

# Downtown Oskaloosa

Oskaloosa, Iowa

2018 Top Prospects Survey | Summary Results

Total Sample = 688



Q.1: Which of the following best describes you?		
Response	Count	Percentage
I am an Oskaloosa resident	502	73.0%
I am not an Oskaloosa resident, but I live within 20 miles of Oskaloosa	130	18.9%
I live more than 20 miles from Oskaloosa	56	8.1%
<b>TOTAL</b>	<b>688</b>	<b>100.0%</b>

Q.2: What is the name of the Downtown Oskaloosa business or place that you visit most frequently?   <i>Top 12 Shown</i>		
Response	Count	Percentage
Smokey Row	216	35.6%
Taso's	104	17.1%
Book Vault	29	4.8%
True Value Hardware	25	4.1%
Mi Ranchito	20	3.3%
Brickhouse Café	17	2.8%
Brown's Shoe Fit	17	2.8%
Mahaska Drug	12	2.0%
Fareway	10	1.6%
HyVee	10	1.6%
Midwest One Bank	8	1.3%
Pizza Ranch	6	1.0%

**Q.3: Which one of the following types of new or expanded businesses or attractions in Downtown Oskaloosa would you be most likely to frequent?**

- Brew Pub**  
*Small locally owned establishment that brews its own beer. The restaurant component would offer a selection of unique craft beers from a trained Brew master, as well as food.*
- Clothing Store**  
*Clothing and accessories options by age could include infant and children, men’s, young men’s and women’s, and women’s; or by style such as upscale, maternity wear, big and tall, professional, or athletic wear.*
- Drinking Establishment**  
*Product and service offerings could include; selection of craft beers, domestic beer, ciders, mixed drinks, locally brewed/distilled products, pool tables/darts, food selection, indoor/outdoor seating, and live entertainment.*
- Full-Service Restaurant**  
*A sit-down dining experience to expand or add to the options already available in the downtown area. This could include a restaurant offering a casual family-oriented atmosphere or a more upscale setting. Menu selections might include local favorites or ethnic specialties.*
- Furniture and Home Furnishings Store**  
*Product and service offerings could include new furniture (including sofas, chairs, kitchen sets, etc.), bedroom sets and mattresses, various lines of home furnishings and décor, delivery services, and DIY classes and supplies.*
- Specialty Foods Market**  
*Product and service offerings could include a variety of healthy/organic food choices; a food co-op structure; locally grown/sourced food and produce; artisan products such as breads, fruit, meats and cheeses; a full-service bakery; wine and spirits; grocery online ordering/delivery/pick up options; prepared foods (e.g. rotisserie chicken); deli selections.*
- Sporting Goods Store**  
*Product and service offerings could include apparel and equipment for school sports and recreational sports equipment and gear. Examples include: hunting & fishing; bicycling; team and individual sports/athletics; boating; bowling; running; hiking; golf; disc golf; physical fitness; skiing and snowboarding; and sports apparel and footwear.*

<b>Q.3: Which one of the following types of new or expanded businesses or attractions in Downtown Oskaloosa would you be most likely to frequent?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Clothing Store [TAB 3-A]	198	31.8%
Full-Service Restaurant [TAB 3-B]	149	23.9%
Brew Pub [TAB 3-C]	91	14.6%
Specialty Foods Market [TAB 3-D]	53	8.5%
Drinking Establishment [TAB 3-E]	51	8.2%
Sporting Goods Store [TAB 3-F]	40	6.4%
Other*	29	4.7%
Furniture and Home Furnishing Store [TAB 3-G]	12	1.9%
<b>TOTAL</b>	<b>623</b>	<b>100.0%</b>
* <b>Other Responses (Categorized):</b> Food Services and Drinking Places (9); Sporting Goods, Hobby, Book and Music Stores (6); Offices and Services (3); Recreation and Entertainment (2); Electronic & Appliances Stores (1); Food & Beverage Stores (1); General Merchandise Stores (1); Miscellaneous Store Retailers (1); Retail - General/Uncategorized (1); and Other/Uncategorized/Null (5). See ATT-2 for detail.		

**3-A: Which of the following Clothing Store product lines, services or features are most important or appealing to you? Select up to three (3)**

Response	Count	Percentage
Women's Casual	135	70.7%
Men's Casual	62	32.5%
Infants and Children's	54	28.3%
Women's Upscale Dress and Professional	54	28.3%
Men's & Women's Athletic Wear	36	18.8%
Women's Plus Size	34	17.8%
Young Women's and Teens	32	16.8%
Children & Teens Athletic Wear	30	15.7%
Men's Big & Tall	18	9.4%
Young Men's and Teens	15	7.9%
Consignment	13	6.8%
Men's Upscale Dress and Professional	12	6.3%
Other*	8	4.2%
Men's Formalwear Retail and Rental	2	1.0%
Maternity Wear	1	0.5%
Women's Bridal and Formal	0	0.0%

191 Answered Question (#1 of 7)

\* **Other Responses:** "business casual" but including suits; All the above because it hits all areas of our needs; All! Men, Women, Children. Great Quality Clothing; Alternative Clothing or Professional Clothing; Department; Full line store. Whole family; JCPenny; Khols. Gordmans. Old navy

**3-B: Which of the following Full-Service Restaurant product lines, services or features are most important or appealing to you? Select up to three (3)**

Response	Count	Percentage
Casual, family-friendly atmosphere	61	42.1%
Sports bar/grill	55	37.9%
Steakhouse specialties	41	28.3%
Classic American/Diner cuisine	39	26.9%
Outdoor seating and service	38	26.2%
Alcoholic beverages available	32	22.1%
Italian cuisine	31	21.4%
Upscale adult-focused atmosphere	25	17.2%
Sushi and seafood specialties	18	12.4%
Farm-to-table specialties	17	11.7%
Pizza	12	8.3%
Other*	8	5.5%
Mediterranean cuisine	7	4.8%
Special diet options (ex. gluten-free)	6	4.1%
Mexican cuisine	2	1.4%
Asian cuisine	0	0.0%

145 Answered Question (#2 of 6)

\* **Other Responses:** a & w; Affordable; Basically On the Green but downtown!; Breakfast options; Good wine selection; Mongolian; SIMPLE. See 5 Guys as an example; Wings.

3-C: Which of the following <b>Brew Pub</b> product lines, services or features are most important or appealing to you? <i>Select up to three (3)</i>		
Response	Count	Percentage
Selection of pub food	55	62.5%
Outdoor seating	35	39.8%
Selection of unique craft beers	32	36.4%
Open for lunch	30	34.1%
Beer sampling and tasting events	27	30.7%
Locally-owned establishment	25	28.4%
Regular live music	23	26.1%
Food specials	16	18.2%
Other*	6	6.8%
Opportunity to meet and learn from the Brewmaster	5	5.7%
<i>88 Answered Question (#3 of 7)</i>		
* <b>Other Responses:</b> <i>vents that would bring people together; Like Albia brewing co; Maybe specialty meats cheese beef sticks jerky...etc; Open after work, clean, professional atmosphere, no food necessary; Open for dinner; Specialize in chicken wings.</i>		

3-D: Which of the following <b>Specialty Foods Market</b> product lines, services or features are most important or appealing to you? <i>Select up to three (3)</i>		
Response	Count	Percentage
Locally-sourced foods and produce	31	73.8%
Artisan foods (ex: breads, fruit, meats, cheeses, etc.)	28	66.7%
Health foods	18	42.9%
Bulk food/dry goods	12	28.6%
Bakery	11	26.2%
Co-op	10	23.8%
Deli selections	9	21.4%
Prepared foods (ex: rotisserie chicken, BBQ, etc.)	6	14.3%
Seafood	5	11.9%
Other*	4	9.5%
Wine and spirits	3	7.1%
Delivery and pick-up options	1	2.4%
<i>52 Answered Question (#4 of 7)</i>		
* <b>Other Responses:</b> <i>Certified Gluten Free; good, fresh produce; Low carb options; NO processed meats. Preservative free foods, dairy free, soy free, nut free products.</i>		

**3-E: Which of the following **Drinking Establishment** product lines, services or features are most important or appealing to you?**  
*Select up to three (3)*

Response	Count	Percentage
Indoor/outdoor seating	34	68.0%
Food selection	32	64.0%
Live entertainment	21	42.0%
Mixed drinks	19	38.0%
Pool tables/darts	9	18.0%
Selection of craft beers	8	16.0%
Domestic beer	6	12.0%
Ciders	3	6.0%
Other*	3	6.0%
Locally brewed/distilled products	1	2.0%

50 Answered Question (#5 of 7)

\* **Other Response:** *Decor/architecture; outdoor patio and place to watch a game; Wine Selection.*

**3-F: Which of the following **Sporting Goods Store** product lines, services or features are most important or appealing to you?**  
*Select up to three (3)*

Response	Count	Percentage
School sports apparel and equipment	25	65.8%
Hunting & fishing gear and apparel	16	42.1%
Team sports apparel and equipment	15	39.5%
Running apparel, footwear and accessories	10	26.3%
Physical fitness/training equipment, apparel & accessories	9	23.7%
Canoeing/Kayaking equipment, supplies, and accessories	8	21.1%
Hiking apparel, footwear and accessories	6	15.8%
Golf equipment, apparel and accessories	5	13.2%
Bicycle repair and maintenance services	4	10.5%
Boating equipment, supplies and accessories	4	10.5%
Bicycles and bicycling apparel and accessories	3	7.9%
Disc golf equipment, apparel and accessories	2	5.3%
Other*	1	2.6%
Bowling equipment, apparel and accessories	0	0.0%
Skiing/snowboarding equipment, apparel & accessories	0	0.0%

38 Answered Question (#6 of 7)

\* **Other Responses:** *Camping.*

3-G: Which of the following Furniture and Home Furnishings Store product lines, services or features are most important or appealing to you? <i>Select up to three (3)</i>		
Response	Count	Percentage
Room accents	7	58.3%
DIY home décor classes and supplies	6	50.0%
Home furniture - New	4	33.3%
Area rugs and runners	3	25.0%
Decorative and throw pillows	3	25.0%
Mirrors and wall hangings	3	25.0%
Beds and mattresses	2	16.7%
Delivery/Move-in services	1	8.3%
Lamps and light fixtures	1	8.3%
Bedding	0	0.0%
Other*	0	0.0%
Window treatments and coverings	0	0.0%
<i>12 Answered Question (#7 of 7)</i>		
* Other Responses:		

4: How likely would you be to frequent and do business with the following types of new or expanded businesses or attractions in Downtown Oskaloosa?		
Response	Q3 Rank	Rating Avg.*
Full-Service Restaurant	2	4.41
Clothing Store	1	3.95
Specialty Foods Market	4	3.54
Sporting Goods Store	6	3.36
Brew Pub	3	3.22
Drinking Establishment	5	3.11
Furniture and Home Furnishings Store	7	2.95

\* Weighted rating scale from 1 (Definitely Would Not) to 5 (Definitely Would); See TAB-4 for Detail

TAB-4. How likely would you be to frequent and do business with the following types of new or expanded businesses or attractions in Downtown Oskaloosa?						
Business Type – Count >> Rating*	1	2	3	4	5	Rating Average**
Full-Service Restaurant	1.4%	1.0%	7.6%	35.0%	55.1%	4.41
Clothing Store	3.9%	6.6%	19.4%	31.3%	38.9%	3.95
Specialty Foods Market	5.4%	13.8%	25.4%	32.3%	23.1%	3.54
Sporting Goods Store	5.4%	20.4%	26.1%	29.6%	18.5%	3.36
Brew Pub	17.3%	17.3%	17.3%	22.2%	25.8%	3.22
Drinking Establishment	16.3%	18.9%	23.1%	20.5%	21.2%	3.11
Furniture and Home Furnishings Store	8.3%	25.1%	36.0%	24.2%	6.4%	2.95

** Response – Weighted Rating Scale >>	Converted
Definitely would not	1
Probably would not	2
Might or might not	3
Probably would	4
Definitely would	5

**Survey Demographics\***

\* See ATT-1 for breakdown by business type selected in Q3

<b>Q.5: What is your gender?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Female	432	73.1%
Male	159	26.9%
<b>TOTAL</b>	<b>591</b>	<b>100.0%</b>

<b>Q.6: Which category below includes your age?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
19 or younger	8	1.4%
20 to 24	37	6.3%
25 to 34	138	23.4%
35 to 44	116	19.6%
45 to 54	113	19.1%
55 to 64	118	20.0%
65 to 74	49	8.3%
75 or older	12	2.0%
<b>TOTAL</b>	<b>591</b>	<b>100.0%</b>

<b>Q.7: Which category below includes your estimated total gross annual household income? (For all earners in the household, before taxes and deductions)</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Less than \$15,000	14	2.4%
\$15,000 to \$24,999	9	1.5%
\$25,000 to \$34,999	37	6.3%
\$35,000 to \$49,999	60	10.2%
\$50,000 to \$74,999	133	22.5%
\$75,000 to \$99,999	119	20.1%
\$100,000 to \$149,999	145	24.5%
\$150,000 to \$199,999	40	6.8%
\$200,000 and greater	34	5.8%
<b>TOTAL</b>	<b>591</b>	<b>100.0%</b>



**ATT-1: Survey Demographics Breakdown by Business Type Selected in Q3**

Business Type	Column	Sample
Brew Pub	A	91
Clothing Store	B	198
Drinking Establishment	C	51
Full-Service Restaurant	D	149
Furniture and Home Furnishings Store	E	12
Specialty Foods Market	F	53
Sporting Goods Store	G	40

Q.1: Which of the following best describes you								
Response	Overall	A	B	C	D	E	F	G
I am an Oskaloosa resident	73.0%	79.1%	68.7%	78.4%	83.2%	58.3%	66.0%	67.5%
I am not a resident, but I live within 20 miles	18.9%	14.3%	23.2%	9.8%	12.8%	25.0%	26.4%	22.5%
I live more than 20 miles from Oskaloosa	8.1%	6.6%	8.1%	11.8%	4.0%	16.7%	7.6%	10.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.7: What is your gender?								
Response	Overall	A	B	C	D	E	F	G
Female	73.1%	62.1%	86.7%	68.0%	66.9%	91.7%	86.3%	40.5%
Male	26.9%	37.9%	13.3%	32.0%	33.1%	8.3%	13.7%	59.5%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.8: Which category below includes your age?								
Response	Overall	A	B	C	D	E	F	G
19 or younger	1.4%	1.2%	1.1%	2.0%	0.7%	0.0%	0.0%	8.1%
20 to 24	6.3%	6.9%	2.7%	20.0%	6.3%	0.0%	7.8%	8.1%
25 to 34	23.4%	34.5%	13.8%	26.0%	27.5%	16.7%	23.5%	24.3%
35 to 44	19.6%	26.4%	18.1%	12.0%	21.1%	16.7%	19.6%	24.3%
45 to 54	19.1%	14.9%	17.6%	20.0%	17.6%	25.0%	19.6%	29.7%
55 to 64	20.0%	12.6%	27.7%	18.0%	16.9%	33.3%	21.6%	5.4%
65 to 74	8.3%	3.5%	14.9%	2.0%	7.8%	8.3%	5.9%	0.0%
75 or older	2.0%	0.0%	4.3%	0.0%	2.1%	0.0%	2.0%	0.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**ATT-1: Survey Demographics Breakdown by Business Type Selected in Q3**

Business Type	Column	Sample
Brew Pub	A	91
Clothing Store	B	198
Drinking Establishment	C	51
Full-Service Restaurant	D	149
Furniture and Home Furnishings Store	E	12
Specialty Foods Market	F	53
Sporting Goods Store	G	40

**Q.9: Which category below includes your estimated total gross annual household income? (For all earners in the household, before taxes and deductions)**

Response	Overall	A	B	C	D	E	F	G
Less than \$15,000	2.4%	2.3%	1.6%	6.0%	2.8%	0.0%	2.0%	2.7%
\$15,000 to \$24,999	1.5%	1.2%	1.1%	4.0%	1.4%	0.0%	3.9%	0.0%
\$25,000 to \$34,999	6.3%	2.3%	7.5%	8.0%	4.2%	8.3%	13.7%	5.4%
\$35,000 to \$49,999	10.2%	9.2%	10.1%	14.0%	10.6%	8.3%	11.8%	2.7%
\$50,000 to \$74,999	22.5%	18.4%	25.0%	16.0%	19.7%	25.0%	23.5%	24.3%
\$75,000 to \$99,999	20.1%	21.8%	20.2%	12.0%	24.7%	33.3%	9.8%	24.3%
\$100,000 to \$149,999	24.5%	27.6%	25.5%	28.0%	22.5%	8.3%	23.5%	29.7%
\$150,000 to \$199,999	6.8%	4.6%	5.9%	8.0%	6.3%	8.3%	7.8%	8.1%
\$200,000 and greater	5.8%	12.6%	3.2%	4.0%	7.8%	8.3%	3.9%	2.7%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**ATT-2(a): Categorized listing of “Other” business types identified in Q3**

Code	Business Types/Attractions - Category/Subcategory	Count	Percent
10	- Retail - General/Uncategorized	1	3.4%
--	- Electronic & Appliance Stores	1	3.4%
16	>> Electronics Stores	1	3.4%
--	- Food & Beverage Stores	1	3.4%
24	>> Other Specialty Food Stores	1	3.4%
--	- Sporting Goods, Hobby, Book, and Music Stores	6	20.7%
41	>> Hobby, Toy and Game Stores	2	6.9%
42	>> Arts, Crafts, Sewing & Needlework	3	10.3%
44	>> Books, Periodicals and Music	1	3.4%
--	- General Merchandise Stores	1	3.4%
47	>> Discount Department Stores	1	3.4%
--	- Miscellaneous Store Retailers	1	3.4%
58	>> Other Miscellaneous/Specialty Retail	1	3.4%
--	- Food Services & Drinking Places	9	31.0%
60	>> Restaurants - General/Uncategorized	1	3.4%
68	>> Breweries, Brew Pubs and Pubs	2	6.9%
71	>> Desserts and Sweets	1	3.4%
78	>> Drinking Places - Alcoholic Beverages	5	17.2%
--	- Recreation and Entertainment	2	6.9%
80	>> Amusements and Arcades	1	3.4%
87	>> Music, Film and Performances	1	3.4%
--	- Offices and Services	2	6.9%
97	>> Parking Lots and Garages	2	6.9%
99	- Other/Uncategorized/Null	5	17.2%
	<b>Total</b>	<b>29</b>	<b>100.0%</b>

**ATT-2(b): Verbatim responses for “Other” business types identified in Q3**

Q3: Which one of the following types of new or expanded businesses or attractions in Downtown Oskaloosa would you be most likely to frequent? (Please select your top choice from the following list)   Answer = "Other" > List up to three products, services or features				
Category	Other (please specify)	Product/Feature #1	Product/Feature #2	Product/Feature #3
10	Any store with products to purchase			
16	A technology business similar to the Apple Store with a few “geniuses” to offer top service, techno gizmos and even make house calls.	IT services for all devices	A wide variety of Technology - including home security	Consulting and home repair
24	Donut Bagel shop	Donuts	Bagels	Coffee
41	Hobby store	mens clothing		
41	Hobby store, Card Games, Board Games, Comics, etc.	Board Games (Ticket to ride, Catan, Power Grid, Etc.)	Comic Books/ RPG books (DND, Pathfinder)	Trading Card Games
42	Craft Store	Craft supply store		
42	Crafting store	Yarn	Notions	Craft books
42	Sewing and craft supply store.	Quilting supplies	Other craft supplies	
44	Used Bookstore	large selection of quality used books	friendly, knowledgeable staff	consignment option
47	Target, Menards, large store with more selection than just Walmart	Menards/Lowes	Target	Hobby lobby
58	Handmade goods consignment store	Ability to consign handmade goods	Connection events with other crsfters	Include all natural food and self care products
60	Wine/Brew/Simple Food	Wine	Brew	Simple Food
68	Brew Pub that would be a sports bar, as well. Serves local craft beer, food, and tv's for local and national events.	Deli / Meat Locker	Clothing	Bar
68	Brew Pub/ Restaurant with live acts	Live acts (some local, some not)	Casual atmosphere	Kind staff
71	Baskin Robbins Ice Cream	Ice Cream Shop	Sit down restaurant that's open in evenings, not “fine” dining	A NICE bar or Pub
78	Drinking, restaurant	Clothing stores	Drinking establishment	Restaurant
78	Sports Bar	Hot wings and beer	Sandwiches	TVs
78	sports bar	Affordable Location...	Lots of Big Screen TVS	limited menu
78	Sports bar			
78	Sports Bar! A mix of both bar scene and restaurant.	Comfortable atmosphere	Great food & drinks	TV's with sporting events going, national & local
80	Children’s attraction	Indoor play space for children	Birthday party venue	Trampoline park
87	Movie Theater	Broad selection of movies		
97	More parking			
97	parking! there is never anywhere within 2 blocks or so to park.	parking arrangements		
99	Anything other than service	Gifts		
99	Businesses simply are not supported in Oskaloosa!	Support the few businesses that you have that are unique first.		
99	Just any little shop			
99	No booze places makes downtown trashy	Department store	Craft store	Appliance store
99	S			