



Date: 07/28/06

Current Geography Selection: (3 Selected) 1, 3, 5 mile radii: N GOULD ST & E MAIN ST, OWOSSO, MI 48867 *

Lat: 42.997570 Long: -84.157830

City: Owosso city Pop: 15,462

County: Shiawassee County Pop: 73,340

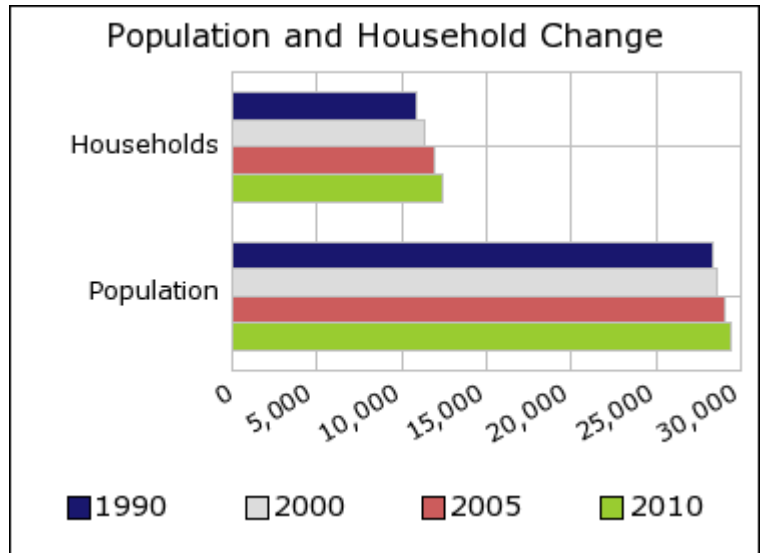
Zip: 48867 Pop: 28,869

Executive Summary Report with Charts

Population Demographics:

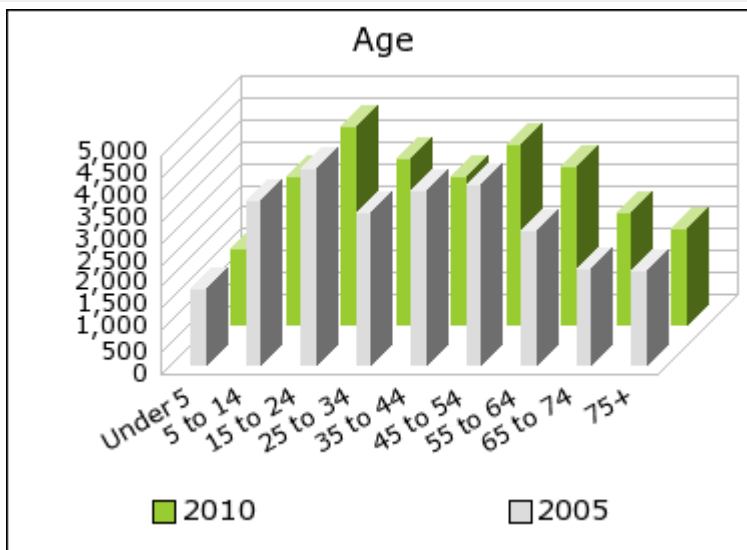
The number of households in the study area in 1990 was **10,827** and changed to **11,347** in 2000, representing a change of **4.8%**. The household count in 2005 was **11,885** and the household projection for 2010 is **12,435**, a change of **4.6%**.

The population in the study area in 1990 was **28,386** and in 2000 it was **28,636**, roughly a **0.9%** change. The population in 2005 was **29,002** and the projection for 2010 is **29,376** representing a change of **1.3%**.



| | 1990 Census | 2000 Census | 2005 Estimate | 2010 Projection | Percent Change | |
|------------------|-------------|-------------|---------------|-----------------|----------------|--------------|
| | | | | | 1990 to 2000 | 2005 to 2010 |
| Total Population | 28,386 | 28,636 | 29,002 | 29,376 | 0.9% | 1.3% |
| Total Households | 10,827 | 11,347 | 11,885 | 12,435 | 4.8% | 4.6% |

Population by Age



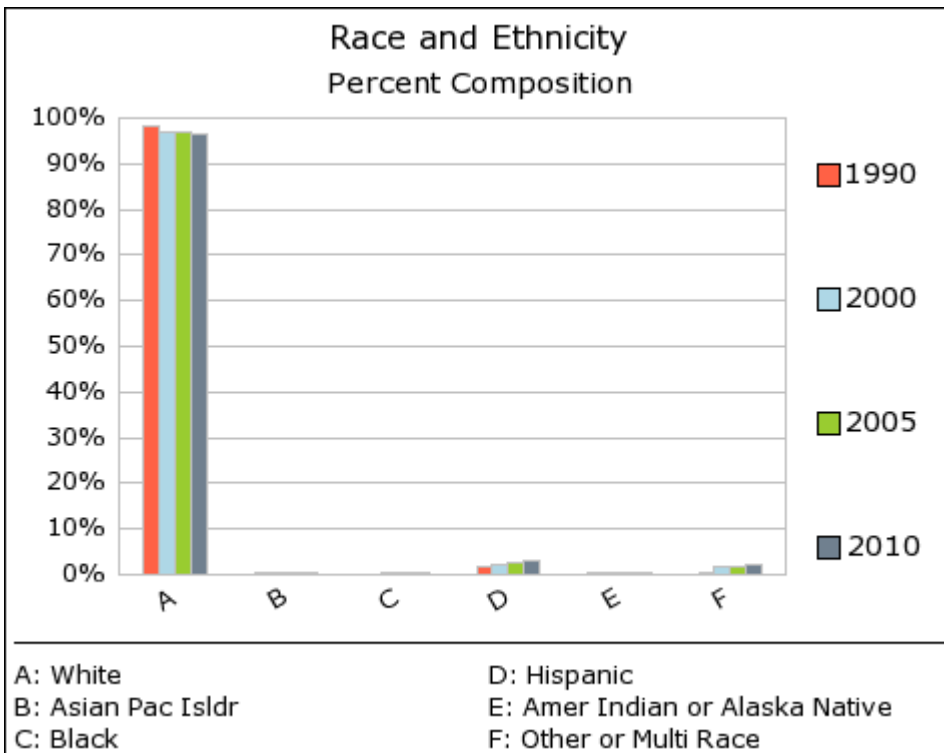
In 1990, the median age of the total population in the study area was **32.9**, and in 2000, it was **36.3**. The median age in 2005 is **37.9** and it is predicted to change in five years to **39.1** years. In 2005, females represented **51.9%** of the population with a median age of **39.7** and males represented **48.1%** of the population with a median age of **35.8** years. In 2005, the most prominent age group in this geography is **Age 45 to 54** years. The age group least represented in this geography is **0 to 4** years.

Age Groups

Percent Change

| | 1990 Census | % | 2000 Census | % | 2005 Estimate | % | 2010 Projection | % | 1990 to 2000 | 2005 to 2010 |
|----------|----------------|-------|----------------|-------|------------------|-------|--------------------|-------|-----------------|--------------|
| 0 to 4 | 2,077 | 7.3% | 1,960 | 6.8% | 1,758 | 6.1% | 1,724 | 5.9% | -5.6% | -2.0% |
| 5 to 14 | 4,354 | 15.3% | 4,175 | 14.6% | 3,770 | 13.0% | 3,396 | 11.6% | -4.1% | -9.9% |
| 15 to 19 | 2,181 | 7.7% | 2,121 | 7.4% | 2,157 | 7.4% | 2,112 | 7.2% | -2.7% | -2.1% |
| 20 to 24 | 1,965 | 6.9% | 1,842 | 6.4% | 2,323 | 8.0% | 2,428 | 8.3% | -6.3% | 4.5% |
| 25 to 34 | 4,604 | 16.2% | 3,686 | 12.9% | 3,469 | 12.0% | 3,796 | 12.9% | -19.9% | 9.4% |
| 35 to 44 | 4,001 | 14.1% | 4,479 | 15.6% | 3,977 | 13.7% | 3,391 | 11.5% | 12.0% | -14.7% |
| 45 to 54 | 2,897 | 10.2% | 3,754 | 13.1% | 4,118 | 14.2% | 4,122 | 14.0% | 29.6% | 0.1% |
| 55 to 64 | 2,481 | 8.7% | 2,573 | 9.0% | 3,089 | 10.7% | 3,623 | 12.3% | 3.7% | 17.3% |
| 65 to 74 | 2,219 | 7.8% | 2,066 | 7.2% | 2,179 | 7.5% | 2,577 | 8.8% | -6.9% | 18.2% |
| 75 + | 1,612 | 5.7% | 1,980 | 6.9% | 2,164 | 7.5% | 2,213 | 7.5% | 22.8% | 2.3% |

Population by Race/Ethnicity



In 2005, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **Black**.

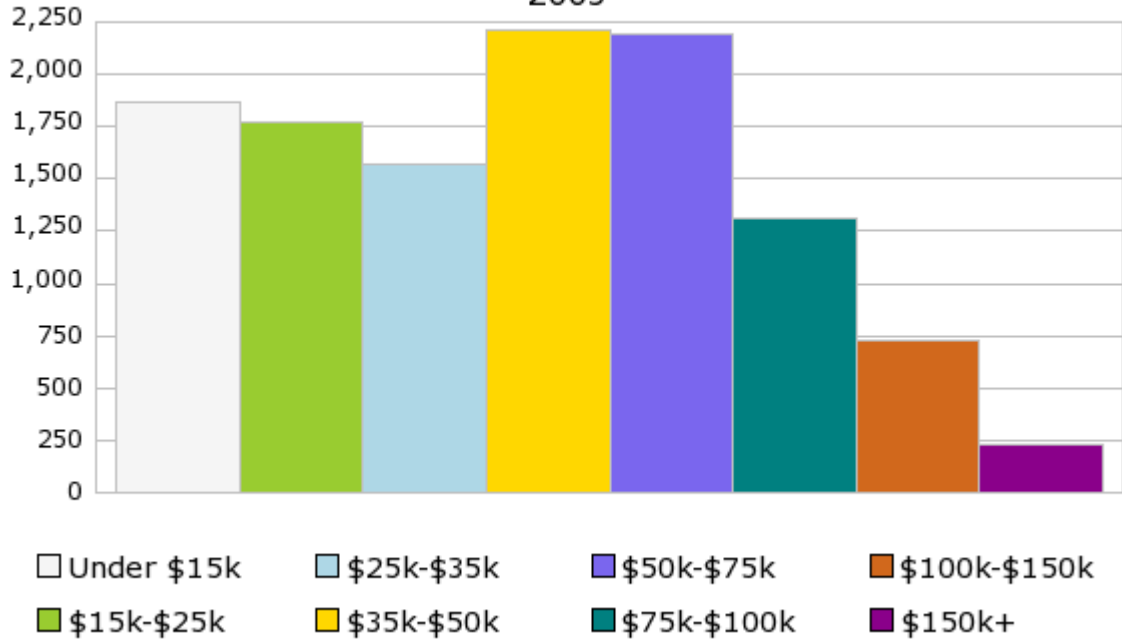
Race & Ethnicity

| | 1990 Census | % | 2000 Census | % | 2005 Estimate | % | 2010 Projection | % | Percent Change | |
|-------------------------------------|----------------|-------|----------------|-------|------------------|-------|--------------------|-------|-----------------|-----------------|
| | | | | | | | | | 1990 to 2000 | 2005 to 2010 |
| White | 27,869 | 98.2% | 27,812 | 97.1% | 28,160 | 97.1% | 28,380 | 96.6% | -0.2% | 0.8% |
| Black | 44 | 0.2% | 76 | 0.3% | 86 | 0.3% | 92 | 0.3% | 72.9% | 7.0% |
| American Indian or Alaska Native | 165 | 0.6% | 147 | 0.5% | 145 | 0.5% | 135 | 0.5% | -11.0% | -6.9% |
| Asian | 133 | 0.5% | 122 | 0.4% | 128 | 0.4% | 132 | 0.5% | -8.4% | 3.7% |
| Other Race | 176 | 0.6% | 184 | 0.6% | 185 | 0.6% | 276 | 0.9% | 4.8% | 48.8% |
| Two or More Races | | | 296 | 1.0% | 299 | 1.0% | 361 | 1.2% | | 21.0% |
| Hispanic Ethnicity | 539 | 1.9% | 690 | 2.4% | 816 | 2.8% | 929 | 3.2% | 28.1% | 13.9% |
| Not Hispanic or Latino | 27,847 | 98.1% | 27,946 | 97.6% | 28,186 | 97.2% | 28,447 | 96.8% | 0.4% | 0.9% |

Households by Income

Households by Income Group

2005



In 2005 the predominant household income category in this study area is **\$35K - \$50K**, and the income group that is least represented in this geography is **\$150K +**.

HH Income Categories

| | 1990 Census | | 2000 Census | | 2005 Estimate | | 2010 Projection | | Percent Change | |
|-----------------------|-------------|-------|-------------|-------|---------------|-------|-----------------|-------|----------------|--------------|
| | | % | | % | | % | | % | 1990 to 2000 | 2005 to 2010 |
| \$0 - \$15,000 | 2,992 | 27.6% | 1,924 | 17.0% | 1,864 | 15.7% | 1,798 | 14.5% | -35.7% | -3.6% |
| \$15,000 - \$24,999 | 2,099 | 19.4% | 1,837 | 16.2% | 1,775 | 14.9% | 1,650 | 13.3% | -12.5% | -7.1% |
| \$25,000 - \$34,999 | 1,903 | 17.6% | 1,729 | 15.2% | 1,567 | 13.2% | 1,569 | 12.6% | -9.1% | 0.2% |
| \$35,000 - \$49,999 | 2,046 | 18.9% | 2,062 | 18.2% | 2,211 | 18.6% | 2,074 | 16.7% | 0.8% | -6.2% |
| \$50,000 - \$74,999 | 1,371 | 12.7% | 2,090 | 18.4% | 2,195 | 18.5% | 2,295 | 18.5% | 52.5% | 4.6% |
| \$75,000 - \$99,999 | 270 | 2.5% | 1,083 | 9.5% | 1,308 | 11.0% | 1,394 | 11.2% | 300.6% | 6.6% |
| \$100,000 - \$149,999 | 61 | 0.6% | 445 | 3.9% | 732 | 6.2% | 1,300 | 10.5% | 631.8% | 77.8% |
| \$150,000 + | 76 | 0.7% | 176 | 1.6% | 233 | 2.0% | 355 | 2.9% | 132.1% | 52.2% |
| Average Hhld Income | \$31,682 | | \$44,506 | | \$50,341 | | \$55,217 | | 40.5% | 9.7% |
| Median Hhld Income | \$26,678 | | \$36,134 | | \$39,501 | | \$44,124 | | 35.4% | 11.7% |
| Per Capita Income | \$12,115 | | \$17,635 | | \$21,465 | | \$24,194 | | 45.6% | 12.7% |

* Reports requiring summarization use only the largest Radius or Drive Time around each center point to calculate results.

Current year data is for the year **2005**, 5 year projected data is for the year **2010**. More About Our Data.
Demographic data © 2005 by Experian/Applied Geographic Solutions.

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