

At-a-Glance

2020 TOP PROSPECTS SURVEY RESULTS

421
Survey Sample

Owosso resident	64.4%
Live within 20 miles of Owosso	32.3%
Live 20+ miles from Owosso	3.3%

76%
Female

24%
Work Downtown

Traffic Generators

Businesses and Places Visited Most Often

1. Foster Coffee Co.	11.6%
2. Gilbert's Hardware	9.4%
3. Springgrove	9.4%
4. Joann Fabrics	7.3%
5. Bea's Bakery	4.8%

52%

Described pre-COVID trends in Downtown Owosso as, "Improving or making progress."

TRENDS

Describe pre-COVID-19 trends in Downtown as:

Improving or making progress	51.9%
Steady or holding its own	32.3%
Declining or losing ground	15.8%

Opportunities Ahead | Eating and Drinking

Top prospects for expansion and recruitment as ranked by more than 400 respondents to the 2020 Downtown Owosso Top Prospects Survey.

Brewery/Brewpub	Steakhouse	Breakfast/Brunch	Casual Eatery	Ethnic Restaurant	Wood Fired Pizza
Top Pick: 21.9%	Top Pick: 21.6%	Top Pick: 15.9%	Top Pick: 15.4%	Top Pick: 12.4%	Top Pick: 8.1%
Top Three: 44.5%	Top Three: 39.4%	Top Three: 45.6%	Top Three: 38.6%	Top Three: 31.9%	Top Three: 33.8%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Pub-style food	Quality-cut steaks	Omelets and frittatas	Made-to-order salads	Middle Eastern	Fresh toppings variety
Brews its own beers	Fish and seafood	Scrambles and skilletts	Fresh bread sandwiches	Greek	Open for lunch
Regional craft beers	Gourmet burgers	Griddle selections	Locally sourced specials	Thai	Personal and by the slice
Beer sampling/tasting	Lunch hours and menu	Sandwiches, clubs, melts	Grab-n-go menu items	Take-out and curbside	Fresh-made salads
Appetizer specials	Outdoor dining	Outdoor seating	Soups & macaroni sides	Korean	Specialty crusts & sauces
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 58%	25 to 44: 32%	25 to 44: 31%	25 to 44: 25%	25 to 44: 61%	25 to 44: 23%
45 to 64: 29%	45 to 64: 36%	45 to 64: 29%	45 to 64: 36%	45 to 64: 26%	45 to 64: 42%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 51%	\$50K to \$100K: 44%	\$50K to \$100K: 38%	\$50K to \$100K: 33%	\$50K to \$100K: 40%	\$50K to \$100K: 50%
\$100K+: 36%	\$100K+: 23%	\$100K+: 30%	\$100K+: 21%	\$100K+: 28%	\$100K+: 23%

Opportunities Ahead | Retail and Service

Top prospects for expansion and recruitment as ranked by more than 400 respondents to the 2020 Downtown Owosso Top Prospects Survey.

Specialty Foods	Butcher Shop	Women's Clothing	Art, Craft, Hobby	Mercantile Store	Jewelry Store
Top Pick: 28.4%	Top Pick: 25.7%	Top Pick: 18.4%	Top Pick: 11.7%	Top Pick: 8.8%	Top Pick: 3.8%
Top Three: 55.7%	Top Three: 59.4%	Top Three: 44.1%	Top Three: 33.3%	Top Three: 39.1%	Top Three: 15.9%
Top Features:	Top Features:	Top Features:	Top Features:	Top Features:	Top Features:
Artisan foods	Cut-to-order meats	Women's casual wear	Crafts and supplies	Gifts and novelties	Jewelry repair
Locally sourced foods	Smoked meats	Dress and casual shoes	Artist supplies	Home furnishings	Polishing and cleaning
Organic foods	Fresh fish and seafood	Plus-size fashions	Hobby and craft tools	HH tools and hardware	Precious stones/metals
Prepared foods	Deli and charcuterie	Dress and professional	Craft and hobby classes	Clothing basics	Costume/Fashion jewelry
Specialty cheeses	Jerky and snack sticks	Athletic/Activewear	Yarns, patterns, supplies	Crafts and supplies	Clock repair
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 55%	25 to 44: 51%	25 to 44: 18%	25 to 44: 21%	25 to 44: 28%	25 to 44: 23%
45 to 64: 30%	45 to 64: 29%	45 to 64: 32%	45 to 64: 44%	45 to 64: 38%	45 to 64: 23%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 44%	\$50K to \$100K: 47%	\$50K to \$100K: 38%	\$50K to \$100K: 31%	\$50K to \$100K: 38%	\$50K to \$100K: 54%
\$100K+: 38%	\$100K+: 31%	\$100K+: 25%	\$100K+: 18%	\$100K+: 14%	\$100K+: 15%

Potential Market Traction



Question: How likely would you be to visit the following types of expanding or new Downtown Owosso business on a consistent basis?

Eating and Drinking Places	Weight	Retail and Service Establishments	Weight
1. Casual Dining Eatery	4.03	1. Butcher Shop/Meat Market	4.05
2. Breakfast/Brunch Restaurant	3.90	2. Specialty Foods Market	4.01
3. Steakhouse	3.87	3. Mercantile/Variety Store	3.90
4. Wood Fired Pizza and Grill	3.85	4. Arts, Crafts and Hobby Shop	3.59
5. Ethnic Specialty Restaurant	3.67	5. Women's Clothing Store	3.48
6. Brewery or Brewpub	3.52	6. Jewelry Store	2.83

Weighted Average Ranking | 1 = Definitely would not / 5 = Definitely would

Are you a prospect?

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

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Potential Prospects

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

Interested in moving a business to Downtown	7
Interested in opening a new business in Downtown	15

6.6% of Responding Survey Sample