New York by the Numbers

Economic snapshots of the five boroughs

Center for an Urban Future
www.nycfuture.org

July 2008
Volume 1 • 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.

In this Issue:

Attack of the Chains? A borough-by-borough analysis of New York City's largest retailers

Even after Starbucks makes good on its recently announced plan to close 11 of its New York City stores by mid-2009, the Seattle-based coffee chain will still have a whopping 235 retail outlets throughout the five boroughs. As difficult as it may be to fathom, however, Starbucks doesn't top the list of retailers with the most chains in the city. As we detail in this inaugural issue of *New York by the Numbers*, the Center for an Urban Future's monthly economic snapshot of the five boroughs, Starbucks actually has roughly 100 fewer stores here than both Dunkin' Donuts and Subway.

These food chains are hardly the only retailers with a significant presence in the city. According to our research, at least 32 retailers have 50 or more stores throughout the city, a list that includes everything from CVS and GNC to GameStop and Payless. Dozens of other companies have more than 10 outlets here.

The charts below details the number of stores in the city—broken down by borough—for more than 150 major retailers operating here. The vast majority of those on our list are national retailers that are headquartered elsewhere, but we also decided to include several home-grown companies that have multiple stores here, from Nathan's to Jimmy Jazz.

New York City's Largest Retailers

Retailer	NYC	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Dunkin' Donuts	341	78	89	96	49	29
Subway	335	136	57	77	44	21
McDonald's	248	72	57	67	41	11
Starbucks	235	186	18	21	4	6
Duane Reade	216	139	31	27	11	8
Baskin-Robbins	215	46	58	70	26	15
Rite Aid	209	37	57	68	42	5
Radio Shack	116	40	27	25	18	6
GNC	115	41	29	28	14	3
Payless	109	21	36	27	20	5
CVS	108	27	22	34	11	14
Sleepy's	105	34	26	24	12	9

Continued on next page

Retailer	NYC	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Burger King	92	21	24	24	15	8
AT&T Wireless	85	40	21	15	7	2
Jackson Hewitt Tax Service	83	16	19	22	19	7
T-Mobile	82	31	26	14	10	1
Domino's Pizza	74	21	20	15	14	4
Golden Krust	72	13	28	14	17	-
KFC	70	11	24	20	11	4
GameStop	69	17	16	16	14	6
Carvel	62	5	13	25	11	8
FedEx Kinko's	61	55	2	3	-	1
Staples	61	28	9	16	5	3
Petland Discounts	59	11	16	16	12	4
Foot Locker*	58	18	18	8	11	3
7-Eleven	57	4	30	12	6	5
Popeye's	57	11	19	15	11	1
New York Sports Clubs	55	40	7	6	1	1
Papa John's	55	13	16	16	8	2
Tasti D-Lite	53	46	5	2	-	-
Blimpie	50	20	7	9	13	1
Wendy's	50	12	10	14	6	8
Walgreen's	48	11	17	11	3	6
Curves	47	4	16	16	7	4
Blockbuster	46	10	10	14	7	5
Liberty Tax Service	43	3	13	13	13	1
Jimmy Jazz	42	6	19	5	12	-
Verizon Wireless	41	18	9	8	2	4
Cohen's Fashion Optical	40	25	4	7	2	2
Pizza Hut	39	13	6	14	3	3
Rent-A-Center	38	4	12	9	9	4
White Castle	36	3	11	9	11	2
Gap**	35	18	3	9	1	4
Au Bon Pain	34	20	2	11	1	-
Modell's	33	9	9	9	4	2
The Vitamin Shoppe	32	24	4	3	-	1
H&R Block***	29	13	4	6	5	1
Liberty Travel	27	10	5	7	2	3
Quizno's	27	14	4	7	1	1
V.I.M.	27	6	14	3	4	-
Sprint	25	9	6	7	2	1
Nine West	24	13	6	3	2	-
LensCrafters	22	19	2	1	-	-
Aerosoles	21	15	3	3	-	-
Chipotle	21	20	1	-	-	-
Lucille Roberts	21	5	6	6	4	-
Mandee	21	2	5	8	3	3
Sunglass Hut	21	13	1	6	-	1
The Children's Place	21	6	5	4	3	3
Banana Republic	20	16	1	2	-	1
Equinox	20	19	1	-	-	-
Hale & Hearty Soups	20	19	1	-	-	-
Home Depot	20	2	5	8	2	3
Haagen-Dazs	19	9	4	5	1	-
Nathan's	19	5	6	7	-	1

Continued on next page

Retailer	NYC	Manhattan	Brooklyn	Queens	Bronx	Staten Island
P.C. Richard & Son	19	4	6	6	2	1
Papyrus	19	17	1	1	-	-
Taco Bell	19	1	6	5	6	1
Bolton's	18	16	-	1	1	-
Famiglia	18	13	1	3	1	-
Jamba Juice	18	18	-	-	-	-
Ricky's	18	17	1	-	-	-
Sbarro	18	9	1	6	2	-
Strawberry	18	13	1	4	-	-
Bally Total Fitness	17	5	4	4	3	1
Le Pain Quotidien	17	17	-	-	-	-
The Body Shop	17	13	1	2	-	1
1-800-Mattress	16	4	2	8	-	2
Aldo	16	11	1	3	-	1
American Apparel	16	12	4	-	-	-
Applebee's	16	5	3	3	1	4
Barnes and Noble	16	9	2	3	1	1
Cosi	16	15	-	1	-	-
Godiva	16	14	1	1	-	-
New York & Company	16	3	4	6	1	2
Old Navy	16	5	4	4	2	1
Supercuts	16	10	2	3	-	1
Victoria's Secret	16	9	3	3	-	1
Boston Market	15	2	1	8	1	3
Cold Stone Creamery	15	5	3	5	-	2
Dr. Jay's	15	4	4	2	5	-
Pret A Manger	15	15	-	-	-	-
Sephora	15	12	-	2	-	1
Zales	15	6	3	3	2	1
Pax Wholesome Foods	14	14	-	-	-	-
Toys "R" Us****	14	2	4	5	1	2
Dress Barn	13	3	1	5	3	1
Hollywood Tans	13	5	5	-	-	3
Lane Bryant	13	2	5	3	2	1
Lids	13	5	2	4	1	1
L'Occitane	13	12	-	1	-	-
Ann Taylor	12	10	-	1	-	-
Bath & Body Works	12	5	2	4	-	1
Ben & Jerry's	12	6	1	2	2	1
Claire's Accessories	12	3	3	5	-	1
Coach	12	10	-	1	-	1
Crunch	12	10	2	-	-	-
Express	12	7	1	3	-	1
H&M	12	9	1	1	-	1
Meineke	12	1	5	3	1	2
Motherhood Maternity	12	2	5	3	1	1
Party City	12	1	3	3	2	3
Pinkberry	12	11	-	1	-	-
T.G.I. Friday's	12	8	2	1	-	1
Burritoville	11	11	-	-	-	-
Circuit City	11	5	3	2	-	1

Continued on next page

Retailer	NYC	Manhattan	Brooklyn	Queens	Bronx	Staten Island
Marshall's	11	1	3	4	2	1
Perfumania	11	4	1	4	1	1
Benetton	10	6	2	2	-	-
IHOP	10	1	2	3	3	1
Mail Boxes, Etc.	10	9	-	1	-	-
Men's Wearhouse	10	4	1	2	1	2
Pearle Vision	10	1	3	5	-	1
AAMCO Transmissions	9	1	3	3	1	1
Bed Bath & Beyond	9	4	1	2	-	2
Best Buy	9	5	1	2	-	1
Daffy's	9	7	1	1	-	-
f.y.e.	9	-	1	3	4	1
Levitz	9	2	2	2	2	1
Mrs. Fields	9	5	1	2	-	1
Uno Chicago Grill	9	4	1	3	1	-
Club Monaco	8	7	-	1	-	-
Dallas BBQ	7	6	1	-	-	-
Easy Pickins'	7	-	-	1	6	-
Kmart	7	2	-	1	2	2
Lucky Brand Jeans	7	5	1	1	-	-
Macy's	7	1	2	2	1	1
Pep Boys	7	-	1	4	1	1
Target	7	-	3	2	1	1
Borders	6	5	-	1	-	-
Crabtree & Evelyn	6	4	-	1	-	1
Easy Spirit	6	4	1	1	-	-
Eileen Fisher	6	6	-	-	-	-
Forever 21	6	3	1	1	-	1
Hollywood Video	6	-	2	2	2	-
J. Crew	6	6	-	-	-	-
Kenneth Cole	6	6	-	-	-	-
Outback Steakhouse	6	2	1	2	-	1
The Athlete's Foot	6	-	1	2	3	-
Chuck E. Cheese	5	1	1	1	1	1
Gold's Gym	5	2	2	1	-	-
K.B. Toys	5	1	1	2	-	1
Kay Jewelers	5	1	2	1	-	1
Michael's Stores	5	-	-	3	-	2
Whole Foods	5	5	-	-	-	-
DSW	4	2	1	1	-	-
Gymboree	4	3	-	-	-	1
Panera Bread	4	-	-	1	1	2
Pottery Barn	4	4	-	-	-	-
Williams-Sonoma	4	4	-	-	-	-
BJ's Wholesale Club	3	-	1	2	-	-
Costco	3	-	1	1	-	1
Olive Garden	3	2	1	-	-	-
Talbots	3	3	-	-	-	-
Abercrombie & Fitch	2	2	-	-	-	-
Crate and Barrel	2	2	-	-	-	-

*Includes Lady Foot Locker, **Includes GapKids and BabyGap, ***Only includes offices open year round, ****Includes Babies "R" Us

All of the information in this chart was gathered by the Center for an Urban Future by speaking with company representatives or using each firm's online store locator. Research compiled by Morgan Schofield, Qianqi Shen and Jonathan Bowles.