



# PLUMAS LAKE RETAIL SURVEY

1. Please tell us where you shop currently for the following Categories:

	Store Name	City
Grocery	_____	_____
Prescriptions	_____	_____
General Merchandise/ Household	_____	_____
Apparel/Shoes/Access	_____	_____
Home Improvement	_____	_____
Medical/Dental	_____	_____
Electronics	_____	_____
Fast Food	_____	_____
Gas/Auto Services	_____	_____
Furniture/Appliances	_____	_____

2. Please tell us what type of retail store in Plumas Lake you would like to see (1 = strongly desire, 2 = somewhat desire, 3 = don't want)

	<u>Strongly Desire</u>	<u>Somewhat Desire</u>	<u>Do Not Want</u>
Upscale, full-service restaurants	1	2	3
Bagel, donut, pastry shops	1	2	3
Casual restaurants (Chilis, Applebees, Red Robin)	1	2	3
Small specialty gift and card shops	1	2	3
Specialty coffee/wine shops	1	2	3
Fast Food	1	2	3
Upscale boutique apparel, shoes, accessories	1	2	3
Discount apparel/department stores (Kohls, Old Navy)	1	2	3
Large home improvement stores	1	2	3
Small home improvement stores	1	2	3
Large Discount retailer (Wal-Mart, Target)	1	2	3
Low cost apparel retailer (Ross, TJ Maxx, Marshalls)	1	2	3
Electronics stores	1	2	3
Import specialty stores	1	2	3
Membership Warehouse	1	2	3
Stores for children	1	2	3
Gas & Car Wash	1	2	3
Auto Parts	1	2	3
Medical/Dental	1	2	3
Emergency Medical Services	1	2	3
Drug Store/Pharmacy	1	2	3

3. What restaurants and types of restaurant uses would you like to see in The Plumas Lake Development? (in order of preference 1 to 10, 1 being your first choice to 10 your last choice)

Top 3 Fast Food Restaurants

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Top 10 Sit Down Style Restaurants

\_\_\_\_\_ Italian

\_\_\_\_\_ Mexican

\_\_\_\_\_ Chinese

\_\_\_\_\_ American

\_\_\_\_\_ Seafood

\_\_\_\_\_ Thai

\_\_\_\_\_ Greek

\_\_\_\_\_ Middle East

\_\_\_\_\_ Vietnamese

\_\_\_\_\_ Other: \_\_\_\_\_

4. Gender of the person completing the survey

- Female
- Male
- Decline to state

5. Household Members in each age group

Birth to 14 years \_\_\_\_\_

15 to 24 \_\_\_\_\_

25 to 49 \_\_\_\_\_

50 to 65 \_\_\_\_\_

Over 65 \_\_\_\_\_

6. How long have you resided in your current residence?

\_\_\_\_\_ 1 – 2 Years

\_\_\_\_\_ 2 – 3 Years

\_\_\_\_\_ 3 – 5 Years

\_\_\_\_\_ 5 or More Years

