



# 2016 WEST COVINA RETAIL SURVEY RESULTS

West Covina's 1st Retail Survey was intended to collect data from the community to help the City identify its retail strengths, as well as opportunities to bring new businesses to our community. The survey was conducted in July-August 2016 and the results are in! The survey results will help the City target desired businesses in hopes of potentially bringing such businesses to our community.

There were a total of 239 responses. Please note that none of the questions were required to be answered, therefore the responses per questions may not reflect the overall number of responses.

TOTAL RESPONSES:

# 239



## WHAT DO WE WANT?

### TOP 5 DESIRED RETAILERS

- Trader Joe's
- Sprouts
- Nike/Nike Outlet
- Costco
- Nordstrom

### TOP 5 DESIRED RESTAURANTS

- Cheesecake Factory
- Yardhouse
- Olive Garden
- Chick-Fil-A
- King Taco & Popeyes Chicken

## WHERE ARE WE SHOPPING?

### MOST SHOPPED AT SUPERSTORES



### MOST SHOPPED AT MARKETS



Other\* | The top 1 or 2 were listed based on the responses categorized under "other".

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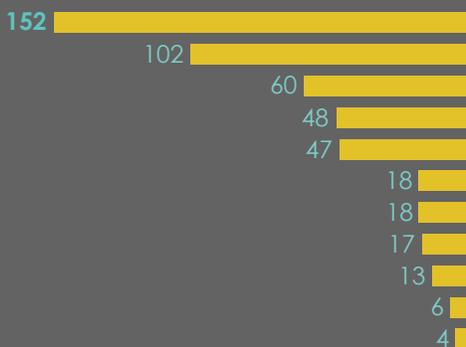




# 2016 WEST COVINA RETAIL SURVEY RESULTS

## WHERE ARE WE SHOPPING? (CONT.)

### MOST SHOPPED AT RETAIL SHOPPING



- Plaza West Covina
- Eastland Center
- Brea Mall
- Other\*
- Santa Anita Westfield Mall
- Montclair Place
- Victoria Garden
- Old Town
- The Shoppes
- Glendale Galleria
- Americana at Brand

- West Covina
- West Covina
- Brea
- Online
- Arcadia
- Montclair
- Rancho Cucamonga
- Pasadena
- Chino Hills
- Glendale
- Glendale



## FAVORITE BUSINESSES

### TOP 5 RESTAURANTS

- One World Vegetarian Cuisine
- Mr. Pollo
- El Pescador
- Lucille's Smokehouse BBQ
- Red Robin and Vincenzo Terraza Ristorante

### TOP 5 RETAILERS

- Target
- Plaza West Covina
- Macy's
- Marshalls
- Walmart

### TOP 3 SERVICES

- Eco Dry Cleaners
- Supercuts
- Boulevard Cleaners

## WHAT ARE WE TRAVELING OUTSIDE OF WC FOR?



### CATEGORIES

- Clothing
- Restaurants, Bakery, Cafe
- Auto, Boats, Recreational Vehicles
- Hardware
- Furniture and Home Decor
- Electronics
- Entertainment
- Bars, Dance, Clubs
- Children and Youth Entertainment
- Sports (Watch and Play)
- Other\*

### TOP CITIES

- Brea
- Covina
- Covina
- Covina
- Monrovia
- City of Industry
- Los Angeles
- Los Angeles
- Anaheim
- Los Angeles
- San Dimas

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## MOST DESIRED RESTAURANTS

### TOP 3 RESTAURANTS & TYPES OF RESTAURANTS

- 1 Cheesecake Factory
- 2 Mediterranean Cuisine
- 3 Mom and Pop Casual Dining



Other\* | The top 1 was listed based on the responses categorized under "other".

