

Residents were encouraged to help identify shopping and dining choices for Surprise by taking the retail survey! With overwhelming participation and support from the residents, these results will help the City identify retail strengths within the community, as well as opportunities to bring additional amenities closer to home.



1 2 3 4
5 6 7
8
Question Survey

2,823 Total
Participants

5 Week
Survey

SURPRISE RESULTS

WHERE ARE WE SHOPPING?

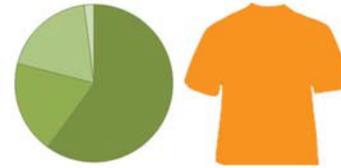
SUPERSTORE

Sam's Club - 42%
Walmart - 40%
Other - 18%



CLOTHING

Kohl's - 60%
Target - 19%
Ross - 19%
Other - 2%



SURPRISE OPPORTUNITIES

ESRI RETAIL GAP ANALYSIS (2014)

FOOD & DRINKING SERVICES
RETAIL GAP: \$59,521, 124 (65.2% Market Deficit)

ELECTRONIC SHOPPING
RETAIL GAP: \$59,048,310 (85.7% Market Deficit)

CLOTHING & ACCESSORIES STORES
RETAIL GAP: \$54,491, 136 (82.9% Market Deficit)

MISCELLANEOUS STORE RETAILERS
RETAIL GAP: \$17,718,407 (65.1% Market Deficit)

The deficit (RETAIL GAP*) is the estimated amount of retail customer sales that could be satisfied by the community, but are unmet by current retail providers in the given industry group.

*Reported by Esri and Dun & Bradstreet

SURPRISE IDEAS

WHAT DO WE WANT?

TOP TEN
LOCAL FAVORITES

- 1 Nick's Diner I & II
- 2 Jim's Burgers and Eggs
- 3 Vogue Bistro
- 4 Saigon Kitchen
- 5 Amuse Bouche
- 6 Archie's Deli
- 7 New York Flavor
- 8 Big Buddha
- 9 Babbo Italian Eatery
- 10 Rio Mirage



TOP TEN
DESIRED RETAILERS

- 1 Costco
- 2 Whole Foods
- 3 Hobby Lobby
- 4 Macy's
- 5 TJ Maxx
- 6 Joann's Fabric
- 7 Old Navy
- 8 Nordstrom
- 9 Harkins Theater
- 10 Home Goods



TOP TEN
DESIRED RESTAURANTS

- 1 In-N-Out Burger
- 2 Sweet Tomatoes
- 3 Portillo's
- 4 Cheesecake Factory
- 5 Texas Roadhouse
- 6 Cracker Barrel
- 7 Oregano's
- 8 Pita Jungle
- 9 Mimi's Cafe
- 10 El Pollo Loco



SURVEY TRENDS



Locally
Owned
Businesses

+1,000
Costco
WHOLESALE
Shoppers

Local
Brewery

