

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/reports-and-maps](http://www.peoriaed.com/resources/reports-and-maps)



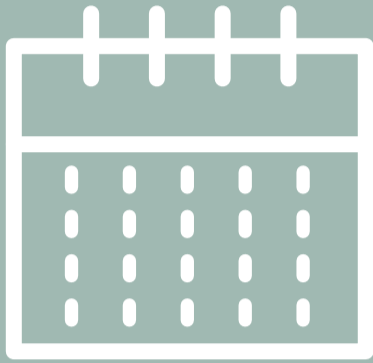
### Specialty Retail Wanted

- 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



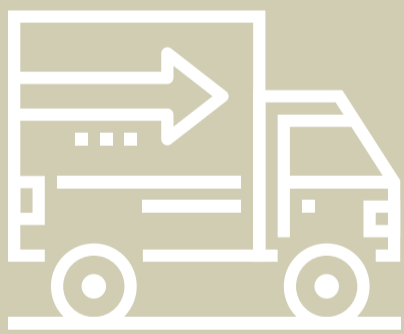
### Major Entertainment Centers Outside Peoria

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

### 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/reports-and-maps](http://www.peoriaed.com/resources/reports-and-maps)

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

### 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/reports-and-maps](http://www.peoriaed.com/resources/reports-and-maps)