

At-a-Glance

2021 TOP PROSPECTS SURVEY RESULTS

518

Survey Sample

Ottumwa resident	71.6%
Live within 10 miles of Ottumwa	14.7%
Live within 10 to 20 miles of Ottumwa	6.4%
Live 20+ miles from Ottumwa	7.3%

66%

Female

33%

Work Downtown

Traffic Generators

Businesses and Places Visited Most Often

1. El Rancho Grande	10.1%
2. Top Hat Coffee	8.9%
3. Appanoose Rapids	7.6%
4. Tequila Grill	7.4%
5. Polar Xpress	4.6%

59%

Described recent trends in the
Downtown Ottumwa as,
"Improving or making progress."

TRENDS

Describe recent trends in Downtown:

Improving or making progress	58.6%
Steady or holding its own	23.7%
Declining or losing ground	17.7%

Opportunities Ahead | Eating & Drinking Places

Top prospects for expansion and recruitment as selected by more than 500 respondents to the Downtown Ottumwa Top Prospects Survey.

Entertainment Ctr	Restaurant	Pizzeria	Deli/Sandwiches	Breakfast/Brunch	Bakery
Top Pick: 28.5%	Top Pick: 22.4%	Top Pick: 14.8%	Top Pick: 11.2%	Top Pick: 8.3%	Top Pick: 5.9%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Axe throwing	Full-service at table	Fresh toppings/specialty	Fresh salads/sandwiches	Scrambles and skilletts	Fresh bread and bagels
Trampoline course	Dinner menu	Brick oven	Grab-and-go items	Griddle selections	Donuts, pastries, scones
Climbing wall	Healthy menu options	Wood-fired pizza	Daily lunch specials	Homemade soups	Coffeehouse beverages
Adult-only hours	Patio or sidewalk dining	Fresh-made salads	Homemade soups	Omelets and frittatas	Cupcakes
Space for parties/events	Lunch menu	Pasta dishes	Prepared sides	Pastries, bagels, muffins	Outdoor seating
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 63%	25 to 44: 33%	25 to 44: 42%	25 to 44: 56%	25 to 44: 40%	25 to 44: 36%
45 to 64: 23%	45 to 64: 44%	45 to 64: 38%	45 to 64: 33%	45 to 64: 33%	45 to 64: 29%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 45%	\$50K to \$100K: 43%	\$50K to \$100K: 44%	\$50K to \$100K: 28%	\$50K to \$100K: 46%	\$50K to \$100K: 46%
\$100K to \$150K: 18%	\$100K to \$150K: 25%	\$100K to \$150K: 25%	\$100K to \$150K: 35%	\$100K to \$150K: 11%	\$100K to \$150K: 18%
\$150K+: 13%	\$150K+: 21%	\$150K+: 15%	\$150K+: 22%	\$150K+: 14%	\$150K+: 11%

Opportunities Ahead | Retail Establishments

Top prospects for expansion and recruitment as selected by more than 500 respondents to the Downtown Ottumwa Top Prospects Survey.

Clothing Store	Outdoor Rec/Sports	Home & Garden	Pet Supplies	Spa	Quick Shop/Bodega
Top Pick: 34.2%	Top Pick: 15.0%	Top Pick: 13.8%	Top Pick: 9.6%	Top Pick: 11.9%	Top Pick: 9.2%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Women's casual	Hunting and fishing gear	Home decor	Specialty foods & treats	Massages	Staple grocery/HH items
Men's casual	Running/Hiking gear	Garden decor	Toys	Facials	Prepackaged foods
Women's dress/business	Camping gear	House plants	Daycare	Manicures and pedicures	Prepackages snacks
Infant's and children's	Canoe/Kayak rentals	Made in Ottumwa/IA	Self-grooming stations	Waxing	Grab-n-go bakery items
Athletic wear	Fitness/Training gear	Vintage/Repurposed	Boarding	Mud & seaweed wraps	Fresh coffee to go
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 42%	25 to 44: 66%	25 to 44: 31%	25 to 44: 47%	25 to 44: 56%	25 to 44: 39%
45 to 64: 33%	45 to 64: 24%	45 to 64: 36%	45 to 64: 42%	45 to 64: 28%	45 to 64: 45%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 53%	\$50K to \$100K: 32%	\$50K to \$100K: 36%	\$50K to \$100K: 36%	\$50K to \$100K: 30%	\$50K to \$100K: 48%
\$100K to \$150K: 19%	\$100K to \$150K: 24%	\$100K to \$150K: 27%	\$100K to \$150K: 20%	\$100K to \$150K: 23%	\$100K to \$150K: 18%
\$150K+: 14%	\$150K+: 24%	\$150K+: 14%	\$150K+: 18%	\$150K+: 21%	\$150K+: 14%

Potential Market Traction



Question: How likely would you be to visit the following types of expanding or new Downtown Ottumwa businesses on a consistent basis?

Eating and Drinking Places	Weight	Retail Establishments	Weight
1. Full Service/Fast Casual Restaurant	4.097	1. Clothing and Accessories Store	3.829
2. Deli/Sandwich Shop	3.745	2. Home & Garden Boutique	3.499
3. Breakfast/Brunch Restaurant	3.739	3. Outdoor Rec, Sports, Fitness	3.391
4. Bakery	3.640	4. Quick Shop or Corner Bodega	3.273
5. Indoor Entertainment Center	3.556	5. Pet Supplies Store	3.264
6. Pizzeria	3.290	6. Spa	3.116

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



Prospects

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

39

Potential Prospects

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

Interested in moving a business to downtown	10
Interested in opening a new business in downtown	29

8.3% of Responding Survey Sample