

2024 Downtown Owosso Pulse Poll Survey

Question 1 — Multiple Choice

For which of the following activities or purposes do you visit Downtown Owosso most often? (Select up to three)

Work	129	19.6%
Dining	367	55.9%
Shopping	357	54.3%
Entertainment	105	16.0%
Recreation	58	8.8%
Festivals and Events	221	33.6%
Banking/Financial Services	108	16.4%
Office Visits	20	3.0%
Personal Services	31	4.7%
Health & Wellness	38	5.8%
None/Not Applicable	26	4.0%
Other (please specify)	36	5.5%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

1	EV Charging
2	Post office and city hall
3	Art
4	Church
5	Walks

Question 2 — Multiple Choice

Which of the following downtown festivals and events did you attend or participate in during the past year? (Select all the apply)

Glow Owosso Parade & Tree Lighting	219	33.3%
Glow 5k Run	25	3.8%
Small Business Saturday	126	19.2%
New Year's Eve Block Party	76	11.6%
Shamrock Shuffle	40	6.1%
Chocolate Walk	99	15.1%
Downtown Farmer's Market	405	61.6%
Memorial Day Parade	74	11.3%
Shi Tri	24	3.7%
Yoga on the Lawn	15	2.3%
Curwood Festival	331	50.4%
Owosso Pride	101	15.4%
Open Streets Owosso	43	6.5%
Summer Sidewalk Sales	133	20.2%
Owosso Vintage Motorcycle Days	72	11.0%
Downtown Cleanup Event	20	3.0%
Mini Golf Madness	37	5.6%
Ghouls Night Out	56	8.5%
Downtown Trick or Treating	123	18.7%
None	80	12.2%
Other (please specify)	25	3.8%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

1	tour
2	Cruise
3	Pop-ups & Markets @Aviator Jayne, Oak & Ivory, Blu Ashe
4	Concerts
5	OatFest

Question 3 — Multiple Choice

Thinking about all the reasons you visit Downtown Owosso, which of the following best describes how the frequency of your visits has changed during the past year?

The frequency of my visits to Downtown Owosso has increased during the past year.	102	15.5%
The frequency of my visits to Downtown Owosso has decreased during the past year.	208	31.7%
The frequency of my visits to Downtown Owosso has stayed about the same during the past year.	285	43.4%
No answer	62	9.4%

Question 4 — Multiple Choice

What would make Downtown Owosso better? (Select up to three)

More Retail	257	39.1%
More Dining	372	56.6%
More Activities	172	26.2%
Facades and Buildings rehabbed	233	35.5%

Public spaces improved	125	19.0%
Slower traffic	25	3.8%
Increased pedestrian/bike safety	78	11.9%
Increased business hours	122	18.6%
None/Not Applicable	12	1.8%
Other (please specify)	65	9.9%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

1	Healthier dining
2	Better roads
3	Increased business hours and better retail/dining. Think Fenton or Bay City or Elk Rapids for inspiration.
4	More family geared activities. More affordable shopping
5	Uneven bricks leveled...DANGEROUS for us with disabilities

Question 5 — Multiple Choice

What activities would you like to have in Downtown Owosso? (Select up to three)

Events	337	51.3%
Movies	107	16.3%
Music	335	51.0%
Games	80	12.2%
Play sports	42	6.4%
Art	230	35.0%
Sculptures	86	13.1%
None/Not Applicable	48	7.3%
Other (please specify)	34	5.2%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

1	festivals / street events
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2	Later in the day events, not all a.m.
3	Kids activities
4	Something for the youth. Especially young teens.
5	More concerts

Question 6 — Multiple Choice

Which of the following types of new or expanded eating and drinking establishments would make you visit Downtown Owosso more often? (Select up to three)

Breakfast/Brunch Restaurant	215	32.7%
Brewery or Winery	137	20.9%
Brick Oven Pizzeria	174	26.5%
Deli/Sandwich Shop	43	6.5%
Farm-to-Table Restaurant	178	27.1%
Healthy Menu Restaurant	102	15.5%
Italian Restaurant	159	24.2%
Mediterranean Restaurant	93	14.2%
Mexican Restaurant	44	6.7%
Seafood Restaurant	73	11.1%
Steakhouse	144	21.9%
Upscale Restaurant	78	11.9%
Vegetarian and Vegan Restaurant	37	5.6%
None	18	2.7%
Other (please specify)	40	6.1%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

1	Indian Restaurant
2	A speakeasy for cocktails and conversation

3	pie kitchen, noodle shop, shaved ice,
4	Anything that has a nice patio and good food
5	Family friendly

Question 7 — Multiple Choice

Which of the following types of new or expanded retail establishments would make you visit Downtown Owosso more often? (Select up to three)

Arts, Crafts and Hobbies	233	35.5%
Book Store	210	32.0%
Cards and Gifts	66	10.0%
Children's Clothing	68	10.4%
Health and Beauty	48	7.3%
Home Furnishings	84	12.8%
Jewelry Store	74	11.3%
Men's Clothing	77	11.7%
Specialty Foods	117	17.8%
Sporting Goods/Outdoors	64	9.7%
General/Variety Store	178	27.1%
Women's Clothing	98	14.9%
Vintage/Antique Store	143	21.8%
None	18	2.7%
Other (please specify)	27	4.1%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

1	Plus size clothing
2	Kids play cafe

3	Toy Store
4	Thrift
5	Grocery

Question 8 — Multiple Choice

What day during the week would you be most likely to visit Downtown Owosso?

Monday	73	11.1%
Tuesday	41	6.2%
Wednesday	76	11.6%
Thursday	84	12.8%
Friday	295	44.9%
No answer	88	13.4%

Question 9 — Multiple Choice

What time of day during the week would you be most likely to visit Downtown Owosso?

7am - 9am	14	2.1%
9am - 11am	47	7.2%
11am - 1pm	82	12.5%
1pm - 5pm	148	22.5%
After 5pm	278	42.3%
No answer	88	13.4%

Question 10 — Multiple Choice

What day during the weekend would you be most likely to visit Downtown Owosso?

Saturday	458	69.7%
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Sunday	113	17.2%
No answer	86	13.1%

Question 11 — Multiple Choice

What time of day during the weekend would you be most likely to visit Downtown Owosso?

7am - 9am	11	1.7%
9am - 11am	120	18.3%
11am - 1pm	181	27.5%
1pm - 5pm	190	28.9%
After 5pm	68	10.4%
No answer	87	13.2%

Question 12 — Multiple Choice

Do you think housing downtown is important and would you live in Downtown Owosso if you could?

Yes housing is important and I would like to own housing downtown	79	12.0%
Yes housing is important and I would like to rent housing downtown	68	10.4%
Yes housing is important but I would not like to live downtown	302	46.0%
No housing is not important	111	16.9%
No answer	97	14.8%

Question 13 — Multiple Choice

What type of housing is missing in Downtown Owosso?

2 Bedroom Condo	100	15.2%
2 Bedroom Townhome	92	14.0%
2 Bedroom Apartment	123	18.7%

1 Bedroom Condo	40	6.1%
1 Bedroom Townhome	46	7.0%
1 Bedroom Apartment	67	10.2%
Studio Apartment	66	10.0%
Loft	73	11.1%
Senior Housing	150	22.8%
Live/Work Unit	39	5.9%
None	146	22.2%
Other (please specify)	85	12.9%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

1	Housing under land contracts
2	Affordable
3	Ground floor
4	If I didn't have a large family, I think living downtown would be fun.
5	Apartments that allow pets

Question 14 — Multiple Choice

What is the mortgage or rent payment you would be willing or able to pay for housing in Downtown Owosso?

Less than \$800	205	31.2%
\$800 - \$999	158	24.0%
\$1,000 - \$1,199	122	18.6%
\$1,200 - \$1,399	31	4.7%
\$1,400 - \$1,599	29	4.4%
\$1,600 - \$1,799	4	0.6%
\$1,800 - \$1,999	2	0.3%
\$2,000 or more	9	1.4%

No answer	97	14.8%
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Question 15 — Multiple Choice

Which of the following best describes recent trends in Downtown Owosso?

Improving or making progress	179	27.2%
Steady or holding it's own	151	23.0%
Declining or losing ground	229	34.9%
No answer	98	14.9%

Question 16 — Multiple Choice

Where do you live?

In Downtown Owosso	62	9.4%
Elsewhere in Owosso	332	50.5%
Elsewhere in Shiawassee County	112	17.0%
Outside of Shiawassee County	33	5.0%
Other (please specify)	18	2.7%
No answer	100	15.2%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

1	Childhood town and moving back soon
2	Corunna
3	West town
4	Ovid
5	Caledonia Township

Question 17 — Multiple Choice

Which of the following statements below describe your current occupation/employment? (Please select all that apply.)

I work full-time	320	48.7%
I work part-time	50	7.6%
I have multiple jobs that provide me income	55	8.4%
I work in Downtown Owosso	85	12.9%
I work elsewhere in Owosso	88	13.4%
I work elsewhere in Shiawassee County	37	5.6%
I work outside of Shiawassee County	76	11.6%
I work at home	82	12.5%
I am a student	20	3.0%
I'm fully retired	99	15.1%
I'm semi-retired but sometimes earn income through work	20	3.0%
I volunteer regularly	65	9.9%
I'm unemployed	7	1.1%
I'm unable to work	10	1.5%
Other (please specify)	18	2.7%

Sample of text responses for choice **Other (please specify)**, showing up to 5:

1	self employed
2	Disabled
3	Stay at home parent
4	Homemaker, Community/Church/School Volunteer,
5	Own businesses in owosso

Question 18 — Multiple Choice

What is your gender?

Female	405	61.6%
Male	121	18.4%
Prefer not to say	27	4.1%

Prefer to self-describe:	4	0.6%
No answer	100	15.2%

Sample of text responses for choice **Prefer to self-describe**:, showing up to 5:

1	Non-binary
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Question 19 — Multiple Choice

What is your age?

19 or younger	2	0.3%
20 to 24	34	5.2%
25 to 34	95	14.5%
35 to 44	134	20.4%
45 to 54	97	14.8%
55 to 64	89	13.5%
65 to 74	84	12.8%
75 or older	22	3.3%
No answer	100	15.2%

Question 20 — Multiple Choice

What is your annual household income? (For all earners in the household, before taxes and deductions)

Less than \$15,000	17	2.6%
\$15,000 to \$24,999	27	4.1%
\$25,000 to \$34,999	35	5.3%
\$35,000 to \$49,999	71	10.8%
\$50,000 to \$74,999	98	14.9%
\$75,000 to \$99,999	91	13.9%
\$100,000 to \$149,999	132	20.1%
\$150,000 to \$199,999	41	6.2%
\$200,000 or greater	37	5.6%
No answer	108	16.4%