

# At a Glance

## 2019 TOP PROSPECTS SURVEY RESULTS

**425**  
Survey Sample

Grundy Center resident	56.9%
Live within 20 miles of Grundy Center	32.2%
Live 20+ miles from Grundy Center	10.8%

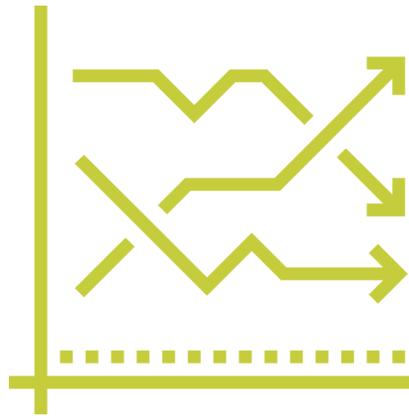
**76%**  
Female

**22%**  
Work Downtown

### Traffic Generators

#### Businesses and Places Visited Most Often

1. Manly Drug	23.5%
2. Landmark Bistro	21.4%
3. Natural Grind	15.3%
4. 319 Décor and Design	6.3%
5. Tasty House	6.3%



### Downtown Trends

Describe recent trends in Downtown Grundy Center

Improving or making progress	70.4%
Steady or holding its own	26.1%
Declining or losing ground	3.5%

## Opportunities Ahead?

Potential prospects for expansion and recruitment based on the 2019 Downtown Grundy Center Top Prospects Survey completed by nearly 400 participants.

### Eating and Drinking Establishments

Ice Cream/Sweets	Breakfast/Deli	Restaurant	Bakery	Brew Pub	Wine Bar
Top Pick: <b>25.2%</b>	Top Pick: <b>19.3%</b>	Top Pick: <b>18.3%</b>	Top Pick: <b>15.9%</b>	Top Pick: <b>11.3%</b>	Top Pick: <b>5.9%</b>
<b>Top Features:</b>					
Hand-dipped treats	Full breakfast	Casual, family-friendly	Donuts and pastries	Appetizers and specials	Live music
Outdoor seating	Fresh sandwiches, wraps	Steakhouse specialties	Fresh breads	Outdoor seating	Appetizers and specials
Cupcakes, cookies, etc.	Breakfast sandwiches	Breakfast	Made-to-order cakes	Unique craft beers	Wine by the glass
Specialty desserts	Donuts and pastries	Delivery and take-out	Cookies and brownies	Beer sampling/tasting	Bottles for purchase
Space for parties	Fresh-made salads	Alcoholic beverages	Homemade pies	Cocktails/Mixed drinks	Wines for sampling
<b>Survey Demo: Age</b>					
25 to 44: <b>49%</b>	25 to 44: <b>42%</b>	25 to 44: <b>36%</b>	25 to 44: <b>37%</b>	25 to 44: <b>45%</b>	25 to 44: <b>64%</b>
45 to 64: <b>29%</b>	45 to 64: <b>32%</b>	45 to 64: <b>42%</b>	45 to 64: <b>44%</b>	45 to 64: <b>43%</b>	45 to 64: <b>32%</b>
<b>Survey Demo: HH \$\$</b>					
<\$50K: <b>18%</b>	<\$50K: <b>17%</b>	<\$50K: <b>20%</b>	<\$50K: <b>27%</b>	<\$50K: <b>10%</b>	<\$50K: <b>14%</b>
\$50K to \$100K: <b>44%</b>	\$50K to \$100K: <b>38%</b>	\$50K to \$100K: <b>45%</b>	\$50K to \$100K: <b>44%</b>	\$50K to \$100K: <b>48%</b>	\$50K to \$100K: <b>41%</b>
\$100K+: <b>38%</b>	\$100K+: <b>45%</b>	\$100K+: <b>35%</b>	\$100K+: <b>29%</b>	\$100K+: <b>43%</b>	\$100K+: <b>45%</b>

# Opportunities Ahead

## Retail Establishments

Potential prospects for expansion and recruitment based on the 2019 Downtown Grundy Center Top Prospects Survey completed by nearly 400 participants.

Variety Store	Spa	Clothing Store	Hardware Store	Furniture Store	Shoes and Boots
Top Pick: <b>22.4%</b>	Top Pick: <b>21.6%</b>	Top Pick: <b>15.7%</b>	Top Pick: <b>14.1%</b>	Top Pick: <b>12.0%</b>	Top Pick: <b>10.7%</b>
<b>Top Features:</b>					
Crafts and supplies	Manicures and pedicures	Women's casual	Nuts, bolts & fasteners	Home furniture (new)	Women's casual
Gifts and novelties	Massages	Family athletic wear	Gardening tools/supply	Flooring	Women's athletic
Health & beauty items	Facials	Men's casual	Plumbing supplies	Carpet	Men's athletic
Home furnishings	Waxing	Infants and children's	Paint	Delivery/Move-in	Men's casual
HH tools and hardware	Health & beauty items	Men's big & tall	Hand tools	Beds and mattresses	Women's dress
<b>Survey Demo: Age</b>					
25 to 44: <b>39%</b>	25 to 44: <b>59%</b>	25 to 44: <b>49%</b>	25 to 44: <b>33%</b>	25 to 44: <b>34%</b>	25 to 44: <b>30%</b>
45 to 64: <b>39%</b>	45 to 64: <b>23%</b>	45 to 64: <b>29%</b>	45 to 64: <b>45%</b>	45 to 64: <b>50%</b>	45 to 64: <b>50%</b>
<b>Survey Demo: HH \$\$</b>					
<\$50K: <b>20%</b>	<\$50K: <b>16%</b>	<\$50K: <b>24%</b>	<\$50K: <b>18%</b>	<\$50K: <b>14%</b>	<\$50K: <b>8%</b>
\$50K to \$100K: <b>56%</b>	\$50K to \$100K: <b>36%</b>	\$50K to \$100K: <b>44%</b>	\$50K to \$100K: <b>39%</b>	\$50K to \$100K: <b>36%</b>	\$50K to \$100K: <b>53%</b>
\$100K+: <b>25%</b>	\$100K+: <b>48%</b>	\$100K+: <b>32%</b>	\$100K+: <b>43%</b>	\$100K+: <b>50%</b>	\$100K+: <b>40%</b>

## Potential Market Traction



**Question:**  
How likely would you be to patronize the following types of businesses in Downtown Grundy Center?

Eating and Drinking Places	Weight	Retail Establishments	Weight
1. Full-service Restaurant	4.31	1. Variety Store	3.86
2. Ice Cream/Sweet Shop	4.09	2. Hardware Store	3.72
3. Breakfast/Deli	4.01	3. Shoes and Boots Store	3.66
4. Bakery	3.93	4. Clothing and Accessories	3.58
5. Brew Pub	3.45	5. Furniture/Home Furnishings	3.51
6. Wine Bar	3.00	6. Spa	3.24

Weighted Average Ranking | 1 = Definitely would not / 5 = Definitely would

Are you a prospect?

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Potential Prospects

Are you interested in moving your business to, or opening a new business in, Downtown Grundy Center?

Interested in moving a business to downtown	2
Interested in opening a new business in downtown	10

3.4% of Survey Sample



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Grundy Center is a Main Street Iowa Community

