



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:

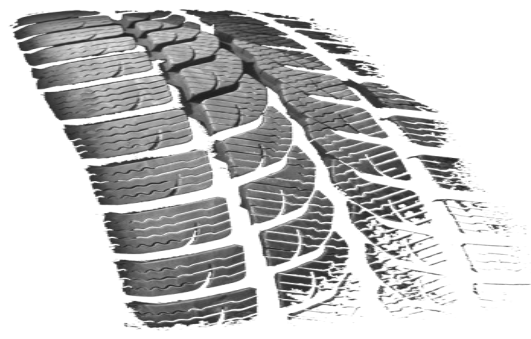
Improving or making progress	65.4%
Steady or holding its own	26.1%
Declining or losing ground	8.5%

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: 28.5%	Top Choice: 22.5%	Top Choice: 19.8%	Top Choice: 16.1%
Top Features:	Top Features:	Top Features:	Top Features:
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
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 23%	25 to 44: 52%	25 to 44: 39%	25 to 44: 43%
45 to 64: 43%	45 to 64: 33%	45 to 64: 38%	45 to 64: 42%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 43%	\$50K to \$100K: 39%	\$50K to \$100K: 45%	\$50K to \$100K: 43%
\$100K to \$150K: 17%	\$100K to \$150K: 24%	\$100K to \$150K: 21%	\$100K to \$150K: 17%
\$150K+: 13%	\$150K+: 18%	\$150K+: 11%	\$150K+: 7%

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

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: 23.5%	Top Choice: 22.6%	Top Choice: 19.2%	Top Choice: 16.3%
Top Features:	Top Features:	Top Features:	Top Features:
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
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 25%	25 to 44: 43%	25 to 44: 28%	25 to 44: 46%
45 to 64: 54%	45 to 64: 38%	45 to 64: 36%	45 to 64: 33%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 39%	\$50K to \$100K: 42%	\$50K to \$100K: 42%	\$50K to \$100K: 39%
\$100K to \$150K: 16%	\$100K to \$150K: 24%	\$100K to \$150K: 15%	\$100K to \$150K: 23%
\$150K+: 11%	\$150K+: 18%	\$150K+: 14%	\$150K+: 9%

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%