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APPENDIX

BLOCK BY BLOCK ANALYSIS

COMERCIAL / INSTITUTIONAL / INDUSTRIAL PROPERTY
ANALYSIS

MARKET ANALYSIS

APPENDIX A: Block By Block Analysis

Analysis of each block from
Baker College to the Shiawassee River

WEST SIDE OF S WASHINGTON - GUTE TO RIDGE



Street

- Two lanes total; southbound treated as two lanes closer to Gute St. (through traffic and right hand turn lane)
- Speed limit is 25 miles per hour.
- Surface condition is average; some cracks and fading street lines.
- Curb and gutters for proper drainage; only two curb cuts

Streetscape

- Large buffer consisting of green space, trees, some plantings and utility poles
- Sidewalk width 5ft; in good condition with no cracks or holes and mostly level
- Crosswalks have curb ramps; however no delineation
- Little to no signage or wayfinding for pedestrian traffic

Housing

- Two single family residential uses
- Homes appear to be in sound structural condition and have some façade improvements.
- Medium setback from sidewalk (approx. 20 ft)

Other uses

- Baker College Early Learning (corner of Gute St and Washington St)

EAST SIDE OF S WASHINGTON - GUTE TO RIDGE



Street

- Northbound Washington St traffic has stop sign, as well as eastbound traffic from Gute St.; Southbound Washington does not stop.
- Surface condition is good; no major cracks or disruptions.
- Five separate curb cuts for driveways and parking lots

Streetscape

- Large buffer of green space that includes numerous street trees, signage and utility poles
- Varying sidewalk widths 4-5 ft; becomes crowded with opposing pedestrian traffic
- Sidewalks are in good condition; curb ramps have been implemented at crosswalks.
- No bike lanes

Housing

- Three single family residential properties
- Overall condition appears to be above average with some landscaping on the lots and few façade improvements
- Setback from sidewalk approximately 15-25 ft

Other Uses

- CSH Incorporated

WEST SIDE OF S WASHINGTON - RIDGE TO STEWART



Street

- Northbound Washington has left turn only lane, as well as a lane for through traffic and right turns
- Southbound Washington traffic is one lane, with excessive width (street parking)
- Five curb cuts; all driveway access to residential uses.

Streetscape

- Large buffer (approx 15ft) distance between sidewalk and road; mostly green space and street trees
- Continuation of utility lines with overhanging lighting attached
- Little to no wayfinding directing pedestrian towards the downtown.
- No delineation of crosswalks

Housing

- Housing has some historical characteristics, and in sound structural and aesthetic condition
- Setbacks are consistent with the rest of the housing stock along the corridor

Other Uses

- None

EAST SIDE OF S WASHINGTON - RIDGE TO STEWART



Street

- Surface is in fair condition; cracks and potholes may be an arising issue at the corners of side streets.
- No curb cuts; driveway access to properties is by method of a back alley connected to side streets

Streetscape

- Continuation of 4ft sidewalks separated from the street by large buffer of green space and street trees.
- Sidewalk is in fair condition; some areas become uneven, potentially challenging for handicap pedestrians
- Little to no landscaping within the buffer; also limited wayfinding.
- No bike lanes

Housing

- Seven single family residential uses; rear access driveways reduces streetscape clutter.
- Structural and aesthetic characteristics uniform in regards to the homes. Landscaping and lot improvements could be improved

Other Uses

- Large parking lot on the corner of Washington St and Stewart St.

WEST SIDE OF S WASHINGTON - STEWART TO UNIVERSAL



Street

- Surface condition is fair; some cracks are beginning to form, mostly at the corners of side streets
- One lane of traffic in both north and south directions; lane widths are large (street parking)
- Three curb cuts for residential and commercial uses.

Streetscape

- Absence of bike lanes; large buffer of green space between sidewalk and curb
- Street trees within the buffer; however no other landscaping.
- Overhanging lighting from utility poles illuminates intersections.
- Crosswalks are not delineated, and access between opposing sides of Washington St does not exist.

Housing

- Two single family residential uses
- Homes are in fair condition; appear to have some historical character and some aesthetic and façade improvements

Other Uses

- Edward Jones on the corner of Washington St and Stewart St
- Victors Hair and Beauty

EAST SIDE OF S WASHINGTON - STEWART TO MONROE



Street

- Surface is in fair condition; cracks developing. Resurfacing could be beneficial
- One lane for both North and South direction of traffic flow; Speed limit of 35 mph continues, but the width of the lanes suggests a higher speed.

Streetscape

- Sidewalks are in fair condition; curb ramps implemented at crosswalks across side streets but no delineation
- No access to opposite side of Washington St
- Some trees in large buffer of green space, no additional landscaping
- No pedestrian signage or wayfinding

Housing

- None

Other Uses

- Owosso Wesleyan Church on the Northeast corner of Stewart St and Washington St
- Large empty lot on the North side of the church

WEST SIDE OF S WASHINGTON - UNIVERSAL TO MILWAUKEE



Street

- Surface condition is fair; resurfacing and restriping would benefit vehicle traffic
- Five curb cuts for commercial parking lots and residential driveways
- No bike lanes delineated
- Speed limit is not indicated when turning left from Corunna Ave heading South on Washington St

Streetscape

- Concrete sidewalk surface is in good condition; maintaining the same width from the South end of the corridor
- Large green space buffer containing trees and utility poles with overhanging lights attached
- Curb ramps at intersections; fading delineation; no connection between opposing sides of Washington St

Housing

- Three single family residential parcels; possibly non-conforming uses placed between commercially zoned parcels

Other Uses

- Primetime Pizza
- Storefront for Rent
- Dalton Elevator

EAST SIDE OF S WASHINGTON - MONROE TO CORUNNA



Street

- Surface condition is fair; some cracks and the start of small potholes near the gutter and drain system
- Northbound Washington St traffic has right turn only lane and lane for through traffic
- Traffic light at the railroad crossing and at Corunna Ave intersection

Streetscape

- Large buffer of green space with a number of trees planted; little to no additional landscaping
- Four curb cuts all for commercial parking lots; congestion issues arise at peak traffic times

Housing

- None

Other Uses

- Clark Fire & Safety
- Dick's Auto Service
- Crave Gourmet Cupcakes & Dessert Shop

WEST SIDE OF S WASHINGTON - MILWAUKEE TO HOWARD



Street

- The street surface could use improvements. Cracks are forming due to the weather conditions and high traffic volume associated with a state road.
- Southbound Washington St has left turn lane, and lane for through traffic at Corunna Ave intersection
- On street two hour parking north of Corunna Ave intersection
- Access points to the Elks Lodge directly across from Corunna Ave; causing inconveniences and congestion

Streetscape

- Seven curb cuts total; four of which South of the railroad tracks, three to the North
- Sidewalk widens North of Corunna Ave; green space buffer is replaced by concrete or asphalt
- Signage for on street parking and vehicle wayfinding; no pedestrian wayfinding

Housing

- Three single family residential uses
- Condition appears fair; placement within commercial uses, potential non-conforming uses

Other Uses

- Primetime Pizza
- Dalton Elevator
- Rail line
- Elks Lodge
- Washington Business Park

EAST SIDE OF S WASHINGTON - CORUNNA TO HOWARD



Street

- Street surface condition is moderate to fair; past the intersection the quality improves
- Two lanes of northbound traffic on Washington St; right hand turn on to Washington St from Corunna Ave has no turn on red sign
- Speed is reduced to 25 miles per hour
- No bike lanes

Streetscape

- North corner of Washington St and Corunna Ave has landscaping as a buffer (shrubs and plants)
- Crosswalk across Corunna Ave is difficult to cross due to the high volumes of traffic and limited walk signal opportunities; curb ramps have been implemented
- Automobile signage and wayfinding has been implemented
- Signs indicating to prohibition of bicycles, skateboards and rollerblades on sidewalk
- No pedestrian elements (benches, trash cans, tables and chairs)

Housing

- Team Larrivey Properties (High density residential)

Other Uses

- Shell gas station / market (Northeast corner of Corunna Ave and Washington St)
- Wakeland Oil Offices
- Vacant lot north of Wakeland Oil Office, South of high density residential

WEST SIDE OF S WASHINGTON - HOWARD TO RIVER



Street

- Two lanes of Southbound traffic; 25 mph speed limit
- Howard St is lightly traveled, serves as access point for Washington Business Park

Streetscape

- Sidewalk width is large; instead of green space as a buffer additional concrete is in its place
- Vegetation is growing between the cracks of the sidewalk
- Two street lamp posts positioned in front of Riverside Quality Auto
- Only one large curb cut for the Riverside Quality Auto parking lot

Housing

- None

Other Uses

- Riverside Quality Auto (Storefront, Lot, and Service shop)

EAST SIDE OF S WASHINGTON - HOWARD TO RIVER



Street

- Two lanes of Northbound traffic; speed limit of 25 mph
- Surface is in fair condition
- Wide lanes makes the space feel very open
- No bike lanes

Streetscape

- Pedestrian zone consists of concrete walkway (good condition) and a buffer zone surfaced with asphalt and filled with utility poles and signage
- Riverwalk access point has welcome sign (wayfinding)
- Some overhanging street lights attached to utility poles

Housing

- None

Other Uses

- Rail line
- Steam Railroading Institute
- Owosso Riverwalk access point

NORTH SIDE OF CORUNNA AVE – S PARK ST TO WASHTINGON ST



Street

- Two lanes of Westbound traffic; speed limit of 35 mph
- Surface is in good condition
- Wide lanes makes the space feel very open
- No bike lanes

Streetscape

- Pedestrian zone consists of concrete walkway (good condition) and a small buffer zone surfaced with asphalt and filled with landscaping rocks
- Owosso welcome sign (wayfinding)
- No overhanging street lights

Housing

- None

Other Uses

- Gas Station
- Car Wash

SOUTH SIDE OF CORUNNA AVE – S PARK ST TO WASHTINGON ST



Street

- Two lanes of Eastbound traffic; speed limit of 35 mph
- Surface is in fair condition
- Wide lanes makes the space feel very open
- No bike lanes

Streetscape

- Pedestrian zone consists of concrete walkway (fair condition)
- Owosso welcome sign (wayfinding)
- Some overhanging street lights attached to utility poles

Housing

- None

Other Uses

- Crave Gourmet Cupcakes & Desserts Shop
- Vacant Lot

APPENDIX B: Commercial/Institutional/ Industrial Property Analysis

Analysis of each commercial property from the Shiawassee River
to Baker College

RIVERSIDE QUALITY AUTO



- 420 S Washington St
- Currently zoned as commercial, future land use is declared as Planned Unit development
- Lot consists of showroom (small setback: 0ft) with offices attached to the rear and a service shop with a large parking lot in front (large setback: >100ft)
- The lot is divided by the rail line
- Property is within the DDA boundaries
- Façade of showroom building has large transparent windows and entrance to the street
- The service shop has a white vinyl exterior with small windows and large garage doors facing the street

STEAM RAILROADING INSTITUTE



- 405 S Washington St
- Current zoning is Institutional: Private, future land use is marked as Planned Unit Development
- Historical train and steam engine museum; conducts train tours and hosts events.
- Parcel is located next to the rail line
- Located within the DDA boundaries and an OMS (Owosso Main Street) Property
- Façade is deteriorating; little signage and no aesthetic improvements
- Small setback: 0ft

WASHINGTON BUSINESS PARK



- 510 S Washington St
- Current zoning is Industrial; future land use is Planned Unit Development
- Brownfield Candidate (City of Owosso Master Plan)
- The structure adjacent to the street is leased out as office space, the remaining structures on the property are vacant
- Façade has character but lacks lighting, signage and pedestrian friendly elements such as benches or landscaping
- Small setback: 0ft

TEAM LARRIVEY PROPERTIES



- 507 S Washington St
- Current zoning is high density residential; future land use calls for mixed use/traditional commercial
- Apartments for rent/lease
- Façade lacks features; no signage, landscaping or other pedestrian elements. Small opaque windows and entrance to the street
- Within DDA boundaries
- Small setback: 0ft

WAKELAND OIL OFFICE



- 527 S Washington St
- Current zoning commercial; future land use mixed use/traditional commercial
- Office of Dave Wakeland, owner of Shell Station
- Small setback
- Façade has been recently renovated; narrow opaque windows and entrance to the street
- No signage, landscaping or pedestrian elements
- Within DDA boundaries
- Small setback: 0ft

SHELL STATION



- 109 Corunna Ave
- Current zoning is Commercial; future land use is General commercial/Office
- Property consists of store front, gas pump structure and car wash
- Located on northeast corner of Washington St and Corunna Ave
- Future façade improvements in planning phase
- Medium setback: 45ft

CRAVE GOURMET CUPCAKES & DESSERT SHOP



- 102 Corunna Ave
- Current zoning Commercial; future land use Local Business
- Southeast corner of Washington St and Corunna Ave
- Façade has good character; large transparent windows and entrance just off the street
- Small setback: 0ft
- Landscaping and pedestrian elements

ELKS LODGE



- 524 S Washington St
- Current zoning is Industrial; future land use is declared Planned Unit Development
- Brownfield Candidate
- Located directly West of Corunna Ave intersection
- Historical character; no landscaping or signage
- Large setback: >100ft

DICKS AUTO SERVICES

- 605 S Washington St
- Current zoning Industrial; future land use Industrial
- Façade is deteriorate; overgrown landscaping, stacks of tires, no ground windows, entrance to the street
- Large gravel parking lot
- Small setback: 0ft



CLARK FIRE & SAFETY



- 619 S Washington St
- Current zoning is Commercial; future land use is Local business
- Façade is in good condition; clear signage and well maintained, small windows, entrance to the street
- No landscaping; lot is covered in asphalt
- Medium setback: 25ft

PRIMETIME PIZZA



- 620 S Washington St
- Current zoning is Commercial; future land use is Local Business
- Façade is deteriorating; no landscaping and no pedestrian elements (benches, trash cans)
- Parking lot located in front of parcel; encourages the automobile customer instead of walking or bicycling customers
- Medium setback: 60ft

DALTON ELEVATOR



- 600 S Washington St
- Current zoning is Commercial; future land use is Local business
- Little to no façade improvements have been implemented; no landscaping, large opaque windows
- Large parking lot located directly North of the store front
- Small setback: 0ft

EDWARD JONES / TAIT APARTMENTS



- 720 S Washington St
- Current zoning is Commercial; future land use is Office
- Façade improvements have been made; landscaping and plantings around store front
- Parking lot located at front of parcel; access points on Washington St and Stewart St
- Medium setback: 40ft

OWOSSO WESLEYAN CHURCH



- 715 S Washington St
- Current zoning is Institutional: Private; future land use is One Family residential
- Façade is exceptional; quality signage, landscaping lighting, entrance to the street
- Large parking lot directly North of structure
- Medium setback: 50ft

BAKER COLLEGE EARLY LEARNING



- 912 S Washington St
- Current zoning is Institutional: Private; future land use is declared as Local Business
- Façade is visually pleasing; landscaping improvements have been made
- Large setback: 75ft

CSH INCORPORATED



- 1003 S Washington St
- Current zoning is listed as Commercial; future land use is Local Business
- Façade is intact; some landscaping has been implemented, and good signage
- Large curb cut from street that leads nowhere; separate curb cut for parking to both North and South of structure
- Medium setback: 25ft

APPENDIX C: Market Analysis

Data Collected from ESRI



Business Summary

616 S Washington St, Owosso, MI, 48867
Rings: 1, 3, 5 mile radii

Latitude: 42.99182
Longitude: -84.17076

Data for all businesses in area		1 mile		3 miles		5 miles	
Total Businesses:		542		1,124		1,238	
Total Employees:		5,172		12,867		13,848	
Total Residential Population:		9,524		23,542		28,322	
Employee/Residential Population Ratio:		0.54		0.55		0.49	

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.3%	39	0.8%	18	1.6%	90	0.7%	26	2.1%	121	0.9%
Construction	30	5.6%	207	4.0%	55	4.9%	364	2.8%	75	6.0%	409	3.0%
Manufacturing	23	4.2%	487	9.4%	49	4.3%	1,722	13.4%	53	4.3%	1,835	13.3%
Transportation	8	1.6%	261	5.0%	31	2.8%	544	4.2%	38	3.1%	603	4.4%
Communication	6	1.1%	42	0.8%	12	1.1%	72	0.6%	12	1.0%	73	0.5%
Utility	4	0.7%	13	0.3%	7	0.6%	17	0.1%	8	0.6%	21	0.2%
Wholesale Trade	23	4.2%	148	2.9%	58	5.1%	458	3.6%	68	5.5%	511	3.7%
Retail Trade Summary	119	22.0%	1,122	21.7%	218	19.4%	2,809	21.8%	235	19.0%	3,149	22.7%
Home Improvement	6	1.0%	77	1.5%	13	1.1%	197	1.5%	14	1.2%	208	1.5%
General Merchandise Stores	5	0.9%	89	1.7%	8	0.7%	231	1.8%	8	0.6%	237	1.7%
Food Stores	16	3.0%	141	2.7%	27	2.4%	511	4.0%	29	2.3%	764	5.5%
Auto Dealers, Gas Stations, Auto Aftermarket	12	2.3%	142	2.7%	29	2.6%	388	3.0%	34	2.7%	407	2.9%
Apparel & Accessory Stores	5	1.0%	36	0.7%	6	0.5%	40	0.3%	6	0.5%	40	0.3%
Furniture & Home Furnishings	10	1.8%	42	0.8%	19	1.7%	74	0.6%	20	1.6%	75	0.5%
Eating & Drinking Places	35	6.4%	474	9.2%	62	5.5%	1,088	8.5%	67	5.4%	1,118	8.1%
Miscellaneous Retail	31	5.7%	121	2.3%	54	4.8%	280	2.2%	57	4.6%	299	2.2%
Finance, Insurance, Real Estate Summary	49	9.1%	348	6.7%	101	9.0%	559	4.3%	108	8.7%	573	4.1%
Banks, Savings & Lending Institutions	11	2.0%	188	3.6%	27	2.4%	297	2.3%	27	2.2%	299	2.2%
Securities Brokers	7	1.2%	22	0.4%	9	0.8%	28	0.2%	9	0.7%	28	0.2%
Insurance Carriers & Agents	17	3.2%	67	1.3%	31	2.7%	109	0.8%	33	2.7%	115	0.8%
Real Estate, Holding, Other Investment Offices	14	2.7%	71	1.4%	35	3.1%	124	1.0%	38	3.1%	131	0.9%
Services Summary	239	44.1%	1,992	38.5%	476	42.4%	5,080	39.5%	511	41.3%	5,342	38.6%
Hotels & Lodging	1	0.2%	25	0.5%	2	0.2%	27	0.2%	2	0.2%	27	0.2%
Automotive Services	16	2.9%	46	0.9%	39	3.5%	171	1.3%	44	3.6%	182	1.3%
Motion Pictures & Amusements	10	1.9%	44	0.9%	26	2.3%	104	0.8%	28	2.3%	110	0.8%
Health Services	31	5.6%	434	8.4%	80	7.2%	2,064	16.0%	83	6.7%	2,086	15.1%
Legal Services	7	1.2%	27	0.5%	13	1.1%	45	0.3%	13	1.1%	45	0.3%
Education Institutions & Libraries	12	2.2%	626	12.1%	29	2.6%	1,238	9.6%	33	2.7%	1,394	10.1%
Other Services	163	30.0%	790	15.3%	287	25.6%	1,431	11.1%	308	24.9%	1,499	10.8%
Government	30	5.5%	501	9.7%	87	7.7%	1,124	8.7%	92	7.5%	1,179	8.5%
Other	3	0.6%	10	0.2%	11	1.0%	28	0.2%	12	1.0%	32	0.2%
Totals	542	100%	5,172	100%	1,124	100%	12,867	100%	1,238	100%	13,848	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

March 26, 2013

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ESRI Market Analysis Data



Business Summary

616 S Washington St, Owosso, MI, 48867
Rings: 1, 3, 5 mile radii

Latitude: 42.99182
Longitude: -84.17076

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	20	0.4%	4	0.4%	25	0.2%	9	0.7%	46	0.3%
Mining	1	0.2%	6	0.1%	1	0.1%	6	0.0%	2	0.2%	9	0.1%
Utilities	1	0.2%	3	0.1%	1	0.1%	3	0.0%	2	0.2%	7	0.1%
Construction	32	5.9%	204	3.9%	61	5.4%	425	3.3%	82	6.6%	473	3.4%
Manufacturing	23	4.2%	408	7.9%	48	4.3%	1,538	12.0%	53	4.3%	1,645	11.9%
Wholesale Trade	21	3.9%	135	2.6%	54	4.8%	428	3.3%	63	5.1%	476	3.4%
Retail Trade	79	14.6%	609	11.8%	150	13.3%	1,679	13.0%	163	13.1%	1,992	14.4%
Motor Vehicle & Parts Dealers	9	1.7%	112	2.2%	24	2.1%	338	2.6%	28	2.3%	354	2.6%
Furniture & Home Furnishings Stores	3	0.5%	6	0.1%	8	0.7%	27	0.2%	8	0.6%	27	0.2%
Electronics & Appliance Stores	6	1.0%	35	0.7%	9	0.8%	44	0.3%	9	0.7%	44	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	6	1.0%	77	1.5%	13	1.1%	197	1.5%	14	1.2%	208	1.5%
Food & Beverage Stores	11	2.0%	102	2.0%	20	1.8%	467	3.6%	22	1.8%	720	5.2%
Health & Personal Care Stores	7	1.2%	27	0.5%	16	1.4%	94	0.7%	18	1.4%	107	0.8%
Gasoline Stations	3	0.6%	30	0.6%	5	0.5%	49	0.4%	6	0.5%	53	0.4%
Clothing & Clothing Accessories Stores	8	1.5%	49	1.0%	9	0.8%	53	0.4%	9	0.7%	53	0.4%
Sport Goods, Hobby, Book, & Music Stores	8	1.4%	28	0.5%	10	0.9%	49	0.4%	11	0.9%	53	0.4%
General Merchandise Stores	5	0.9%	89	1.7%	8	0.7%	231	1.8%	8	0.6%	237	1.7%
Miscellaneous Store Retailers	15	2.7%	54	1.0%	27	2.4%	128	1.0%	28	2.3%	133	1.0%
Nonstore Retailers	0	0.0%	0	0.0%	1	0.1%	2	0.0%	1	0.1%	2	0.0%
Transportation & Warehousing	5	0.9%	253	4.9%	21	1.9%	513	4.0%	26	2.1%	552	4.0%
Information	15	2.9%	156	3.0%	28	2.5%	220	1.7%	28	2.3%	221	1.6%
Finance & Insurance	36	6.7%	279	5.4%	68	6.0%	437	3.4%	70	5.7%	444	3.2%
Central Bank/Credit Intermediation & Related Activities	12	2.2%	190	3.7%	28	2.5%	299	2.3%	28	2.3%	301	2.2%
Securities, Commodity Contracts & Other Financial	7	1.2%	22	0.4%	9	0.8%	28	0.2%	9	0.7%	28	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	17	3.2%	67	1.3%	31	2.7%	109	0.8%	33	2.7%	115	0.8%
Real Estate, Rental & Leasing	18	3.2%	75	1.4%	52	4.6%	156	1.2%	59	4.7%	171	1.2%
Professional, Scientific & Tech Services	38	7.1%	175	3.4%	75	6.7%	340	2.6%	80	6.4%	351	2.5%
Legal Services	9	1.6%	38	0.7%	17	1.5%	59	0.5%	17	1.4%	60	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	28	5.1%	93	1.8%	44	3.9%	137	1.1%	48	3.9%	147	1.1%
Educational Services	13	2.4%	617	11.9%	30	2.7%	1,227	9.5%	34	2.8%	1,383	10.0%
Health Care & Social Assistance	48	8.9%	617	11.9%	118	10.5%	2,455	19.1%	122	9.8%	2,497	18.0%
Arts, Entertainment & Recreation	7	1.4%	38	0.7%	17	1.5%	90	0.7%	18	1.5%	95	0.7%
Accommodation & Food Services	37	6.8%	522	10.1%	65	5.8%	1,137	8.8%	70	5.6%	1,167	8.4%
Accommodation	1	0.2%	25	0.5%	2	0.2%	27	0.2%	2	0.2%	27	0.2%
Food Services & Drinking Places	36	6.6%	496	9.6%	63	5.6%	1,110	8.6%	68	5.5%	1,140	8.2%
Other Services (except Public Administration)	103	19.1%	438	8.5%	186	16.6%	875	6.8%	201	16.3%	931	6.7%
Automotive Repair & Maintenance	14	2.6%	43	0.8%	34	3.0%	161	1.2%	36	2.9%	164	1.2%
Public Administration	30	5.5%	501	9.7%	88	7.8%	1,127	8.8%	93	7.5%	1,182	8.5%
Unclassified Establishments	5	0.9%	23	0.4%	13	1.2%	51	0.4%	15	1.2%	59	0.4%
Total	542	100%	5,172	100%	1,124	100%	12,867	100%	1,238	100%	13,848	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

March 26, 2013



Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
Ring: 1 mile radius

Latitude: 42.99182
Longitude: -84.17076

Demographic Summary		2011	2016	
Population		9,524	9,204	
Population 18+		7,083	6,851	
Households		3,675	3,555	
Median Household Income		\$32,816	\$36,860	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		4,868	68.7%	96
Family restaurant/steak house last month: <2 times		1,731	24.4%	95
Family restaurant/steak house last month: 2-4 times		1,753	24.7%	92
Family restaurant/steak house last month: 5+ times		1,383	19.5%	101
Family restaurant/steak house last 6 months: breakfast		934	13.2%	101
Family restaurant/steak house last 6 months: lunch		1,640	23.2%	93
Family restaurant/steak house last 6 months: snack		187	2.6%	94
Family restaurant/steak house last 6 months: dinner		3,490	49.3%	93
Family restaurant/steak house last 6 months: weekday		2,529	35.7%	93
Family restaurant/steak house last 6 months: weekend		3,006	42.4%	96
Family restaurant/steak house last 6 months: Applebee's		1,587	22.4%	89
Family restaurant/steak house last 6 months: Bennigan's		157	2.2%	100
Family restaurant/steak house last 6 months: Bob Evans Farm		443	6.3%	139
Family restaurant/steak house last 6 months: Cheesecake Factory		314	4.4%	67
Family restaurant/steak house last 6 months: Chili's Grill & Bar		644	9.1%	78
Family restaurant/steak house last 6 months: Cracker Barrel		768	10.8%	99
Family restaurant/steak house last 6 months: Denny's		549	7.8%	86
Family restaurant/steak house last 6 months: Friendly's		234	3.3%	84
Family restaurant/steak house last 6 months: Golden Corral		714	10.1%	140
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		645	9.1%	78
Family restaurant/steak house last 6 months: Lone Star Steakhouse		214	3.0%	112
Family restaurant/steak house last 6 months: Old Country Buffet		210	3.0%	105
Family restaurant/steak house last 6 months: Olive Garden		1,062	15.0%	85
Family restaurant/steak house last 6 months: Outback Steakhouse		619	8.7%	77
Family restaurant/steak house last 6 months: Perkins		298	4.2%	117
Family restaurant/steak house last 6 months: Red Lobster		816	11.5%	86
Family restaurant/steak house last 6 months: Red Robin		322	4.5%	81
Family restaurant/steak house last 6 months: Ruby Tuesday		504	7.1%	86
Family restaurant/steak house last 6 months: Ryan's		312	4.4%	118
Family restaurant/steak house last 6 months: Sizzler		209	3.0%	96
Family restaurant/steak house last 6 months: T.G.I. Friday's		551	7.8%	76
Went to fast food/drive-in restaurant in last 6 months		6,226	87.9%	99
Went to fast food/drive-in restaurant <6 times/month		2,343	33.1%	95
Went to fast food/drive-in restaurant 6-13 times/month		2,005	28.3%	98
Went to fast food/drive-in restaurant 14+ times/month		1,879	26.5%	107
Fast food/drive-in last 6 months: breakfast		1,857	26.2%	96
Fast food/drive-in last 6 months: lunch		3,994	56.4%	96
Fast food/drive-in last 6 months: snack		1,029	14.5%	83
Fast food/drive-in last 6 months: dinner		3,541	50.0%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

March 26, 2013



Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
 Ring: 1 mile radius

Latitude: 42.99182
 Longitude: -84.17076

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	4,568	64.5%	97
Fast food/drive-in last 6 months: weekend	3,422	48.3%	100
Fast food/drive-in last 6 months: A & W	353	5.0%	110
Fast food/drive-in last 6 months: Arby's	1,706	24.1%	118
Fast food/drive-in last 6 months: Boston Market	232	3.3%	68
Fast food/drive-in last 6 months: Burger King	2,700	38.1%	106
Fast food/drive-in last 6 months: Captain D's	376	5.3%	105
Fast food/drive-in last 6 months: Carl's Jr.	399	5.6%	89
Fast food/drive-in last 6 months: Checkers	226	3.2%	100
Fast food/drive-in last 6 months: Chick-fil-A	886	12.5%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	288	4.1%	66
Fast food/drive-in last 6 months: Chuck E. Cheese	342	4.8%	108
Fast food/drive-in last 6 months: Church's Fr. Chicken	362	5.1%	119
Fast food/drive-in last 6 months: Dairy Queen	1,268	17.9%	113
Fast food/drive-in last 6 months: Del Taco	171	2.4%	71
Fast food/drive-in last 6 months: Domino's Pizza	958	13.5%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	605	8.5%	74
Fast food/drive-in last 6 months: Fuddruckers	145	2.0%	72
Fast food/drive-in last 6 months: Hardee's	577	8.1%	122
Fast food/drive-in last 6 months: Jack in the Box	694	9.8%	93
Fast food/drive-in last 6 months: KFC	2,097	29.6%	108
Fast food/drive-in last 6 months: Little Caesars	645	9.1%	125
Fast food/drive-in last 6 months: Long John Silver's	592	8.4%	134
Fast food/drive-in last 6 months: McDonald's	4,107	58.0%	104
Fast food/drive-in last 6 months: Panera Bread	464	6.6%	67
Fast food/drive-in last 6 months: Papa John's	610	8.6%	99
Fast food/drive-in last 6 months: Pizza Hut	1,694	23.9%	109
Fast food/drive-in last 6 months: Popeyes	449	6.3%	87
Fast food/drive-in last 6 months: Quiznos	491	6.9%	76
Fast food/drive-in last 6 months: Sonic Drive-In	811	11.5%	97
Fast food/drive-in last 6 months: Starbucks	707	10.0%	66
Fast food/drive-in last 6 months: Steak n Shake	386	5.5%	109
Fast food/drive-in last 6 months: Subway	2,128	30.0%	95
Fast food/drive-in last 6 months: Taco Bell	2,402	33.9%	106
Fast food/drive-in last 6 months: Wendy's	2,285	32.3%	104
Fast food/drive-in last 6 months: Whataburger	382	5.4%	111
Fast food/drive-in last 6 months: White Castle	336	4.7%	119
Fast food/drive-in last 6 months: eat in	2,385	33.7%	90
Fast food/drive-in last 6 months: home delivery	748	10.6%	101
Fast food/drive-in last 6 months: take-out/drive-thru	3,946	55.7%	107
Fast food/drive-in last 6 months: take-out/walk-in	1,517	21.4%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 26, 2013



Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
 Ring: 3 mile radius

Latitude: 42.99182
 Longitude: -84.17076

Demographic Summary		2011	2016	
Population		23,542	22,705	
Population 18+		17,893	17,316	
Households		9,577	9,289	
Median Household Income		\$38,069	\$43,496	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		12,626	70.6%	98
Family restaurant/steak house last month: <2 times		4,576	25.6%	100
Family restaurant/steak house last month: 2-4 times		4,575	25.6%	95
Family restaurant/steak house last month: 5+ times		3,474	19.4%	100
Family restaurant/steak house last 6 months: breakfast		2,338	13.1%	100
Family restaurant/steak house last 6 months: lunch		4,355	24.3%	98
Family restaurant/steak house last 6 months: snack		415	2.3%	83
Family restaurant/steak house last 6 months: dinner		9,317	52.1%	99
Family restaurant/steak house last 6 months: weekday		6,759	37.8%	98
Family restaurant/steak house last 6 months: weekend		7,960	44.5%	100
Family restaurant/steak house last 6 months: Applebee's		4,546	25.4%	101
Family restaurant/steak house last 6 months: Bennigan's		349	2.0%	88
Family restaurant/steak house last 6 months: Bob Evans Farm		1,343	7.5%	166
Family restaurant/steak house last 6 months: Cheesecake Factory		738	4.1%	62
Family restaurant/steak house last 6 months: Chili's Grill & Bar		1,714	9.6%	82
Family restaurant/steak house last 6 months: Cracker Barrel		2,266	12.7%	115
Family restaurant/steak house last 6 months: Denny's		1,356	7.6%	84
Family restaurant/steak house last 6 months: Friendly's		609	3.4%	87
Family restaurant/steak house last 6 months: Golden Corral		1,666	9.3%	129
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		1,686	9.4%	81
Family restaurant/steak house last 6 months: Lone Star Steakhouse		577	3.2%	120
Family restaurant/steak house last 6 months: Old Country Buffet		550	3.1%	109
Family restaurant/steak house last 6 months: Olive Garden		3,050	17.0%	96
Family restaurant/steak house last 6 months: Outback Steakhouse		1,679	9.4%	82
Family restaurant/steak house last 6 months: Perkins		842	4.7%	131
Family restaurant/steak house last 6 months: Red Lobster		2,303	12.9%	96
Family restaurant/steak house last 6 months: Red Robin		810	4.5%	80
Family restaurant/steak house last 6 months: Ruby Tuesday		1,413	7.9%	95
Family restaurant/steak house last 6 months: Ryan's		750	4.2%	113
Family restaurant/steak house last 6 months: Sizzler		401	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's		1,482	8.3%	80
Went to fast food/drive-in restaurant in last 6 months		15,965	89.2%	101
Went to fast food/drive-in restaurant <6 times/month		6,130	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/month		5,314	29.7%	103
Went to fast food/drive-in restaurant 14+ times/month		4,521	25.3%	102
Fast food/drive-in last 6 months: breakfast		4,818	26.9%	98
Fast food/drive-in last 6 months: lunch		10,587	59.2%	101
Fast food/drive-in last 6 months: snack		2,615	14.6%	84
Fast food/drive-in last 6 months: dinner		9,285	51.9%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

March 26, 2013



Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
 Ring: 3 mile radius

Latitude: 42.99182
 Longitude: -84.17076

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	12,112	67.7%	102
Fast food/drive-in last 6 months: weekend	8,690	48.6%	101
Fast food/drive-in last 6 months: A & W	943	5.3%	117
Fast food/drive-in last 6 months: Arby's	4,746	26.5%	130
Fast food/drive-in last 6 months: Boston Market	509	2.8%	59
Fast food/drive-in last 6 months: Burger King	6,882	38.5%	107
Fast food/drive-in last 6 months: Captain D's	972	5.4%	107
Fast food/drive-in last 6 months: Carl's Jr.	712	4.0%	63
Fast food/drive-in last 6 months: Checkers	492	2.8%	86
Fast food/drive-in last 6 months: Chick-fil-A	2,227	12.4%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	696	3.9%	63
Fast food/drive-in last 6 months: Chuck E. Cheese	759	4.2%	95
Fast food/drive-in last 6 months: Church's Fr. Chicken	750	4.2%	98
Fast food/drive-in last 6 months: Dairy Queen	3,622	20.2%	128
Fast food/drive-in last 6 months: Del Taco	303	1.7%	50
Fast food/drive-in last 6 months: Domino's Pizza	2,167	12.1%	90
Fast food/drive-in last 6 months: Dunkin' Donuts	1,476	8.2%	72
Fast food/drive-in last 6 months: Fuddruckers	353	2.0%	70
Fast food/drive-in last 6 months: Hardee's	1,586	8.9%	132
Fast food/drive-in last 6 months: Jack in the Box	1,383	7.7%	73
Fast food/drive-in last 6 months: KFC	5,432	30.4%	111
Fast food/drive-in last 6 months: Little Caesars	1,478	8.3%	113
Fast food/drive-in last 6 months: Long John Silver's	1,550	8.7%	139
Fast food/drive-in last 6 months: McDonald's	10,418	58.2%	105
Fast food/drive-in last 6 months: Panera Bread	1,458	8.1%	84
Fast food/drive-in last 6 months: Papa John's	1,442	8.1%	93
Fast food/drive-in last 6 months: Pizza Hut	4,507	25.2%	115
Fast food/drive-in last 6 months: Popeyes	944	5.3%	72
Fast food/drive-in last 6 months: Quiznos	1,302	7.3%	80
Fast food/drive-in last 6 months: Sonic Drive-In	2,134	11.9%	101
Fast food/drive-in last 6 months: Starbucks	1,816	10.1%	67
Fast food/drive-in last 6 months: Steak n Shake	1,101	6.2%	123
Fast food/drive-in last 6 months: Subway	5,836	32.6%	103
Fast food/drive-in last 6 months: Taco Bell	5,982	33.4%	104
Fast food/drive-in last 6 months: Wendy's	6,008	33.6%	108
Fast food/drive-in last 6 months: Whataburger	823	4.6%	95
Fast food/drive-in last 6 months: White Castle	792	4.4%	111
Fast food/drive-in last 6 months: eat in	6,698	37.4%	100
Fast food/drive-in last 6 months: home delivery	1,765	9.9%	95
Fast food/drive-in last 6 months: take-out/drive-thru	10,076	56.3%	108
Fast food/drive-in last 6 months: take-out/walk-in	3,849	21.5%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

March 26, 2013



Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
 Ring: 5 mile radius

Latitude: 42.99182
 Longitude: -84.17076

Demographic Summary		2011	2016
Population		28,322	27,567
Population 18+		21,614	21,126
Households		11,473	11,240
Median Household Income		\$38,619	\$44,388
Product/Consumer Behavior		Expected Number of	
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	15,277	70.7%	98
Family restaurant/steak house last month: <2 times	5,550	25.7%	100
Family restaurant/steak house last month: 2-4 times	5,556	25.7%	95
Family restaurant/steak house last month: 5+ times	4,169	19.3%	100
Family restaurant/steak house last 6 months: breakfast	2,788	12.9%	98
Family restaurant/steak house last 6 months: lunch	5,322	24.6%	99
Family restaurant/steak house last 6 months: snack	460	2.1%	76
Family restaurant/steak house last 6 months: dinner	11,286	52.2%	99
Family restaurant/steak house last 6 months: weekday	8,198	37.9%	99
Family restaurant/steak house last 6 months: weekend	9,663	44.7%	101
Family restaurant/steak house last 6 months: Applebee's	5,559	25.7%	102
Family restaurant/steak house last 6 months: Bennigan's	402	1.9%	84
Family restaurant/steak house last 6 months: Bob Evans Farm	1,608	7.4%	165
Family restaurant/steak house last 6 months: Cheesecake Factory	847	3.9%	59
Family restaurant/steak house last 6 months: Chili's Grill & Bar	2,033	9.4%	81
Family restaurant/steak house last 6 months: Cracker Barrel	2,829	13.1%	119
Family restaurant/steak house last 6 months: Denny's	1,591	7.4%	81
Family restaurant/steak house last 6 months: Friendly's	737	3.4%	87
Family restaurant/steak house last 6 months: Golden Corral	1,976	9.1%	127
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,015	9.3%	80
Family restaurant/steak house last 6 months: Lone Star Steakhouse	699	3.2%	120
Family restaurant/steak house last 6 months: Old Country Buffet	649	3.0%	107
Family restaurant/steak house last 6 months: Olive Garden	3,687	17.1%	96
Family restaurant/steak house last 6 months: Outback Steakhouse	2,042	9.4%	83
Family restaurant/steak house last 6 months: Perkins	1,082	5.0%	139
Family restaurant/steak house last 6 months: Red Lobster	2,800	13.0%	97
Family restaurant/steak house last 6 months: Red Robin	977	4.5%	80
Family restaurant/steak house last 6 months: Ruby Tuesday	1,715	7.9%	96
Family restaurant/steak house last 6 months: Ryan's	932	4.3%	116
Family restaurant/steak house last 6 months: Sizzler	464	2.1%	70
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,755	8.1%	79
Went to fast food/drive-in restaurant in last 6 months	19,304	89.3%	101
Went to fast food/drive-in restaurant <6 times/month	7,505	34.7%	99
Went to fast food/drive-in restaurant 6-13 times/month	6,464	29.9%	104
Went to fast food/drive-in restaurant 14+ times/month	5,334	24.7%	99
Fast food/drive-in last 6 months: breakfast	5,865	27.1%	99
Fast food/drive-in last 6 months: lunch	12,902	59.7%	102
Fast food/drive-in last 6 months: snack	3,165	14.6%	84
Fast food/drive-in last 6 months: dinner	11,255	52.1%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

March 26, 2013



Restaurant Market Potential

616 S Washington St, Owosso, MI, 48867
 Ring: 5 mile radius

Latitude: 42.99182
 Longitude: -84.17076

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: weekday	14,785	68.4%	103
Fast food/drive-in last 6 months: weekend	10,456	48.4%	100
Fast food/drive-in last 6 months: A & W	1,158	5.4%	119
Fast food/drive-in last 6 months: Arby's	5,745	26.6%	130
Fast food/drive-in last 6 months: Boston Market	568	2.6%	55
Fast food/drive-in last 6 months: Burger King	8,333	38.6%	107
Fast food/drive-in last 6 months: Captain D's	1,192	5.5%	109
Fast food/drive-in last 6 months: Carl's Jr.	785	3.6%	57
Fast food/drive-in last 6 months: Checkers	582	2.7%	85
Fast food/drive-in last 6 months: Chick-fil-A	2,692	12.5%	97
Fast food/drive-in last 6 months: Chipotle Mex. Grill	805	3.7%	61
Fast food/drive-in last 6 months: Chuck E. Cheese	884	4.1%	91
Fast food/drive-in last 6 months: Church's Fr. Chicken	812	3.8%	88
Fast food/drive-in last 6 months: Dairy Queen	4,498	20.8%	132
Fast food/drive-in last 6 months: Del Taco	338	1.6%	46
Fast food/drive-in last 6 months: Domino's Pizza	2,528	11.7%	87
Fast food/drive-in last 6 months: Dunkin' Donuts	1,762	8.2%	71
Fast food/drive-in last 6 months: Fuddruckers	428	2.0%	70
Fast food/drive-in last 6 months: Hardee's	1,951	9.0%	135
Fast food/drive-in last 6 months: Jack in the Box	1,577	7.3%	69
Fast food/drive-in last 6 months: KFC	6,528	30.2%	110
Fast food/drive-in last 6 months: Little Caesars	1,747	8.1%	111
Fast food/drive-in last 6 months: Long John Silver's	1,852	8.6%	137
Fast food/drive-in last 6 months: McDonald's	12,581	58.2%	105
Fast food/drive-in last 6 months: Panera Bread	1,766	8.2%	84
Fast food/drive-in last 6 months: Papa John's	1,689	7.8%	90
Fast food/drive-in last 6 months: Pizza Hut	5,488	25.4%	116
Fast food/drive-in last 6 months: Popeyes	1,060	4.9%	67
Fast food/drive-in last 6 months: Quiznos	1,572	7.3%	80
Fast food/drive-in last 6 months: Sonic Drive-In	2,581	11.9%	101
Fast food/drive-in last 6 months: Starbucks	2,172	10.0%	67
Fast food/drive-in last 6 months: Steak n Shake	1,337	6.2%	123
Fast food/drive-in last 6 months: Subway	7,163	33.1%	105
Fast food/drive-in last 6 months: Taco Bell	7,129	33.0%	103
Fast food/drive-in last 6 months: Wendy's	7,198	33.3%	108
Fast food/drive-in last 6 months: Whataburger	896	4.1%	85
Fast food/drive-in last 6 months: White Castle	915	4.2%	106
Fast food/drive-in last 6 months: eat in	8,309	38.4%	102
Fast food/drive-in last 6 months: home delivery	2,045	9.5%	91
Fast food/drive-in last 6 months: take-out/drive-thru	12,163	56.3%	108
Fast food/drive-in last 6 months: take-out/walk-in	4,648	21.5%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

March 26, 2013



Retail Market Potential

616 S Washington St, Owosso, MI, 48867
 Ring: 1 mile radius

Latitude: 42.99182
 Longitude: -84.17076

Demographic Summary		2011	2016
Population		9,524	9,204
Population 18+		7,083	6,851
Households		3,675	3,555
Median Household Income		\$32,816	\$36,860

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,327	47.0%	94
Bought any women's apparel in last 12 months	3,202	45.2%	99
Bought apparel for child <13 in last 6 months	2,086	29.5%	104
Bought any shoes in last 12 months	3,667	51.8%	100
Bought costume jewelry in last 12 months	1,405	19.8%	95
Bought any fine jewelry in last 12 months	1,633	23.1%	105
Bought a watch in last 12 months	1,366	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	3,139	85.4%	99
HH bought/leased new vehicle last 12 mo	229	6.2%	65
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,157	86.9%	100
Bought/changed motor oil in last 12 months	4,012	56.6%	109
Had tune-up in last 12 months	2,111	29.8%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,962	55.9%	90
Drank regular cola in last 6 months	3,883	54.8%	108
Drank beer/ale in last 6 months	2,793	39.4%	93
Cameras & Film (Adults)			
Bought any camera in last 12 months	897	12.7%	99
Bought film in last 12 months	1,367	19.3%	101
Bought digital camera in last 12 months	441	6.2%	91
Bought memory card for camera in last 12 months	472	6.7%	87
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	2,448	34.6%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,427	20.1%	95
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,274	32.1%	99
Avg monthly cell/mobile phone/PDA bill: \$100+	1,351	19.1%	90
Computers (Households)			
HH owns a personal computer	2,389	65.0%	88
Spent <\$500 on most recent home PC purchase	344	9.4%	108
Spent \$500-\$999 on most recent home PC purchase	621	16.9%	95
Spent \$1000-\$1499 on most recent home PC purchase	358	9.7%	74
Spent \$1500-\$1999 on most recent home PC purchase	223	6.1%	85
Spent \$2000+ on most recent home PC purchase	160	4.4%	69

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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