

# Uptown Mount Vernon

Mount Vernon, Iowa

2017 Top Prospects Survey | Summary Results

Total Sample = 460



<b>Q.1: What is the name of your favorite business or place in Uptown Mount Vernon?   Top 15 Shown</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Fuel	64	14.3%
Lincoln Wine Bar	55	12.2%
Chameleon's	44	9.8%
Silver Spider	41	9.1%
Skillet Café	37	8.2%
Palisades Café	26	5.8%
Scorz Bar & Grill	18	4.0%
One Mission	16	3.6%
Right Frame of Mind	13	2.9%
Bauman's	12	2.7%
First Street Community Center	10	2.2%
Scarlett Boutique	10	2.2%
Big Creek Market/Emporium	9	2.0%
Angel's Nest	6	1.3%
Bijou Movie Theater	5	1.1%

<b>Q.2: What is the name of the Uptown Mount Vernon business or place that you visit most frequently?   Top 15 Shown</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Fuel	65	14.4%
Chameleon's	60	13.3%
Scorz Bar & Grill	41	9.1%
Skillet Café	35	7.8%
Care Pro Pharmacy	34	7.6%
Silver Spider	30	6.7%
Palisades Café	26	5.8%
Lincoln Wine Bar	24	5.3%
Big Creek Market/Emporium	12	2.7%
Mount Vernon Bank	10	2.2%
Bauman's	6	1.3%
First Street Community Center	6	1.3%
Right Frame of Mind	4	0.9%
Angel's Nest	3	0.7%
Bijou Movie Theater	3	0.7%

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

- Books, Gaming and Music Store**  
*Examples of category options include new or used books, comic books, gaming equipment and accessories, and musical instruments.*
- Furniture and Appliances Store**  
*Examples of category options include traditional furniture, outdoor furniture or mattress store lines, consignment or used inventories, and home furnishings and décor lines s.*
- Specialty Apparel and Accessories Store**  
*Examples of category options include new or consignment men’s, women’s, children’s and family clothing lines, shoes, jewelry and fashion accessories selections, and vintage apparel lines.*
- Specialty Foods**  
*Specialty foods concepts and examples include bakery and baked goods lines, wine and cheese shop selections, distillery or craft beer specialties, bulk foods, nostalgic candies, and other specialty foods and treats.*
- Specialty Restaurant**  
*Examples of new or expanded specialty restaurant concepts that might add to or enhance the existing mix of Mount Vernon-Lisbon area eateries include different ethnic specialties, fast food or soup & sandwich style Main Street eateries, and family-style takeout or farm-to-table restaurant options.*
- Sporting Goods Store**  
*Examples of sporting goods product lines and options include outdoors and water sports equipment and gear, bicycles and biking accessories, used sports equipment and gear, archery supplies, and pro sports team apparel.*

<b>Q.3: Which one of the following types of new or expanded businesses or attractions in Uptown Mount Vernon would you be most likely to frequent?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Books, Gaming and Music Store [TAB 3-A]	54	11.9%
Furniture and Appliances Store [TAB 3-B]	13	2.9%
Specialty Apparel and Accessories Store [TAB 3-C]	24	5.3%
Specialty Foods Store [TAB 3-D]	106	23.4%
Specialty Restaurant [TAB 3-E]	185	40.8%
Sporting Goods Store [TAB 3-F]	34	7.5%
Other (please specify) *	37	8.2%
<b>TOTAL</b>	<b>453</b>	<b>100.0%</b>
* Other Responses: See TAB-1		

<b>TAB-1</b>
<b>Q.3: Which of the following types of new or expanded businesses in Uptown Mount Vernon would you be most likely to frequent? Verbatim Listing of "Other" Responses</b>
- an ebay store. A place to bring my stuff to be sold on line or in a shop
- Appliance and appliance repair
- Appliance store only with repair services, not big box
- Bakery
- Bakery
- Ben Franklin
- Birkenstock Outlet
- Bookstore WITH coffee/tea, or a fresh bakery
- Brew pub
- brewery or winery
- business supplies
- card shops-board game type shops
- Consignment - not antiques
- Consignment shop - clothing, furniture, household, etc.
- Craft
- Family friendly restaurant
- Fast food chain (chipotle, McDonald's)
- Gift shops
- Hmm
- Home store with small decorating items and gifts
- I like the bookstore idea and a toy store would also be good. Or an old fashioned Five and Dime store would be great!
- I would love to have a coffee shop that was cozy and comfortable. Fuel is good, except there isn't a ton of seating, it's not very comfortable and it's hard to converse with others. I would also love to see a restaurant open at dinner that's bigger and a bit less expensive, similar to Big Grove Brewery in Solon.
- Loved when there was a jewelry story in town, especially for repairs
- Massage Therapy/Spa
- Micro Brewery
- More options for teenage boys wear, sweats, socks, t-shirts, etc. (school wear, not logo though)
- More restaurants
- music venue
- None of the above
- Quilt Shop
- Resale Store
- Something like a Goodwill, Salvation Army, or Treasure
- Something open past 10pm. We need to eat, and there is no where to eat in mount Vernon.
- Soup & Sandwich shop or Sporting goods
- Specialty Restaurant that has vegan options
- Variety store such as Lighthalls
- Variety store/Ben Franklin

3-A: Which of the following <b>Books, Gaming and Music Store</b> product lines, services or features are most important or appealing to you? <i>Select up to three (3)</i>		
Response	Count	Percentage
Used books	38	69.1%
New books	30	54.5%
Gaming equipment and accessories	20	36.4%
Comic books	17	30.9%
Retro LPs	12	21.8%
Musical instruments and accessories	10	18.2%
Other (please specify)	6	10.9%
Musical instruments repair	3	5.5%
Musical instruments rental	1	1.8%
<i>55 Answered Question</i>		
<i>* Other Responses: Collectible card games; Collectibles; Magic Cards; Music instrument repair/routine cleaning; Table top games; Used musical cd's.</i>		

3-B: Which of the following <b>Furniture and Appliances Store</b> product lines, services or features are most important or appealing to you? <i>Select up to three (3)</i>		
Response	Count	Percentage
Home decor	8	66.7%
Consignment or used furniture or appliances	5	41.7%
New furniture – bedroom, living room, dining room	3	25.0%
Outdoor/patio furniture	3	25.0%
Large appliances – washers, dryers, refrigerators	2	16.7%
Rugs	2	16.7%
Bedding, linens	1	8.3%
Mattresses	1	8.3%
Art, framing	0	0.0%
Other (please specify)	0	0.0%
<i>12 Answered Question</i>		

**3-C: Which of the following Specialty Apparel and Accessories Store product lines, services or features are most important or appealing to you?**  
*Select up to three (3)*

Response	Count	Percentage
Women’s clothing	14	58.3%
Children’s clothing	10	41.7%
Women’s shoes	9	37.5%
Fashion accessories	8	33.3%
Family/Children’s consignment clothing	6	25.0%
Jewelry	6	25.0%
Children’s toys	5	20.8%
Other (please specify)	4	16.7%
Vintage apparel and accessories	4	16.7%
Men’s clothing	1	4.2%
Men’s shoes	0	0.0%
<i>24 Answered Question</i>		
<i>* Other Response: Children's shoes; Healing attributes such as stones; Ice cream/frozen yogurt; Shoes in general for men and women.</i>		

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

Response	Count	Percentage
Bakery-fresh breads	69	65.1%
Bakery-fresh cakes and cookies	48	45.3%
Craft beers and wines	43	40.6%
Wines and cheeses	43	40.6%
Other (please specify)	19	17.9%
Donuts	14	13.2%
Distillery	12	11.3%
Pies	12	11.3%
Convenience Food/Grocery on Main Street	10	9.4%
Nostalgic candies	9	8.5%
Yogurt	8	7.5%
<i>106 Answered Question</i>		
<i>* Other Response: A specialty store that only mt vernon or lisbon would have. In my mind a fresh herbs store or something that would have wide draw from CR or IC along with online interest; All-natural/organic skincare; Bulk baking items, ie: baking yeast; Cheese; Custom meat products from local farmers; Delivery of meals, e.g., homemade soup; Ethnic foods; Gluten free; Hard to find / imported / ethnic foods; Health food/gluten free/spices; Healthy foods; Healthy, vegetarian; Health food store; Home-made dinners to go; Local produce, meats, bakery; Nostalgic ice cream shop and bakery-cakes and cookies; Organic selection; Something like Big Creek Market; Specialty fancy foods--lemon curd, jalapeno jelly, etc.</i>		

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

Response	Count	Percentage
Sandwich/salad/soup place on Main Street	60	32.6%
Farm-to-table menu	57	31.0%
Outdoor dining	48	26.1%
Sunday morning breakfast/brunch menu	47	25.5%
Thai cuisine	45	24.5%
Greek or Middle Eastern cuisine	40	21.7%
Italian cuisine	38	20.7%
Steakhouse	29	15.8%
Family-style takeout menu	23	12.5%
Late night food on certain days of the week	22	12.0%
Live music venue with food	22	12.0%
Taqueria	22	12.0%
Other (please specify)	17	9.2%
Upscale setting, menu and theme (full-service)	17	9.2%
Main Street Fast Food	13	7.1%
Banquet room for parties	6	3.3%

184 Answered Question

*\* Other Responses: Any Asian-influenced cuisine; Anything not pizza or bar food; Asian; Asian cuisine; Bagels; Bakery; Brewery; Chinese food; Decent Asian/Chinese restaurant; Family friendly; Had to pick other had so many checked... a music venue with out door seating, Italian food and steak with Sunday breakfast would be my ideal restaurant in town. We need it all!. Would love family take out and sandwiches for lunch. So glad Bias is coming, we needed BBQ too; Indian; Indian cuisine; Outdoor brew house; Outdoor dining, brewery, Sunday morning brunch w/ mimosas, taqueria, sandwich/salad/soup place, live music venue with food, thai cuisine; Really anything that is open on Sundays and past 6 in the evening; Vegetarian/vegan.*

**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
Sports equipment for teens and kids	16	45.7%
Pro sports gear and apparel (ex: MLB, NFL team apparel)	14	40.0%
Hunting, fishing, camping supplies	13	37.1%
Used sports equipment, such as Play It Again Sports	13	37.1%
Outdoor clothing	12	34.3%
Sports equipment for adult team sports	12	34.3%
Bicycles and biking accessories	10	28.6%
Kayaking, boating, swimming, skiing, and scuba diving	6	17.1%
Other (please specify)	1	2.9%
Archery supplies	0	0.0%

35 Answered Question

*\* Other Response: Running shoes, clothing and accessories.*

4: How likely would you be to frequent and do business with the following types of new or expanded businesses or attractions in Uptown Mount Vernon?		
Response		Rating Avg.*
Specialty Restaurant		4.32
Specialty Foods Store		3.87
Books, Gaming and Music Store		3.33
Specialty Apparel and Accessories Store		3.30
Sporting Goods Store		3.09
Furniture and Appliances Store		2.78
* 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 Uptown Mount Vernon?						
Business Type – Count >> Rating*	1	2	3	4	5	Rating Average**
Specialty Restaurant	6	10	44	164	225	4.32
Specialty Foods Store	14	36	92	158	149	3.87
Books, Gaming and Music Store	39	77	114	137	82	3.33
Specialty Apparel and Accessories Store	20	74	159	142	54	3.30
Sporting Goods Store	56	89	122	122	60	3.09
Furniture and Appliances Store	54	128	152	95	20	2.78

** 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 Q5

<b>Q.5: What is your gender?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Female	304	67.9%
Male	144	32.1%
<b>TOTAL</b>	<b>448</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	17	3.8%
20 to 24	54	12.1%
25 to 34	55	12.3%
35 to 44	92	20.5%
45 to 54	101	22.5%
55 to 64	77	17.2%
65 to 74	42	9.4%
75 or older	10	2.2%
<b>TOTAL</b>	<b>448</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	32	7.1%
\$15,000 to \$24,999	12	2.7%
\$25,000 to \$34,999	23	5.1%
\$35,000 to \$49,999	38	8.5%
\$50,000 to \$74,999	78	17.4%
\$75,000 to \$99,999	91	20.3%
\$100,000 to \$149,999	113	25.2%
\$150,000 to \$199,999	37	8.3%
\$200,000 and greater	24	5.4%
<b>TOTAL</b>	<b>448</b>	<b>100.0%</b>



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

Business Type	Column	Sample
Books, Gaming and Music Store	A	54
Furniture and Appliances Store	B	13
Specialty Apparel and Accessories Store	C	24
Specialty Foods Store	D	106
Specialty Restaurant	E	185
Sporting Goods Store	F	34

Q.7: What is your gender?									
Response	Overall	A	B	C	D	E	F		
Female	67.9%	53.7%	83.3%	95.8%	68.9%	70.5%	46.9%		
Male	32.1%	46.3%	16.7%	4.2%	31.1%	29.5%	53.1%		
<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>		

Q.8: Which category below includes your age?									
Response	Overall	A	B	C	D	E	F		
19 or younger	3.8%	11.1%	0.0%	0.0%	1.9%	2.2%	12.5%		
20 to 24	12.1%	25.9%	8.3%	0.0%	8.5%	13.7%	3.1%		
25 to 34	12.3%	18.5%	16.7%	8.3%	12.3%	10.9%	15.6%		
35 to 44	20.5%	14.8%	33.3%	29.2%	15.1%	23.5%	28.1%		
45 to 54	22.5%	18.5%	0.0%	20.8%	25.5%	25.1%	21.9%		
55 to 64	17.2%	7.4%	33.3%	25.0%	21.7%	15.3%	9.4%		
65 to 74	9.4%	1.9%	0.0%	8.3%	13.2%	8.2%	9.4%		
75 or older	2.2%	1.9%	8.3%	8.3%	1.9%	1.1%	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>		

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		
Less than \$15,000	7.1%	20.4%	0.0%	0.0%	3.8%	4.4%	12.5%		
\$15,000 to \$24,999	2.7%	1.9%	8.3%	8.3%	3.8%	1.1%	0.0%		
\$25,000 to \$34,999	5.1%	11.1%	8.3%	0.0%	5.7%	4.9%	3.1%		
\$35,000 to \$49,999	8.5%	13.0%	8.3%	4.2%	6.6%	9.3%	0.0%		
\$50,000 to \$74,999	17.4%	11.1%	50.0%	8.3%	20.8%	16.9%	12.5%		
\$75,000 to \$99,999	20.3%	25.9%	16.7%	33.3%	19.8%	17.5%	31.3%		
\$100,000 to \$149,999	25.2%	13.0%	8.3%	16.7%	26.4%	30.6%	31.3%		
\$150,000 to \$199,999	8.3%	1.9%	0.0%	16.7%	8.5%	8.7%	3.1%		
\$200,000 and greater	5.4%	1.9%	0.0%	12.5%	4.7%	6.6%	6.3%		
<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>		