Downtown Waverly

Waverly, Iowa

2016 Top Prospects Survey | Summary Results

Q.1: What is the name of your favorite business currently located in Downtown Waverly?		
Response	**Count**	**Percentage**
Root	68	12.2%
Crawdaddy's	62	11.2%
Love and Lace	60	10.8%
East Bremer Diner	53	9.5%
Wild Carrot	37	6.7%
Thompson Shoes	31	5.6%
Renewed Purpose	29	5.2%
Palace Theatre	25	4.5%
Tenenbaum's Jewelry	18	3.2%
Asian Garden	14	2.5%
Bella Nails & Boutique	14	2.5%
Water Street Grill	14	2.5%
Pour House	12	2.2%
Wooden Foot Saloon	11	2.0%
BE Mick's	10	1.8%
Jim's Sport Shop	8	1.4%
Happily Hair After	7	1.3%
Mane Street Hair	6	1.1%
Multiple Entries	12	2.2%
Other	62	11.2%
Uncategorized/Null	3	0.5%
TOTAL	**556**	**100.0%**

Q.2: What is the name of the business currently located in Downtown Waverly that you visit most frequently?		
Response	**Count**	**Percentage**
East Bremer Diner	88	15.9%
Renewed Purpose	54	9.8%
Root	43	7.8%
Thompson Shoes	31	5.6%
Love and Lace	30	5.4%
Crawdaddy's	29	5.3%
Asian Garden	27	4.9%
Wild Carrot	26	4.7%
Palace Theatre	25	4.5%
Pour House	20	3.6%
Wooden Foot Saloon	16	2.9%
Bella Nails & Boutique	15	2.7%
BE Mick's	10	1.8%
Mane Street Hair	9	1.6%
Sub City	9	1.6%
Fareway	8	1.4%
Happily Hair After	8	1.4%
First National Bank	7	1.3%
Multiple Entries	19	3.4%
Other	74	13.4%
Uncategorized/Null	4	0.7%
TOTAL	**552**	**100.0%**

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

☐ **Bike & Skate Shop**
Product and service offerings could include a complete line of bicycles, bicycling apparel and accessories, along with repair services and complementary offerings, such as skateboards and inline skates.

☐ **Clothing and Accessories Store**
Clothing and accessories options by age could include infant and children, men's, young men and women's, and women's; or by style such as upscale, maternity wear, big and tall, professional, or athletic wear.

☐ **Coffee Shop/Bakery**
Product and service offerings could include traditional coffeehouse and bakery selections, including pastries, donuts desserts and made-to-order cakes, along with limited breakfast and lunch menu selections for eat-in or carry-out convenience.

☐ **Full-Service Restaurant**
A sit-down dining experience to expand or add to the options already available in Waverly. 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.

☐ **Home Goods Store**
Providing consumers goods for their home from furniture, electronics, appliances, home décor and linens for every room, and gadgets and essentials for the kitchen.

☐ **Specialty Foods Store**
Product and service offerings could include: bulk foods, health foods including vegan and organic, coffee shop, full-service bakery, or specialized bakery offering cakes, cupcakes, or bagels.

☐ **Variety Store**
Product and service offerings might resemble an old 5 & Dime store's inventory with and specialty departments including craft & art supplies, gifts & novelty items, toys and games, and books and periodicals.

☐ **Vintage Store**
Product and service offerings could include antiques; repurposed and upcycled or custom furniture, home furnishings and décor; vintage gifts, home & garden décor, collectibles, artwork and toys; and how-to demos, workshops and classes.

☐ **Other**

Q.3: Which of the following types of new or expanded businesses in Downtown Waverly would you be most likely to frequent?		
Response	**Count**	**Percentage**
Bike & Skate Shop [TAB 3-A]	25	4.4%
Clothing and Accessories Store [TAB 3-B]	87	15.2%
Coffee Shop/Bakery [TAB 3-C]	147	25.7%
Full-Service Restaurant [TAB 3-D]	85	14.9%
Home Goods Store [TAB 3-E]	29	5.1%
Specialty Foods Store [TAB 3-F]	83	14.5%
Variety Store [TAB 3-G]	51	8.9%
Vintage Store [TAB 3-H]	39	6.8%
Other (please specify) [ATT-1]	25	4.4%
TOTAL	**571**	**100.0%**

3-A: Which of the following <u>Bike & Skate Shop</u> product lines, services or features are most important or appealing to you?
Select up to three (3)

Response	Count	Percentage
Bike repair services	20	90.9%
Bicycling club activities and events	12	54.5%
Adult bicycles	9	40.9%
Bike parts and accessories	8	36.4%
Bicycling apparel	6	27.3%
Bike Rentals	5	22.7%
Children's bicycles	1	4.5%
Other (please specify) *	1	4.5%
Skate sharpening & repair services	1	4.5%
Skateboards and longboards	1	4.5%
Ice skates	0	0.0%
Roller skates and inline skates	0	0.0%
Skateboarding apparel & accessories	0	0.0%
22 Answered Question		

∗ **Other Responses:** *Bike share with Waterloo and Cedar Falls.*

3-B: Which of the following <u>Clothing and Accessories Store</u> product lines, services or features are most important or appealing to you?
Select up to three (3)

Response	Count	Percentage
Women's Casual	61	70.9%
Upscale Women's Dress & Professional	35	40.7%
Infants and Children's	22	25.6%
Athletic Wear	20	23.3%
Men's Casual	20	23.3%
Young Men's & Women's	20	23.3%
Upscale Men's Dress & Professional	14	16.3%
Women's Plus Size	8	9.3%
Men's Big & Tall	7	8.1%
Other (please specify) *	3	3.5%
Maternity Wear	2	2.3%
86 Answered Question		

∗ **Other Response:** *I miss Jo Marcos; Open in evenings so accessible to working women; Something like JoMarco - cool and affordable boutique.*

3-C: Which of the following <u>Coffee Shop/Bakery</u> product lines, services or features are most important or appealing to you?
Select up to three (3)

Response	Count	Percentage
Coffeehouse selections (brewed coffees, lattes, etc.)	87	60.0%
Donuts	60	41.4%
Soup & sandwich lunch menu	60	41.4%
Pastries	55	37.9%
Breakfast sandwiches	36	24.8%
Cupcakes	23	15.9%
Paninis	16	11.0%
Homemade pies	15	10.3%
Made-to-order cakes	15	10.3%
Other (please specify) *	9	6.2%
Frozen drinks	8	5.5%
Tea	7	4.8%
Ice cream	6	4.1%
Seasonal drinks	6	4.1%
Homemade candies	4	2.8%

145 Answered Question

* **Other Responses:** *Bagels; Being open past 5pm - Duos closes too early for a college town; Breads (3); Breads and buns; Buns like the WHB used to have; Different types of bread; Fairtrade is a MUST.*

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

Response	Count	Percentage
Casual, family-friendly atmosphere	42	50.0%
Steak and seafood specialties	28	33.3%
Alcoholic beverages available	22	26.2%
Breakfast diner specialties	22	26.2%
Pasta specialties	18	21.4%
Upscale adult-focused atmosphere	18	21.4%
Soup & sandwich lunch specials	15	17.9%
Diner-style eatery open 24-hours per day	14	16.7%
Chain or franchise restaurant	8	9.5%
Tai Cuisine	8	9.5%
Other (please specify) *	7	8.3%
Buffet/Salad bar	5	6.0%
Mediterranean cuisine	5	6.0%
Blue plate special lunch selections	3	3.6%
Pho Cuisine	3	3.6%
Vegetarian and vegan specialties	3	3.6%

84 Answered Question

* **Other Responses:** *A nice Italian restaurant would make waverly; any ethnic choice (Thai, Indian, sushi); BBQ; Budget-Friendly; Not a franchise; Public house style, quiet and lowkey; Sushi would be great! Waverly needs more restaurants. Freddie's would be awesome.*

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

Response	Count	Percentage
Home décor and linens	18	62.1%
Seasonal crafts and home decor	12	41.4%
Kitchenware, gadgets and cooking supplies	10	34.5%
Canvases/wall decor	9	31.0%
Furniture	9	31.0%
DIY home decorating classes	6	20.7%
Electronics	6	20.7%
Large appliances	3	10.3%
In-home interior decorating consultations	2	6.9%
Small kitchen appliances	2	6.9%
Large appliance repair	1	3.4%
Other (please specify) *	1	3.4%
Small appliance repair	1	3.4%
29 Answered Question		
* **Other Responses:** A Variety of Home Goods.*		

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

Response	Count	Percentage
Locally-sourced produce, meats and dairy	48	59.3%
Health foods including vegan/organic	35	43.2%
Fresh-made sandwiches, salads & desserts	29	35.8%
Craft beer and wine selections	25	30.9%
Bakery selections	23	28.4%
Spices, cooking mixes and oils	20	24.7%
Bulk foods	18	22.2%
Cooking classes and demonstrations	10	12.3%
In-store seating	8	9.9%
Deli selections	7	8.6%
Other (please specify)	6	7.4%
Home brewing supplies	3	3.7%
81 Answered Question		
* **Other Responses:** Coffee roaster/Loose leaf tea with quiet and cozy seating; gluten and dairy free; Kitchen essentials; Organic; Sack lunch; Vegetarian options.*		

3-G: Which of the following <u>Variety Store</u> product lines, services or features are most important or appealing to you?
Select up to three (3)

Response	Count	Percentage
Gifts and novelty items	23	46.0%
Home décor items	21	42.0%
General crafts and supplies	19	38.0%
Children's educational and activity kits	16	32.0%
Hobby and craft tools	15	30.0%
Books and periodicals	11	22.0%
Party games and accessories	10	20.0%
Yarns, patterns, sewing and needlework supplies	9	18.0%
Craft & hobby classes	8	16.0%
Greeting cards	6	12.0%
Artist supplies	4	8.0%
Paper goods and card stocks	2	4.0%
Other (please specify) *	1	2.0%
50 Answered Question		

*   **Other Response:** *Fabric.*

3-H: Which of the following <u>Vintage Store</u> product lines, services or features are most important or appealing to you?
Select up to three (3)

Response	Count	Percentage
Home & garden decor	21	55.3%
Home accessories	19	50.0%
Upcycled/custom furniture and decor	12	31.6%
Antique consignments	9	23.7%
Holiday décor & gifts	8	21.1%
Vintage apparel	7	18.4%
Antique appraisals	6	15.8%
Vintage books and music	6	15.8%
Gifts	4	10.5%
Old farm tools	3	7.9%
Other (please specify) *	3	7.9%
Artwork	2	5.3%
Toys and games	0	0.0%
38 Answered Question		

*   **Other Responses:** *Guns; Repurposed Furniture; some furniture that has potential to be upcycled but hasn't already been upcycled.*

4:	How likely would you be to frequent and do business with the following types of new or expanded businesses in Downtown Waverly?		
Response			**Rating Avg.***
Full-Service Restaurant			4.29
Coffee Shop/Bakery			4.27
Clothing and Accessories Store			3.68
Specialty Foods Store			3.65
Home Goods Store			3.58
Variety Store			3.47
Vintage Store			3.23
Bike & Skate Shop			2.71
Full-Service Restaurant			4.29
∗ **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 in Downtown Waverly?						
Business Type – Count >> Rating*	**1**	**2**	**3**	**4**	**5**	**Rating Average****
Full-Service Restaurant	3	9	55	244	241	4.29
Coffee Shop/Bakery	3	25	68	180	276	4.27
Clothing and Accessories Store	16	62	142	193	139	3.68
Specialty Foods Store	16	74	140	178	144	3.65
Home Goods Store	17	56	160	230	89	3.58
Variety Store	15	72	184	201	80	3.47
Vintage Store	35	121	165	146	85	3.23
Bike & Skate Shop	97	160	152	94	49	2.71

**** 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 Page 10 for breakdown by business type selected in Q3

Q.5: What is your gender?		
Response	Count	Percentage
Female	403	73.7%
Male	144	26.3%
TOTAL	**547**	**100.0%**

Q.6: Which category below includes your age?		
Response	Count	Percentage
19 or younger	11	2.0%
20 to 24	40	7.3%
25 to 34	137	25.0%
35 to 44	131	23.9%
45 to 54	93	17.0%
55 to 64	77	14.1%
65 to 74	48	8.8%
75 or older	10	1.8%
TOTAL	**547**	**100.0%**

Q.7: Which category below includes your estimated total gross annual household income? (For all earners in the household, before taxes and deductions)		
Response	Count	Percentage
Less than $15,000	18	3.3%
$15,000 to $24,999	16	2.9%
$25,000 to $34,999	28	5.1%
$35,000 to $49,999	43	7.9%
$50,000 to $74,999	104	19.0%
$75,000 to $99,999	93	17.0%
$100,000 to $149,999	169	30.9%
$150,000 to $199,999	47	8.6%
$200,000 and greater	29	5.3%
TOTAL	**547**	**100.0%**

ATT-3: Survey Demographics Breakdown by Business Type
Selected in Q3

Business Type	Column	Sample
Bike & Skate Shop	A	25
Clothing and Accessories Store	B	87
Coffee Shop/Bakery	C	147
Full-Service Restaurant	D	85
Home Goods Store	E	29
Specialty Foods Store	F	83
Variety Store	G	51
Vintage Store	H	39

Q.5: What is your gender?

Response	Overall	A	B	C	D	E	F	G	H
Female	73.7%	38.1%	77.8%	71.0%	69.0%	80.8%	77.5%	85.7%	80.6%
Male	26.3%	61.9%	22.2%	29.0%	31.0%	19.2%	22.5%	14.3%	19.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.6: Which category below includes your age?

Response	Overall	A	B	C	D	E	F	G	H
19 or younger	2.0%	4.8%	3.7%	1.4%	0.0%	3.9%	0.0%	2.0%	2.8%
20 to 24	7.3%	4.8%	3.7%	11.7%	8.3%	11.5%	2.5%	4.1%	8.3%
25 to 34	25.0%	28.6%	25.9%	26.9%	27.4%	26.9%	36.3%	6.1%	13.9%
35 to 44	23.9%	9.5%	21.0%	22.1%	27.4%	26.9%	25.0%	30.6%	11.1%
45 to 54	17.0%	19.1%	17.3%	12.4%	21.4%	11.5%	16.3%	22.5%	25.0%
55 to 64	14.1%	19.1%	11.1%	17.2%	6.0%	11.5%	12.5%	24.5%	19.4%
65 to 74	8.8%	14.3%	12.4%	6.2%	9.5%	3.9%	7.5%	8.2%	19.4%
75 or older	1.8%	0.0%	4.9%	2.1%	0.0%	3.9%	0.0%	2.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.7: 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	H
Less than $15,000	3.3%	4.8%	3.7%	4.8%	2.4%	7.7%	1.3%	2.0%	2.8%
$15,000 to $24,999	2.9%	5.0%	0.0%	2.8%	1.2%	0.0%	3.8%	4.1%	5.6%
$25,000 to $34,999	5.1%	9.5%	7.4%	2.8%	2.4%	7.7%	5.0%	8.2%	11.1%
$35,000 to $49,999	7.9%	4.8%	8.6%	6.9%	7.1%	3.9%	2.5%	22.5%	8.3%
$50,000 to $74,999	19.0%	14.3%	17.3%	21.4%	20.2%	23.1%	25.0%	16.3%	0.0%
$75,000 to $99,999	17.0%	9.5%	21.0%	17.9%	17.9%	11.5%	18.8%	16.3%	11.1%
$100,000 to $149,999	30.9%	33.3%	33.3%	27.6%	31.0%	30.8%	31.3%	20.4%	47.2%
$150,000 to $199,999	8.6%	14.3%	6.2%	9.0%	10.7%	11.5%	8.8%	6.1%	5.6%
$200,000 and greater	5.3%	4.8%	2.5%	6.9%	7.1%	3.9%	3.8%	4.1%	8.3%
TOTAL	100.0%	100.2%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATT-1

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

Verbatim Listing of "Other" Responses

Other Responses Detail	Count
A discotheque	1
A place that has a good Sunday brunch	1
All of the above. Top 3 Full service Restaurant, Specialty Food Store, Home Goods	1
Artisan Gallery - check out Agora Arts in Decorah	1
Breakfast restaurant	1
Café	1
Do you have anything with a Mix of the above	1
Family Book Store	1
Fast Food: Pancheros, Panda Express, Chick Fil A, or bring back Papa Bellas	1
Gun shop	1
Iowa produce (Hanson's Dairy)	1
K	1
Kitchen shop	1
Maurices	1
Organic Food Coop	1
Organic/natural food store	1
Pawn shop	1
Pet supplies - toys treats food apparel	1
Place to buy kids under armour	1
Restaurant that serves breakfast all hours	1
Restaurant, Like Village Inn or Perkins, that serves breakfast.	1
Sporting Goods store (Fishing, hunting, etc.)	1
We have enough variety.	1
Wendys	1
Wine bar/bistro	1
Grand Total	**25**