

At a Glance

2018 TOP PROSPECTS SURVEY RESULTS

578
Survey Sample

Groveport resident	73.7%
Live within 10 miles of Groveport	20.9%
Live 10+ miles from Groveport	5.4%

69%
Female

27%
Work in Groveport

Traffic Generators

Businesses and Places Visited Most Often

1. Kroger	25.9%
2. Little Italy	17.0%
3. Ace Hardware	13.0%
4. Birch Tavern	12.4%
5. Flyers Pizza	6.6%



Downtown Trends

Describe recent trends in Downtown Groveport

Improving or making progress	26.9%
Steady or holding its own	52.8%
Declining or losing ground	20.3%

Opportunities Ahead

Top prospects for expansion and recruitment based on the 2018 Downtown Groveport Top Prospects Survey completed by more than 500 participants.

Eating and Drinking Establishments

36%	19%	13%	8%	7%	6%
Restaurant/Diner	Full-service Restaurant	Coffee Shop	Sandwich Shop	Brew Pub	Interactive Family Cafe
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Full-service	Casual, family-friendly	Fresh coffees, teas, etc.	Fresh sandwiches/salads	Pub food	Full-service cafe
Breakfast menu	Alcoholic beverages	Fresh baked goods	Daily lunch specials	Brews its own beers	Indoor climbing structure
Dinner menu	Classic American cuisine	Comfortable, "homey"	Grab-and-go items	Unique craft brews	Obstacle course
Lunch menu	Steakhouse specialties	Outdoor seating	Outdoor seating	Outdoor seating	Birthday party packages
American-style cuisine	Outdoor seating/service	Soups/Sandwiches	Deli side items	Appetizers and specials	Children's music/sports
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 29%	25 to 44: 36%	25 to 44: 44%	25 to 44: 41%	25 to 44: 57%	25 to 44: 80%
45 to 64: 49%	45 to 64: 43%	45 to 64: 39%	45 to 64: 38%	45 to 64: 33%	45 to 64: 16%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 39%	\$50K to \$100K: 34%	\$50K to \$100K: 42%	\$50K to \$100K: 43%	\$50K to \$100K: 48%	\$50K to \$100K: 48%
\$100K+: 38%	\$100K+: 42%	\$100K+: 33%	\$100K+: 33%	\$100K+: 45%	\$100K+: 19%

Other Eating and Drinking Establishments opportunities include: Ice Cream & Sweets Shop (4%); and Drinking Establishment (3%).

Opportunities Ahead

Retail Establishments

Top prospects for expansion and recruitment based on the 2018 Downtown Groveport Top Prospects Survey completed by more than 500 participants.

38%	22%	10%	8%	8%	5%
Bakery	Vintage Store	Arts, Crafts & Hobby	Outdoor Rec/Sports	Consignment Boutique	Pet Emporium
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Donuts and pastries	Home & Garden decor	General crafts/supplies	Hunting/Fishing gear	Women's clothing	Specialty foods/treats
Cupcakes, cookies, etc.	Upcycled/Custom items	Home décor items	Physical fitness gear	Children's clothing	Cleaning supplies
Hand-dipped ice cream	Holiday décor and gifts	Craft/Hobby classes	Team apparel/equip.	Antiques	Toys
Made-to-order cakes	Demos, workshops, etc.	Hobby and craft tools	Running gear	Repurposed furniture	Boarding/Daycare
Pies	Vintage apparel	Artist supplies	Bicycles and biking gear	Furniture	Natural/Organic foods
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 41%	25 to 44: 31%	25 to 44: 30%	25 to 44: 50%	25 to 44: 38%	25 to 44: 52%
45 to 64: 44%	45 to 64: 44%	45 to 64: 47%	45 to 64: 35%	45 to 64: 40%	45 to 64: 34%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 42%	\$50K to \$100K: 40%	\$50K to \$100K: 47%	\$50K to \$100K: 43%	\$50K to \$100K: 41%	\$50K to \$100K: 37%
\$100K+: 41%	\$100K+: 36%	\$100K+: 22%	\$100K+: 41%	\$100K+: 26%	\$100K+: 37%

Other retail opportunities include: Children's New & Used Store (3%); and Music Store (2%).

Potential Market Traction

Q: On a scale of 0 (Definitely would not) to 100 (Definitely would), how likely would you be to patronize the following types of business in Downtown Groveport? | Average Score Ranking | 100 = Definitely Would

1. Restaurant/Diner	85.5	1. Bakery	78.5
2. Full-service Restaurant	84.9	2. Vintage Store	58.1
3. Sandwich Shop	70.3	3. Arts, Crafts & Hobby	53.1
4. Ice Cream & Sweets	65.6	4. Consignment Boutique	47.9
5. Coffee Shop	57.4	5. Outdoor Rec/Sports	45.4
6. Brew Pub	50.1	6. Pet Emporium	44.3



Are you a prospect?

44

Potential Prospects

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

Interested in moving	8
Interested in opening new	36

9% of Survey Sample

Downtown Housing Opportunities

41%
Would or might consider living in Downtown Groveport

Top housing styles considered:

Townhouse	50%
Condo	44%
Senior Housing	24%
Loft	21%



Mortgage or rent payment:

Less than \$600	11%
\$600 to \$800	25%
\$800 to \$1,000	44%
\$1,000 or more	19%