

N.Y. loves to shop

New Yorkers' favorite:

- **Chain:** Bed Bath & Beyond
- **Department Store:** Bloomingdale's
- **Discount Store:** Century 21
- **Independent:** Zabar's

Top Newcomers:

- **Fashion/Beauty:** Earnest Cut/Sew
- **Lifestyles:** Nintendo World



73% see shopping as a leisure activity, not a chore

54% of New York shoppers browse a store's web site before shopping

63% shop alone

44% rate crowds and lines as the biggest headache when shopping



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Illustration: Woodrow

Can't get enough: Zagat's

By BRADEN KEIL

Even long lines and rotten service can't ruin the joy of shopping for New Yorkers, a new survey says.

More than 70 percent of city residents polled by Zagat's view the time they spend in virtually any kind of a store as a pleasure — not a chore.

The biggest complaints are unhelpful salespeople and big crowds — but they're not enough to keep New Yorkers from pulling out their wallets.

They have so much fun, in fact, they don't want to be distracted. Some 63 percent prefer to shop alone.

Those are some of the findings revealed in the Zagat Survey's "2006 New York City Shopping" guide, which goes on sale today.

Zagat's proclaimed 2006 the Year of the Celebrity Shop Owner.

It noted actress Phoebe Cates Kline is peddling children's clothing at her Blue

Tree emporium. Her competitors include Marie-Chantal, the wife of Crown Prince Pavlos of Greece and ex-model Rachel Riley.

"What's surprising for me was how many new stores there were," said CEO Tim Zagat. "Most of the stores [in the survey] I've never heard of."

He said that overall, "the one negative is service."

"The quality of merchandise was, on the average, over four points higher [out of a possible 30] than the service, and that service was going down," he said.

According to the survey, the most popular chain store is Bed Bath & Beyond, followed by Banana Republic, H&M and Sephora.

Bloomingdale's leads the department stores, followed by Saks, Macy's, Bergdorf Goodman and Barneys.

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