



WEST COVINA RETAIL SURVEY

EAT . SHOP . PLAY .

• GIVE US YOUR FEEDBACK •

West Covina wants your input!! We encourage you to take part in filling out the survey so you can help the City identify retail strengths within the community, as well as to identify new retailers and shopping experiences you may want closer to home. Printed surveys can be submitted at City Hall to the Community and Economic Development Division in room 205. If you would like, you can also fill out the retail survey online (www.westcovina.org/retail).

1. If you could attract one new retailer and/or restaurant to West Covina this year, what would be your TOP choice?

Retailer: _____

Restaurant: _____

2. In the City of West Covina, name one of your favorite SMALL businesses (500 or less employees and not a national chain) where you:

o Dine: _____

o Shop: _____

o Or have service (e.g. dry cleaners, hairstylist, auto repair, etc.):

3. What do you travel OUTSIDE of West Covina for? (Select the TOP 3).

a. Clothing/ Apparel

b. Restaurants/ Bakery/ Café

c. Boat/ Recreational vehicles

d. Home improvement

e. Furniture/ Home décor

f. Electronics

g. Concerts/ Playhouse

h. Bars/ Dance/ Nightclubs

i. Recreational Entertainment

j. Sports (Watch/play)

k. Other

4. How often do you go out to eat breakfast, lunch, and/or dinner within a week in West Covina? (Select one for each category).

a. Breakfast

o 0-1

o 2-3

o 4-5

o 6-7

b. Lunch

o 0-1

o 2-3

o 4-5

o 6-7

c. Dinner

o 0-1

o 2-3

o 4-5

o 6-7

5. How often do you shop in-stores (vs) online versus? (Select one for each category).

| Category | Always In-Store | Mostly In-Store | 50/50 | Mostly Online | Always Online |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Household Essentials | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Electronics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Clothing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Food | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Beauty & Health | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Patio & Garden | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sports & Outdoors | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Furniture | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Automotive & Industrial | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Toys, Kids, & baby | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other: _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

6. What types of uses would you like to see in West Covina (Select the TOP 3).

- a. Natural/Organic Grocery Stores
- b. Fine Dining Restaurants
- c. Bar/Lounge/Pub
- d. Craft Brewery/ Wine Bar
- e. Up-Scale Movie Theatres
- f. Arcade Bars
- g. Food Halls (ex. Grand Central Market in Los Angeles and Anaheim Packing District in Anaheim)
- h. Other: _____

7. What are the reasons you shop and/or eat in West Covina? (Select all that apply.)

- a. Convenient location
- b. Diversity of shops/restaurants
- c. Promotions/sales
- d. Events in the City
- e. Sense of "Place (Community)"
- f. Safe Environment

Tell us about yourself!

8. Are you a resident of West Covina?

- Yes
- No

9. Current home ZIP code?

- 91790
- 91791
- 91792
- None of the above

10. What is your age?

- <25
- 26-45
- 46-65
- >65
- No response

11. How many years have you lived in West Covina?

- 0-1
- 2-4
- 5-10
- 11-20
- 20+ years

12. What is your gross household income?

- <\$25k
- \$26-\$50k
- \$51k-\$75k
- \$76-\$100k
- >\$100k
- Decline to state

Optional: To subscribe to receive e-notification about new businesses and grand openings/groundbreaking events, please provide your email: _____