

New York by the Numbers

Economic snapshots of the five boroughs

Center *for an*
Urban
Future

www.nycfuture.org

December 2010
Volume 3 • Issue 1

The Center for an Urban Future is New York City's home for independent research and innovative thinking about key issues affecting the five boroughs.

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A Chain Reaction: This year's borough-by-borough analysis of New York City's largest retailers

Our third annual ranking of national retail chains in New York City reveals that despite the sluggish economy over the past year, more national retailers have expanded their presence in the five boroughs than those that have reduced their number of stores here. This report also shows that every borough registered a net increase in national chain stores during the past year. Interestingly, Brooklyn had the greatest percentage change of any borough during this period. And for the third year running, Dunkin Donuts comes in as the national retailer with the most stores in the city. In fact, it wasn't even close. Dunkin Donuts now has 77 more stores in the five boroughs than Subway, the retailer that came in second on our list, and 210 more stores than Starbucks, the third place finisher.

Overall, the 280 national retailers listed in our 2009 report now have four percent more stores in the five boroughs than a year ago—increasing from 6,335 stores in 2009 to 6,595 in 2010. Thirty nine percent of those retailers have expanded their footprint in the city during that time, while 20 percent now have fewer stores and 41 percent have the same number of locations. Only one of the chains on last year's list closed all of their New York City locations this past year, compared to four that shut down between our 2008 and 2009 reports.

Brooklyn had the largest percentage gain of any borough over the past year. The retailers counted in our 2009 report now have 1,325 stores in Brooklyn, up from 1,258 last year—a 5.3 percent gain. Manhattan had the next largest percentage gain (5.1 percent), followed by the Bronx (4.7 percent), Queens (1.9 percent) and Staten Island (1.5 percent).

To make our annual ranking of national retailers as accurate as possible, we add new retailers to our list every year: Some have entered the New York market in the past year and others we inadvertently left off the year before. This year's report includes 26 new national retailers, from Red Mango (14 stores in the city) and Qdoba (8 stores) to Lego (2 stores). Overall, this year's report includes 306 retailers, which have a total of 6,703 stores in the city.

This year, there are 13 retailers with at least 100 stores in the five boroughs—up from 12 in both 2009 and 2008. The new entry is T-Mobile, which now has 117 stores in the city, up from 96 in 2009 and 82 in 2008.

Dunkin Donuts is still far and away the largest national retailer in New York. It now has 466 stores in the city, up from 429 last year and 341 in 2008. Though Dunkin Donuts is only the fourth largest national retail chain in Manhattan—with 115 stores in the borough, it trails Starbucks (194), Subway (163) and Duane Reade (161)—it has the most locations in each of the other four boroughs.

Despite its 2009 announcement that it would close some of its New York City locations, Starbucks actually has 11 more stores in the five boroughs this year. It moved up to third place in the rankings, from fourth in 2008 and 2009. Duane Reade climbed up one notch, to fourth place, while McDonald's has fallen to fifth from its number three ranking in 2008 and 2009; the burger chain has 17 fewer chains than last year (from 258 to 241 stores).

T-Mobile wasn't the only cell phone store to increase significantly over the past year. Metro PCS grew from 7 locations in 2009 to 35 this year, a staggering 400 percent increase, while Sprint (from 24 to 33) and Verizon Wireless (45 to 50) also registered notable gains. A broad range of other retailers expanded their presence in the five boroughs over the past year:

- 7-Eleven—74 stores, from 59 last year and 57 in 2008
- GameStop—84 stores, from 75 last year and 69 in 2008
- Ann Taylor—19 stores, up from 11 last year and 12 in 2008
- Sephora—21 stores, from 16 last year and 15 in 2008
- Le Pain Quotidien—22 stores, from 17 both last year and in 2008
- Walgreens—74 stores, from 64 last year and 48 in 2008
- Pret A Manger—25 stores, from 21 last year and 15 in 2008
- The Children's Place—32 stores, from 26 last year and 21 in 2008
- Chipotle—29 stores, from 25 last year and 21 in 2008
- J Crew—11 stores, from 9 last year and 6 in 2008

Not all retailers have fared as well. The more notable retail contractions have included:

- Pizza Hut—15 stores, from 20 last year and 39 in 2008
- Tasti-D-Lite—26 stores, from 41 last year and 53 in 2008
- Curves—25 stores, from 36 last year and 47 in 2008
- Blockbuster—30 stores, from 45 last year and 46 in 2008
- Blimpie—28 stores, from 37 last year and 50 in 2008
- Quiznos—15 stores, from 21 last year and 27 in 2008
- Nine West—16 stores, from 19 last year and 24 in 2008
- Papyrus—15 stores, from 23 last year and 19 in 2008

This analysis of retailers is broken down by borough and zip code. By borough, it is hardly surprising that Manhattan has the largest number of chains (2,746), followed by Queens (1,479), Brooklyn (1,333), the Bronx (742) and finally Staten Island (403). These numbers include the 26 new chains added to the list this year.

Once again, the zip code with the largest number of chain stores in the city is Staten Island's 10314 (home of the Staten Island Mall), with 188 outlets. It is followed by five zip codes in Manhattan – 10001 with 175 outlets (up from 160 in 2009); 10003 with 166 retail stores (up from 151); 10022 with 156 outlets (up from 137); 10019 with 156 retailers (up from 148) and 10017 with 147 retailers (up from 138).

Zip codes that registered notable gains in chain stores over the past year include:

- High Bridge/Morrisania(10451)—from 45 to 63
- East Harlem (10035)—from 27 to 38
- Soho/The Village (10012)—from 94 to 121
- Midtown West (10036)—from 112 to 139
- Midtown East (10022)—from 137 to 156
- Flatlands (11234)—from 132 to 146
- Park Slope (11217)—from 52 to 59
- St. George (11301)—from 11 to 15
- East Elmhurst (11369)—from 11 to 17

Queens accounts for half of all the zip codes that have experienced a decrease in retail chains. Among the zip codes that experienced a notable decrease in the last year are:

- Sunnyside (11104)—from 31 to 24 stores
- Flushing (11371)—from 35 to 29 stores
- Highbridge/Morrisania (10452)—from 25 to 21

In addition to a comprehensive list of all national retailers in the city, broken down by borough and zip code, the pages that follow include a ranking of the top 30 and bottom 30 zip codes citywide and a list of the top 10 and bottom 10 zip codes for each borough.

New York City's Largest National Retailers, 2010

Retail Chain	NYC Total			Boroughs 2010				
	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Dunkin Donuts	466	429	341	115	126	131	64	30
Subway	389	361	335	163	65	85	53	23
Starbucks	256	245	235	194	17	31	6	8
Duane Reade	248	229	216	161	35	32	12	8
McDonalds	241	258	248	73	54	62	41	11
Baskin-Robbins	204	207	215	47	55	66	22	14
Rite Aid	195	195	209	35	57	58	41	4
GNC	121	110	115	42	28	28	19	4
Radio Shack	119	115	116	39	30	25	19	6
T-Mobile	117	96	82	38	32	26	17	4
CVS	115	107	108	32	21	34	11	17
Payless	107	106	109	22	35	25	20	5
Sleepy's	102	108	105	32	24	27	10	9
Burger King	96	94	92	20	23	27	17	9
GameStop	84	75	69	20	22	21	14	7
Liberty Tax Service	84	51	43	4	28	25	23	4
Walgreen's	74	64	48	13	23	18	10	10
7-Eleven	74	59	57	8	18	35	7	6
Domino's Pizza	71	71	74	19	19	16	13	4
KFC	71	69	70	11	25	20	11	4
Golden Krust	69	70	72	9	29	16	14	1
Popeye's	68	61	57	14	22	17	14	1
Staples	63	63	61	29	9	16	6	3
Papa John's	63	58	55	14	18	20	9	2
Petland Discounts	62	61	59	11	16	19	12	4
Carvel	61	62	62	7	11	24	10	9
FedEx Office	60	61	61	54	2	3	0	1
AT&T Wireless	60	59	85	30	10	9	9	2
Foot Locker*	58	56	58	18	17	8	12	3
Jackson Hewitt Tax Service	57	92	83	14	22	11	8	2
NY Sports Clubs	53	54	55	38	7	6	1	1
Verizon Wireless	50	45	41	17	10	13	6	4
Wendy's	47	45	50	12	13	10	6	6
Cohen's Fashion Optical	45	45	40	24	6	9	4	2
Rent-A-Center	38	40	38	5	11	9	9	3
Gap (including GapKids & BabyGap)	37	34	35	19	3	10	1	4
White Castle	35	35	36	3	10	9	10	3
Metro PCS	35	7	N/A	17	5	3	10	0
Au Bon Pain	34	33	34	19	2	11	1	1
The Vitamin Shoppe	34	35	32	25	4	3	1	1
Modell's	33	34	33	9	9	8	4	3
Sprint	33	24	25	16	6	8	2	1
The Children's Place	32	26	21	9	9	8	4	2
H&R Block***	31	25	29	14	6	6	3	2
Blockbuster	30	45	46	7	5	11	4	3
Chipotle	29	25	21	28	1	0	0	0

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Retail Chain	NYC Total			Boroughs 2010				
	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Blimpie	28	37	50	13	1	6	8	0
V.I.M.	27	27	27	6	14	3	4	0
Tasti D-Lite	26	41	53	24	2	0	0	0
Liberty Travel	26	27	27	10	5	6	2	3
Curves	25	36	47	1	9	9	4	2
Aerosoles	25	27	21	17	4	3	0	1
Pret A Manger	25	21	15	25	0	0	0	0
Jimmy Jazz	24	32	42	4	8	4	8	0
Häagen-Dazs	24	20	19	10	4	6	3	1
Taco Bell	23	19	19	5	5	8	3	2
LensCrafters	23	18	22	19	2	1	0	1
Famiglia	22	21	18	14	1	4	3	0
Ricky's	22	20	18	20	1	1	0	0
Hale & Hearty Soups	22	19	20	21	1	0	0	0
Applebee's	22	17	16	4	5	5	4	4
Le Pain Quotidien	22	17	17	22	0	0	0	0
Home Depot	21	21	20	2	5	8	3	3
Lucille Roberts	21	21	21	5	6	6	4	0
Sephora	21	16	15	15	0	2	2	2
Aldo	20	19	16	12	3	3	0	2
American Apparel	20	20	16	16	4	0	0	0
P.C. Richard & Sons	20	19	19	4	6	7	2	1
Mandee	19	20	21	2	5	6	3	3
Sunglass Hut	19	20	21	13	1	4	0	1
Equinox	19	19	20	18	1	0	0	0
Nathan's	19	19	19	3	8	7	0	1
Victoria's Secret	19	18	16	10	3	5	0	1
Bolton's	19	16	18	15	2	1	1	0
Ann Taylor	19	11	12	16	1	1	0	1
Strawberry	18	19	18	12	2	4	0	0
Banana Republic	18	18	20	14	1	2	0	1
Toys "R" Us**	18	15	14	4	4	5	3	2
Jamba Juice	17	20	18	16	0	1	0	0
Bally Total Fitness	17	17	17	5	4	4	3	1
Ashley Stewart	17	16	N/A	3	8	2	4	0
Old Navy	17	16	16	5	4	5	2	1
Nine West	16	19	24	6	3	4	3	0
Cosi	16	16	16	15	0	1	0	0
Crown Fried Chicken	16	16	N/A	3	9	3	1	0
Avenue	16	15	N/A	2	5	3	4	2
Papyrus	15	23	19	15	0	0	0	0
Quizno's	15	21	27	8	3	4	0	0
Pizza Hut	15	20	39	4	1	9	1	0
Barnes and Noble	15	15	16	8	2	3	1	1
Boston Market	15	15	15	2	1	8	1	3
Dr. Jay's	15	15	15	4	4	2	5	0
Pinkberry	15	15	12	14	0	1	0	0
Sbarro	15	15	18	8	1	6	0	0
Cold Stone Creamery	15	14	15	5	3	5	0	2
New York & Company	15	14	16	3	4	5	1	2

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Retail Chain	NYC Total			Boroughs 2010				
	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Beach Bum Tanning	15	13	N/A	6	0	8	0	1
Tim Hortons	15	12	N/A	13	2	0	0	0
Red Mango	14	N/A	N/A	7	1	5	0	1
The Body Shop	14	16	17	9	1	3	0	1
Supercuts	14	15	16	10	1	2	0	1
Marshall's	14	13	11	2	3	4	4	1
Motherhood Maternity	14	12	12	3	6	3	1	1
Lids	14	11	13	7	2	3	1	1
Auntie Anne's Pretzels	14	10	N/A	6	1	6	0	1
Five Guys	14	8	N/A	6	3	5	0	0
wichcraft	13	N/A	N/A	13	0	0	0	0
Godiva	13	15	16	11	1	1	0	0
Pax Wholesome Foods	13	14	14	13	0	0	0	0
Dress Barn	13	13	13	3	1	5	3	1
H&M	13	13	12	10	1	1	0	1
Zales	13	13	15	5	3	2	2	1
L'Occitane	13	12	13	12	0	1	0	0
Party City	13	12	12	1	3	4	2	3
Best Buy	13	10	9	7	2	1	2	1
Bath & Body Works	13	12	12	5	2	5	0	1
Coach	12	12	12	10	0	1	0	1
Meineke	12	12	12	1	5	3	1	2
Brookstone	12	11	N/A	4	0	7	0	1
IHOP	12	11	10	1	2	4	4	1
T.G.I. Friday's	12	11	12	8	1	1	1	1
Crumbs Cupcakes	12	10	N/A	12	0	0	0	0
M·A·C Cosmetics	12	7	N/A	8	3	1	0	0
Ralph Lauren	12	5	N/A	12	0	0	0	0
Express	11	12	12	6	1	3	0	1
Perfumania	11	12	11	4	1	4	1	1
Sterling Optical	11	12	N/A	3	3	2	1	2
Ben & Jerry's	11	11	12	4	1	3	2	1
Claire's Accessories	11	11	12	3	3	4	0	1
Steve Madden	11	11	N/A	8	1	2	0	0
Benetton	11	10	10	5	4	2	0	0
J Crew	11	9	6	11	0	0	0	0
Sears	11	9	N/A	0	4	4	2	1
Lane Bryant	10	11	13	2	4	2	1	1
Crunch	10	10	12	8	2	0	0	0
FootAction USA	10	10	N/A	2	3	0	4	1
Men's Warehouse	10	10	10	4	1	2	1	2
Pearle Vision	10	10	10	1	3	5	0	1
Brooklyn Industries	10	9	N/A	5	5	0	0	0
Macy's	10	8	7	1	2	4	1	2
Raymour & Flanigan Furniture	10	8	N/A	3	2	2	2	1
Bed Bath & Beyond	9	9	9	4	1	2	0	2
Daffy's	9	9	9	7	1	1	0	0
Mrs. Fields	9	9	9	5	1	2	0	1
BCBGMAXAZRIA	9	8	N/A	8	0	0	0	1
Borders	9	8	6	5	0	3	0	1

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Retail Chain	NYC Total			Boroughs 2010				
	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Hollywood Tans	9	8	13	4	4	0	0	1
Target	9	7	7	1	3	2	2	1
American Eagle Outfitters	9	6	N/A	4	1	2	0	2
Original SoupMan	9	6	N/A	7	N/A	1	N/A	1
Qdoba	8	N/A	N/A	7	0	1	0	0
AAMCO Transmissions	8	9	9	0	2	4	1	1
Dashing Diva	8	9	N/A	5	3	0	0	0
Laila Rowe	8	9	N/A	7	0	1	0	0
Uno Chicago Grill	8	9	9	3	1	3	1	0
Dallas BBQ	8	8	7	6	1	0	1	0
Tumi	8	8	N/A	8	0	0	0	0
Bakers Shoes	8	7	N/A	1	3	3	0	1
Club Monaco	8	7	8	7	0	1	0	0
Easy Spirit	8	7	6	6	1	1	0	0
Lucky Brand Jeans	8	7	7	6	1	1	0	0
Two Boots Pizza	8	7	N/A	7	1	0	0	0
Urban Outfitters	8	7	N/A	6	1	1	0	0
Ranch1	8	6	N/A	6	0	2	0	0
Skechers	8	6	N/A	4	0	3	1	0
Lot Less Closeouts	7	N/A	N/A	4	0	1	1	1
Diesel	7	7	N/A	7	0	0	0	0
Easy Pickins'	7	7	7	0	0	1	6	0
Pep Boys	7	7	7	0	1	4	1	1
Pretzel Time	7	7	N/A	2	2	3	0	0
Solstice Sunglass Boutique	7	7	N/A	5	0	1	0	1
Tiger Schulmann's	7	7	N/A	1	2	3	0	1
Armani Exchange	7	6	N/A	4	1	1	0	1
Forever 21	7	6	6	4	1	1	0	1
Panera Bread	7	6	4	0	0	4	1	2
Whole Foods	7	6	5	7	0	0	0	0
Zara	7	6	N/A	7	0	0	0	0
Stride Rite	7	5	N/A	2	2	2	0	1
Johnny Rockets	7	4	N/A	3	0	2	1	1
Goodburger	6	N/A	N/A	6	0	0	0	0
Mail Boxes Etc.	6	10	10	6	0	0	0	0
Dante Zeller Tuxedo	6	8	N/A	1	2	0	1	2
f.y.e.	6	7	9	0	0	2	3	1
Kmart	6	7	7	2	0	1	2	1
1-800-Mattress	6	6	16	3	1	2	0	0
Eileen Fisher	6	6	6	6	0	0	0	0
Joyce Leslie	6	6	N/A	1	2	2	0	1
Kenneth Cole	6	6	6	6	0	0	0	0
Outback Steakhouse	6	6	6	2	1	2	0	1
Brooks Brothers	6	5	N/A	5	0	1	0	0
Guess	6	5	N/A	2	1	1	1	1
Michael's Stores	6	5	5	1	0	2	1	2
The Art of Shaving	6	5	N/A	6	0	0	0	0
Lululemon Athletica	5	N/A	N/A	4	1	0	0	0
True Religion	5	N/A	N/A	5	0	0	0	0
Esprit	5	6	N/A	5	0	0	0	0

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Retail Chain	NYC Total			Boroughs 2010				
	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Bebe	5	5	N/A	5	0	0	0	0
Chuck E. Cheese	5	5	5	1	1	1	1	1
Family Dollar	5	5	N/A	0	2	0	3	0
Finish Line	5	5	N/A	0	2	1	1	1
Gymboree	5	5	4	3	0	1	0	1
Hugo Boss	5	5	N/A	5	0	0	0	0
Juan Valdez	5	5	N/A	5	0	0	0	0
Justice	5	5	N/A	0	0	2	0	3
Kay Jewelers	5	5	5	1	2	1	0	1
Apple Store	5	4	N/A	4	0	0	0	1
Chico's	5	4	N/A	2	0	2	0	1
Journeys	5	4	N/A	2	1	1	0	1
Aeropostale	5	3	N/A	2	1	1	0	1
BJ's Wholesale Club	5	3	3	0	1	3	1	0
Costco	5	3	3	1	1	2	0	1
Free People	4	N/A	N/A	3	1	0	0	0
Geox	4	N/A	N/A	4	0	0	0	0
Crabtree & Evelyn	4	6	6	3	0	1	0	0
Afaze	4	4	N/A	1	1	2	0	0
Betsey Johnson	4	4	N/A	4	0	0	0	0
Champs Sports	4	4	N/A	2	0	1	0	1
Charlotte Russe	4	4	N/A	1	1	1	0	1
DSW	4	4	4	2	1	1	0	0
Famous Footwear	4	4	N/A	1	1	1	0	1
Fossil	4	4	N/A	4	0	1	0	0
Gold's Gym	4	4	5	1	2	1	0	0
Levi's	4	4	N/A	4	0	0	0	0
Pier 1	4	4	N/A	2	0	1	0	1
Red Lobster	4	4	N/A	1	1	1	1	0
Thomas Pink	4	4	N/A	4	0	0	0	0
Williams Sonoma	4	4	4	4	0	0	0	0
Anthropologie	4	3	N/A	4	0	0	0	0
JCPenney	4	3	N/A	1	0	1	1	1
Oakley	4	3	N/A	2	0	1	0	1
White House Black Market	4	3	N/A	2	2	0	0	0
Century 21	3	N/A	N/A	1	1	1	0	0
7 For All Mankind	3	N/A	N/A	3	0	0	0	0
Capital Grill	3	N/A	N/A	3	0	0	0	0
Kohl's	3	N/A	N/A	0	1	1	0	1
Paul Smith	3	N/A	N/A	2	1	0	0	0
Tiffany's	3	N/A	N/A	3	0	0	0	0
Trader Joe's	3	N/A	N/A	3	0	0	0	0
Traffic Shoes	3	N/A	N/A	0	1	1	0	1
West Elm	3	N/A	N/A	2	1	0	0	0
Burlington Coat Factory	3	5	N/A	1	1	0	0	1
Filene's Basement	3	4	N/A	2	0	1	0	0
The Door Store	3	4	N/A	3	0	0	0	0
Tourneau	3	4	N/A	3	0	0	0	0
Arden B.	3	3	N/A	3	0	0	0	0
Cache	3	3	N/A	2	0	0	0	1

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Retail Chain	NYC Total			Boroughs 2010				
	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
David Barton Gym	3	3	N/A	3	0	0	0	0
Gordon's Jewelers	3	3	N/A	0	1	1	0	1
Guitar Center	3	3	N/A	1	1	1	0	0
Juicy Couture	3	3	N/A	3	0	0	0	0
La Perla	3	3	N/A	3	0	0	0	0
Lacoste	3	3	N/A	3	0	0	0	0
Le Château	3	3	N/A	2	0	0	0	1
Naturalizer	3	3	N/A	1	1	0	0	1
Olive Garden	3	3	3	2	1	0	0	0
Pottery Barn	3	3	4	3	0	0	0	0
Sam Ash Music Stores	3	3	N/A	3	0	0	0	0
Square One	3	3	N/A	1	1	1	0	0
Talbots	3	3	3	3	0	0	0	0
Underground Station	3	3	N/A	0	1	1	0	1
Billabong	3	2	N/A	3	0	0	0	0
Bare Escentuals	3	1	N/A	3	0	0	0	0
Burritoville	3	0	11	3	0	0	0	0
Arby's	2	N/A	N/A	0	0	2	0	0
Bose	2	N/A	N/A	2	0	0	0	0
Lego	2	N/A	N/A	1	0	1	0	0
Rockport	2	N/A	N/A	0	0	1	0	1
Submarina CA Subs	2	N/A	N/A	1	0	1	0	0
Sur La Table	2	N/A	N/A	2	0	0	0	0
Hollywood Video	2	5	6	0	0	1	1	0
Epic	2	3	N/A	0	1	1	0	0
Puma	2	3	N/A	2	0	0	0	0
Abercrombie & Fitch	2	2	2	2	0	0	0	0
Arthur Treacher's	2	2	N/A	1	1	0	0	0
Bloomingdale's	2	2	N/A	2	0	0	0	0
Build-A-Bear Workshop	2	2	N/A	1	0	0	0	1
Chevy's Fresh Mex	2	2	N/A	2	0	0	0	0
Crate and Barrel	2	2	2	2	0	0	0	0
Disney Store	2	2	N/A	0	0	1	0	1
DKNY	2	2	N/A	2	0	0	0	0
Frederick's of Hollywood	2	2	N/A	0	1	0	0	1
French Connection	2	2	N/A	2	0	0	0	0
Gloria Jean's Coffees	2	2	N/A	0	0	1	0	1
Gucci	2	2	N/A	2	0	0	0	0
Helzberg's Diamonds	2	2	N/A	0	0	1	0	1
Hollister	2	2	N/A	1	0	0	0	1
Hot Topic	2	2	N/A	0	0	1	0	1
Johnston & Murphy	2	2	N/A	2	0	0	0	0
Jos. A. Bank	2	2	N/A	1	0	1	0	0
Montblanc	2	2	N/A	2	0	0	0	0
Morton's Steakhouse	2	2	N/A	1	1	0	0	0
Sarku	2	2	N/A	0	0	1	0	1
Spencer Gifts	2	2	N/A	0	0	1	0	1
Stuart Weitzman	2	2	N/A	2	0	0	0	0
The Container Store	2	2	N/A	2	0	0	0	0
Yankee Candle	2	2	N/A	0	0	1	0	1

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Retail Chain	NYC Total			Boroughs 2010				
	2010	2009	2008	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Houston's	1	N/A	N/A	1	0	0	0	0
Uniqlo	1	N/A	N/A	1	0	0	0	0
Coldwater Creek	1	3	N/A	1	0	0	0	0
Ecko Unltd.	1	2	N/A	0	0	0	0	1
J. Jill	1	2	N/A	0	0	0	0	1
Delia's	1	1	N/A	0	0	0	0	1
Hard Rock Café	1	1	N/A	1	0	0	0	0
Master Wok	1	1	N/A	0	1	0	0	0
OfficeMax	1	1	2	0	1	0	0	0
The Athlete's Foot	1	1	6	0	1	0	0	0
Bandolino	0	3	N/A	0	0	0	0	0
Circuit City	0	0	11	0	0	0	0	0
K.B. Toys	0	0	5	0	0	0	0	0
Levitz	0	0	9	0	0	0	0	0

Top 30 zip codes in NYC for number of national retailers

Rank	Area	Zip Code	2010	2009	% change
1	New Springville	10314	188	188	0.00%
2	Garment district/Koreatown	10001	175	160	9.38%
3	East Village	10003	166	151	9.93%
5	Midtown West	10019	156	148	5.41%
4	Midtown East	10022	156	137	13.87%
6	Midtown East	10017	147	138	6.52%
7	Flatlands	11234	146	132	10.61%
8	Chelsea	10011	139	120	15.83%
9	Midtown West	10036	139	112	24.11%
10	Corona/Elmhurst	11373	135	138	-2.17%
11	Brooklyn Heights	11201	126	124	1.61%
12	Greenwich Village/SoHo	10012	121	94	28.72%
13	Murray Hill	10016	101	91	10.99%
14	Upper East Side	10021	93	85	9.41%
15	Upper West Side	10023	92	79	16.46%
16	Gramercy Park	10010	88	87	1.15%
18	Midtown West	10018	86	81	6.17%
17	Lower Manhattan/Financial District	10038	86	80	7.50%
19	Upper West Side/Morningside Heights	10025	80	68	17.65%
20	Ridgewood	11385	79	78	1.28%
21	Forest Hills	11375	78	78	0.00%
22	Upper East Side	10028	74	72	2.78%
24	Bay Ridge	11209	74	70	5.71%
25	Central Harlem/Morningside Heights	10027	73	60	21.67%
23	Parkchester	10462	72	68	5.88%
26	Upper West Side	10024	67	63	6.35%
27	East Flatbush - Flatbush	11226	67	66	1.52%
29	High Bridge - Morrisania	10451	63	45	40.00%
28	Jamaica	11432	63	62	1.61%
30	Astoria	11103	60	55	9.09%

Bottom 30 zip codes in NYC for number of national retailers

Rank	Area	Zip Code	Number of Outlets
1	Navy Yard	11251	0
2	Breezy Point	11697	0
3	Midtown	10103	1
4	Midtown	10104	1
5	Midtown	10105	1
6	Midtown	10111	1
7	Harlem	10116	1
8	Garment district/Koreatown	10123	1
9	Midtown	10165	1
10	Midtown	10166	1
11	Midtown	10168	1
12	Midtown	10173	1
13	Midtown	10175	1
14	Midtown	10176	1
15	Financial District	10271	1
16	Financial District	10279	1
17	Financial District	10285	1
18	Financial District	10286	1
19	Pelham Bay Park/City Island	10464	1
20	Fort Hamilton	11252	1
21	Kew Gardens	11424	1
22	Jamaica	11425	1
23	Jamaica	11431	1
24	Jamaica	11439	1
25	Far Rockaway/Arverne	11692	1
26	Midtown	10110	2
27	Garment district/Koreatown	10120	2
28	Garment district/Koreatown	10121	2
29	Midtown	10153	2
30	Midtown	10169	2

Manhattan

Top 10 zip codes for national chain stores

Rank	Area	Zip Code	Number of Outlets
1	Garment district/Koreatown	10001	175
2	East Village	10003	166
3	Midtown West	10019	156
4	Midtown East	10022	156
5	Midtown East	10017	147
6	Chelsea	10011	139
7	Midtown West	10036	139
8	Greenwich Village/SoHo	10012	121
9	Murray Hill	10016	101
10	Upper East Side	10021	93

Bottom 10 zip codes for national chain stores

Rank	Area	Zip Code	Number of Outlets
1	Midtown	10103	1
2	Midtown	10104	1
3	Midtown	10105	1
4	Midtown	10111	1
5	Harlem	10116	1
6	Garment district/Koreatown	10123	1
7	Midtown	10165	1
8	Midtown	10166	1
9	Midtown	10168	1
10	Midtown	10173	1

Brooklyn

Top 10 zip codes for national chain stores

Rank	Area	Zip Code	Number of Outlets
1	Flatlands	11234	146
2	Brooklyn Heights	11201	126
3	Bay Ridge	11209	74
4	East Flatbush - Flatbush	11226	67
5	Park Slope	11217	59
6	Bensonhurst	11214	55
7	Canarsie	11236	51
8	Sheepshead Bay	11229	48
9	Sheepshead Bay	11235	44
10	Bronxville	11212	41

Bottom 10 zip codes for national chain stores

Rank	Area	Zip Code	Number of Outlets
1	Navy Yard	11251	0
2	Fort Hamilton	11252	1
3	Greenpoint	11202	2
4	Downtown Brooklyn	11241	3
5	Red Hook	11231	9
6	Dyker Heights	11228	10
7	Adelphi	11238	11
8	Clinton Hill	11205	13
9	Bedford Stuyvesant - Crown Heights	11233	13
10	Kensington	11218	16

Queens

Top 10 zip codes for national chain stores

Rank	Area	Zip Code	Number of Outlets
1	Corona/Elmhurst	11373	135
2	Ridgewood	11385	79
3	Forest Hills	11375	78
4	Jamaica	11432	63
5	Astoria	11103	60
6	Jackson Heights	11372	56
7	Flushing	11354	54
8	JFK Airport	11430	43
9	Bayside	11361	41
10	Rego Park	11374	40

Bottom 10 zip codes for national chain stores

Rank	Area	Zip Code	Number of Outlets
1	Breezy Point	11697	0
2	Kew Gardens	11424	1
3	Jamaica	11425	1
4	Jamaica	11431	1
5	Jamaica	11439	1
6	Far Rockaway/Arverne	11692	1
7	Little Neck/Douglaston	11363	5
8	Cambria Heights	11411	5
9	Kew Gardens/Richmond Hill	11418	5
10	Far Rockaway/Broad Channel	11693	5

Bronx

Top 10 zip codes for national chain stores

Rank	Area	Zip Code	Number of Outlets
1	Parkchester	10462	72
2	High Bridge - Morrisania	10451	63
3	Fordham - Bronx Park	10458	57
4	Baychester/Co-op city	10475	54
5	Williamsbridge	10467	52
6	Westchester	10461	47
7	Kingsbridge	10463	43
8	Hunts Point - Mott Haven	10455	41
9	Baychester	10469	37
10	Kingsbridge	10468	34

Bottom 10 zip codes for national chain stores

Rank	Area	Zip Code	Number of Outlets
1	Pelham Bay Park/City Island	10464	1
2	Hunts Point	10474	3
3	Riverdale	10471	5
4	Woodlawn	10470	7
5	Mott Haven	10454	8
6	High Bridge - Morrisania	10456	9
7	Pelham - Throgs Neck	10465	14
8	High Bridge - Morrisania	10452	21
9	West Farms	10460	21
10	Morris Heights	10453	23

Staten Island

All 13 zip codes with number of chain stores

Rank	Area	Zip Code	Number of Outlets
1	New Springville	10314	188
2	Oakwood/New Dorp	10306	56
3	Port Richmond	10302	26
4	Pleasant Plains/Princess Bay	10309	23
5	Mariners Harbor	10303	21
6	Eltingville	10312	21
7	South Beach, Linden-Park, Rosebank	10305	20
8	Tompkinsville/New Brighton/Saint George	10301	15
9	West New Brighton	10310	10
10	Great Kills	10308	9
11	Stapleton/Emerson Hill	10304	6
12	Tottenville	10307	4
13	New Springville	10313	2

Number of National Retail Outlets by Zip Code

Area	Zip Code	Number of Outlets
Manhattan		
Garment district/Koreatown	10001	175
East Village	10003	166
Midtown West	10019	156
Midtown East	10022	156
Midtown East	10017	147
Chelsea	10011	139
Midtown West	10036	139
Greenwich Village/SoHo	10012	121
Murray Hill	10016	101
Upper East Side	10021	93
Upper West Side	10023	92
Gramercy Park	10010	88
Midtown West	10018	86
Lower Manhattan/Financial District	10038	86
Upper West Side/Morningside Heights	10025	80
Upper East Side	10028	74
Central Harlem/Morningside Heights	10027	73
Upper West Side	10024	67
West Village	10014	55
Lower Manhattan/TriBeCa	10007	51
TriBeCa/Chinatown	10013	48
Spanish Harlem/East Harlem	10029	46
East Harlem	10035	38
Midtown	10020	37
Upper East Side	10128	37
Washington Heights	10033	35
Financial District/Battery Park City	10004	33
Chinatown/Lower East Side	10002	32
Washington Heights	10031	32
Upper East Side	10065	28
Financial District	10005	27
East Village/Alphabet City	10009	20
Washington Heights	10032	20
Central Harlem/Morningside Heights	10026	16
Fort George/Inwood	10040	15
Garment district/Koreatown	10119	15
Inwood	10034	14
Upper East Side	10075	12
Central Harlem/Morningside Heights	10030	10
Upper Harlem	10039	10
Financial District	10006	9
Midtown	10112	9
Harlem	10037	6
Financial District	10281	6
Garment district/Koreatown	10118	4
Financial District	10282	4

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Area	Zip Code	Number of Outlets
Roosevelt Island	10044	3
Midtown	10167	3
Midtown	10110	2
Garment district/Koreatown	10120	2
Garment district/Koreatown	10121	2
Midtown	10153	2
Midtown	10169	2
Midtown	10170	2
Midtown	10174	2
Midtown	10103	1
Midtown	10104	1
Midtown	10105	1
Midtown	10111	1
Harlem	10116	1
Garment district/Koreatown	10123	1
Midtown	10165	1
Midtown	10166	1
Midtown	10168	1
Midtown	10173	1
Midtown	10175	1
Midtown	10176	1
Financial District	10271	1
Financial District	10279	1
Financial District	10285	1
Financial District	10286	1
Brooklyn		
Flatlands	11234	146
Brooklyn Heights	11201	126
Bay Ridge	11209	74
East Flatbush - Flatbush	11226	67
Park Slope	11217	59
Bensonhurst	11214	55
Canarsie	11236	51
Sheepshead Bay	11229	48
Sheepshead Bay	11235	44
Bronxville	11212	41
Park Slope	11215	41
East New York	11207	38
Bay Ridge	11220	35
Flatbush/East Flatbush	11210	32
Bedford Stuyvesant - Crown Heights	11216	32
Gravesend	11223	32
Williamsburg/Bushwick	11206	29
Flatbush/East Flatbush	11203	28
Borough Park	11204	26
East New York	11208	25
Greenpoint	11222	24
Coney Island/Sheepshead Bay	11224	24

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Area	Zip Code	Number of Outlets
Williamsburg	11211	22
Prospect Lefferts Gardens	11225	22
Midwood	11230	21
Bushwick	11237	20
Bushwick	11221	19
Sunset Park	11232	18
Bedford Stuyvesant - Crown Heights	11213	17
Borough Park	11219	17
Canarsie	11239	17
Kensington	11218	16
Clinton Hill	11205	13
Bedford Stuyvesant - Crown Heights	11233	13
Adelphi	11238	11
Dyker Heights	11228	10
Red Hook	11231	9
Downtown Brooklyn	11241	3
Greenpoint	11202	2
Fort Hamilton	11252	1
Navy Yard	11251	0
Queens		
Corona/Elmhurst	11373	135
Ridgewood	11385	79
Forest Hills	11375	78
Jamaica	11432	63
Astoria	11103	60
Jackson Heights	11372	56
Flushing	11354	54
JFK Airport	11430	43
Bayside	11361	41
Rego Park	11374	40
Corona	11368	39
Long Island City	11101	34
Woodside	11377	34
Bayside	11360	32
Long Island City - Astoria	11106	30
Flushing	11356	30
LaGuardia Airport	11371	29
Jamaica	11435	28
Middle Village	11379	27
Fresh Meadows	11365	26
Astoria	11105	25
South Richmond Hill	11419	25
Rochdale Village/Jamaica	11434	25
Sunnyside	11104	24
Flushing	11358	24
Howard Beach	11414	23
Ozone Park	11417	22
Woodhaven	11421	22

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Area	Zip Code	Number of Outlets
Flushing	11357	20
Fresh Meadows	11366	18
Astoria	11102	17
East Elmhurst	11369	17
Maspeth	11378	17
Ozone Park	11416	16
Little Neck	11362	15
Springfield Gardens	11413	15
Hollis	11423	14
Oakland Gardens	11364	12
Fresh Meadows	11367	12
Rosedale	11422	12
Flushing	11355	11
Queens Village	11427	11
Far Rockaway	11691	11
Queens Village	11429	10
Jamaica	11433	10
Kew Gardens	11415	9
Bellerose	11426	9
North Floral Park	11004	8
East Elmhurst	11370	8
South Ozone Park	11420	8
St. Albans	11412	7
Queens Village	11428	7
Jamaica	11436	6
Rockaway Park	11694	6
Little Neck/Douglaston	11363	5
Cambria Heights	11411	5
Kew Gardens/Richmond Hill	11418	5
Far Rockaway/Broad Channel	11693	5
Kew Gardens	11424	1
Jamaica	11425	1
Jamaica	11431	1
Jamaica	11439	1
Far Rockaway/Arverne	11692	1
Breezy Point	11697	0
Bronx		
Parkchester	10462	72
High Bridge - Morrisania	10451	63
Fordham - Bronx Park	10458	57
Baychester/Co-op city	10475	54
Williamsbridge	10467	52
Westchester	10461	47
Kingsbridge	10463	43
Hunts Point - Mott Haven	10455	41
Baychester	10469	37
Kingsbridge	10468	34
Wakefield	10466	29

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Area	Zip Code	Number of Outlets
Soundview/Unionport	10473	28
Hunts Point - Mott Haven	10459	27
Soundview/Unionport	10472	25
Morris Heights	10453	23
Tremont	10457	23
High Bridge - Morrisania	10452	21
West Farms	10460	21
Pelham - Throgs Neck	10465	14
High Bridge - Morrisania	10456	9
Mott Haven	10454	8
Woodlawn	10470	7
Riverdale	10471	5
Hunts Point	10474	3
Pelham Bay Park/City Island	10464	1

Staten Island

New Springville	10314	188
Oakwood/New Dorp	10306	56
Port Richmond	10302	26
Pleasant Plains/Princess Bay	10309	23
Mariners Harbor	10303	21
Eltingville	10312	21
South Beach, Linden-Park, Rosebank	10305	20
Tompkinsville/New Brighton/Saint George	10301	15
West New Brighton	10310	10
Great Kills	10308	9
Stapleton/Emerson Hill	10304	6
Tottenville	10307	4
New Springville	10313	2

Methodology:

The data in this report was gathered in August and September 2010. The number of stores for each retailer was gathered using that company's online store locator. We included any national retailer with two or more stores located in New York City. National chains with less than two stores in the city were only counted if they were included in the 2008 listing. We included New York City-based chains if they also have stores located outside of the city limits. If a store happens to have multiple locations inside the same large structure, such as airports or malls, each store was counted individually.

This report was researched and written by Tanya Fonseca with Ilana Novick, Nancy Liu, Jonathan Bowles and David Giles; designed by Ahmad Dowla.