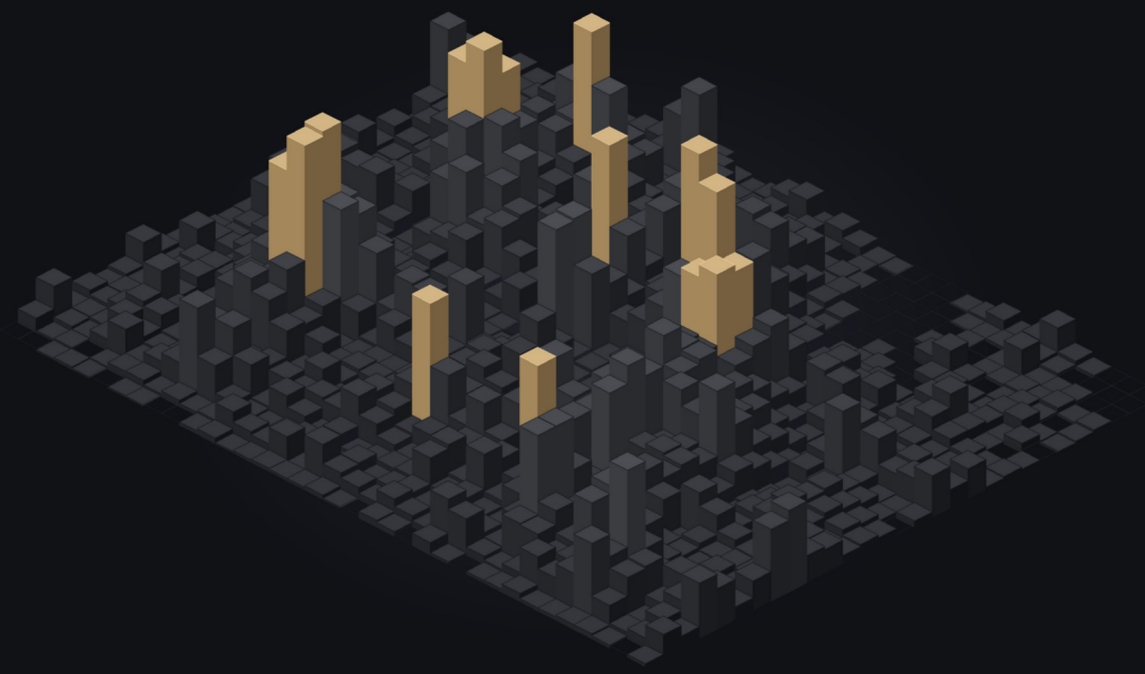
COMMERCIAL INTELLIGENCE US NEW

# New York
# Offline Trade Intelligence

505,020 measured places within 30 km (142,372 inside 5 km) | 71.5% website coverage, 6.3% chain share, 28.5% digital gap



TOYB Research Lab https://research.toyb.ai.kr
Non-Identified Aggregate Data Source: Overture Maps Foundation, OpenStreetMap, NASA VIIRS
EDITION US-NEW-01

CITY DOSSIER US

# New York offline trade intelligence

We counted 505,020 places within 30 km of the centre of New York, and 142,372 inside 5 km. 71.5% keep a website a customer can open, 6.3% trade under a chain name, so 28.5% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

**505,020**
places counted, 30 km ring

**71.5%**
keep a website a customer can open (143,894 do not)

**6.3%**
carry a chain name, lower bound

## SEGMENTS, MEASURED

n = 505,020

| Segment | Places | Share | With a website | Gap |
|---|---|---|---|---|
| Professional services | 91,472 | 18.1% | 75.0% | 25.0% |
| Food and beverage | 82,471 | 16.3% | 76.4% | 23.6% |
| Retail | 82,093 | 16.3% | 69.1% | 30.9% |
| Other | 80,472 | 15.9% | 70.5% | 29.5% |
| Home and repair | 49,813 | 9.9% | 66.6% | 33.4% |
| Beauty and wellness | 36,218 | 7.2% | 65.2% | 34.8% |
| Real estate | 22,455 | 4.4% | 66.7% | 33.3% |

## WHAT THE COUNTS SAY

01 **The gap sits in beauty and wellness.**
36,218 places, 7.2% of the ring, and only 65.2% keep a website. The city average is 71.5%, so this segment is 6.3 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 35.1 of 100, rank 38 of 58 measured cities, radiance +14.1% since 2019, outer ring -0.4%. LED conversion removes short wavelength light, so read the ring growth, not the level.

**PAID EDITION** District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.



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