

## New York City Tops 2011 List of Restaurants per Capita

By Julie Rabinowitz

WOOLWICH, Maine—New York may be the city that never sleeps, but new data indicates it is also the city that eats out often. The TriBeCa neighborhood of New York City has the highest number of restaurants—496—per capita in the United States, according to new 2011 forecast data released by Pinpoint Demographics. A total of six Manhattan neighborhoods placed in the top ten, which have been broken down by zip codes.

Other city neighborhoods making the top ten include San Diego and San Francisco, CA, placing fifth and sixth, and Honolulu, Hawaii and Myrtle Beach, S.C. rounding out the rest of the top ten. All five of the cities listed in the top ten attract millions of tourists each year; however, New York was the only city with multiple neighborhoods making the list.

Long famous for its restaurant culture, factors such as New Yorker's affluence, diversity and lifestyle may also influence their desire to eat out and support so many restaurants. Andrew Rigie, director of operations at the New York State Restaurant Association, described why New York remains one of the best restaurant cities. "New Yorkers' appreciation for restaurants stems from a culmination of all of [these] factors, coupled with New York City's rich culinary history, diversity, tradition, innovation and passion for all things culinary."

Rigie adds that restaurants also offer convenient gathering spaces in a city with tight living quarters. "Restaurants are also great places for New Yorkers' favorite pastimes, celebrating and conducting business, which definitely feeds into New York City's appreciation for restaurants." Manhattan has a total population of 1.5 million people according to data from the U.S. Census Bureau's American Community Survey, and the median family income averaged \$79,522 in 2009.

Tourism feeds the number of restaurants in all the neighborhoods across the country. "New York City is a unique destination for tourists, providing a place where they can taste the flavors of their native countries or try cuisines from around the world, all on the same block," noted Rigie.

Following TriBeCa in first place on the list, the Midtown and Clinton neighborhoods' ranked second, followed by Midtown East and Sutton Place in third and the neighborhoods of SoHo, Washington Square and Northern Little Italy (called NoLita) in fourth. The West Village placed seventh and the neighborhoods of Greenwich Village, NoHo and Gramercy Park placed ninth.

Rigie was not surprised by TriBeCa's first place finish. "I can say that the restaurant industry helped revitalize TriBeCa, bringing both new businesses and residents into the area, attracting more and more restaurants. TriBeCa is no longer only for destination dining, it also offers a myriad of incredible dining options to the local residents and businesses." In 2010, the restaurant industry employed more than 6,500 people and earned more than \$300 million in revenue in TriBeCa alone.

The other neighborhoods are famous destinations and residential areas, Rigie noted. “Both east and west Midtown are filled with many local and tourist attractions, such as Broadway theatres, hotels, museums, mass transit and areas such as Times Square, making it an ideal location to conduct business as a New York City restaurateur.”

The neighborhoods located in San Francisco’s zip code that made the list include well-known tourist and culinary destinations: Chinatown, Fisherman’s Wharf, Telegraph Hill and North Beach. In addition to the tourist destination of Myrtle Beach, the Waikiki beachfront neighborhood in Honolulu and San Diego’s neighborhood that includes the Marina district, the San Diego Zoo, the Marine Corps Recruit Depot and the San Diego National Airport rounded out the list.

All of the neighborhoods on the list except San Francisco experienced an increase in population between 2000 and 2011, with most neighborhoods growth averaging 6% or less. However, the two warmest mainland cities on the list—San Diego and Myrtle Beach—experienced double-digit growth. San Diego’s population grew 14% and Myrtle Beach’s grew a significant 25%.

Pinpoint Demographics, a division of Barnes Reports, is a leading demographics research firm located in Woolwich, Maine. Pinpoint Demographics provides the most current, accurate and cost-effective data population demographics, consumer spending, retail business and services businesses estimates for each of the 30,000+ U.S. zip codes. Pinpoint’s proprietary economic model uses exponential regression analysis to annually estimate 2011 and five year forecast 2016 populations, broken down by race, age, income, educational attainment and occupation.

Pinpoint Demographics’ databases are available in a number of products. The “America’s Neighborhoods” series are annual print handbooks of population and consumer spending databases by zip code or U.S. county. Pinpoint’s zip code databases are broken out by U.S. state and available for immediate purchase and download on its website [www.pinpointdemographics.com](http://www.pinpointdemographics.com). Free sample zip code data is available on [www.uszipcodedemographics.com](http://www.uszipcodedemographics.com).

#### Top Ten Neighborhoods (by zip code) for Number of Restaurants per Capita, 2011

1. TriBeCa, New York, N.Y. 10013
2. Midtown & Clinton, New York, N.Y. 10019
3. Midtown East & Sutton Place, New York, N.Y. 10022
4. SoHo, Washington Square & NoLita, New York, N.Y. 10012
5. San Diego, Calif. 92101
6. San Francisco, Calif. 94133
7. West Village, New York, N.Y. 10014
8. Honolulu, Hawaii, 96815
9. Greenwich Village, NoHo & Gramercy Park, New York, N.Y. 10003
10. Myrtle Beach, S.C. 29577