



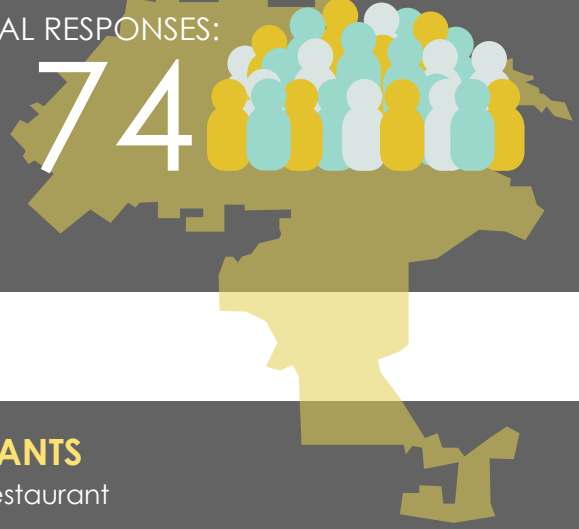
2017 WEST COVINA RETAIL SURVEY RESULTS

West Covina's 2nd 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 2017 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 174 responses. Please note that none of the questions were required to be answered, therefore the responses per question may not reflect the overall number of responses.

TOTAL RESPONSES:

174



WHAT DO WE WANT?

TOP 5 DESIRED RETAILERS

- Trader Joe's
- Sprouts Farmers Market
- Kohl's
- Whole Foods Market
- Costco

TOP 3 DESIRED RESTAURANTS

- Olive Garden Italian Restaurant
- Porto's Bakery & Cafe
- Wood Ranch

FAVORITE LOCAL BUSINESSES

TOP 3 RESTAURANTS*

- Bun Street
- Craft Hill and El Pescador
- Cafe Valer, Johnny's Shrimp Boat, and Krua Thai Cuisine

TOP 5 RETAILERS

- Plaza West Covina
- Target
- Macy's
- Ross Stores
- Dollar Tree

TOP 3 SERVICES*

- West Covina Cleaners
- Cherry Blossom Nail Lounge
- The Beautiful Nails, Cesar's Barber Salon, Eco Cleaners, Entourage Hair Salon, Lewis Cleaners, Supercuts, Tiffany's of West Covina

* Top local small businesses

WHERE ARE WE SHOPPING?

MOST SHOPPED AT SUPERSTORES



Other* | Businesses that received the most responses.

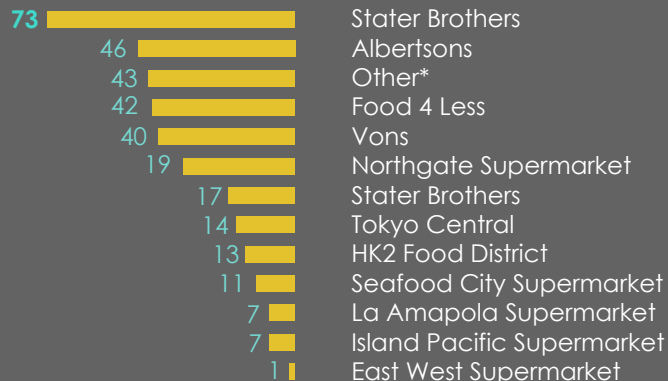


2017 WEST COVINA RETAIL SURVEY RESULTS

WHERE ARE WE SHOPPING? (CONT.)

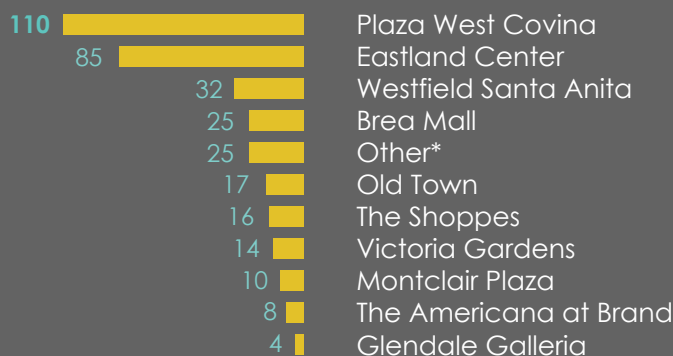
EAT · SHOP · PLAY

MOST SHOPPED AT MARKETS



- | 375 N. Azusa Ave.
- | 2630 E. Workman Ave.
- | Trader Joe's, San Dimas
- | 2615 N. Azusa Ave.
- | 777 S. Glendora Ave.
- | 1320 W. Francisquito Ave.
- | 1025 E. Amar Road
- | 1420 S. Azusa Ave.
- | 987 S. Glendora Ave.
- | 1525 Amar Road
- | 130 Plaza Drive
- | 1512 E. Amar Road
- | 3650 Nogales St.

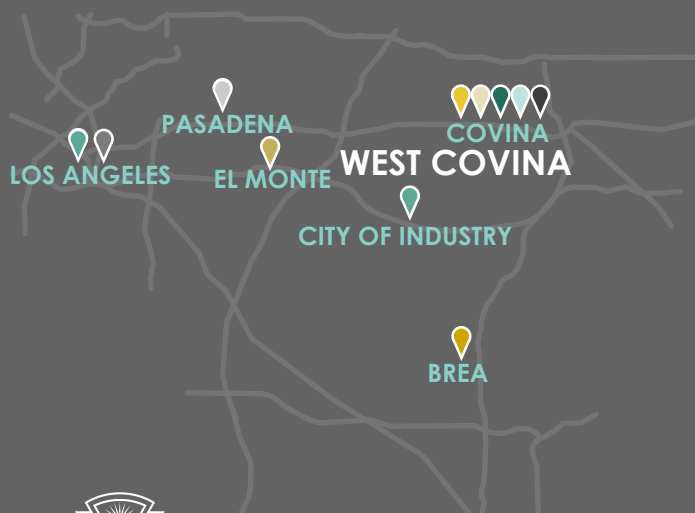
MOST SHOPPED AT RETAIL SHOPPING



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



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
- | El Monte
- | Covina
- | Covina
- | City of Industry
- | Los Angeles
- | Covina
- | Covina
- | Los Angeles
- | Pasadena

Other* | Businesses that received the most responses.





2017 WEST COVINA RETAIL SURVEY RESULTS

MOST DESIRED RESTAURANTS

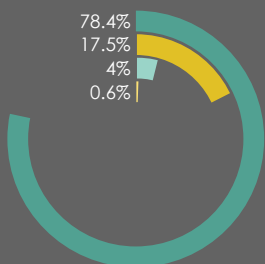
TOP 3 RESTAURANTS & TYPES OF RESTAURANTS

- 1 Breakfast/Brunch
- 2 Italian & Mediterranean
- 3 American

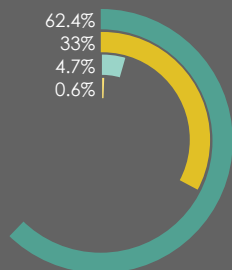


HOW MANY TIMES DO WE EAT IN WEST COVINA?

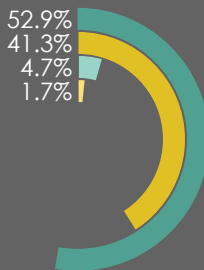
- 0 - 1
- 2 - 3
- 4 - 5
- 6 - 7



BREAKFAST



LUNCH

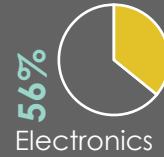


DINNER

ITEMS PURCHASED ONLINE



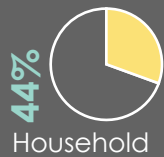
Clothing



Electronics



Beauty & Health



Household Essentials



Toys, Kids, & Baby



Patio & Garden



Sports & Outdoors



Furniture



Automotive & Industrial



Food



Others* | Books



WHY SHOP/EAT IN WEST COVINA?



CONVENIENT LOCATION
87.3%



DIVERSITY OF SHOPS/RESTAURANTS
32.2%



SENSE OF "PLACE" (COMMUNITY)
30.2%



SAFE ENVIRONMENT
27.5%



PROMOTIONS & SALES
23.5%



EVENTS IN THE CITY
15.4%



Other* | Businesses that received the most responses.