



GOODYEAR ARIZONA RETAIL SURVEY

Shopping, Dining, and Entertainment Results | 2019



RESPONSES 2,627

AGE

Under 18	.39%
18-24	1.25%
25-34	13.23%
35-44	25.54%
45-54	19.31%
55-64	18.92%
65+	19.81%
Prefer not to say	1.56%

ZIP CODE

HOME
6+ MONTHS/YEAR

85338 Goodyear	52.95%
85395 Goodyear	39.54%
Other	7.51%

KIDS

UNDER 18
IN HOUSEHOLD

0	52.47%
1-2	34.92%
3-4	10.94%
5+	1.67%

RETAILER



WISH LIST

TOP FIVE

1. Macy's®
2. Costco Wholesale®
3. Nordstrom & Nordstrom Rack
4. Dillard's
5. Dick's Sporting Goods®

GROCER



#JOESINGGOODYEAR

75%

of the survey respondents agree
Trader Joe's® was still their top choice

WISH LIST

TOP FIVE

1. Whole Foods Market®
2. Sprouts Farmers Market®
3. WinCo Foods®
4. AJ's Fine Foods®
5. ALDI

FUN



WISH LIST

TOP FIVE

1. Topgolf®
2. Dave & Buster's®
3. AMC®
4. Main Event
5. Shooter's World™

ENTERTAINMENT TYPE

In order of preference

- Bowling/Golf/Mini-Golf
- Amusement/Water Park
- Family-Fun
- Movies/Theatre
- Night Club/Dancing
- Other

DINING



WISH LIST

TOP FIVE

1. The Cheesecake Factory®
2. BJ's® Restaurant Brewhouse
3. Postino Winecafe
4. Outback Steakhouse®
5. Pita Jungle®

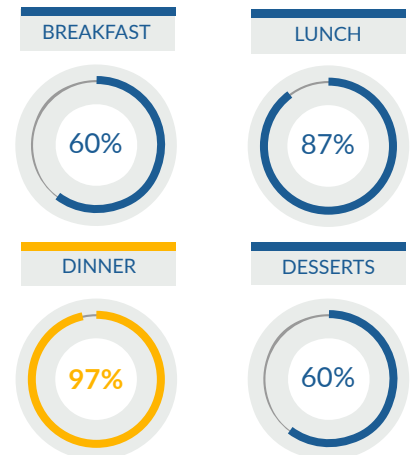
DINING TYPE

In order of preference

- Trendy (non-chain)
- Fine Dining
- Nightlife/Bar
- Family Fun
- Fast Casual
- Other

EATING OUT

Percent of diners who eat out at
least one or more times per week



GOODYEAR FAVORITES



RETAIL

1. Target®
2. HomeGoods®
3. T.J. Maxx®

ENTERTAINMENT

1. Harkins Theatres Estrella Falls 16
2. Urban Air Adventure Park
3. Goodyear Ballpark

DINING

1. Saddle Mountain Brewing Co.
2. Oregono's Pizza Bistro®
3. Texas Roadhouse®