



WEST COVINA
RETAIL
SURVEY

EAT.SHOP.PLAY.

• GIVE US YOUR FEEDBACK •

West Covina wants your input!! We encourage you 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).

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. Walmart Supercenter- 3250 Big Dalton Ave., Baldwin Park
 - 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. HK2 Food District- 987 S. Glendora Ave., West Covina
 - c. East West Supermarket- 3650 Nogales St., 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. Seafood City Supermarket- 1525 Amar Road, West Covina
 - h. Stater Brothers- 375 N. Azusa Ave., West Covina
 - i. Stater Brothers- 1025 E. Amar Road, West Covina
 - j. Vons- 777 S. Glendora Ave., West Covina
 - k. Tokyo Central- 1420 S. Azusa Ave., West Covina
 - l. 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. Santa Anita Westfield Mall, Arcadia
 - f. Old Town, Pasadena
 - g. The Shoppes, Chino Hills
 - h. Victoria Garden, Rancho Cucamonga
 - i. Glendale Galleria, Glendale
 - j. The Brand, Glendale
 - k. Other: (Name of Mall or Business and 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, write the name of the city of business to where you most travel often.)
 - 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. What restaurants would you like to see come to West Covina (be as specific as you can. For example: sushi buffet, dessert, mom & pop casual dining, coffee/tea shop, Mediterranean cuisine, or list actual restaurant name)?

Tell us about yourself!

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