



# At-a-Glance

## 2021 TOP PROSPECTS SURVEY RESULTS

**1,040**  
Survey Sample

Point Pleasant city resident	68.3%
Live within 20 miles of Point Pleasant	18.5%
Live 20+ miles from Point Pleasant	5.1%

**80%**  
Female

**17%**  
Work Downtown

### TRAFFIC GENERATORS

**Businesses and Places Visited Most Often | Top 5**

1. Rio Bravo 2	16.0%
2. Mason Jar	10.3%
3. Lemon & Lavender	8.1%
4. Counter Point Cooperative	7.0%
5. Coffee Grinder	4.8%

**65%**

Described recent trends in Downtown Point Pleasant as, "Improving or making progress."



### TRENDS

**Describe trends in Downtown Point Pleasant:**

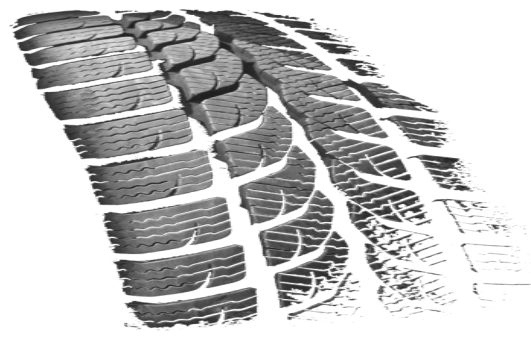
Improving or making progress	65.4%
Steady or holding its own	26.1%
Declining or losing ground	8.5%

## OPPORTUNITIES AHEAD EATING & DRINKING PLACES

Top 4 prospects for expansion and recruitment as determined by survey respondents

Full Restaurant	Brewpub	Farm to Table	Family Fun Café
Top Choice: <b>28.5%</b>	Top Choice: <b>22.5%</b>	Top Choice: <b>19.8%</b>	Top Choice: <b>16.1%</b>
<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>
Steakhouse specialties	Pub-style food options	Locally sourced foods	Full-service family café
Casual, family-friendly	State/Regional craft beers	Farmhouse-casual setting	Indoor putt-putt golf
Classic American cuisine	Appetizers and specials	Seasonal produce options	Arcade
Italian cuisine	Steakhouse-style options	Take-out and delivery	Birthday/Event packages
Buffet/Salad bar	Beer sampling and tasting	Open late (e.g. 10 PM)	3-lane bowling alley
<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>
25 to 44: <b>23%</b>	25 to 44: <b>52%</b>	25 to 44: <b>39%</b>	25 to 44: <b>43%</b>
45 to 64: <b>43%</b>	45 to 64: <b>33%</b>	45 to 64: <b>38%</b>	45 to 64: <b>42%</b>
<b>Survey Demo: HH \$\$</b>	<b>Survey Demo: HH \$\$</b>	<b>Survey Demo: HH \$\$</b>	<b>Survey Demo: HH \$\$</b>
\$50K to \$100K: <b>43%</b>	\$50K to \$100K: <b>39%</b>	\$50K to \$100K: <b>45%</b>	\$50K to \$100K: <b>43%</b>
\$100K to \$150K: <b>17%</b>	\$100K to \$150K: <b>24%</b>	\$100K to \$150K: <b>21%</b>	\$100K to \$150K: <b>17%</b>
\$150K+: <b>13%</b>	\$150K+: <b>18%</b>	\$150K+: <b>11%</b>	\$150K+: <b>7%</b>

### POTENTIAL MARKET TRACTION



### EATING & DRINKING ESTABLISHMENTS

**Question:**  
How likely would you be to patronize the following types of expanded or new Downtown Point Pleasant eating and drinking establishments on a consistent basis?

1. Full-Service Restaurant	4.431
2. Farm to Table Restaurant	4.296
3. Deli/Sandwich Shop	3.877
4. Bakery	3.782
5. Family Fun Café	3.713
6. Brewpub	3.439

Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

**OPPORTUNITIES AHEAD**  
**RETAIL ESTABLISHMENTS**

Top 4 prospects for expansion and recruitment as determined by survey respondents

General Store	Specialty Foods	Clothing Store	Bookstore
Top Choice: <b>23.5%</b>	Top Choice: <b>22.6%</b>	Top Choice: <b>19.2%</b>	Top Choice: <b>16.3%</b>
<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>	<b>Top Features:</b>
Gifts and novelty items	Locally sourced foods	Men's casual	New books
Home furnishings	Fresh meats	Infants and children's	Used and rare books
Crafts and supplies	Artisan foods	Women's dress & business	Arts, crafts & hobbies
Household supplies	Bakery	Women's plus-size	Lounge with refreshments
Tools and hardware	Prepared foods	Young women's & teens	Cards, gifts & souvenirs
<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>	<b>Survey Demo: Age</b>
25 to 44: <b>25%</b>	25 to 44: <b>43%</b>	25 to 44: <b>28%</b>	25 to 44: <b>46%</b>
45 to 64: <b>54%</b>	45 to 64: <b>38%</b>	45 to 64: <b>36%</b>	45 to 64: <b>33%</b>
<b>Survey Demo: HH \$\$</b>	<b>Survey Demo: HH \$\$</b>	<b>Survey Demo: HH \$\$</b>	<b>Survey Demo: HH \$\$</b>
\$50K to \$100K: <b>39%</b>	\$50K to \$100K: <b>42%</b>	\$50K to \$100K: <b>42%</b>	\$50K to \$100K: <b>39%</b>
\$100K to \$150K: <b>16%</b>	\$100K to \$150K: <b>24%</b>	\$100K to \$150K: <b>15%</b>	\$100K to \$150K: <b>23%</b>
\$150K+: <b>11%</b>	\$150K+: <b>18%</b>	\$150K+: <b>14%</b>	\$150K+: <b>9%</b>

**POTENTIAL MARKET TRACTION**



**RETAIL ESTABLISHMENTS**

**Question:**

How likely would you be to patronize the following types of expanded or new Downtown Point Pleasant retail establishments on a consistent basis?

1. General Store/Mercantile	4.050
2. Clothing & Accessories Store	3.895
3. Specialty Foods Market	3.822
4. Bookstore	3.554
5. Outdoor Recreation & Rentals	3.458
6. Pet Emporium	3.110

Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

**86** POTENTIAL PROSPECTS



**Are you interested in moving your business to, or opening a new business in, Downtown Point Pleasant?**

Interested in moving a business to downtown	13
Interested in opening a new business in downtown	73

9.9% of Responding Survey Sample

**DOWNTOWN HOUSING OPPORTUNITIES**



**38%**

Would or might be interested in living in Downtown Point Pleasant.

**POPULARE HOUSING STYLES:**

2 Bedroom Townhome	51%
2 Bedroom Apartment	35%
2 Bedroom Condo	28%
Loft	23%

**MORTGAGE OR RENT PAYMENT:**

Less than \$600	31%
\$600 to \$800	42%
\$800 to \$1,000	16%
\$1,000 or more	11%