

At a Glance

2019 TOP PROSPECTS SURVEY RESULTS

251
Survey Sample

Avoca resident	54.2%
Live within 20 miles of Avoca	37.5%
Live 20+ miles from Avoca	8.4%

80%
Female

12%
Work Downtown

Traffic Generators

Businesses and Places Visited Most Often

1. Avoca Flower Shop	16.3%
2. Midstate Bank	11.1%
3. The Exchange	10.1%
4. Iowa Kids Outfitters	6.7%
5. Post Office	6.7%



Downtown Trends

Describe recent trends in Downtown Avoca

Improving or making progress	50.5%
Steady or holding its own	43.2%
Declining or losing ground	6.3%

Opportunities Ahead? Eating and Drinking Establishments

Potential prospects for expansion and recruitment based on the 2019 Downtown Avoca Top Prospects Survey completed by more than 200 participants.

Restaurant	Ice Cream & Sweets Shop	Coffee Shop	Drinking Establishment
Top Pick: 37.4%	Top Pick: 27.4%	Top Pick: 22.4%	Top Pick: 8.2%
Top Features:	Top Features:	Top Features:	Top Features:
Full-service (order at table, dine-in)	Hand-dipped ice cream treats	Fresh coffees, teas, espresso, etc.	Pub-style menu selections
Dinner menu	Cupcakes, cookies and brownies	Fresh-baked goods (i.e. scones)	Outdoor seating
Fast-casual (order at counter)	Outdoor seating	Soups, sandwiches and paninis	Sports bar theme
Take-out and delivery	Frozen yogurt	Comfortable, homey atmosphere	Live entertainment on specific nights
American-style cuisine	Specialty dessert options	Outdoor seating	Domestic beers
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 51%	25 to 44: 57%	25 to 44: 52%	25 to 44: 53%
45 to 64: 34%	45 to 64: 24%	45 to 64: 39%	45 to 64: 35%
Survey Demo: Household Income	Survey Demo: Household Income	Survey Demo: Household Income	Survey Demo: Household Income
<\$50K: 24%	<\$50K: 30%	<\$50K: 20%	<\$50K: 25%
\$50K to \$100K: 43%	\$50K to \$100K: 32%	\$50K to \$100K: 37%	\$50K to \$100K: 25%
\$100K+: 32%	\$100K+: 39%	\$100K+: 43%	\$100K+: 50%

Opportunities Ahead

Potential prospects for expansion and recruitment based on the 2019 Downtown Avoca Top Prospects Survey completed by more than 200 participants.

Retail Establishments

Specialty Foods Market	Clothing & Accessories Store	Women's Clothing Store	Consignment Boutique
Top Pick: 29.7%	Top Pick: 28.7%	Top Pick: 21.5%	Top Pick: 14.4%
Top Features:	Top Features:	Top Features:	Top Features:
Locally-sourced foods and produce	Women's casual	Women's casual wear	Women's clothing & accessories
Artisan foods (i.e. breads, cheeses)	Children's & teens athletic wear	Women's athletic/activewear	Sporting goods and apparel
Prepared foods (i.e. chicken, salads)	Men's casual	Women's dress and casual shoes	Furniture
Bakery	Men's & women's athletic wear	Fashion accessories (i.e. scarves)	Re-purposed furniture
Deli selections	Infants and children's	Women's plus-size fashions	Antiques
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 50%	25 to 44: 53%	25 to 44: 51%	25 to 44: 67%
45 to 64: 40%	45 to 64: 31%	45 to 64: 27%	45 to 64: 30%
Survey Demo: Household Income	Survey Demo: Household Income	Survey Demo: Household Income	Survey Demo: Household Income
<\$50K: 29%	<\$50K: 22%	<\$50K: 21%	<\$50K: 31%
\$50K to \$100K: 36%	\$50K to \$100K: 36%	\$50K to \$100K: 37%	\$50K to \$100K: 38%
\$100K+: 36%	\$100K+: 42%	\$100K+: 42%	\$100K+: 31%

Potential Market Traction



Question:

How likely would you be to patronize the following types of business in Downtown Avoca?

Eating and Drinking Places	Weight	Retail Establishments	Weight
1. Restaurant	4.18	1. Clothing and Accessories	3.80
2. Ice Cream & Sweets Shop	4.07	2. Women's Clothing	3.59
3. Coffee Shop	3.59	3. Specialty Foods Market	3.55
4. Drinking Establishment	3.08	4. Consignment Boutique	3.36

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 Avoca?

Interested in moving a business to downtown	3
Interested in opening a new business in downtown	11

7% of Survey Sample