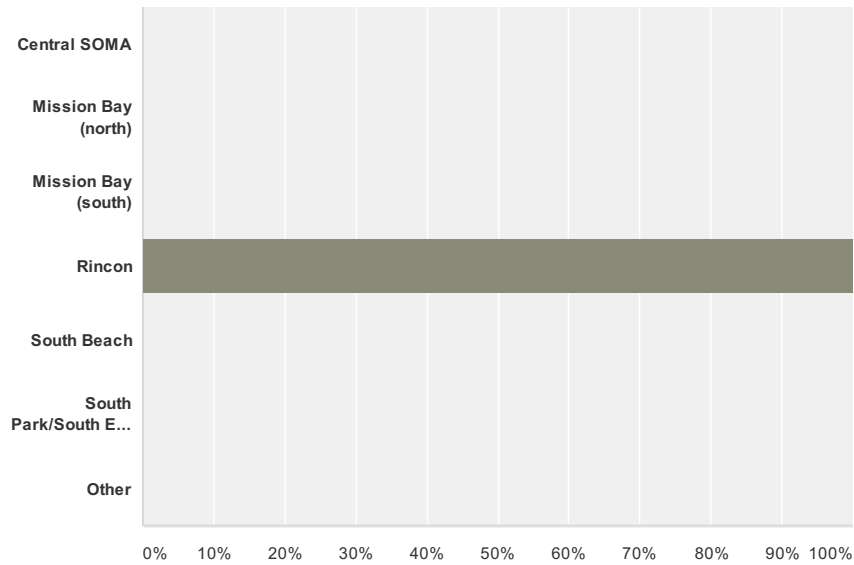


SB|R|MB NA Neighborhood Commercial Survey

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

Answered: 43 Skipped: 0



Answer Choices	Responses
Central SOMA	0.00% 0
Mission Bay (north)	0.00% 0
Mission Bay (south)	0.00% 0
Rincon	100.00% 43
South Beach	0.00% 0
South Park/South End Historic District	0.00% 0
Other	0.00% 0
Total	43

#	Your street or housing complex name	Date
1	Camel Rincon	7/19/2014 3:50 PM
2	Embarcadero Lofts (Beale & Folsom)	7/19/2014 8:38 AM
3	Camel Rincon	7/18/2014 6:34 PM
4	The Infinity	7/18/2014 11:58 AM
5	Lansing	7/18/2014 9:56 AM
6	300 Beale	7/18/2014 9:34 AM
7	Camel Rincon	7/18/2014 8:51 AM
8	One Rincon Hill	7/18/2014 8:23 AM
9	Rincon Green	7/18/2014 8:11 AM
10	50 Lansing St.	7/18/2014 7:49 AM
11	333 Fremont	7/18/2014 7:34 AM
12	Bridgeview	7/16/2014 2:58 PM
13	400 Beale St	7/11/2014 11:34 PM
14	bridgeview	7/11/2014 11:11 PM
15	BridgeView	7/11/2014 8:39 PM
16	Bridgeview	7/11/2014 6:54 PM
17	Bridgeview	7/11/2014 4:47 PM
18	Portside I, 38 Bryant Street	7/11/2014 11:30 AM

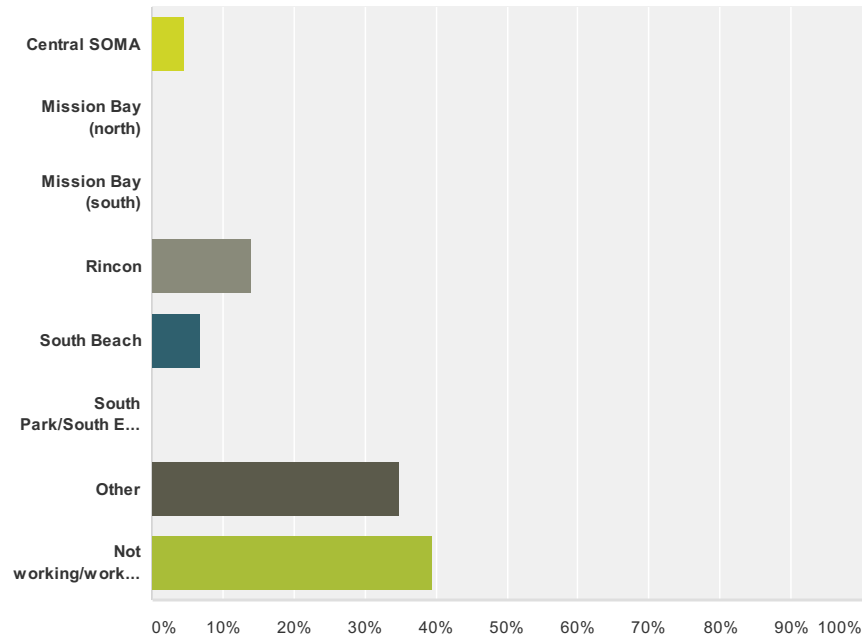
SB|R|MB NA Neighborhood Commercial Survey

19	Portside II	7/10/2014 7:15 PM
20	Portside	7/10/2014 6:32 PM
21	Portside (not even sure anymore which neighborhood we are)	7/10/2014 4:09 PM
22	Bridgeview	7/10/2014 3:07 PM
23	Lansing	7/10/2014 3:03 PM
24	The Metropolitan	7/10/2014 2:54 PM
25	388 Beale St	7/10/2014 1:17 PM
26	18 Lansing	7/9/2014 6:23 PM
27	Portside	7/8/2014 1:59 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: 43 Skipped: 0



Answer Choices	Responses
Central SOMA	4.65% 2
Mission Bay (north)	0.00% 0
Mission Bay (south)	0.00% 0
Rincon	13.95% 6
South Beach	6.98% 3
South Park/South End Historic District	0.00% 0
Other	34.88% 15
Not working/work out of the area	39.53% 17
Total	43

#	Workplace street or business name	Date
1	One California	7/19/2014 8:38 AM
2	Home	7/18/2014 6:34 PM
3	Redwood City	7/18/2014 9:39 AM
4	Nob Hill	7/18/2014 8:51 AM
5	Google, 345 Spear Street	7/18/2014 8:23 AM
6	Stanford Graduate School of Business	7/18/2014 8:11 AM
7	Redwood City	7/18/2014 7:34 AM
8	embarcadero	7/11/2014 11:34 PM
9	Commonwealth Club 595 Market St.	7/11/2014 11:11 PM
10	Genentech	7/11/2014 8:39 PM
11	300 Kansas, SF 94103	7/11/2014 11:30 AM
12	Lakeside drive, oakland	7/10/2014 6:32 PM
13	my husband works in South Beach/Rincon	7/10/2014 3:07 PM
14	3rd & Townsend	7/10/2014 3:03 PM
15	555 California St	7/10/2014 1:17 PM

SB|R|MB NA Neighborhood Commercial Survey

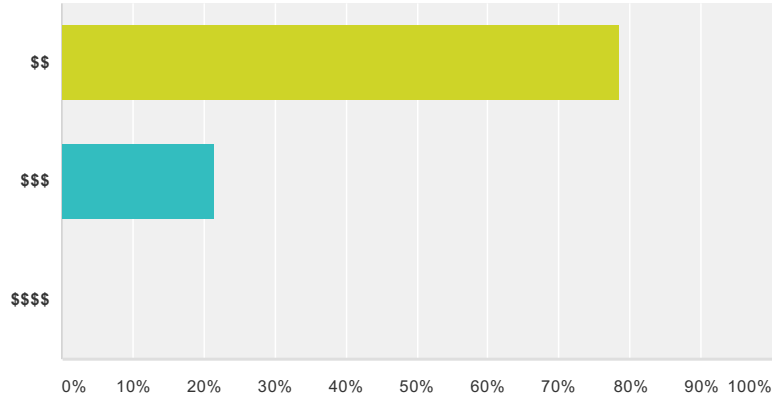
16

625 2nd St

7/9/2014 6:23 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

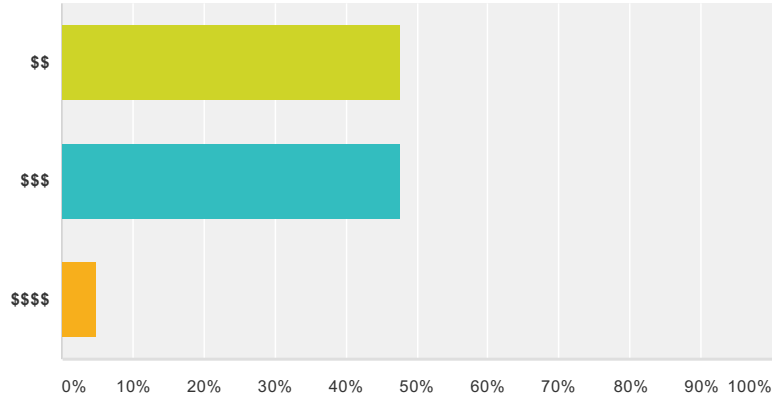
Answered: 42 Skipped: 1



Answer Choices	Responses	
\$\$	78.57%	33
\$\$\$	21.43%	9
\$\$\$\$	0.00%	0
Total		42

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

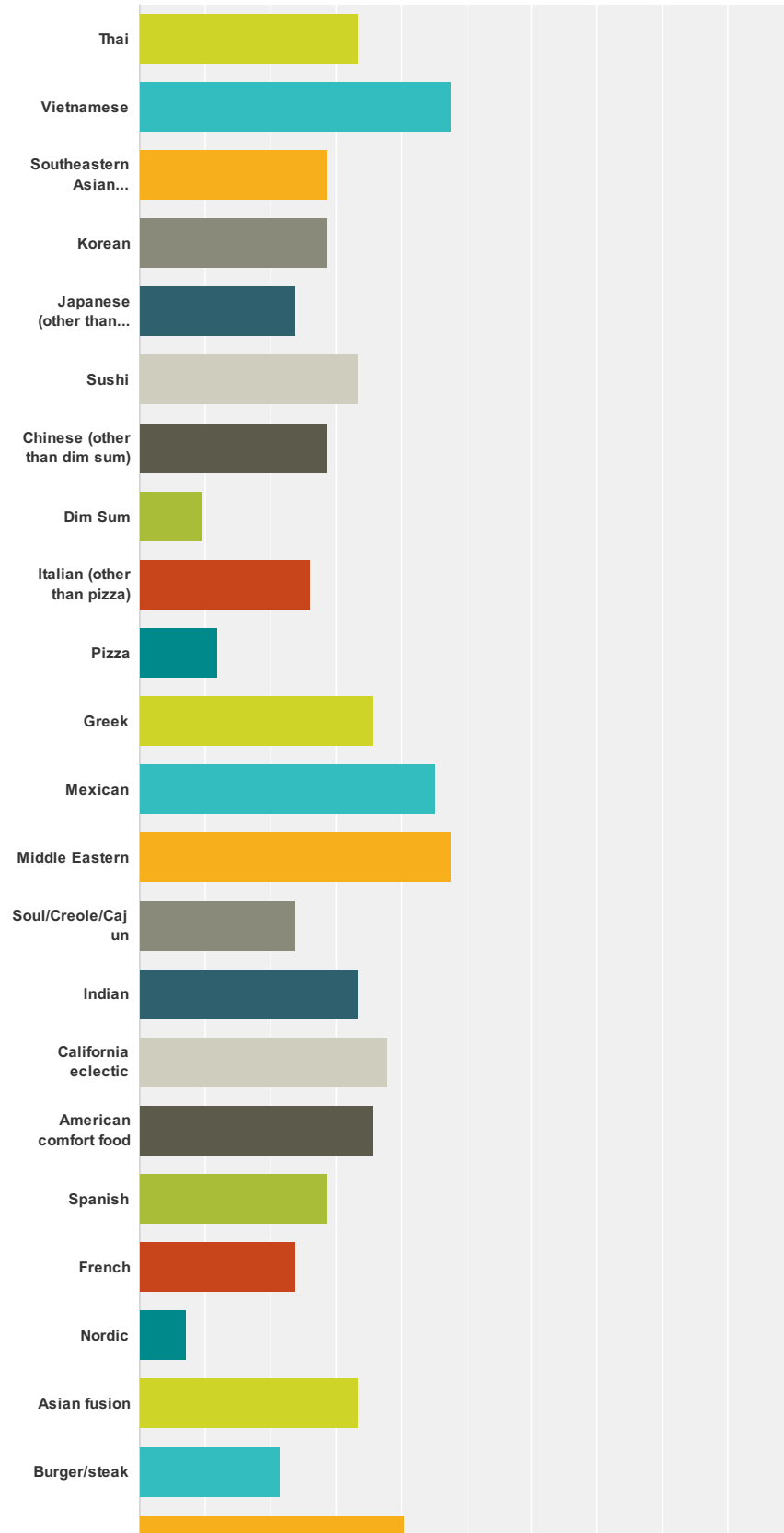
Answered: 42 Skipped: 1



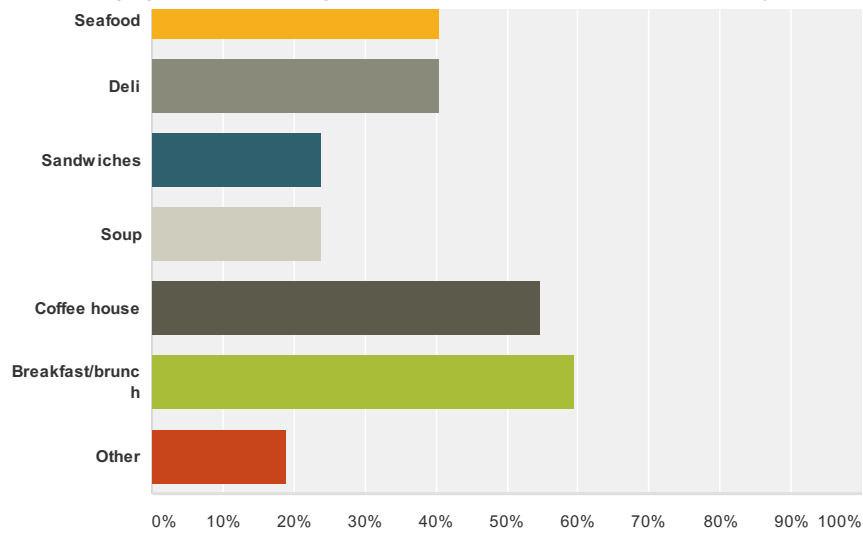
Answer Choices	Responses
\$\$	47.62% 20
\$\$\$	47.62% 20
\$\$\$\$	4.76% 2
Total	42

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: 42 Skipped: 1



SB|R|MB NA Neighborhood Commercial Survey



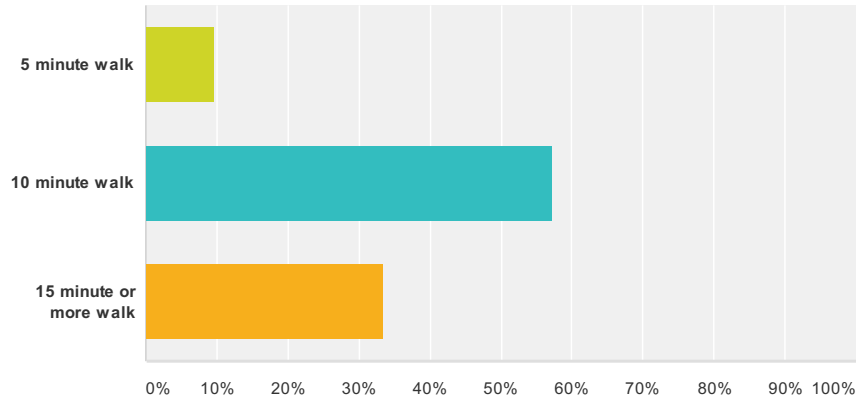
Answer Choices	Responses	Count
Thai	33.33%	14
Vietnamese	47.62%	20
Southeastern Asian (Singaporean/Malaysian, Burmese, etc.)	28.57%	12
Korean	28.57%	12
Japanese (other than sushi)	23.81%	10
Sushi	33.33%	14
Chinese (other than dim sum)	28.57%	12
Dim Sum	9.52%	4
Italian (other than pizza)	26.19%	11
Pizza	11.90%	5
Greek	35.71%	15
Mexican	45.24%	19
Middle Eastern	47.62%	20
Soul/Creole/Cajun	23.81%	10
Indian	33.33%	14
California eclectic	38.10%	16
American comfort food	35.71%	15
Spanish	28.57%	12
French	23.81%	10
Nordic	7.14%	3
Asian fusion	33.33%	14
Burger/steak	21.43%	9
Seafood	40.48%	17
Deli	40.48%	17
Sandwiches	23.81%	10
Soup	23.81%	10
Coffee house	54.76%	23
Breakfast/brunch	59.52%	25
Other	19.05%	8
Total Respondents: 42		

SB|R|MB NA Neighborhood Commercial Survey

#	Restaurant(s) you'd like to see open a branch here, or other types not listed above	Date
1	Fast food. Jack in the Box, Wendy's, Arby's, Panera Bread, Dunkin Donuts... anything open late night.	7/19/2014 3:52 PM
2	Osha Thai	7/19/2014 8:40 AM
3	Raw foods, vegan, organic only	7/18/2014 6:36 PM
4	La Boulange	7/18/2014 1:23 PM
5	Healthy with smaller plate offerings or half sizes. I'm getting older and eat less.	7/18/2014 10:09 AM
6	Ribs and fried chicken	7/18/2014 9:03 AM
7	Family-friendly....like Mel's, Mama's Royal (Oakland-Broadway/40th), The Egg Shoppe (Oakland-Montclair District). A nice, welcoming diner... pancakes for dinner kinda place. Chicken and waffles kinda place. Not just a lunch place.... there are tons of reasonably priced lunch places. But very little for early breakfast or dinner (where you can sit down and enjoy conversation with family and friends).	7/18/2014 8:59 AM
8	Really really miss Mexico DF - wish they'd come back!	7/18/2014 8:51 AM
9	Frances (17th st);	7/18/2014 8:18 AM
10	Vegan	7/17/2014 11:07 PM
11	Lime Tree Sai Jai Thai Bashful Bull Dinner	7/11/2014 11:16 PM
12	Little Star Patisseries Café-not Starbucks Peruvian Cuban	7/11/2014 6:58 PM
13	more casual dining needed, regardless of type.	7/11/2014 3:56 PM
14	Chez Papa	7/11/2014 11:34 AM
15	Bristol Farms type of food service	7/10/2014 6:35 PM
16	California; Vegan	7/10/2014 4:12 PM
17	We desperately need a nice coffee house with decent coffee. Any type of other neighborhood cafe and nice mid-range restaurants mixed with more affordable ethnic cuisine that is NOT part of a chain. We have too many chains and their quality is usually not too good. Look to Marina, Fillmore and Noe. I do like Ler Ros Thai, though (in Tenderloin and Hayes Valley)	7/10/2014 3:12 PM
18	The Grove	7/10/2014 2:55 PM
19	The Grove, Stacks, and mid-range restaurant that would be open late on weeknights and on weekends.	7/9/2014 11:19 PM
20	Deli Board/Rye Project Maggianos A legit (not a dive for transients to hang out in), non-uppity ice cream shop A legit (not a dive for transients to hang out in), non-uppity donut/pastry shop	7/9/2014 6:28 PM

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

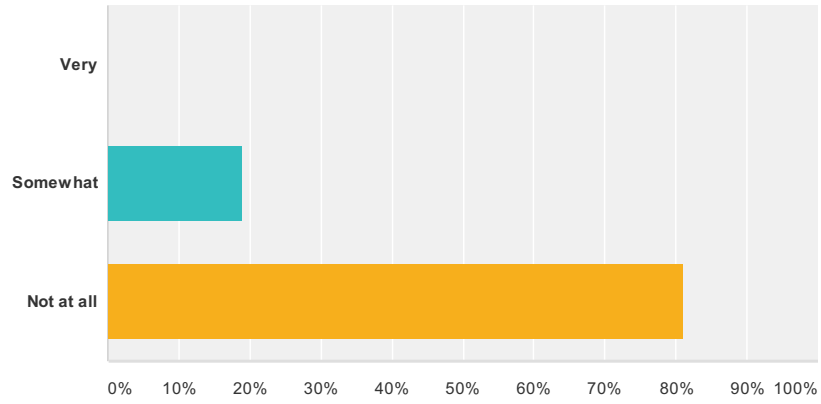
Answered: 42 Skipped: 1



Answer Choices	Responses
5 minute walk	9.52% 4
10 minute walk	57.14% 24
15 minute or more walk	33.33% 14
Total	42

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

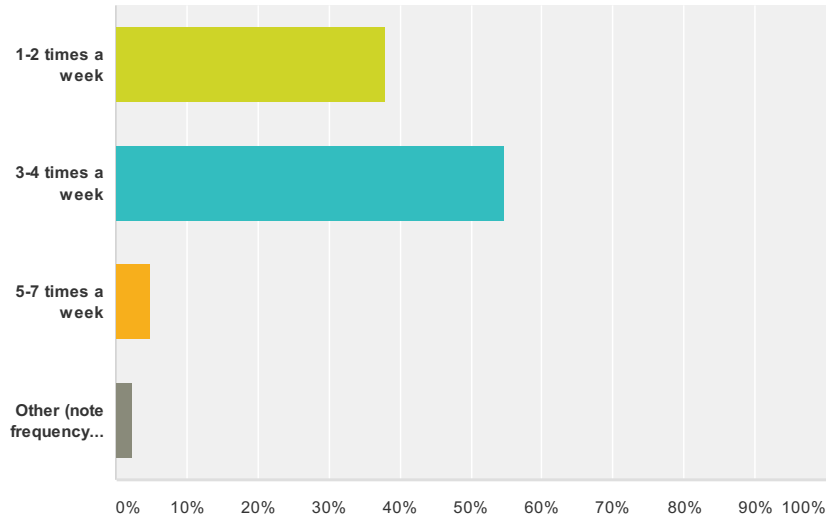
Answered: 42 Skipped: 1



Answer Choices	Responses	
Very	0.00%	0
Somewhat	19.05%	8
Not at all	80.95%	34
Total		42

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

Answered: 42 Skipped: 1

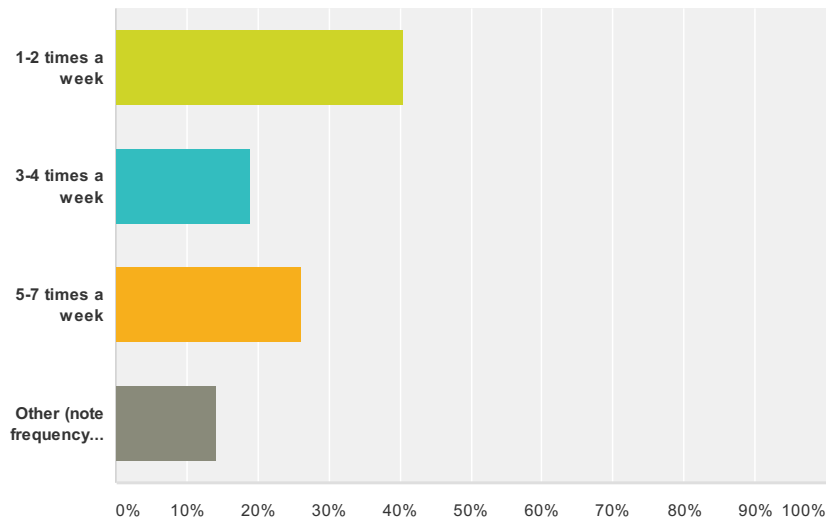


Answer Choices	Responses
1-2 times a week	38.10% 16
3-4 times a week	54.76% 23
5-7 times a week	4.76% 2
Other (note frequency below)	2.38% 1
Total	42

#	Frequency	Date
1	3 times a month	7/18/2014 6:36 PM

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

Answered: 42 Skipped: 1

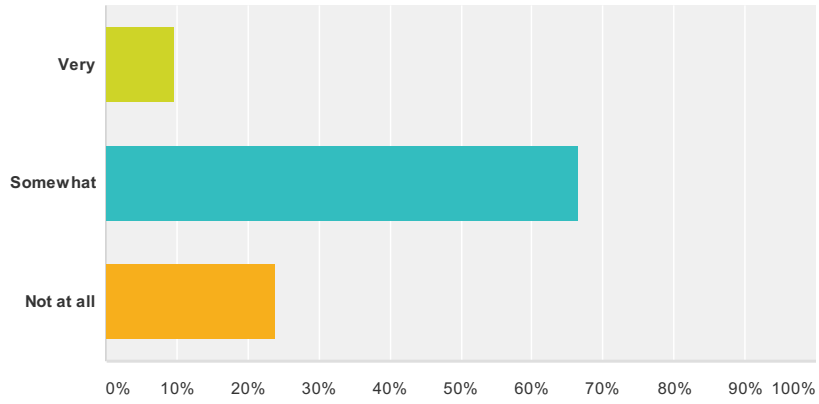


Answer Choices	Responses
1-2 times a week	40.48% 17
3-4 times a week	19.05% 8
5-7 times a week	26.19% 11
Other (note frequency below)	14.29% 6
Total	42

#	Frequency	Date
1	Maybe once a week	7/18/2014 9:35 AM
2	never	7/18/2014 8:26 AM
3	seldom	7/17/2014 7:55 PM
4	not very often	7/11/2014 11:16 PM
5	work out of the city; eat at my desk	7/11/2014 3:56 PM
6	very infrequently - sometimes a few times a month	7/10/2014 3:12 PM
7	minimal to none	7/10/2014 2:55 PM

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

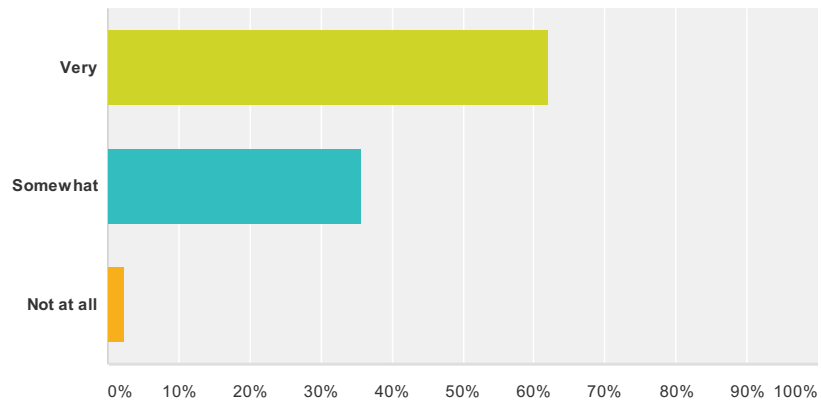
Answered: 42 Skipped: 1



Answer Choices	Responses
Very	9.52% 4
Somewhat	66.67% 28
Not at all	23.81% 10
Total	42

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

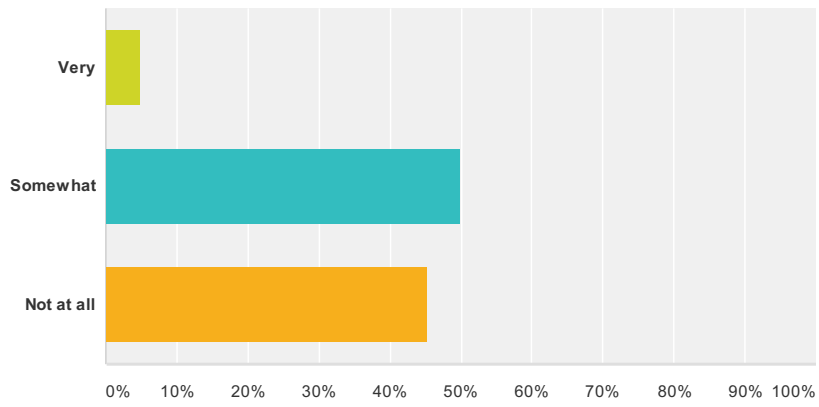
Answered: 42 Skipped: 1



Answer Choices	Responses	
Very	61.90%	26
Somewhat	35.71%	15
Not at all	2.38%	1
Total		42

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

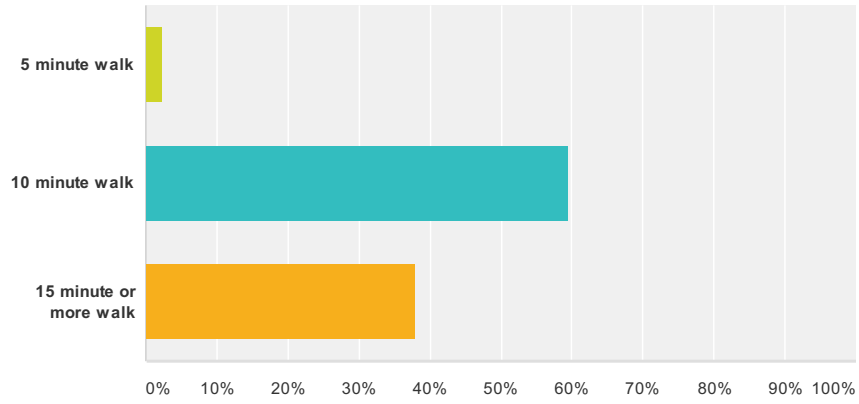
Answered: 42 Skipped: 1



Answer Choices	Responses
Very	4.76% 2
Somewhat	50.00% 21
Not at all	45.24% 19
Total	42

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

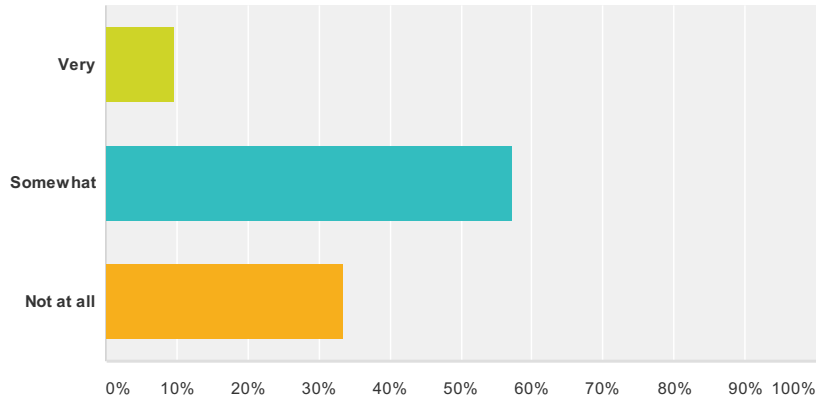
Answered: 42 Skipped: 1



Answer Choices	Responses
5 minute walk	2.38% 1
10 minute walk	59.52% 25
15 minute or more walk	38.10% 16
Total	42

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

Answered: 42 Skipped: 1

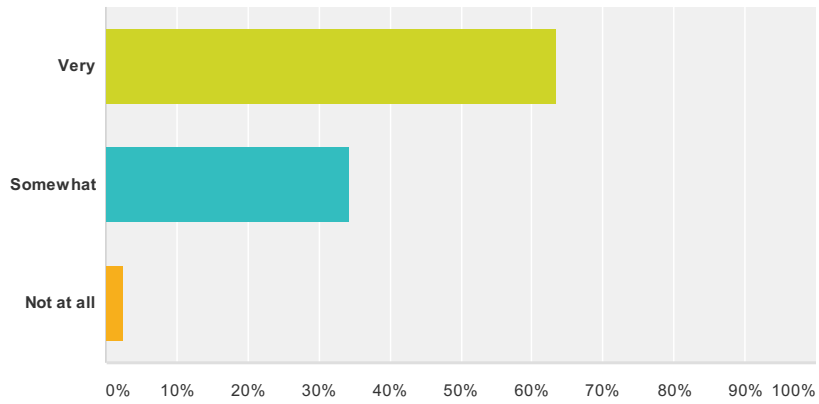


Answer Choices	Responses	
Very	9.52%	4
Somewhat	57.14%	24
Not at all	33.33%	14
Total		42

#	Does weight of purchase affect your choice?	Date
1	Yes	7/20/2014 8:36 AM
2	YES	7/19/2014 8:41 AM
3	Yes	7/18/2014 5:39 PM
4	Yes	7/18/2014 12:02 PM
5	yes	7/18/2014 10:57 AM
6	Yes. If I have several bags of groceries it's difficult to carry them to BayCrest.	7/18/2014 10:13 AM
7	Yes	7/18/2014 10:00 AM
8	yes	7/18/2014 9:40 AM
9	Absolutely	7/18/2014 9:36 AM
10	Of course, furniture or large items should have delivery	7/18/2014 8:21 AM
11	yes	7/18/2014 7:51 AM
12	Yes	7/18/2014 7:38 AM
13	yes	7/11/2014 11:19 PM
14	Yes	7/11/2014 8:41 PM
15	Yes	7/10/2014 6:37 PM
16	only when I go shopping at whole foods and walk home	7/10/2014 3:13 PM
17	Yes	7/10/2014 3:05 PM
18	Yes, if I need to make a heavy weighted purchase, I will go to someplace with parking so I can take my car and not have to carry my purchases	7/10/2014 1:22 PM
19	Yes, and bulk (e.g. paper towels or toilet paper, etc.)	7/9/2014 6:30 PM

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

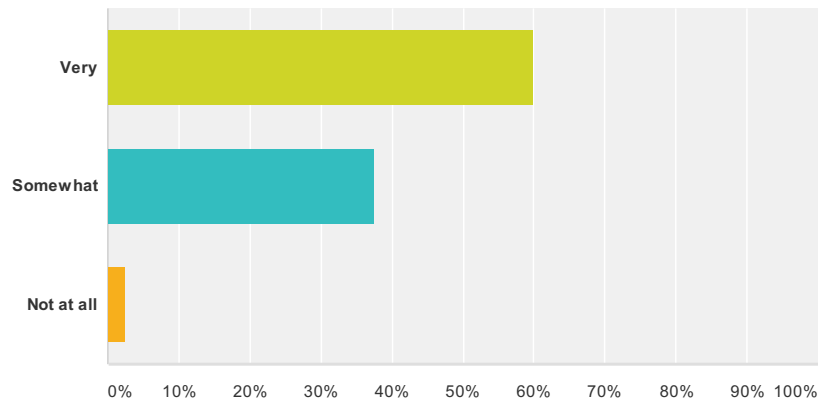
Answered: 41 Skipped: 2



Answer Choices	Responses	
Very	63.41%	26
Somewhat	34.15%	14
Not at all	2.44%	1
Total		41

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

Answered: 40 Skipped: 3

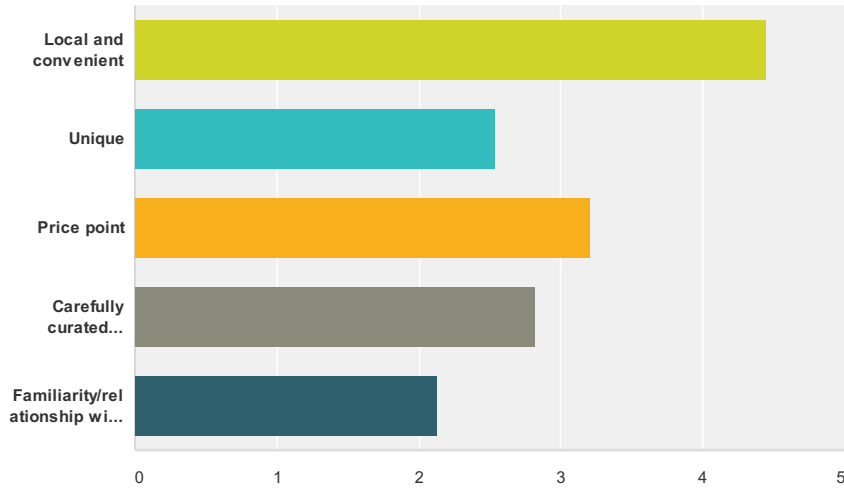


Answer Choices	Responses	
Very	60.00%	24
Somewhat	37.50%	15
Not at all	2.50%	1
Total		40

SB|R|MB NA Neighborhood Commercial Survey

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

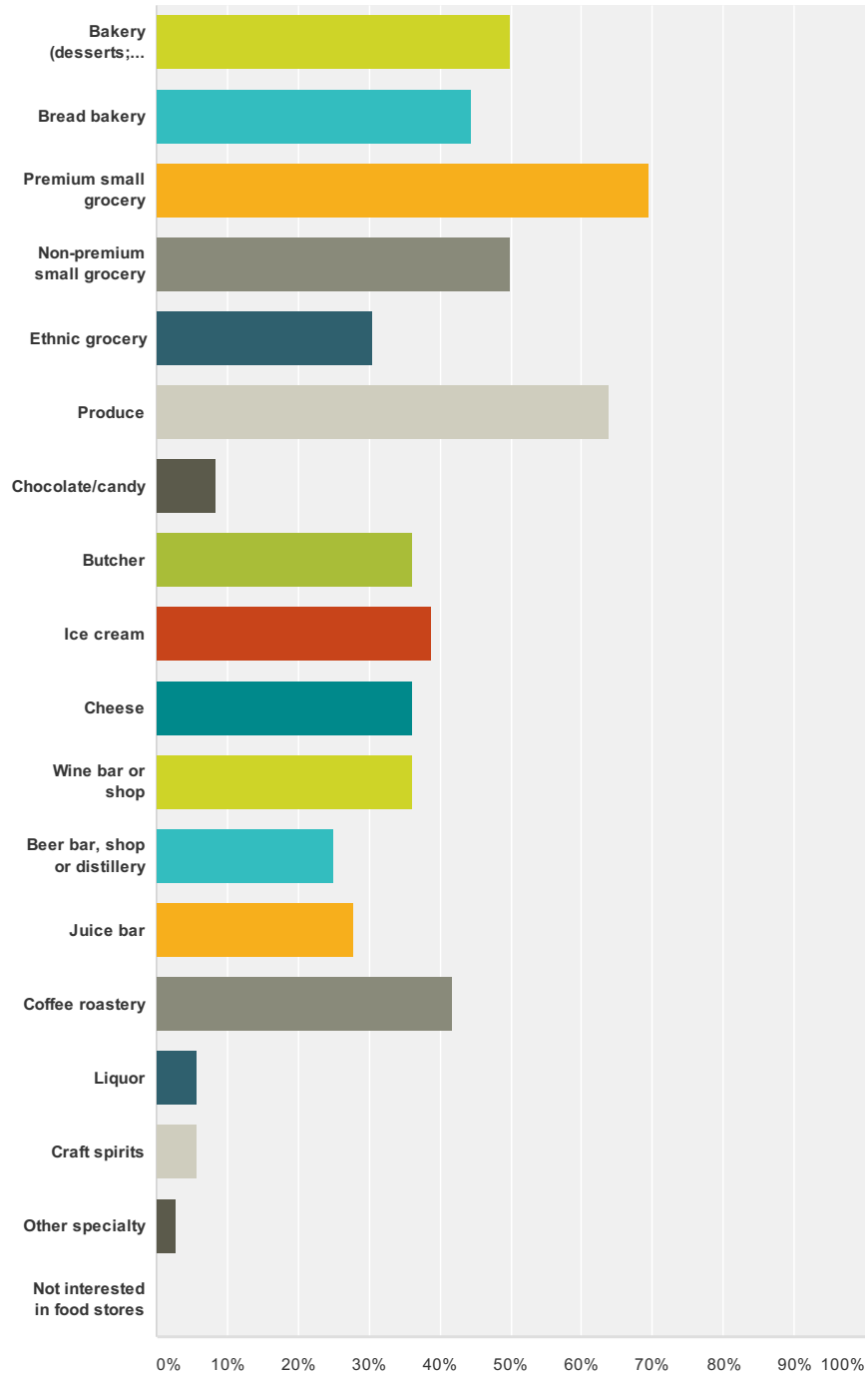
Answered: 40 Skipped: 3



	1	2	3	4	5	N/A	Total	Average Ranking
Local and convenient	67.50% 27	17.50% 7	10.00% 4	2.50% 1	2.50% 1	0.00% 0	40	4.45
Unique	5.00% 2	20.00% 8	17.50% 7	35.00% 14	20.00% 8	2.50% 1	40	2.54
Price point	15.00% 6	25.00% 10	32.50% 13	20.00% 8	7.50% 3	0.00% 0	40	3.20
Carefully curated assortment	12.50% 5	22.50% 9	15.00% 6	25.00% 10	20.00% 8	5.00% 2	40	2.82
Familiarity/relationship with retailer	0.00% 0	15.00% 6	25.00% 10	15.00% 6	42.50% 17	2.50% 1	40	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: 36 Skipped: 7



Answer Choices	Responses
Bakery (desserts; confections)	50.00% 18
Bread bakery	44.44% 16
Premium small grocery	69.44% 25

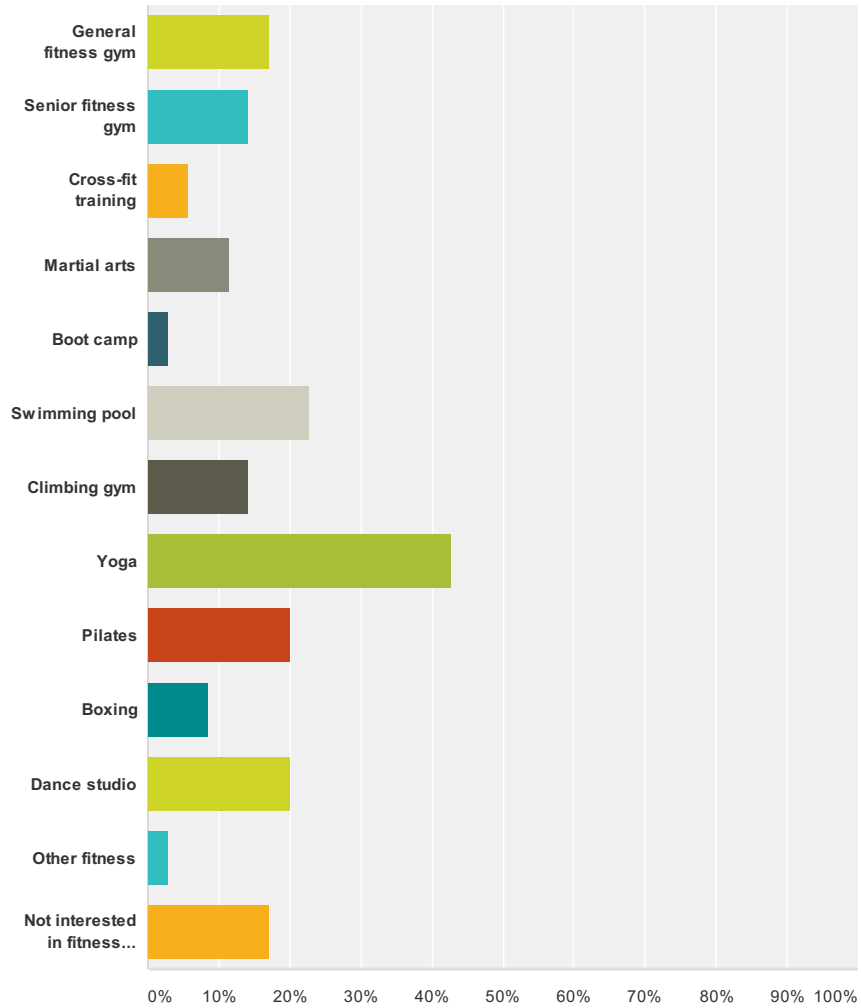
SBJR|MB NA Neighborhood Commercial Survey

Non-premium small grocery	50.00%	18
Ethnic grocery	30.56%	11
Produce	63.89%	23
Chocolate/candy	8.33%	3
Butcher	36.11%	13
Ice cream	38.89%	14
Cheese	36.11%	13
Wine bar or shop	36.11%	13
Beer bar, shop or distillery	25.00%	9
Juice bar	27.78%	10
Coffee roastery	41.67%	15
Liquor	5.56%	2
Craft spirits	5.56%	2
Other specialty	2.78%	1
Not interested in food stores	0.00%	0
Total Respondents: 36		

#	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	Jamba Juice	7/19/2014 3:56 PM
2	Trader Joes	7/18/2014 5:43 PM
3	Whole Foods	7/18/2014 11:01 AM
4	Whole Foods	7/18/2014 10:34 AM
5	Healthy grocery, with gluten free etc	7/18/2014 10:17 AM
6	Sushi branch of Barracuda	7/18/2014 10:10 AM
7	We have all these at the Ferry Building. We'd like to see an old-fashioned full-service deli.... like Lucca's on Chestnut, or Molinari's on Columbus. But with even more prepared foods to go (not just sandwiches). Something like MARKET HALL AT ROCKRIDGE in Oakland.	7/18/2014 9:12 AM
8	Whole Foods and/or Andronicos	7/18/2014 9:08 AM
9	Supermarket, like Safeway or Whole Foods	7/18/2014 8:34 AM
10	Fattoria; Tartine; Arizmendi; 4505 Meats; K&L Wines	7/18/2014 8:30 AM
11	Rainbow Grocery	7/17/2014 11:11 PM
12	Safeway trader joes goodwill boutique	7/11/2014 11:28 PM
13	Trader joes	7/11/2014 8:44 PM
14	Tartine B Patisserie Great brunch places	7/11/2014 7:05 PM
15	I like Buy Rite - or another grocery that may not be as expensive that has quality produce I can go to on a daily basis instead of whole foods which is pretty bad (at least at 4th and Harrison). We also need a nice coffee/roastery cafe where people in the neighborhood can hang out. A nice wine bar would be great, too. We also love Cocoabella for chocolate.	7/10/2014 3:25 PM
16	Trader Joe's	7/10/2014 3:07 PM
17	Bi-Rite, Whole Foods, Rainbow	7/10/2014 2:59 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: 35 Skipped: 8



Answer Choices	Responses
General fitness gym	17.14% 6
Senior fitness gym	14.29% 5
Cross-fit training	5.71% 2
Martial arts	11.43% 4
Boot camp	2.86% 1
Swimming pool	22.86% 8
Climbing gym	14.29% 5
Yoga	42.86% 15
Pilates	20.00% 7
Boxing	8.57% 3
Dance studio	20.00% 7

SB|R|MB NA Neighborhood Commercial Survey

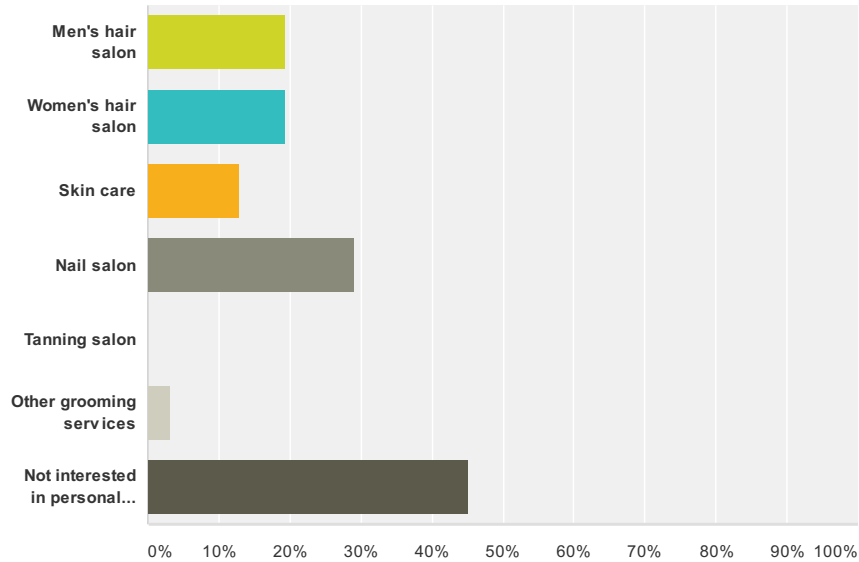
Other fitness	2.86%	1
Not interested in fitness studios/clubs	17.14%	6
Total Respondents: 35		

#	Fitness-related business(es) you'd like to see open a branch here, and/or other fitness-related services not mentioned above.	Date
1	We have all this and more at the YMCA.	7/18/2014 9:12 AM
2	I love to dance so I'd be happy to see a studio that has general fitness and dance classes. I don't need machines or a pool.	7/10/2014 3:25 PM

SB|R|MB NA Neighborhood Commercial Survey

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: 31 Skipped: 12



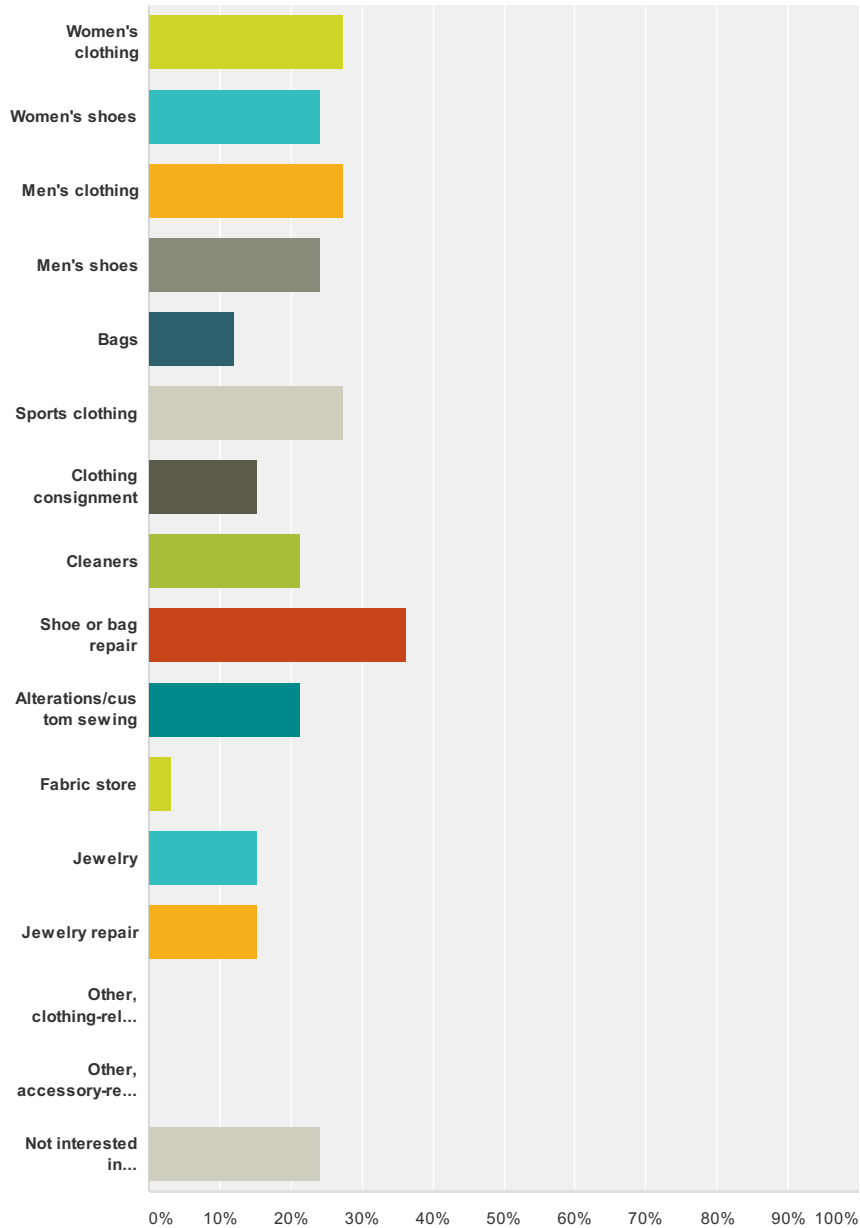
Answer Choices	Responses
Men's hair salon	19.35% 6
Women's hair salon	19.35% 6
Skin care	12.90% 4
Nail salon	29.03% 9
Tanning salon	0.00% 0
Other grooming services	3.23% 1
Not interested in personal grooming services	45.16% 14
Total Respondents: 31	

#	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	Love the services already available	7/18/2014 10:10 AM
2	There are plenty of these to choose from.	7/18/2014 9:12 AM
3	maybe closer nail salon but I go to Amazing Nails. I have a salon I go to so I'm set for hair - I wouldn't go elsewhere	7/10/2014 3:25 PM

SB|R|MB NA Neighborhood Commercial Survey

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: 33 Skipped: 10



Answer Choices	Responses
Women's clothing	27.27% 9
Women's shoes	24.24% 8
Men's clothing	27.27% 9
Men's shoes	24.24% 8
Bags	12.12% 4
Sports clothing	27.27% 9

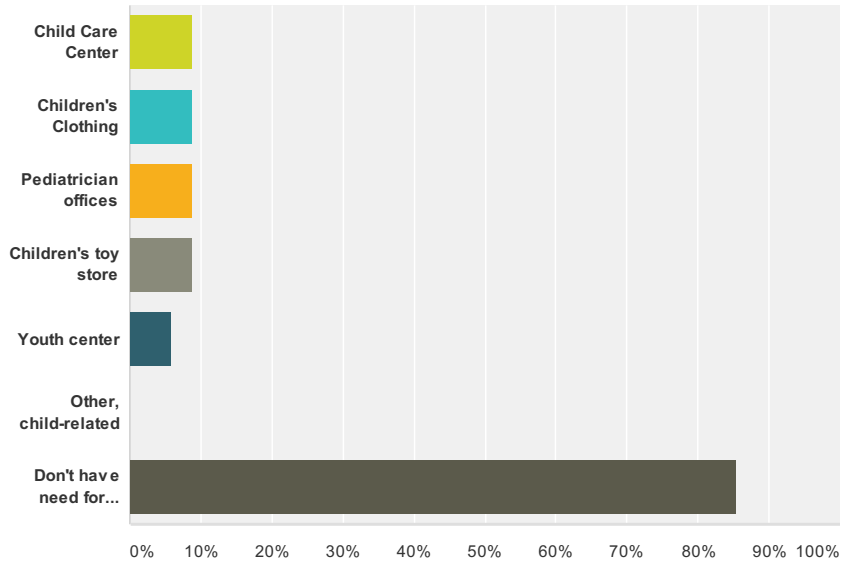
SB|R|MB NA Neighborhood Commercial Survey

Clothing consignment	15.15%	5
Cleaners	21.21%	7
Shoe or bag repair	36.36%	12
Alterations/custom sewing	21.21%	7
Fabric store	3.03%	1
Jewelry	15.15%	5
Jewelry repair	15.15%	5
Other, clothing-related	0.00%	0
Other, accessory-related	0.00%	0
Not interested in clothing/accessories	24.24%	8
Total Respondents: 33		

#	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	Children clothing	7/18/2014 1:29 PM
2	More is better!	7/18/2014 10:10 AM
3	Black Fleece; J.Crew; Rag & Bone; Paige Denim; Lululemon;	7/18/2014 8:30 AM
4	goodwill boutique	7/11/2014 11:28 PM
5	We need nice unique clothing and accessory shops for men and women like those on Union Street, Noe, Fillmore, Chestnut, Sacramento, Hayes.	7/10/2014 3:25 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: 34 Skipped: 9

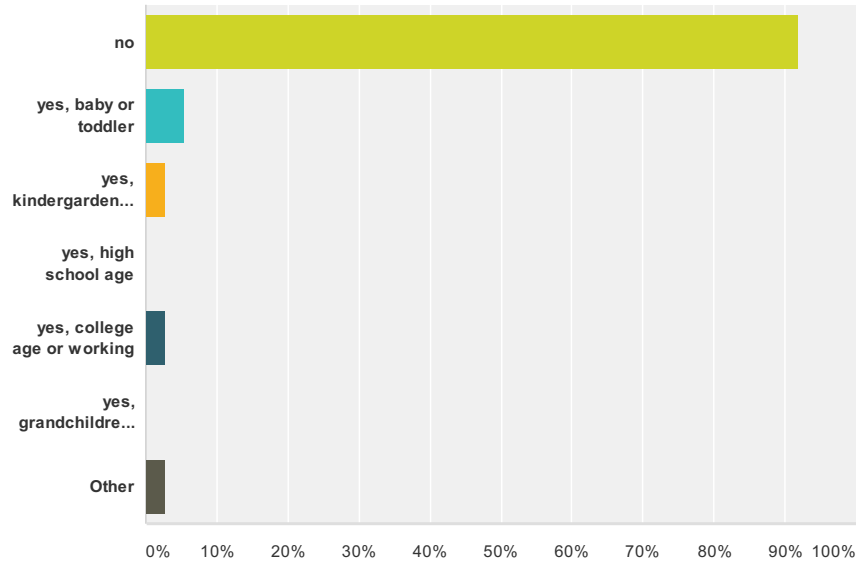


Answer Choices	Responses
Child Care Center	8.82% 3
Children's Clothing	8.82% 3
Pediatrician offices	8.82% 3
Children's toy store	8.82% 3
Youth center	5.88% 2
Other, child-related	0.00% 0
Don't have need for child-related businesses	85.29% 29
Total Respondents: 34	

#	Child-related business (es) you'd like to see open a branch here, and/or other child-related services not mentioned above.	Date
1	School	7/18/2014 1:29 PM
2	Music and Me Urban Recess Playground type places Gymboree like places	7/11/2014 7:05 PM

Q23 Do you have children living with you?

Answered: 37 Skipped: 6

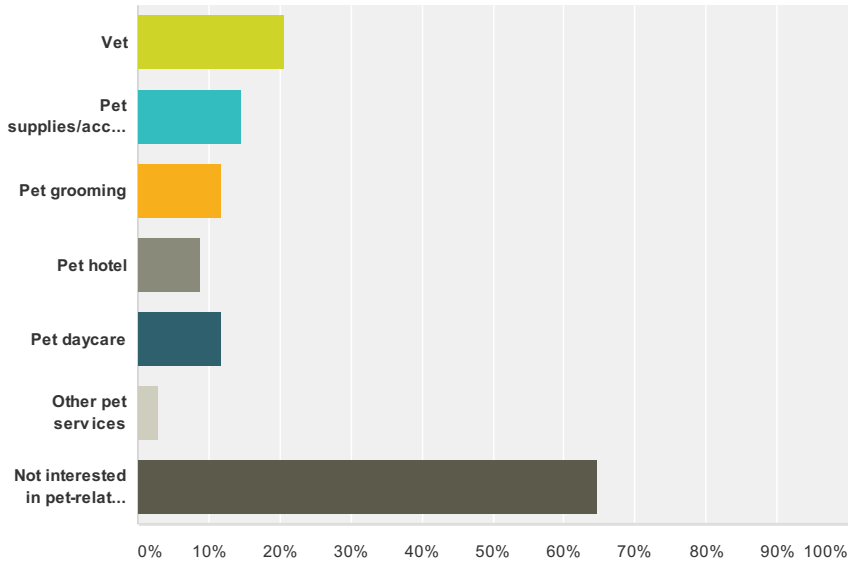


Answer Choices	Responses
no	91.89% 34
yes, baby or toddler	5.41% 2
yes, kindergarden through middle school age	2.70% 1
yes, high school age	0.00% 0
yes, college age or working	2.70% 1
yes, grandchildren who visit often	0.00% 0
Other	2.70% 1
Total Respondents: 37	

#	Other (please specify)	Date
	There are no responses.	

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: 34 Skipped: 9

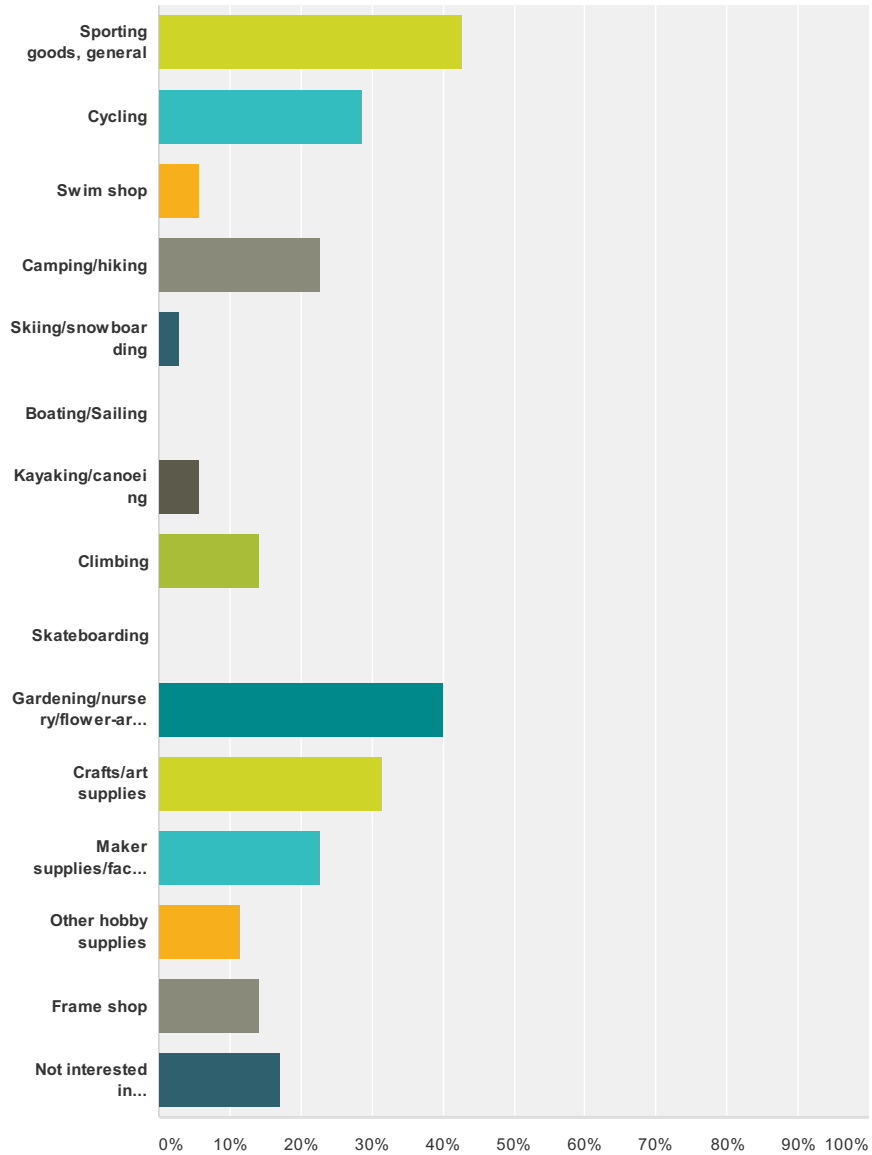


Answer Choices	Responses
Vet	20.59% 7
Pet supplies/accessories	14.71% 5
Pet grooming	11.76% 4
Pet hotel	8.82% 3
Pet daycare	11.76% 4
Other pet services	2.94% 1
Not interested in pet-related services	64.71% 22
Total Respondents: 34	

#	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 Food Express	7/18/2014 9:43 AM
2	We already have lots of pet retail to choose from....	7/18/2014 9:12 AM
3	We desperately need a local vet. There isn't one and it's hard to find a vet other than the ASPCA where there's parking. We have a great pet supply place - yay! Pawtrero is fabulous. But the groomer in the area isn't the best and there's no daycare in Rincon. Anything other than a new pet supply place would be great.	7/10/2014 3:25 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: 35 Skipped: 8



Answer Choices	Responses
Sporting goods, general	42.86% 15
Cycling	28.57% 10
Swim shop	5.71% 2
Camping/hiking	22.86% 8
Skiing/snowboarding	2.86% 1
Boating/Sailing	0.00% 0
Kayaking/canoeing	5.71% 2
Climbing	14.29% 5

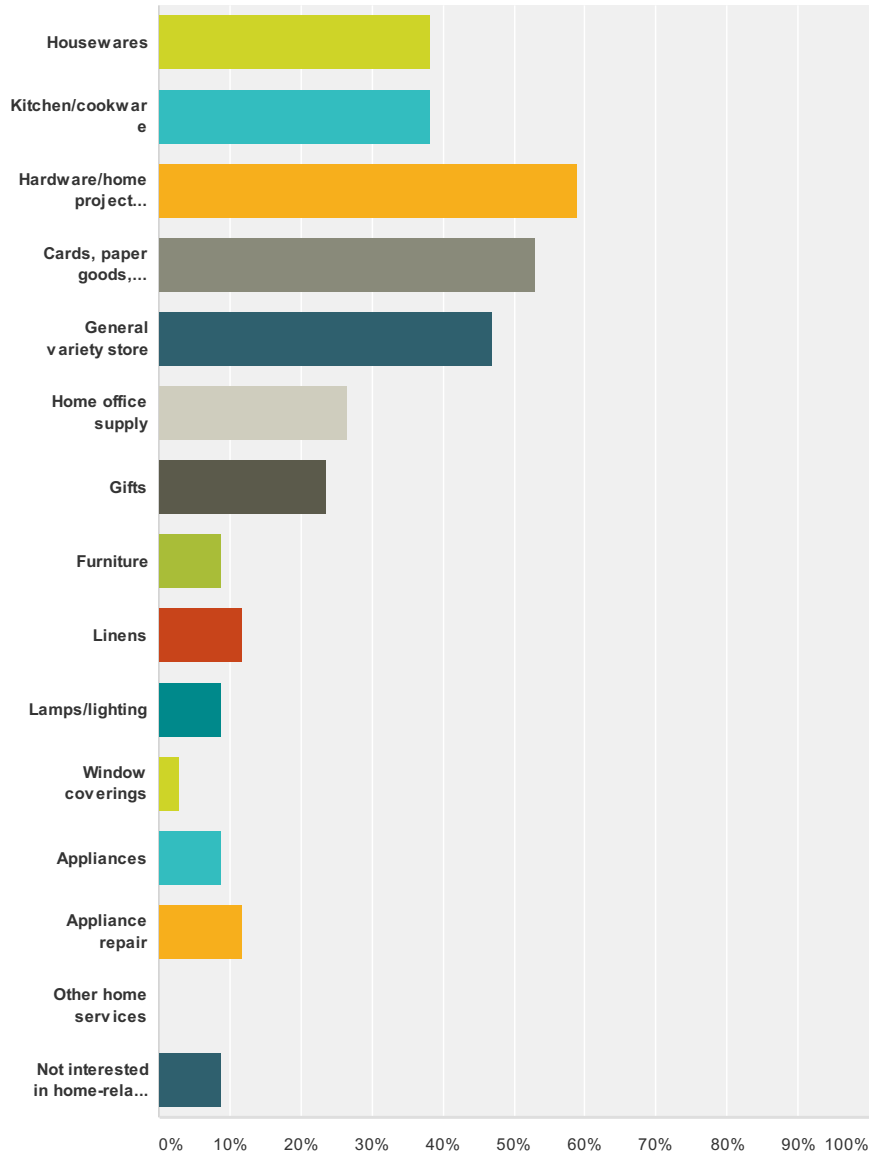
SB|R|MB NA Neighborhood Commercial Survey

Skateboarding	0.00%	0
Gardening/nursery/flower-arranging	40.00%	14
Crafts/art supplies	31.43%	11
Maker supplies/facilities	22.86%	8
Other hobby supplies	11.43%	4
Frame shop	14.29%	5
Not interested in hobby-related stores	17.14%	6
Total Respondents: 35		

#	Hobby-related business(es) you'd like to see open a branch here, and/or other hobby-related services not mentioned above.	Date
1	golf store?	7/18/2014 9:12 AM
2	Book store	7/10/2014 4:19 PM

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: 34 Skipped: 9



Answer Choices	Responses
Housewares	38.24% 13
Kitchen/cookware	38.24% 13
Hardware/home project supplies	58.82% 20
Cards, paper goods, packaging	52.94% 18
General variety store	47.06% 16
Home office supply	26.47% 9
Gifts	23.53% 8
Furniture	8.82% 3

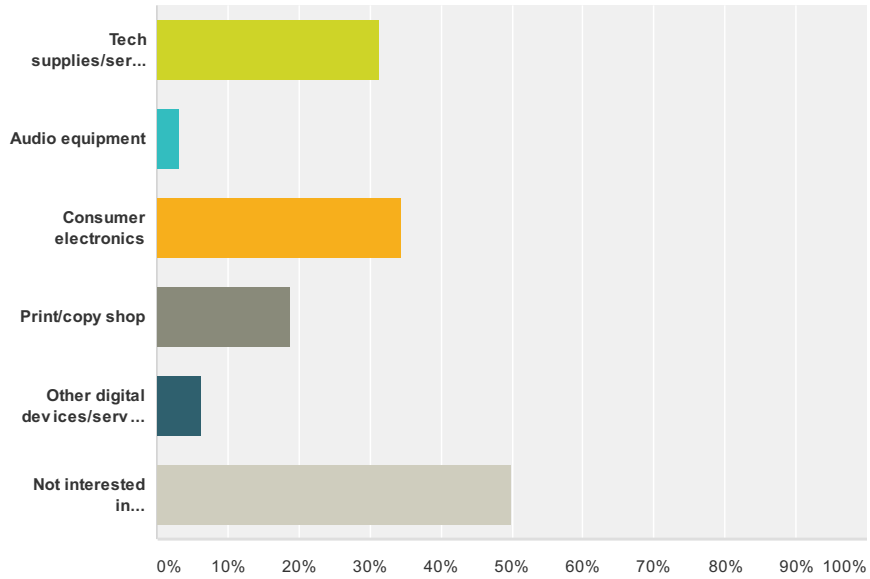
SB|R|MB NA Neighborhood Commercial Survey

Linens	11.76%	4
Lamps/lighting	8.82%	3
Window coverings	2.94%	1
Appliances	8.82%	3
Appliance repair	11.76%	4
Other home services	0.00%	0
Not interested in home-related businesses	8.82%	3
Total Respondents: 34		

#	Home-related business(es) you'd like to see open a branch here, and/or other home-related services not mentioned above.	Date
1	Cliff's Variety would be fantastic	7/18/2014 9:43 AM
2	Hmm.... I like this category, but I don't know how you'd attract the chic stores from Hayes Valley. Nice idea though... Still, having stores like these make a neighborhood feel like a neighborhood. Our area is missing some of this....	7/18/2014 9:12 AM
3	Cole Hardware!	7/18/2014 7:54 AM
4	Cliff;s variety	7/11/2014 11:28 PM
5	We need a local hardware store in Rincon/South Beach. Also a card shop that's open on the weekends.	7/10/2014 3:25 PM

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: 32 Skipped: 11

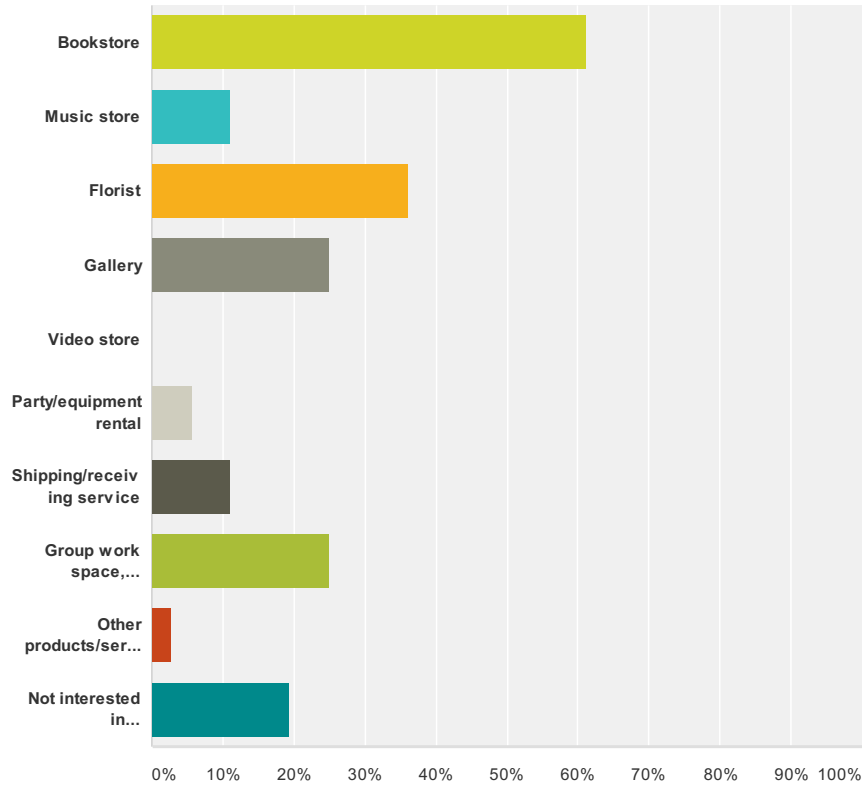


Answer Choices	Responses
Tech supplies/service	31.25% 10
Audio equipment	3.13% 1
Consumer electronics	34.38% 11
Print/copy shop	18.75% 6
Other digital devices/services	6.25% 2
Not interested in tech/electronics-related businesses	50.00% 16
Total Respondents: 32	

#	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	Fry's	7/18/2014 5:43 PM
2	We have this already.	7/18/2014 9:12 AM

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: 36 Skipped: 7

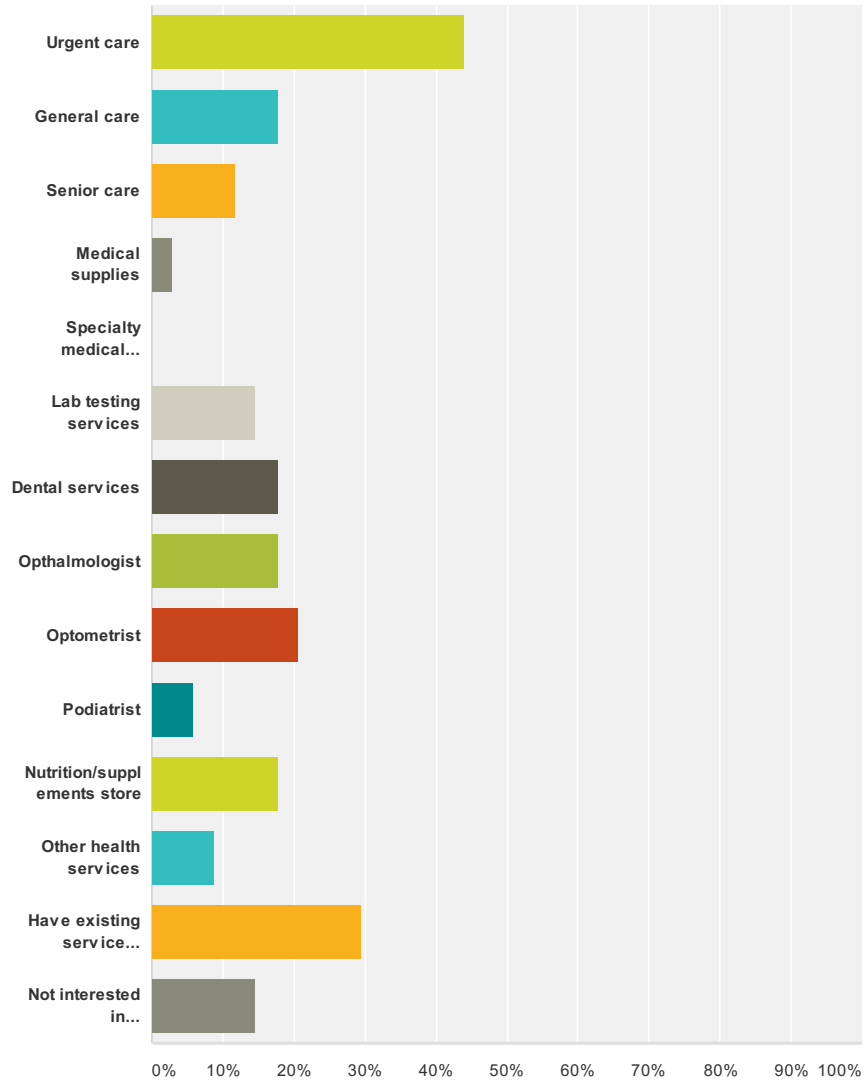


Answer Choices	Responses
Bookstore	61.11% 22
Music store	11.11% 4
Florist	36.11% 13
Gallery	25.00% 9
Video store	0.00% 0
Party/equipment rental	5.56% 2
Shipping/receiving service	11.11% 4
Group work space, daily/monthly	25.00% 9
Other products/services	2.78% 1
Not interested in life-style-related businesses	19.44% 7
Total Respondents: 36	

#	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	More Arts-related businesses, please!	7/18/2014 9:12 AM
2	anything that is a neighborhood place.	7/10/2014 3:25 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: 34 Skipped: 9



Answer Choices	Responses	
Urgent care	44.12%	15
General care	17.65%	6
Senior care	11.76%	4
Medical supplies	2.94%	1
Specialty medical services	0.00%	0
Lab testing services	14.71%	5
Dental services	17.65%	6
Ophthalmologist	17.65%	6
Optometrist	20.59%	7
Podiatrist	5.88%	2

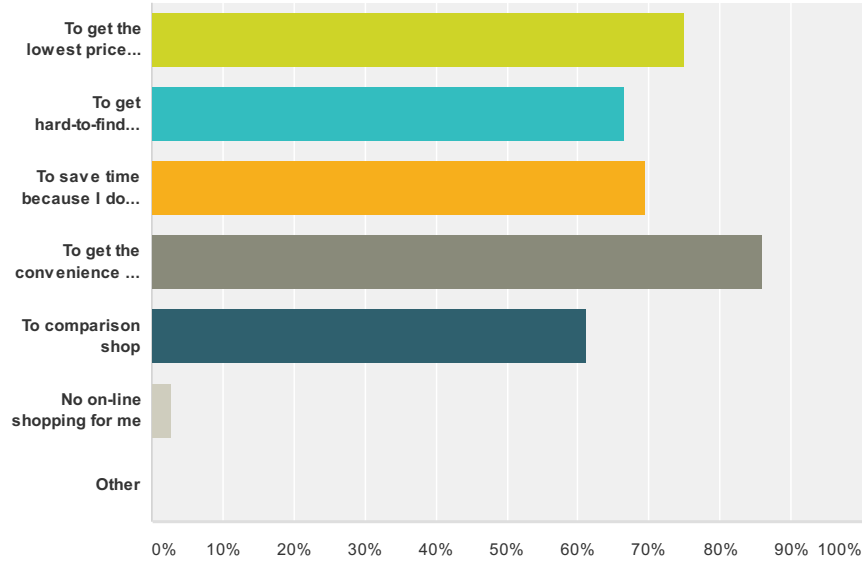
SB|R|MB NA Neighborhood Commercial Survey

Nutrition/supplements store	17.65%	6
Other health services	8.82%	3
Have existing service relationships in other neighborhoods	29.41%	10
Not interested in health-related services	14.71%	5
Total Respondents: 34		

#	Health-related business(es) you'd like to see open a branch here, and/or other health-related services not mentioned above.	Date
1	I feel like we have these already.	7/18/2014 9:12 AM
2	Dermatologist	7/18/2014 8:34 AM
3	We desperately need a pharmacy that's open on the weekend. Urgent care may be nice and a lab. I have doctors and a dentist that I'm not going to change.	7/10/2014 3:25 PM
4	Drug store that is open on the weekends such as Walgreens or CVS	7/10/2014 1:26 PM

Q30 How do you use on-line shopping?

Answered: 36 Skipped: 7

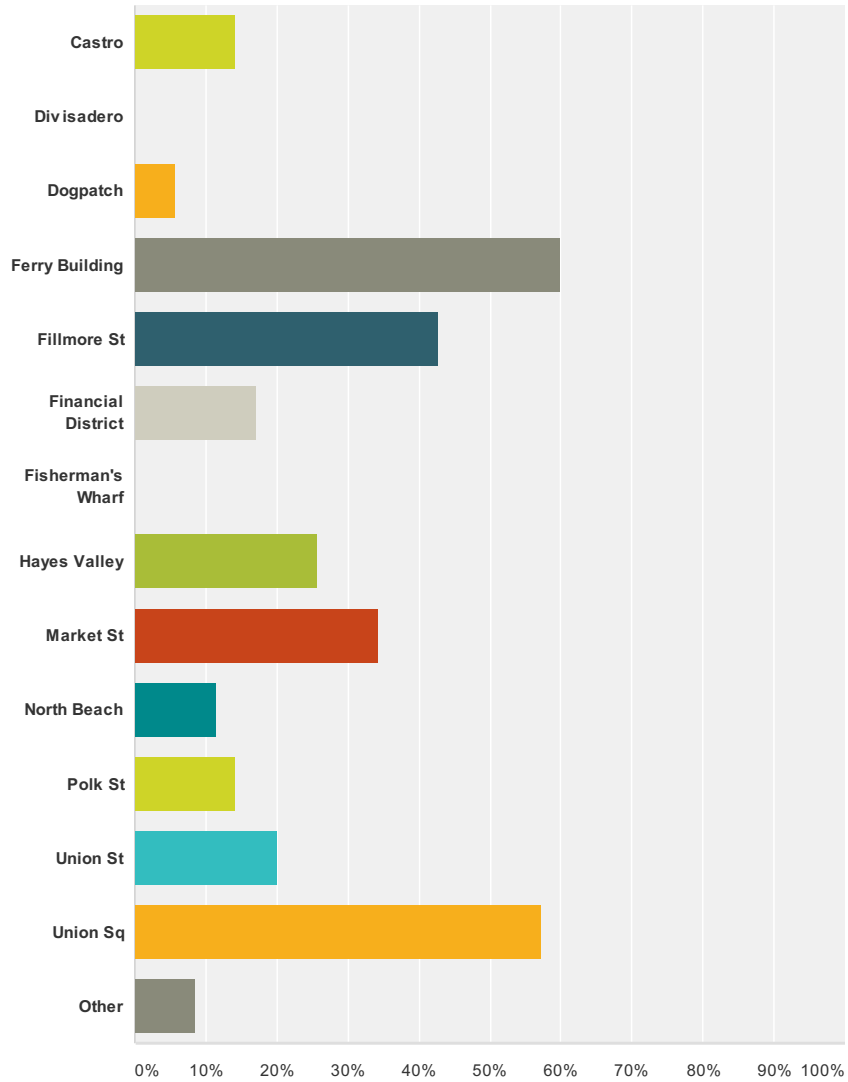


Answer Choices	Responses
To get the lowest price on an item I want	75.00% 27
To get hard-to-find specialty items	66.67% 24
To save time because I don't like to spend evenings/weekends shopping	69.44% 25
To get the convenience of home delivery	86.11% 31
To comparison shop	61.11% 22
No on-line shopping for me	2.78% 1
Other	0.00% 0
Total Respondents: 36	

#	Other (please specify)	Date
1	On-line shopping exposes you to a wide range of options.	7/10/2014 4:28 PM

Q31 What are your current favorite shopping districts?

Answered: 35 Skipped: 8



Answer Choices	Responses
Castro	14.29% 5
Divisadero	0.00% 0
Dogpatch	5.71% 2
Ferry Building	60.00% 21
Fillmore St	42.86% 15
Financial District	17.14% 6
Fisherman's Wharf	0.00% 0
Hayes Valley	25.71% 9
Market St	34.29% 12
North Beach	11.43% 4
Polk St	14.29% 5
Union St	20.00% 7
Union Sq	57.14% 20
Other	8.57% 3

SB|R|MB NA Neighborhood Commercial Survey

Total Respondents: 35

#	Favorite stores in the districts you chose, and/or other districts not listed above.	Date
1	Chestnut Street	7/18/2014 9:13 AM
2	Mission	7/17/2014 11:12 PM
3	Rechuttis chocolate, cow girl creamery, Peets Ace Hardware Cliffs variety	7/11/2014 11:32 PM
4	I love to shop at the Ferry Bldg/Farmers' Market and also do a lot of at the stores in and around Union Sq/Market St., including Bloomingdales, Nordstrom, Macy's, N-M, J Crew, Gap, BR, Anthro etc.	7/10/2014 4:28 PM
5	Chestnut St and Sacramento St	7/10/2014 3:29 PM
6	Grocery stores in SOMA/ Potrero, ie: Costco, Whole Foods, Trader Joes, Safeway	7/10/2014 1:28 PM

SB|R|MB NA Neighborhood Commercial Survey

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

Answered: 9 Skipped: 34

#	Responses	Date
1	Build a complex on the SWL that invites GORDON BIERSCHE back to the neighborhood!!!!	7/19/2014 3:57 PM
2	Yes, we badly need children playgrounds!	7/18/2014 1:30 PM
3	Looking forward to new developments. Thank you!	7/18/2014 10:12 AM
4	Thank you for asking for our opinions!	7/18/2014 9:13 AM
5	More ATMs from Chase and BoA	7/18/2014 9:09 AM
6	make sure you include more PARKS and green space in the neighborhood. I hope the temp. transbay terminal becomes a green park	7/11/2014 11:37 PM
7	I do not want the neighborhood to look like an upper class exclusive but more like a every day neighborhood with working class folks. maybe a school police station, fire station, grocery store and some botique unique shops.	7/11/2014 11:32 PM
8	Retail space is scarce in the Rincon Hill neighborhood.	7/10/2014 4:28 PM
9	We need business that will define our neighborhood - not banks and big chain stores. It's impossible to get anything in Rincon on the weekend, while in other affluent areas, there are shops and markets open 7 days a week, nice cafes and decent unique clothing stores. That's what my dream would be for South Beach/Rincon - a shopping area unique to this beautiful part of SF.	7/10/2014 3:29 PM