



2018 WEST COVINA RETAIL SURVEY

TOTAL RESPONSES:

402



West Covina's 3rd Retail Survey was conducted 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 2018 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 402 responses. Please note that the questions were not required to be answered, therefore the results per question may not reflect the total number of responses.

WHAT DO WE WANT?

TOP 3 DESIRED RETAILERS

Trader Joe's	31%
Sprouts Farmers Market	14%
Whole Foods Market	7%

TOP 5 DESIRED RESTAURANTS

Cheesecake Factory	12%
Chick-Fil-A	6%
Yard House	5%
California Pizza Kitchen/Olive Garden	3%
Raising Cane's	3%

FAVORITE LOCAL BUSINESSES

TOP 5 RESTAURANTS

- Bun Street
- Misky Misky
- Mr. Pollo
- Mikomi
- Mezzaterranean



TOP 2 RETAILERS

- Elements Natural Foods
- Amapola Deli & Market

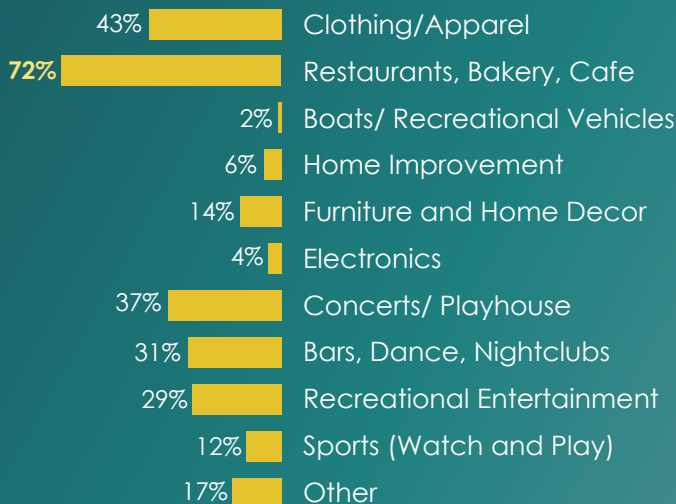


TOP 3 SERVICES

- West Covina Cleaners
- Cherry Blossom Nail Lounge
- Trojan Tire Center



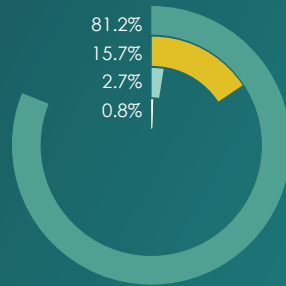
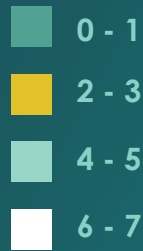
WHAT ARE WE TRAVELING OUTSIDE OF WC FOR?



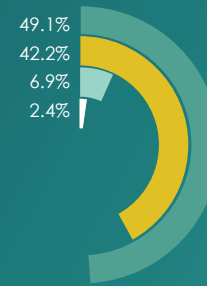


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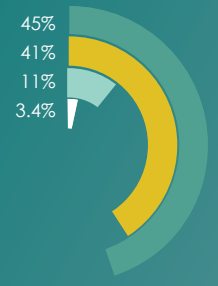
HOW MANY TIMES DO WE EAT IN WEST COVINA?



BREAKFAST

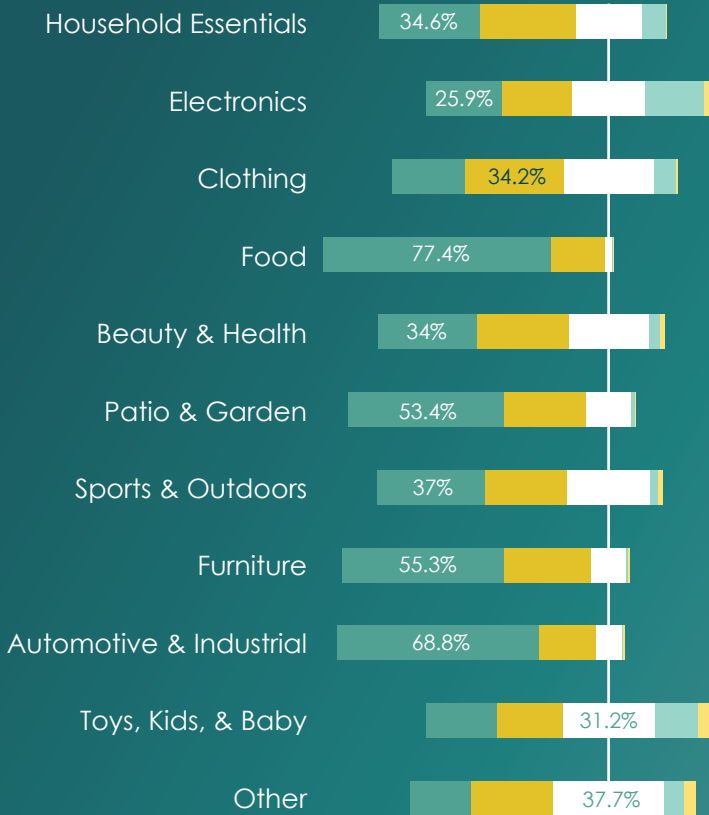


LUNCH



DINNER

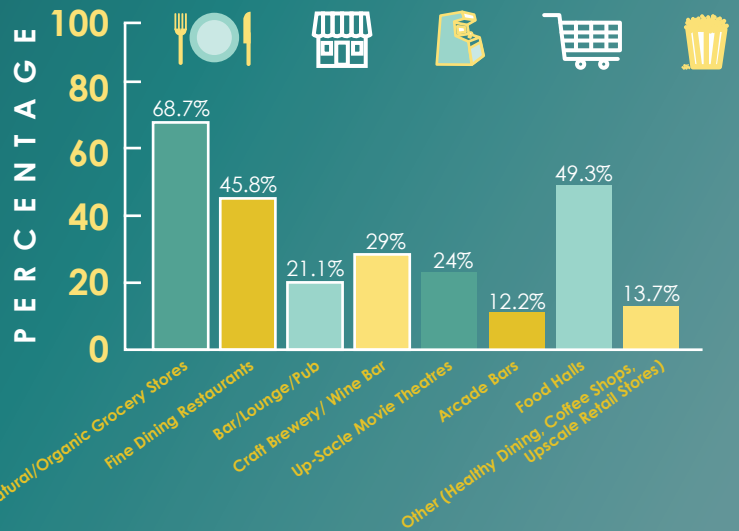
HOW OFTEN DO WE SHOP IN-STORES VS ONLINE?



50/50

Always In-Store Mostly In-Store 50/50 Mostly Online Always In-Store

MOST DESIRED TYPES OF USES



WHY SHOP/EAT IN WC?

