

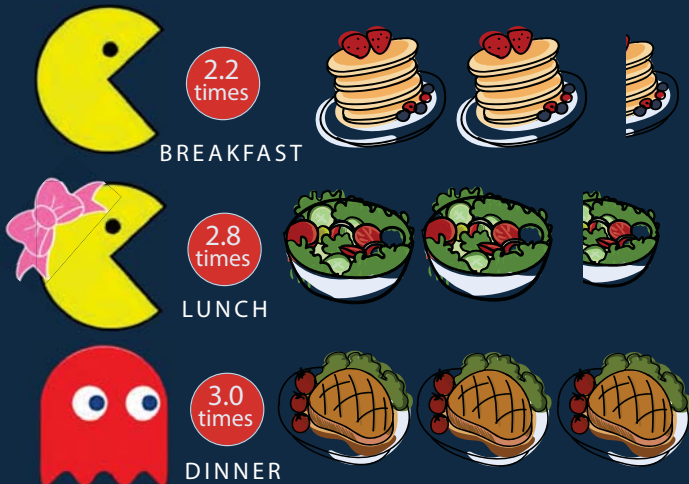


# 2019 City of Saginaw Eat & Play Survey Results

THANK YOU TO EVERYONE WHO PARTICIPATED IN THIS SURVEY! YOUR INPUT IS CRITICAL TO THE WORK WE DO AND WE APPRECIATE YOU!



## HOW MANY TIMES PER WEEK DO YOU DINE OUT?



## WHO DO YOU WANT TO SEE COME TO TOWN?

### RESTAURANTS

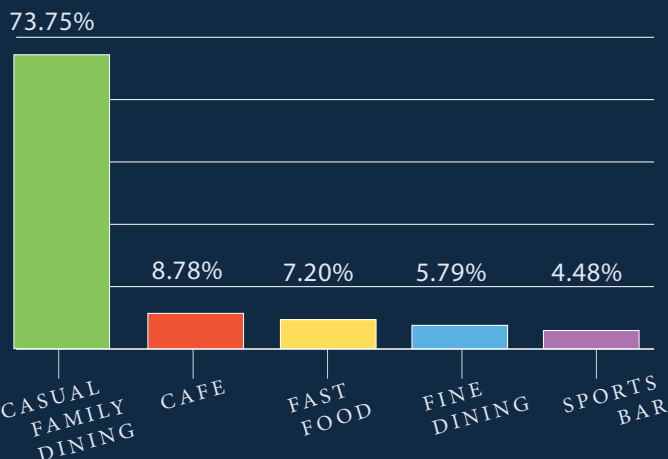
1. Chili's Grill & Bar
2. Olive Garden
3. Chipotle Mexican Grill
4. IHOP
5. Dairy Queen Grill & Chill
6. Raising Cane's Chicken
7. Panera Bread
8. Braum's Ice Cream
9. Texas Roadhouse
10. Jason's Deli
11. Cheddar's Scratch Kitchen
12. Red Lobster
13. Burger King
14. Outback Steakhouse
15. McAlister's Deli
16. Torchy's Tacos
17. Chuy's Tex-Mex
18. Fuzzy's Taco Shop
19. Rosa's Cafe
20. Taco Bueno

### RETAILERS

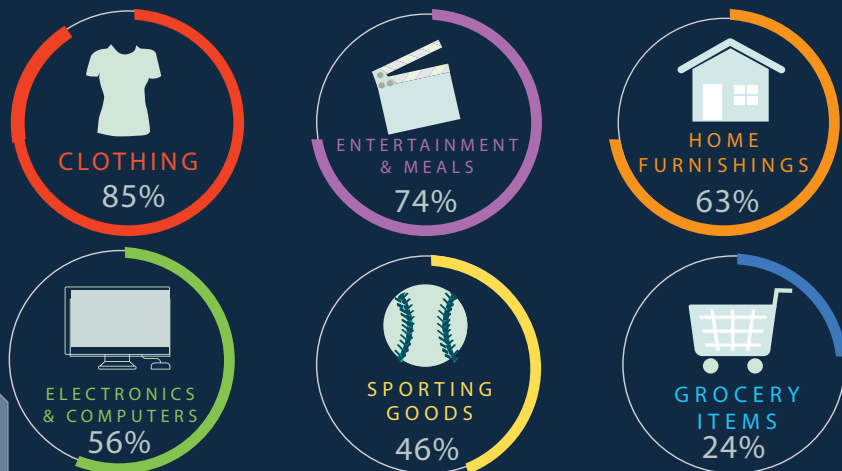
1. Target Corporation
2. Academy Sports + Outdoors
3. Hobby Lobby
4. H-E-B
5. Lowe's
6. Kohl's
7. The Home Depot
8. Ross Stores
9. Sam's Club
10. TJ Maxx
11. Michaels
12. Sprouts Farmers Market
13. Ulta Beauty
14. Marshalls
15. Bath & Body Works
16. Half Price Books
17. Trader Joe's
18. Jo-Ann Stores
19. Best Buy
20. Old Navy

TOP 20/20

## WHAT TYPE OF RESTAURANTS DO YOU PREFER?



## WHEN SHOPPING OUTSIDE OF SAGINAW, WHAT DO YOU PURCHASE?



## WHERE ARE YOU GOING TO SHOP & DINE?

### DID YOU KNOW:

THE AVERAGE SAGINAW RESIDENT CURRENTLY DRIVES 10-30 MINUTES TO FULFILL THEIR SHOPPING AND DINING NEEDS

### SAGINAW

13%  
16%

### ALLIANCE

53%  
46%

### DID YOU KNOW:

SAGINAW RESIDENTS ARE OVER 4 TIMES MORE LIKELY TO DO THEIR SHOPPING IN THE ALLIANCE REGION AND ALMOST 3 TIMES MORE LIKELY TO DINE THERE, AS WELL

### LAKE WORTH

31%  
26%

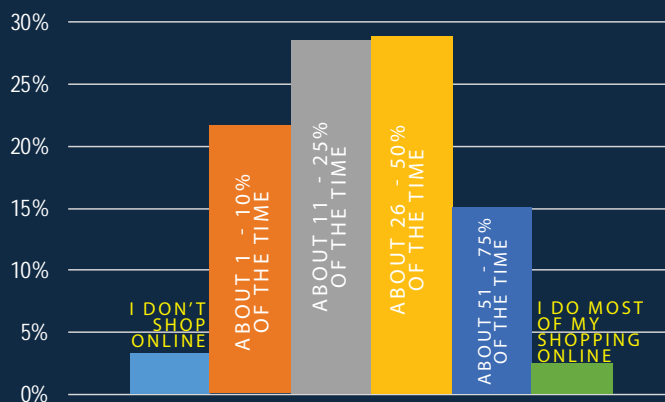
### WEST SEVENTH

2%  
5%

### DOWNTOWN FORT WORTH

2%  
7%

## WHAT PERCENTAGE OF YOUR SHOPPING IS DONE ONLINE?





# 2019 City of Saginaw Eat & Play Survey Results

## TOP 10 Types of Retail

1. Entertainment
2. Grocery Items
3. Hobbies
4. Hardware Store
5. Department Store
6. Clothing & Accessories
7. Health / Beauty
8. Gym / Fitness
9. Pet Store
10. Home Goods

- 73.2% of you said YES to fast casual options
  - Order at the counter
  - Grab a drink
  - Get on your way!
- 30.3% requested major chain restaurants
  - Chili's Grill & Bar (#1 TOP 20 Restaurant!)
  - Olive Garden
  - Red Lobster
- 38.1% said, "Give me casual dining options!"
  - Moderately-priced menus
  - Table service provided
  - Low-key atmosphere
- 19.9% of all requests were for more fast food
  - Drive through wanted
  - Speed of service is key
  - Low cost means inclusion

## TOP 10 Restaurant Types

1. Casual Dining
2. Major Chains
3. Fast Casual
4. Health Focused
5. Fast Food
6. Buffet/Cafeteria
7. Family Style
8. Fine Dining
9. Bar/Pub/Brewery
10. Food Truck

- 24.3% of requests were for New American food
  - Braum's Ice Cream & Dairy Store
  - Dairy Queen Grill & Chill
  - Raising Cane's Chicken Fingers
- 11.7% of you are hungry for cafe & deli fare
  - Sandwiches, soups, and salads
  - Healthy and fresh
  - Easy for grab & go lunches
- 15.6% said, "More fast casual Tex-Mex, please!"
  - Think Chipotle Mexican Grill
  - Or Fuzzy's Taco Shop
  - Or our personal fav- Torchy's Tacos
- 7.1% said Saginaw needs a solid steakhouse
  - Texas Roadhouse
  - Outback Steakhouse
  - Saltgrass Steak House

## TOP 10 Categories of Food

1. New American
2. Cafe/Deli
3. Mexican
4. Steakhouse
5. Italian
6. Tex-Mex
7. American
8. Southern
9. New American
10. Seafood

- 20.8% of residents want entertainment options
  - Movie theater
  - Bowling alley
  - Arcade/billiards
- 17.0% said Saginaw needs specialty grocery
  - Trader Joe's
  - Sprouts Farmers Market
  - H-E-B
- 11.1% requested home good & hardware stores
  - The Home Depot
  - Lowe's
  - Home Decor & More
- 15.9% said hobby shops are on your wishlist
  - Crafts
  - Books & games
  - Sporting goods

## What Happens Next?

- 1 Survey conducted and responses collected
- 2 Data analyzed and most desired types of retailers & restaurants are identified
- 3 Data will be used to target those stores:
  - Through meeting with businesses
  - By sending letters to the TOP 20/20
  - At trade shows around the country

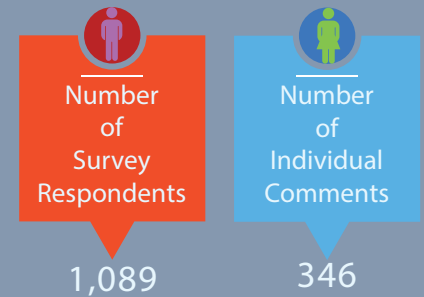


The 2019 Eat & Play Survey is an initiative by the City of Saginaw Community & Economic Development Department

If you have any questions, please contact Keith C. Rinehart, Director of Community & Economic Development  
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www.SaginawTx.org



## Who Weighed In?



## WE HEAR YOU, SAGINAW!

WE ASKED RESPONDENTS TO TELL US WHAT THEY REALLY FEEL IN THE OPEN COMMENT SECTION AND WE GOT SOME OUT-OF-THIS-WORLD FEEDBACK!

YOU SAID YOU WANT:



AND YOU ALSO SAID NO MORE:

- FAST FOOD ••• 10%
- PAYDAY LENDING ••• 8%
- GAS STATIONS ••• 7%
- CAR WASHES ••• 4%
- NEW GROWTH ••• 2%
- AUTOMOTIVE USES ••• 1%
- STORAGE UNITS ••• 1%

