

RETAIL SURVEY RESULTS

**3,151
RESPONSES**

Who took the survey

AGE		ZIP CODES		HOUSEHOLDS with kids under 18
Under 18	.19%	85338	59.09%	52.13%
18-24	1.65%	85395	31.93%	
25-44	44.05%	Other	8.98%	
45-64	38.30%			
65+	14.42%			
Unknown	1.40%			

Top grocers

1. Trader Joe's®
2. Whole Foods®
3. Sprouts®
4. WinCo Foods®
5. AJ's Fine Foods®

Top restaurants

1. The Cheesecake Factory®
2. Non-chain & Local/Independent
3. BJ's® Restaurant Brewhouse
4. Postino
5. Outback Steakhouse®
6. Raising Cane's®
7. Yard House®
8. Pita Jungle®
9. Chick-fil-A™
10. First Watch®

Top retailers

1. Macy's®
2. Costco Wholesale®
3. Nordstrom & Nordstrom Rack
4. Dillard's
5. Hobby Lobby®
6. Dick's Sporting Goods®
7. IKEA®
8. REI®
9. Stein Mart®
10. Victoria's Secret

Top entertainment

1. Topgolf®
2. Dave & Buster's®
3. Mini Golf
4. Bowling Alley
5. Concert/Live Music Venue
6. Main Event®
7. Water Park
8. Go Carts
9. Drive-in/Dine-in Movie Theater
10. Theater

Top dining type

Trendy (non-chain)	65.69%
Fine Dining	41.26%
Nightlife/Bar	19.64%
Family Fun	24.79%
Fast Casual (order at counter)	10.35%
Other	8.73%

Existing favorites

RETAILERS

1. Target®
2. HomeGoods®
3. T.J. Maxx®
4. Walmart
5. Fry's Marketplace

Top entertainment type

Bowling/Golf/Mini-Golf	55.51%
Amusement/Water Park	31.86%
Family Fun	31.32%
Night Club/Dancing	18.03%
Movies/Theatre	13.14%
Other	12.09%

WINS & SUCCESSES

You asked... We listened! Now in Goodyear:

1. ALDI®
2. Babbo Italian Eatery
3. Bath & Body Works®
4. Cheddar's Scratch Kitchen®
5. Culver's®
6. Shooter's World®
7. And 19 more...

RESTAURANTS

1. Saddle Mountain Brewing Co.
2. Oregano's®
3. Texas Roadhouse®
4. Cheddar's Scratch Kitchen®
5. P.F. Chang's®

