



Constant Contact Survey Results

Survey Name: Retail Shopping Survey - 2013

Response Status: Partial & Completed

Filter: None

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TextBlock:

The City of Maricopa is asking residents to support its ongoing retail recruitment efforts by participating in a Retail Shopping Survey. This survey is designed to provide important information on resident shopping patterns and preferences that staff will use when targeting and educating prospective retailers. Survey responses are confidential; your name and contact information will not be collected and no individual responses will be made available.


Where do you do the majority of your non-grocery shopping (e.g. apparel, home furnishings, sporting goods, etc.)?

1 = Shop the most, 7 = Shop the least


Answer	1	2	3	4	5	6	7	Number of Response(s)	Ranking Score*
Maricopa								264	3.9
Casa Grande								264	4.5
Chandler								264	1.8
Phoenix								264	4.1
Scottsdale								264	5.3
Tempe								264	3.5
Other								264	4.9

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.


Approximately how often do you shop for non-grocery items?

Answer	0%	100%	Number of Response(s)	Response Ratio
Once a week or more			120	42.8 %
Two to three times a month			116	41.4 %
Once a month			30	10.7 %
Less than once a month			9	3.2 %
Rarely ever/never			0	0.0 %
No Response(s)			5	1.7 %
Totals			280	100%


How much does your household spend on non-grocery items in an average month?

Answer	0%	100%	Number of Response(s)	Response Ratio
<\$250			92	32.8 %
\$250 - \$500			129	46.0 %
\$501 - \$750			39	13.9 %
\$751 - \$1,000			7	2.5 %
>\$1000			7	2.5 %
No Response(s)			6	2.1 %
Totals			280	100%

What percentage of your non-grocery shopping was done in Maricopa in the past year?

Answer	0%	100%	Number of Response(s)	Response Ratio
<25%			196	70.0 %
25 - 50%			44	15.7 %
51 - 75%			21	7.5 %
>75%			13	4.6 %
No Response(s)			6	2.1 %
Totals			280	100%

Do you commute outside of Maricopa for work?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			131	46.7 %
No			78	27.8 %
Unemployed			8	2.8 %
Retired			58	20.7 %
No Response(s)			5	1.7 %
Totals			280	100%

Would you shop more in Maricopa if you had a local job?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, a lot more			40	14.2 %
Yes, a little more			56	20.0 %
No			97	34.6 %
No Response(s)			87	31.0 %
Totals			280	100%

What items do you purposely leave Maricopa to seek? Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Appliances			178	70.3 %
Books			102	40.3 %
Building Supplies and Hardware			160	63.2 %
Clothing			230	90.9 %
Dining options			194	76.6 %
Electronics			191	75.4 %
Furniture and Home Furnishings			207	81.8 %
Sporting Goods			127	50.1 %
Other			31	12.2 %
Totals			253	100%

In general, why do you prefer to shop outside of Maricopa for these items? Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Greater selection/variety			198	78.5 %
Items unavailable in Maricopa			238	94.4 %
Lower Price			79	31.3 %
Proximity to other shopping and entertainment options			85	33.7 %
Other			11	4.3 %
Totals			252	100%

What percentage of your total shopping in the past year was done through catalogs, mail order or the internet?

Answer	0%	100%	Number of Response(s)	Response Ratio
<25%			128	45.7 %
25 - 50%			89	31.7 %
51 - 75%			30	10.7 %
>75%			6	2.1 %
No Response(s)			27	9.6 %
Totals			280	100%

Below is a list of items people commonly purchase. Where are you most likely to purchase these items?

1 = Inside Maricopa, 2 = Outside Maricopa, 3 = Catalog, 4 = Internet, 5 = Don't Buy

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Appliances						249	2.2
Books						249	3.3
Building Supplies and Hardware						253	1.8
Clothing						252	2.1
Dining options						252	1.8
Electronics						250	2.3
Furniture and Home Furnishings						249	2.1
Office Supplies						248	2.1
Shoes						252	2.2
Sporting Goods						244	2.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

What kinds of apparel stores would you patronize in Maricopa? Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Children/infants			91	36.5 %
Teens/young adult			82	32.9 %
Men's business			58	23.2 %
Men's casual			187	75.1 %
Women's business			89	35.7 %
Women's casual			218	87.5 %
Shoes			190	76.3 %
Other			25	10.0 %
Totals			249	100%

What 3 apparel retailers would you most like to see locate in Maricopa?

225 Response(s)

What other retailers would you most like to see locate in Maricopa? List up to 3.






216 Response(s)

What 3 restaurants would you most like to see locate in Maricopa?

238 Response(s)







How often do you dine out at the following types of restaurants?

1 = >5 times per week, 2 = 3-5 times per week, 3 = Once per week, 4 = 1-2 times per month, 5 = Rarely ever/never

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Fast food						251	3.5
Fast-casual (e.g. Chipotle, Firehouse Subs, Paradise Bakery)						248	3.6
Family dining (e.g. Applebee's, Chili's, Outback Steakhouse)						254	3.6
Fine dining						248	4.5
Pubs/Breweries						249	4.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How much do you spend on an average family dining experience?

Answer	0%	100%	Number of Response(s)	Response Ratio
<\$25			21	7.5 %
\$25 - \$50			127	45.3 %
\$51 - \$75			74	26.4 %
\$76 - \$100			24	8.5 %
>\$100			9	3.2 %
No Response(s)			25	8.9 %
Totals			280	100%

What percentage of your non-fast food dining is done outside of Maricopa?

Answer	0%	100%	Number of Response(s)	Response Ratio
<25%			37	13.2 %
25-50%			48	17.1 %
51-75%			43	15.3 %
>75%			124	44.2 %
No Response(s)			28	10.0 %
Totals			280	100%

If there were more dining options available in Maricopa, would you dine more often locally?

1 = Yes, 2 = No, 3 = Enough Options Already




Answer	1	2	3	Number of Response(s)	Rating Score*
Fast food				249	2.2
Fast-casual				245	1.3
Family dining				252	1.1
Fine dining				243	1.4
Pubs/Breweries				246	1.6

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.







Please select your age from the ranges below.

Answer	0%	100%	Number of Response(s)	Response Ratio
<19			1	<1 %
19-24			3	1.0 %
25-34			62	22.1 %
35-44			53	18.9 %
45-54			48	17.1 %
55-64			54	19.2 %
>65			34	12.1 %
No Response(s)			25	8.9 %
Totals			280	100%

What is your gender?





Answer	0%	100%	Number of Response(s)	Response Ratio
Female			175	62.5 %
Male			80	28.5 %
No Response(s)			25	8.9 %
Totals			280	100%

How many people are in your household?

Answer	0%	100%	Number of Response(s)	Response Ratio
1			14	5.0 %
2			113	40.3 %
3			39	13.9 %
4			48	17.1 %
5+			41	14.6 %
No Response(s)			25	8.9 %
Totals			280	100%








How many children are in your household?

1 = 0, 2 = 1, 3 = 2, 4 = 3, 5 = 4+

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
0-5 years						203	1.4
6-10 years						193	1.4
11-14 years						181	1.3
15-18 years						171	1.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please indicate your household's total estimated annual income.

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$15,000			1	<1 %
\$15,000 - \$24,999			4	1.4 %
\$25,000 - \$34,999			9	3.2 %
\$35,000 - \$49,999			34	12.1 %
\$50,000 - \$74,999			82	29.2 %
\$75,000 - \$99,999			48	17.1 %
\$100,000 - \$149,999			52	18.5 %
Over \$150,000			16	5.7 %
No Response(s)			34	12.1 %
Totals			280	100%

Top 25 apparel stores residents would like to see in Maricopa (225 respondents)

RANK	APPAREL RETAILER	#RESPONDENTS	%RESPONDENTS
1	Kohls	114	50.7%
2	Target	94	41.8%
3	JC Penney	76	33.8%
4	Ross	55	24.4%
5	Old Navy	25	11.1%
6	Macy's	21	9.3%
7	Dillards	19	8.4%
8	Marshalls	19	8.4%
9	Sears	17	7.6%
10	TJ Maxx	12	5.3%
11	Dress Barn	11	4.9%
12	Lane Bryant	9	4.0%
13	Famous Footwear	8	3.6%
14	Gap	8	3.6%
15	DSW Shoe Warehouse	7	3.1%
16	Carters	5	2.2%
17	Forever 21	5	2.2%
18	American Eagle Outfitters	4	1.8%
19	Eddie Bauer	4	1.8%
20	Payless Shoes	4	1.8%
21	Rue 21	4	1.8%
22	Aeropostale	3	1.3%
23	Chico's	3	1.3%
24	Costco	3	1.3%
25	Nike	3	1.3%

Top 25 other retailers residents would like to see in Maricopa (216 respondents)

RANK	RETAILER	#RESPONDENTS	%RESPONDENTS
1	Home Depot	96	44.7%
2	Lowe's	62	28.8%
3	Target	61	28.4%
4	Costco	27	12.6%
5	Best Buy	24	11.2%
6	Ross	16	7.4%
7	Barnes & Noble	14	6.5%
8	Hobby Lobby	13	6.0%
9	Kohls	11	5.1%
10	Payless	11	5.1%
11	Michaels	10	4.7%
12	Sprouts	10	4.7%
13	Bed Bath & Beyond	9	4.2%
14	Trader Joe's	9	4.2%
15	Dollar Tree	7	3.3%
16	JC Penney	7	3.3%
17	Marshalls	7	3.3%
18	Sam's Club	7	3.3%
19	Sears	7	3.3%
20	99 Cent Only	6	2.8%
21	Forever 21	6	2.8%
22	Fry's Electronics	6	2.8%
23	Homegoods	6	2.8%
24	Macy's	6	2.8%
25	PetSmart	6	2.8%

Top 25 restaurants residents would like to see in Maricopa (238 respondents)

RANK	RESTAURANT	#RESPONDENTS	%RESPONDENTS
1	Olive Garden	76	31.9%
2	Applebee's	60	25.2%
3	Chili's	60	25.2%
4	Outback Steakhouse	32	13.4%
5	Denny's	27	11.3%
6	lhop	26	10.9%
7	Chipotle	25	10.5%
8	Red Lobster	24	10.1%
9	TGI Friday's	17	7.1%
10	Golden Corral	15	6.3%
11	In-N-Out	13	5.5%
12	Red Robin	13	5.5%
13	Ruby Tuesday's	13	5.5%
14	Paradise Bakery	12	5.0%
15	Sweet Tomatoes	12	5.0%
16	Texas Roadhouse	11	4.6%
17	Wendy's	11	4.6%
18	Pei Wei	10	4.2%
19	Burger King	9	3.8%
20	Mimi's	8	3.4%
21	Chick-fil-A	7	2.9%
22	Macayo's	7	2.9%
23	Oreganos	7	2.9%
24	Carrabba's	6	2.5%
25	Culver's	6	2.5%