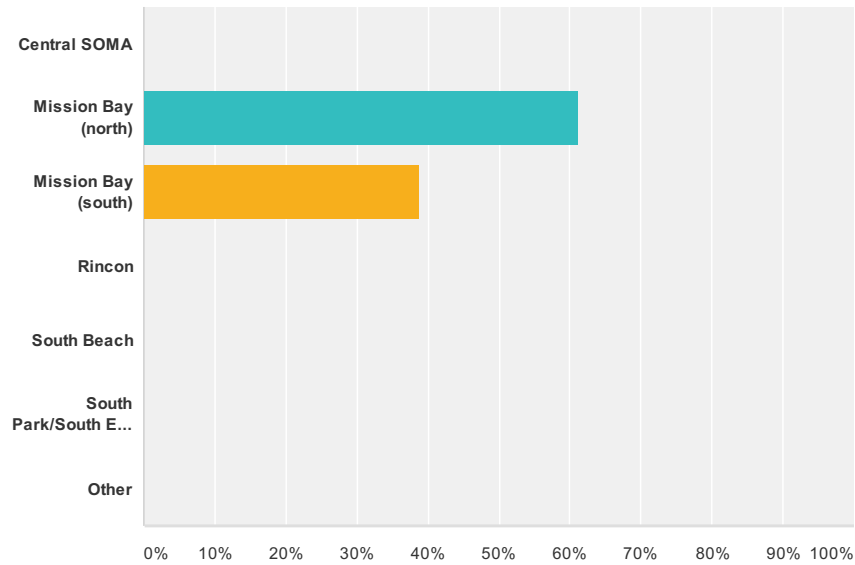


SB|R|MB NA Neighborhood Commercial Survey

Q1 Where do you live? Include your street or housing complex name if you're comfortable doing so.

Answered: 126 Skipped: 0



Answer Choices	Responses	
Central SOMA	0.00%	0
Mission Bay (north)	61.11%	77
Mission Bay (south)	38.89%	49
Rincon	0.00%	0
South Beach	0.00%	0
South Park/South End Historic District	0.00%	0
Other	0.00%	0
Total		126

#	Your street or housing complex name	Date
1	Radiance	7/20/2014 9:48 PM
2	Madrone Mission Bay	7/19/2014 7:53 AM
3	Radiance	7/18/2014 8:15 PM
4	Madrone	7/18/2014 6:47 PM
5	Madrone	7/18/2014 3:12 PM
6	Park Terrace	7/18/2014 1:03 PM
7	Radiance	7/18/2014 11:49 AM
8	Radiance	7/18/2014 11:28 AM
9	Radiance	7/18/2014 11:23 AM
10	radiance	7/18/2014 10:53 AM
11	Strata	7/18/2014 10:20 AM
12	Madrone	7/18/2014 10:17 AM
13	Radiance	7/18/2014 10:12 AM
14	Berry Street	7/18/2014 9:31 AM
15	255 Berry	7/18/2014 7:58 AM
16	Floating house Mission Creek	7/18/2014 6:22 AM
17	Radiance	7/17/2014 9:52 PM
18	Berry St	7/17/2014 5:48 PM

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19	Park Terrace	7/17/2014 5:34 PM
20	One Embarcadero South/ The Towers	7/16/2014 8:32 AM
21	Arterra	7/15/2014 5:32 PM
22	Arterra	7/14/2014 6:35 PM
23	Madrone	7/14/2014 3:41 PM
24	Madrone	7/14/2014 11:48 AM
25	Madrone	7/14/2014 11:02 AM
26	Mission Walk	7/13/2014 7:10 PM
27	Madrone	7/13/2014 7:07 PM
28	Madrone	7/13/2014 6:51 PM
29	Madrone	7/13/2014 6:11 PM
30	Madrone	7/13/2014 5:01 PM
31	Madrone	7/11/2014 9:48 AM
32	325 China Basin Street, Radiance	7/11/2014 9:09 AM
33	Beacon	7/11/2014 2:55 AM
34	235 Berry St.	7/10/2014 10:39 PM
35	Madrone	7/10/2014 10:19 PM
36	Arterra, Berry Street	7/10/2014 9:58 PM
37	radiance	7/10/2014 7:20 PM
38	Madrone	7/10/2014 6:57 PM
39	The Madrone	7/10/2014 6:57 PM
40	Madrone	7/10/2014 5:26 PM
41	Madrone	7/10/2014 4:38 PM
42	Madrone	7/10/2014 3:28 PM
43	20th street	7/10/2014 3:05 PM
44	480 Mission Bay Blvd N	7/10/2014 2:57 PM
45	300 Berry Street - Arterra	7/10/2014 2:51 PM
46	Madrone	7/10/2014 1:31 PM
47	Madrone	7/10/2014 1:11 PM
48	Madrone - 480 MB Blvd N	7/10/2014 11:30 AM
49	Madrone - 480 MB Blvd N	7/10/2014 11:08 AM
50	Madrone - 480 MB Blvd N	7/10/2014 11:08 AM
51	Madrone	7/10/2014 10:38 AM
52	235 berry	7/10/2014 10:06 AM
53	Madrone	7/10/2014 10:03 AM
54	Madrone	7/10/2014 9:32 AM
55	Mission Creek Harbor	7/10/2014 9:22 AM
56	Madrone	7/10/2014 9:17 AM
57	Madrone	7/10/2014 8:54 AM
58	Madrone	7/10/2014 8:46 AM
59	Madrone	7/10/2014 8:44 AM
60	Madrone	7/10/2014 8:44 AM
61	235 Berry Street	7/10/2014 8:39 AM
62	Mission bay blvd north	7/10/2014 8:30 AM
63	Madrone	7/10/2014 8:20 AM
64	Madrone	7/10/2014 8:11 AM
65	Park Terrace, 325 Berry Street	7/10/2014 7:27 AM
66	Madrone	7/10/2014 7:22 AM
67	Madrone	7/10/2014 7:20 AM
68	The Madrone	7/10/2014 7:19 AM
69	Madrone - Mission Bay Blvd N	7/10/2014 7:03 AM
70	mission creek	7/10/2014 6:12 AM

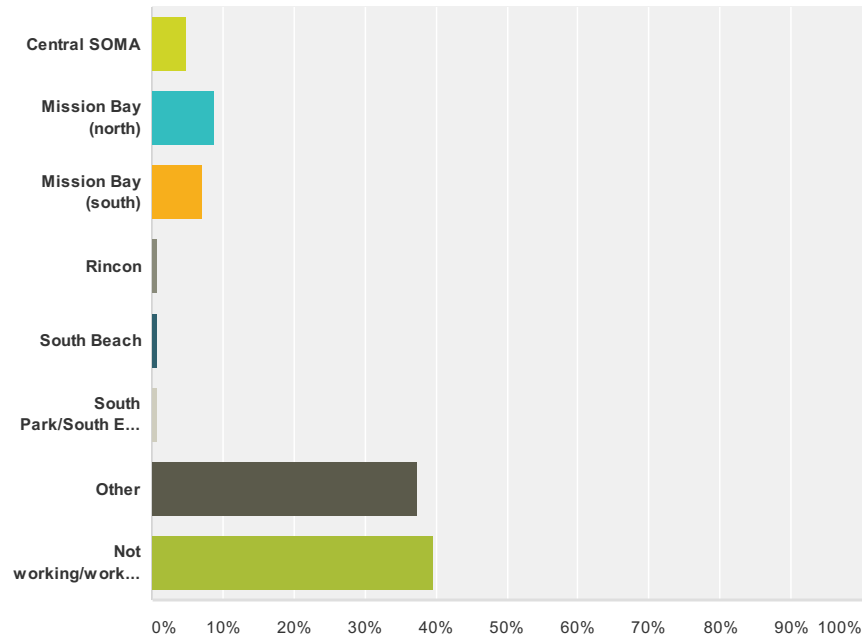
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71	235 Berry	7/10/2014 6:03 AM
72	Arterra	7/10/2014 2:28 AM
73	320 Mission Bay Blvd. N. the Madrone	7/9/2014 11:06 PM
74	arterra	7/9/2014 10:55 PM
75	Arterra	7/9/2014 9:22 PM
76	Arterra 300 Berry	7/9/2014 9:16 PM
77	Arterra	7/9/2014 7:33 PM
78	MISSION CREEK HARBOR ASSOCIATION, (houseboats on the Creek)	7/9/2014 6:27 PM
79	Arterra	7/9/2014 5:33 PM
80	Arterra	7/9/2014 5:23 PM
81	Arterra	7/9/2014 5:20 PM
82	Arterra	7/9/2014 5:19 PM
83	300 Berry Street	7/9/2014 5:19 PM
84	Houseboats	7/9/2014 4:51 PM

SB|R|MB NA Neighborhood Commercial Survey

Q2 Where do you work? Include street or business name if you're comfortable doing so.

Answered: 126 Skipped: 0



Answer Choices	Responses
Central SOMA	4.76% 6
Mission Bay (north)	8.73% 11
Mission Bay (south)	7.14% 9
Rincon	0.79% 1
South Beach	0.79% 1
South Park/South End Historic District	0.79% 1
Other	37.30% 47
Not working/work out of the area	39.68% 50
Total	126

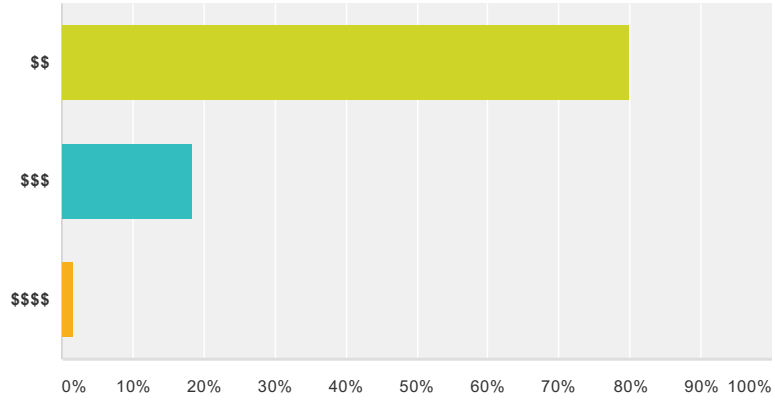
#	Workplace street or business name	Date
1	Financial dist	7/20/2014 9:48 PM
2	Financial district	7/18/2014 8:15 PM
3	Civic center	7/18/2014 6:47 PM
4	Financial District	7/18/2014 6:44 PM
5	2nd and Market	7/18/2014 3:12 PM
6	Potrero and Division	7/18/2014 11:49 AM
7	Fibrogen	7/18/2014 11:23 AM
8	Retired	7/18/2014 9:31 AM
9	I work from home. My husband commutes to Sunnyvale by CalTrain.	7/17/2014 5:46 PM
10	California Street	7/17/2014 5:34 PM
11	Downtown SF/FiDi	7/15/2014 8:55 PM
12	LinkedIn in Mountain View	7/14/2014 6:35 PM
13	333 market	7/14/2014 12:55 PM
14	Berry St	7/14/2014 12:39 PM
15	Spear & Folsom	7/14/2014 11:48 AM

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16	Bayview near Jerrold and Toland	7/13/2014 7:10 PM
17	Financial District	7/13/2014 7:07 PM
18	SOMArts	7/11/2014 5:29 PM
19	Financial District	7/11/2014 9:48 AM
20	1600 Holloway	7/11/2014 9:09 AM
21	Berry and 4th	7/11/2014 2:55 AM
22	Ssf	7/10/2014 10:39 PM
23	SOMA, Howard St.	7/10/2014 10:19 PM
24	potrero hill district	7/10/2014 7:20 PM
25	UCSF Mission Bay starting in Feb. Now at Mt. Zion	7/10/2014 6:57 PM
26	Palo Alto, CA	7/10/2014 3:05 PM
27	650 Davis St., San Francisco	7/10/2014 2:57 PM
28	220 Bush Street	7/10/2014 2:51 PM
29	Palo Alto, CA	7/10/2014 11:30 AM
30	Palo Alto, CA	7/10/2014 11:08 AM
31	WFH	7/10/2014 10:42 AM
32	One Market SF	7/10/2014 10:38 AM
33	YouTube in San Bruno	7/10/2014 10:03 AM
34	Cupertino	7/10/2014 9:44 AM
35	Retired	7/10/2014 8:46 AM
36	Mountain View	7/10/2014 8:44 AM
37	Potero hill	7/10/2014 8:30 AM
38	Palo alto	7/10/2014 8:20 AM
39	Home	7/10/2014 7:19 AM
40	Self-employed consultant	7/10/2014 6:03 AM
41	I'm a bookkeeper/consultant based out of my home on Berry Street.	7/9/2014 11:42 PM
42	North Beach	7/9/2014 11:06 PM
43	Financial District	7/9/2014 9:22 PM
44	Financial district	7/9/2014 9:16 PM
45	redwood city	7/9/2014 6:24 PM
46	8th and Brannan	7/9/2014 5:20 PM
47	UCSF	7/9/2014 5:19 PM
48	140 New Montgomery St.	7/9/2014 5:19 PM

Q3 Using the Open Table price matrix below, what's your price preference for weekday meals at neighborhood restaurants. Price includes dinner for one with one drink and tip (lunch is usually 25-30% less) \$\$--30 and under \$\$\$--31 to 50 \$\$\$\$--50 or more

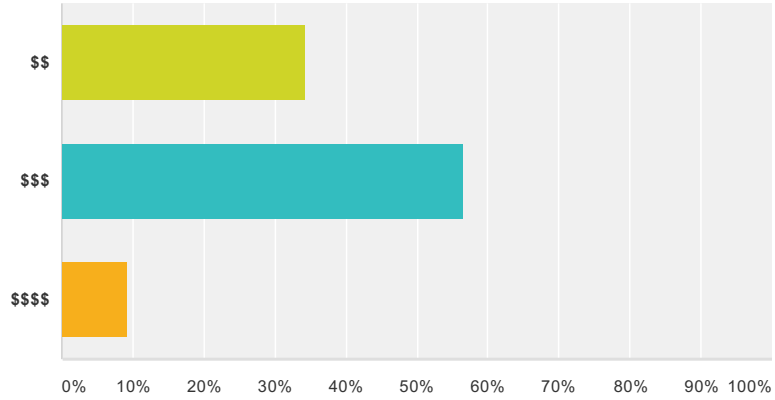
Answered: 120 Skipped: 6



Answer Choices	Responses
\$\$	80.00% 96
\$\$\$	18.33% 22
\$\$\$\$	1.67% 2
Total	120

Q4 Using the Open Table price matrix below, what's your price preference for weekend meals at neighborhood restaurants. Price includes dinner for one with one drink and tip (lunch is usually 25-30% less) \$\$--30 and under \$\$\$--31 to 50 \$\$\$\$--50 or more

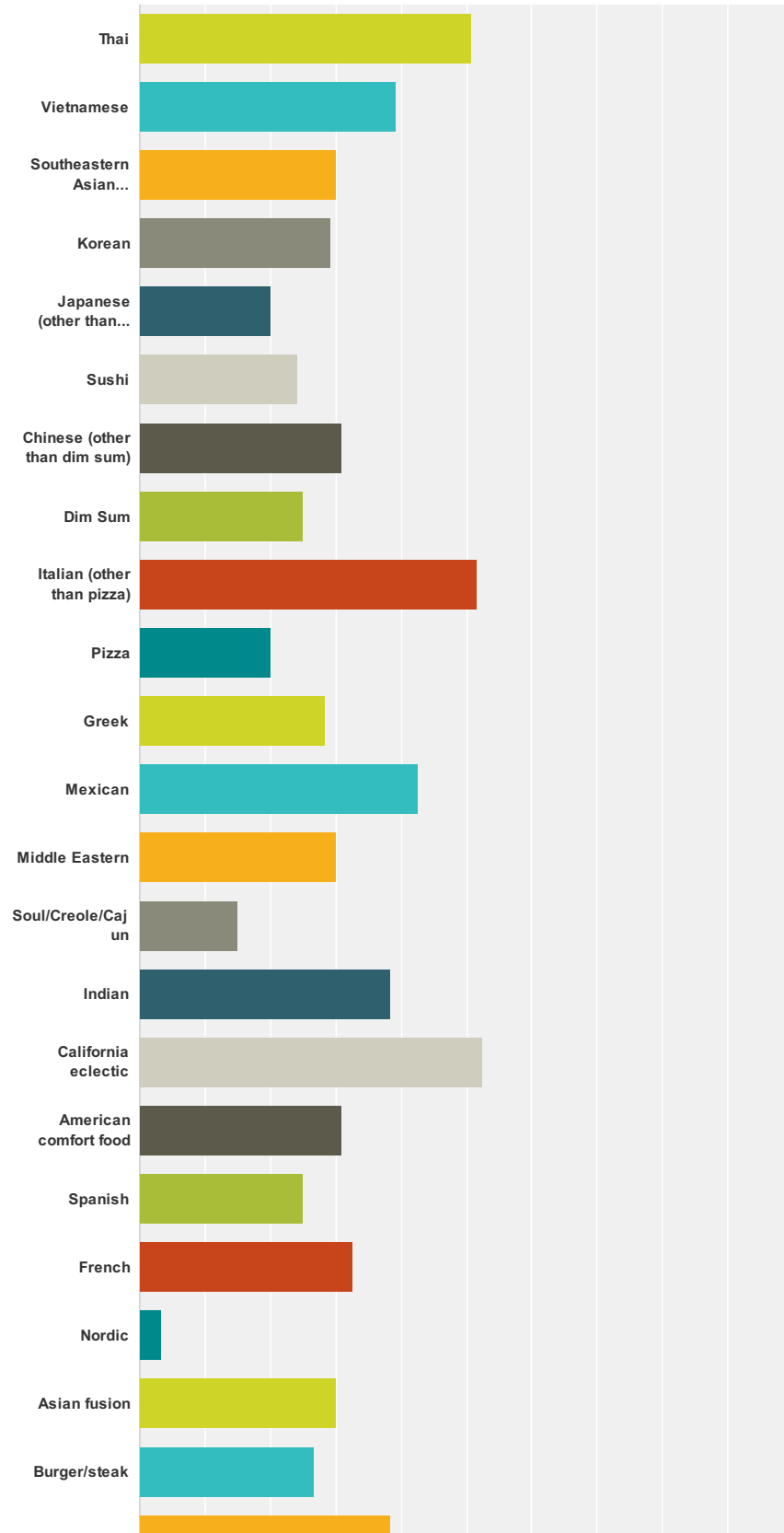
Answered: 120 Skipped: 6



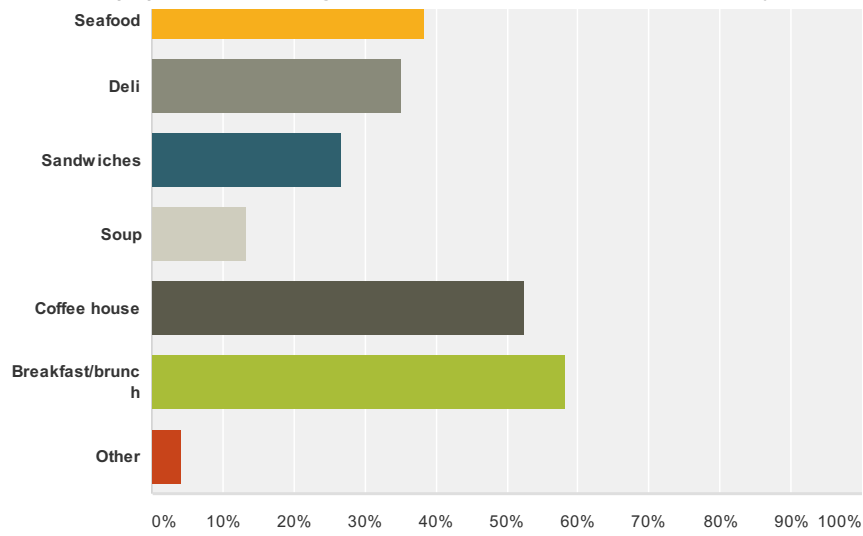
Answer Choices	Responses
\$\$	34.17% 41
\$\$\$	56.67% 68
\$\$\$\$	9.17% 11
Total	120

Q5 What new restaurant types would you like to see in your neighborhood; click all that apply. If there's an existing SF restaurant in any category you'd like to have open a branch here, add the name (e.g. Thai: Marnee Thai):

Answered: 120 Skipped: 6



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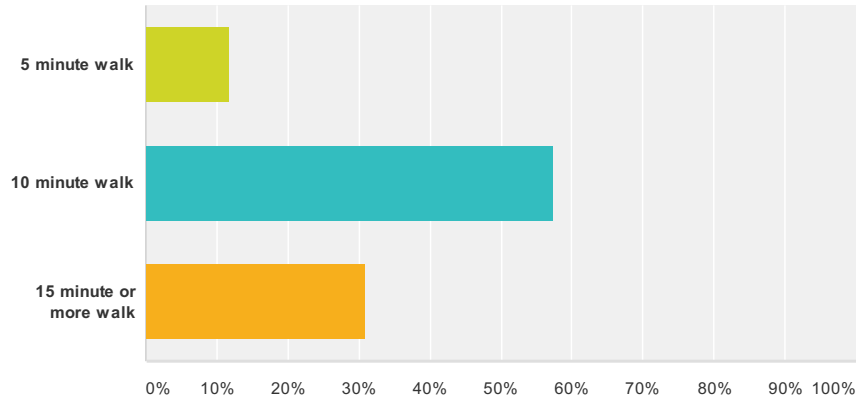
Answer Choices	Responses	Count
Thai	50.83%	61
Vietnamese	39.17%	47
Southeastern Asian (Singaporean/Malaysian, Burmese, etc.)	30.00%	36
Korean	29.17%	35
Japanese (other than sushi)	20.00%	24
Sushi	24.17%	29
Chinese (other than dim sum)	30.83%	37
Dim Sum	25.00%	30
Italian (other than pizza)	51.67%	62
Pizza	20.00%	24
Greek	28.33%	34
Mexican	42.50%	51
Middle Eastern	30.00%	36
Soul/Creole/Cajun	15.00%	18
Indian	38.33%	46
California eclectic	52.50%	63
American comfort food	30.83%	37
Spanish	25.00%	30
French	32.50%	39
Nordic	3.33%	4
Asian fusion	30.00%	36
Burger/steak	26.67%	32
Seafood	38.33%	46
Deli	35.00%	42
Sandwiches	26.67%	32
Soup	13.33%	16
Coffee house	52.50%	63
Breakfast/brunch	58.33%	70
Other	4.17%	5
Total Respondents: 120		

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#	Restaurant(s) you'd like to see open a branch here, or other types not listed above	Date
1	Out the door. Slanted door. Boudin. Chez papa. La Boulange.	7/18/2014 6:49 PM
2	Coffee place close by - eg, Starbucks in one of the buildings??	7/18/2014 10:14 AM
3	Peet's, The Creamery, anything by Charles Phan	7/17/2014 9:55 PM
4	Flour and Water, Spruce, Monks Cattle, Tartine.	7/17/2014 5:51 PM
5	Lucca Italian Deli (22nd and Valencia) Delfina Pizzeria	7/16/2014 8:35 AM
6	The Plant Plutos Coffee Bar Dosa Burma Star	7/15/2014 5:38 PM
7	Vegan food of any cuisine. I don't support violence towards sentient beings just for palate pleasure.	7/15/2014 4:38 PM
8	Pluto's	7/14/2014 12:57 PM
9	Togo's, Noah's, Quizno's, Chili's, Yardhouse, Taco Bell	7/14/2014 11:53 AM
10	Starbucks, Philz	7/14/2014 11:06 AM
11	Blue Bam Tender Greens Tacolicious	7/11/2014 9:53 AM
12	Mediterranean food - Bursa Indian - Dosa	7/11/2014 9:16 AM
13	Hooters, Chilis, and Cracker Barrel	7/10/2014 10:48 PM
14	Bbq including chicken Osha Thai Vegetarian	7/10/2014 10:24 PM
15	La Mediterranee and Patxi's Pizza	7/10/2014 3:30 PM
16	Quick and easy take out restaurants for quick dinner.	7/10/2014 3:07 PM
17	Philz or Starbucks Grove Osha Café Tiramisu	7/10/2014 3:01 PM
18	Tapas	7/10/2014 1:12 PM
19	Blue Bottle Coffee Coffee Bean & Tea Leaf Philz OSHA Thai Pressed Juicery Jamba Juice	7/10/2014 11:34 AM
20	Coffee Bean & Tea Leaf Philz Peet's/Starbucks Osha Thai	7/10/2014 11:22 AM
21	Tacolicious, Blue Bottle Coffee or Peet's Coffee, Woodhouse Fish Co, a high-end sushi restaurant, a good wine bar like the Press Club	7/10/2014 10:53 AM
22	Noodle restaurant, eg, ramen	7/10/2014 10:10 AM
23	Vegetarian	7/10/2014 9:47 AM
24	Nobu Katsuya Michael Minna Le Cirque Wild Ginger Bouchon Bazaar-Jose Javier's Alain Ducasse STK Mr Pickles Fig & Olive	7/10/2014 9:23 AM
25	Specialty's, Bi-Rite,	7/10/2014 8:13 AM
26	Scomas, Pera, Goat Hill Pizza, Perry's, Le Cham, Tryptych, Rocco's, Radio Africa, Limon Rotisser, New Mings (Chinese on Mission, between 3 rd and New Montgomery)	7/10/2014 7:45 AM
27	Coffee Shop/Pastries in Mission Bay South	7/10/2014 7:06 AM
28	Many of the cuisines listed above already are represented within a 20 minute walk OSHA Thai, izzy's chop house	7/10/2014 6:07 AM
29	Mamee Thai... :((guess who this is..)	7/9/2014 11:00 PM
30	Vegan/vegetarian	7/9/2014 7:36 PM
31	LOVING HUT, the one near san fran university vegetarian / vegan	7/9/2014 6:31 PM
32	Ramen	7/9/2014 6:25 PM
33	-Pacific Catch -The Plant Cafe Organic -Mixt Greens (although I know we have a Tender Greens opening soon) -Pressed Juicery (or Juice Shop, Project Juice, Sidewalk Juice, etc.) Anything that's healthy and fast/convenient to take to-go on the way home!	7/9/2014 5:28 PM
34	A vegetarian restaurant! Chipotle!	7/9/2014 4:53 PM

Q6 For neighborhood restaurants, how far are you willing to walk?

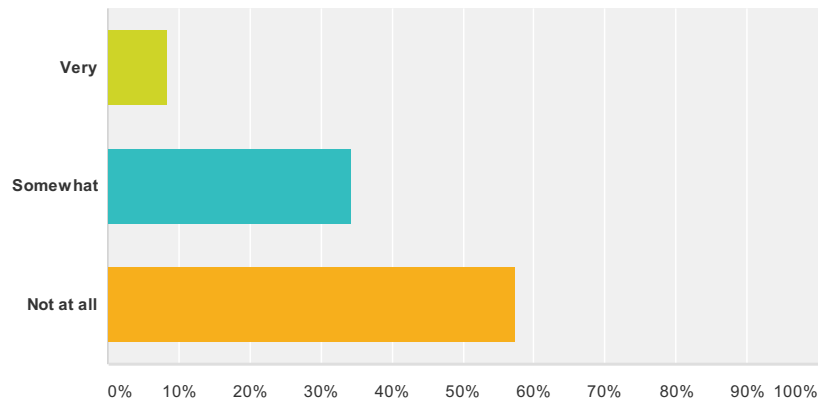
Answered: 120 Skipped: 6



Answer Choices	Responses
5 minute walk	11.67% 14
10 minute walk	57.50% 69
15 minute or more walk	30.83% 37
Total	120

Q7 For neighborhood restaurants, how important is having near-by parking?

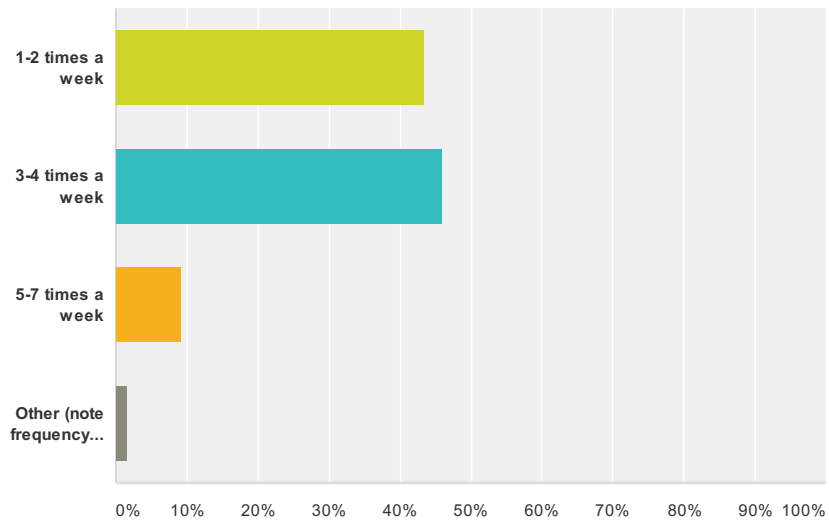
Answered: 120 Skipped: 6



Answer Choices	Responses	
Very	8.33%	10
Somewhat	34.17%	41
Not at all	57.50%	69
Total		120

Q8 How often do you eat dinner out, use take-out or home delivery?

Answered: 120 Skipped: 6

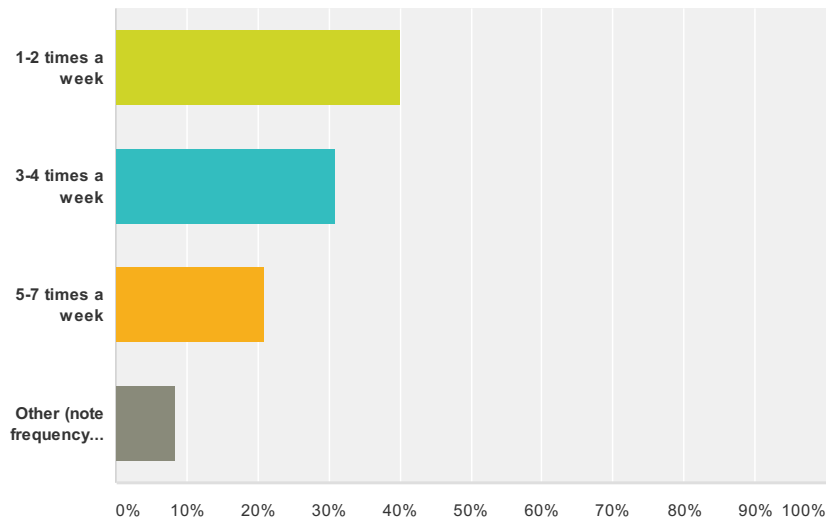


Answer Choices	Responses
1-2 times a week	43.33% 52
3-4 times a week	45.83% 55
5-7 times a week	9.17% 11
Other (note frequency below)	1.67% 2
Total	120

#	Frequency	Date
1	1-2 times a month	7/18/2014 11:25 AM
2	Once every two weeks	7/9/2014 5:26 PM

Q9 How often do you eat lunch out, use take-out or home delivery?

Answered: 120 Skipped: 6

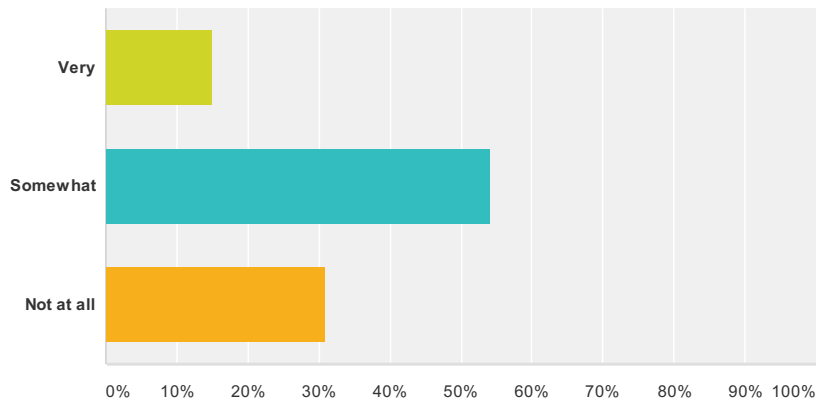


Answer Choices	Responses	
1-2 times a week	40.00%	48
3-4 times a week	30.83%	37
5-7 times a week	20.83%	25
Other (note frequency below)	8.33%	10
Total		120

#	Frequency	Date
1	1-2 times a month	7/18/2014 11:25 AM
2	not often	7/18/2014 9:57 AM
3	rarely	7/16/2014 8:35 AM
4	rare	7/13/2014 7:13 PM
5	Rarely bit the choices are bad	7/10/2014 1:34 PM
6	very rarely	7/10/2014 8:56 AM
7	Rarely	7/10/2014 8:49 AM
8	1-2 times per month	7/9/2014 7:36 PM
9	Seldom	7/9/2014 5:26 PM
10	0	7/9/2014 4:53 PM

Q10 For neighborhood restaurants, how important is having a delivery option?

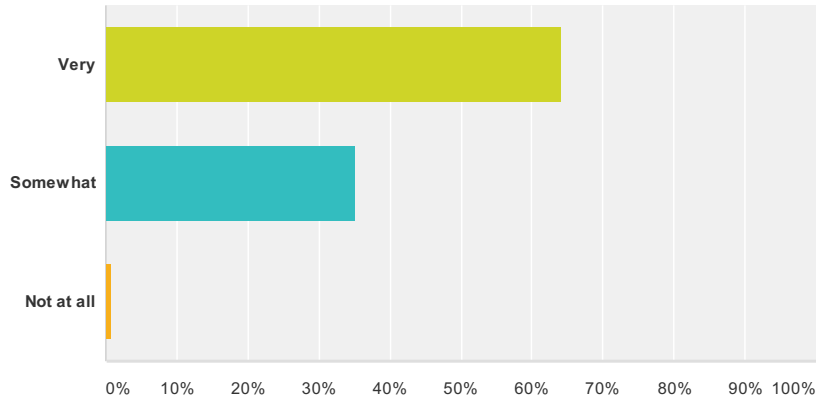
Answered: 120 Skipped: 6



Answer Choices	Responses	
Very	15.00%	18
Somewhat	54.17%	65
Not at all	30.83%	37
Total		120

Q11 For neighborhood restaurants, how important is having Sunday hours?

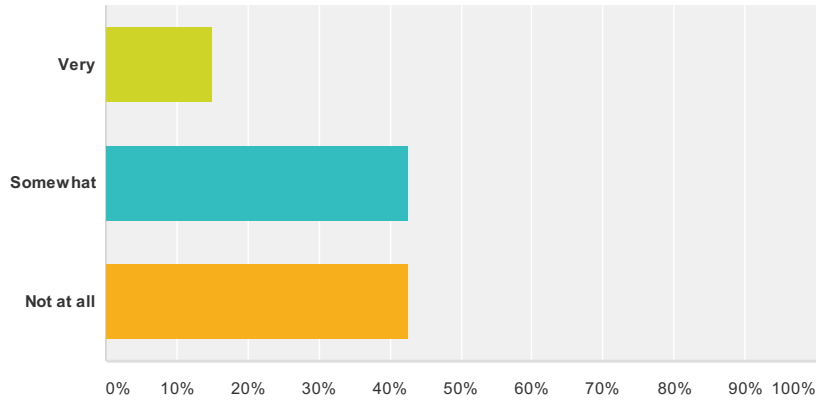
Answered: 120 Skipped: 6



Answer Choices	Responses
Very	64.17% 77
Somewhat	35.00% 42
Not at all	0.83% 1
Total	120

Q12 For neighborhood retail/services, how important is having near-by parking?

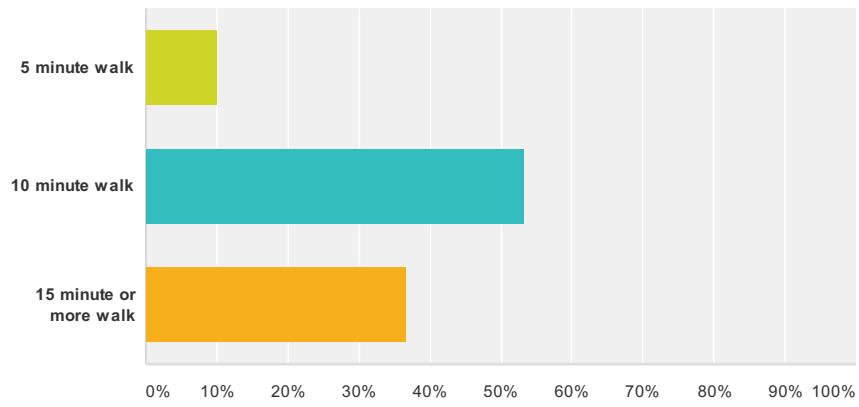
Answered: 120 Skipped: 6



Answer Choices	Responses	
Very	15.00%	18
Somewhat	42.50%	51
Not at all	42.50%	51
Total		120

Q13 For neighborhood retail/services, how far are you willing to walk?

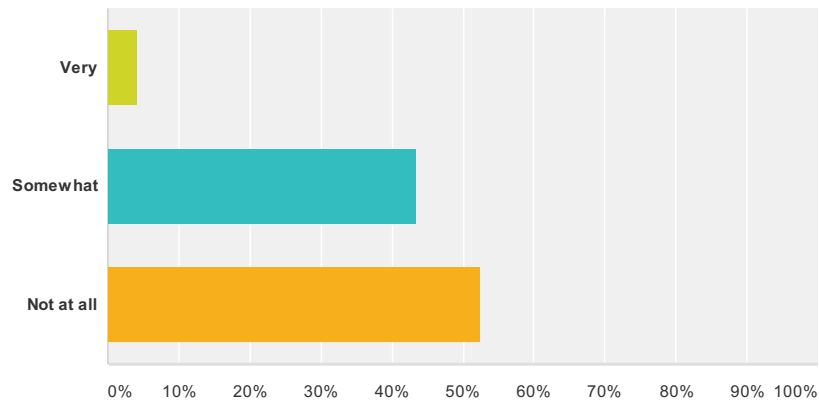
Answered: 120 Skipped: 6



Answer Choices	Responses
5 minute walk	10.00% 12
10 minute walk	53.33% 64
15 minute or more walk	36.67% 44
Total	120

Q14 For neighborhood retail, how important is having a delivery option?

Answered: 120 Skipped: 6

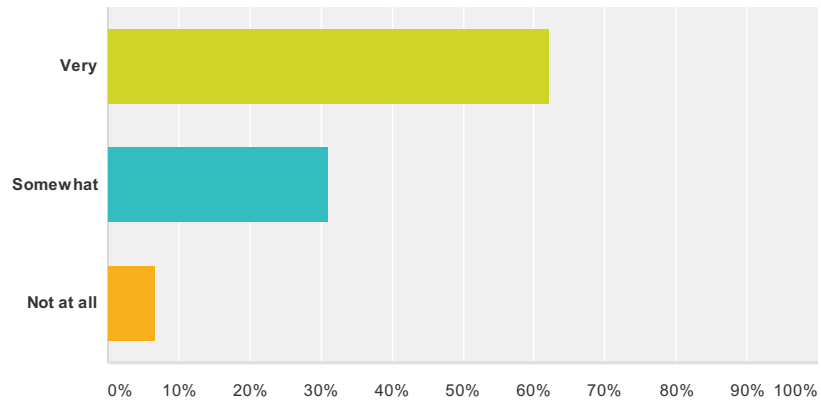


Answer Choices	Responses
Very	4.17% 5
Somewhat	43.33% 52
Not at all	52.50% 63
Total	120

#	Does weight of purchase affect your choice?	Date
1	Yes	7/18/2014 6:51 PM
2	yes	7/18/2014 10:55 AM
3	Yes	7/18/2014 8:16 AM
4	no	7/16/2014 8:36 AM
5	Yes	7/15/2014 8:59 PM
6	yes	7/15/2014 5:39 PM
7	Yes. E.g. fumiture should have delivery.	7/14/2014 6:39 PM
8	Yes!	7/11/2014 7:27 PM
9	No	7/10/2014 10:49 PM
10	?	7/10/2014 10:26 PM
11	Definitely	7/10/2014 1:14 PM
12	Yes	7/10/2014 11:36 AM
13	Yes	7/10/2014 11:27 AM
14	Yes	7/10/2014 8:14 AM
15	Yes	7/10/2014 7:28 AM
16	Yes. If not heavy items, then parking is not important.	7/10/2014 7:07 AM
17	Yes	7/10/2014 6:10 AM
18	No	7/9/2014 11:12 PM
19	no	7/9/2014 11:03 PM
20	yes	7/9/2014 11:02 PM
21	Yes	7/9/2014 7:37 PM
22	No. I only buy enough I can carry. I dont have a need to stock up nor do I have space to store things	7/9/2014 6:27 PM
23	Yes, if it is able to be carried parking and delivery not important.	7/9/2014 5:31 PM
24	Yes	7/9/2014 5:22 PM

Q15 For neighborhood retail/services, how important is having evening (6—9 pm) hours?

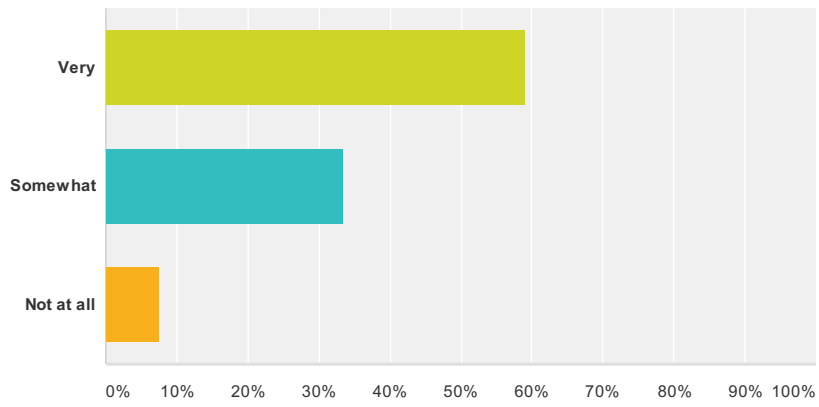
Answered: 119 Skipped: 7



Answer Choices	Responses
Very	62.18% 74
Somewhat	31.09% 37
Not at all	6.72% 8
Total	119

Q16 For neighborhood retail/services, how important is having Sunday hours?

Answered: 120 Skipped: 6

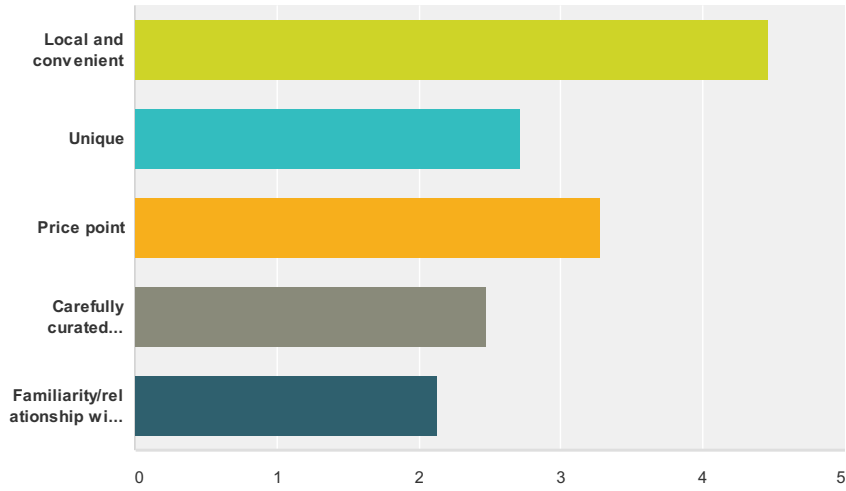


Answer Choices	Responses
Very	59.17% 71
Somewhat	33.33% 40
Not at all	7.50% 9
Total	120

SB|R|MB NA Neighborhood Commercial Survey

Q17 When you shop locally, what is most important to you (rank):

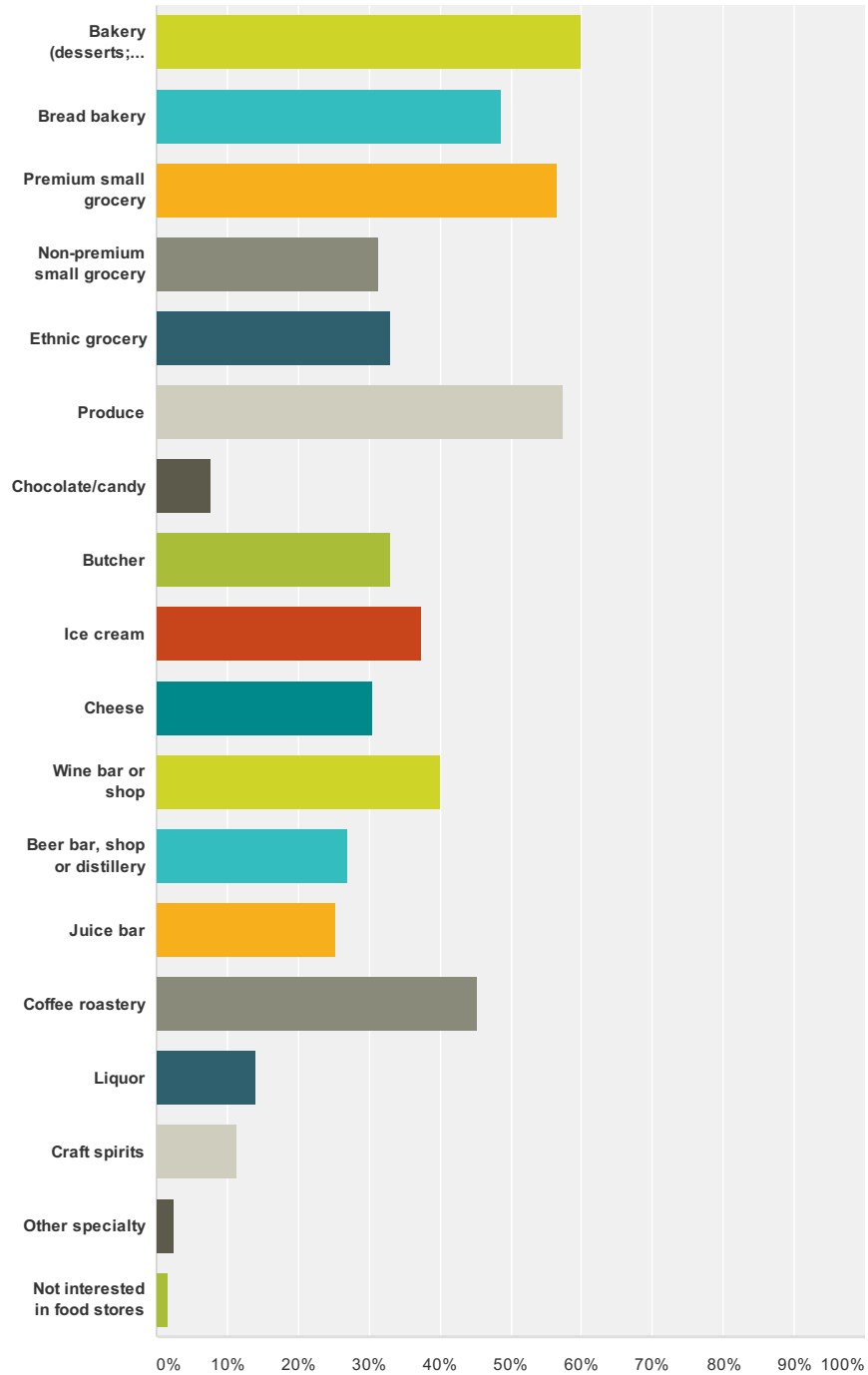
Answered: 120 Skipped: 6



	1	2	3	4	5	N/A	Total	Average Ranking
Local and convenient	70.83% 85	14.17% 17	6.67% 8	4.17% 5	3.33% 4	0.83% 1	120	4.46
Unique	11.67% 14	19.17% 23	22.50% 27	17.50% 21	26.67% 32	2.50% 3	120	2.71
Price point	10.00% 12	39.17% 47	24.17% 29	16.67% 20	7.50% 9	2.50% 3	120	3.28
Carefully curated assortment	3.33% 4	15.83% 19	20.83% 25	40.00% 48	16.67% 20	3.33% 4	120	2.47
Familiarity/relationship with retailer	3.33% 4	10.00% 12	23.33% 28	19.17% 23	40.83% 49	3.33% 4	120	2.13

Q18 What new food-related businesses (other than restaurants) would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Bakery: DeLessio) in the Comment field.

Answered: 115 Skipped: 11



Answer Choices	Responses
Bakery (desserts; confections)	60.00% 69
Bread bakery	48.70% 56
Premium small grocery	56.52% 65

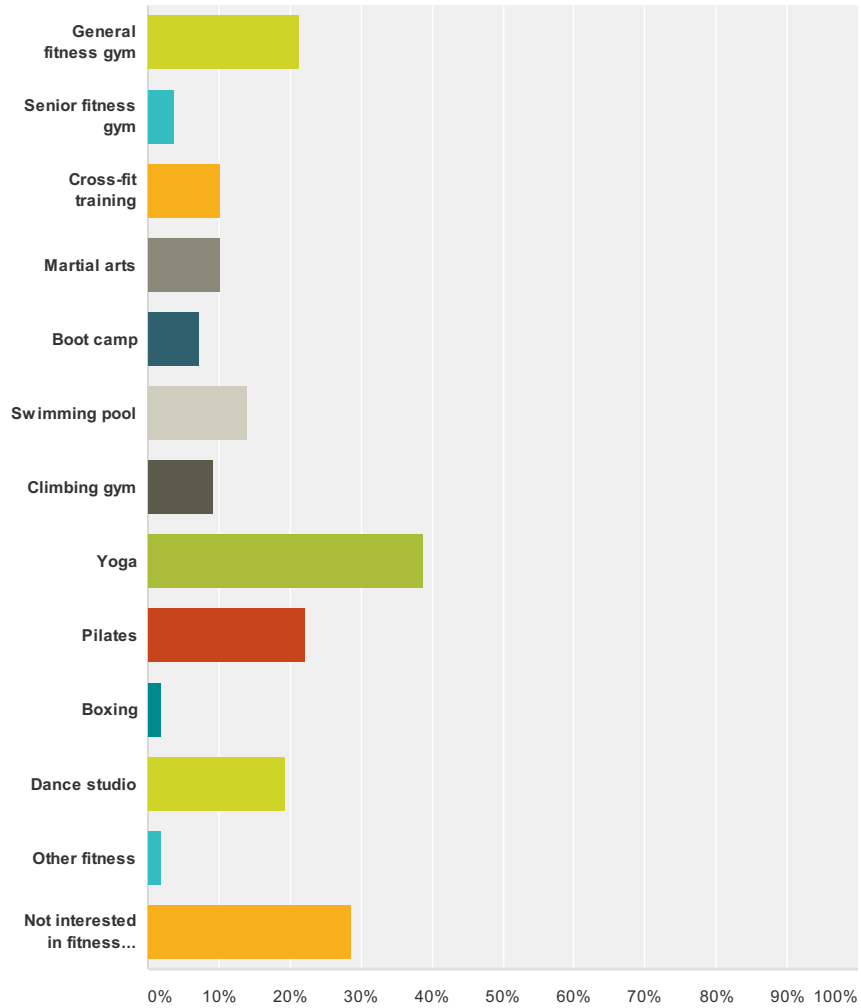
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Non-premium small grocery	31.30%	36
Ethnic grocery	33.04%	38
Produce	57.39%	66
Chocolate/candy	7.83%	9
Butcher	33.04%	38
Ice cream	37.39%	43
Cheese	30.43%	35
Wine bar or shop	40.00%	46
Beer bar, shop or distillery	26.96%	31
Juice bar	25.22%	29
Coffee roastery	45.22%	52
Liquor	13.91%	16
Craft spirits	11.30%	13
Other specialty	2.61%	3
Not interested in food stores	1.74%	2
Total Respondents: 115		

#	Food/drink-related business(es) you'd like to see open a branch here, and/or other food/drink-related services not mentioned above.	Date
1	Premium Small Grocery: Bi-Rite Market or Mollie Stones	7/19/2014 8:02 AM
2	Fish Market, Italian deli like Luccas in the Mission, wine bar but not shop since we have a very good liquor shop on 4th.	7/18/2014 11:04 AM
3	I'd stop at Philz Coffee more if there was a shorter line	7/18/2014 8:16 AM
4	Dive bar	7/18/2014 7:22 AM
5	Bi-Rite!	7/17/2014 9:58 PM
6	Arizmendi The Grove A small grocery with basic items (e.g., milk, beer/wine) and a large selection of AFFORDABLE pre-prepared items, would be incredibly valuable to have nearby	7/15/2014 5:54 PM
7	I would be upset by the presence of a butcher.	7/15/2014 4:42 PM
8	Trader Jo's	7/11/2014 9:24 AM
9	Cheap liquor stores	7/10/2014 10:58 PM
10	Acme bread Anchor Steam	7/10/2014 10:33 PM
11	Sprouts market Trader Joe's Grocery Outlet Whole Foods farmer's market	7/10/2014 7:30 PM
12	Organic Salads, soups and sandwiches.	7/10/2014 3:00 PM
13	Bi-Rite or similar Ice Cream Bar (Cole Valley) Roam Burger An awesome mission-style burrito place! Trader Joes! (Lots of space in DogPatch still)	7/10/2014 1:30 PM
14	Trader Joe's Bristol Farms	7/10/2014 11:47 AM
15	Pinkberry Yogurt	7/10/2014 9:32 AM
16	Bi-Rite	7/10/2014 8:16 AM
17	Mitchell's ice cream	7/10/2014 6:14 AM
18	Small is a great example of a store that could do well at the corner of 5th and Berry. That space has been vacant forever and would be perfect for Small.	7/9/2014 9:21 PM

Q19 What new fitness-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Climbing Gym: Dogpatch Boulders) in the Comment field.

Answered: 108 Skipped: 18



Answer Choices	Responses
General fitness gym	21.30% 23
Senior fitness gym	3.70% 4
Cross-fit training	10.19% 11
Martial arts	10.19% 11
Boot camp	7.41% 8
Swimming pool	13.89% 15
Climbing gym	9.26% 10
Yoga	38.89% 42
Pilates	22.22% 24
Boxing	1.85% 2
Dance studio	19.44% 21

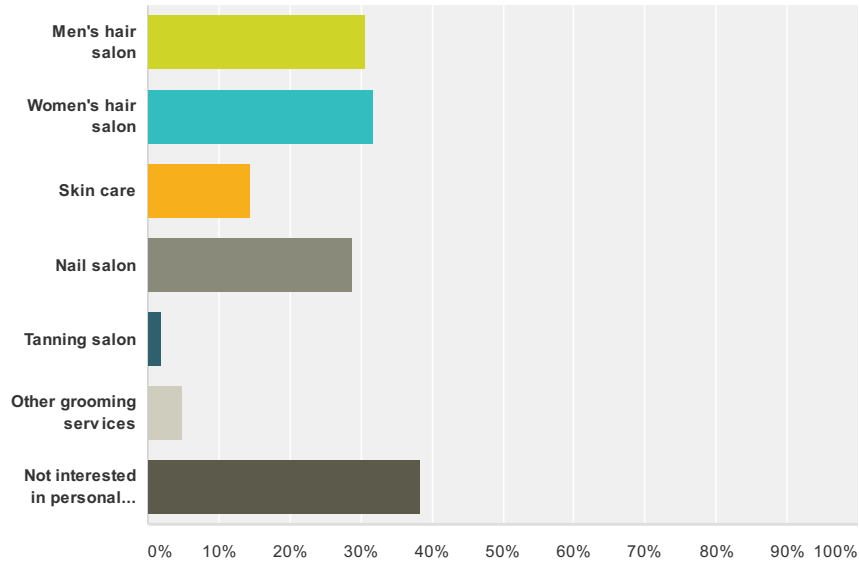
SB|R|MB NA Neighborhood Commercial Survey

Other fitness	1.85%	2
Not interested in fitness studios/clubs	28.70%	31
Total Respondents: 108		

#	Fitness-related business(es) you'd like to see open a branch here, and/or other fitness-related services not mentioned above.	Date
1	EHS (?) Pilates on Valencia bet. 25 and 26	7/18/2014 11:04 AM
2	bemal yoga	7/16/2014 8:38 AM
3	Most buildings have gyms so fitness should be low priority for neighborhood growth	7/15/2014 5:54 PM
4	Studio Mix	7/14/2014 6:44 PM
5	Sf fitness court like at the marina greens.	7/14/2014 1:07 PM
6	children's play gym	7/11/2014 10:04 AM
7	Boxing	7/10/2014 10:33 PM
8	24 fitness	7/10/2014 7:30 PM
9	24 Hour Fitness	7/10/2014 10:23 AM
10	Gym in building	7/10/2014 8:37 AM
11	Spin Studio	7/9/2014 11:51 PM
12	SoulCycle or some other spin studio	7/9/2014 4:57 PM

Q20 What new personal grooming-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Skin care: Sugar Cane) in the Comment field.

Answered: 104 Skipped: 22



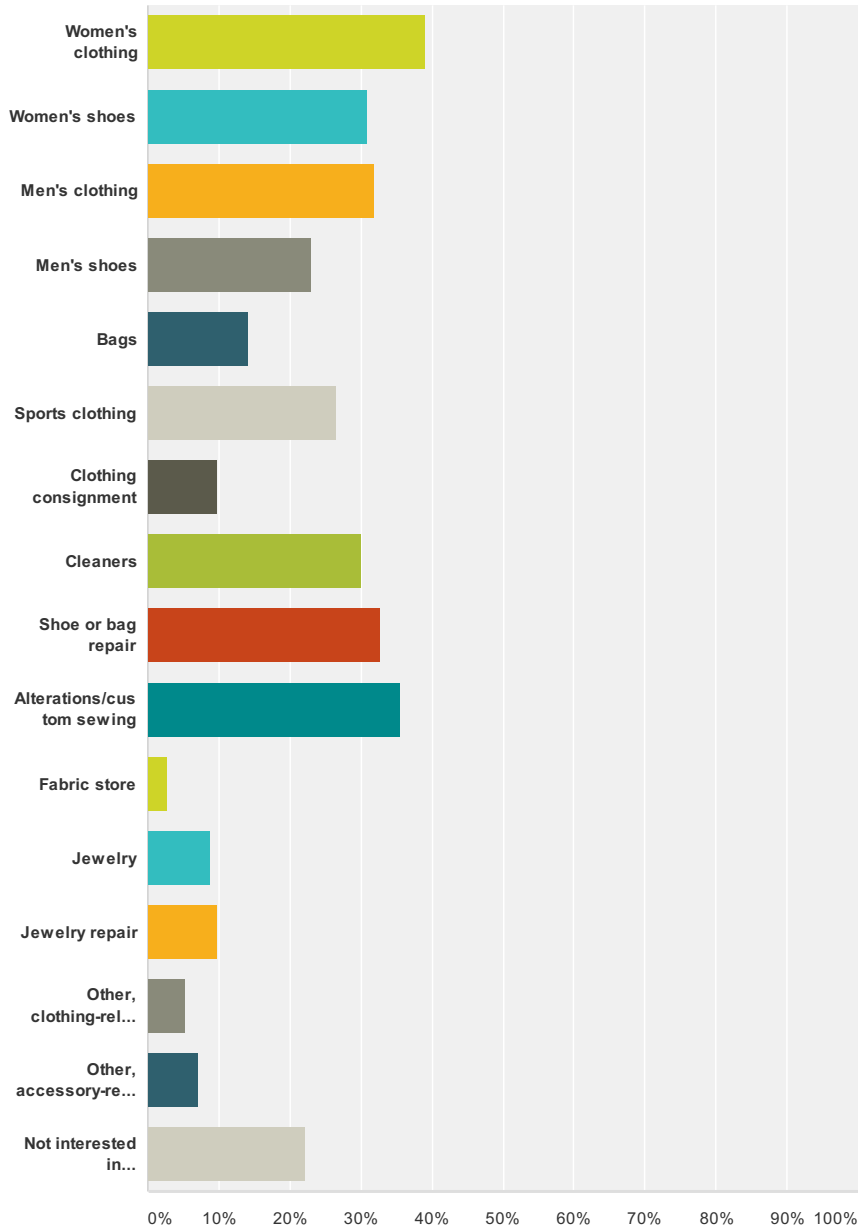
Answer Choices	Responses
Men's hair salon	30.77% 32
Women's hair salon	31.73% 33
Skin care	14.42% 15
Nail salon	28.85% 30
Tanning salon	1.92% 2
Other grooming services	4.81% 5
Not interested in personal grooming services	38.46% 40
Total Respondents: 104	

#	Grooming-related business(es) you'd like to see open a branch here, and/or other personal grooming-related services not mentioned above.	Date
1	there are already enough of these places on King St.	7/15/2014 5:54 PM
2	Spa and massage therapy	7/13/2014 4:56 PM
3	Shady massage palors	7/10/2014 10:58 PM
4	Day spa	7/10/2014 10:33 PM
5	Day spa for massage, wax, etc	7/10/2014 1:30 PM
6	Massage	7/10/2014 9:52 AM
7	Spray Tan - Revel & Rose	7/10/2014 9:32 AM
8	blow dry bar	7/10/2014 9:02 AM
9	We have a few of these already on King	7/9/2014 7:44 PM

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Q21 What new clothing/accessories-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Women's clothing: Babette) in the Comment field.

Answered: 113 Skipped: 13



Answer Choices	Responses
Women's clothing	38.94% 44
Women's shoes	30.97% 35
Men's clothing	31.86% 36
Men's shoes	23.01% 26
Bags	14.16% 16
Sports clothing	26.55% 30

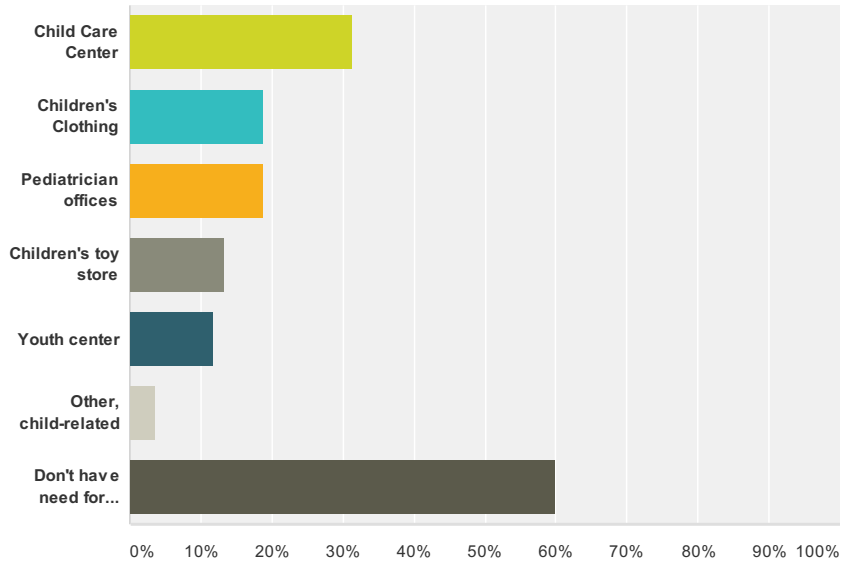
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Clothing consignment	9.73%	11
Cleaners	30.09%	34
Shoe or bag repair	32.74%	37
Alterations/custom sewing	35.40%	40
Fabric store	2.65%	3
Jewelry	8.85%	10
Jewelry repair	9.73%	11
Other, clothing-related	5.31%	6
Other, accessory-related	7.08%	8
Not interested in clothing/accessories	22.12%	25
Total Respondents: 113		

#	Clothing/accessory-related business(es) you'd like to see open a branch here, and/or other clothing/accessory-related services not mentioned above.	Date
1	In both Noe Valley & bernal they have great kids clothing & toy shops, half new, half re-used exchange.	7/18/2014 7:22 AM
2	children's clothing and shoes	7/11/2014 10:04 AM
3	A good pawn shop	7/10/2014 10:58 PM
4	Monkey on Chestnut (Jewelry) Ambiance Jest Jewels Gallery of Jewels	7/10/2014 1:30 PM
5	We need a good green dry cleaner!! I do NOT want to see generic large chain clothing stores (Gap, Banana Republic, etc). I DO want smaller independent boutiques that carry mid-range to high end clothes; such as Azalea, Rand + Statler, Heidi Says.	7/10/2014 11:08 AM
6	comfort shoes	7/10/2014 10:46 AM
7	Ambiance	7/10/2014 8:16 AM
8	Children's clothing	7/10/2014 6:14 AM
9	Ambiance	7/9/2014 7:44 PM

Q22 What new child-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Youth Center: 826 Valencia) in the Comment field.

Answered: 112 Skipped: 14

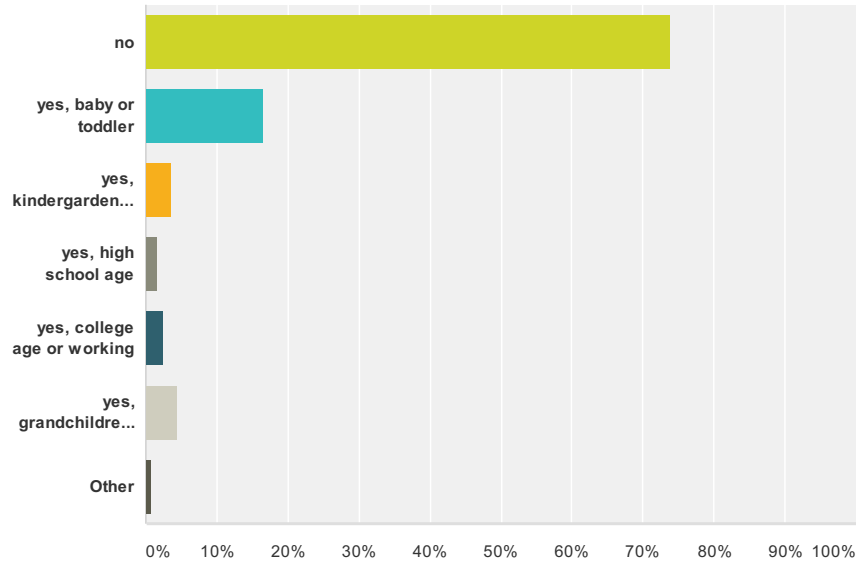


Answer Choices	Responses
Child Care Center	31.25% 35
Children's Clothing	18.75% 21
Pediatrician offices	18.75% 21
Children's toy store	13.39% 15
Youth center	11.61% 13
Other, child-related	3.57% 4
Don't have need for child-related businesses	59.82% 67
Total Respondents: 112	

#	Child-related business (es) you'd like to see open a branch here, and/or other child-related services not mentioned above.	Date
1	A youth center should have been included in the Mission Bay Plans...but they weren't. Neither were child care...however, Rich Somo does have child care for low income families.	7/18/2014 11:04 AM
2	Some kind of make your own crafts store might be attractive to kids/parents	7/15/2014 5:54 PM
3	Day care	7/14/2014 6:44 PM
4	We need a place that can watch both my dog and my kid	7/10/2014 10:58 PM
5	Our children are teens. 13-15	7/10/2014 1:39 PM

Q23 Do you have children living with you?

Answered: 115 Skipped: 11

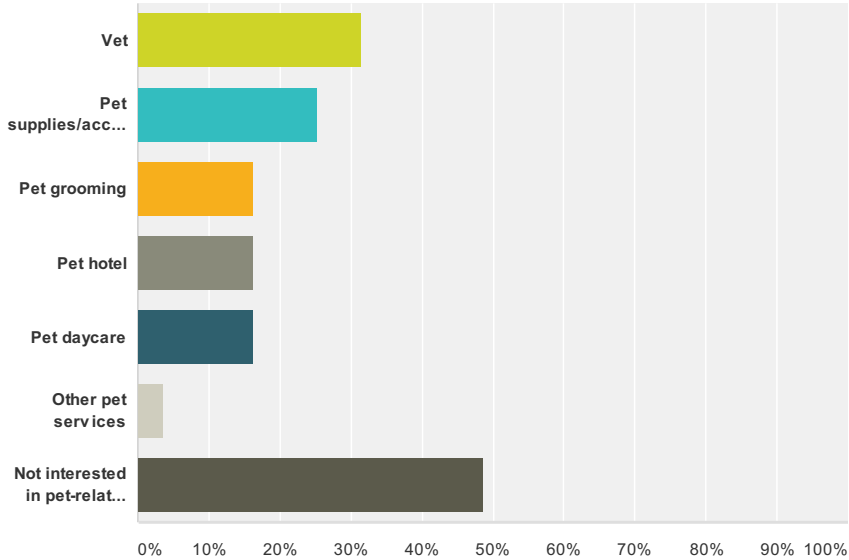


Answer Choices	Responses
no	73.91% 85
yes, baby or toddler	16.52% 19
yes, kindergarden through middle school age	3.48% 4
yes, high school age	1.74% 2
yes, college age or working	2.61% 3
yes, grandchildren who visit often	4.35% 5
Other	0.87% 1
Total Respondents: 115	

#	Other (please specify)	Date
1	My granddaughter who lives here part of the week.	7/17/2014 8:08 PM
2	Planning to have	7/14/2014 6:44 PM

Q24 What new pet-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Pet hotel: Wag Hotels) in the Comment field.

Answered: 111 Skipped: 15

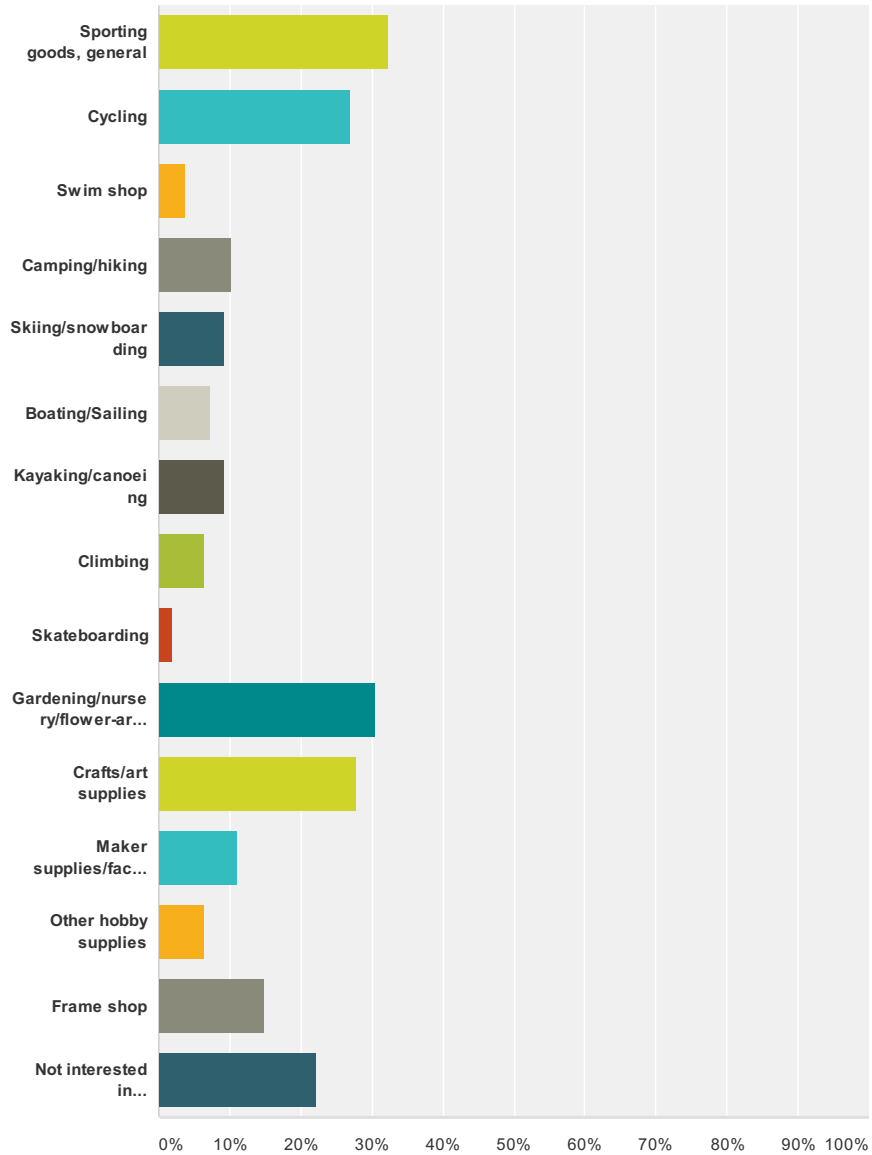


Answer Choices	Responses
Vet	31.53% 35
Pet supplies/accessories	25.23% 28
Pet grooming	16.22% 18
Pet hotel	16.22% 18
Pet daycare	16.22% 18
Other pet services	3.60% 4
Not interested in pet-related services	48.65% 54
Total Respondents: 111	

#	Pet-related business(es) you'd like to see open a branch here, and/or other pet-related services not mentioned above.	Date
1	pet sitting	7/18/2014 10:58 AM
2	there's already several of these services nearby. don't need more	7/15/2014 5:54 PM
3	We have house rabbits so most "pet services" don't usually apply...	7/15/2014 4:42 PM
4	Butterfly gardens	7/10/2014 10:58 PM
5	Pet Food Express	7/10/2014 1:30 PM
6	Pawtrero	7/10/2014 11:08 AM
7	If anything, sidewalk cleaning would be nice. Pet shit and piss has kind of grown in our area	7/10/2014 10:23 AM
8	We already have K9 Playtime.	7/9/2014 4:57 PM

Q25 What new hobby-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Maker facility: Tech Shop) in the Comment field.

Answered: 108 Skipped: 18



Answer Choices	Responses
Sporting goods, general	32.41% 35
Cycling	26.85% 29
Swim shop	3.70% 4
Camping/hiking	10.19% 11
Skiing/snowboarding	9.26% 10
Boating/Sailing	7.41% 8
Kayaking/canoeing	9.26% 10
Climbing	6.48% 7

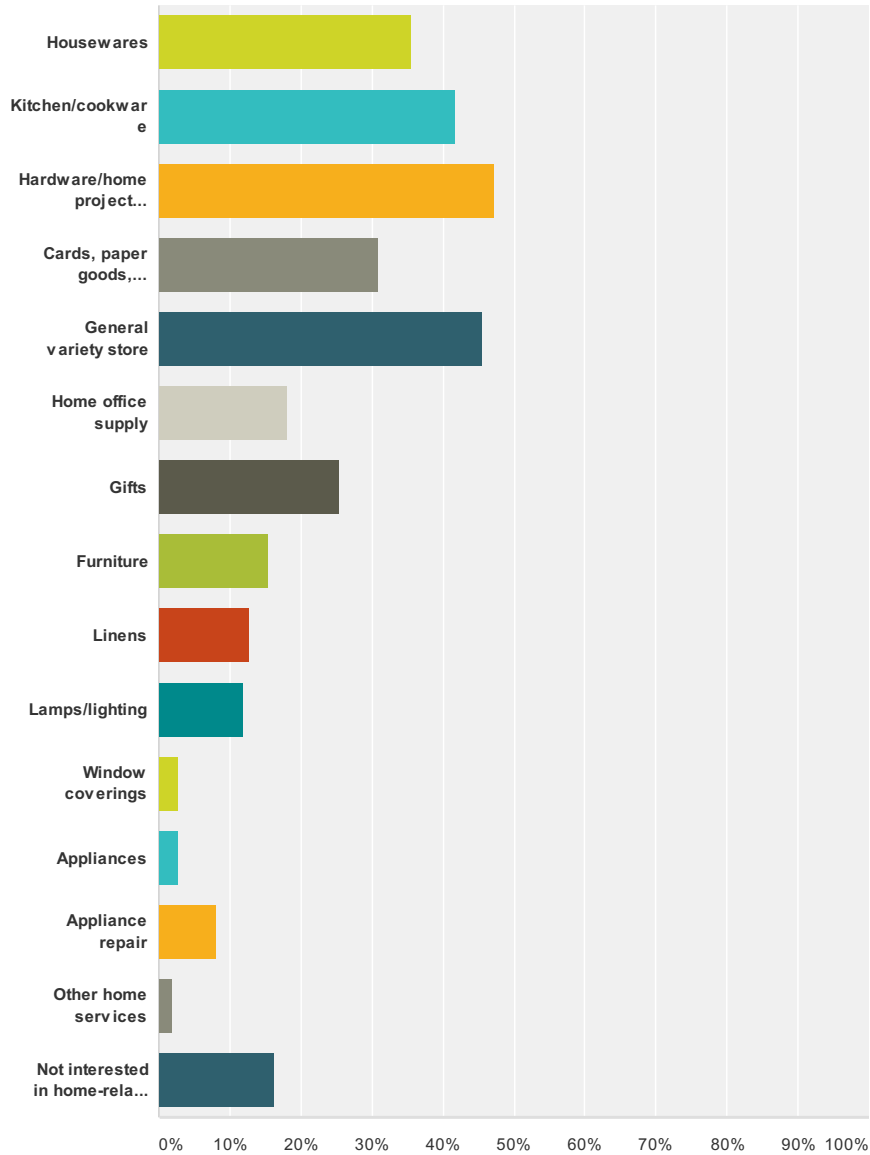
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Skateboarding	1.85%	2
Gardening/nursery/flower-arranging	30.56%	33
Crafts/art supplies	27.78%	30
Maker supplies/facilities	11.11%	12
Other hobby supplies	6.48%	7
Frame shop	14.81%	16
Not interested in hobby-related stores	22.22%	24
Total Respondents: 108		

#	Hobby-related business(es) you'd like to see open a branch here, and/or other hobby-related services not mentioned above.	Date
1	With REI and several cycling shops in SOMA, there's not need for more sports equipment stores in N. Mission Bay.	7/15/2014 5:54 PM
2	Casino	7/10/2014 10:58 PM
3	Frame Shop: Cheap Petes	7/10/2014 1:30 PM
4	-	7/10/2014 6:14 AM

Q26 What new home-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Variety store: Cliff's Variety) in the Comment field.

Answered: 110 Skipped: 16



Answer Choices	Responses
Housewares	35.45% 39
Kitchen/cookware	41.82% 46
Hardware/home project supplies	47.27% 52
Cards, paper goods, packaging	30.91% 34
General variety store	45.45% 50
Home office supply	18.18% 20
Gifts	25.45% 28
Furniture	15.45% 17

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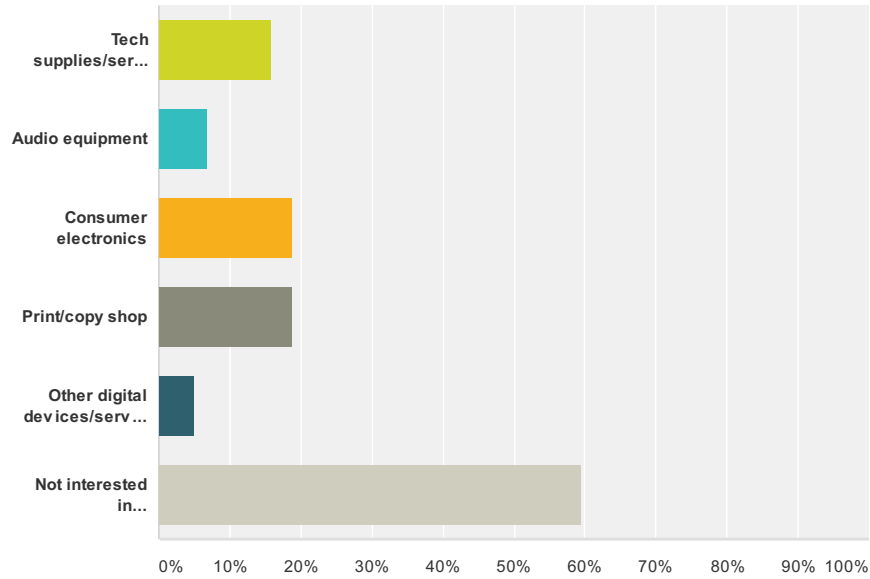
Linens	12.73%	14
Lamps/lighting	11.82%	13
Window coverings	2.73%	3
Appliances	2.73%	3
Appliance repair	8.18%	9
Other home services	1.82%	2
Not interested in home-related businesses	16.36%	18
Total Respondents: 110		

#	Home-related business(es) you'd like to see open a branch here, and/or other home-related services not mentioned above.	Date
1	In-home stripper pole installation service- but it must guarantee it can hold up to 225lbs	7/10/2014 10:58 PM
2	Cliff's or an Ace JestJewels (gifts)	7/10/2014 1:30 PM

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Q27 What new tech/electronics-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Print shop: Speedway) in the Comment field.

Answered: 101 Skipped: 25

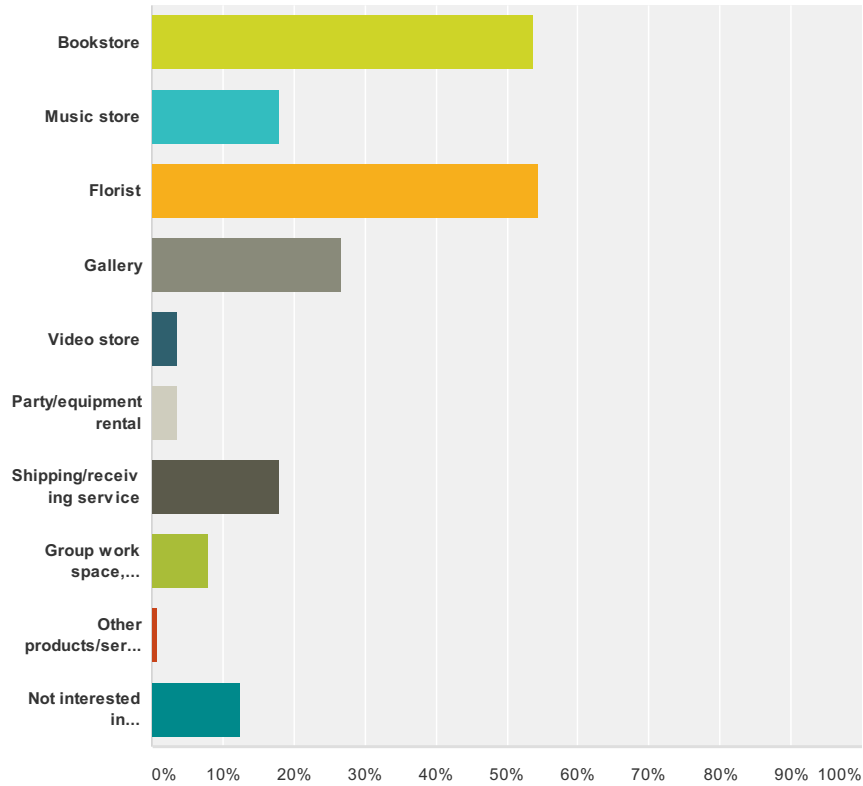


Answer Choices	Responses
Tech supplies/service	15.84% 16
Audio equipment	6.93% 7
Consumer electronics	18.81% 19
Print/copy shop	18.81% 19
Other digital devices/services	4.95% 5
Not interested in tech/electronics-related businesses	59.41% 60
Total Respondents: 101	

#	Tech/electronics-related business(es) you'd like to see open a branch here, and/or other tech/electronics-related services not mentioned above.	Date
1	Repair services of tech related equipment.	7/18/2014 11:04 AM
2	I'm not sure we have any tech related businesses in our area	7/10/2014 10:58 PM

Q28 What new life-style-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Florist: Ixia) in the Comment field.

Answered: 112 Skipped: 14

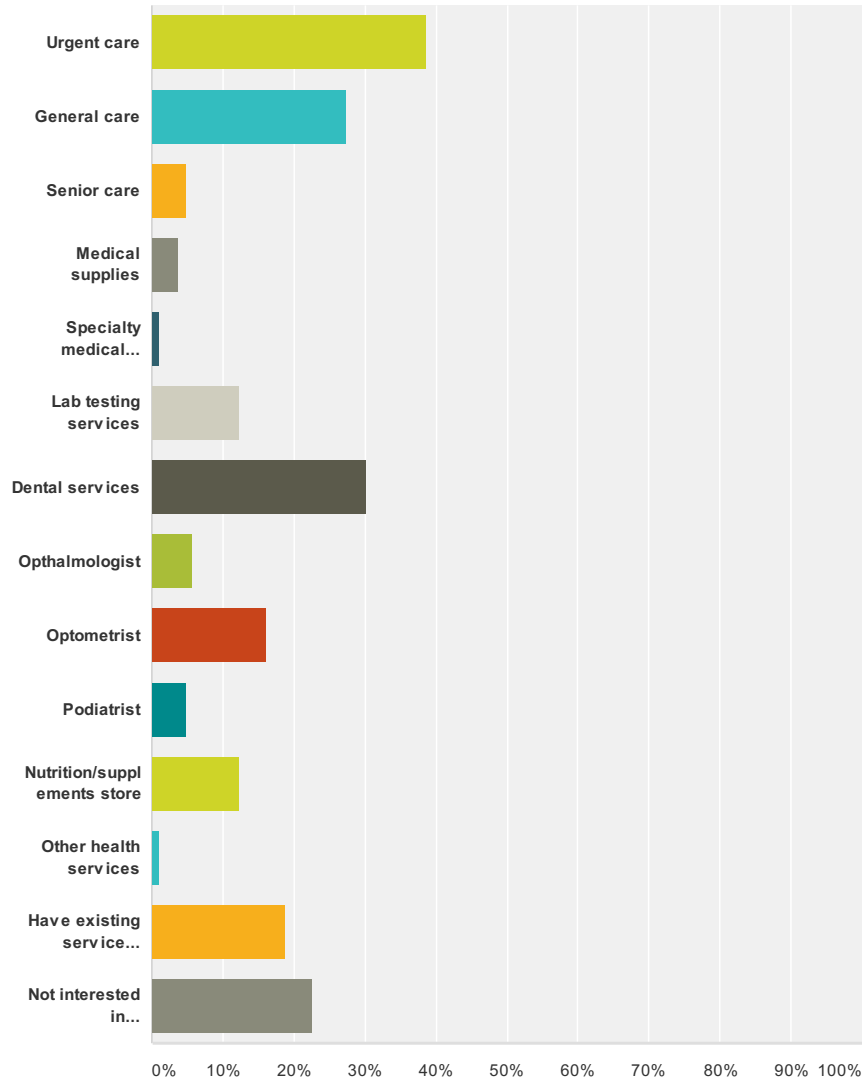


Answer Choices	Responses
Bookstore	53.57% 60
Music store	17.86% 20
Florist	54.46% 61
Gallery	26.79% 30
Video store	3.57% 4
Party/equipment rental	3.57% 4
Shipping/receiving service	17.86% 20
Group work space, daily/monthly	8.04% 9
Other products/services	0.89% 1
Not interested in life-style-related businesses	12.50% 14
Total Respondents: 112	

#	Life-style-related business(es) you'd like to see open a branch here, and/or other child-related services not mentioned above, and/or other life-style-related services not mentioned above.	Date
1	Tittie bar, but only the classy kind	7/10/2014 10:58 PM

Q29 What new health-related businesses would you like to see in your neighborhood; click all that apply. If there's one or more existing SF stores/services you'd like to have open a branch here, add the name (e.g. Optometrist: Optical Underground) in the Comment field.

Answered: 106 Skipped: 20



Answer Choices	Responses
Urgent care	38.68% 41
General care	27.36% 29
Senior care	4.72% 5
Medical supplies	3.77% 4
Specialty medical services	0.94% 1
Lab testing services	12.26% 13
Dental services	30.19% 32
Ophthalmologist	5.66% 6
Optometrist	16.04% 17
Podiatrist	4.72% 5

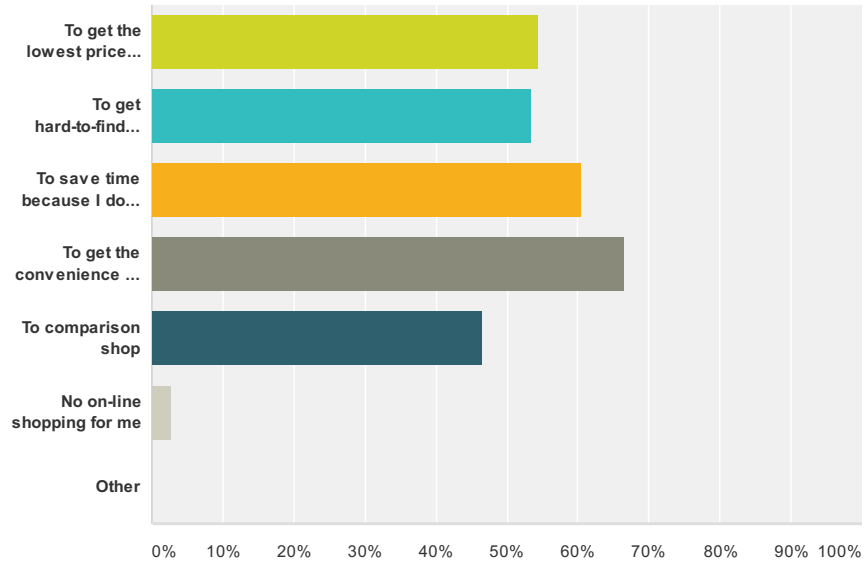
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Nutrition/supplements store	12.26%	13
Other health services	0.94%	1
Have existing service relationships in other neighborhoods	18.87%	20
Not interested in health-related services	22.64%	24
Total Respondents: 106		

#	Health-related business(es) you'd like to see open a branch here, and/or other health-related services not mentioned above.	Date
1	Pharmacy!	7/11/2014 7:31 PM
2	Didn't Obamacare solve everyone's health problems already?	7/10/2014 10:58 PM
3	Maybe another optometrist such as Optical Underground. But Mission Bay definitely has quite a bit in this area.	7/10/2014 1:30 PM
4	Pharmaca Integrative Pharmacy !!!! One Medical Group	7/10/2014 11:08 AM
5	physical therapists	7/10/2014 8:16 AM

Q30 How do you use on-line shopping?

Answered: 114 Skipped: 12

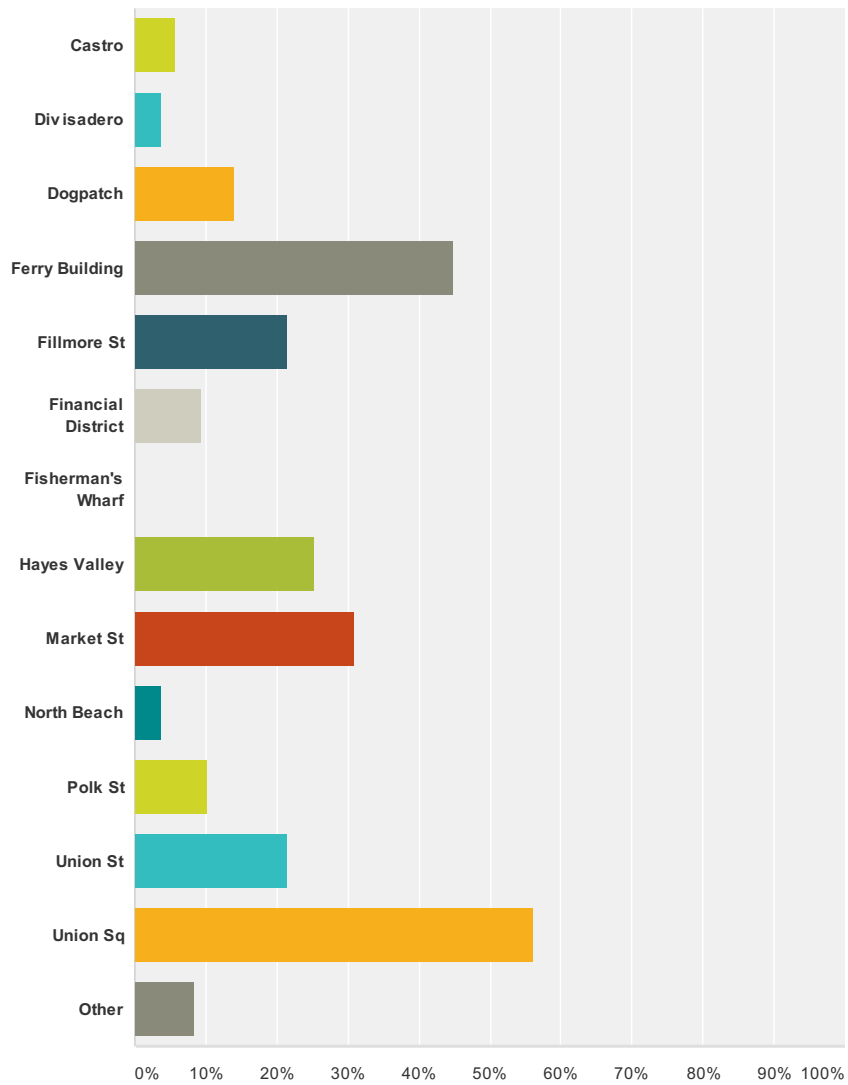


Answer Choices	Responses
To get the lowest price on an item I want	54.39% 62
To get hard-to-find specialty items	53.51% 61
To save time because I don't like to spend evenings/weekends shopping	60.53% 69
To get the convenience of home delivery	66.67% 76
To comparison shop	46.49% 53
No on-line shopping for me	2.63% 3
Other	0.00% 0
Total Respondents: 114	

#	Other (please specify)	Date
1	My on-line shopping is limited to very specialized products not available or very inconvenient in SF	7/18/2014 11:08 AM
2	It's expensive to have to drive to the stores and pay for parking in order to shop in SF.	7/15/2014 9:10 PM
3	Browse online, purchase in stores	7/11/2014 10:05 AM
4	I can't figure out how to use the interweb. Plus, the government is always watching.	7/10/2014 11:03 PM

Q31 What are your current favorite shopping districts?

Answered: 107 Skipped: 19



Answer Choices	Responses
Castro	5.61% 6
Divisadero	3.74% 4
Dogpatch	14.02% 15
Ferry Building	44.86% 48
Fillmore St	21.50% 23
Financial District	9.35% 10
Fisherman's Wharf	0.00% 0
Hayes Valley	25.23% 27
Market St	30.84% 33
North Beach	3.74% 4
Polk St	10.28% 11
Union St	21.50% 23
Union Sq	56.07% 60
Other	8.41% 9

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Total Respondents: 107

#	Favorite stores in the districts you chose, and/or other districts not listed above.	Date
1	Mission District - Fish, Italian delicatessen	7/18/2014 11:08 AM
2	Mission	7/18/2014 7:22 AM
3	Laurel Village	7/17/2014 9:59 PM
4	Ambiance	7/15/2014 6:02 PM
5	Mission	7/11/2014 3:03 AM
6	Chinatown, where all the good illegal imports are	7/10/2014 11:03 PM
7	Mission District	7/10/2014 2:52 PM
8	Noe (24th St), Haight and Chestnut St (Marina)	7/10/2014 1:33 PM
9	Blue Bottle, Miette, Recchiuti, Levi's	7/10/2014 11:51 AM
10	Azalea, Rand + Statler, Heidi Says, Joie, Jonathan Adler, Saks, Bameys, Vince, Theory	7/10/2014 11:13 AM
11	Chestnut St.	7/10/2014 10:47 AM
12	Bloomingdales, Nordstrom	7/10/2014 10:08 AM
13	Chestnut	7/10/2014 9:33 AM
14	Irving st., Clement St.	7/10/2014 8:57 AM
15	Chestnut Street	7/10/2014 8:47 AM
16	Potrero hill	7/10/2014 8:37 AM
17	ABC cleaners as the ones in the neighborhood are overpriced and refuse to starch clothing, though they lie and say they do	7/10/2014 6:16 AM
18	Inner Sunset, West Portal	7/9/2014 11:18 PM
19	outside city	7/9/2014 9:32 PM
20	the mission	7/9/2014 6:31 PM

SB|R|MB NA Neighborhood Commercial Survey

Q32 Do you have any other comments, suggestions, or concerns?

Answered: 23 Skipped: 103

#	Responses	Date
1	The shopping in Mission Bay is very limited. Once a good shop/restaurant arrives, neighbors must support or it will go away. Few visitors will come to Mission Bay due to lack of parking.	7/18/2014 11:08 AM
2	no	7/18/2014 10:58 AM
3	more parking for visitors/guests. because this is an EVENT area, parking is non-existent for friends and guests of those of us who live here and call this home	7/16/2014 8:40 AM
4	We need a good mix of restaurants and bars (high-end and \$\$). It would be GREAT if we could have a Starbucks. A convenience store would be nice, i.e., Walgreens/CVS. Mission Bay really needs an Asian supermarket like Ranch 99 (in Daly City). A small post office would be great!	7/15/2014 9:10 PM
5	The neighborhood desperately needs more casual restaurants and bars that have more atmosphere, variety and quality than sports bars while not being overly high-priced famous chef restaurants. No more places like 25 Lusk and Saison please.	7/15/2014 6:02 PM
6	No large national/corporate chain stores. Much prefer Family businesses. Really looking for a neighbourhood feel.	7/14/2014 6:46 PM
7	Sharetea drink shop. A popup food shop that can hosts restaurants from around the city or new chefs testing their recipes.	7/14/2014 1:16 PM
8	We need to get rid of all recycling in San Fran. I'm tired of the bums and failed techies digging through our trash and waking me up at some horrible hour, like 10:30am. It completely ruins my hangover recovery.	7/10/2014 11:03 PM
9	No chain Stores No Starbucks!	7/10/2014 10:34 PM
10	Need something like Sprouts or Fresh and Easy in southern Mission Bay, Ranch 99 asian market.	7/10/2014 7:32 PM
11	Please don't try to be too unique or create shopping destination - having coffee shops (chain is fine), neighborhood restaurants, etc. will be wonderful for our growing community	7/10/2014 3:08 PM
12	Not sure I was clear but we need produce, meat and fish nearer by. That is key.	7/10/2014 1:40 PM
13	A Peets or Coffee Bean and Tea Leaf would be great near Madrone	7/10/2014 10:08 AM
14	More likely to visit unique restaurants/retail rather than chain stores	7/10/2014 9:43 AM
15	ASAP!!!	7/10/2014 9:33 AM
16	Coffee shop, place to buy a Sunday paper, restaurants with outdoor seating	7/10/2014 8:57 AM
17	We need business here ASAP!	7/10/2014 7:27 AM
18	This survey was way too long	7/10/2014 6:16 AM
19	Frozen yogurt shop please!	7/9/2014 11:53 PM
20	I am very concerned with ensuring that many, if not most, of the retail establishments (especially restaurants) are reasonable for the students, affordable housing residents, and middle class; not just upscale furniture shops and \$50-dinner restaurants. We need a Naan 'n Curry, not a Dosa. I'm also concerned with making sure that if you drop someone in the middle of 4th St in MB South, they can look at the surrounding shops and restaurants and know where they are, and that they are not in some generic suburban shopping district with a Starbucks, Jamba Juice, Chipotle, and Panda Express.	7/9/2014 11:18 PM
21	Really need a mini market/deli/Small type market/bar combo at the corner of 5th and Berry. It would do really well.	7/9/2014 9:23 PM
22	More than retail, we need a HOTEL closer to home for when friends are visiting. The closest hotel is the Intercontinental, which is too expensive and too far away	7/9/2014 5:40 PM
23	Please bring a Chipotle to Mission Bay and one that stays open until at least 9:00pm. Thank you for doing this survey!	7/9/2014 4:58 PM