



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 218. 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 or restaurant to West Covina this year, what would be your TOP choice?
Retail: _____ Restaurant: _____

2. At which superstore do you shop at? (Select up to 3)
 - a. Target- Eastland Center: 2831 E. Eastland Center Drive, West Covina
 - b. Target- The Heights: 2370 S. Azusa Ave., West Covina
 - c. Walmart- Eastland Center: 2753 E. Eastland Center Drive, West Covina
 - d. If it is outside of West Covina, which superstore and why?

 - e. Other: (Name of Business and City) _____

3. At which market do you shop at? (Select up to 3)
 - a. Albertsons- 2630 E. Workman Ave., West Covina
 - b. Food 4 Less – 615 N. Azusa Ave., West Covina
 - c. HK2 Food District- 987 S. Glendora Ave., West Covina
 - d. La Amapola Supermarket- 130 Plaza Drive, West Covina
 - e. Island Pacific Supermarket- 1512 E. Amar Road, West Covina
 - f. Northgate Supermarket- 1320 W. Francisquito Ave., West Covina
 - g. North West Supermarket- 3650 Nogales St., West Covina
 - h. Seafood City Supermarket- 1525 Amar Road, West Covina
 - i. Stater Brothers- 375 N. Azusa Ave., West Covina
 - j. Stater Brothers- 1025 E. Amar Road, West Covina
 - k. Vons- 777 S. Glendora Ave., West Covina
 - l. Tokyo Central- 1420 S. Azusa Ave., West Covina
 - m. Other: (Name of Market and City) _____

4. Where do you do a majority of your retail shopping? (Select up to 3)
 - a. Plaza West Covina, West Covina
 - b. Eastland Center, West Covina
 - c. Brea Mall, Brea
 - d. Montclair Place, Montclair
 - e. Westfield Santa Anita Mall, Arcadia
 - f. Old Town, Pasadena
 - g. The Shoppes, Chino Hills
 - h. Victoria Gardens, Rancho Cucamonga
 - i. Glendale Galleria, Glendale
 - j. The Americana at Brand, Glendale
 - k. Other: (Name of Mall or City) _____

5. In the City of West Covina, what is your favorite SMALL business where you:
 - o Dine: _____
 - o Shop: _____
 - o Or have service (e.g. dry cleaners, hairstylist, auto repair, etc.): _____

6. What do you mostly travel OUTSIDE of West Covina to shop for? (In the space provided, please write the NAME OF THE BUSINESS to where you most travel often and be specific.)
- o Clothing _____
 - o Restaurants/ Bakery/ Café _____
 - o Auto/ Boat/ Recreational vehicles _____
 - o Hardware/ Home improvements _____
 - o Furniture/ Home décor _____
 - o Electronics _____
 - o Live theatre/ Concerts/ Entertainment/Playhouse _____
 - o Bars/ Dance/ Nightclubs _____
 - o Children/ Youth Entertainment _____
 - o Sports (Watch/play) _____
 - o Other _____
7. How often do you go out to eat breakfast, lunch, and/or dinner within a week in West Covina? (Select all that apply.)
- | | | |
|--|--|---|
| <p>a. Breakfast</p> <ul style="list-style-type: none"> i. 0-1 ii. 2-3 iii. 4-5 iv. 6-7 | <p>b. Lunch</p> <ul style="list-style-type: none"> i. 0-1 ii. 2-3 iii. 4-5 iv. 6-7 | <p>c. Dinner</p> <ul style="list-style-type: none"> i. 0-1 ii. 2-3 iii. 4-5 iv. 6-7 |
|--|--|---|
8. What types of item do you purchase online? (Select all that apply.)
- | | | |
|---|---|---|
| <ul style="list-style-type: none"> a. Household Essentials b. Electronics c. Clothing d. Food | <ul style="list-style-type: none"> e. Beauty & Health f. Patio & Garden g. Sports & Outdoors h. Furniture | <ul style="list-style-type: none"> i. Automotive & Industrial j. Toys, Kids & Baby k. Other: _____ |
|---|---|---|
9. What types of cuisine would you like to see come to West Covina (Select all that apply.)
- | | | |
|---|---|--|
| <ul style="list-style-type: none"> a. American b. Asian c. Spanish d. Mediterranean | <ul style="list-style-type: none"> e. Italian f. Vegetarian g. Vegan h. Soul Food | <ul style="list-style-type: none"> i. Seafood j. Breakfast/Brunch k. Other: _____ |
|---|---|--|
10. What are the reasons you shop and/or eat in West Covina? (Select all that apply.)
- | | |
|--|---|
| <ul style="list-style-type: none"> a. Convenient location b. Diversity of shops/restaurants c. Promotions/sales | <ul style="list-style-type: none"> d. Events in the City e. Sense of "Place (Community)" f. Safe Environment |
|--|---|

Tell us about yourself!

11. Are you a resident of West Covina?
- o Yes
 - o No
12. Current home ZIP code?
- o 91790
 - o 91791
 - o 91792
 - o None of the above
13. What is your age?
- o <25
 - o 26-45
 - o 46-65
 - o >65
 - o No response
14. How many years have you lived in West Covina?
- o 0-1
 - o 2-4
 - o 5-10
 - o 11-20
 - o 20+ years
15. What is your gross household income?
- o <\$25k
 - o \$26-\$50k
 - o \$51k-\$75k
 - o \$76-\$100k
 - o >\$100k
 - o Decline to state