

HERE'S WHAT WE HEARD:

SPECIALTY RETAIL

SURVEY RESULTS



Specialty Goods Purchased in-Store

- Clothing
- Home and Decor
- Specialty Foods
- Shoes
- Sporting Goods
- Electronics
- Books
- Pet Supplies

Most Shopped Areas for Non-Grocery Goods in Peoria

- Happy Valley Rd. & Lake Pleasant Pkwy.
- Deer Valley Rd. & Lake Pleasant Pkwy.
- P83 (S. of Bell Rd., Loop 101 to 75th Ave.)
- 83rd Ave. & Lake Pleasant Pkwy.
- 83rd Ave. & Union Hills Rd.



Most Frequently Shopped Areas Outside Peoria

- Arrowhead Mall Area
- Happy Valley Towne Center
- Desert Ridge Marketplace
- Westgate
- Scottsdale 101



Traditional vs. Specialty Grocery Stores

15.4% | **84.2%**
Want more Traditional | Want more Specialty



Most Requested Stores

- Trader Joe's
- Whole Foods
- Costco
- HomeGoods
- Hobby Lobby

THANK YOU FOR PARTICIPATING!

This is important information for the retail, restaurants and entertainment venues as they make their location decisions. For more information, please visit www.peoriaed.com/resources/studies



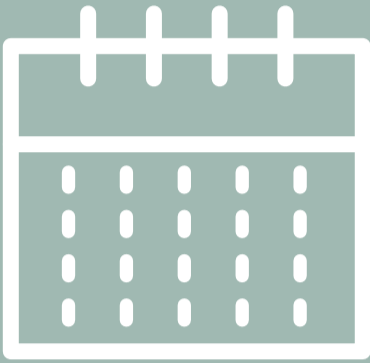
Specialty Retail Wanted

- Boutique Clothing
- Locally Owned Small Business Stores
- Non-Chain Restaurants
- Aldi's
- Bookstores
- Bakery
- Home Decor
- Upscale Restaurants
- Outlet Mall

HERE'S WHAT WE HEARD:

ENTERTAINMENT

SURVEY RESULTS



How Often Do You Go Out for Entertainment?

2-3 Times a Month ... **32.6%**
 Once a Week ... **26.5%**
 Once a Month or Longer ... **20.8%**
 2-4 Times a Week ... **17.5%**
 5 or More Times a Week ... **2.1%**

Where Do You Like to Go for Fun?

Movie Theater
 Outdoor Recreation
 Live Music - Bar/Restaurant
 Live Music - Concert Venue/Hall
 Theater



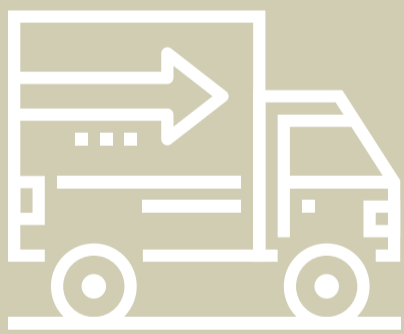
Major Entertainment Centers Outside Peoria

Arrowhead Mall Area
 Westgate
 Happy Valley Towne Center
 Downtown Phoenix
 Desert Ridge Marketplace



Wanted Entertainment Options NOT in Phoenix

Amusement Park
 Concert Venue
 Live Theater
 Theme Park
 Local Restaurants



Most Requested Options

Concert Venue
 Live Music
 Upscale Restaurants
 Movie Theater
 Bowling Alley



Favorite Activities Outside of Peoria

Live Music
 Harkins Theatres
 Restaurants
 Upscale Restaurants
 Bars
 Movie Theater
 Phoenix Coyote Hockey Games
 Outdoor Events
 Shopping

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HERE'S WHAT WE HEARD:

RESTAURANTS

SURVEY RESULTS



How Often Do You Dine Out?

2-4 times a week ... **52.4%**
Once a week ... **22.3%**
2-3 times a month ... **12.3%**
5 or more times a week ... **10.7%**
Once a month or longer ... **1.8%**

Where Do You Like to Go to Eat Out?

Postino
Yard House
Texas Road House
P.F. Chang's
True Food Kitchen



Most Shopped Retail Outside Peoria

Arrowhead Mall Area
Happy Valley Towne Center
Desert Ridge Marketplace
Westgate
Scottsdale 101



Wanted Restaurant Options NOT in Phoenix

New York Bakery and Deli
Egees
White Castle
Portillo's Hot Dogs
Locally owned



What Types of Cuisine?

Mexican
Asian
Steakhouse
Italian
Pizza



Restaurants Wanted

Postino
No Chains!
Portillo's Hot Dogs
Chick Fil-a
Tru Foods Kitchens
Fox Concept Restaurants
Pei Wei
Yardhouse
Olive Garden

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