

# ADDENDUM C: ANTRIM COUNTY OVERVIEW

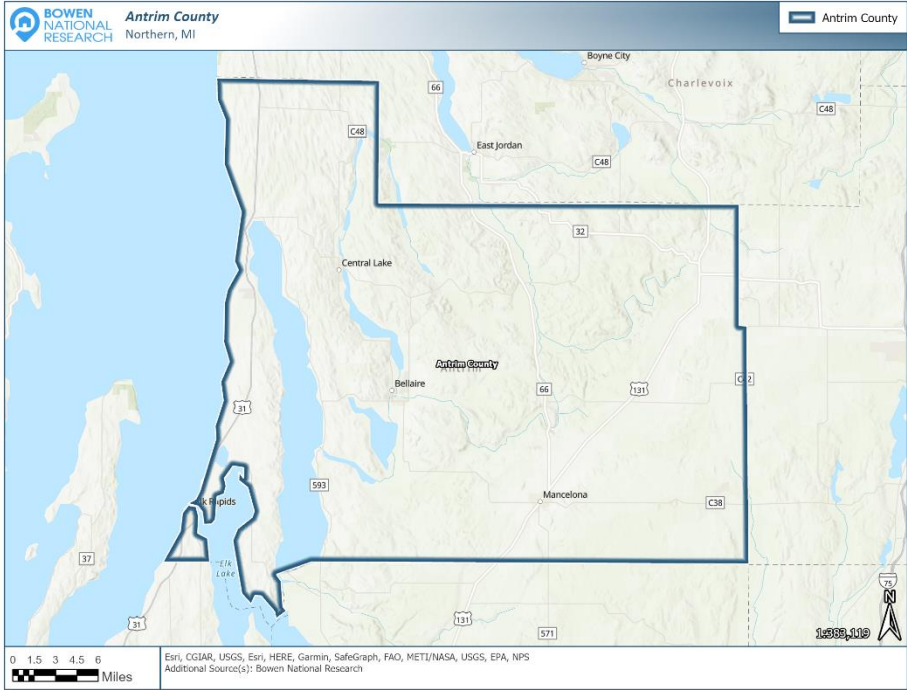
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Antrim County. To provide a base of comparison, various metrics of Antrim County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

## A. INTRODUCTION

Antrim County is located in the northwestern portion of the Lower Peninsula of Michigan along the eastern shore of Grand Traverse Bay. Antrim County contains approximately 524.97 square miles and has an estimated population of 23,171 for 2022, which is representative of approximately 7.0% of the total population for the 10-county Northern Michigan Region. The village of Bellaire serves as the county seat and is accessible via State Route 88 in the western portion of the county. Other notable population centers within the county include the villages of Ellsworth, Central Lake, Alba, Mancelona, and Elk Rapids. Major arterials that serve the county include U.S. Highways 31 and 131, as well as State Routes 32, 66, and 88.

A map illustrating Antrim County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Antrim County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Antrim</b>	23,580	23,431	<b>-149</b>	<b>-0.6%</b>	23,171	<b>-260</b>	<b>-1.1%</b>	23,077	<b>-94</b>	<b>-0.4%</b>
<b>Region</b>	297,912	310,802	<b>12,890</b>	<b>4.3%</b>	311,690	<b>888</b>	<b>0.3%</b>	313,166	<b>1,476</b>	<b>0.5%</b>
<b>Michigan</b>	9,883,297	10,077,094	<b>193,797</b>	<b>2.0%</b>	10,077,929	<b>835</b>	<b>0.0%</b>	10,054,166	<b>-23,763</b>	<b>-0.2%</b>

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Antrim County declined by 149 (0.6%) as compared to the 10-county Northern Michigan Region which increased in population by 12,890 (4.3%) during this time period. Population decline continued within the county between 2020 and 2022 and is projected through 2027. In contrast, the Northern Michigan Region is projected to continue to expand in population, albeit at a slow rate of 0.5% between 2022 and 2027. While the state of Michigan experienced an increase in population between 2010 and 2022, this will reverse between 2022 and 2027 and the state population is projected to decline by 23,763 (0.2%). It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Antrim County experienced positive *household* growth between 2010 and 2020 and is expected to again experience household growth between 2022 and 2027, despite the population decline experienced and projected for the county during these time periods.

Other notable population statistics for Antrim County include the following:

- Minorities comprise 6.5% of the county's population, which is lower than the Northern Michigan Region and statewide shares of 8.7% and 26.1%, respectively.
- Married persons represent nearly two-thirds (61.6%) of the adult population, which is higher than the shares reported for the Northern Michigan Region (55.3%) and state of Michigan (49.0%).
- The adult population without a high school diploma is 6.9%, which is higher than the share reported for the Northern Michigan Region (6.1%) but lower than the state share of Michigan (7.7%).

- Approximately 10.0% of the population lives in poverty, which is similar to the Northern Michigan Region share and below the statewide share of 13.7%.
- The annual movership rate (population moving within or to Antrim County) is 11.0%, which is lower than both Northern Michigan Region (12.1%) and statewide (13.4%) shares.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Antrim</b>	9,890	10,147	257	2.6%	10,073	-74	-0.7%	10,093	20	0.2%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the total number of households within Antrim County increased by 257 (2.6%), less than the regional and statewide growth rates of 7.2% and 4.4%, respectively, during this same time period. While both the region and state experienced household growth between 2020 and 2022, the Antrim County household base declined by 74 (0.7%). However, household growth is again projected for the county between 2022 and 2027 during which time households are projected to increase by 20 (0.2%), a similar rate to that projected for the state of Michigan (0.3%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
<b>Antrim</b>	2010	207 (2.1%)	901 (9.1%)	1,324 (13.4%)	1,989 (20.1%)	2,163 (21.9%)	1,892 (19.1%)	1,414 (14.3%)
	2022	156 (1.5%)	971 (9.6%)	1,144 (11.4%)	1,510 (15.0%)	2,251 (22.3%)	2,363 (23.5%)	1,678 (16.7%)
	2027	140 (1.4%)	887 (8.8%)	1,173 (11.6%)	1,379 (13.7%)	2,037 (20.2%)	2,566 (25.4%)	1,911 (18.9%)
	Change 2022-2027	<b>-16</b> <b>(-10.3%)</b>	<b>-84</b> <b>(-8.7%)</b>	<b>29</b> <b>(2.5%)</b>	<b>-131</b> <b>(-8.7%)</b>	<b>-214</b> <b>(-9.5%)</b>	<b>203</b> <b>(8.6%)</b>	<b>233</b> <b>(13.9%)</b>
<b>Region</b>	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	<b>-115</b> <b>(-3.5%)</b>	<b>-1,157</b> <b>(-7.5%)</b>	<b>831</b> <b>(4.7%)</b>	<b>-821</b> <b>(-4.0%)</b>	<b>-3,285</b> <b>(-11.5%)</b>	<b>2,114</b> <b>(7.8%)</b>	<b>3,758</b> <b>(19.4%)</b>
<b>Michigan</b>	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	<b>-5,617</b> <b>(-3.7%)</b>	<b>-37,526</b> <b>(-6.6%)</b>	<b>22,454</b> <b>(3.6%)</b>	<b>-35,034</b> <b>(-5.2%)</b>	<b>-78,417</b> <b>(-9.6%)</b>	<b>53,344</b> <b>(7.7%)</b>	<b>92,660</b> <b>(18.0%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 65 and 74 within Antrim County comprise the largest share of households (23.5%) by age. Household heads between the ages of 55 and 64 represent the next largest share (22.3%). Notably, household heads aged 55 and older comprise nearly two-thirds (62.5%) of all households within Antrim County. This is a higher share of senior households as compared to the Northern Michigan Region (56.8%) and the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 11.2% of Antrim County households, which represents a smaller share of such households when compared to the region (14.1%) and state (17.8%). Between 2022 and 2027, household growth within Antrim County is projected to occur among the age cohorts of 35 to 44 years and 65 years and older. The most significant growth will occur among households ages 75 and older, with Antrim County experiencing a 13.9% increase within this age cohort. Households under the age of 35 and between the ages of 45 and 64 are projected to decline over the next five years, with the largest percentage decline of 10.3% projected for the under age 25 cohort.

Households by tenure (renter and owner) for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Antrim	Owner-Occupied	8,392	84.9%	8,293	83.9%	8,756	86.9%	8,810	87.3%
	Renter-Occupied	1,498	15.1%	1,597	16.1%	1,317	13.1%	1,283	12.7%
	Total	9,890	100.0%	9,890	100.0%	10,073	100.0%	10,093	100.0%
Region	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
Michigan	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Antrim County has an 86.9% share of owner households and a 13.1% share of renter households. Antrim County has a higher share of owner households and lower share of renter households as compared to both the Northern Michigan Region and state of Michigan. Notably, Antrim County renter households represent less than 5.0% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households is projected to increase by 54 (0.6%), while the number of renter households is projected to decline by 34 (2.6%). The increase among owner households in Antrim County will likely contribute to an increase in demand within the for-sale housing market over the next five years.

Median household income for selected years is shown in the following table:

		Median Household Income				
		2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
Antrim		\$39,604	\$66,587	68.1%	\$74,909	12.5%
Region		\$44,261	\$63,085	42.5%	\$71,177	12.8%
Michigan		\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Antrim County is \$66,587. Between 2010 and 2022, Antrim County experienced a significant increase (68.1%) in median household income. The increase in Antrim County was greater than the increases for both the region (42.5%) and the state of Michigan (42.3%) and resulted in a higher median household income within the county (\$66,587) as compared to those reported for both the region (\$63,085) and state (\$65,507). The median household income is projected to increase by an additional 12.5% between 2022 and 2027, resulting in a projected median income of \$74,909 in 2027, which will remain above that projected for the region (\$71,177).

The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Antrim</b>	2010	307 (19.2%)	469 (29.4%)	320 (20.0%)	197 (12.3%)	146 (9.2%)	50 (3.1%)	98 (6.1%)	10 (0.6%)
	2022	132 (10.1%)	204 (15.5%)	236 (17.9%)	165 (12.6%)	143 (10.9%)	122 (9.2%)	240 (18.2%)	75 (5.7%)
	2027	99 (7.7%)	142 (11.1%)	216 (16.9%)	155 (12.1%)	138 (10.8%)	145 (11.3%)	278 (21.6%)	109 (8.5%)
	Change 2022-2027	<b>-33</b> <b>(-25.0%)</b>	<b>-62</b> <b>(-30.4%)</b>	<b>-20</b> <b>(-8.5%)</b>	<b>-10</b> <b>(-6.1%)</b>	<b>-5</b> <b>(-3.5%)</b>	<b>23</b> <b>(18.9%)</b>	<b>38</b> <b>(15.8%)</b>	<b>34</b> <b>(45.3%)</b>
<b>Region</b>	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	<b>-359</b> <b>(-15.4%)</b>	<b>-813</b> <b>(-21.1%)</b>	<b>-302</b> <b>(-6.4%)</b>	<b>50</b> <b>(1.2%)</b>	<b>-150</b> <b>(-5.0%)</b>	<b>123</b> <b>(5.9%)</b>	<b>436</b> <b>(9.0%)</b>	<b>522</b> <b>(25.2%)</b>
<b>Michigan</b>	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	<b>-29,772</b> <b>(-22.7%)</b>	<b>-40,400</b> <b>(-24.9%)</b>	<b>-23,618</b> <b>(-14.7%)</b>	<b>-11,370</b> <b>(-8.0%)</b>	<b>-5,931</b> <b>(-5.0%)</b>	<b>5,249</b> <b>(5.7%)</b>	<b>33,790</b> <b>(14.8%)</b>	<b>43,334</b> <b>(34.7%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$20,000 and \$29,999 (17.9%) and \$60,000 and \$99,999 (18.2%) comprised the largest shares of renter households by income level within the county. More than half (56.0%) of all renter households within the county earn less than \$40,000 which is similar to the regional share (55.5%) and slightly higher than the statewide share (51.4%). Growth among renter households within Antrim County is projected to be concentrated among households earning \$50,000 or more between 2022 and 2027, similar to projections for the state of Michigan during this time period. The Northern Michigan Region will also primarily experience renter growth among households earning \$50,000 or more, though some growth is also projected within the \$30,000 to \$39,999 income segment. The greatest growth (38 households) within the county is projected to occur within the \$60,000 to \$99,999 income segment. Considering the projected growth among renter households within Antrim County, the share of renter households within Antrim County earning above \$40,000 will be relatively equal to the share of households earning below \$40,000 in 2027.

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Antrim	2010	514 (6.2%)	1,014 (12.2%)	1,085 (13.1%)	1,090 (13.1%)	1,004 (12.1%)	752 (9.1%)	1,761 (21.2%)	1,073 (12.9%)
	2022	251 (2.9%)	423 (4.8%)	629 (7.2%)	688 (7.9%)	685 (7.8%)	828 (9.5%)	2,644 (30.2%)	2,608 (29.8%)
	2027	193 (2.2%)	291 (3.3%)	541 (6.1%)	552 (6.3%)	573 (6.5%)	779 (8.8%)	2,746 (31.2%)	3,136 (35.6%)
	Change 2022-2027	-58 <b>(-23.1%)</b>	-132 <b>(-31.2%)</b>	-88 <b>(-14.0%)</b>	-136 <b>(-19.8%)</b>	-112 <b>(-16.4%)</b>	-49 <b>(-5.9%)</b>	102 <b>(3.9%)</b>	528 <b>(20.2%)</b>
Region	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	-518 <b>(-20.3%)</b>	-1,351 <b>(-27.6%)</b>	-1,432 <b>(-18.4%)</b>	-956 <b>(-10.0%)</b>	-1,109 <b>(-12.4%)</b>	-584 <b>(-6.4%)</b>	680 <b>(2.2%)</b>	7,088 <b>(22.6%)</b>
Michigan	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	-16,584 <b>(-20.9%)</b>	-32,445 <b>(-25.4%)</b>	-36,413 <b>(-19.8%)</b>	-34,655 <b>(-15.8%)</b>	-28,313 <b>(-12.9%)</b>	-20,353 <b>(-8.6%)</b>	-10,779 <b>(-1.4%)</b>	220,125 <b>(20.4%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 60.0% of *owner* households in Antrim County earn \$60,000 or more annually, which represents a marginally higher share compared to the Northern Michigan Region (59.2%). Both the county and region, however, have a slightly lower share of owner households earning \$60,000 or more as compared to the state of Michigan (63.2%). Approximately one-quarter (25.1%) of owner households in Antrim County earn between \$30,000 and \$59,999, and the remaining 14.9% earn less than \$30,000. The overall distribution of owner households by income in the county is very comparable to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Antrim County and the Northern Michigan Region whereas owner household growth within the state of Michigan will be concentrated among households earning \$100,000 or more.

The following table illustrates the cumulative change in total population for Antrim County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Antrim County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Antrim County</b>	23,577	23,449	-128	-0.5%	-865	705	52	757
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-20, Antrim County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the moderate population decline (0.5%) within Antrim County from 2010 to 2020 was primarily the result of natural decrease (more deaths than births). While net migration (757) had a positive influence on the population within Antrim County between 2010 and 2020, natural decrease (-865) resulted in an overall slight decrease in population (-128) during this time period. This trend of positive domestic and international migration combined with natural decrease in Antrim County is consistent with the regionwide trends within the PSA (Northern Michigan Region). In order for Antrim County to continue benefiting from positive net migration, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants, and to retain young families in the area, which contribute to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Antrim County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Antrim County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
<b>Grand Traverse County, MI</b>	<b>415</b>	<b>14.8%</b>	<b>173</b>
<b>Kalkaska County, MI</b>	<b>325</b>	<b>11.6%</b>	<b>-47</b>
Otsego County, MI	260	9.2%	-50
<b>Charlevoix County, MI</b>	<b>229</b>	<b>8.1%</b>	<b>-85</b>
Ingham County, MI	113	4.0%	-97
Washtenaw County, MI	105	3.7%	63
Allegan County, MI	75	2.7%	75
<b>Leelanau County, MI</b>	<b>64</b>	<b>2.3%</b>	<b>12</b>
Saginaw County, MI	46	1.6%	16
Mecosta County, MI	45	1.6%	-45
All Other Counties	1,134	40.3%	308
<b>Total Migration</b>	<b>2,811</b>	<b>100.0%</b>	<b>323</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes counties within the state and bordering states



As the preceding illustrates, nearly three-fifths (59.7%) of the gross migration for Antrim County is among the top 10 counties listed. Grand Traverse County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall positive net-migration (173) influence for Antrim County. In total, four of the top 10 migration counties (Grand Traverse, Kalkaska, Charlevoix, and Leelanau) for Antrim County are within the PSA. Combined, these four PSA counties have a positive net-migration (53) influence for Antrim County. Among the counties to which Antrim County has the largest net loss of residents are Ingham County (-97) and Charlevoix County (-85).

The following table details the *shares* of domestic in-migration by three select age cohorts for Antrim County from 2012 to 2021.

Antrim County Domestic County Population In-Migrants by Age, 2012 to 2021		
Age	2012-2016	2017-2021
1 to 24	36.2%	39.0%
25 to 64	51.0%	48.3%
65+	12.8%	12.7%
Median Age (In-state migrants)	27.8	29.8
Median Age (Out-of-state migrants)	34.6	41.1
Median Age (County Population)	50.3	52.0

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 51.0% of in-migrants to Antrim County were between the ages of 25 and 64, while 36.2% were less than 25 years of age. The share of in-migrants under the age of 25 increased to 39.0% during the time period between 2017 and 2021, while the share of in-migrants ages 25 to 64 decreased to 48.3%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (29.8 years) is notably less than out-of-state migrants (41.1 years) and the existing population of the county (52.0 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

Antrim County: Income Distribution by Mobility Status for Population Age 15+ Years*						
2021 Inflation Adjusted Individual Income	Moved Within Same County		Moved From Different County, Same State		Moved From Different State	
	Number	Percent	Number	Percent	Number	Percent
<\$10,000	155	20.4%	154	14.3%	38	21.0%
\$10,000 to \$14,999	36	4.7%	137	12.8%	40	22.1%
\$15,000 to \$24,999	137	18.0%	135	12.6%	22	12.2%
\$25,000 to \$34,999	123	16.2%	225	20.9%	41	22.7%
\$35,000 to \$49,999	133	17.5%	162	15.1%	7	3.9%
\$50,000 to \$64,999	46	6.0%	128	11.9%	6	3.3%
\$65,000 to \$74,999	34	4.5%	37	3.4%	0	0.0%
\$75,000+	97	12.7%	96	8.9%	27	14.9%
Total	761	100.0%	1,074	100.0%	181	100.0%

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research

\*Excludes population with no income

According to data provided by the American Community Survey, nearly two-fifths (39.7%) of the population that moved to Antrim County from a different county within Michigan earned less than \$25,000 per year. While a much smaller number of individuals moved to Antrim County from out-of-state, a larger share (55.3%) of these individuals earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for both in-migrants from a different county within Michigan (24.2%) and those from outside the state (18.2%). Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Antrim County.

### Labor Force

The following table illustrates the employment base by industry for Antrim County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Antrim County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	115	1.6%	1,037	0.6%	18,094	0.4%
Mining	27	0.4%	416	0.2%	6,059	0.1%
Utilities	8	0.1%	566	0.3%	14,450	0.3%
Construction	315	4.4%	8,709	4.9%	163,027	3.6%
Manufacturing	<b>757</b>	<b>10.5%</b>	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	187	2.6%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>939</b>	<b>13.0%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	100	1.4%	2,863	1.6%	95,658	2.1%
Information	106	1.5%	2,773	1.5%	91,050	2.0%
Finance & Insurance	222	3.1%	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	355	4.9%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	218	3.0%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	11	0.2%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	210	2.9%	4,042	2.3%	111,717	2.4%
Educational Services	689	9.5%	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	<b>730</b>	<b>10.1%</b>	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	343	4.7%	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	<b>768</b>	<b>10.6%</b>	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	397	5.5%	8,794	4.9%	270,042	5.9%
Public Administration	686	9.5%	9,313	5.2%	238,652	5.2%
Non-classifiable	57	0.8%	914	0.5%	30,131	0.7%
Total	7,240	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Antrim County has an employment base of approximately 7,240 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Retail Trade (13.0%), Accommodation & Food Services (10.6%), Manufacturing (10.5%), and Health Care and Social Assistance (10.1%). It

is interesting to note that these sectors also comprise the four largest sectors of employment within the PSA (Northern Michigan Region) and the state of Michigan. Combined, these four job sectors represent over two-fifths (44.2%) of the county employment base. This represents a smaller concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a notably less concentrated overall distribution of employment, the economy within Antrim County may be slightly less vulnerable to economic downturns compared to the PSA and state overall. Although many occupations within the manufacturing and healthcare sectors offer competitive wages, it is important to understand that a significant number of the support occupations in these industries, as well as within the retail trade and accommodation and food services sectors, typically have lower average wages which can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Antrim County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	8,879	-	4,323,410	-	143,929,000	-
2014	9,129	2.8%	4,416,017	2.1%	146,305,000	1.7%
2015	9,282	1.7%	4,501,816	1.9%	148,833,000	1.7%
2016	9,378	1.0%	4,606,948	2.3%	151,436,000	1.7%
2017	9,421	0.5%	4,685,853	1.7%	153,337,000	1.3%
2018	9,506	0.9%	4,739,081	1.1%	155,761,000	1.6%
2019	9,791	3.0%	4,773,453	0.7%	157,538,000	1.1%
2020	9,129	-6.8%	4,379,122	-8.3%	147,795,000	-6.2%
2021	9,204	0.8%	4,501,562	2.8%	152,581,000	3.2%
2022	9,513	3.4%	4,632,539	2.9%	158,291,000	3.7%
2023*	9,105	-4.3%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor; Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Antrim County	Michigan	United States
2013	11.4%	8.7%	7.4%
2014	9.6%	7.2%	6.2%
2015	7.6%	5.4%	5.3%
2016	7.2%	5.0%	4.9%
2017	6.5%	4.6%	4.4%
2018	5.7%	4.2%	3.9%
2019	5.2%	4.1%	3.7%
2020	10.2%	10.0%	8.1%
2021	6.9%	5.8%	5.4%
2022	5.9%	4.2%	3.7%
2023*	8.0%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Antrim County increased by 912 employees, or 10.3%, which was comparable to the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Antrim County by 6.8%, which was a smaller decline compared to the state (8.3%). In 2021, total employment for Antrim County increased by 0.8%, followed by an additional increase of 3.4% in 2022. Although total employment in Antrim County has declined 4.3% through March 2023, which may be due, in part, to seasonality, the significant increases in total employment over the last two full years are a positive sign that the local economy is recovering from the effects of the COVID-19 pandemic. While total employment still remains below the 2019 level, Antrim County has recovered to within 97.2% (2022 full year) of the total employment in 2019, which represents a recovery rate slightly above that for the state of Michigan (97.0%).

The unemployment rate within Antrim County steadily declined from 2013 (11.4%) to 2019 (5.2%). In 2020, the unemployment rate increased sharply to 10.2%, which is consistent with the increase that occurred within the state during that time. In 2021, the unemployment rate within the county decreased to 6.9%. As of 2022, the unemployment rate within the county had decreased to 5.9%. While this represents an unemployment rate that is higher than the state (4.2%) and nation (3.7%), the 5.9% unemployment rate within the county is much more comparable to the rate in 2019 (5.2%) and is a positive sign of recovery in the local economy.

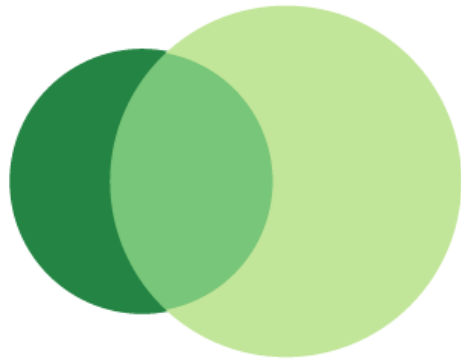
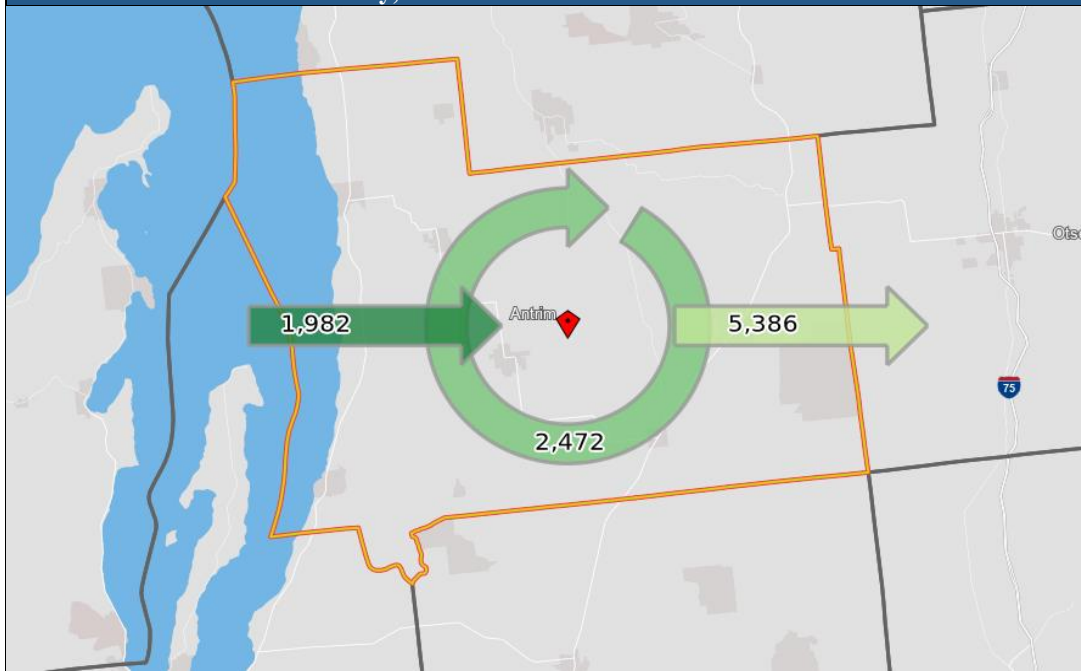
### Commuting Data

According to the 2016-2020 American Community Survey (ACS), 86.8% of Antrim County commuters either drive alone or carpool to work, 2.7% walk to work, and 8.1% work from home. ACS also indicates that 59.3% of Antrim County workers have commute times less than 30 minutes, while 8.2% have commutes of 60 minutes or more. This represents slightly longer commute times compared to the state, where 62.6% of workers have commute times less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 7,858 employed residents of Antrim County, 5,386 (68.5%) are employed outside the county, while the remaining 2,472 (31.5%) are employed within Antrim County. In addition, 1,982 people commute into Antrim County from surrounding areas for employment. These 1,982 non-residents account for over two-fifths (44.5%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.

### Antrim County, MI – Inflow/Outflow Job Counts in 2020



■ 1,982 - Employed in Selection Area, Live Outside  
■ 5,386 - Live in Selection Area, Employed Outside  
■ 2,472 - Employed and Live in Selection Area

#### Inflow/Outflow Job Counts (All Jobs)

2020

	Count	Share
<a href="#">Employed in the Selection Area</a>	4,454	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	1,982	44.5%
<a href="#">Employed and Living in the Selection Area</a>	2,472	55.5%
<a href="#">Living in the Selection Area</a>	7,858	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	5,386	68.5%
<a href="#">Living and Employed in the Selection Area</a>	2,472	31.5%

#### Commuting Flow Analysis by Age and Earnings (2020, All Jobs)

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	1,122	20.8%	416	21.0%	493	19.9%
Ages 30 to 54	2,781	51.6%	994	50.2%	1,155	46.7%
Ages 55 or older	1,483	27.5%	572	28.9%	824	33.3%
Earning <\$1,250 per month	1,398	26.0%	691	34.9%	893	36.1%
Earning \$1,251 to \$3,333	1,815	33.7%	619	31.2%	839	33.9%
Earning \$3,333+ per month	2,173	40.3%	672	33.9%	740	29.9%
<b>Total Worker Flow</b>	<b>5,386</b>	<b>100.0%</b>	<b>1,982</b>	<b>100.0%</b>	<b>2,472</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Of the county’s 1,982 in-commuters, approximately one-half (50.2%) are between the ages of 30 and 54 years, 28.9% are age 55 or older, and 21.0% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. There is a nearly equal distribution of inflow workers by earnings, with each income cohort comprising approximately one-third of the total inflow workers. By comparison, slightly over two-fifths (40.3%) of outflow workers earn \$3,333 or more per month (\$40,000 or more annually). Based on the preceding data, people that commute *into* Antrim County for employment are typically similar in age and more likely to earn low to moderate wages (less than \$3,333 per month) when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the approximately 2,000 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Antrim County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Antrim County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
<b>Antrim County</b>	Number	10,073	8,756	1,317	7,535	17,608
	Percent	57.2%	86.9%	13.1%	42.8%	100.0%
<b>Region</b>	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
<b>Michigan</b>	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 17,608 housing units within Antrim County in 2022. Based on ESRI estimates and 2020 Census data, of the 10,073 total *occupied* housing units in Antrim County, 86.9% are owner occupied, while the remaining 13.1% are renter occupied. Approximately 42.8% of the housing units within Antrim County are classified as vacant, which is a considerably higher share than that reported for the Northern Michigan Region (28.3%) and is more than three times as high as that reported for the state of Michigan (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. While nearly half (42.8%) of the total housing units within Antrim County are reported as vacant, it is important to point out that 88.6% of the vacant housing units within the county are classified as “Seasonal or Recreational” based on American Community Survey (ACS) data. Thus, the vacant housing units illustrated in the preceding table for the county are not reflective of true vacant/unoccupied housing units. In comparison, 82.6% of all vacant housing units within the Northern Michigan Region and 45.7% of those throughout the state of Michigan are classified as “Seasonal or Recreational.” Thus, the county and region contain a significantly higher share of seasonal properties as compared to the state.

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Antrim County</b>	527	42.0%	2,649	29.7%	33	2.6%	92	1.0%	25	2.0%	89	1.0%
<b>Region</b>	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
<b>Michigan</b>	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Antrim County, 42.0% of the renter-occupied housing units were built prior to 1970, as compared to less than one-third (29.7%) of owner-occupied housing units. The housing stock in Antrim County appears to be similar in age as compared to the Northern Michigan Region but newer than housing product throughout the state of Michigan. The shares of renter and owner households in Antrim County that experience overcrowding, 2.6% and 1.0%, respectively, are slightly lower than those of the region and state. The share of renter households in Antrim County with incomplete plumbing or kitchens (2.0%) is lower than both regional (2.5%) and statewide levels (2.2%), while the share of owner households (1.0%) in Antrim County experiencing this issue is higher than the 0.6% shares reported for the Northern Michigan Region and state of Michigan.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability						
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Antrim County</b>	\$66,587	\$191,914	\$794	36.4%	20.2%	14.3%	8.9%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs

The estimated median home value in Antrim County of \$191,914 is 8.5% lower than the median home value for the region (\$209,788) and 6.1% lower than that reported for the state (\$204,371). Similarly, the average gross rent in Antrim County (\$794) is 10.6% lower than the regional average gross rent (\$888) and 18.0% lower than the statewide average (\$968). The higher median household income level and lower

median home value and average gross rent reported for the county likely contribute to the generally lower shares of cost burdened households within the county as compared to the region and state. Regardless, more than one-third (36.4%) of renter households in Antrim County are cost burdened, while just over 20.0% of owner households are cost burdened. Overall, Antrim County has an estimated 457 renter households and 1,796 owner households that are housing cost burdened. Further, nearly half (43.4%) of all cost burdened households (renters and owners combined) within Antrim County are severe cost burdened (paying more than 50% of income toward housing). As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for the county, region, and the state.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Antrim County</b>	Number	930	202	124	1,256	8,205	75	630	8,910
	Percent	74.0%	16.1%	9.9%	100.0%	92.1%	0.9%	7.0%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	1.0%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Nearly three-quarters (74.0%) of the *rental* units in Antrim County are within structures of four units or less, with mobile homes comprising an additional 9.9% of the county rental units. The combined share of these two types of structures (83.9%) is considerably higher when compared to that of the region (66.1%) and state (56.5%). Overall, the county has a disproportionately low share (16.1%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%) and state (43.5%). More than 92.0% of *owner*-occupied units in the county are within structures of four units or less while 7.0% are mobile homes. These shares are similar to those for the region (91.3% and 7.8%, respectively). While the shares of owner-occupied housing units within structures containing four or less units within the county and region are slightly lower than the statewide share of 93.5%, the county and region report slightly higher shares of mobile homes (7.0% and 7.8%, respectively) as compared to the state (5.2%). There is a very minimal share (between 0.9% and 1.2%) of owner-occupied housing within structures of five or more units within each of the geographies evaluated within this analysis.



The following table summarizes monthly gross rents (per unit) for area rental alternatives within the county, region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a sizable majority (83.9%) of the county’s rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
<b>Antrim County</b>	Number	38	100	389	334	222	6	4	163	1,256
	Percent	3.0%	8.0%	31.0%	26.6%	17.7%	0.5%	0.3%	13.0%	100.0%
<b>Region</b>	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
<b>Michigan</b>	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (31.0%) of Antrim County rental units has rents between \$500 and \$750, followed by units with rents between \$750 and \$1,000 (26.6%). Collectively, units with gross rents between \$500 and \$1,000 account for more than half (57.6%) of all Antrim County rentals. In comparison, rental units priced between \$750 and \$1,000 and \$1,000 to \$1,500 represent the two largest segments of both the Northern Michigan Region and state of Michigan rental markets. It is estimated that just 18.5% of Antrim County rentals are priced at \$1,000 or more, as compared to shares of 30.6% and 35.9% for the region and state, respectively. The preceding indicates that rental product within Antrim County is comparatively more affordable than rental product within the region and throughout the state of Michigan.

Bowen National Research’s Survey of Housing Supply

*Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

Multifamily Supply by Product Type – Antrim County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-Rate	2	69	0	100.0%
Tax Credit/Government-Subsidized	1	44	0	100.0%
Government-Subsidized	2	36	0	100.0%
Total	5	149	0	100.0%

In Antrim County, a total of five apartment properties were surveyed, which comprised a total of 149 units. Note that 69 of the 149 total units are at market-rate properties with rents ranging from \$585 for a one-bedroom unit to \$875 for a three-bedroom unit. The remaining 80 units surveyed in the county are within government-subsidized properties. The five surveyed properties have quality ratings ranging from “B” to “B-,” indicative of good quality housing. The overall occupancy rate of 100.0% is very high and indicative of a strong market for apartments. All five properties in the county have wait lists, reflective of pent-up demand for apartment units.

### *Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, and mobile homes and account for 83.9% of the total rental units in Antrim County. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Antrim County.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/ Boats/RVs	Total Units
<b>Antrim County</b>	Number	930	202	124	1,256
	Percent	74.0%	16.1%	9.9%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Nearly three-quarters (74.0%) of non-conventional rental units in the county are within structures containing one to four units. This is a higher rate of rental units within one-to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). As a significant share of the rental housing stock in Antrim County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified three non-conventional rentals that were listed as *available* for rent in Antrim County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Antrim County.

Surveyed Non-Conventional Rental Supply – Antrim County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	0	-	-	-
One-Bedroom	1	\$1,700	\$1,700	-
Two-Bedroom	1	\$600	\$600	\$0.55
Three-Bedroom	1	\$1,680	\$1,680	\$0.70
Four-Bedroom+	0	-	-	-
Total	3			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

Note: Square footage for some non-conventional rental units could not be verified.

When compared with all non-conventional rentals in the county, the three available rentals represent a vacancy rate of 0.3% and an occupancy rate of 99.7%. This is an extremely high occupancy rate. The identified non-conventional rentals in Antrim County consist of a one-bedroom unit, two-bedroom unit and three-bedroom unit. Rents for the three identified non-conventional units range from \$600 to \$1,700. With two of the three available units having rents above \$1,600, it is unlikely that most local residents would be able to afford such rents.

#### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Antrim County.

Antrim County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	63	\$279,999
Sold**	203	\$245,000

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Antrim County as of February 2023 consists of 63 total units with a median list price of \$279,999. The 63 available units represent 11.4% of the 551 available units within the Northern Michigan Region. Historical sales ranging from September 2022 to March 2023 consisted of 203 homes and had a median sale price of \$245,000. The 63 available homes represent only 0.7% of the estimated 8,756 owner-occupied units in Antrim County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Based on this very low share of homes available for sale, Antrim County appears to have a disproportionately low number of housing units available for purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Antrim County.

Antrim County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	20	9.9%
\$100,000 to \$199,999	49	24.1%
\$200,000 to \$299,999	51	25.1%
\$300,000 to \$399,999	31	15.3%
\$400,000+	52	25.6%
Total	203	100.0%

Source: Realtor.com and Bowen National Research

Recent sales activity in Antrim County indicates a relatively balanced housing market by price point. Note that 34.0% of sales were for units priced under \$200,000, a price point generally targeted by first-time homebuyers. In addition, over 40% of units sold for over \$300,000 and more than 25% of units sold for between \$200,000 and \$299,999.

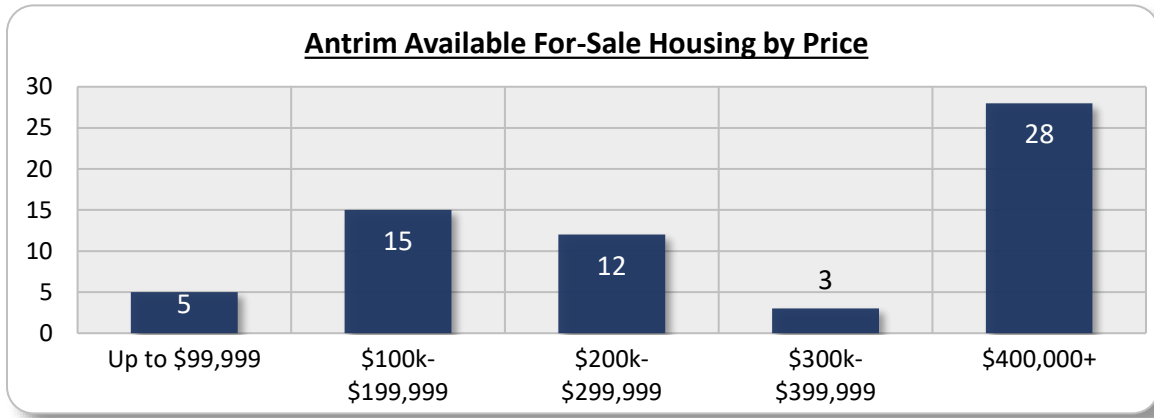
The following table summarizes the distribution of *available* for-sale residential units by *price point* for Antrim County:

Antrim County Available For-Sale Housing by List Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	5	7.9%
\$100,000 to \$199,999	15	23.8%
\$200,000 to \$299,999	12	19.0%
\$300,000 to \$399,999	3	4.8%
\$400,000+	28	44.4%
Total	63	100.0%

Source: Realtor.com and Bowen National Research

The largest share (44.4%) of available housing units in Antrim County is priced at \$400,000 or above. Antrim County also has a notable share (31.7%) of homes priced below \$200,000. There appears to be a shortage of homes priced between \$300,000 and \$399,999, a price point typically sought after by middle-class households. Available housing units between \$200,000 and \$300,000 accounted for less than 20% of for-sale housing units in Antrim County.

The distribution of available homes in Antrim County by *price point* is illustrated in the following graph:



The distribution of available homes by *bedroom type* is summarized in the following table.

Antrim County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	7	596	\$89,000 - \$379,900	\$124,900	\$210.27
Two-Br.	10	1,089	\$39,000 - \$895,000	\$163,950	\$188.62
Three-Br.	28	1,958	\$74,900 - \$7,000,000	\$274,450	\$183.28
Four-Br.+	18	2,991	\$109,900 - \$2,195,000	\$845,000	\$312.76
Total	63	1,964	\$39,000 - \$7,000,000	\$279,999	\$198.48

Source: Realtor.com and Bowen National Research

As shown in the preceding table, the largest share (44.4%) of the available for-sale housing product in the county is comprised of three-bedroom units, while over one-quarter of available homes in the county are four-bedroom units or larger. Note that units that contain four or more bedrooms have a median list price of \$845,000, which is significantly higher than the median list price for the county (\$279,999). These larger homes are typically waterfront homes that are highly sought after in the marketplace.

## D. HOUSING GAP

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units Antrim County can support. The following summarizes the metrics used in our demand estimates.

- **Rental Housing** – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- **For-Sale Housing** – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 1,771 units, with a gap of 321 rental units and a gap of 1,450 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Antrim County. Details of the methodology used in this analysis are provided in Section VII of this report.

Antrim County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤ \$39,250	\$39,251-\$62,800	\$62,801-\$94,200	\$94,201+
Monthly Rent Range	≤ \$981	\$982-\$1,569	\$1,570-\$2,355	\$2,356+
Household Growth	-124	25	31	34
Balanced Market*	36	15	10	5
Replacement Housing**	38	8	2	1
External Market Support^	29	12	8	4
Severe Cost Burdened^^	112	57	19	0
Step-Down Support	23	-3	-4	-17
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>114</b>	<b>114</b>	<b>66</b>	<b>27</b>

\*Based on Bowen National Research's survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

<b>Antrim County, Michigan</b>				
<b>For-Sale Housing Gap Estimates (2022-2027)</b>				
<b>Percent of Median Income</b>	<b>≤ 50%</b>	<b>51%-80%</b>	<b>81%-120%</b>	<b>121%+</b>
<b>Household Income Range</b>	<b>≤ \$39,250</b>	<b>\$39,251-\$62,800</b>	<b>\$62,801-\$94,200</b>	<b>\$94,201+</b>
<b>Price Point</b>	<b>≤\$130,833</b>	<b>\$130,834-\$209,333</b>	<b>\$209,334-\$314,000</b>	<b>\$314,001+</b>
Household Growth	-404	-175	78	556
Balanced Market*	50	41	50	58
Replacement Housing**	39	18	10	7
External Market Support^	76	69	82	117
Severe Cost Burdened^^	467	234	78	0
Step-Down Support	37	52	206	-296
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>265</b>	<b>239</b>	<b>504</b>	<b>442</b>

\*Based on Bowen National Research’s analysis of for-sale product within county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gaps in the county are for the two lowest housing affordability segments (rents below \$1,570 that are affordable to households earning up to 80% of AMHI), while the greatest *for-sale* housing gap in the county is for product priced between \$209,334 and \$314,000, which is affordable to households earning between \$62,801 and \$94,200. Although development within Antrim County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county’s ability to attract potential workers and help meet the changing and growing housing needs of the local market.

## **E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Antrim County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• High level of rental housing demand</li><li>• Strong demand for for-sale housing</li><li>• Positive projected household growth</li><li>• Positive median household income growth</li></ul>	<ul style="list-style-type: none"><li>• Limited available rentals and for-sale housing</li><li>• Disproportionately low share of rentals</li><li>• Lack of affordable workforce and senior housing alternatives</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Housing need of 321 rental units</li><li>• Housing need of 1,450 for-sale units</li><li>• Attract some of the 1,982 commuters coming into the county for work to live in the county</li><li>• More than 100 parcels that could potentially support residential development (see page VI-56)</li></ul>	<ul style="list-style-type: none"><li>• The county risks losing residents to other areas/communities</li><li>• Vulnerable to deteriorating and neglected housing stock</li><li>• Inability to attract businesses to county</li><li>• Inability of employers to attract and retain workers due to local housing issues</li><li>• Influence of seasonal/recreational housing</li></ul>

The county’s housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers from coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.



## ADDENDUM D: BENZIE COUNTY OVERVIEW

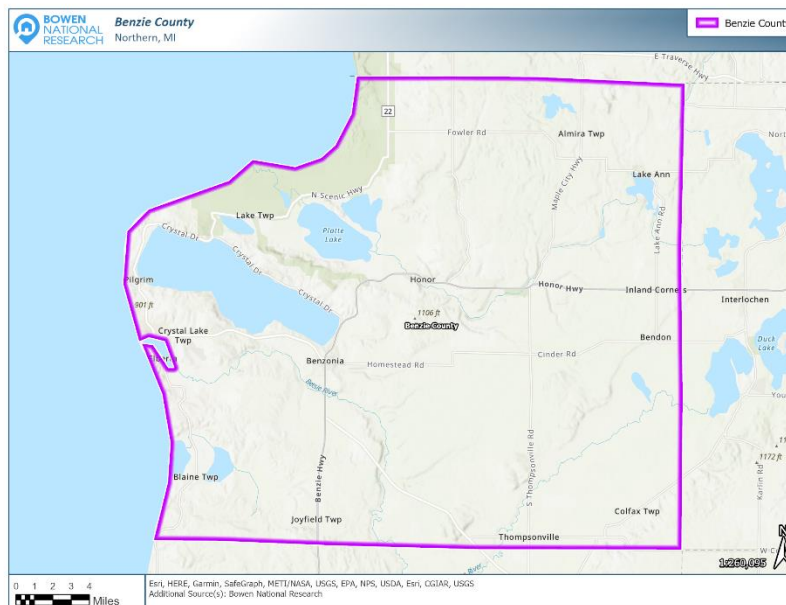
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Benzie County. To provide a base of comparison, various metrics of Benzie County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

### A. INTRODUCTION

Benzie County is located in the northwestern portion of the Lower Peninsula of Michigan along the eastern shore of Lake Michigan. Benzie County contains approximately 347.65 square miles and has an estimated population of 17,857 for 2022, which is representative of approximately 6.0% of the total population for the 10-county Northern Michigan Region. The village of Beulah, which serves as the county seat, is located on the east end of Crystal Lake and is accessible via U.S. Highway 31. Other notable population centers within the county include the city of Frankfort and the villages of Benzonia, Elberta, Honor, Lake Ann, and Thompsonville. In addition to the aforementioned population centers, Benzie County also comprises various waterways including Betsie Lake, Crystal Lake, Platte Lake, Lake Ann, and Upper and Lower Herring Lake. Major arterials that serve the county include U.S. Highway 31 and State Routes 22 and 115.

A map illustrating Benzie County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Benzie County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Benzie</b>	17,525	17,970	445	2.5%	17,857	-113	-0.6%	17,841	-16	-0.1%
<b>Region</b>	297,912	310,802	12,890	4.3%	311,690	888	0.3%	313,166	1,476	0.5%
<b>Michigan</b>	9,883,297	10,077,094	193,797	2.0%	10,077,929	835	0.0%	10,054,166	-23,763	-0.2%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Benzie County increased by 445 (2.5%), a slightly lower rate than the 10-county Northern Michigan Region which increased in population by 12,890 (4.3%) during this time period. However, the population declined by 113 (0.6%) within the county between 2020 and 2022 and is projected to continue to decline through 2027. In contrast, the Northern Michigan Region is projected to continue to expand in population, albeit at a slow rate of 0.5% between 2022 and 2027. The state of Michigan experienced an increase in population between 2010 and 2022, but this will reverse between 2022 and 2027 and the state population is projected to decline by 23,763 (0.2%). It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Benzie County experienced positive *household* growth between 2010 and 2020 and is expected to again experience household growth between 2022 and 2027, despite the population decline experienced and projected for the county during these time periods.

Other notable population statistics for Benzie County include the following:

- Minorities comprise 6.9% of the county's population, which is lower than the Northern Michigan Region and statewide shares of 8.7% and 26.1%, respectively.
- Married persons represent more than half (55.6%) of the adult population, which is similar to the share reported for the Northern Michigan Region (55.3%) and higher than that reported for the state of Michigan (49.0%).
- The adult population without a high school diploma is 5.5%, which is lower than the shares reported for both the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 10.2% of the population lives in poverty, which is comparable to the share reported for the Northern Michigan Region (10.7%) and lower than the share for the state of Michigan (13.7%).

- The annual movership rate (population moving within or to Benzie County) is 8.4%, which is lower than both Northern Michigan Region (12.1%) and statewide (13.4%) shares.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Benzie</b>	7,298	7,753	455	6.2%	7,743	-10	-0.1%	7,797	54	0.7%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the total number of households within Benzie County increased by 455 (6.2%), less than the regional growth rate of 7.2% but greater than the statewide rate of 4.4% during this same time period. While both the region and state experienced household growth between 2020 and 2022, the Benzie County household base declined by 10 (0.1%). However, household growth is again projected for the county between 2022 and 2027 during which time households are projected to increase by 54 (0.7%), a similar rate to that projected for the region (1.0%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
<b>Benzie</b>	2010	127 (1.7%)	728 (10.0%)	1,098 (15.0%)	1,545 (21.2%)	1,531 (21.0%)	1,252 (17.2%)	1,017 (13.9%)
	2022	117 (1.5%)	754 (9.7%)	1,001 (12.9%)	1,186 (15.3%)	1,755 (22.7%)	1,682 (21.7%)	1,248 (16.1%)
	2027	108 (1.4%)	723 (9.3%)	986 (12.6%)	1,113 (14.3%)	1,581 (20.3%)	1,815 (23.3%)	1,471 (18.9%)
	Change 2022-2027	<b>-9</b> <b>(-7.7%)</b>	<b>-31</b> <b>(-4.1%)</b>	<b>-15</b> <b>(-1.5%)</b>	<b>-73</b> <b>(-6.2%)</b>	<b>-174</b> <b>(-9.9%)</b>	<b>133</b> <b>(7.9%)</b>	<b>223</b> <b>(17.9%)</b>
<b>Region</b>	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	<b>-115</b> <b>(-3.5%)</b>	<b>-1,157</b> <b>(-7.5%)</b>	<b>831</b> <b>(4.7%)</b>	<b>-821</b> <b>(-4.0%)</b>	<b>-3,285</b> <b>(-11.5%)</b>	<b>2,114</b> <b>(7.8%)</b>	<b>3,758</b> <b>(19.4%)</b>
<b>Michigan</b>	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	<b>-5,617</b> <b>(-3.7%)</b>	<b>-37,526</b> <b>(-6.6%)</b>	<b>22,454</b> <b>(3.6%)</b>	<b>-35,034</b> <b>(-5.2%)</b>	<b>-78,417</b> <b>(-9.6%)</b>	<b>53,344</b> <b>(7.7%)</b>	<b>92,660</b> <b>(18.0%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 55 and 64 within Benzie County comprise the largest share of households (22.7%) by age. Household heads between the ages of 65 and 74 represent the next largest share (21.7%). Notably, household heads aged 55 and older comprise more than 60.0% of all households within Benzie County. This is a higher share of senior households as compared to the Northern Michigan Region (56.8%) and the state of Michigan (49.9%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 11.2% of Benzie County households, which represents a smaller share of such households when compared to the region (14.1%) and state (17.8%). Between 2022 and 2027, household growth within Benzie County is projected to be concentrated among seniors aged 65 and older. The most significant growth will occur among households ages 75 and older, with Benzie County experiencing a 17.9% increase within this age cohort. Households under the age of 65 are projected to decline over the next five years, with the largest percentage decline of 9.9% projected for the 55 to 64 age cohort.

Households by tenure (renter and owner) for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Benzie</b>	Owner-Occupied	6,256	85.7%	6,223	85.3%	6,957	89.8%	7,029	90.2%
	Renter-Occupied	1,042	14.3%	1,075	14.7%	786	10.2%	768	9.8%
	Total	7,298	100.0%	7,298	100.0%	7,743	100.0%	7,797	100.0%
<b>Region</b>	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
<b>Michigan</b>	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Benzie County has an 89.8% share of owner households and a 10.2% share of renter households. Benzie County has a higher share of owner households and lower share of renter households as compared to both the Northern Michigan Region and state of Michigan. Notably, Benzie County renter households represent less than 3.0% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households is projected to increase by 72 (1.0%), while the number of renter households is projected to decline by 18 (2.3%). The increase among owner households in Benzie County will likely contribute to an increase in demand within the for-sale housing market over the next five years.

Median household income for selected years is shown in the following table:

		Median Household Income				
		2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
<b>Benzie</b>		\$45,871	\$62,022	35.2%	\$70,382	13.5%
<b>Region</b>		\$44,261	\$63,085	42.5%	\$71,177	12.8%
<b>Michigan</b>		\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Benzie County is \$62,022. Between 2010 and 2022, Benzie County experienced a notable increase (35.2%) in median household income. The increase in Benzie County, however, was less than the increases for both the region (42.5%) and the state of Michigan (42.3%). The median household income is projected to increase by an additional 13.5% between 2022 and 2027, resulting in a projected median income of \$70,382 in 2027, which will remain below those projected for both the region (\$71,177) and state (\$75,988).

The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in **red**, while increases are in **green**:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Benzie</b>	2010	126 (11.7%)	244 (22.7%)	207 (19.3%)	145 (13.5%)	133 (12.3%)	66 (6.2%)	127 (11.8%)	26 (2.4%)
	2022	101 (12.8%)	141 (17.9%)	143 (18.2%)	129 (16.4%)	76 (9.6%)	42 (5.3%)	108 (13.7%)	47 (6.0%)
	2027	91 (11.9%)	120 (15.6%)	131 (17.1%)	144 (18.8%)	68 (8.8%)	41 (5.3%)	114 (14.9%)	59 (7.6%)
	Change 2022-2027	<b>-10</b> <b>(-9.9%)</b>	<b>-21</b> <b>(-14.9%)</b>	<b>-12</b> <b>(-8.4%)</b>	<b>15</b> <b>(11.6%)</b>	<b>-8</b> <b>(-10.5%)</b>	<b>-1</b> <b>(-2.4%)</b>	<b>6</b> <b>(5.6%)</b>	<b>12</b> <b>(25.5%)</b>
<b>Region</b>	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	<b>-359</b> <b>(-15.4%)</b>	<b>-813</b> <b>(-21.1%)</b>	<b>-302</b> <b>(-6.4%)</b>	<b>50</b> <b>(1.2%)</b>	<b>-150</b> <b>(-5.0%)</b>	<b>123</b> <b>(5.9%)</b>	<b>436</b> <b>(9.0%)</b>	<b>522</b> <b>(25.2%)</b>
<b>Michigan</b>	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	<b>-29,772</b> <b>(-22.7%)</b>	<b>-40,400</b> <b>(-24.9%)</b>	<b>-23,618</b> <b>(-14.7%)</b>	<b>-11,370</b> <b>(-8.0%)</b>	<b>-5,931</b> <b>(-5.0%)</b>	<b>5,249</b> <b>(5.7%)</b>	<b>33,790</b> <b>(14.8%)</b>	<b>43,334</b> <b>(34.7%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$10,000 and \$19,999 (17.9%) and \$20,000 and \$29,999 (18.2%) comprised the largest shares of renter households by income level within the county. Nearly two-thirds (65.4%) of all renter households within the county earn less than \$40,000 which is higher than the regional share (55.5%) and the statewide share (51.4%). Growth among renter households within Benzie County is projected to occur among households earning between \$30,000 and \$39,999 and among those earning \$60,000 or more between 2022 and 2027, similar to projections for the Northern Michigan Region during this time period. The greatest growth (15 households) within the county is projected to occur within the \$30,000 to \$39,999 income segment. Despite the projected growth among households earning \$60,000 or more, renter households earning less than \$40,000 will continue to comprise the majority (63.3%) of renter households within the county through 2027.

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Benzie</b>	2010	248 (4.0%)	589 (9.5%)	738 (11.9%)	779 (12.5%)	843 (13.6%)	701 (11.3%)	1,545 (24.8%)	781 (12.6%)
	2022	234 (3.4%)	417 (6.0%)	576 (8.3%)	757 (10.9%)	615 (8.8%)	532 (7.6%)	2,013 (28.9%)	1,812 (26.0%)
	2027	192 (2.7%)	320 (4.6%)	444 (6.3%)	744 (10.6%)	553 (7.9%)	503 (7.2%)	2,052 (29.2%)	2,221 (31.6%)
	Change 2022-2027	<b>-42</b> <b>(-17.9%)</b>	<b>-97</b> <b>(-23.3%)</b>	<b>-132</b> <b>(-22.9%)</b>	<b>-13</b> <b>(-1.7%)</b>	<b>-62</b> <b>(-10.1%)</b>	<b>-29</b> <b>(-5.5%)</b>	<b>39</b> <b>(1.9%)</b>	<b>409</b> <b>(22.6%)</b>
<b>Region</b>	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	<b>-518</b> <b>(-20.3%)</b>	<b>-1,351</b> <b>(-27.6%)</b>	<b>-1,432</b> <b>(-18.4%)</b>	<b>-956</b> <b>(-10.0%)</b>	<b>-1,109</b> <b>(-12.4%)</b>	<b>-584</b> <b>(-6.4%)</b>	<b>680</b> <b>(2.2%)</b>	<b>7,088</b> <b>(22.6%)</b>
<b>Michigan</b>	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	<b>-16,584</b> <b>(-20.9%)</b>	<b>-32,445</b> <b>(-25.4%)</b>	<b>-36,413</b> <b>(-19.8%)</b>	<b>-34,655</b> <b>(-15.8%)</b>	<b>-28,313</b> <b>(-12.9%)</b>	<b>-20,353</b> <b>(-8.6%)</b>	<b>-10,779</b> <b>(-1.4%)</b>	<b>220,125</b> <b>(20.4%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, more than half (55.0%) of *owner* households in Benzie County earn \$60,000 or more annually, a lower share compared to the Northern Michigan Region (59.2%). Both the county and region have lower shares of owner households earning \$60,000 or more as compared to the state of Michigan (63.2%). More than one-quarter (25.9%) of owner households in Benzie County earn between \$30,000 and \$59,999, and the remaining 17.6% earn less than \$30,000. The overall distribution of owner households by income in the county is comparable to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Benzie County and the Northern Michigan Region whereas owner household growth within the state of Michigan will be concentrated among households earning \$100,000 or more.

The following table illustrates the cumulative change in total population for Benzie County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Benzie County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Benzie County</b>	17,519	17,852	333	1.9%	-599	947	-7	940
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-8, Benzie County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the population increase within Benzie County from 2010 to 2020 was primarily the result of domestic migration. While the county experienced a natural population decrease of 599 (more deaths than births), positive domestic migration of 947 resulted in an overall population increase in the county of 333 (1.9%). This trend of positive domestic migration and natural decrease in Benzie County is consistent with the regionwide trends within the PSA (Northern Michigan Region). In order for Benzie County to continue benefiting from positive net migration and to potentially retain young families in the area, which can improve the natural increase of a population base, it is important that an adequate supply of income-appropriate rental and for-sale housing is readily available within the market.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Benzie County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Benzie County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
<b>Grand Traverse County, MI</b>	<b>443</b>	<b>21.6%</b>	<b>-167</b>
<b>Manistee County, MI</b>	<b>179</b>	<b>8.7%</b>	<b>-83</b>
<b>Wexford County, MI</b>	<b>83</b>	<b>4.0%</b>	<b>-43</b>
Lucas County, OH	80	3.9%	80
Kent County, MI	74	3.6%	10
<b>Leelanau County, MI</b>	<b>68</b>	<b>3.3%</b>	<b>-18</b>
Wayne County, MI	68	3.3%	36
Macomb County, MI	57	2.8%	31
Cook County, IL	49	2.4%	49
Arenac County, MI	41	2.0%	41
All Other Counties	910	44.3%	-236
<b>Total Migration</b>	<b>2,052</b>	<b>100.0%</b>	<b>-300</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes regional counties within nearby states



As the preceding illustrates, over half (55.7%) of the gross migration for Benzie County is among the top 10 counties listed. Grand Traverse County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall negative net-migration (-167) influence for Benzie County. In total, four of the top 10 migration counties (Grand Traverse, Manistee, Wexford, and Leelanau) for Benzie County are within the PSA. Combined, these four PSA counties have a negative net-migration (-311) influence for Benzie County. The counties in which Benzie County has the largest net gain of residents include Lucas County, Ohio (80) and Cook County, Illinois (49). It is also noteworthy that data from the components of change table, which covers the time period from 2010 to 2020, shows domestic migration to be positive while the county-to-county data, which only encompasses data from 2015 to 2019, shows overall negative domestic migration. This likely indicates that Benzie County lost more residents to migration than it gained in recent years. This can occur for a variety of reasons including an inadequate housing inventory or economic downturns.

The following table details the *shares* of domestic in-migration by three select age cohorts for Benzie County from 2012 to 2021.

Benzie County Domestic County Population In-Migrants by Age, 2012 to 2021		
Age	2012-2016	2017-2021
1 to 24	33.7%	20.2%
25 to 64	60.1%	55.5%
65+	6.2%	24.3%
Median Age (In-state migrants)	34.8	37.6
Median Age (Out-of-state migrants)	26.4	64.7
Median Age (County Population)	48.8	50.6

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 60.1% of in-migrants to Benzie County were between the ages of 25 and 64, while 33.7% were less than 25 years of age and 6.2% were age 65 or older. The share of in-migrants age of 65 and older increased to 24.3% during the time period between 2017 and 2021, while the share of in-migrants less than 25 years of age decreased to 20.2%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (37.6 years) is notably less than out-of-state migrants (64.7 years). Overall, it appears that in-migrants to Benzie County from outside Michigan in recent years are generally much older than those in previous years.

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

Benzie County: Income Distribution by Mobility Status for Population Age 15+ Years*						
2021 Inflation Adjusted Individual Income	Moved Within Same County		Moved From Different County, Same State		Moved From Different State	
	Number	Percent	Number	Percent	Number	Percent
<\$10,000	68	16.9%	60	15.2%	11	3.7%
\$10,000 to \$14,999	77	19.2%	53	13.4%	25	8.3%
\$15,000 to \$24,999	65	16.2%	61	15.4%	93	31.0%
\$25,000 to \$34,999	31	7.7%	61	15.4%	15	5.0%
\$35,000 to \$49,999	77	19.2%	70	17.7%	28	9.3%
\$50,000 to \$64,999	21	5.2%	29	7.3%	34	11.3%
\$65,000 to \$74,999	11	2.7%	19	4.8%	14	4.7%
\$75,000+	52	12.9%	42	10.6%	80	26.7%
Total	402	100.0%	395	100.0%	300	100.0%

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research

\*Excludes population with no income

According to data provided by the American Community Survey, over two-fifths (44.0%) of the population that moved to Benzie County from a different county within Michigan earned less than \$25,000 per year. While a comparably smaller number of individuals moved to Benzie County from out-of-state, a similar share (43.0%) of these individuals earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for the in-migrants from a different county within Michigan (22.7%), while a notable share (42.7%) of those from outside the state have such incomes. Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Benzie County.

## Labor Force

The following table illustrates the employment base by industry for Benzie County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Benzie County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	26	0.5%	1,037	0.6%	18,094	0.4%
Mining	9	0.2%	416	0.2%	6,059	0.1%
Utilities	25	0.5%	566	0.3%	14,450	0.3%
Construction	329	6.1%	8,709	4.9%	163,027	3.6%
Manufacturing	322	6.0%	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	157	2.9%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>690</b>	<b>12.8%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	117	2.2%	2,863	1.6%	95,658	2.1%
Information	42	0.8%	2,773	1.5%	91,050	2.0%
Finance & Insurance	187	3.5%	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	166	3.1%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	138	2.6%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	126	2.3%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	43	0.8%	4,042	2.3%	111,717	2.4%
Educational Services	385	7.1%	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	<b>791</b>	<b>14.6%</b>	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	178	3.3%	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	<b>736</b>	<b>13.6%</b>	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	302	5.6%	8,794	4.9%	270,042	5.9%
Public Administration	<b>620</b>	<b>11.5%</b>	9,313	5.2%	238,652	5.2%
Non-classifiable	22	0.4%	914	0.5%	30,131	0.7%
Total	5,411	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Benzie County has an employment base of approximately 5,411 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Health Care and Social Assistance (14.6%), Accommodation & Food Services (13.6%), Retail Trade (12.8%), and Public Administration (11.5%). Combined, these four job sectors represent over one-half (52.5%) of the county employment base. This represents a smaller concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%), but a larger concentration compared to the state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a less concentrated overall distribution of employment, the economy within Benzie County may be slightly less vulnerable to economic downturns compared to the PSA. Although many occupations within the healthcare and public administration sectors offer competitive wages, it is important to understand that a significant number of the support occupations in these industries, as well as those within the retail trade and accommodation and food services sectors, typically have lower average wages which can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Benzie County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	7,745	-	4,323,410	-	143,929,000	-
2014	7,986	3.1%	4,416,017	2.1%	146,305,000	1.7%
2015	8,103	1.5%	4,501,816	1.9%	148,833,000	1.7%
2016	8,276	2.1%	4,606,948	2.3%	151,436,000	1.7%
2017	8,276	0.0%	4,685,853	1.7%	153,337,000	1.3%
2018	8,313	0.4%	4,739,081	1.1%	155,761,000	1.6%
2019	8,396	1.0%	4,773,453	0.7%	157,538,000	1.1%
2020	7,853	-6.5%	4,379,122	-8.3%	147,795,000	-6.2%
2021	7,980	1.6%	4,501,562	2.8%	152,581,000	3.2%
2022	8,278	3.7%	4,632,539	2.9%	158,291,000	3.7%
2023*	8,006	-3.3%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor; Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Benzie County	Michigan	United States
2013	10.2%	8.7%	7.4%
2014	8.7%	7.2%	6.2%
2015	7.1%	5.4%	5.3%
2016	6.7%	5.0%	4.9%
2017	6.4%	4.6%	4.4%
2018	5.5%	4.2%	3.9%
2019	5.2%	4.1%	3.7%
2020	9.8%	10.0%	8.1%
2021	5.9%	5.8%	5.4%
2022	5.3%	4.2%	3.7%
2023*	7.6%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Benzie County increased by 651 employees, or 8.4%, which was less than the increase in the state (10.4%) during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Benzie County by 6.5%, which was a smaller decline compared to the state (8.3%). In 2021, total employment for Benzie County increased by 1.6%, followed by an additional increase of 3.7% in 2022. Although total employment in Benzie County has declined 3.3% through March 2023, which may be due, in part, to seasonality, the significant increases in total employment over the last two full years are a positive sign that the local economy is recovering from the effects of the COVID-19 pandemic. While total employment still remains below the 2019 level, Benzie County has recovered to within 98.6% (2022 full year) of the total employment in 2019, which represents a recovery rate above that for the state of Michigan (97.0%).

The unemployment rate within Benzie County steadily declined from 2013 (10.2%) to 2019 (5.2%). In 2020, the unemployment rate increased sharply to 9.8%, which is consistent with the increase that occurred within the state during that time. In 2021, the unemployment rate within the county decreased to 5.9%. As of 2022, the unemployment rate within the county decreased to 5.3%. While this represents an unemployment rate that is higher than the state (4.2%) and nation (3.7%), the 5.3% unemployment rate within the county is nearly equal to the rate in 2019 (5.2%) and is a positive sign of recovery in the local economy.

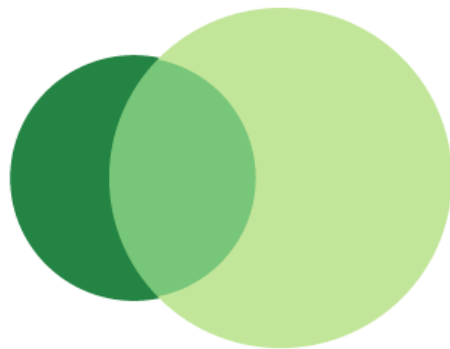
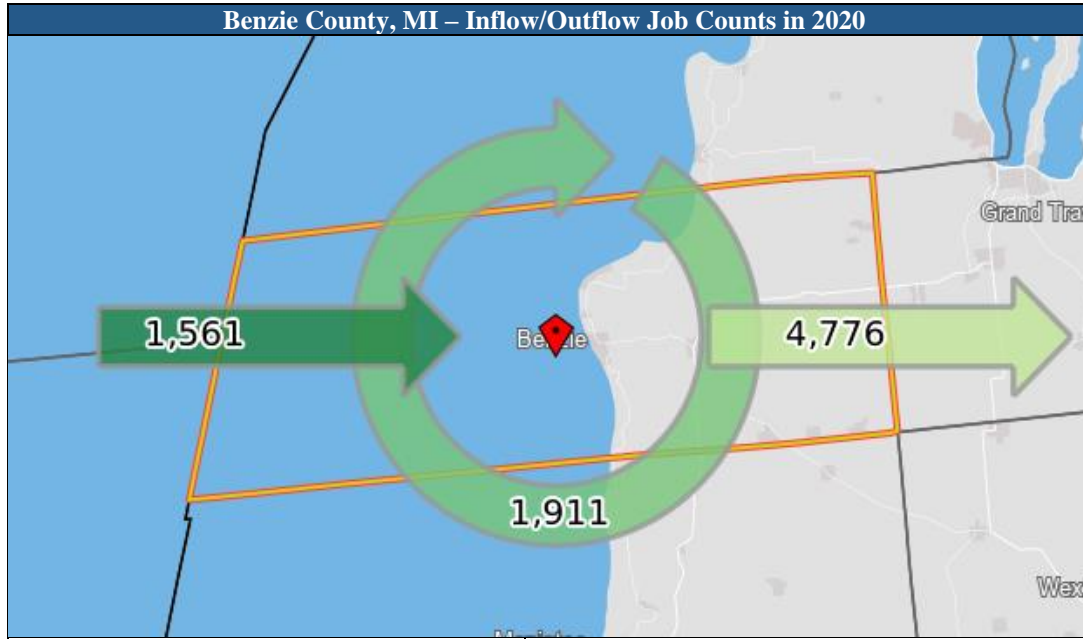
### Commuting Data

According to the 2016-2020 American Community Survey (ACS), 89.5% of Benzie County commuters either drive alone or carpool to work, 1.2% walk to work, and 6.9% work from home. ACS also indicates that 57.8% of Benzie County workers have commute times of less than 30 minutes, 31.3% have commutes of between 30 and 59 minutes, and 4.0% have commutes of 60 minutes or more. This represents slightly longer commute times compared to the state where 62.6% of workers have commute times less than 30 minutes, 25.3% have commutes of between 30 and 59 minutes, and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 6,687 employed residents of Benzie County, 4,776 (71.4%) are employed outside the county, while the remaining 1,911 (28.6%) are employed within Benzie County. In addition, 1,561 people commute into Benzie County from surrounding areas for employment. These 1,561 non-residents account for over two-fifths (45.0%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.

**Benzie County, MI – Inflow/Outflow Job Counts in 2020**



■ 1,561 - Employed in Selection Area, Live Outside  
■ 4,776 - Live in Selection Area, Employed Outside  
■ 1,911 - Employed and Live in Selection Area

**Inflow/Outflow Job Counts (All Jobs)**

	2020	
	Count	Share
<a href="#">Employed in the Selection Area</a>	3,472	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	1,561	45.0%
<a href="#">Employed and Living in the Selection Area</a>	1,911	55.0%
<a href="#">Living in the Selection Area</a>	6,687	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	4,776	71.4%
<a href="#">Living and Employed in the Selection Area</a>	1,911	28.6%

**Commuting Flow Analysis by Age and Earnings (2020, All Jobs)**

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	1,003	21.0%	338	21.7%	349	18.3%
Ages 30 to 54	2,486	52.1%	835	53.5%	930	48.7%
Ages 55 or older	1,287	26.9%	388	24.9%	632	33.1%
Earning <\$1,250 per month	1,211	25.4%	404	25.9%	606	31.7%
Earning \$1,251 to \$3,333	1,625	34.0%	623	39.9%	736	38.5%
Earning \$3,333+ per month	1,940	40.6%	534	34.2%	569	29.8%
<b>Total Worker Flow</b>	<b>4,776</b>	<b>100.0%</b>	<b>1,561</b>	<b>100.0%</b>	<b>1,911</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Of the county’s 1,561 in-commuters, over one-half (53.5%) are between the ages of 30 and 54, 24.9% are age 55 or older, and 21.7% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. Nearly two-fifths (39.9%) of inflow workers earn between \$1,251 and \$3,333 per month (approximately \$15,000 to \$40,000 annually), over one-third (34.2%) earn more than \$3,333 per month and the remaining 25.9% earn \$1,250 or less per month. By comparison, over two-fifths (40.6%) of outflow workers earn more than \$3,333 per month, over one-third (34.0%) earn between \$1,251 and \$3,333 per month, and the remaining 25.4% earn \$1,250 or less per month. Based on the preceding data, people that commute *into* Benzie County for employment are generally similar in age and more likely to earn low to moderate wages (less than \$3,333 per month) when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the over 1,560 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Benzie County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Benzie County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
<b>Benzie County</b>	Number	7,743	6,957	786	4,451	12,194
	Percent	63.5%	89.8%	10.2%	36.5%	100.0%
<b>Region</b>	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
<b>Michigan</b>	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 12,194 housing units within Benzie County in 2022. Based on ESRI estimates and 2020 Census data, of the 7,743 total *occupied* housing units in Benzie County, 89.8% are owner occupied, while the remaining 10.2% are renter occupied. Approximately 36.5% of the housing units within Benzie County are classified as vacant, which is a notably higher share than that reported for the Northern Michigan Region (28.3%) and is more than three times as high as that reported for the state of Michigan (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. While more than one-third (36.5%) of the total housing units within Benzie County are reported as vacant, it is important to point out that 90.0% of the vacant housing units within the county are classified as “Seasonal or Recreational” based on American Community Survey (ACS) data. Thus, the vacant housing units illustrated in the preceding table for the county are not reflective of true vacant/unoccupied housing units. In comparison, 82.6% of all vacant housing units within the Northern Michigan Region and 45.7% of those throughout the state of Michigan are classified as “Seasonal or Recreational.” Thus, the county and region contain a significantly higher share of seasonal properties as compared to the state.

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Benzie County</b>	190	30.2%	1,486	23.5%	16	2.5%	79	1.3%	5	0.8%	57	0.9%
<b>Region</b>	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
<b>Michigan</b>	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Benzie County, nearly one-third of the renter-occupied (30.2%) housing units were built prior to 1970, as compared to less than one-quarter (23.5%) of owner-occupied housing units. The housing stock in Benzie County appears to be slightly newer as compared to the Northern Michigan Region and housing product throughout the state of Michigan. The shares of renter and owner households in Benzie County that experience overcrowding, 2.5% and 1.3%, respectively, are similar to those of the region and state. The share of renter households in Benzie County with incomplete plumbing or kitchens (0.8%) is lower than both regional (2.5%) and statewide levels (2.2%), while the share of owner households (0.9%) in Benzie County experiencing this issue is higher than the 0.6% shares reported for the Northern Michigan Region and state of Michigan.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability						
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Benzie County</b>	\$62,022	\$227,810	\$828	38.1%	23.9%	18.4%	9.6%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs



The estimated median home value in Benzie County of \$227,810 is 8.6% higher than the median home value for the region (\$209,788) and 11.5% higher than that reported for the state (\$204,371). Conversely, the average gross rent in Benzie County (\$828) is 6.8% lower than the regional average gross rent (\$888) and 14.5% lower than the statewide average (\$968). The lower median household income level and higher median home value reported for the county likely contribute to the higher share of cost burdened *owner* households within the county as compared to the region and state. However, the lower average gross rent for the county likely contributes to the lower share of cost burdened *renter* households within the county as compared to regional and state levels. Regardless, more than one-third (38.1%) of renter households in Benzie County are cost burdened, while nearly one-quarter (23.9%) of owner households are cost burdened. Overall, Benzie County has an estimated 240 renter households and 1,506 owner households that are housing cost burdened. Further, more than 41.0% of all cost burdened households (renters and owners combined) within Benzie County are severe cost burdened (paying more than 50% of income toward housing). As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for the county, region, and the state.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Benzie County</b>	Number	464	112	54	630	5,764	52	494	6,310
	Percent	73.7%	17.8%	8.6%	100.0%	91.3%	0.8%	7.8%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	0.9%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Nearly three-quarters (73.7%) of the *rental* units in Benzie County are within structures of four units or less, with mobile homes comprising an additional 8.6% of the county rental units. The combined share of these two types of structures (82.2%) is considerably higher when compared to that of the region (66.1%) and state (56.5%). Overall, the county has a disproportionately low share (17.8%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%) and state (43.5%). More than 91.0% of *owner*-occupied units in the county are within structures of four units or less while 7.8% are mobile homes. These shares are virtually identical to those for the region. While the shares of owner-occupied housing units within structures containing four or less units within the county and region are slightly lower than the statewide share of 93.5%, the county and region report slightly higher shares of mobile homes (7.8%) as compared to the state (5.2%). There is a minimal share (between 0.8% and 1.2%) of owner-occupied housing within structures of five or more units within each of the geographies evaluated within this analysis.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within the county, region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a sizable majority (82.2%) of the county’s rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
<b>Benzie County</b>	Number	48	61	105	126	128	21	0	141	630
	Percent	7.6%	9.7%	16.7%	20.0%	20.3%	3.3%	0.0%	22.4%	100.0%
<b>Region</b>	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
<b>Michigan</b>	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (20.3%) of cash paying Benzie County rental units have rents between \$1,000 and \$1,500, followed by units with rents between \$750 and \$1,000 (20.0%). Collectively, units with gross rents between \$750 and \$1,500 account for 40.3% of all Benzie County rentals. In comparison, rental units priced between \$750 and \$1,000 and \$1,000 to \$1,500 represent the two largest segments of both the Northern Michigan Region and state of Michigan rental markets. It is estimated that just under one-quarter (23.7%) of Benzie County rentals are priced at \$1,000 or more, as compared to shares of 30.6% and 35.9% for the region and state, respectively. The preceding indicates that rental product within Benzie County is comparatively more affordable than rental product within the region and throughout the state of Michigan.

It is also of note that nearly one-quarter (22.4%) of renter-occupied units within the county are classified as “No Cash Rent” units. Units which are under this classification could include units provided free of charge by friends/family, housing units located on military bases, and/or units provided in exchange for services (i.e., resident manager, caretaker, minister, and/or tenant farmer). Nonetheless, the 22.4% share of such units for the county is considerably higher than those reported for the region (7.5%) and state (5.1%).

## Bowen National Research's Survey of Housing Supply

### *Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county's surveyed multifamily rental supply.

Multifamily Supply by Product Type – Benzie County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Tax Credit	1	36	0	100.0%
Tax Credit/Government-Subsidized	1	56	0	100.0%
Total	2	92	0	100.0%

In Benzie County, a total of two apartment properties were surveyed, which comprised a total of 92 units. Note that 36 of the 92 total units are at a non-subsidized Tax Credit property with rents ranging from \$643 for a one-bedroom unit to \$872 for a three-bedroom unit. The remaining 56 units in the county are at a Tax Credit property offering subsidized units. The two surveyed properties each have a quality rating of “B+,” signifying good quality housing. The overall occupancy rate of 100.0% is very high and indicative of a strong market for apartments. Both properties surveyed in the county have wait lists, which are reflective of pent-up demand for apartment units.

### *Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, and mobile homes, and account for 82.2% of the total rental units in Benzie County. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Benzie County.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/Boats/RVs	Total Units
<b>Benzie County</b>	Number	464	112	54	630
	Percent	73.7%	17.8%	8.6%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Nearly three-quarters (73.7%) of non-conventional rental units in the county are within structures containing one to four units. This is a higher rate of rental units within one-to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). As a significant share of the rental housing stock in Benzie County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified two non-conventional rentals that were listed as *available* for rent in Benzie County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Benzie County.

Surveyed Non-Conventional Rental Supply – Benzie County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	0	-	-	-
One-Bedroom	1	\$950	\$950	-
Two-Bedroom	0	-	-	-
Three-Bedroom	1	\$1,600	\$1,600	-
Four-Bedroom+	0	-	-	-
Total	2			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

Note: Square footage for some non-conventional rental units could not be verified.

When compared with all non-conventional rentals in the county, the two available rentals represent a vacancy rate of 0.4%. This is an extremely low vacancy rate. The identified non-conventional rentals in Benzie County consist of a one-bedroom unit renting for \$950 and a three-bedroom unit renting for \$1,600. These rents are unaffordable to most households in the county.

### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Benzie County.

Benzie County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	24	\$447,450
Sold**	123	\$295,000

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Benzie County as of February 2023 consists of 24 total units with a median list price of \$447,450. The 24 available units represent 4.4% of the 551 available units within the Northern Michigan Region. Historical sales ranging from September 2022 to March 2023 consisted of 123 homes sold during this period with a median sale price of \$295,000. Note that the median price of available product (\$447,450) is significantly higher than the median price of recently sold homes. The 24 available homes represent only 0.3% of the estimated 6,957 owner-occupied units in Benzie County. Typically, in healthy, well-balanced markets,

approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Benzie County appears to have a disproportionately low number of housing units available to purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Benzie County.

Benzie County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	5	4.1%
\$100,000 to \$199,999	21	17.1%
\$200,000 to \$299,999	36	29.3%
\$300,000 to \$399,999	23	18.7%
\$400,000+	38	30.9%
Total	123	100.0%

Source: Realtor.com and Bowen National Research

Recent sales activity in Benzie County primarily favors homes at higher price points. Note that nearly half (49.6%) of the 123 homes sold between September 2022 and March 2023 were priced at \$300,000 and above. By comparison, only 21.2% of sales were for units priced under \$200,000, a price point generally targeted by first-time homebuyers. Nearly 30% of homes sold in the county were between \$200,000 and \$299,999, a price range typically sought after by middle-class home buyers.

The following table summarizes the distribution of *available* for-sale residential units by *price point* for Benzie County:

Benzie County Available For-Sale Housing by List Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	0	0.0%
\$100,000 to \$199,999	4	16.7%
\$200,000 to \$299,999	2	8.3%
\$300,000 to \$399,999	5	20.8%
\$400,000+	13	54.2%
Total	24	100.0%

Source: Realtor.com and Bowen National Research

Homes available for-sale in Benzie County as of February 2023 primarily target higher price points. Over half (54.1%) of available housing units in Benzie County are priced at \$400,000 or above, while 75% of available housing units are priced at \$300,000 and above. By comparison, only four of 24 homes available for sale (16.7%) are priced below \$200,000, while only two homes are priced between \$200,000 and \$299,999. Based on these listings, there are very few homes available to Benzie County households earning less than \$100,000.

The distribution of available homes in Benzie County by *price point* is illustrated in the following graph:



The distribution of available homes by *bedroom type* is summarized in the following table.

Benzie County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	0	-	-	-	-
Two-Br.	7	2,591	\$130,000 - \$1,500,000	\$375,900	\$217.08
Three-Br.	10	1,862	\$178,900 - \$1,450,000	\$414,950	\$229.17
Four-Br.+	7	2,785	\$369,000 - \$3,250,000	\$750,000	\$282.28
Total	24	2,344	\$130,000 - \$3,250,000	\$447,450	\$249.47

Source: Realtor.com and Bowen National Research

As shown in the preceding table, the largest share (41.7%) of the available for-sale housing product in the county are three-bedroom units, while nearly 30% of available homes in the county are four-bedroom units or larger. None of the available for-sale homes in the county are one-bedroom units, while only seven of the 24 units have two-bedrooms. Median list prices by bedroom type range from \$375,900 for two-bedroom units to \$750,000 for four-bedroom units or larger. Current home listings in the county generally lack smaller, affordable units for first-time homebuyers as well as middle-class homebuyers.

## D. HOUSING GAP

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units Benzie County can support. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 1,508 units, with a gap of 214 rental units and a gap of 1,294 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Benzie County. Details of the methodology used in this analysis are provided in Section VII of this report.

Benzie County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$41,550	\$41,551-\$66,480	\$66,481-\$99,720	\$99,721+
Monthly Rent Range	≤\$1,039	\$1,040-\$1,662	\$1,663-\$2,493	\$2,494+
Household Growth	-28	-8	6	11
Balanced Market*	26	7	4	2
Replacement Housing**	26	3	1	0
External Market Support^	21	5	3	2
Severe Cost Burdened^^	86	44	15	0
Step-Down Support	10	-1	-3	-6
Less Pipeline Units	-12	0	0	0
<b>Overall Units Needed</b>	<b>129</b>	<b>50</b>	<b>26</b>	<b>9</b>

\*Based on Bowen National Research's survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

Benzie County, Michigan				
For-Sale Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$41,550	\$41,551-\$66,480	\$66,481-\$99,720	\$99,721+
Price Point	≤\$138,500	\$138,501-\$221,600	\$221,601-\$332,400	\$332,401+
Household Growth	-295	-87	44	410
Balanced Market*	61	38	48	37
Replacement Housing**	54	18	11	6
External Market Support^	84	55	68	74
Severe Cost Burdened^^	400	200	68	0
Step-Down Support	45	27	139	-211
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>349</b>	<b>251</b>	<b>378</b>	<b>316</b>

\*Based on Bowen National Research's analysis of for-sale product within county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gap in the county is for the lowest housing affordability segment (rents below \$1,040 that are affordable to households earning up to 50% of AMHI). Within the *for-sale* housing gap estimates, it appears that all home price segments have housing gaps of 251 or more units. Although development within Benzie County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county's ability to attract potential workers and help meet the changing and growing housing needs of the local market.



## **E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area's competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Benzie County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• High level of rental housing demand</li><li>• Strong demand for for-sale housing</li><li>• Positive projected household growth</li><li>• Positive median household income growth</li></ul>	<ul style="list-style-type: none"><li>• Limited available rentals and for-sale housing</li><li>• Extremely low share of rentals</li><li>• Lack of affordable workforce and senior housing alternatives</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Housing need of 214 rental units</li><li>• Housing need of 1,294 for-sale units</li><li>• Attract some of the 1,561 commuters coming into the county for work to live in the county</li><li>• Approximately 41 parcels that could potentially support residential development (see page VI-56)</li></ul>	<ul style="list-style-type: none"><li>• The county risks losing residents to other areas/communities</li><li>• Vulnerable to deteriorating and neglected housing stock</li><li>• Inability to attract businesses to county</li><li>• Inability of employers to attract and retain workers due to local housing issues</li><li>• Influence of seasonal/recreational housing</li></ul>

The county's housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.

## ADDENDUM E: CHARLEVOIX COUNTY OVERVIEW

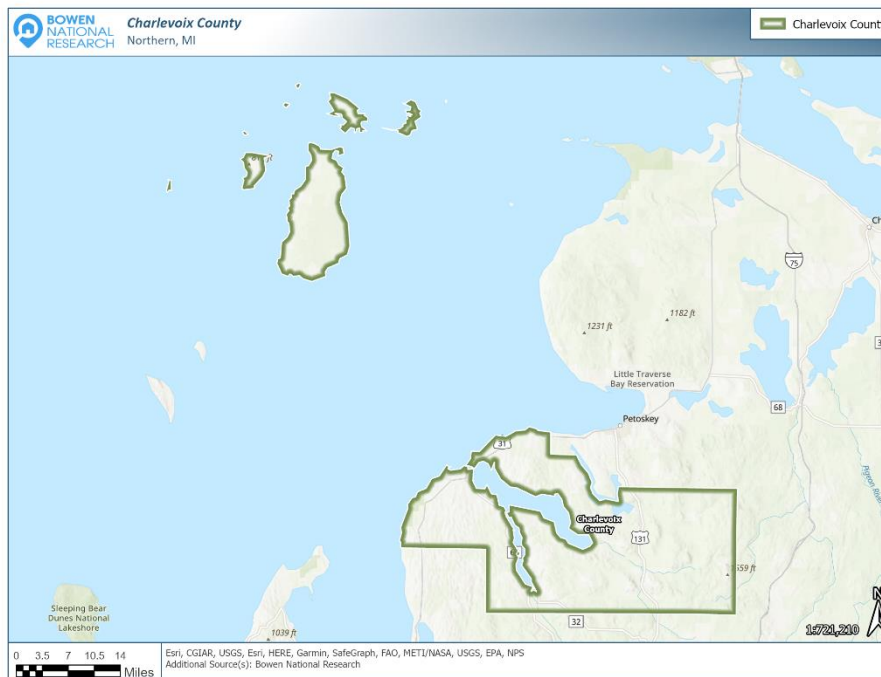
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Charlevoix County. To provide a base of comparison, various metrics of Charlevoix County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

### A. INTRODUCTION

Charlevoix County is located in the northwestern portion of the Lower Peninsula of Michigan along the northeastern shore of Grand Traverse Bay. Charlevoix County contains approximately 453.89 square miles and has an estimated population of 25,959 for 2022, which is representative of approximately 8.3% of the total population for the 10-county Northern Michigan Region. The city of Charlevoix serves as the county seat and is accessible via State Route 66 and U.S. Highway 31 in the western portion of the county. Other notable population centers within the county include the city of East Jordan, Boyne City, and the village of Boyne Falls. Major arterials that serve the county include U.S. Highways 31 and 131, as well as State Routes 32, 66, and 75.

A map illustrating Charlevoix County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Charlevoix County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Charlevoix</b>	25,949	26,054	<b>105</b>	<b>0.4%</b>	25,959	<b>-95</b>	<b>-0.4%</b>	25,847	<b>-112</b>	<b>-0.4%</b>
<b>Region</b>	297,912	310,802	<b>12,890</b>	<b>4.3%</b>	311,690	<b>888</b>	<b>0.3%</b>	313,166	<b>1,476</b>	<b>0.5%</b>
<b>Michigan</b>	9,883,297	10,077,094	<b>193,797</b>	<b>2.0%</b>	10,077,929	<b>835</b>	<b>0.0%</b>	10,054,166	<b>-23,763</b>	<b>-0.2%</b>

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Charlevoix County increased by 105 (0.4%). This increase in population for Charlevoix County is significantly less than the 4.3% population growth within the PSA during this time period. In 2022, the estimated total population of Charlevoix County is 25,959, which represents a 0.4% decrease in population from 2020. Between 2022 and 2027, the population of Charlevoix County is projected to decline by an additional 112 people, or 0.4%, at which time the estimated total population of Charlevoix County will be 25,847. This 0.4% decrease in population for Charlevoix County over the next five years contrasts the 0.5% increase in population for the region during this time period. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Charlevoix County is projected to have a slight increase in households between 2022 and 2027.

Other notable population statistics for Charlevoix County include the following:

- Minorities comprise 7.7% of the county's population, which is lower than the Northern Michigan Region and statewide shares of 8.7% and 26.1%, respectively.
- Married persons represent 58.0% of the adult population, which is higher than the shares reported for the Northern Michigan Region (55.3%) and state of Michigan (49.0%).
- The adult population without a high school diploma is 5.0%, which is lower than shares reported for the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 9.7% of the population lives in poverty, which is lower than the Northern Michigan Region share of 10.7% and the statewide share of 13.7%.

- The annual movership rate (population moving within or to Charlevoix County) is 10.4%, which is lower than both Northern Michigan Region (12.1%) and statewide (13.4%) shares.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Charlevoix</b>	10,882	11,274	392	3.6%	11,279	5	0.0%	11,303	24	0.2%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within Charlevoix County increased by 392 (3.6%), which represents a smaller rate of increase compared to the region (7.2%) and state (4.4%). In 2022, there was an estimated total of 11,279 households in Charlevoix County, which represents a nominal increase in households compared to 2020. Between 2022 and 2027, the number of households in Charlevoix County is projected to increase by 24 (0.2%), at which time the estimated total number of households will be 11,303. The minor projected increase in households for Charlevoix County over the next five years is less than the projected increase in households for the region (1.0%) and state (0.3%) during this time period.

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Charlevoix	2010	277 (2.5%)	1,124 (10.3%)	1,614 (14.8%)	2,408 (22.1%)	2,306 (21.2%)	1,714 (15.8%)	1,439 (13.2%)
	2022	239 (2.1%)	1,223 (10.8%)	1,484 (13.2%)	1,759 (15.6%)	2,460 (21.8%)	2,354 (20.9%)	1,760 (15.6%)
	2027	213 (1.9%)	1,131 (10.0%)	1,553 (13.7%)	1,624 (14.4%)	2,179 (19.3%)	2,520 (22.3%)	2,083 (18.4%)
	Change 2022-2027	<b>-26</b> <b>(-10.9%)</b>	<b>-92</b> <b>(-7.5%)</b>	<b>69</b> <b>(4.6%)</b>	<b>-135</b> <b>(-7.7%)</b>	<b>-281</b> <b>(-11.4%)</b>	<b>166</b> <b>(7.1%)</b>	<b>323</b> <b>(18.4%)</b>
Region	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	<b>-115</b> <b>(-3.5%)</b>	<b>-1,157</b> <b>(-7.5%)</b>	<b>831</b> <b>(4.7%)</b>	<b>-821</b> <b>(-4.0%)</b>	<b>-3,285</b> <b>(-11.5%)</b>	<b>2,114</b> <b>(7.8%)</b>	<b>3,758</b> <b>(19.4%)</b>
Michigan	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	<b>-5,617</b> <b>(-3.7%)</b>	<b>-37,526</b> <b>(-6.6%)</b>	<b>22,454</b> <b>(3.6%)</b>	<b>-35,034</b> <b>(-5.2%)</b>	<b>-78,417</b> <b>(-9.6%)</b>	<b>53,344</b> <b>(7.7%)</b>	<b>92,660</b> <b>(18.0%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 55 and 64 within Charlevoix County comprise the largest share of all households (21.8%). Household heads between the ages of 65 and 74 (20.9%) and those between the ages of 45 and 54 (15.6%) and ages 75 and older (15.6%) comprise the next largest shares of the total households in Charlevoix County. Overall, senior households (age 55 and older) constitute well over half (58.3%) of all households within Charlevoix County. This is a higher share of senior households as compared to the Northern Michigan Region (56.8%) and the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 12.9% of Charlevoix County households, which represents a smaller share of such households when compared to the region (14.1%) and state (17.8%). Between 2022 and 2027, household growth within Charlevoix County is projected to occur among the age cohorts of 35 to 44 years and 65 years and older. The most significant growth will occur among households ages 75 and older, with Charlevoix County experiencing an 18.4% increase within this age cohort. Households under the age of 35 and between the ages of 45 and 64 are projected to decline over the next five years, with the largest percentage decline of 11.4% projected for households between the ages of 55 and 64.

Households by tenure for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Charlevoix	Owner-Occupied	8,829	81.1%	8,643	79.4%	9,205	81.6%	9,275	82.1%
	Renter-Occupied	2,053	18.9%	2,239	20.6%	2,074	18.4%	2,028	17.9%
	Total	10,882	100.0%	10,882	100.0%	11,279	100.0%	11,303	100.0%
Region	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
Michigan	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Charlevoix County has an 81.6% share of owner households and an 18.4% share of renter households. Charlevoix County has a higher share of owner households and a lower share of renter households as compared to both the Northern Michigan Region and state of Michigan. Overall, Charlevoix County renter households represent 7.7% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households in Charlevoix County is projected to increase by 70 households (0.8%), while the number of renter households is projected to decrease by 46 households (2.2%). The increase among owner households in Charlevoix County will likely contribute to an increase in demand within the for-sale housing market over the next five years.

Median household income for selected years is shown in the following table:

	Median Household Income				
	2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
Charlevoix	\$46,411	\$66,857	44.1%	\$76,357	14.2%
Region	\$44,261	\$63,085	42.5%	\$71,177	12.8%
Michigan	\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Charlevoix County is \$66,857. Between 2010 and 2022, Charlevoix County experienced a significant increase (44.1%) in median household income. The increase in Charlevoix County was greater than the increases for both the region (42.5%) and the state of Michigan (42.3%) and resulted in a higher median household within the county (\$66,857) as compared to those reported for both the region (\$63,085) and state (\$65,507). The median household income is projected to increase by an additional 14.2% between 2022 and 2027, resulting in a projected median income of \$76,357 in 2027, which will remain above that projected for the region (\$71,177) and state (\$75,988).

The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Charlevoix</b>	2010	310 (13.9%)	490 (21.9%)	427 (19.1%)	334 (14.9%)	231 (10.3%)	126 (5.6%)	253 (11.3%)	67 (3.0%)
	2022	180 (8.7%)	296 (14.3%)	380 (18.3%)	266 (12.8%)	199 (9.6%)	176 (8.5%)	393 (18.9%)	183 (8.8%)
	2027	137 (6.7%)	210 (10.3%)	351 (17.3%)	233 (11.5%)	190 (9.3%)	203 (10.0%)	445 (22.0%)	260 (12.8%)
	Change 2022-2027	<b>-43</b> <b>(-23.9%)</b>	<b>-86</b> <b>(-29.1%)</b>	<b>-29</b> <b>(-7.6%)</b>	<b>-33</b> <b>(-12.4%)</b>	<b>-9</b> <b>(-4.5%)</b>	<b>27</b> <b>(15.3%)</b>	<b>52</b> <b>(13.2%)</b>	<b>77</b> <b>(42.1%)</b>
<b>Region</b>	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	<b>-359</b> <b>(-15.4%)</b>	<b>-813</b> <b>(-21.1%)</b>	<b>-302</b> <b>(-6.4%)</b>	<b>50</b> <b>(1.2%)</b>	<b>-150</b> <b>(-5.0%)</b>	<b>123</b> <b>(5.9%)</b>	<b>436</b> <b>(9.0%)</b>	<b>522</b> <b>(25.2%)</b>
<b>Michigan</b>	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	<b>-29,772</b> <b>(-22.7%)</b>	<b>-40,400</b> <b>(-24.9%)</b>	<b>-23,618</b> <b>(-14.7%)</b>	<b>-11,370</b> <b>(-8.0%)</b>	<b>-5,931</b> <b>(-5.0%)</b>	<b>5,249</b> <b>(5.7%)</b>	<b>33,790</b> <b>(14.8%)</b>	<b>43,334</b> <b>(34.7%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$60,000 and \$99,999 (18.9%) and \$20,000 and \$29,999 (18.3%) comprise the largest shares of renter households by income level within the county. More than half (54.1%) of all renter households within the county earn less than \$40,000 which is slightly lower than the regional share (55.5%) and higher than the statewide share (51.4%). Growth among renter households within Charlevoix County is projected to be concentrated among households earning \$50,000 or more between 2022 and 2027, similar to projections for the state of Michigan during this time period. The Northern Michigan Region will also primarily experience renter growth among households earning \$50,000 or more, though some growth (1.2%) is also projected within the \$30,000 to \$39,999 income segment. The greatest growth (77 households, or 42.1%) within the county is projected to occur within renter households earning \$100,000 or more. With the projected growth among higher-income renter households between 2022 and 2027 within Charlevoix County, renter households within the county will be relatively evenly distributed among households earning less than \$30,000 (34.3%), those earning between \$30,000 and \$60,000 (30.8%), and those earning above \$60,000 (34.8%).

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Charlevoix	2010	344 (4.0%)	707 (8.2%)	954 (11.0%)	1,107 (12.8%)	967 (11.2%)	965 (11.2%)	2,223 (25.7%)	1,377 (15.9%)
	2022	241 (2.6%)	434 (4.7%)	714 (7.8%)	711 (7.7%)	658 (7.1%)	809 (8.8%)	2,741 (29.8%)	2,898 (31.5%)
	2027	185 (2.0%)	298 (3.2%)	612 (6.6%)	566 (6.1%)	544 (5.9%)	743 (8.0%)	2,843 (30.6%)	3,483 (37.5%)
	Change 2022-2027	-56 <b>(-23.2%)</b>	-136 <b>(-31.3%)</b>	-102 <b>(-14.3%)</b>	-145 <b>(-20.4%)</b>	-114 <b>(-17.3%)</b>	-66 <b>(-8.2%)</b>	102 <b>(3.7%)</b>	585 <b>(20.2%)</b>
Region	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	-518 <b>(-20.3%)</b>	-1,351 <b>(-27.6%)</b>	-1,432 <b>(-18.4%)</b>	-956 <b>(-10.0%)</b>	-1,109 <b>(-12.4%)</b>	-584 <b>(-6.4%)</b>	680 <b>(2.2%)</b>	7,088 <b>(22.6%)</b>
Michigan	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	-16,584 <b>(-20.9%)</b>	-32,445 <b>(-25.4%)</b>	-36,413 <b>(-19.8%)</b>	-34,655 <b>(-15.8%)</b>	-28,313 <b>(-12.9%)</b>	-20,353 <b>(-8.6%)</b>	-10,779 <b>(-1.4%)</b>	220,125 <b>(20.4%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 61.3% of *owner* households in Charlevoix County earn \$60,000 or more annually, which represents a slightly higher share compared to the Northern Michigan Region (59.2%). Both the county and region, however, have a slightly lower share of owner households earning \$60,000 or more as compared to the state of Michigan (63.2%). Nearly one-fourth (23.6%) of owner households in Charlevoix County earn between \$30,000 and \$59,999, and the remaining 15.1% earn less than \$30,000. The overall distribution of owner households by income in the county is very comparable to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Charlevoix County and the Northern Michigan Region, whereas owner household growth within the state of Michigan will be concentrated among households earning \$100,000 or more.



The following table illustrates the cumulative change in total population for Charlevoix County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Charlevoix County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Charlevoix County</b>	25,955	26,105	150	0.6%	-516	368	322	690
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-24, Charlevoix County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the moderate population increase (0.6%) within Charlevoix County from 2010 to 2020 was primarily the result of a combination of domestic and international migration. While natural decrease (more deaths than births) had a negative influence (-516) on the population within Charlevoix County between 2010 and 2020, domestic migration (368) and international migration (322) resulted in an overall slight increase (150) in population during this time period. This trend of positive domestic and international migration combined with natural decrease in Charlevoix County is consistent with the regionwide trends within the PSA (Northern Michigan Region). In order for Charlevoix County to continue benefiting from positive net migration, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants, and to retain young families in the area, which contribute to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Charlevoix County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Charlevoix County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
<b>Emmet County, MI</b>	<b>412</b>	<b>14.0%</b>	<b>196</b>
Otsego County, MI	239	8.1%	-131
<b>Antrim County, MI</b>	<b>229</b>	<b>7.8%</b>	<b>85</b>
<b>Grand Traverse County, MI</b>	<b>197</b>	<b>6.7%</b>	<b>-101</b>
Oakland County, MI	149	5.1%	-17
Cheboygan County, MI	118	4.0%	-100
Kent County, MI	84	2.9%	48
Wayne County, MI	78	2.6%	-38
Montcalm County, MI	64	2.2%	64
Ingham County, MI	53	1.8%	-11
All Other Counties	1,323	44.9%	39
<b>Total Migration</b>	<b>2,946</b>	<b>100.0%</b>	<b>34</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes counties within the state and bordering states

As the preceding illustrates, over half (55.1%) of the gross migration for Charlevoix County is among the top 10 counties listed. Emmet County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall positive net-migration (196) influence for Charlevoix County. In total, three of the top 10 migration counties (Emmet, Antrim, and Grand Traverse) for Charlevoix County are within the PSA. Combined, these three PSA counties have a positive net-migration (180) influence for Charlevoix County. Among the counties to which Charlevoix County has the largest net loss of residents are Otsego County (-131), Grand Traverse County (-101), and Cheboygan County (-100).

The following table details the *shares* of domestic in-migration by three select age cohorts for Charlevoix County from 2012 to 2021.

Charlevoix County Domestic County Population In-Migrants by Age, 2012 to 2021		
Age	2012-2016	2017-2021
1 to 24	37.7%	31.9%
25 to 64	53.6%	55.9%
65+	8.8%	12.3%
Median Age (In-state migrants)	28.6	34.0
Median Age (Out-of-state migrants)	30.1	41.2
Median Age (County Population)	47.6	49.4

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 53.6% of in-migrants to Charlevoix County were between the ages of 25 and 64, while 37.7% were less than 25 years of age and 8.8% were age 65 or older. The share of in-migrants under the age of 25 decreased to 31.9% during the time period between 2017 and 2021, while the share of in-migrants ages 65 and older increased to 12.3%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (34.0 years) is notably less than out-of-state migrants (41.2 years) and the existing population of the county (49.4 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

Charlevoix County: Income Distribution by Mobility Status for Population Age 15+ Years*						
2021 Inflation Adjusted Individual Income	Moved Within Same County		Moved From Different County, Same State		Moved From Different State	
	Number	Percent	Number	Percent	Number	Percent
<\$10,000	85	7.7%	151	18.3%	73	34.9%
\$10,000 to \$14,999	74	6.7%	62	7.5%	26	12.4%
\$15,000 to \$24,999	474	43.2%	148	18.0%	24	11.5%
\$25,000 to \$34,999	116	10.6%	119	14.4%	16	7.7%
\$35,000 to \$49,999	170	15.5%	130	15.8%	22	10.5%
\$50,000 to \$64,999	108	9.8%	72	8.7%	12	5.7%
\$65,000 to \$74,999	13	1.2%	9	1.1%	9	4.3%
\$75,000+	58	5.3%	133	16.1%	27	12.9%
Total	1,098	100.0%	824	100.0%	209	100.0%

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research  
 \*Excludes population with no income

According to data provided by the American Community Survey, over two-fifths (43.8%) of the population that moved to Charlevoix County from a different county within Michigan earned less than \$25,000 per year. While a much smaller number of individuals moved to Charlevoix County from out-of-state, a much larger share (58.8%) of these individuals earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for both in-migrants from a different county within Michigan (25.9%) and those from outside the state (22.9%). Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Charlevoix County.

## Labor Force

The following table illustrates the employment base by industry for Charlevoix County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Charlevoix County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	27	0.2%	1,037	0.6%	18,094	0.4%
Mining	2	0.0%	416	0.2%	6,059	0.1%
Utilities	106	0.8%	566	0.3%	14,450	0.3%
Construction	749	5.4%	8,709	4.9%	163,027	3.6%
Manufacturing	<b>1,881</b>	<b>13.5%</b>	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	280	2.0%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>1,633</b>	<b>11.7%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	304	2.2%	2,863	1.6%	95,658	2.1%
Information	148	1.1%	2,773	1.5%	91,050	2.0%
Finance & Insurance	246	1.8%	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	322	2.3%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	417	3.0%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	3	0.0%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	953	6.9%	4,042	2.3%	111,717	2.4%
Educational Services	953	6.9%	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	<b>1,667</b>	<b>12.0%</b>	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	540	3.9%	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	<b>1,709</b>	<b>12.3%</b>	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	841	6.0%	8,794	4.9%	270,042	5.9%
Public Administration	1,064	7.7%	9,313	5.2%	238,652	5.2%
Non-classifiable	56	0.4%	914	0.5%	30,131	0.7%
Total	13,901	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Charlevoix County has an employment base of approximately 13,901 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Manufacturing (13.5%), Accommodation & Food Services (12.3%), Health Care and Social Assistance (12.0%), and Retail Trade (11.7%). It is interesting to note that these sectors also comprise the four largest sectors of employment within the PSA (Northern Michigan Region) and the state of Michigan. Combined, these four job sectors represent nearly one-half (49.5%) of the county employment base. This represents a smaller concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and a similar concentration of employment as the state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a notably less concentrated overall distribution of employment, the economy within Charlevoix County may be slightly less vulnerable to economic downturns compared to the PSA. Although many occupations within the manufacturing and healthcare sectors offer competitive wages, it is important to

understand that a significant number of the support occupations in these industries, as well as within the retail trade and accommodation and food services sectors, typically have lower average wages which can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Charlevoix County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	11,656	-	4,323,410	-	143,929,000	-
2014	12,053	3.4%	4,416,017	2.1%	146,305,000	1.7%
2015	12,311	2.1%	4,501,816	1.9%	148,833,000	1.7%
2016	12,362	0.4%	4,606,948	2.3%	151,436,000	1.7%
2017	12,356	0.0%	4,685,853	1.7%	153,337,000	1.3%
2018	12,501	1.2%	4,739,081	1.1%	155,761,000	1.6%
2019	12,314	-1.5%	4,773,453	0.7%	157,538,000	1.1%
2020	11,283	-8.4%	4,379,122	-8.3%	147,795,000	-6.2%
2021	11,612	2.9%	4,501,562	2.8%	152,581,000	3.2%
2022	12,179	4.9%	4,632,539	2.9%	158,291,000	3.7%
2023*	11,649	-4.4%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor; Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Charlevoix County	Michigan	United States
2013	10.6%	8.7%	7.4%
2014	8.2%	7.2%	6.2%
2015	6.1%	5.4%	5.3%
2016	5.6%	5.0%	4.9%
2017	5.5%	4.6%	4.4%
2018	4.8%	4.2%	3.9%
2019	4.7%	4.1%	3.7%
2020	10.3%	10.0%	8.1%
2021	5.9%	5.8%	5.4%
2022	4.8%	4.2%	3.7%
2023*	6.6%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Charlevoix County increased by 658 employees, or 5.6%, which was much less than the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Charlevoix County by 8.4%, which was a similar decline compared to the state (8.3%). In 2021, total employment for Charlevoix County increased by 2.9%, followed by an additional increase of 4.9% in 2022. Although total employment in Charlevoix County declined 4.4% through March 2023, which may be due, in part, to seasonality, the significant increases in total employment over the last two full years are a positive sign that the local economy is recovering

from the effects of the COVID-19 pandemic. While total employment still remains below the 2019 level, Charlevoix County has recovered to within 98.9% (2022 full year) of the total employment in 2019, which represents a recovery rate slightly above that for the state of Michigan (97.0%).

The unemployment rate within Charlevoix County steadily declined from 2013 (10.6%) to 2019 (4.7%). In 2020, the unemployment rate increased sharply to 10.3%, which is consistent with the increase that occurred within the state during that time. In 2021, the unemployment rate within the county decreased to 5.9%. As of 2022, the unemployment rate within the county decreased to 4.8%. While this represents an unemployment rate that is higher than the state (4.2%) and nation (3.7%), the 4.8% unemployment rate within the county is nearly equal to the rate in 2019 (4.7%) and is a positive sign of recovery in the local economy.

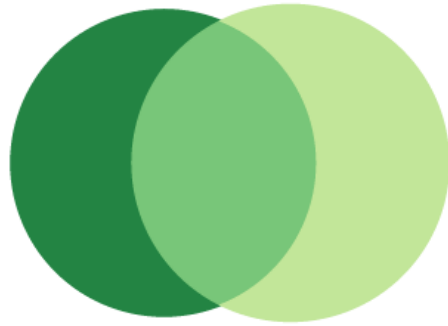
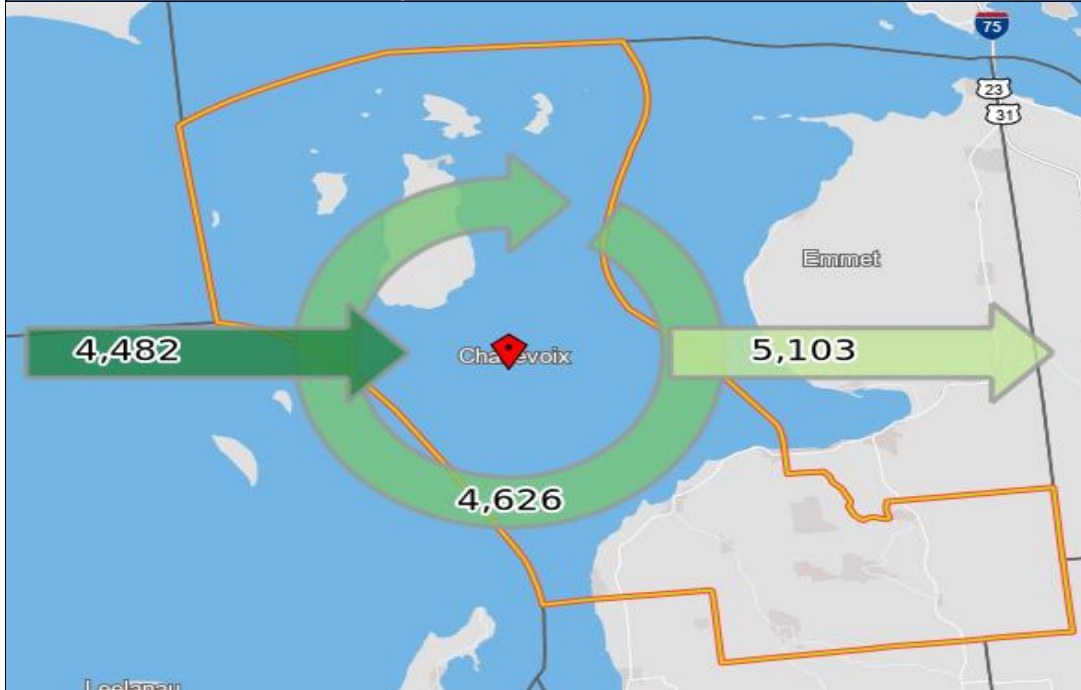
### Commuting Data

According to the 2016-2020 American Community Survey (ACS), 90.1% of Charlevoix County commuters either drive alone or carpool to work, 2.4% walk to work, and 5.1% work from home. ACS also indicates that 73.8% of Charlevoix County workers have commute times of less than 30 minutes, while 3.7% have commutes of 60 minutes or more. This represents shorter commute times compared to the state, where 62.6% of workers have commute times of less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 9,729 employed residents of Charlevoix County, 5,103 (52.5%) are employed outside the county, while the remaining 4,626 (47.5%) are employed within Charlevoix County. In addition, 4,482 people commute into Charlevoix County from surrounding areas for employment. These 4,482 non-residents account for nearly one-half (49.2%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.

Charlevoix County, MI – Inflow/Outflow Job Counts in 2020



■ 4,482 - Employed in Selection Area, Live Outside  
■ 5,103 - Live in Selection Area, Employed Outside  
■ 4,626 - Employed and Live in Selection Area

**Inflow/Outflow Job Counts (All Jobs)**

2020

	Count	Share
<a href="#">Employed in the Selection Area</a>	9,108	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	4,482	49.2%
<a href="#">Employed and Living in the Selection Area</a>	4,626	50.8%
<a href="#">Living in the Selection Area</a>	9,729	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	5,103	52.5%
<a href="#">Living and Employed in the Selection Area</a>	4,626	47.5%

**Commuting Flow Analysis by Age and Earnings (2020, All Jobs)**

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	1,123	22.0%	992	22.1%	761	16.5%
Ages 30 to 54	2,631	51.6%	2,404	53.6%	2,429	52.5%
Ages 55 or older	1,349	26.4%	1,086	24.2%	1,436	31.0%
Earning <\$1,250 per month	1,546	30.3%	1,074	24.0%	1,308	28.3%
Earning \$1,251 to \$3,333	1,641	32.2%	1,473	32.9%	1,591	34.4%
Earning \$3,333+ per month	1,916	37.5%	1,935	43.2%	1,727	37.3%
<b>Total Worker Flow</b>	<b>5,103</b>	<b>100.0%</b>	<b>4,482</b>	<b>100.0%</b>	<b>4,626</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Of the county’s 4,482 in-commuters, over one-half (53.6%) are between the ages of 30 and 54, 24.2% are age 55 or older, and 22.1% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. Over two-fifths (43.2%) of inflow workers earn more than \$3,333 per month (\$40,000 or more annually), nearly one-third (32.9%) earns between \$1,251 and \$3,333 per month (approximately \$15,000 to \$40,000 annually), and the remaining 24.0% earns \$1,250 or less per month. By comparison, nearly two-fifths (37.5%) of outflow workers earn more than \$3,333 per month, nearly one-third (32.2%) earn between \$1,251 and \$3,333 per month, and the remaining 30.3% earns \$1,250 or less per month. Based on the preceding data, people that commute *into* Charlevoix County for employment are typically similar in age and more likely to earn *higher* wages when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the over 4,480 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Charlevoix County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Charlevoix County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
Charlevoix County	Number	11,279	9,205	2,074	6,345	17,624
	Percent	64.0%	81.6%	18.4%	36.0%	100.0%
Region	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
Michigan	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 17,624 housing units within Charlevoix County in 2022. Based on ESRI estimates and 2020 Census data, of the 11,279 total *occupied* housing units in Charlevoix County, 81.6% are owner occupied, while the remaining 18.4% are renter occupied. As such, Charlevoix County has a higher share of owner-occupied housing units when compared to the region (79.6%) and state (71.4%). Approximately 36.0% of the housing units within Charlevoix County are classified as vacant, which represents a much higher share than that of the region (28.3%) and state (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. Based on American Community Survey (ACS) data, 87.4% of vacant housing units in Charlevoix County and 82.6% of vacant units in the region are seasonal/recreational units, which is a much higher share of such units compared to the state (45.7%).



The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Charlevoix</b>	909	42.4%	3,357	35.0%	39	1.8%	84	0.9%	109	5.1%	63	0.7%
<b>Region</b>	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
<b>Michigan</b>	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Charlevoix County, over two-fifths (42.4%) of the renter-occupied housing units and 35.0% of the owner-occupied housing units were built prior to 1970. While the housing stock in Charlevoix County appears to be slightly older than housing within the region, where 31.6% of the renter-occupied housing units and 30.2% of the owner-occupied units were built prior to 1970, the county housing stock is generally newer than that within the state. The shares of renter households (1.8%) and owner households (0.9%) in Charlevoix County that experience overcrowding are less than those within the region and state. The share of renter households in Charlevoix County with incomplete plumbing or kitchens (5.1%) is considerably higher than those within the region (2.5%) and state (2.2%), while the share of owner households with incomplete plumbing or kitchens (0.7%) is comparable to those in the region (0.6%) and state (0.6%).

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability						
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Charlevoix</b>	\$66,857	\$193,032	\$809	43.5%	18.6%	17.3%	5.8%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs

The estimated median home value in Charlevoix County of \$193,032 is 8.0% lower than the median home value for the region (\$209,788) and 5.5% lower than that reported for the state (\$204,371). Similarly, the average gross rent in Charlevoix County (\$809) is 8.9% lower than the regional average gross rent (\$888) and 16.4% lower than the statewide average (\$968). The higher median household income level (\$66,857) and lower median home value and average gross rent reported for the county likely contribute to the generally lower shares of cost burdened households within the county as compared to the state. Regardless, more than two-fifths (43.5%) of renter households in Charlevoix County are cost burdened, while nearly one-fifth (18.6%) of owner households are cost burdened. As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for the county, region, and the state.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Charlevoix County</b>	Number	1,260	718	168	2,146	8,610	116	853	9,579
	Percent	58.7%	33.5%	7.8%	100.0%	89.9%	1.2%	8.9%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	1.0%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Nearly three-fifths (58.7%) of the *rental* units in Charlevoix County are within structures of four units or less, with mobile homes comprising an additional 7.8% of the county rental units. The combined share of these two types of structures (66.5%) is comparable to that of the region (66.1%) and significantly higher than that of the state (56.5%). Overall, the county has a disproportionately low share (33.5%) of multifamily rental housing (five or more units within a structure) when compared to the state (43.5%). Nearly 90.0% of *owner*-occupied units in the county are within structures of four units or less while 8.9% are mobile homes. These shares are similar to those for the region (91.3% and 7.8%, respectively). While the shares of owner-occupied housing units within structures containing four or less units within the county and region are lower than the statewide share of 93.5%, the county and region report slightly higher shares of mobile homes (8.9% and 7.8%, respectively) as compared to the state (5.2%). There is a minimal share (1.2% or less) of owner-occupied housing within structures of five or more units within each of the geographies evaluated within this analysis.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within the county, region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a sizable majority (66.5%) of the county’s rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
<b>Charlevoix County</b>	Number	103	223	611	494	521	38	6	150	2,146
	Percent	4.8%	10.4%	28.5%	23.0%	24.3%	1.8%	0.3%	7.0%	100.0%
<b>Region</b>	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
<b>Michigan</b>	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (28.5%) of Charlevoix County rental units has rents between \$500 and \$750, followed by units with rents between \$1,000 and \$1,500 (24.3%). Collectively, units with gross rents between \$500 and \$1,000 account for more than half (51.5%) of all Charlevoix County rentals. In comparison, rental units priced between \$500 and \$1,000 represent 47.8% of all rentals in the region, and 48.2% of all rentals in the state. It is estimated that 26.4% of Charlevoix County rentals are priced at \$1,000 or more, as compared to shares of 30.6% and 35.9% for the region and state, respectively. The preceding indicates that rental product within Charlevoix County is comparatively more affordable than rental product within the region and throughout the state of Michigan.

Bowen National Research’s Survey of Housing Supply

*Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

Multifamily Supply by Product Type – Charlevoix County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	2	78	0	100.0%
Tax Credit	1	30	0	100.0%
Tax Credit/Government-Subsidized	4	104	0	100.0%
Government-Subsidized	6	126	0	100.0%
Total	13	338	0	100.0%

In Charlevoix County, a total of 13 apartment properties were surveyed, which comprised a total of 338 units. Six of the 13 properties are government-subsidized properties, while four additional properties are subsidized Tax Credit properties. Overall, 230 of the 338 rental units surveyed in the county are within subsidized properties, representing over two-thirds (68.0%) of all units surveyed. The remaining three properties consist of two market-rate properties and one Tax Credit property. Rents at the two market-rate properties range from \$800 for a one-bedroom unit to \$1,349 for a four-bedroom unit, while rent at the surveyed Tax Credit property is \$645 for a two-bedroom unit. The 13 surveyed properties have quality ratings ranging from “B” to “C+,” which reflect housing that is in satisfactory to good condition. The overall occupancy rate of 100.0% is very high and indicative of a strong market for multifamily rental housing. Twelve of the 13 properties in the county have wait lists, reflective of pent-up demand for apartment units.

### *Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. and account for nearly two-thirds (66.5%) of the total rental units in Charlevoix County. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Charlevoix County, Northern Michigan Region, and the state of Michigan.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/Boats/RVs	Total Units
<b>Charlevoix County</b>	Number	1,260	718	168	2,146
	Percent	58.7%	33.5%	7.8%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Most (58.7%) non-conventional rental units in the county are within structures containing one to four units. This is a higher rate of rental units within one- to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). As a majority of the rental housing stock in Charlevoix County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified three non-conventional rentals that were listed as *available* for rent in Charlevoix County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Charlevoix County.

Surveyed Non-Conventional Rental Supply – Charlevoix County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	0	-	-	-
One-Bedroom	0	-	-	-
Two-Bedroom	2	\$1,200 - \$1,800	\$1,500	\$1.29
Three-Bedroom	2	\$1,400 - \$2,100	\$1,750	\$1.17
Four-Bedroom+	0	-	-	-
Total	4			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

When compared with all non-conventional rentals in the county, the four available rentals represent an occupancy rate of 99.7%. This is an extremely high occupancy rate for rental housing. The identified non-conventional rentals in Charlevoix County consist of two-bedroom and three-bedroom units. Rents for the four identified non-conventional units range from \$1,200 to \$2,100. Gross rents within this range are not affordable for a significant share of renters in the market.

#### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Charlevoix County.

Charlevoix County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	56	\$371,500
Sold**	13	\$275,000

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Charlevoix County as of February 2023 consists of 56 total units with a median list price of \$371,500. The 56 available units represent 10.2% of the 551 available units within the Northern Michigan Region. Historical sales ranging from September 2022 to March 2023 consisted of 13 homes with a median sale price of \$275,000. The 56 available homes represent only 0.6% of the estimated 9,205 owner-occupied units in Charlevoix County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Based on this very low share of homes available for sale as well as the low number of homes that have sold in recent months, Charlevoix County appears to have a disproportionately low number of housing units available for purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Charlevoix County.

Charlevoix County - Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	0	0.0%
\$100,000 to \$199,999	3	23.1%
\$200,000 to \$299,999	5	38.5%
\$300,000 to \$399,999	3	23.1%
\$400,000+	2	15.4%
Total	13	100.0%

Source: Realtor.com and Bowen National Research

Recent sales activity in Charlevoix County indicates a relatively balanced housing market by price point, although sales volume was low regardless of price point during the sales period. Note that only three of the 13 sales (23.1%) were for units priced under \$200,000, a price point generally targeted by first-time homebuyers. Most sales in the county (61.5%) occurred for homes priced between \$200,000 and \$400,000.

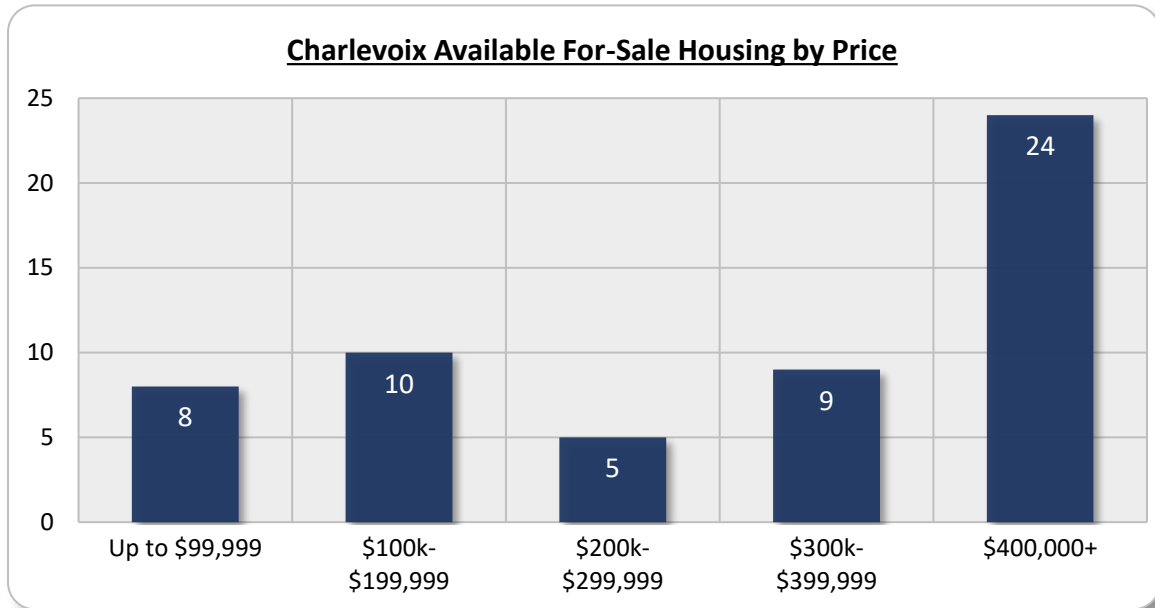
The following table summarizes the distribution of *available* for-sale residential units by *price point* for Charlevoix County:

Charlevoix County - Available For-Sale Housing by List Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	8	14.3%
\$100,000 to \$199,999	10	17.9%
\$200,000 to \$299,999	5	8.9%
\$300,000 to \$399,999	9	16.1%
\$400,000+	24	42.9%
Total	56	100.0%

Source: Realtor.com and Bowen National Research

The largest share (42.9%) of available housing units in Charlevoix County is priced at \$400,000 or above. This figure includes 10 listings that are priced at \$1,000,000 or more. Charlevoix County also has a notable share (32.2%) of homes priced below \$200,000, which is a price point often targeted by first-time homebuyers. There appears to be a shortage of homes priced between \$200,000 and \$300,000, a price point typically sought after by middle-class households. Available housing units between \$200,000 and \$300,000 accounted for less than 10% of for-sale housing units in Charlevoix County.

The distribution of available homes in Charlevoix County by *price point* is illustrated in the following graph:



The distribution of available homes by *bedroom type* for Charlevoix County is summarized in the following table.

Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	8	534	\$62,000 - \$439,900	\$144,450	\$271.66
Two-Br.	15	1,092	\$47,000 - \$3,695,000	\$270,000	\$222.53
Three-Br.	18	1,713	\$99,900 - \$1,550,000	\$371,500	\$296.65
Four-Br.+	15	3,395	\$159,900 - \$18,000,000	\$899,900	\$287.18
Total	56	1,829	\$47,000 - \$18,000,000	\$371,500	\$271.21

Source: Realtor.com and Bowen National Research

As shown in the preceding table, available homes offered for sale in the county appear to be balanced between two-, three-, and four-bedroom (or larger) homes. One-bedroom units, which typically represent condominium units, only account for eight of the 56 units offered for sale in the county. Note that units that contain four or more bedrooms have a median list price (\$899,900) that is significantly higher than the median list price for the county (\$371,500). These larger homes are typically waterfront homes that are highly sought after in the marketplace.

## D. HOUSING GAP

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units Charlevoix County can support. The following summarizes the metrics used in our demand estimates.

- **Rental Housing** – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- **For-Sale Housing** – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 2,358 units, with a gap of 730 rental units and a gap of 1,628 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Charlevoix County. Details of the methodology used in this analysis are provided in Section VII of this report.

Charlevoix County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$41,700	\$41,701-\$66,720	\$66,721-\$100,080	\$100,081+
Monthly Rent Range	≤\$1,042	\$1,043-\$1,668	\$1,669-\$2,502	\$2,503+
Household Growth	-194	38	32	77
Balanced Market*	58	22	15	9
Replacement Housing**	118	23	7	1
External Market Support^	92	35	23	15
Severe Cost Burdened^^	215	108	36	0
Step-Down Support	45	-11	7	-41
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>334</b>	<b>215</b>	<b>120</b>	<b>61</b>

\*Based on Bowen National Research's survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs



Charlevoix County, Michigan				
For-Sale Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$41,700	\$41,701-\$66,720	\$66,721-\$100,080	\$100,081+
Price Point	≤\$139,000	\$139,001-\$222,400	\$222,401-\$333,600	\$333,601+
Household Growth	-457	-175	118	584
Balanced Market*	56	47	63	54
Replacement Housing**	40	16	10	7
External Market Support^	176	144	181	230
Severe Cost Burdened^^	320	160	54	0
Step-Down Support	38	90	222	-350
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>173</b>	<b>282</b>	<b>648</b>	<b>525</b>

\*Based on Bowen National Research's analysis of for-sale product within county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gaps in the county are for the two lowest housing affordability segments (rents below \$1,669 that are affordable to households earning up to 80% of AMHI), while the greatest *for-sale* housing gap in the county is for product priced between \$222,401 and \$333,600, which is affordable to households earning between \$66,721 and \$100,080. Although development within Charlevoix County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county's ability to attract potential workers and help meet the changing and growing housing needs of the local market.

**E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Charlevoix County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• High level of rental housing demand</li> <li>• Strong demand for for-sale housing</li> <li>• Positive projected household growth</li> <li>• Positive median household income growth</li> </ul>	<ul style="list-style-type: none"> <li>• Limited available rentals and for-sale housing</li> <li>• Disproportionately low share of rentals</li> <li>• Lack of affordable workforce and senior housing alternatives</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Housing need of 730 rental units</li> <li>• Housing need of 1,628 for-sale units</li> <li>• Attract some of the 4,482 commuters coming into the county for work to live in the county</li> <li>• More than 60 parcels that could potentially support residential development (see page VI-56)</li> </ul>	<ul style="list-style-type: none"> <li>• The county risks losing residents to other areas/communities</li> <li>• Vulnerable to deteriorating and neglected housing stock</li> <li>• Inability to attract businesses to county</li> <li>• Inability of employers to attract and retain workers due to local housing issues</li> <li>• Influence of seasonal/recreational housing</li> </ul>

The county’s housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.

# ADDENDUM F: EMMET COUNTY OVERVIEW

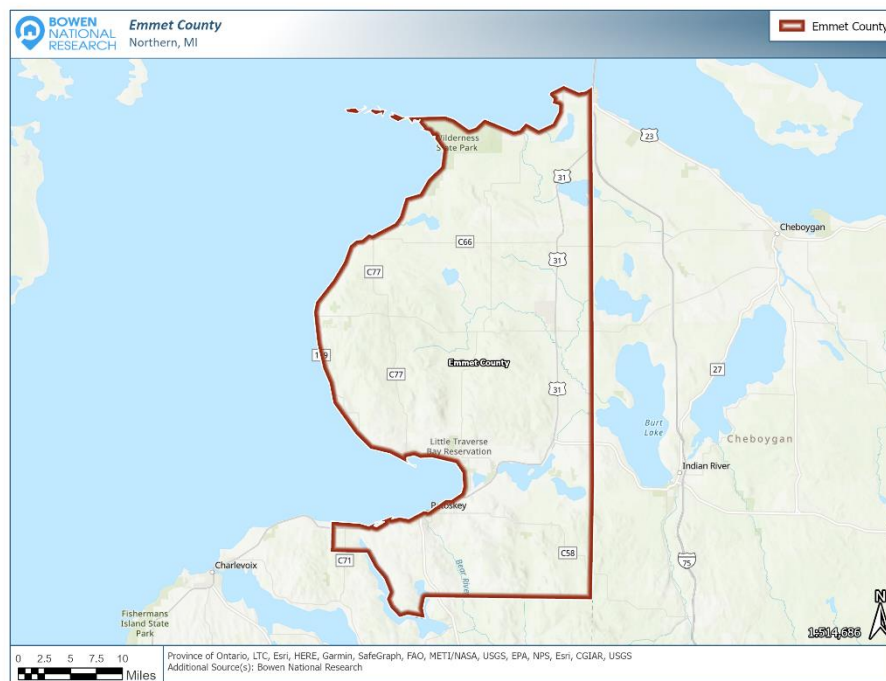
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Emmet County. To provide a base of comparison, various metrics of Emmet County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

## A. INTRODUCTION

Emmet County is located in the northwestern tip of the Lower Peninsula of Michigan along the eastern shore of Little Traverse Bay. Emmet County contains approximately 483.11 square miles and has an estimated population of 34,134 for 2022, which is representative of approximately 11.0% of the total population for the 10-county Northern Michigan Region. The city of Petoskey serves as the county seat and is accessible via U.S. Highways 31 and 131 in the southern portion of the county. Other notable population centers within the county include the city of Harbor Springs and the villages of Alanson, Pellston, and Mackinaw City (partial). Major arterials that serve the county include Interstate 75, U.S. Highways 23, 31, and 131, as well as State Routes 68, and 119.

A map illustrating Emmet County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Emmet County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Emmet</b>	32,694	34,112	<b>1,418</b>	<b>4.3%</b>	34,134	<b>22</b>	<b>0.1%</b>	34,147	<b>13</b>	<b>&lt;0.1%</b>
<b>Region</b>	297,912	310,802	<b>12,890</b>	<b>4.3%</b>	311,690	<b>888</b>	<b>0.3%</b>	313,166	<b>1,476</b>	<b>0.5%</b>
<b>Michigan</b>	9,883,297	10,077,094	<b>193,797</b>	<b>2.0%</b>	10,077,929	<b>835</b>	<b>0.0%</b>	10,054,166	<b>-23,763</b>	<b>-0.2%</b>

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Emmet County increased by 1,418 (4.3%). This increase in population for Emmet County is consistent with the 4.3% population growth within the 10-county Northern Michigan Region during this time period. In 2022, the estimated total population of Emmet County was 34,134, which represents a 0.1% increase in population from 2020. Between 2022 and 2027, the population of Emmet County is projected to remain stable, increasing by less than 0.1%. This marginal increase in population for Emmet County over the next five years is less than the 0.5% increase in population for the region during this time period, but contrasts the 0.2% decrease projected for the state. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Emmet County is projected to have a 1.0% increase in households between 2022 and 2027.

Other notable population statistics for Emmet County include the following:

- Minorities comprise 10.4% of the county's population, which is higher than the Northern Michigan Region share of 8.7% and lower than the statewide share of 26.1%.
- Married persons represent more than half (54.4%) of the adult population, which is comparable to the share reported for the Northern Michigan Region (55.3%) and higher than the share for the state of Michigan (49.0%).
- The adult population without a high school diploma is 5.1%, which is lower than the shares reported for the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 8.9% of the population lives in poverty, which is lower than the Northern Michigan Region share of 10.7% and the statewide share of 13.7%.

- The annual movership rate (population moving within or to Emmet County) is 12.0%, which is comparable to Northern Michigan Region (12.1%) and slightly lower than the statewide (13.4%) share.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Emmet</b>	13,601	14,862	1,261	9.3%	14,961	99	0.7%	15,106	145	1.0%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within Emmet County increased by 1,261 (9.3%), which represents a much greater rate of increase compared to the region (7.2%) and state (4.4%). In 2022, there was an estimated total of 14,961 households in Emmet County, which represents a 0.7% increase in households compared to 2020. Between 2022 and 2027, the number of households in Emmet County is projected to increase by 145 (1.0%), at which time the estimated total number of households will be 15,106. The minor projected increase in households for Emmet County over the next five years is equal to the projected increase in households for the region (1.0%), but larger than that of the state (0.3%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
<b>Emmet</b>	2010	487 (3.6%)	1,554 (11.4%)	2,112 (15.5%)	2,965 (21.8%)	2,971 (21.8%)	1,794 (13.2%)	1,718 (12.6%)
	2022	417 (2.8%)	1,836 (12.3%)	2,080 (13.9%)	2,349 (15.7%)	3,276 (21.9%)	2,931 (19.6%)	2,072 (13.8%)
	2027	388 (2.6%)	1,696 (11.2%)	2,174 (14.4%)	2,299 (15.2%)	2,868 (19.0%)	3,167 (21.0%)	2,514 (16.6%)
	Change 2022-2027	<b>-29</b> <b>(-7.0%)</b>	<b>-140</b> <b>(-7.6%)</b>	<b>94</b> <b>(4.5%)</b>	<b>-50</b> <b>(-2.1%)</b>	<b>-408</b> <b>(-12.5%)</b>	<b>236</b> <b>(8.1%)</b>	<b>442</b> <b>(21.3%)</b>
<b>Region</b>	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	<b>-115</b> <b>(-3.5%)</b>	<b>-1,157</b> <b>(-7.5%)</b>	<b>831</b> <b>(4.7%)</b>	<b>-821</b> <b>(-4.0%)</b>	<b>-3,285</b> <b>(-11.5%)</b>	<b>2,114</b> <b>(7.8%)</b>	<b>3,758</b> <b>(19.4%)</b>
<b>Michigan</b>	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	<b>-5,617</b> <b>(-3.7%)</b>	<b>-37,526</b> <b>(-6.6%)</b>	<b>22,454</b> <b>(3.6%)</b>	<b>-35,034</b> <b>(-5.2%)</b>	<b>-78,417</b> <b>(-9.6%)</b>	<b>53,344</b> <b>(7.7%)</b>	<b>92,660</b> <b>(18.0%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 55 and 64 within Emmet County comprise the largest share of all households (21.9%). Household heads between the ages of 65 and 74 (19.6%) and those between the ages of 45 and 54 (15.7%) comprise the next largest shares of the total households in Emmet County. Overall, senior households (age 55 and older) constitute well over half (55.3%) of all households within Emmet County. This is a similar share of senior households as compared to the Northern Michigan Region (56.8%) and a higher share compared to the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 15.1% of Emmet County households, which represents a slightly larger share of such households when compared to the region (14.1%) and a smaller share compared to the state (17.8%). Between 2022 and 2027, household growth within Emmet County is projected to occur among the age cohorts of 35 to 44 years and 65 years and older. The most significant growth will occur among households ages 75 and older, with Emmet County experiencing a 21.3% increase within this age cohort. Households under the age of 35 and between the ages of 45 and 64 are projected to decline over the next five years, with the largest percentage decline of 12.5% projected for households between the ages of 55 and 64.

Households by tenure (renter and owner) for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Emmet</b>	Owner-Occupied	10,276	75.6%	10,096	74.2%	10,964	73.3%	11,164	73.9%
	Renter-Occupied	3,325	24.4%	3,505	25.8%	3,997	26.7%	3,942	26.1%
	Total	13,601	100.0%	13,601	100.0%	14,961	100.0%	15,106	100.0%
<b>Region</b>	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
<b>Michigan</b>	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Emmet County has a 73.3% share of owner households and a 26.7% share of renter households. Emmet County has a lower share of owner households and a higher share of renter households as compared to the Northern Michigan Region, but a slightly higher share of owner households compared to the state (71.4%). Overall, Emmet County renter households represent 14.8% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households in Emmet County is projected to increase by 200 households (1.8%), while the number of renter households is projected to decrease by 55 households (1.4%). The increase among owner households in Emmet County will likely contribute to an increase in demand within the for-sale housing market over the next five years.

Median household income for selected years is shown in the following table:

	Median Household Income				
	2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
<b>Emmet</b>	\$47,152	\$67,354	42.8%	\$76,893	14.2%
<b>Region</b>	\$44,261	\$63,085	42.5%	\$71,177	12.8%
<b>Michigan</b>	\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Emmet County is \$67,354. Between 2010 and 2022, Emmet County experienced a significant increase (42.8%) in median household income. The increase in Emmet County was consistent with the increases for both the region (42.5%) and the state of Michigan (42.3%). Regardless, the median household income within the county in 2022 is higher than those reported for both the region (\$63,085) and state (\$65,507). The median household income in the county is projected to increase by an additional 14.2% between 2022 and 2027, resulting in a projected median income of \$76,893 in 2027, which will remain above that projected for the region (\$71,177) and state (\$75,988).

The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in **red**, while increases are in **green**:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Emmet</b>	2010	384 (10.9%)	754 (21.5%)	692 (19.7%)	499 (14.3%)	361 (10.3%)	210 (6.0%)	453 (12.9%)	152 (4.3%)
	2022	340 (8.5%)	475 (11.9%)	625 (15.6%)	515 (12.9%)	385 (9.6%)	353 (8.8%)	812 (20.3%)	493 (12.3%)
	2027	261 (6.6%)	339 (8.6%)	572 (14.5%)	450 (11.4%)	361 (9.2%)	391 (9.9%)	907 (23.0%)	661 (16.8%)
	Change 2022-2027	<b>-79</b> <b>(-23.2%)</b>	<b>-136</b> <b>(-28.6%)</b>	<b>-53</b> <b>(-8.5%)</b>	<b>-65</b> <b>(-12.6%)</b>	<b>-24</b> <b>(-6.2%)</b>	<b>38</b> <b>(10.8%)</b>	<b>95</b> <b>(11.7%)</b>	<b>168</b> <b>(34.1%)</b>
<b>Region</b>	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	<b>-359</b> <b>(-15.4%)</b>	<b>-813</b> <b>(-21.1%)</b>	<b>-302</b> <b>(-6.4%)</b>	<b>50</b> <b>(1.2%)</b>	<b>-150</b> <b>(-5.0%)</b>	<b>123</b> <b>(5.9%)</b>	<b>436</b> <b>(9.0%)</b>	<b>522</b> <b>(25.2%)</b>
<b>Michigan</b>	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	<b>-29,772</b> <b>(-22.7%)</b>	<b>-40,400</b> <b>(-24.9%)</b>	<b>-23,618</b> <b>(-14.7%)</b>	<b>-11,370</b> <b>(-8.0%)</b>	<b>-5,931</b> <b>(-5.0%)</b>	<b>5,249</b> <b>(5.7%)</b>	<b>33,790</b> <b>(14.8%)</b>	<b>43,334</b> <b>(34.7%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$60,000 and \$99,999 (20.3%) and \$20,000 and \$29,999 (15.6%) comprise the largest shares of renter households by income level within Emmet County. Nearly half (48.9%) of all renter households within the county earn less than \$40,000 which is lower than the regional (55.5%) and statewide (51.4%) shares. Growth among renter households within Emmet County is projected to be concentrated among households earning \$50,000 or more between 2022 and 2027, similar to projections for the state of Michigan during this time period. The Northern Michigan Region will also primarily experience renter growth among households earning \$50,000 or more, though some growth (1.2%) is also projected within the \$30,000 to \$39,999 income segment. The greatest growth (168 households, or 34.1%) within the county is projected to occur within renter households earning \$100,000 or more. With the projected growth among higher-income renter households between 2022 and 2027 within Emmet County, renter households within the county will be more heavily distributed toward the higher income cohorts. Specifically, projections indicate that renter households earning above \$60,000 will comprise 39.8% of all renter households in the county by 2027.



The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in **red**, while increases are in **green**:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Emmet</b>	2010	310 (3.1%)	802 (7.9%)	1,130 (11.2%)	1,181 (11.7%)	1,105 (10.9%)	1,100 (10.9%)	2,707 (26.8%)	1,761 (17.4%)
	2022	266 (2.4%)	417 (3.8%)	707 (6.4%)	815 (7.4%)	773 (7.1%)	976 (8.9%)	3,253 (29.7%)	3,756 (34.3%)
	2027	207 (1.9%)	290 (2.6%)	603 (5.4%)	643 (5.8%)	639 (5.7%)	883 (7.9%)	3,363 (30.1%)	4,536 (40.6%)
	Change 2022-2027	<b>-59</b> <b>(-22.2%)</b>	<b>-127</b> <b>(-30.5%)</b>	<b>-104</b> <b>(-14.7%)</b>	<b>-172</b> <b>(-21.1%)</b>	<b>-134</b> <b>(-17.3%)</b>	<b>-93</b> <b>(-9.5%)</b>	<b>110</b> <b>(3.4%)</b>	<b>780</b> <b>(20.8%)</b>
<b>Region</b>	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	<b>-518</b> <b>(-20.3%)</b>	<b>-1,351</b> <b>(-27.6%)</b>	<b>-1,432</b> <b>(-18.4%)</b>	<b>-956</b> <b>(-10.0%)</b>	<b>-1,109</b> <b>(-12.4%)</b>	<b>-584</b> <b>(-6.4%)</b>	<b>680</b> <b>(2.2%)</b>	<b>7,088</b> <b>(22.6%)</b>
<b>Michigan</b>	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	<b>-16,584</b> <b>(-20.9%)</b>	<b>-32,445</b> <b>(-25.4%)</b>	<b>-36,413</b> <b>(-19.8%)</b>	<b>-34,655</b> <b>(-15.8%)</b>	<b>-28,313</b> <b>(-12.9%)</b>	<b>-20,353</b> <b>(-8.6%)</b>	<b>-10,779</b> <b>(-1.4%)</b>	<b>220,125</b> <b>(20.4%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 64.0% of *owner* households in Emmet County earn \$60,000 or more annually, which represents a higher share compared to the Northern Michigan Region (59.2%) and the state of Michigan (63.2%). Nearly one-fourth (23.4%) of owner households in Emmet County earn between \$30,000 and \$59,999, and the remaining 12.6% earn less than \$30,000. As such, the overall distribution of owner households by income in the county is more concentrated among the higher income cohorts as compared to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Emmet County and the Northern Michigan Region, whereas owner household growth within the state of Michigan will be concentrated among households earning \$100,000 or more. The most significant growth (20.8%) of owner households in the county is projected to occur among those earning \$100,000 or more.

The following table illustrates the cumulative change in total population for Emmet County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Emmet County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Emmet County</b>	32,696	33,342	646	2.0%	-580	1,112	143	1,255
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-29, Emmet County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the moderate population increase (2.0%) within Emmet County from 2010 to 2020 was primarily the result of domestic migration. While natural decrease (more deaths than births) had a negative influence (-580) on the population within Emmet County between 2010 and 2020, positive domestic migration (1,112) and international migration (143) resulted in an overall increase within the county during this time period. This trend of positive domestic and international migration and natural decrease in Emmet County is consistent with the regionwide trends within the PSA (Northern Michigan Region). In order for Emmet County to continue benefiting from positive net migration, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants and to retain young families in the area, which contributes to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Emmet County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Emmet County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
Cheboygan County, MI	442	11.0%	62
<b>Charlevoix County, MI</b>	<b>412</b>	<b>10.2%</b>	<b>-196</b>
Kent County, MI	203	5.0%	59
Genesee County, MI	181	4.5%	115
<b>Grand Traverse County, MI</b>	<b>128</b>	<b>3.2%</b>	<b>40</b>
Oakland County, MI	93	2.3%	3
<b>Wexford County, MI</b>	<b>93</b>	<b>2.3%</b>	<b>57</b>
Ingham County, MI	82	2.0%	-36
Otsego County, MI	81	2.0%	27
Kalamazoo County, MI	70	1.7%	-56
All Other Counties	2,251	55.8%	-237
<b>Total Migration</b>	<b>4,036</b>	<b>100.0%</b>	<b>-162</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes counties within the state and bordering states

As the preceding illustrates, over two-fifths (44.2%) of the gross migration for Emmet County is among the top 10 counties listed. Cheboygan County, which is the top gross migration county and directly borders Emmet County to the east, has an overall positive net-migration (62) influence for Emmet County. In total, three of the top 10 migration counties (Charlevoix, Grand Traverse, and Wexford) for Emmet County are within the PSA. Combined, these three PSA counties have a negative net-migration (-99) influence for Emmet County. Among the counties that Emmet County gains the most residents are Genesee County (115), Cheboygan County (62), and Kent County (59). It is also noteworthy that data from the components of change table, which covers the time period from 2010 to 2020, shows domestic migration to be positive while the county-to-county data, which only encompasses data from 2015 to 2019, shows overall negative domestic migration. This likely indicates that Emmet County lost more residents to migration than it gained in recent years. This can occur for a variety of reasons including an inadequate housing inventory or economic downturns.

The following table details the *shares* of domestic in-migration by three select age cohorts for Emmet County from 2012 to 2021.

Emmet County Domestic County Population In-Migrants by Age, 2012 to 2021		
Age	2012-2016	2017-2021
1 to 24	34.5%	31.8%
25 to 64	52.8%	54.8%
65+	12.6%	13.4%
Median Age (In-state migrants)	32.3	30.7
Median Age (Out-of-state migrants)	37.2	57.7
Median Age (County Population)	45.2	46.1

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 52.8% of in-migrants to Emmet County were between the ages of 25 and 64, while 34.5% were less than 25 years of age, and 12.6% were ages 65 and older. The share of in-migrants under the age of 25 decreased slightly to 31.8% during the time period between 2017 and 2021, while the share of in-migrants ages 25 to 64 increased to 54.8%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (30.7 years) is notably less than out-of-state migrants (57.7 years) and the existing population of the county (46.1 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

Emmet County: Income Distribution by Mobility Status for Population Age 15+ Years*						
2021 Inflation Adjusted Individual Income	Moved Within Same County		Moved From Different County, Same State		Moved From Different State	
	Number	Percent	Number	Percent	Number	Percent
<\$10,000	200	12.0%	140	11.3%	51	16.1%
\$10,000 to \$14,999	160	9.6%	60	4.8%	15	4.7%
\$15,000 to \$24,999	322	19.3%	187	15.1%	17	5.4%
\$25,000 to \$34,999	366	22.0%	273	22.0%	23	7.3%
\$35,000 to \$49,999	100	6.0%	246	19.8%	92	29.0%
\$50,000 to \$64,999	239	14.3%	74	6.0%	30	9.5%
\$65,000 to \$74,999	101	6.1%	35	2.8%	22	6.9%
\$75,000+	179	10.7%	226	18.2%	67	21.1%
Total	1,667	100.0%	1,241	100.0%	317	100.0%

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research

\*Excludes population with no income

According to data provided by the American Community Survey, nearly one-third (31.2%) of the population that moved to Emmet County from a different county within Michigan earned less than \$25,000 per year. While a much smaller number of individuals moved to Emmet County from out-of-state, a slightly smaller share (26.2%) of these individuals earned less than \$25,000 per year. A similar share (27.0%) of in-migrants from a different county within Michigan earn \$50,000 or more per year, while a much larger share (37.5%) of in-migrants from outside the state earn at least \$50,000 annually. Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that in-migrants to Emmet County are likely in need of housing options at a variety of price points.

### Labor Force

The following table illustrates the employment base by industry for Emmet County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Emmet County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	73	0.3%	1,037	0.6%	18,094	0.4%
Mining	2	0.0%	416	0.2%	6,059	0.1%
Utilities	22	0.1%	566	0.3%	14,450	0.3%
Construction	1,796	6.2%	8,709	4.9%	163,027	3.6%
Manufacturing	1,542	5.3%	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	337	1.2%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>3,955</b>	<b>13.6%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	194	0.7%	2,863	1.6%	95,658	2.1%
Information	348	1.2%	2,773	1.5%	91,050	2.0%
Finance & Insurance	522	1.8%	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	524	1.8%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	883	3.0%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	8	0.0%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	495	1.7%	4,042	2.3%	111,717	2.4%
Educational Services	1,407	4.8%	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	<b>7,479</b>	<b>25.7%</b>	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	<b>2,949</b>	<b>10.1%</b>	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	<b>3,485</b>	<b>12.0%</b>	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	1,858	6.4%	8,794	4.9%	270,042	5.9%
Public Administration	1,167	4.0%	9,313	5.2%	238,652	5.2%
Non-classifiable	58	0.2%	914	0.5%	30,131	0.7%
Total	29,104	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Emmet County has an employment base of approximately 29,104 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Health Care and Social Assistance (25.7%), Retail Trade (13.6%), Accommodation & Food Services (12.0%), and Arts, Entertainment & Recreation (10.1%). Three of these four sectors also comprise the largest sectors of employment within the PSA (Northern Michigan Region) and the state of Michigan, with Arts, Entertainment & Recreation representing the exception. Combined, these four job sectors represent over three-fifths (61.4%) of the county employment base. This represents a much greater concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a more concentrated overall distribution of employment, the economy within Emmet County may be slightly more vulnerable to economic downturns compared to the PSA. Although many occupations within the healthcare sector offer competitive wages, it is important to understand that a significant number of the support occupations in this industry, as well as those within the other top sectors, typically have lower average wages which can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Emmet County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	16,047	-	4,323,410	-	143,929,000	-
2014	16,262	1.3%	4,416,017	2.1%	146,305,000	1.7%
2015	16,431	1.0%	4,501,816	1.9%	148,833,000	1.7%
2016	16,489	0.4%	4,606,948	2.3%	151,436,000	1.7%
2017	16,515	0.2%	4,685,853	1.7%	153,337,000	1.3%
2018	16,677	1.0%	4,739,081	1.1%	155,761,000	1.6%
2019	16,784	0.6%	4,773,453	0.7%	157,538,000	1.1%
2020	15,384	-8.3%	4,379,122	-8.3%	147,795,000	-6.2%
2021	15,528	0.9%	4,501,562	2.8%	152,581,000	3.2%
2022	15,828	1.9%	4,632,539	2.9%	158,291,000	3.7%
2023*	14,802	-6.5%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor; Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Emmet County	Michigan	United States
2013	11.8%	8.7%	7.4%
2014	9.6%	7.2%	6.2%
2015	7.3%	5.4%	5.3%
2016	6.6%	5.0%	4.9%
2017	6.5%	4.6%	4.4%
2018	5.9%	4.2%	3.9%
2019	5.5%	4.1%	3.7%
2020	10.9%	10.0%	8.1%
2021	6.3%	5.8%	5.4%
2022	5.6%	4.2%	3.7%
2023*	8.6%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Emmet County increased by 737 employees, or 4.6%, which was much less than the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Emmet County by 8.3%, which was a similar decline compared to the state (8.3%). In 2021, total employment for Emmet County increased by 0.9%, followed by an additional increase of 1.9% in 2022. Although total employment in Emmet County declined 6.5% through March 2023, which may be due, in part, to seasonality, the increases in total employment over the last two full years are a positive sign that the local economy is recovering from the effects of the COVID-19 pandemic. While total employment in Emmet County through 2022 has recovered to within 94.3% of the total employment in 2019, this represents a recovery rate notably lower than that for the state of Michigan (97.0%).

The unemployment rate within Emmet County steadily declined from 2013 (11.8%) to 2019 (5.5%). In 2020, the unemployment rate increased sharply to 10.9%, which is consistent with the increase that occurred within the state during that time. In 2021, the unemployment rate within the county decreased to 6.3%. As of 2022, the unemployment rate within the county decreased to 5.6%. While this represents an unemployment rate that is higher than the state (4.2%) and nation (3.7%), the 5.6% unemployment rate within the county is nearly equal to the rate in 2019 (5.5%) and is a positive sign of continuing recovery in the local economy.

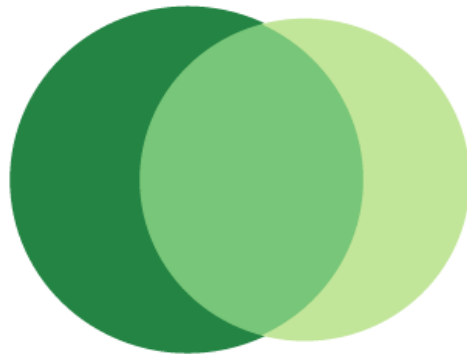
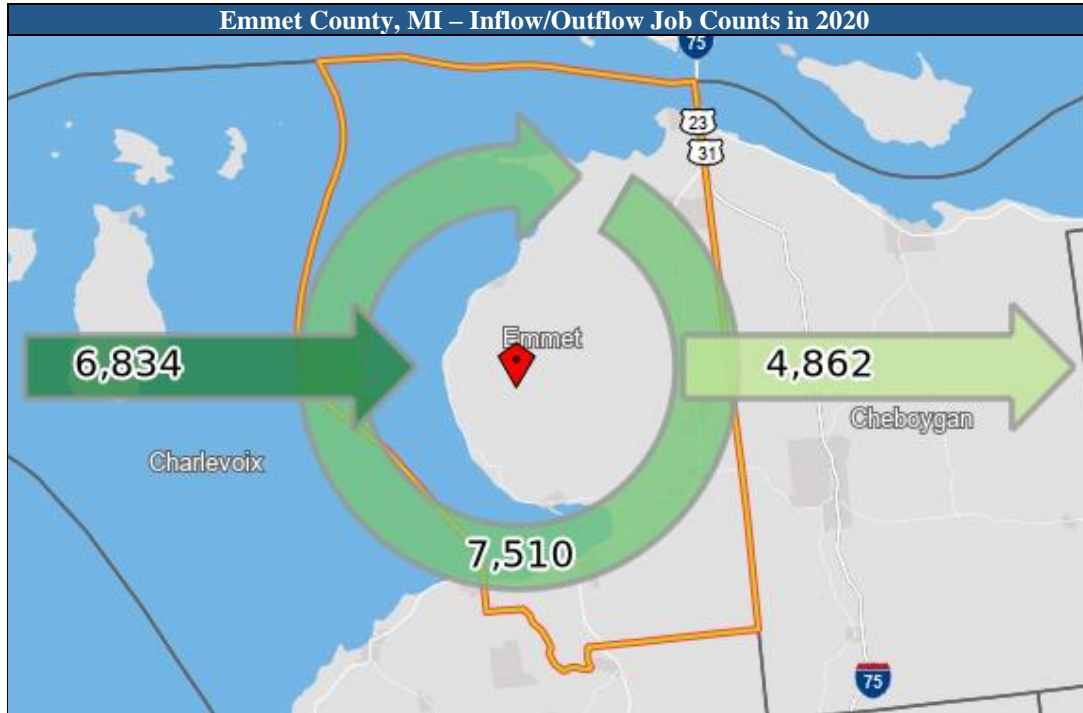
### Commuting Data

According to the 2016-2020 American Community Survey (ACS), 88.7% of Emmet County commuters either drive alone or carpool to work, 4.0% walk to work and 5.7% work from home. ACS also indicates that 73.2% of Emmet County workers have commute times of less than 30 minutes, while 3.4% have commutes of 60 minutes or more. This represents shorter commute times compared to the state, where 62.6% of workers have commute times of less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 12,372 employed residents of Emmet County, 7,510 (60.7%) are employed within the county, while the remaining 4,862 (39.3%) are employed outside the county. In addition, 6,834 people commute into Emmet County from surrounding areas for employment. These 6,834 non-residents account for nearly one-half (47.6%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.

Emmet County, MI – Inflow/Outflow Job Counts in 2020



■ 6,834 - Employed in Selection Area, Live Outside  
■ 4,862 - Live in Selection Area, Employed Outside  
■ 7,510 - Employed and Live in Selection Area

**Inflow/Outflow Job Counts (All Jobs)**

	2020	
	Count	Share
<a href="#">Employed in the Selection Area</a>	14,344	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	6,834	47.6%
<a href="#">Employed and Living in the Selection Area</a>	7,510	52.4%
<a href="#">Living in the Selection Area</a>	12,372	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	4,862	39.3%
<a href="#">Living and Employed in the Selection Area</a>	7,510	60.7%

**Commuting Flow Analysis by Age and Earnings (2020, All Jobs)**

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	1,068	22.0%	1,481	21.7%	1,374	18.3%
Ages 30 to 54	2,508	51.6%	3,711	54.3%	3,922	52.2%
Ages 55 or older	1,286	26.5%	1,642	24.0%	2,214	29.5%
Earning <\$1,250 per month	1,395	28.7%	2,132	31.2%	2,164	28.8%
Earning \$1,251 to \$3,333	1,493	30.7%	2,333	34.1%	2,524	33.6%
Earning \$3,333+ per month	1,974	40.6%	2,369	34.7%	2,822	37.6%
<b>Total Worker Flow</b>	<b>4,862</b>	<b>100.0%</b>	<b>6,834</b>	<b>100.0%</b>	<b>7,510</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers



Of the county’s 6,834 in-commuters, over one-half (54.3%) are between the ages of 30 and 54, 24.0% are age 55 or older, and 21.7% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. There is a nearly equal distribution of inflow workers by earnings, with each income cohort comprising approximately one-third of the total inflow workers. By comparison, slightly over two-fifths (40.6%) of outflow workers earn \$3,333 or more per month (\$40,000 or more annually). Based on the preceding data, people that commute *into* Emmet County for employment are typically similar in age and more likely to earn low to moderate wages (less than \$3,333 per month) when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the over 6,830 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Emmet County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Emmet County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
<b>Emmet County</b>	Number	14,961	10,964	3,997	7,072	22,033
	Percent	67.9%	73.3%	26.7%	32.1%	100.0%
<b>Region</b>	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
<b>Michigan</b>	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 22,033 housing units within Emmet County in 2022. Based on ESRI estimates and 2020 Census data, of the 14,961 total *occupied* housing units in Emmet County, 73.3% are owner occupied, while the remaining 26.7% are renter occupied. As such, Emmet County has a higher share of owner-occupied housing units when compared to the state (71.4%), but lower than the region (79.6%). Approximately 32.1% of the housing units within Emmet County are classified as vacant, which represents a much higher share than that of the region (28.3%) and state (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. Based on American Community Survey (ACS) data, 84.6% of vacant housing units in Emmet County and 82.6% of vacant units in the region are seasonal/recreational units, which is a much higher share of such units compared to the state (45.7%).

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Emmet County</b>	946	25.9%	2,728	25.9%	64	1.8%	66	0.6%	58	1.6%	74	0.7%
<b>Region</b>	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
<b>Michigan</b>	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Emmet County, over one-fourth (25.9%) of the renter-occupied and one-fourth (25.9%) of owner-occupied housing units were built prior to 1970. As such the housing stock in Emmet County appears to be generally newer than housing within the region and state. The shares of renter households (1.8%) and owner households (0.6%) in Emmet County that experience overcrowding are notably less than those within the region and state. The share of renter households in Emmet County with incomplete plumbing or kitchens (1.6%) is lower than those within the region (2.5%) and state (2.2%), while the share of owner households with incomplete plumbing or kitchens (0.7%) is comparable to those in the region (0.6%) and state (0.6%).

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability						
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Emmet County</b>	\$67,354	\$220,376	\$945	34.0%	23.0%	14.0%	10.0%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs

The estimated median home value in Emmet County of \$220,376 is 5.0% higher than the median home value for the region (\$209,788) and 7.8% higher than that reported for the state (\$204,371). Similarly, the average gross rent in Emmet County (\$945) is 6.4% higher than the regional average gross rent (\$888), but 2.4% lower than the statewide average (\$968). Although the county has a higher median household income level (\$67,354), the higher median home value likely contributes to a higher share (23.0%) of cost burdened owner households than the state (18.8%). Conversely, the share of cost burdened renters (34.0%) in the county is significantly lower than the

share for the state (44.9%). Regardless, more than one-third (34.0%) of renter households in Emmet County are cost burdened, while nearly one-fourth (23.0%) of owner households are cost burdened. As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for the county, the region, and the state.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Emmet County</b>	Number	1,806	1,472	379	3,657	9,735	190	615	10,540
	Percent	49.4%	40.3%	10.4%	100.0%	92.4%	1.8%	5.8%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	1.0%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Nearly one-half (49.4%) of the *rental* units in Emmet County are within structures of four units or less, with mobile homes comprising an additional 10.4% of the county rental units. The combined share of these two types of structures (59.8%) is less than that of the region (66.1%) and slightly higher than that of the state (56.5%). Overall, the county has a larger share (40.3%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%). Over 90.0% of *owner*-occupied units in the county are within structures of four units or less while 5.8% are mobile homes. As such, there is a slightly smaller share of mobile homes in the county compared to the region (7.8%). While the shares of owner-occupied housing units within structures containing four or less units within the county and region are lower than the statewide share of 93.5%, the county and region both report slightly higher shares of mobile homes (5.8% and 7.8%, respectively) as compared to the state (5.2%). There is a minimal share (1.8% or less) of owner-occupied housing within structures of five or more units within each of the geographies evaluated within this analysis.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within the county, region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a majority (59.8%) of the county’s rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
Emmet County	Number	150	354	921	708	1,002	68	170	284	3,657
	Percent	4.1%	9.7%	25.2%	19.4%	27.4%	1.9%	4.6%	7.8%	100.0%
Region	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
Michigan	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (27.4%) of Emmet County rental units has rents between \$1,000 and \$1,500, followed by units with rents between \$500 and \$750 (25.2%). Collectively, units with gross rents between \$500 and \$1,000 account for 44.6% of all Emmet County rentals. In comparison, rental units priced between \$500 and \$1,000 represent 47.8% of all rentals in the region, and 48.2% of all rentals in the state. It is estimated that 33.9% of Emmet County rentals are priced at \$1,000 or more, as compared to shares of 30.6% and 35.9% for the region and state, respectively. The preceding indicates that rental product within Emmet County is slightly more affordable than rental product throughout the state of Michigan.

#### Bowen National Research's Survey of Housing Supply

##### *Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county's surveyed multifamily rental supply.

Multifamily Supply by Product Type – Emmet County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	7	431	3	99.3%
Market-rate/Tax Credit	2	159	0	100.0%
Tax Credit	2	97	0	100.0%
Tax Credit/Government-Subsidized	5	426	0	100.0%
Market-rate/Tax Credit/Government-Subsidized	1	49	0	100.0%
Government-Subsidized	7	54	0	100.0%
Total	24	1,216	3	99.8%

In Emmet County, a total of 24 apartment properties were surveyed, which comprised a total of 1,216 units. Seven of the 24 properties are government-subsidized properties, while six additional properties include subsidized Tax Credit units and/or market-rate units. Overall, 529 of the 1,216 rental units surveyed in the county are within subsidized properties, representing 43.5% of all units surveyed. The 11 remaining properties are market-rate and/or non-subsidized Tax Credit properties. Rents at market-rate properties range from \$800 to \$1,570, while rents at non-subsidized Tax Credit properties range from \$750 to \$830. The 24 surveyed properties have quality ratings ranging from "A" to "C-," which reflects a wide range of overall quality in the market. However, project quality within the marketplace does not appear to have a

negative effect on occupancy, as 23 of the 24 projects surveyed in the county are 100% occupied. The overall occupancy rate of 99.8% for multifamily rental housing in Emmet County is very high and indicative of a strong market for apartments. Note that the only vacancies among surveyed properties in the county were at a market-rate property (three vacant units). Twenty of the 24 properties in the county have wait lists, reflective of pent-up demand for apartment units.

### *Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. and account for 59.8% of the total rental units in Emmet County. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Emmet County, the Northern Michigan Region, and the state of Michigan.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/Boats/RVs	Total Units
<b>Emmet County</b>	Number	1,806	1,472	379	3,657
	Percent	49.4%	40.3%	10.4%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Nearly half (49.4%) non-conventional rental units in the county are within structures containing one to four units. This is a lower rate of rental units within one- to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). As a significant share of the rental housing stock in Emmet County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified three non-conventional rentals that were listed as *available* for rent in Emmet County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Emmet County.

Surveyed Non-Conventional Rental Supply – Emmet County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	0	-	-	-
One-Bedroom	1	\$1,700	\$1,700	\$2.46
Two-Bedroom	2	\$2,200 - \$2,500	\$2,350	\$1.82
Three-Bedroom	0	-	-	-
Four-Bedroom+	1	\$2,600	\$2,600	\$1.53
Total	4			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

When compared with all non-conventional rentals in the county, the four available rentals represent an occupancy rate of 99.8%. This is an extremely high occupancy rate for rental housing. The identified non-conventional rentals in Emmet County consist of one-bedroom, two-bedroom and four-bedroom units. Rents for the four identified non-conventional units range from \$1,700 to \$2,600. Few households in the county can afford rents at these levels.

#### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Emmet County.

Emmet County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	123	\$475,000
Sold**	149	\$252,107

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Emmet County as of February 2023 consists of 123 total units with a median list price of \$475,000. The 123 available units represent 22.3% of the 551 available units within the Northern Michigan Region. Recent historical sales from September 2022 to March 2023 consisted of 149 homes sold with a median sale price of \$252,107. The 123 available homes represent only 1.1% of the estimated 10,964 owner-occupied units in Emmet County. Note that the 1.1% share of available homes to owner-occupied units is the highest share among the 10 counties in the region. However, this is still a low rate relative to healthy, well balanced housing markets. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Based on this low share of homes available for sale, Emmet County appears to have a disproportionately low number of housing units available for purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Emmet County.

Emmet County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	18	12.1%
\$100,000 to \$199,999	36	24.2%
\$200,000 to \$299,999	35	23.5%
\$300,000 to \$399,999	23	15.4%
\$400,000+	37	24.8%
Total	149	100.0%

Source: Realtor.com and Bowen National Research

Recent sales activity in Emmet County indicates a relatively balanced housing market by price point. Note that over one-third of sales (36.2%) were for units priced under \$200,000, a price point generally targeted by first-time homebuyers. A notable share (23.5%) of homes sold for between \$200,000 and \$300,000, a price point generally sought after by middle-class households. The remaining share (40.2%) of homes in Emmet County sold for \$300,000 or more.

The following table summarizes the distribution of *available* for-sale residential units by *price point* for Emmet County:

Emmet County Available For-Sale Housing by List Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	4	3.3%
\$100,000 to \$199,999	10	8.1%
\$200,000 to \$299,999	16	13.0%
\$300,000 to \$399,999	20	16.3%
\$400,000+	73	59.3%
Total	123	100.0%

Source: Realtor.com and Bowen National Research

The current housing market in Emmet County is geared toward higher-priced listings, as over 75% of available housing units in Emmet County are priced at \$300,000 or above. This figure includes 24 listings that are priced at \$1,000,000 or more. By comparison, the share (11.4%) of homes priced below \$200,000 is well below the 36.2% share of these homes reflected by recent sales activity in the county. There also appears to be a shortage of homes priced between \$200,000 and \$300,000, a price point typically sought after by middle-class households.

The distribution of available homes in Emmet County by *price point* is illustrated in the following graph:



The distribution of available homes by *bedroom type* for Emmet County is summarized in the following table.

Emmet County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	8	759	\$115,000 - \$410,000	\$202,450	\$305.47
Two-Br.	24	1,290	\$68,500 - \$3,200,000	\$396,500	\$291.77
Three-Br.	45	2,221	\$75,000 - \$3,750,000	\$425,000	\$223.60
Four-Br.+	46	3,882	\$175,000 - \$6,250,000	\$824,450	\$263.46
Total	123	2,566	\$68,500 - \$6,250,000	\$475,000	\$259.67

Source: Realtor.com and Bowen National Research

As shown in the preceding table, available homes offered for sale in the county largely represent three-bedroom homes (36.6%) and four-bedroom (or larger) homes (37.4%). Combined, these larger homes represent nearly 75% of listings in Emmet County. One-bedroom units, which typically represent condominium units, only account for eight of the 123 units offered for sale in the county. Note that units that contain four or more bedrooms have a median list price (\$824,450) that is significantly higher than the median list price for the county (\$475,000). These larger homes are typically waterfront homes that are highly sought after in the marketplace.



## D. HOUSING GAP

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units Emmet County can support. The following summarizes the metrics used in our demand estimates.

- **Rental Housing** – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- **For-Sale Housing** – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 3,370 units, with a gap of 865 rental units and a gap of 2,505 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Emmet County. Details of the methodology used in this analysis are provided in Section VII of this report.

Emmet County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$41,600	\$41,601-\$66,560	\$66,561-\$99,840	\$99,841+
Monthly Rent Range	≤\$1,040	\$1,041-\$1,664	\$1,665-\$2,496	\$2,497+
Household Growth	-336	52	60	167
Balanced Market*	101	44	-6	25
Replacement Housing**	73	16	6	3
External Market Support^	184	80	56	45
Severe Cost Burdened^^	336	168	56	0
Step-Down Support	72	-20	45	-96
Less Pipeline Units	-50	-114	-102	0
<b>Overall Units Needed</b>	<b>380</b>	<b>226</b>	<b>115</b>	<b>144</b>

\*Based on Bowen National Research's survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income towards housing costs

Emmet County, Michigan				
For-Sale Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$41,600	\$41,601-\$66,560	\$66,561-\$99,840	\$99,841+
Price Point	≤\$138,666	\$138,667-\$221,867	\$221,868-\$332,800	\$332,801+
Household Growth	-484	-231	135	782
Balanced Market*	64	57	65	20
Replacement Housing**	28	13	8	6
External Market Support^	213	199	246	344
Severe Cost Burdened^^	658	328	110	0
Step-Down Support	73	96	292	-461
Less Pipeline Units	0	0	0	56
<b>Overall Units Needed</b>	<b>552</b>	<b>462</b>	<b>856</b>	<b>635</b>

\*Based on Bowen National Research's analysis of for-sale product within county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income towards housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gaps in the county are for the two lowest housing affordability segments (rents below \$1,665 that are affordable to households earning up to 80% of AMHI), while the greatest *for-sale* housing gap in the county is for product priced between \$221,868 and \$332,800, which is affordable to households earning between \$66,561 and \$99,840. Although development within Emmet County should be prioritized to the product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county's ability to attract potential workers and help meet the changing and growing housing needs of the local market.

**E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Emmet County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• High level of rental housing demand</li> <li>• Strong demand for for-sale housing</li> <li>• Positive projected household growth</li> <li>• Positive median household income growth</li> </ul>	<ul style="list-style-type: none"> <li>• Limited available rentals and for-sale housing</li> <li>• Disproportionately low share of rentals</li> <li>• Lack of affordable workforce and senior housing alternatives</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Housing need of 865 rental units</li> <li>• Housing need of 2,505 for-sale units</li> <li>• Attract some of the 6,834 commuters coming into the county for work to live in the county</li> <li>• More than 70 parcels that could potentially support residential development (see page VI-56)</li> </ul>	<ul style="list-style-type: none"> <li>• The county risks losing residents to other areas/communities</li> <li>• Vulnerable to deteriorating and neglected housing stock</li> <li>• Inability to attract businesses to county</li> <li>• Inability of employers to attract and retain workers due to local housing issues</li> <li>• Influence of seasonal/recreational housing</li> </ul>

The county’s housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.

## ADDENDUM G: GRAND TRAVERSE COUNTY OVERVIEW

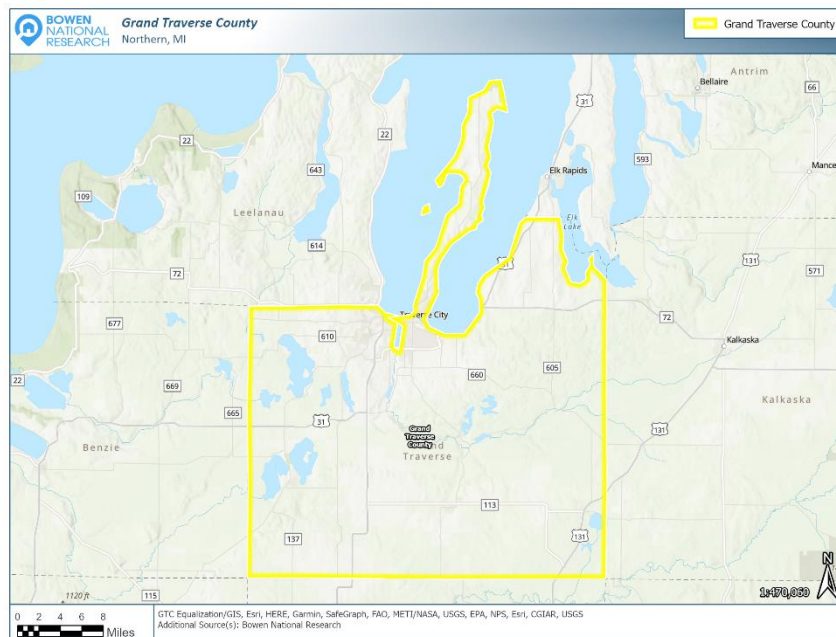
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Grand Traverse County. To provide a base of comparison, various metrics of Grand Traverse County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

### A. INTRODUCTION

Grand Traverse County is located in the northwestern portion of the Lower Peninsula of Michigan along the southern shore of Grand Traverse Bay. Grand Traverse County contains approximately 490.29 square miles and has an estimated population of 96,832 for 2022, which is representative of approximately 31.1% of the total population for the 10-county Northern Michigan Region. Traverse City serves as the county seat and is accessible via State Route 37 and U.S. Highway 31 in the northern portion of the county. Other notable population centers within the county include the villages of Fife Lake and Kingsley as well as the charter townships of East Bay, Garfield, and Long Lake. Major arterials that serve the county include U.S. Highways 31 and 131, as well as State Routes 22, 37, 72, 113, and 186.

A map illustrating Grand Traverse County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Grand Traverse County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Grand Traverse</b>	86,986	95,238	<b>8,252</b>	<b>9.5%</b>	96,832	<b>1,594</b>	<b>1.7%</b>	98,662	<b>1,830</b>	<b>1.9%</b>
<b>Region</b>	297,912	310,802	<b>12,890</b>	<b>4.3%</b>	311,690	<b>888</b>	<b>0.3%</b>	313,166	<b>1,476</b>	<b>0.5%</b>
<b>Michigan</b>	9,883,297	10,077,094	<b>193,797</b>	<b>2.0%</b>	10,077,929	<b>835</b>	<b>0.0%</b>	10,054,166	<b>-23,763</b>	<b>-0.2%</b>

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Grand Traverse County increased by 8,252 (9.5%). This increase in population for Grand Traverse County is significantly higher than the 4.3% population growth within the PSA, and 2.0% growth in the state during this time period. In 2022, the estimated total population of Grand Traverse County is 96,832, which comprises 31.1% of the total PSA population. Between 2022 and 2027, the population of Grand Traverse County is projected to increase by 1,830 (1.9%), which is a notably higher projected growth rate than the PSA (0.5%) and contrasts the decline (0.2%) in the state during this time. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Grand Traverse County is projected to have a 2.3% increase in households between 2022 and 2027.

Other notable population statistics for Grand Traverse County include the following:

- Minorities comprise 9.2% of the county's population, which is higher than the Northern Michigan Region share of 8.7% and lower than the statewide share of 26.1%.
- Married persons represent more than half (53.8%) of the adult population, which is comparable to the share reported for the Northern Michigan Region (55.3%) and slightly higher than the state of Michigan (49.0%).
- The adult population without a high school diploma is 3.9%, which is lower than the shares reported for the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 10.3% of the population lives in poverty, which is similar to the Northern Michigan Region share of 10.7% and below the statewide share of 13.7%.

- The annual movership rate (population moving within or to Grand Traverse County) is 13.9%, which is higher than the shares for the Northern Michigan Region (12.1%) and the state of Michigan (13.4%).

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Grand Traverse</b>	35,328	39,819	4,491	12.7%	40,604	785	2.0%	41,553	949	2.3%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within Grand Traverse County increased by 4,491 (12.7%), which represents a much greater rate of increase compared to the region (7.2%) and state (4.4%). In 2022, there is an estimated total of 40,604 households in Grand Traverse County, which represents a 2.0% increase in households compared to 2020. In total, the households within Grand Traverse County account for 30.8% of all households within the region. Between 2022 and 2027, the number of households in Grand Traverse County is projected to increase by 949 (2.3%), at which time the estimated total number of households will be 41,553. The projected increase in households within Grand Traverse County over the next five years is notably higher than the projected rate of increase in households for the region (1.0%) and the state (0.3%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Grand Traverse	2010	1,354 (3.8%)	4,734 (13.4%)	5,660 (16.0%)	7,840 (22.2%)	7,253 (20.5%)	4,242 (12.0%)	4,245 (12.0%)
	2022	1,177 (2.9%)	5,515 (13.6%)	6,015 (14.8%)	6,495 (16.0%)	8,539 (21.0%)	7,476 (18.4%)	5,387 (13.3%)
	2027	1,181 (2.8%)	5,225 (12.6%)	6,424 (15.5%)	6,402 (15.4%)	7,504 (18.1%)	8,187 (19.7%)	6,630 (16.0%)
	Change 2022-2027	4 (0.3%)	-290 (-5.3%)	409 (6.8%)	-93 (-1.4%)	-1,035 (-12.1%)	711 (9.5%)	1,243 (23.1%)
Region	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	-115 (-3.5%)	-1,157 (-7.5%)	831 (4.7%)	-821 (-4.0%)	-3,285 (-11.5%)	2,114 (7.8%)	3,758 (19.4%)
Michigan	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	-5,617 (-3.7%)	-37,526 (-6.6%)	22,454 (3.6%)	-35,034 (-5.2%)	-78,417 (-9.6%)	53,344 (7.7%)	92,660 (18.0%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 55 and 64 within Grand Traverse County comprise the largest share of all households (21.0%). Household heads between the ages of 65 and 74 (18.4%) and those between the ages of 45 and 54 (16.0%) comprise the next largest shares of the total households in Grand Traverse County. Overall, senior households (age 55 and older) constitute over half (52.7%) of all households within Grand Traverse County. This is a smaller share of senior households as compared to the Northern Michigan Region (56.8%) and a slightly higher share compared to the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 16.5% of all Grand Traverse County households, which represents a slightly larger share of such households when compared to the region (14.1%) and a smaller share compared to the state (17.8%). Between 2022 and 2027, household growth within Grand Traverse County is projected to occur primarily among the age cohorts of 35 to 44 years and 65 years and older, although the marginal growth (0.3%) among households under the age of 25 is noteworthy. The most significant growth will occur among households ages 75 and older, with Grand Traverse County experiencing a 23.1% increase within this age cohort. Households between the ages of 25 and 34 and those between the ages of 45 and 64 are projected to decline over the next five years.

Households by tenure (renter and owner) for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Grand Traverse	Owner-Occupied	27,337	77.4%	26,489	75.0%	30,425	74.9%	31,516	75.8%
	Renter-Occupied	7,991	22.6%	8,839	25.0%	10,179	25.1%	10,037	24.2%
	Total	35,328	100.0%	35,328	100.0%	40,604	100.0%	41,553	100.0%
Region	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
Michigan	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Grand Traverse County has a 74.9% share of owner households and a 25.1% share of renter households. Overall, Grand Traverse County has a lower share of owner households as compared to the Northern Michigan Region (79.6%), but a slightly higher share of owner households compared to the state (71.4%). Overall, Grand Traverse County renter households represent 37.8% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households in Grand Traverse County is projected to increase by 1,091 households (3.6%), while the number of renter households is projected to decrease by 142 households (1.4%). The increase among owner households in Grand Traverse County will likely contribute to an increase in demand within the for-sale housing market over the next five years.

Median household income for selected years is shown in the following table:

	Median Household Income				
	2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
Grand Traverse	\$45,681	\$69,310	51.7%	\$77,541	11.9%
Region	\$44,261	\$63,085	42.5%	\$71,177	12.8%
Michigan	\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Grand Traverse County is \$69,310. Between 2010 and 2022, the county experienced a significant increase (51.7%) in median household income. The increase in Grand Traverse County was larger than the increases for both the region (42.5%) and the state of Michigan (42.3%). The median household income within the county in 2022 is 9.9% higher than that reported in the region (\$63,085). The median household income in the county is projected to increase by an additional 11.9% between 2022 and 2027, resulting in a projected median income of \$77,541 by 2027, which will remain above that projected for the region (\$71,177) and state (\$75,988).



The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Grand Traverse</b>	2010	874 (9.9%)	1,981 (22.4%)	1,710 (19.3%)	1,309 (14.8%)	1,039 (11.8%)	548 (6.2%)	1,095 (12.4%)	283 (3.2%)
	2022	559 (5.5%)	1,319 (13.0%)	1,707 (16.8%)	1,665 (16.4%)	1,118 (11.0%)	795 (7.8%)	2,075 (20.4%)	940 (9.2%)
	2027	533 (5.3%)	1,115 (11.1%)	1,474 (14.7%)	1,824 (18.2%)	1,006 (10.0%)	777 (7.7%)	2,146 (21.4%)	1,163 (11.6%)
	Change 2022-2027	-26 (-4.7%)	-204 (-15.5%)	-233 (-13.6%)	159 (9.5%)	-112 (-10.0%)	-18 (-2.3%)	71 (3.4%)	223 (23.7%)
<b>Region</b>	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	-359 (-15.4%)	-813 (-21.1%)	-302 (-6.4%)	50 (1.2%)	-150 (-5.0%)	123 (5.9%)	436 (9.0%)	522 (25.2%)
<b>Michigan</b>	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	-29,772 (-22.7%)	-40,400 (-24.9%)	-23,618 (-14.7%)	-11,370 (-8.0%)	-5,931 (-5.0%)	5,249 (5.7%)	33,790 (14.8%)	43,334 (34.7%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$60,000 and \$99,999 (20.4%) and \$20,000 and \$29,999 (16.8%) comprise the largest shares of renter households by income level within the county. Over half (51.7%) of all renter households within the county earn less than \$40,000 which is lower than the regional (55.5%) share. Growth among renter households within Grand Traverse County is projected to be concentrated among households earning \$60,000 or more between 2022 and 2027, although significant growth (9.5%) is also projected for renter households earning between \$30,000 and \$39,999. While the Northern Michigan Region will primarily experience growth among the same income cohorts, households earning between \$50,000 and \$59,999 are also projected to increase (5.9%) within the region. The largest growth (223 households, or 23.7%) within the county is projected to occur within renter households earning \$100,000 or more. With the projected growth among higher-income renter households between 2022 and 2027 within Grand Traverse County, nearly one-third (33.0%) of all renter households within the county will have incomes of \$60,000 or more by 2027. It is also important to note that 31.1% of renter households will continue to earn less than \$30,000 annually, which indicates rentals at a variety of affordability levels will be vital within the county.

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Grand Traverse	2010	933 (3.5%)	2,456 (9.3%)	2,817 (10.6%)	3,170 (12.0%)	3,210 (12.1%)	2,848 (10.8%)	6,407 (24.2%)	4,648 (17.5%)
	2022	363 (1.2%)	1,000 (3.3%)	1,716 (5.6%)	2,555 (8.4%)	2,343 (7.7%)	2,361 (7.8%)	9,358 (30.8%)	10,730 (35.3%)
	2027	280 (0.9%)	710 (2.3%)	1,213 (3.8%)	2,446 (7.8%)	2,057 (6.5%)	2,230 (7.1%)	9,430 (29.9%)	13,149 (41.7%)
	Change 2022-2027	-83 <b>(-22.9%)</b>	-290 <b>(-29.0%)</b>	-503 <b>(-29.3%)</b>	-109 <b>(-4.3%)</b>	-286 <b>(-12.2%)</b>	-131 <b>(-5.5%)</b>	72 <b>(0.8%)</b>	2,419 <b>(22.5%)</b>
Region	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	-518 <b>(-20.3%)</b>	-1,351 <b>(-27.6%)</b>	-1,432 <b>(-18.4%)</b>	-956 <b>(-10.0%)</b>	-1,109 <b>(-12.4%)</b>	-584 <b>(-6.4%)</b>	680 <b>(2.2%)</b>	7,088 <b>(22.6%)</b>
Michigan	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	-16,584 <b>(-20.9%)</b>	-32,445 <b>(-25.4%)</b>	-36,413 <b>(-19.8%)</b>	-34,655 <b>(-15.8%)</b>	-28,313 <b>(-12.9%)</b>	-20,353 <b>(-8.6%)</b>	-10,779 <b>(-1.4%)</b>	220,125 <b>(20.4%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 66.1% of *owner* households in Grand Traverse County earn \$60,000 or more annually, which represents a higher share compared to the Northern Michigan Region (59.2%) and the state of Michigan (63.2%). Nearly one-fourth (23.9%) of owner households in Grand Traverse County earn between \$30,000 and \$59,999, and the remaining 10.1% earn less than \$30,000. As such, the overall distribution of owner households by income in the county is more concentrated among the higher income cohorts as compared to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Grand Traverse County and the Northern Michigan Region, whereas owner household growth within the state of Michigan will be concentrated among households earning \$100,000 or more. The most significant growth (22.5%) of owner households in the county is projected to occur among those earning \$100,000 or more.

The following table illustrates the cumulative change in total population for Grand Traverse County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Grand Traverse County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Grand Traverse</b>	86,988	93,592	6,604	7.6%	576	5,733	304	6,037
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-9, Grand Traverse County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the population growth (7.6%) within Grand Traverse County from 2010 to 2020 was a combination of natural increase (more births than deaths), domestic migration and international migration. While natural increase (576) and international migration (304) both had a positive influence on the population, a majority of the population growth derived from domestic migration (5,733). It is noteworthy that the domestic migration of Grand Traverse County during this time accounted for 45.9% of the total domestic migration within the PSA (Northern Michigan Region). In order for Grand Traverse County to continue benefiting from significant positive net migration, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate in-migrants. This will also likely contribute to retaining young families in the county, which is a critical component to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Grand Traverse County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Grand Traverse County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
<b>Leelanau County, MI</b>	<b>724</b>	<b>6.1%</b>	<b>126</b>
Kent County, MI	565	4.8%	-3
<b>Wexford County, MI</b>	<b>494</b>	<b>4.2%</b>	<b>-76</b>
<b>Benzie County, MI</b>	<b>443</b>	<b>3.7%</b>	<b>167</b>
Oakland County, MI	426	3.6%	188
<b>Antrim County, MI</b>	<b>415</b>	<b>3.5%</b>	<b>-173</b>
<b>Kalkaska County, MI</b>	<b>409</b>	<b>3.5%</b>	<b>25</b>
Washtenaw County, MI	384	3.2%	198
Wayne County, MI	319	2.7%	137
Ingham County, MI	311	2.6%	107
All Other Counties	7,357	62.1%	-485
<b>Total Migration</b>	<b>11,847</b>	<b>100.0%</b>	<b>211</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes counties within the state and bordering states

As the preceding illustrates, nearly two-fifths (37.9%) of the gross migration for Grand Traverse County is among the top 10 counties listed. Leelanau County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall positive net-migration (126) influence for Grand Traverse County. In total, five of the top 10 migration counties (Leelanau, Wexford, Benzie, Antrim, and Kalkaska) for Grand Traverse County are within the PSA. Combined, these five PSA counties have a positive net-migration (69) influence for Grand Traverse County. Despite this positive regional influence, Antrim County (-173) and Wexford County (-76) are among the top counties to which Grand Traverse County has the largest net loss of residents.

The following table details the *shares* of domestic in-migration by three select age cohorts for Grand Traverse County from 2012 to 2021.

Grand Traverse County Domestic County Population In-Migrants by Age, 2012 to 2021		
Age	2012-2016	2017-2021
1 to 24	34.3%	36.2%
25 to 64	58.5%	50.8%
65+	7.1%	13.0%
Median Age (In-state migrants)	32.6	30.0
Median Age (Out-of-state migrants)	28.0	39.8
Median Age (County Population)	43.0	43.3

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 58.5% of in-migrants to Grand Traverse County were between the ages of 25 and 64, while 34.3% were less than 25 years of age, and 7.1% were age 65 or older. The share of in-migrants under the age of 25 increased to 36.2% during the time period between 2017 and 2021, while the share of in-migrants ages 25 to 64 decreased to 50.8%, and those ages 65 and older increased to 13.0%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (30.0 years) is notably less than out-of-state migrants (39.8 years) and the existing population of the county (43.3 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

Grand Traverse County: Income Distribution by Mobility Status for Population Age 15+ Years*						
2021 Inflation Adjusted Individual Income	Moved Within Same County		Moved From Different County, Same State		Moved From Different State	
	Number	Percent	Number	Percent	Number	Percent
<\$10,000	607	13.6%	868	26.8%	205	15.1%
\$10,000 to \$14,999	424	9.5%	336	10.4%	189	13.9%
\$15,000 to \$24,999	697	15.6%	328	10.1%	161	11.8%
\$25,000 to \$34,999	578	13.0%	771	23.8%	117	8.6%
\$35,000 to \$49,999	949	21.3%	280	8.6%	115	8.4%
\$50,000 to \$64,999	477	10.7%	194	6.0%	95	7.0%
\$65,000 to \$74,999	240	5.4%	99	3.1%	118	8.7%
\$75,000+	490	11.0%	364	11.2%	362	26.6%
Total	4,462	100.0%	3,240	100.0%	1,362	100.0%

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research

\*Excludes population with no income

According to data provided by the American Community Survey, nearly one-half (47.3%) of the population that moved to Grand Traverse County from a different county within Michigan earned less than \$25,000 per year. While a smaller number of individuals moved to Grand Traverse County from out-of-state, a significant share (40.8%) of these individuals also earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for in-migrants from a different county within Michigan (20.3%), while over two-fifths (42.3%) of in-migrants from another state have such incomes. Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Grand Traverse County. However, with a significant share of in-migrants from other states earning at least \$50,000 annually, it is important that housing for a variety of income levels is readily available to accommodate in-migrants to the county.

## Labor Force

The following table illustrates the employment base by industry for Grand Traverse County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Grand Traverse County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	191	0.3%	1,037	0.6%	18,094	0.4%
Mining	122	0.2%	416	0.2%	6,059	0.1%
Utilities	141	0.2%	566	0.3%	14,450	0.3%
Construction	3,294	4.3%	8,709	4.9%	163,027	3.6%
Manufacturing	<b>5,229</b>	<b>6.9%</b>	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	2,563	3.4%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>11,293</b>	<b>14.8%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	1,298	1.7%	2,863	1.6%	95,658	2.1%
Information	1,372	1.8%	2,773	1.5%	91,050	2.0%
Finance & Insurance	2,098	2.7%	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	1,297	1.7%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	3,991	5.2%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	76	0.1%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	1,331	1.7%	4,042	2.3%	111,717	2.4%
Educational Services	3,016	4.0%	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	<b>22,664</b>	<b>29.7%</b>	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	2,244	2.9%	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	<b>7,970</b>	<b>10.4%</b>	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	3,223	4.2%	8,794	4.9%	270,042	5.9%
Public Administration	2,316	3.0%	9,313	5.2%	238,652	5.2%
Non-classifiable	585	0.8%	914	0.5%	30,131	0.7%
Total	76,314	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Grand Traverse County has an employment base of approximately 76,314 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Health Care and Social Assistance (29.7%), Retail Trade (14.8%), Accommodation & Food Services (10.4%), and Manufacturing (6.9%). It is interesting to note that these sectors also comprise the four largest sectors of employment within the PSA (Northern Michigan Region) and the state of Michigan. Combined, these four job sectors represent over three-fifths (61.8%) of the county employment base. This represents a much greater concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a notably more concentrated overall distribution of employment, the economy within Grand Traverse County may be slightly more vulnerable to economic downturns compared to the PSA and state overall. It should be noted that Health Care & Social Assistance is typically less

vulnerable to economic downturns, and as the largest sector of employment in the county, this likely helps to insulate the county from economic decline. Although many occupations within the healthcare sector offer competitive wages, it is important to understand that a significant number of the support occupations in this industry, as well as within the retail trade and accommodation and food services sectors, typically have lower average wages which can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Grand Traverse County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	43,658	-	4,323,410	-	143,929,000	-
2014	45,141	3.4%	4,416,017	2.1%	146,305,000	1.7%
2015	46,381	2.7%	4,501,816	1.9%	148,833,000	1.7%
2016	47,371	2.1%	4,606,948	2.3%	151,436,000	1.7%
2017	47,294	-0.2%	4,685,853	1.7%	153,337,000	1.3%
2018	47,441	0.3%	4,739,081	1.1%	155,761,000	1.6%
2019	48,118	1.4%	4,773,453	0.7%	157,538,000	1.1%
2020	44,967	-6.5%	4,379,122	-8.3%	147,795,000	-6.2%
2021	45,701	1.6%	4,501,562	2.8%	152,581,000	3.2%
2022	47,541	4.0%	4,632,539	2.9%	158,291,000	3.7%
2023*	46,040	-3.2%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Grand Traverse County	Michigan	United States
2013	7.6%	8.7%	7.4%
2014	6.1%	7.2%	6.2%
2015	4.7%	5.4%	5.3%
2016	4.4%	5.0%	4.9%
2017	4.1%	4.6%	4.4%
2018	3.7%	4.2%	3.9%
2019	3.5%	4.1%	3.7%
2020	8.7%	10.0%	8.1%
2021	5.0%	5.8%	5.4%
2022	3.8%	4.2%	3.7%
2023*	4.5%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Grand Traverse County increased by 4,460 employees, or 10.2%, which was comparable to the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Grand Traverse County by 6.5%, which was a smaller decline compared to the state (8.3%). In 2021, total employment for the county increased by 1.6%, followed by an additional increase of 4.0% in 2022.

Although total employment in Grand Traverse County has declined 3.2% through March 2023, which may be due, in part, to seasonality, the significant increases in total employment over the last two full years are a positive sign that the local economy is recovering from the effects of the COVID-19 pandemic. While total employment still remains below the 2019 level, Grand Traverse County has recovered to within 98.8% (2022 full year) of the total employment in 2019, which represents a recovery rate above that for the state of Michigan (97.0%).

The unemployment rate within Grand Traverse County steadily declined from 2013 (7.6%) to 2019 (3.5%). It is also noteworthy that the unemployment rate within the county has been typically lower than the rate within the state since 2013. In 2020, the unemployment rate increased sharply to 8.7%, which represents an unemployment rate below that of the state (10.0%) during this time. In 2021, the unemployment rate within the county decreased to 5.0%. As of 2022, the unemployment rate within the county decreased to 3.8%. This represents an unemployment rate that is lower than the state (4.2%) and only slightly higher than the nation (3.7%). Additionally, the 3.8% unemployment rate within the county is much more comparable to the rate in 2019 (3.5%) and is a positive sign of recovery in the local economy.

#### Commuting Data

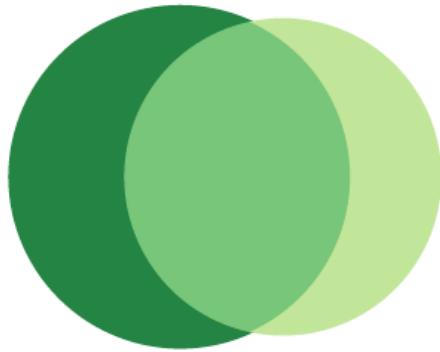
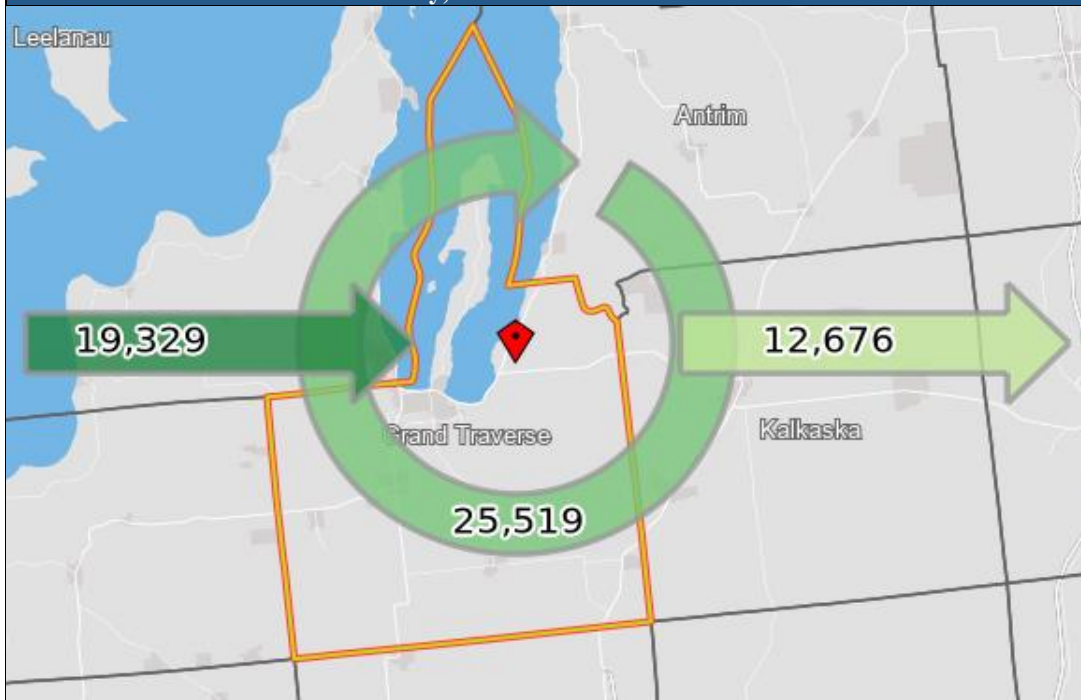
According to the 2016-2020 American Community Survey (ACS), 86.9% of Grand Traverse County commuters either drive alone or carpool to work, 2.0% walk to work and 8.0% work from home. ACS also indicates that 72.8% of Grand Traverse County workers have commute times of less than 30 minutes, while 3.1% have commutes of 60 minutes or more. This represents shorter commute times compared to the state, where 62.6% of workers have commute times of less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 38,195 employed residents of Grand Traverse County, 12,676 (33.2%) are employed outside the county, while the remaining 25,519 (66.8%) are employed within Grand Traverse County. In addition, 19,329 people commute into Grand Traverse County from surrounding areas for employment. These 19,329 non-residents account for over two-fifths (43.1%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.



**Grand Traverse County, MI – Inflow/Outflow Job Counts in 2020**



■ 19,329 - Employed in Selection Area, Live Outside  
■ 12,676 - Live in Selection Area, Employed Outside  
■ 25,519 - Employed and Live in Selection Area

**Inflow/Outflow Job Counts (All Jobs)**

	2020	
	Count	Share
<a href="#">Employed in the Selection Area</a>	44,848	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	19,329	43.1%
<a href="#">Employed and Living in the Selection Area</a>	25,519	56.9%
<a href="#">Living in the Selection Area</a>	38,195	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	12,676	33.2%
<a href="#">Living and Employed in the Selection Area</a>	25,519	66.8%

**Commuting Flow Analysis by Age and Earnings (2020, All Jobs)**

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	2,882	22.7%	4,449	23.0%	5,332	20.9%
Ages 30 to 54	6,435	50.8%	9,899	51.2%	13,202	51.7%
Ages 55 or older	3,359	26.5%	4,981	25.8%	6,985	27.4%
Earning <\$1,250 per month	3,679	29.0%	5,051	26.1%	6,716	26.3%
Earning \$1,251 to \$3,333	3,924	31.0%	6,439	33.3%	8,215	32.2%
Earning \$3,333+ per month	5,073	40.0%	7,839	40.6%	10,588	41.5%
<b>Total Worker Flow</b>	<b>12,676</b>	<b>100.0%</b>	<b>19,329</b>	<b>100.0%</b>	<b>25,519</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Of the county’s 19,329 in-commuters, over one-half (51.2%) are between the ages of 30 and 54, 25.8% are age 55 or older and 23.0% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. Over two-fifths (40.6%) of inflow workers earn more than \$3,333 per month (\$40,000 or more annually), approximately one-third (33.3%) earn between \$1,251 and \$3,333 per month (approximately \$15,000 to \$40,000 annually), and the remaining 26.1% earn \$1,250 or less per month. These distributions of inflow workers by earnings are generally similar to those of outflow workers. Based on the preceding data, people that commute *into* Grand Traverse County for employment are typically similar in age and more likely to earn *slightly higher* wages when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the nearly 19,330 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Grand Traverse County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Grand Traverse County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
Grand Traverse County	Number	40,604	30,425	10,179	6,168	46,772
	Percent	86.8%	74.9%	25.1%	13.2%	100.0%
Region	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
Michigan	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 46,772 housing units within Grand Traverse County in 2022. Based on ESRI estimates and 2020 Census data, of the 40,604 total *occupied* housing units in the county, 74.9% are owner occupied, while the remaining 25.1% are renter occupied. As such, Grand Traverse County has a higher share of owner-occupied housing units when compared to the and state (71.4%), but lower than the region (79.6%). Approximately 13.2% of the housing units within Grand Traverse County are classified as vacant, which represents a much lower share than that of the region (28.3%), and slightly higher than the state (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units. Based on American Community Survey data, 66.7% of vacant housing units in Grand Traverse County and 82.6% of vacant units in the region are seasonal/recreational units, which is a much higher share of such units compared to the state (45.7%).

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Grand Traverse</b>	2,370	26.6%	7,058	24.3%	277	3.1%	290	1.0%	169	1.9%	81	0.8%
<b>Region</b>	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
<b>Michigan</b>	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Grand Traverse County, over one-fourth (26.6%) of the renter-occupied units and 24.3% of the owner-occupied housing units were built prior to 1970. As such the housing stock in Grand Traverse County appears to be generally newer than housing within the region and state. The shares of renter households (3.1%) and owner households (1.0%) in Grand Traverse County that experience overcrowding are comparable to the shares within the region and state. The share of renter households in Grand Traverse County with incomplete plumbing or kitchens (1.9%) is lower than those within the region (2.5%) and state (2.2%), while the share of owner households with incomplete plumbing or kitchens (0.8%) is slightly higher than those in the region (0.6%) and state (0.6%).

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability						
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Grand Traverse County</b>	\$69,310	\$263,652	\$1,011	48.7%	20.3%	24.5%	7.0%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs

The estimated median home value in Grand Traverse County of \$263,652 is 25.7% higher than the median home value for the region (\$209,788) and 29.0% higher than that reported for the state (\$204,371). Similarly, the average gross rent in Grand Traverse County (\$1,011) is 13.9% higher than the regional average gross rent (\$888), and 4.4% higher than the statewide average (\$968). Although the county has a higher median household income level (\$69,310), the higher average gross rent likely contributes to a higher share (48.7%) of cost burdened renter households compared to the region (43.3%) and state (44.9%). The share of cost burdened owners (20.3%) in the county is slightly lower than the share for the region (20.4%), but higher than the state (18.8%). Overall, nearly half (48.7%) of renter households in Grand Traverse County are cost burdened, while nearly one-fourth (24.5%) are severe cost burdened. As such, affordable housing alternatives, particularly rental housing, should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for the county, the region, and the state.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Grand Traverse County</b>	Number	4,196	3,971	752	8,919	26,491	453	2,076	29,020
	Percent	47.0%	44.5%	8.4%	100.0%	91.3%	1.6%	7.2%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	1.0%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Approximately 47.0% of the *rental* units in Grand Traverse County are within structures of four units or less, with mobile homes comprising an additional 8.4% of the county rental units. The combined share of these two types of structures (55.4%) is less than that of the region (66.1%) and state (56.5%). Overall, the county has a larger share (44.5%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%) and state (43.5%). Over 90.0% of *owner*-occupied units in the county are within structures of four units or less while 7.2% are mobile homes. As such, there is a slightly smaller share of mobile homes in the county compared to the region (7.8%). While the shares of owner-occupied housing units within structures containing four or less units within the county and region are lower than the statewide share of 93.5%, the county and region both report slightly higher shares of mobile homes (7.2% and 7.8%, respectively) as compared to the state (5.2%). There is a minimal share (1.6% or less) of owner-occupied housing within structures of five or more units within each of the geographies evaluated within this analysis.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within the county, region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a majority (55.4%) of the county’s rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								Total
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	
<b>Grand Traverse County</b>	Number	223	710	1,167	2,535	3,173	560	166	385	8,919
	Percent	2.5%	8.0%	13.1%	28.4%	35.6%	6.3%	1.9%	4.3%	100.0%
<b>Region</b>	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
<b>Michigan</b>	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (35.6%) of Grand Traverse County rental units has rents between \$1,000 and \$1,500, followed by units with rents between \$750 and \$1,000 (28.4%). Collectively, units with gross rents between \$500 and \$1,000 account for 41.5% of all Grand Traverse County rentals. In comparison, rental units priced between \$500 and \$1,000 represent 47.8% of all rentals in the region, and 48.2% of all rentals in the state. It is estimated that 43.8% of Grand Traverse County rentals are priced at \$1,000 or more, as compared to shares of 30.6% and 35.9% for the region and state, respectively. The preceding indicates that rental product within Grand Traverse County is typically less affordable than rental product throughout the region and state of Michigan.

### Bowen National Research’s Survey of Housing Supply

#### *Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

Multifamily Supply by Product Type – Grand Traverse County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	19	2,395	30	98.7%
Market-rate/Tax Credit	2	222	0	100.0%
Market-rate/Government-Subsidized	1	122	0	100.0%
Tax Credit	5	212	0	100.0%
Tax Credit/Government-Subsidized	12	607	3	99.5%
Government-Subsidized	3	142	0	100.0%
Total	42	3,700	33	99.1%

In Grand Traverse County, a total of 42 apartment properties were surveyed, which comprised a total of 3,700 units. An additional 308 units were under construction at the time of this survey. The largest share (64.7%) of units surveyed in the county were at market-rate properties. Market-rate units also represent 30 of the 33 vacant units among surveyed properties in the county. Rents at market-rate properties range from \$1,135 for a one-bedroom unit to \$3,000 for a three-bedroom unit. Rents at non-subsidized Tax Credit properties, consisting of 212 units at five properties, range from \$697 for a studio unit to \$1,329 for a three-bedroom unit.

Three of the 42 properties exclusively consist of government-subsidized units, while 13 additional properties consist of a mix of government-subsidized units, subsidized Tax Credit units and/or market-rate units. Overall, 871 of the 3,700 rental units surveyed in the county are at subsidized properties, representing 23.5% of all units surveyed. The 42 surveyed properties have quality ratings ranging from “A” to “C+,” which reflects a wide range of overall quality in the market. However, project quality within the marketplace does not appear to have a negative effect on occupancy, as 35 of the 42 projects surveyed in the county are 100% occupied. The seven properties that have vacant units have quality ratings between “A” and “B-.” The overall occupancy rate of 99.1% for multifamily rental product is very high and indicative of a strong market for apartments. Note that 29 of the 42 properties surveyed in Grand Traverse County have wait lists, reflective of pent-up demand for apartment units.

#### *Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. and account for 55.4% of the total rental units in Grand Traverse County. The following table illustrates the distribution of renter-occupied housing by the number of units in a structure for Grand Traverse County, Northern Michigan Region, and the state of Michigan.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/Boats/RVs	Total Units
<b>Grand Traverse County</b>	Number	4,196	3,971	752	8,919
	Percent	47.0%	44.5%	8.4%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Nearly half (47.0%) non-conventional rental units in the county are within structures containing one to four units, while a significant share (44.5%) of rental units are in conventional properties containing five or more units. The overall share of 47.0% is a lower rate of rental units within one- to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). As a significant share of the rental housing stock in Grand Traverse County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified 44 non-conventional rentals that were listed as *available* for rent in Grand Traverse County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Grand Traverse County.

Surveyed Non-Conventional Rental Supply – Grand Traverse County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	0	-	-	-
One-Bedroom	4	\$1,199 - \$1,625	\$1,375	\$1.49
Two-Bedroom	18	\$1,100 - \$2,600	\$1,685	\$1.76
Three-Bedroom	12	\$1,599 - \$2,550	\$1,825	\$1.54
Four-Bedroom+	10	\$1,750 - \$3,900	\$2,425	\$1.40
Total	44			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

Grand Traverse County has a notable supply of non-conventional rentals available to rent compared to other counties in the region. When compared with all non-conventional rentals in the county, the 44 available rentals represent an occupancy rate of 99.1%. This is an extremely high occupancy rate for rental housing that is consistent with the overall occupancy rate (99.1%) for conventional rental housing in the county. The identified non-conventional rentals in Grand Traverse County consist of one-bedroom, two-bedroom, three-bedroom and four-bedroom (or larger) units. Rents for the 44 identified non-conventional units range from \$1,100 to \$3,900. As such, it is unlikely that most county households would be able to reasonably afford a non-conventional rental in the market.

### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Grand Traverse County.

Grand Traverse County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	132	\$465,450
Sold**	591	\$350,000

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Grand Traverse County as of February 2023 consists of 132 total units with a median list price of \$465,450. The 132 available units represent 24.0% of the 551 available units within the Northern Michigan Region. Recent historical sales from September 2022 to March 2023 consisted of 591 homes sold with a median sale price of \$350,000. The 132 available homes represent only 0.4% of the estimated 30,425 owner-occupied units in Grand Traverse County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Based on this low share of homes available for sale, Grand Traverse County appears to have a disproportionately low number of housing units available for purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Grand Traverse County.

Grand Traverse County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	22	3.7%
\$100,000 to \$199,999	40	6.8%
\$200,000 to \$299,999	158	26.7%
\$300,000 to \$399,999	136	23.0%
\$400,000+	235	39.8%
Total	591	100.0%

Source: Realtor.com and Bowen National Research

Recent sales activity in Grand Traverse County reflects a significant share (62.8%) of housing priced above \$300,000. Note that only 10.5% of recent sales were for units priced under \$200,000, a price point generally targeted by first-time homebuyers. A notable share (26.7%) of homes sold for between \$200,000 and \$300,000, a price point generally sought after by middle-class households.

The following table summarizes the distribution of *available* for-sale residential units by *price point* for Grand Traverse County:

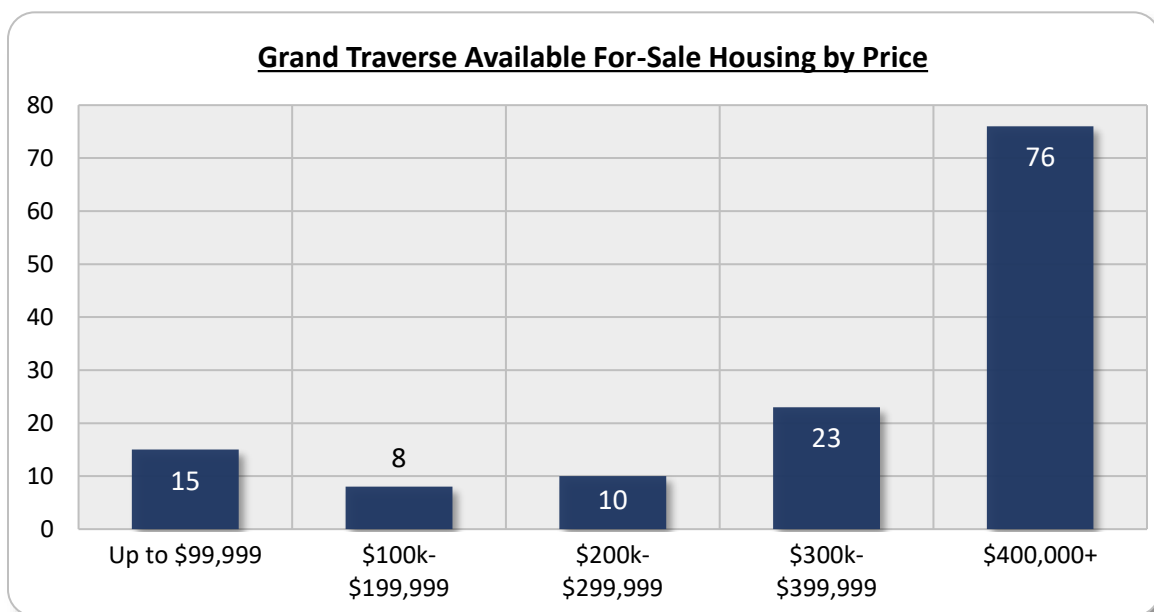
Grand Traverse County Available For-Sale Housing by Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	15	11.4%
\$100,000 to \$199,999	8	6.1%
\$200,000 to \$299,999	10	7.6%
\$300,000 to \$399,999	23	17.4%
\$400,000+	76	57.6%
Total	132	100.0%

Source: Realtor.com and Bowen National Research



The current housing market in Grand Traverse County is geared toward higher-priced listings, as 75.0% of available housing units in Grand Traverse County are priced at \$300,000 or above. This figure includes 28 listings that are priced at \$1,000,000 or more. Note that the share (17.5%) of homes priced below \$200,000 is above the 10.5% share of these homes reflected by recent sales activity in the county. The increasing share of both lower-priced (below \$200,000) and higher-priced (\$300,000 and above) listings in the market leaves a very small share (7.6%) of homes priced between \$200,000 and \$300,000, a price point typically sought after by middle-class households.

The distribution of available homes in Grand Traverse County by *price point* is illustrated in the following graph:



The distribution of available homes by *bedroom type* for Grand Traverse County is summarized in the following table.

Grand Traverse County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	13	770	\$60,000 - \$642,000	\$265,000	\$410.22
Two-Br.	29	1,125	\$10,000 - \$1,250,000	\$339,900	\$269.65
Three-Br.	43	1,776	\$56,000 - \$9,500,000	\$439,900	\$241.58
Four-Br.+	47	3,070	\$119,995 - \$3,995,000	\$925,000	\$287.04
Total	132	1,995	\$10,000 - \$9,500,000	\$465,450	\$275.86

Source: Realtor.com and Bowen National Research

As shown in the preceding table, available homes offered for sale in the county largely represent three-bedroom homes (32.6%) and four-bedroom (or larger) homes (35.6%). Combined, these larger homes represent over two-thirds of listings in Grand Traverse County. One-bedroom units, which typically represent condominium units, only account for 13 of the 123 units offered for sale in the county. Note that units that contain four or more bedrooms have a median list price (\$925,000) that is significantly higher than the median list price for the county (\$465,450). These larger homes are typically waterfront homes that are highly sought after in the marketplace.

#### **D. HOUSING GAP**

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units Grand Traverse County can support. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 11,361 units, with a gap of 3,569 rental units and a gap of 7,792 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Grand Traverse County. Details of the methodology used in this analysis are provided in Section VII of this report.

Grand Traverse County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$44,950	\$44,951-\$71,920	\$71,921-\$107,880	\$107,881+
Monthly Rent Range	≤\$1,123	\$1,124-\$1,797	\$1,798-\$2,697	\$2,698+
Household Growth	-361	-79	130	167
Balanced Market*	273	106	17	0
Replacement Housing**	360	70	21	5
External Market Support^	692	270	317	186
Severe Cost Burdened^^	1,496	748	250	0
Step-Down Support	112	35	-4	-143
Less Pipeline Units	214	417	443	25
<b>Overall Units Needed</b>	<b>2,358</b>	<b>733</b>	<b>288</b>	<b>190</b>

\*Based on Bowen National Research’s survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

Grand Traverse County, Michigan				
For-Sale Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$44,950	\$44,951-\$71,920	\$71,921-\$107,880	\$107,881+
Price Point	≤\$149,833	\$149,834-\$239,733	\$239,734-\$359,600	\$359,601+
Household Growth	-1,125	-377	383	2,210
Balanced Market*	183	183	215	200
Replacement Housing**	557	255	160	98
External Market Support^	646	593	744	913
Severe Cost Burdened^^	1,278	639	213	0
Step-Down Support	259	256	854	-1,368
Less Pipeline Units	0	165	0	12
<b>Overall Units Needed</b>	<b>1,798</b>	<b>1,384</b>	<b>2,569</b>	<b>2,041</b>

\*Based on Bowen National Research’s analysis of for-sale product within county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gap in the county is for the lowest housing affordability segment (rents below \$1,123 that are affordable to households earning up to 50% of AMHI), though a notable gap also exists for rental product with rents of up to \$1,797 that are affordable to households earning between 51% and 80% of AMHI. While there is a significant gap for numerous for-sale housing price segments, the largest gap in the county is for product priced between \$239,734 and \$359,600, which is affordable to households earning between \$71,921 and \$107,880. Although development within Grand Traverse County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county’s ability to attract potential workers and help meet the changing and growing housing needs of the local market.

**E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Grand Traverse County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• High level of rental housing demand</li> <li>• Strong demand for for-sale housing</li> <li>• Positive projected household growth</li> <li>• Positive median household income growth</li> </ul>	<ul style="list-style-type: none"> <li>• Limited available rentals and for-sale housing</li> <li>• Disproportionately low share of rentals</li> <li>• Lack of affordable workforce and senior housing alternatives</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Housing need of 3,569 rental units</li> <li>• Housing need of 7,792 for-sale units</li> <li>• Attract some of the 19,329 commuters coming into the county for work to live in the county</li> <li>• Approximately 168 parcels that could potentially support residential development (See page VI-56)</li> </ul>	<ul style="list-style-type: none"> <li>• The county risks losing residents to other areas/communities</li> <li>• Vulnerable to deteriorating and neglected housing stock</li> <li>• Inability to attract businesses to county</li> <li>• Ability of employers to attract and retain workers due to local housing issues</li> </ul>

The county’s housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.

## ADDENDUM H: KALKASKA COUNTY OVERVIEW

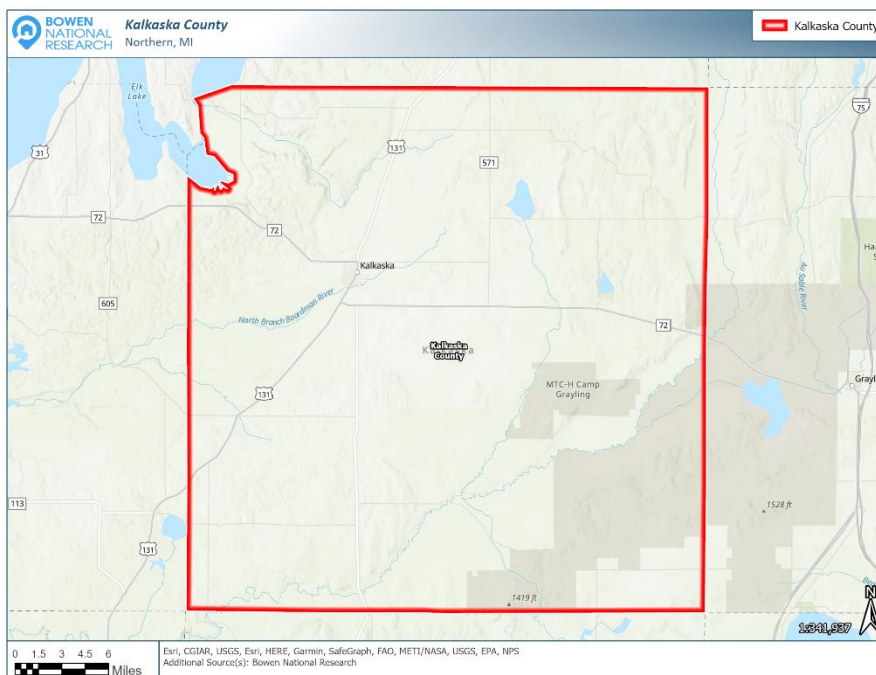
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Kalkaska County. To provide a base of comparison, various metrics of Kalkaska County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

### A. INTRODUCTION

Kalkaska County is located in the northwestern portion of the Lower Peninsula of Michigan between Grand Traverse and Crawford counties. Kalkaska County contains approximately 570.56 square miles and has an estimated population of 17,876 for 2022, which is representative of approximately 5.7% of the total population for the 10-county Northern Michigan Region. The village of Kalkaska serves as the county seat and is accessible via U.S. Highway 131. Other notable population centers within the county include the towns of Fife Lake, Coldwater, Gaylord, and Rapid River. Major arterials that serve the county include U.S. Highway 131 as well as State Routes 66 and 72.

A map illustrating Kalkaska County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Kalkaska County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Kalkaska</b>	17,153	17,939	<b>786</b>	<b>4.6%</b>	17,876	<b>-63</b>	<b>-0.4%</b>	17,769	<b>-107</b>	<b>-0.6%</b>
<b>Region</b>	297,912	310,802	<b>12,890</b>	<b>4.3%</b>	311,690	<b>888</b>	<b>0.3%</b>	313,166	<b>1,476</b>	<b>0.5%</b>
<b>Michigan</b>	9,883,297	10,077,094	<b>193,797</b>	<b>2.0%</b>	10,077,929	<b>835</b>	<b>0.0%</b>	10,054,166	<b>-23,763</b>	<b>-0.2%</b>

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Kalkaska County increased by 786 (4.6%). This increase in population for Kalkaska County is slightly higher than the 4.3% population growth within the PSA and significantly higher than the 2.0% growth in the state during this time period. In 2022, the estimated total population of Kalkaska County is 17,876, which comprises 5.7% of the total PSA population. Between 2022 and 2027, the population of Kalkaska County is projected to decrease by 0.6%, which contrasts the growth rate within the PSA (0.5%) during this time. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Kalkaska County is projected to have a 0.1% increase in households between 2022 and 2027.

Other notable population statistics for Kalkaska County include the following:

- Minorities comprise 7.1% of the county's population, which is lower than the Northern Michigan Region and statewide shares of 8.7% and 26.1%, respectively.
- Married persons represent 55.7% of the adult population, which is comparable to the share reported for the Northern Michigan Region (55.3%) and higher than the state of Michigan (49.0%).
- The adult population without a high school diploma is 10.8%, which is higher than shares reported for the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 16.4% of the population lives in poverty, which is higher than the Northern Michigan Region and statewide shares of 10.7% and 13.7%, respectively.
- The annual movership rate (population moving within or to Kalkaska County) is 10.9%, which is lower than both Northern Michigan Region (12.1%) and statewide (13.4%) shares.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Kalkaska</b>	6,962	7,438	476	6.8%	7,443	5	0.1%	7,447	4	0.1%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within Kalkaska County increased by 476 (6.8%), which represents a smaller rate of increase compared to the region (7.2%), but greater than that of the state (4.4%). In 2022, there is an estimated total of 7,443 households in Kalkaska County, which represents a 0.1% increase in households compared to 2020. In total, the households within Kalkaska County account for 5.6% of all households within the region. Between 2022 and 2027, the number of households in Kalkaska County is projected to go virtually unchanged (0.1% increase). The projected marginal increase in households within Kalkaska County over the next five years is notably lower than the projected rate of increase in households for the region (1.0%) and similar to the increase in the state (0.3%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
<b>Kalkaska</b>	2010	208 (3.0%)	774 (11.1%)	1,089 (15.6%)	1,560 (22.4%)	1,479 (21.2%)	1,093 (15.7%)	759 (10.9%)
	2022	181 (2.4%)	858 (11.5%)	1,024 (13.8%)	1,210 (16.3%)	1,678 (22.5%)	1,524 (20.5%)	968 (13.0%)
	2027	180 (2.4%)	761 (10.2%)	1,024 (13.8%)	1,181 (15.9%)	1,504 (20.2%)	1,641 (22.0%)	1,156 (15.5%)
	Change 2022-2027	<b>-1</b> <b>(-0.6%)</b>	<b>-97</b> <b>(-11.3%)</b>	0 (0.0%)	<b>-29</b> <b>(-2.4%)</b>	<b>-174</b> <b>(-10.4%)</b>	<b>117</b> <b>(7.7%)</b>	<b>188</b> <b>(19.4%)</b>
<b>Region</b>	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	<b>-115</b> <b>(-3.5%)</b>	<b>-1,157</b> <b>(-7.5%)</b>	<b>831</b> <b>(4.7%)</b>	<b>-821</b> <b>(-4.0%)</b>	<b>-3,285</b> <b>(-11.5%)</b>	<b>2,114</b> <b>(7.8%)</b>	<b>3,758</b> <b>(19.4%)</b>
<b>Michigan</b>	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	<b>-5,617</b> <b>(-3.7%)</b>	<b>-37,526</b> <b>(-6.6%)</b>	<b>22,454</b> <b>(3.6%)</b>	<b>-35,034</b> <b>(-5.2%)</b>	<b>-78,417</b> <b>(-9.6%)</b>	<b>53,344</b> <b>(7.7%)</b>	<b>92,660</b> <b>(18.0%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 55 and 64 within Kalkaska County comprise the largest share of all households (22.5%). Household heads between the ages of 65 and 74 (20.5%) and those between the ages of 45 and 54 (16.3%) comprise the next largest shares of the total households in Kalkaska County. Overall, senior households (age 55 and older) constitute over well over one-half (56.0%) of all households within the county. This is a similar share of senior households as compared to the Northern Michigan Region (56.8%) and a higher share compared to the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 13.9% of all Kalkaska County households, which represents a slightly smaller share of such households when compared to the region (14.1%) and a notably smaller share compared to the state (17.8%). Between 2022 and 2027, household growth within Kalkaska County is projected to occur among the age cohorts 65 years and older. The most significant growth will occur among households ages 75 and older, with Kalkaska County experiencing a 19.4% increase within this age cohort. Collectively, households under the age of 65 are projected to decline over the next five years within the county, with those between the ages of 35 and 44 going unchanged.



Households by tenure (renter and owner) for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Kalkaska</b>	Owner-Occupied	5,924	85.1%	5,751	82.6%	6,071	81.6%	6,110	82.0%
	Renter-Occupied	1,038	14.9%	1,211	17.4%	1,372	18.4%	1,337	18.0%
	Total	6,962	100.0%	6,962	100.0%	7,443	100.0%	7,447	100.0%
<b>Region</b>	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
<b>Michigan</b>	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Kalkaska County has an 81.6% share of owner households and an 18.4% share of renter households. Kalkaska County has a larger share of owner households as compared to the Northern Michigan Region (79.6%) and the state (71.4%). Overall, Kalkaska County renter households represent 5.1% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households in Kalkaska County is projected to increase by 39 households (0.6%), while the number of renter households is projected to decrease by 35 households (2.6%). The increase among owner households in the county will likely contribute to an increase in demand within the for-sale housing market over the next five years.

Median household income for selected years is shown in the following table:

	Median Household Income				
	2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
<b>Kalkaska</b>	\$42,947	\$49,622	15.5%	\$55,052	10.9%
<b>Region</b>	\$44,261	\$63,085	42.5%	\$71,177	12.8%
<b>Michigan</b>	\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Kalkaska County is \$49,622. Between 2010 and 2022, the county experienced a moderate increase (15.5%) in median household income. The increase in Kalkaska County was notably less than the increases for both the region (42.5%) and the state of Michigan (42.3%). The median household income within the county in 2022 is 21.3% lower than that reported in the region (\$63,085). The median household income in the county is projected to increase by an additional 10.9% between 2022 and 2027, resulting in a projected median income of \$55,052 by 2027, which will remain well below the projected median income for the region (\$71,177) and state (\$75,988).

The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Kalkaska</b>	2010	205 (16.9%)	289 (23.9%)	221 (18.2%)	182 (15.0%)	138 (11.4%)	56 (4.6%)	106 (8.7%)	15 (1.2%)
	2022	168 (12.2%)	233 (17.0%)	266 (19.4%)	209 (15.2%)	167 (12.1%)	101 (7.3%)	183 (13.4%)	47 (3.4%)
	2027	134 (10.1%)	176 (13.2%)	262 (19.6%)	203 (15.2%)	172 (12.8%)	115 (8.6%)	207 (15.4%)	67 (5.0%)
	Change 2022-2027	<b>-34</b> <b>(-20.2%)</b>	<b>-57</b> <b>(-24.5%)</b>	<b>-4</b> <b>(-1.5%)</b>	<b>-6</b> <b>(-2.9%)</b>	<b>5</b> <b>(3.0%)</b>	<b>14</b> <b>(13.9%)</b>	<b>24</b> <b>(13.1%)</b>	<b>20</b> <b>(42.6%)</b>
<b>Region</b>	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	<b>-359</b> <b>(-15.4%)</b>	<b>-813</b> <b>(-21.1%)</b>	<b>-302</b> <b>(-6.4%)</b>	<b>50</b> <b>(1.2%)</b>	<b>-150</b> <b>(-5.0%)</b>	<b>123</b> <b>(5.9%)</b>	<b>436</b> <b>(9.0%)</b>	<b>522</b> <b>(25.2%)</b>
<b>Michigan</b>	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	<b>-29,772</b> <b>(-22.7%)</b>	<b>-40,400</b> <b>(-24.9%)</b>	<b>-23,618</b> <b>(-14.7%)</b>	<b>-11,370</b> <b>(-8.0%)</b>	<b>-5,931</b> <b>(-5.0%)</b>	<b>5,249</b> <b>(5.7%)</b>	<b>33,790</b> <b>(14.8%)</b>	<b>43,334</b> <b>(34.7%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$20,000 and \$29,999 (19.4%) and between \$10,000 and \$19,999 (17.0%) comprise the largest shares of renter households by income level within the county. Over three-fifths (63.8%) of all renter households within the county earn less than \$40,000 which is much larger than the regional (55.5%) share. Growth among renter households within Kalkaska County is projected to be concentrated among households earning \$40,000 or more between 2022 and 2027. While the Northern Michigan Region will primarily experience growth among the same income cohorts, households earning between \$30,000 and \$39,999 are projected to increase (1.2%) within the region, and households earning between \$40,000 and \$49,999 are projected to decrease (5.0%). The largest percentage growth (42.6%) within the county is projected to occur within renter households earning \$100,000 or more, while the largest growth in terms of number is projected for renter households earning between \$60,000 and \$99,999 (24 households, or 13.1%). Despite the projected growth among higher-income renter households between 2022 and 2027, nearly three-fifths (58.1%) of renter households within Kalkaska County will continue to earn less than \$40,000 annually.

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Kalkaska</b>	2010	300 (5.2%)	546 (9.5%)	650 (11.3%)	816 (14.2%)	785 (13.7%)	629 (10.9%)	1,400 (24.3%)	624 (10.9%)
	2022	279 (4.6%)	423 (7.0%)	619 (10.2%)	698 (11.5%)	692 (11.4%)	593 (9.8%)	1,559 (25.7%)	1,206 (19.9%)
	2027	236 (3.9%)	325 (5.3%)	592 (9.7%)	641 (10.5%)	643 (10.5%)	557 (9.1%)	1,605 (26.3%)	1,512 (24.7%)
	Change 2022-2027	<b>-43</b> <b>(-15.4%)</b>	<b>-98</b> <b>(-23.2%)</b>	<b>-27</b> <b>(-4.4%)</b>	<b>-57</b> <b>(-8.2%)</b>	<b>-49</b> <b>(-7.1%)</b>	<b>-36</b> <b>(-6.1%)</b>	<b>46</b> <b>(3.0%)</b>	<b>306</b> <b>(25.4%)</b>
<b>Region</b>	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	<b>-518</b> <b>(-20.3%)</b>	<b>-1,351</b> <b>(-27.6%)</b>	<b>-1,432</b> <b>(-18.4%)</b>	<b>-956</b> <b>(-10.0%)</b>	<b>-1,109</b> <b>(-12.4%)</b>	<b>-584</b> <b>(-6.4%)</b>	<b>680</b> <b>(2.2%)</b>	<b>7,088</b> <b>(22.6%)</b>
<b>Michigan</b>	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	<b>-16,584</b> <b>(-20.9%)</b>	<b>-32,445</b> <b>(-25.4%)</b>	<b>-36,413</b> <b>(-19.8%)</b>	<b>-34,655</b> <b>(-15.8%)</b>	<b>-28,313</b> <b>(-12.9%)</b>	<b>-20,353</b> <b>(-8.6%)</b>	<b>-10,779</b> <b>(-1.4%)</b>	<b>220,125</b> <b>(20.4%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 45.6% of *owner* households in Kalkaska County earn \$60,000 or more annually, which represents a much smaller share compared to the Northern Michigan Region (59.2%) and the state of Michigan (63.2%). Nearly one-third (32.7%) of owner households in Kalkaska County earn between \$30,000 and \$59,999, and the remaining 21.8% earn less than \$30,000. As such, the overall distribution of owner households by income in the county is more concentrated among the lower income cohorts as compared to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Kalkaska County and the Northern Michigan Region, whereas owner household growth within the state of Michigan will be concentrated among households earning \$100,000 or more. The most significant growth (25.4%) of owner households in the county is projected to occur among those earning \$100,000 or more.

The following table illustrates the cumulative change in total population for Kalkaska County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Kalkaska County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Kalkaska County</b>	17,147	18,003	856	5.0%	-158	947	71	1,018
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-4, Kalkaska County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the population increase (5.0%) within Kalkaska County from 2010 to 2020 was primarily the result of domestic migration. While natural decrease (more deaths than births) had a negative influence (-158) on the population within Kalkaska County between 2010 and 2020, domestic migration (947) and international migration (71) resulted in an overall increase in population (856) during this time period. This trend of positive domestic and international migration combined with natural decrease in Kalkaska County is consistent with the regionwide trends within the PSA (Northern Michigan Region). In order for Kalkaska County to continue benefiting from positive net migration, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants and to retain young families in the county, which can contribute to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Kalkaska County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Kalkaska County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
<b>Grand Traverse County, MI</b>	<b>409</b>	<b>19.4%</b>	<b>-25</b>
<b>Antrim County, MI</b>	<b>325</b>	<b>15.4%</b>	<b>47</b>
Oakland County, MI	109	5.2%	53
<b>Wexford County, MI</b>	<b>106</b>	<b>5.0%</b>	<b>90</b>
Otsego County, MI	88	4.2%	-48
Isabella County, MI	49	2.3%	13
Livingston County, MI	45	2.1%	11
Jackson County, MI	44	2.1%	12
Kalamazoo County, MI	42	2.0%	-32
Clinton County, MI	39	1.9%	-31
All Other Counties	848	40.3%	-68
<b>Total Migration</b>	<b>2,104</b>	<b>100.0%</b>	<b>22</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes counties within the state and bordering states

As the preceding illustrates, nearly three-fifths (59.7%) of the gross migration for Kalkaska County is among the top 10 counties listed. Grand Traverse County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall negative net-migration (-25) influence for Kalkaska County. In total, three of the top 10 migration counties (Grand Traverse, Antrim, and Wexford) for Kalkaska County are within the PSA. Combined, these three PSA counties have a positive net-migration (112) influence for Kalkaska County. Among the individual counties to which Kalkaska County has the largest net loss of residents are Otsego County (-48), Kalamazoo County (-32) and Clinton County (-31).

The following table details the *shares* of domestic in-migration by three select age cohorts for Kalkaska County from 2012 to 2021.

Domestic County Population In-Migrants by Age, 2012 to 2021 - Kalkaska County		
Age	2012-2016	2017-2021
1 to 24	31.2%	26.0%
25 to 64	63.4%	66.3%
65+	5.4%	7.7%
Median Age (In-state migrants)	29.4	28.7
Median Age (Out-of-state migrants)	35.5	36.2
Median Age (County Population)	45.0	43.9

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 63.4% of in-migrants to Kalkaska County were between the ages of 25 and 64, while 31.2% were less than 25 years of age, and 5.4% were age 65 or older. The share of in-migrants under the age of 25 decreased to 26.0% during the time period between 2017 and 2021, while the share of in-migrants ages 25 to 64 increased to 66.3%, and those ages 65 and older increased to 7.7%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (28.7 years) is notably less than out-of-state migrants (36.2 years) and the existing population of the county (43.9 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

Kalkaska County: Income Distribution by Mobility Status for Population Age 15+ Years*						
2021 Inflation Adjusted Individual Income	Moved Within Same County		Moved From Different County, Same State		Moved From Different State	
	Number	Percent	Number	Percent	Number	Percent
<\$10,000	100	20.8%	182	27.6%	78	42.2%
\$10,000 to \$14,999	110	22.9%	172	26.1%	8	4.3%
\$15,000 to \$24,999	90	18.7%	67	10.2%	10	5.4%
\$25,000 to \$34,999	51	10.6%	60	9.1%	16	8.6%
\$35,000 to \$49,999	86	17.9%	83	12.6%	42	22.7%
\$50,000 to \$64,999	9	1.9%	33	5.0%	9	4.9%
\$65,000 to \$74,999	24	5.0%	6	0.9%	5	2.7%
\$75,000+	11	2.3%	56	8.5%	17	9.2%
Total	481	100.0%	659	100.0%	185	100.0%

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research

\*Excludes population with no income

According to data provided by the American Community Survey, over three-fifths (63.9%) of the population that moved to Kalkaska County from a different county within Michigan earned less than \$25,000 per year. While a much smaller number of individuals moved to Kalkaska County from out-of-state, over one-half (51.9%) of these individuals also earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for both in-migrants from a different county within Michigan (14.4%) and those from outside the state (16.8%). Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Kalkaska County.

### Labor Force

The following table illustrates the employment base by industry for Kalkaska County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Kalkaska County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	40	0.7%	1,037	0.6%	18,094	0.4%
Mining	142	2.4%	416	0.2%	6,059	0.1%
Utilities	15	0.3%	566	0.3%	14,450	0.3%
Construction	464	7.9%	8,709	4.9%	163,027	3.6%
Manufacturing	419	7.1%	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	249	4.2%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>752</b>	<b>12.7%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	92	1.6%	2,863	1.6%	95,658	2.1%
Information	74	1.3%	2,773	1.5%	91,050	2.0%
Finance & Insurance	<b>587</b>	<b>9.9%</b>	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	57	1.0%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	482	8.2%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	0	0.0%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	42	0.7%	4,042	2.3%	111,717	2.4%
Educational Services	349	5.9%	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	<b>824</b>	<b>14.0%</b>	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	110	1.9%	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	428	7.2%	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	252	4.3%	8,794	4.9%	270,042	5.9%
Public Administration	<b>499</b>	<b>8.4%</b>	9,313	5.2%	238,652	5.2%
Non-classifiable	29	0.5%	914	0.5%	30,131	0.7%
Total	5,906	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Kalkaska County has an employment base of approximately 5,906 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Health Care & Social Assistance (14.0%), Retail Trade (12.7%), Finance & Insurance (9.9%), and Public Administration (8.4%). It is interesting to note that only two of these sectors (Health Care & Social Assistance and Retail Trade) also comprise the largest sectors of employment within the PSA (Northern Michigan Region) and the state of Michigan. Combined, these four job sectors represent over two-fifths (45.0%) of the county employment base. This represents a smaller concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a notably less concentrated overall distribution of employment, the economy within Kalkaska County may be slightly less vulnerable to economic downturns compared to the PSA and state overall. It should be noted that Health Care & Social Assistance is typically less vulnerable to economic downturns, and as the largest sector of employment in the county, this likely helps to insulate the county from economic decline. Although many occupations within the healthcare sector offer competitive wages, it is important to understand that a significant number of the support occupations in this industry, as well as within the other top sectors in the county, typically have lower average wages which can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Kalkaska County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	6,746	-	4,323,410	-	143,929,000	-
2014	7,001	3.8%	4,416,017	2.1%	146,305,000	1.7%
2015	7,070	1.0%	4,501,816	1.9%	148,833,000	1.7%
2016	7,182	1.6%	4,606,948	2.3%	151,436,000	1.7%
2017	7,345	2.3%	4,685,853	1.7%	153,337,000	1.3%
2018	7,382	0.5%	4,739,081	1.1%	155,761,000	1.6%
2019	7,539	2.1%	4,773,453	0.7%	157,538,000	1.1%
2020	6,991	-7.3%	4,379,122	-8.3%	147,795,000	-6.2%
2021	7,107	1.7%	4,501,562	2.8%	152,581,000	3.2%
2022	7,392	4.0%	4,632,539	2.9%	158,291,000	3.7%
2023*	7,161	-3.1%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor; Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Kalkaska County	Michigan	United States
2013	11.1%	8.7%	7.4%
2014	9.5%	7.2%	6.2%
2015	7.8%	5.4%	5.3%
2016	7.3%	5.0%	4.9%
2017	6.8%	4.6%	4.4%
2018	5.9%	4.2%	3.9%
2019	5.7%	4.1%	3.7%
2020	11.5%	10.0%	8.1%
2021	7.2%	5.8%	5.4%
2022	6.0%	4.2%	3.7%
2023*	8.2%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Kalkaska County increased by 793 employees, or 11.8%, which was larger than the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Kalkaska County by 7.3%, which was a smaller decline compared to the state (8.3%). In 2021, total employment for the county increased by 1.7%, followed by an additional increase of 4.0% in 2022. Although total employment in Kalkaska County has declined 3.1% through March 2023, which may be due, in part, to seasonality, the increases in total employment over the last two full years are a positive sign that the local economy is recovering from the effects of the COVID-19 pandemic. While total employment still remains below the 2019 level, Kalkaska County has recovered to within 98.1% (2022 full year) of the total employment in 2019, which represents a recovery rate above that for the state of Michigan (97.0%).

The unemployment rate within Kalkaska County steadily declined from 2013 (11.1%) to 2019 (5.7%). It is also noteworthy that the unemployment rate within the county has been typically higher than the rate within the state since 2013. In 2020, the unemployment rate increased sharply to 11.5%, which represents an unemployment rate above that of the state (10.0%) during this time. In 2021, the unemployment rate within the county decreased to 7.2%. As of 2022, the unemployment rate within the county decreased to 6.0%. This represents an unemployment rate that is significantly higher than the state (4.2%) and nation (3.7%). Additionally, the 6.0% unemployment rate within the county is much more comparable to the rate in 2019 (5.7%) and is a positive sign of continuing recovery in the local economy.



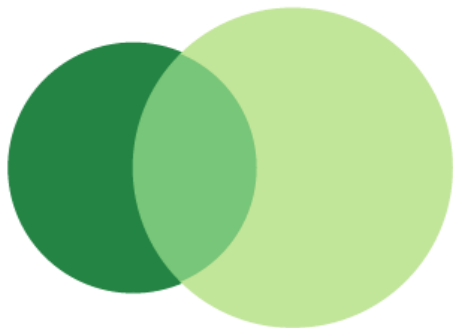
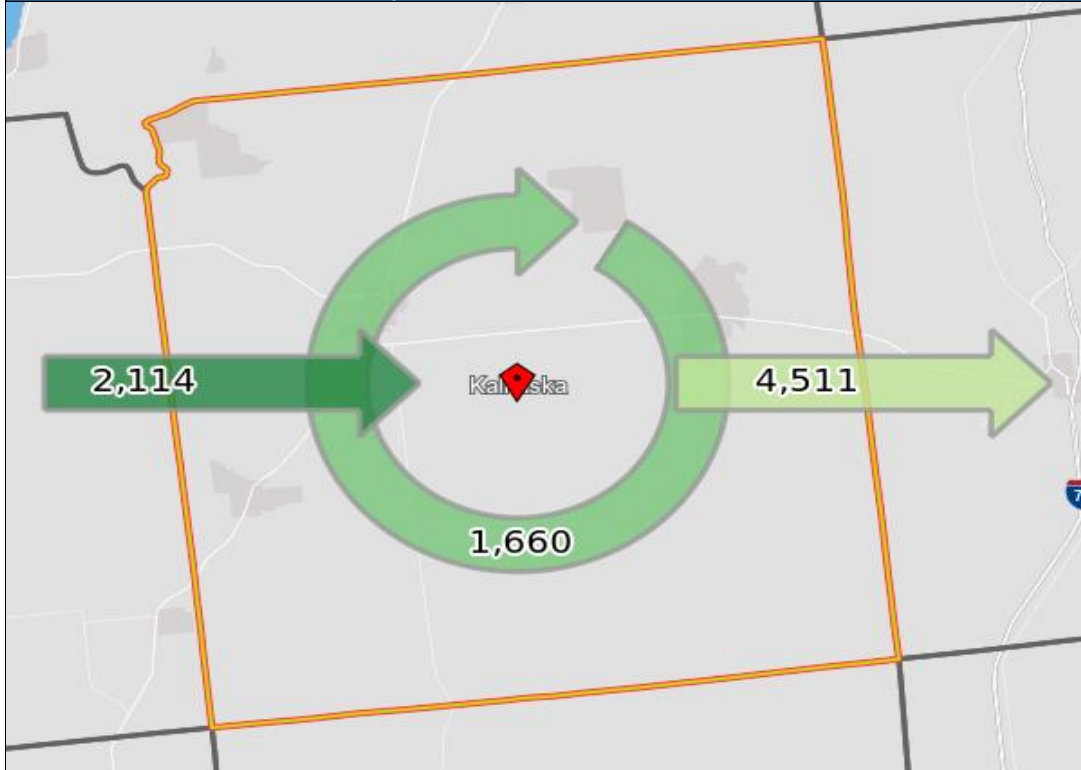
### Commuting Data

According to the 2016-2020 American Community Survey (ACS), 93.3% of Kalkaska County commuters either drive alone or carpool to work, 1.5% walk to work and 4.0% work from home. ACS also indicates that 54.4% of Kalkaska County workers have commute times of less than 30 minutes, while 8.9% have commutes of 60 minutes or more. This represents longer commute times compared to the state, where 62.6% of workers have commute times less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 6,171 employed residents of Kalkaska County, 4,511 (73.1%) are employed outside the county, while the remaining 1,660 (26.9%) are employed within Kalkaska County. In addition, 2,114 people commute into Kalkaska County from surrounding areas for employment. These 2,114 non-residents account for over one-half (56.0%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.

Kalkaska County, MI – Inflow/Outflow Job Counts in 2020



■ 2,114 - Employed in Selection Area, Live Outside  
■ 4,511 - Live in Selection Area, Employed Outside  
■ 1,660 - Employed and Live in Selection Area

**Inflow/Outflow Job Counts (All Jobs) 2020**

	Count	Share
<a href="#">Employed in the Selection Area</a>	3,774	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	2,114	56.0%
<a href="#">Employed and Living in the Selection Area</a>	1,660	44.0%
<a href="#">Living in the Selection Area</a>	6,171	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	4,511	73.1%
<a href="#">Living and Employed in the Selection Area</a>	1,660	26.9%

**Commuting Flow Analysis by Age and Earnings (2020, All Jobs)**

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	1,006	22.3%	426	20.2%	350	21.1%
Ages 30 to 54	2,439	54.1%	1,163	55.0%	836	50.4%
Ages 55 or older	1,066	23.6%	525	24.8%	474	28.6%
Earning <\$1,250 per month	1,319	29.2%	419	19.8%	470	28.3%
Earning \$1,251 to \$3,333	1,733	38.4%	630	29.8%	654	39.4%
Earning \$3,333+ per month	1,459	32.3%	1,065	50.4%	536	32.3%
<b>Total Worker Flow</b>	<b>4,511</b>	<b>100.0%</b>	<b>2,114</b>	<b>100.0%</b>	<b>1,660</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)  
 Note: Figures do not include contract employees and self-employed workers

Of the county’s 2,114 in-commuters, over one-half (55.0%) are between the ages of 30 and 54, 24.8% are age 55 or older and 20.2% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. Approximately one-half (50.4%) of inflow workers earn more than \$3,333 per month (\$40,000 or more annually), nearly one-third (29.8%) earn between \$1,251 and \$3,333 per month (approximately \$15,000 to \$40,000 annually), and the remaining 19.8% earn \$1,250 or less per month. By comparison, nearly two-fifths (38.4%) of outflow workers earn between \$1,251 and \$3,333 per month, nearly one-third (32.3%) earn more than \$3,333 per month, and the remaining 29.2% earn \$1,250 or less per month. Based on the preceding data, people that commute *into* Kalkaska County for employment are typically similar in age and more likely to earn *higher* wages when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the over 2,110 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Kalkaska County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Kalkaska County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
<b>Kalkaska County</b>	Number	7,443	6,071	1,372	4,186	11,629
	Percent	64.0%	81.6%	18.4%	36.0%	100.0%
<b>Region</b>	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
<b>Michigan</b>	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 11,629 housing units within Kalkaska County in 2022. Based on ESRI estimates and 2020 Census data, of the 7,443 total *occupied* housing units in Kalkaska County, 81.6% are owner occupied, while the remaining 18.4% are renter occupied. As such, Kalkaska County has a higher share of owner-occupied housing units when compared to the Northern Michigan Region (79.6%) and the state of Michigan (71.4%). Kalkaska County also has a higher share (36.0%) of housing units classified as vacant compared to the region (28.3%) and state (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units.

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Kalkaska County</b>	274	25.4%	1,664	27.3%	54	5.0%	96	1.6%	24	2.2%	38	0.6%
<b>Region</b>	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
<b>Michigan</b>	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Kalkaska County, 25.4% of the renter-occupied housing units and 27.3% of the owner-occupied housing units were built prior to 1970. Based on these figures, the housing stock in Kalkaska County appears to be newer compared to housing within the region and state. The shares of renter housing (5.0%) and owner housing (1.6%) in the county that experience overcrowding are above rates within the region and state, while the shares of renter housing (2.2%) and owner housing (0.6%) in the county with incomplete plumbing or kitchens is similar compared to regional and statewide rates.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability						
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Kalkaska County</b>	\$49,622	\$145,666	\$698	42.3%	20.4%	21.6%	8.4%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs

The median household income of \$49,622 within Kalkaska County is lower than the median household income for the Northern Michigan Region (\$63,085) and the state of Michigan (\$65,507). The estimated median home value (\$145,666) and average gross rent (\$698) in the county are also lower than estimated median home values and average gross rents for the region and state. Note that the lower estimated median home value and average gross rent do not appear to result in lower shares of cost burdened households in Kalkaska County, as 42.3% of renter households and 20.4% of owner households are cost burdened. Each of these figures are consistent with regional and state shares. Overall, Kalkaska County has an estimated 456 renter households and 1,241 owner households that are housing cost burdened. As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for Kalkaska County, the Northern Michigan Region, and the state of Michigan.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Kalkaska County</b>	Number	514	305	258	1,077	5,352	0	744	6,096
	Percent	47.7%	28.3%	24.0%	100.0%	87.8%	0.0%	12.2%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	1.0%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Kalkaska County, 71.7% of the *rental* units are within structures of four units or less or mobile homes, which is much higher when compared to that of the region (66.0%) and state (56.5%). Kalkaska County also has a lower share (28.3%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%) and state (43.5%). Among *owner*-occupied units in the county, there is a lower share (87.8%) of units within structures of four units or less and a higher share (12.2%) of units within mobile homes and similar non-permanent structures compared to the shares of such units in the region and state. According to ACS data, there are no owner-occupied housing units in Kalkaska County within structures of five or more units.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within Kalkaska County, the Northern Michigan Region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a majority (71.7%) of the county's rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
<b>Kalkaska County</b>	Number	80	82	435	298	72	6	0	104	1,077
	Percent	7.4%	7.6%	40.4%	27.7%	6.7%	0.6%	0.0%	9.7%	100.0%
<b>Region</b>	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
<b>Michigan</b>	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (40.4%) of Kalkaska County rental units has gross rents between \$500 and \$750, while units with gross rents between \$750 and \$1,000 represent the second largest share (27.7%). Overall, 83.1% of rental units in the county have gross rents that are \$1,000 or less, which is a significantly higher share of these units compared to the region (61.9%) and state (59.0%). Overall, this larger share of units with lower gross rents demonstrates the dominance of the lower and moderately priced product among the rental units in the market.

Bowen National Research’s Survey of Housing Supply

*Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

<b>Multifamily Supply by Product Type – Kalkaska County</b>				
<b>Project Type</b>	<b>Projects Surveyed</b>	<b>Total Units</b>	<b>Vacant Units</b>	<b>Occupancy Rate</b>
Tax Credit	1	48	0	100.0%
Tax Credit/Government-Subsidized	1	50	0	100.0%
Government-Subsidized	2	78	0	100.0%
Total	4	176	0	100.0%

In Kalkaska County, a total of four apartment properties were surveyed, which comprised a total of 176 units. Note that 128 of the 176 total units (72.2% of total units) are at subsidized properties. The remaining 48 units in the county are at a non-subsidized Tax Credit property, which have rents ranging from \$807 for a two-bedroom unit and \$929 for a three-bedroom unit. No market-rate properties were surveyed in the county. The four surveyed properties have quality ratings ranging from “B+” to “C+,” reflective of housing that is in satisfactory to good condition. The overall occupancy rate of 100.0% is very high and indicative of a strong market for apartments. All four properties surveyed in the county have wait lists, which are reflective of pent-up demand for apartment units.

*Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. and account for 71.7% of the total rental units in Kalkaska County. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Kalkaska County.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/Boats/RVs	Total Units
<b>Kalkaska County</b>	Number	514	305	258	1,077
	Percent	47.7%	28.3%	24.0%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

Nearly half (47.7%) of non-conventional rental units in the county are within structures containing one to four units. This is a lower rate of rental units within one-to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). Note that 24.0% of rental units in the county are mobile homes, boats, or RVs. This is a much higher share of these units compared to the region (11.2%) and state (4.2%). As a significant share of the rental housing stock in Kalkaska County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified five non-conventional rentals that were listed as *available* for rent in Kalkaska County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Kalkaska County.

Surveyed Non-Conventional Rental Supply – Kalkaska County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	0	-	-	-
One-Bedroom	1	\$600	\$600	-
Two-Bedroom	4	\$1,000 - \$2,950	\$1,100	\$1.20
Three-Bedroom	0	-	-	-
Four-Bedroom+	0	-	-	-
Total	5			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

Note: Square footage for some non-conventional rental units could not be verified.

When compared with all non-conventional rentals in the county, the five available rentals represent an occupancy rate of 99.4%. This is an extremely high occupancy rate. The identified non-conventional rentals in Kalkaska County consist of a one-bedroom unit renting for \$600 and two-bedroom units ranging from \$1,000 to \$2,950. While rents within the lower end of this range may be affordable to low- or moderate-income households in the county, rents at the high end of this range are generally not

affordable to a large number of renters in the market. Note that there were no market-rate conventional properties surveyed in Kalkaska County as part of this Housing Needs Assessment and that affordable housing units in the county were 100% occupied at the time of this survey. Therefore, prospective tenants seeking to rent units in the county have very few options.

### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Kalkaska County.

<b>Kalkaska County - Owner For-Sale/Sold Housing Supply</b>		
<b>Type</b>	<b>Homes</b>	<b>Median Price</b>
Available*	21	\$329,000
Sold**	138	\$199,450

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Kalkaska County as of February 2023 consists of 21 total units with a median list price of \$329,000. The 21 available units represent 3.8% of the 551 available units within the Northern Michigan Region. Historical sales ranging from September 2022 to March 2023 consisted of 138 homes sold during this period with a median sale price of \$199,450. Note that the median list price of available product (\$329,000) is significantly higher than the median sale price of recently sold homes. The 21 available homes represent only 0.3% of the estimated 6,071 owner-occupied units in Kalkaska County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Kalkaska County appears to have a disproportionately low number of housing units available to purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Kalkaska County.

<b>Kalkaska County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)</b>		
<b>Sale Price</b>	<b>Number Available</b>	<b>Percent of Supply</b>
Up to \$99,999	20	14.5%
\$100,000 to \$199,999	50	36.2%
\$200,000 to \$299,999	48	34.8%
\$300,000 to \$399,999	11	8.0%
\$400,000+	9	6.5%
Total	138	100.0%

Source: Realtor.com and Bowen National Research



Recent sales activity in Kalkaska County primarily favors homes at price points that are typically for entry-level and middle-class homebuyers. Note that over half (50.7%) of the 138 homes sold between September 2022 and March 2023 were priced below \$200,000, while over one-third (34.8%) of recent sales were priced between \$200,000 and \$300,000. By comparison, only 14.5% of sales were for units priced above \$300,000.

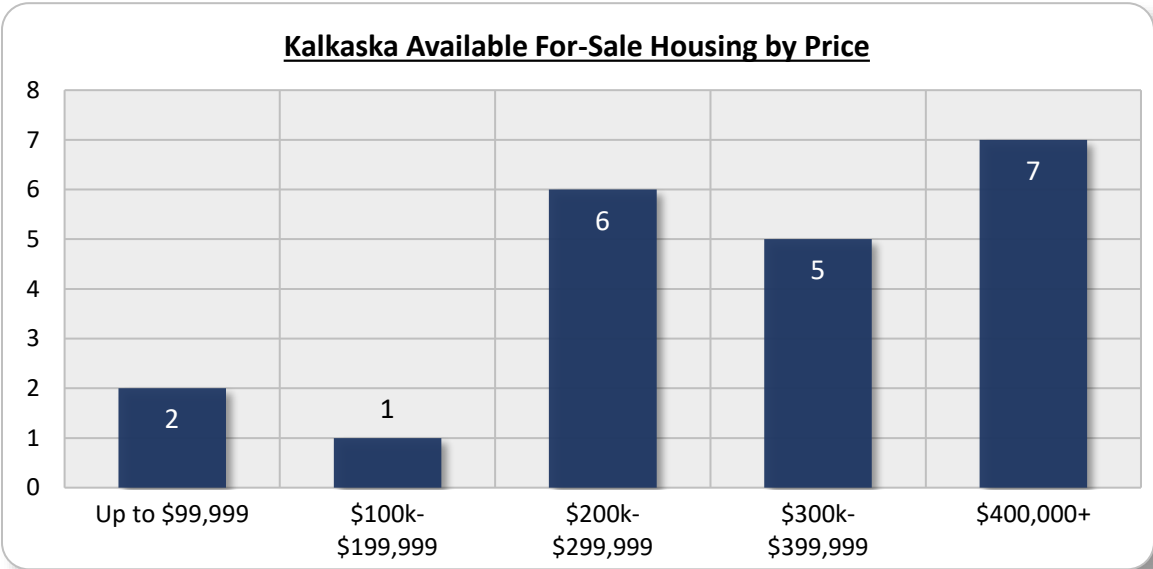
The following table summarizes the distribution of *available* for-sale residential units by *price point* for Kalkaska County:

Kalkaska County Available For-Sale Housing by Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	2	9.5%
\$100,000 to \$199,999	1	4.8%
\$200,000 to \$299,999	6	28.6%
\$300,000 to \$399,999	5	23.8%
\$400,000+	7	33.3%
Total	21	100.0%

Source: Realtor.com and Bowen National Research

Homes available for-sale in Kalkaska County as of February 2023 primarily target higher price points. Most listings (12 of 21) are being offered for \$300,000 or more in the current housing market. The higher share of listings offered for \$300,000 and above runs counter to recent sales activity, which had most homes selling below \$200,000. In fact, only three of the 21 listings are priced below \$200,000.

The distribution of available homes in Kalkaska County by *price point* is illustrated in the following graph:



The distribution of available homes by *bedroom type* for Kalkaska County is summarized in the following table.

Kalkaska County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	2	835	\$324,900 - \$329,000	\$326,950	\$409.65
Two-Br.	2	2,053	\$26,900 - \$999,900	\$513,400	\$176.41
Three-Br.	13	1,858	\$77,900 - \$679,000	\$249,900	\$151.03
Four-Br.+	4	3,172	\$359,000 - \$1,300,000	\$811,250	\$229.74
Total	21	2,030	\$26,900 - \$1,300,000	\$329,000	\$163.82

Source: Realtor.com and Bowen National Research

As shown in the preceding table, the largest share (61.9%) of the available for-sale housing product in the county are three-bedroom units, while less than 20% of available homes in the county are four-bedroom units or larger. The remaining four units are either one-bedroom or two-bedroom units. Note that the median list price for four bedroom or larger homes (\$811,250) is significantly higher than the median list price of \$329,000. These larger homes are situated on either lakefront lots or are located on acreage.

**D. HOUSING GAP**

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units Kalkaska County can support. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 1,668 units, with a gap of 511 rental units and a gap of 1,157 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Kalkaska County. Details of the methodology used in this analysis are provided in Section VII of this report.

Kalkaska County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Monthly Rent Range	≤\$946	\$947-\$1,514	\$1,515-\$2,271	\$2,272+
Household Growth	-97	20	23	20
Balanced Market*	42	16	8	3
Replacement Housing**	83	16	4	0
External Market Support^	46	18	9	4
Severe Cost Burdened^^	178	89	29	0
Step-Down Support	32	-10	-11	-11
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>284</b>	<b>149</b>	<b>62</b>	<b>16</b>

\*Based on Bowen National Research's survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

Kalkaska County, Michigan				
For-Sale Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Price Point	≤\$126,167	\$126,168-\$201,867	\$201,868-\$302,800	\$302,801+
Household Growth	-215	-99	25	328
Balanced Market*	54	43	31	33
Replacement Housing**	60	23	10	6
External Market Support^	107	84	71	85
Severe Cost Burdened^^	306	153	51	0
Step-Down Support	41	16	125	-181
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>353</b>	<b>220</b>	<b>313</b>	<b>271</b>

\*Based on Bowen National Research's analysis of for-sale product within the county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gap in the county is for the lowest housing affordability segment (rents below \$946 that are affordable to households earning up to 50% of AMHI), while the greatest *for-sale* housing gap in the county is for the lowest priced product priced up to \$126,267, which is affordable to households earning up to \$37,850. While it is unlikely that a developer could build product at or below \$126,167, the fact that this price segment represents the greatest demand indicates the importance of affordable for-sale housing and the preservation of the older housing stock. Although development within Kalkaska County should be prioritized to the housing product showing the greatest gaps, it appears efforts to

address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county’s ability to attract potential workers and help meet the changing and growing housing needs of the local market.

**E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Kalkaska County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• High level of rental housing demand</li> <li>• Strong demand for for-sale housing</li> <li>• Positive projected household growth</li> <li>• Positive median household income growth</li> </ul>	<ul style="list-style-type: none"> <li>• Limited available rentals and for-sale housing</li> <li>• Disproportionately low share of rentals</li> <li>• Lack of affordable workforce and senior housing alternatives</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Housing need of 511 rental units</li> <li>• Housing need of 1,157 for-sale units</li> <li>• Attract some of the 2,114 commuters coming into the county for work to live in the county</li> <li>• Approximately 90 parcels that could potentially support residential development (see page VI-56)</li> </ul>	<ul style="list-style-type: none"> <li>• The county risks losing residents to other areas/communities</li> <li>• Vulnerable to deteriorating and neglected housing stock</li> <li>• Inability to attract businesses to county</li> <li>• Inability of employers to attract and retain workers due to local housing issues</li> <li>• Influence of seasonal/recreational housing</li> </ul>

The county’s housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.

## ADDENDUM I: LEELANAU COUNTY OVERVIEW

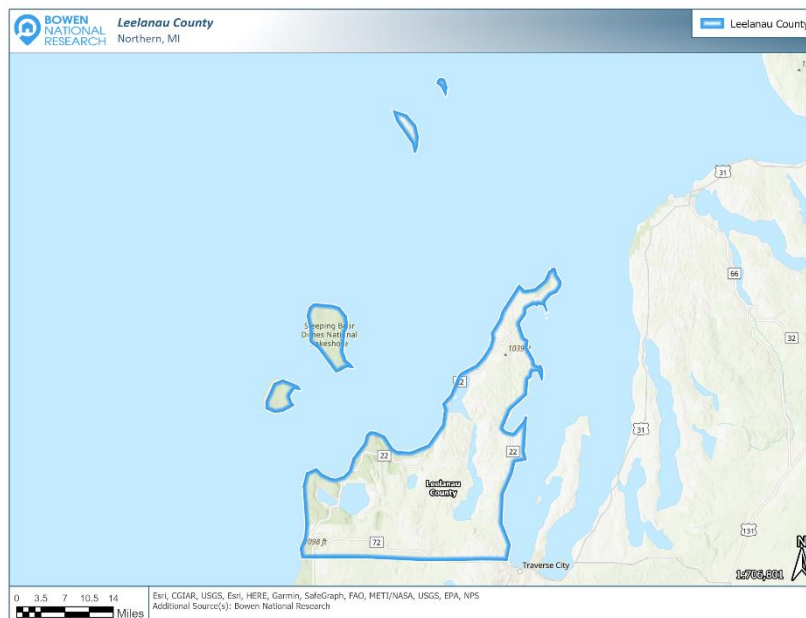
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Leelanau County. To provide a base of comparison, various metrics of Leelanau County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

### A. INTRODUCTION

Leelanau County is located in the northwestern portion of the Lower Peninsula of Michigan along the eastern shores of Sleeping Bear and Good Harbor bays and western shores of West Arm Grand Traverse and Sutton bays. Leelanau County contains approximately 375.76 square miles and has an estimated population of 22,289 for 2022, which is representative of approximately 7.2% of the total population for the 10-county Northern Michigan Region. Suttons Bay Township serves as the county seat and is accessible via State Routes 22 and 204. Other notable population centers within the county include the villages of Empire, Northport, and a portion of Traverse City. Major arterials that serve the county include State Routes 22, 72, 109, 201, and 204.

A map illustrating Leelanau County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Leelanau County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Leelanau</b>	21,708	22,301	593	2.7%	22,289	-12	-0.1%	22,453	164	0.7%
<b>Region</b>	297,912	310,802	12,890	4.3%	311,690	888	0.3%	313,166	1,476	0.5%
<b>Michigan</b>	9,883,297	10,077,094	193,797	2.0%	10,077,929	835	0.0%	10,054,166	-23,763	-0.2%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Leelanau County increased by 593 (2.7%). This increase in population for Leelanau County is less than the 4.3% population growth within the PSA and slightly higher than the 2.0% growth in the state during this time period. In 2022, the estimated total population of Leelanau County is 22,289, which comprises 7.2% of the total PSA population. Between 2022 and 2027, the population of Leelanau County is projected to increase by 0.7%, which is a slightly higher growth rate than the PSA (0.5%) during this time. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Leelanau County is projected to have a 1.0% increase in households between 2022 and 2027.

Other notable population statistics for Leelanau County include the following:

- Minorities comprise 10.1% of the county's population, which is higher than the Northern Michigan Region share of 8.7% and lower than the statewide share of 26.1%.
- Married persons represent 60.4% of the adult population, which is higher than the shares reported for the Northern Michigan Region (55.3%) and state of Michigan (49.0%).
- The adult population without a high school diploma is 4.0%, which is lower than shares reported for the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 6.4% of the population lives in poverty, which is lower than the Northern Michigan Region and statewide shares of 10.7% and 13.7%, respectively.

- The annual movership rate (population moving within or to Leelanau County) is 11.3%, which is lower than both the Northern Michigan Region (12.1%) and statewide (13.4%) shares.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Leelanau</b>	9,255	9,728	473	5.1%	9,740	12	0.1%	9,839	99	1.0%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within Leelanau County increased by 473 (5.1%), which represents a smaller rate of increase compared to the region (7.2%), but greater than that of the state (4.4%). In 2022, there is an estimated total of 9,740 households in Leelanau County, which represents a 0.1% increase in households compared to 2020. In total, the households within Leelanau County account for 7.4% of all households within the region. Between 2022 and 2027, the number of households in Leelanau County is projected to increase by 1.0%, or 99 households. The projected increase in households within Leelanau County over the next five years is equal to the projected rate of increase in households for the region (1.0%) and higher than the moderate increase in the state (0.3%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Leelanau	2010	152 (1.6%)	629 (6.8%)	1,089 (11.8%)	1,878 (20.3%)	2,333 (25.2%)	1,620 (17.5%)	1,554 (16.8%)
	2022	127 (1.3%)	759 (7.8%)	1,030 (10.6%)	1,359 (14.0%)	2,309 (23.7%)	2,382 (24.5%)	1,774 (18.2%)
	2027	116 (1.2%)	714 (7.3%)	1,125 (11.4%)	1,260 (12.8%)	1,991 (20.2%)	2,549 (25.9%)	2,084 (21.2%)
	Change 2022-2027	<b>-11</b> <b>(-8.7%)</b>	<b>-45</b> <b>(-5.9%)</b>	<b>95</b> <b>(9.2%)</b>	<b>-99</b> <b>(-7.3%)</b>	<b>-318</b> <b>(-13.8%)</b>	<b>167</b> <b>(7.0%)</b>	<b>310</b> <b>(17.5%)</b>
Region	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	<b>-115</b> <b>(-3.5%)</b>	<b>-1,157</b> <b>(-7.5%)</b>	<b>831</b> <b>(4.7%)</b>	<b>-821</b> <b>(-4.0%)</b>	<b>-3,285</b> <b>(-11.5%)</b>	<b>2,114</b> <b>(7.8%)</b>	<b>3,758</b> <b>(19.4%)</b>
Michigan	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	<b>-5,617</b> <b>(-3.7%)</b>	<b>-37,526</b> <b>(-6.6%)</b>	<b>22,454</b> <b>(3.6%)</b>	<b>-35,034</b> <b>(-5.2%)</b>	<b>-78,417</b> <b>(-9.6%)</b>	<b>53,344</b> <b>(7.7%)</b>	<b>92,660</b> <b>(18.0%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 65 and 74 within Leelanau County comprise the largest share of all households (24.5%). Household heads between the ages of 55 and 64 (23.7%) and those ages 75 and older (18.2%) comprise the next largest shares of the total households in Leelanau County. Overall, senior households (age 55 and older) constitute nearly two-thirds (66.4%) of all households within the county. This is a notably higher share of senior households as compared to the Northern Michigan Region (56.8%) and the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise only 9.1% of all Leelanau County households, which represents a much smaller share of such households when compared to the region (14.1%) and the state (17.8%). Between 2022 and 2027, household growth within Leelanau County is projected to occur primarily among the age cohorts of 35 to 44 years and 65 years and older. The most significant growth will occur among households ages 75 and older, with Leelanau County experiencing a 17.5% increase within this age cohort. Aside from the age cohort of 35 to 44, which is projected to increase by 9.2%, households under the age of 65 are projected to decline over the next five years within the county.



Households by tenure (renter and owner) for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Leelanau	Owner-Occupied	7,831	84.6%	7,842	84.7%	8,615	88.4%	8,734	88.8%
	Renter-Occupied	1,424	15.4%	1,413	15.3%	1,125	11.6%	1,105	11.2%
	Total	9,255	100.0%	9,255	100.0%	9,740	100.0%	9,839	100.0%
Region	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
Michigan	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Leelanau County has an 88.4% share of owner households and an 11.6% share of renter households. Leelanau County has a notably larger share of owner households as compared to the Northern Michigan Region (79.6%) and the state (71.4%). Overall, Leelanau County renter households represent 4.2% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households in Leelanau County is projected to increase by 119 households (1.4%), while the number of renter households is projected to decrease by 20 households (1.8%). The increase among owner households in the county will likely contribute to an increase in demand within the for-sale housing market over the next five years.

Median household income for selected years is shown in the following table:

		Median Household Income				
		2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
Leelanau		\$53,799	\$71,232	32.4%	\$80,913	13.6%
Region		\$44,261	\$63,085	42.5%	\$71,177	12.8%
Michigan		\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Leelanau County is \$71,232. Between 2010 and 2022, the county experienced an increase of 32.4% in median household income. The increase in Leelanau County was less than the increases for both the region (42.5%) and the state of Michigan (42.3%). The median household income within the county in 2022 is 12.9% higher than that reported in the region (\$63,085). The median household income in the county is projected to increase by an additional 13.6% between 2022 and 2027, resulting in a projected median income of \$80,913 by 2027, which will remain well above the projected median income for the region (\$71,177) and state (\$75,988).

The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Leelanau	2010	164 (11.6%)	293 (20.7%)	245 (17.3%)	191 (13.5%)	169 (12.0%)	106 (7.5%)	200 (14.2%)	46 (3.3%)
	2022	113 (10.0%)	153 (13.6%)	175 (15.6%)	187 (16.6%)	151 (13.4%)	82 (7.3%)	187 (16.6%)	78 (6.9%)
	2027	101 (9.1%)	126 (11.4%)	155 (14.0%)	202 (18.3%)	136 (12.3%)	80 (7.2%)	205 (18.5%)	101 (9.2%)
	Change 2022-2027	-12 <b>(-10.6%)</b>	-27 <b>(-17.6%)</b>	-20 <b>(-11.4%)</b>	15 <b>(8.0%)</b>	-15 <b>(-9.9%)</b>	-2 <b>(-2.4%)</b>	18 <b>(9.6%)</b>	23 <b>(29.5%)</b>
Region	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	-359 <b>(-15.4%)</b>	-813 <b>(-21.1%)</b>	-302 <b>(-6.4%)</b>	50 <b>(1.2%)</b>	-150 <b>(-5.0%)</b>	123 <b>(5.9%)</b>	436 <b>(9.0%)</b>	522 <b>(25.2%)</b>
Michigan	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	-29,772 <b>(-22.7%)</b>	-40,400 <b>(-24.9%)</b>	-23,618 <b>(-14.7%)</b>	-11,370 <b>(-8.0%)</b>	-5,931 <b>(-5.0%)</b>	5,249 <b>(5.7%)</b>	33,790 <b>(14.8%)</b>	43,334 <b>(34.7%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$30,000 and \$39,999 (16.6%) and between \$60,000 and \$99,999 (16.6%) comprise the largest shares of renter households by income level within the county. Over half (55.8%) of all renter households within the county earn less than \$40,000 which is comparable to the regional (55.5%) share. Between 2022 and 2027, growth among renter households within Leelanau County is projected to be concentrated among households earning \$60,000 or more, with more moderate growth projected for those earning between \$30,000 and \$39,999. While the Northern Michigan Region will primarily experience growth among the same income cohorts, households earning between \$50,000 and \$59,999 are also projected to increase (5.9%) within the region. The largest growth (29.5%, or 23 households) within the county is projected to occur within renter households earning \$100,000 or more. Despite the projected growth among higher-income renter households between 2022 and 2027, over half (52.8%) of renter households within Leelanau County will continue to earn less than \$40,000 annually.

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Leelanau	2010	262 (3.3%)	564 (7.2%)	685 (8.7%)	813 (10.4%)	851 (10.8%)	922 (11.8%)	2,043 (26.1%)	1,701 (21.7%)
	2022	183 (2.1%)	306 (3.6%)	463 (5.4%)	834 (9.7%)	773 (9.0%)	663 (7.7%)	2,327 (27.0%)	3,065 (35.6%)
	2027	146 (1.7%)	223 (2.6%)	337 (3.9%)	792 (9.1%)	671 (7.7%)	597 (6.8%)	2,280 (26.1%)	3,687 (42.2%)
	Change 2022-2027	-37 (-20.2%)	-83 (-27.1%)	-126 (-27.2%)	-42 (-5.0%)	-102 (-13.2%)	-66 (-10.0%)	-47 (-2.0%)	622 (20.3%)
Region	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	-518 (-20.3%)	-1,351 (-27.6%)	-1,432 (-18.4%)	-956 (-10.0%)	-1,109 (-12.4%)	-584 (-6.4%)	680 (2.2%)	7,088 (22.6%)
Michigan	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	-16,584 (-20.9%)	-32,445 (-25.4%)	-36,413 (-19.8%)	-34,655 (-15.8%)	-28,313 (-12.9%)	-20,353 (-8.6%)	-10,779 (-1.4%)	220,125 (20.4%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 62.6% of *owner* households in Leelanau County earn \$60,000 or more annually, which represents a slightly larger share compared to the Northern Michigan Region (59.2%) and a similar share to the state of Michigan (63.2%). Over one-fourth (26.4%) of owner households in Leelanau County earn between \$30,000 and \$59,999, and the remaining 11.1% earn less than \$30,000. As such, the overall distribution of owner households by income in the county is slightly more concentrated among the higher income cohorts as compared to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$100,000 or more within both Leelanau County and the state of Michigan, whereas owner household growth is also projected in the Northern Michigan Region for households earning between \$60,000 and \$99,999. Specifically, owner households in the county earning \$100,000 or more are projected to increase by 20.3%, or 622 households, while all income cohorts earning less than this are projected to decline in the county over the next five years.

The following table illustrates the cumulative change in total population for Leelanau County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Leelanau County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Leelanau County</b>	21,711	21,743	32	0.1%	-765	689	118	807
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-10, Leelanau County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the moderate population increase (0.1%) within Leelanau County from 2010 to 2020 was primarily the result of domestic migration. While natural decrease (more deaths than births) had a negative influence (-765) on the population within Leelanau County between 2010 and 2020, positive domestic migration (689) and international migration (118) resulted in an overall slight increase in population (32) during this time period. This trend of positive domestic and international migration combined with natural decrease in Leelanau County is consistent with the regionwide trends within the PSA (Northern Michigan Region). In order for Leelanau County to continue benefiting from positive net migration, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants and to retain young families in the county, which can contribute to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Leelanau County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Leelanau County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
<b>Grand Traverse County, MI</b>	<b>724</b>	<b>26.2%</b>	<b>-126</b>
Ingham County, MI	128	4.6%	-60
Oakland County, MI	97	3.5%	53
Kent County, MI	85	3.1%	13
<b>Benzie County, MI</b>	<b>68</b>	<b>2.5%</b>	<b>18</b>
<b>Antrim County, MI</b>	<b>64</b>	<b>2.3%</b>	<b>-12</b>
Livingston County, MI	63	2.3%	63
Cook County, IL	54	2.0%	54
Hendricks County, IN	53	1.9%	53
Lenawee County, MI	46	1.7%	-46
All Other Counties	1,380	50.0%	200
<b>Total Migration</b>	<b>2,762</b>	<b>100.0%</b>	<b>210</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes counties within the state and bordering states

As the preceding illustrates, one-half (50.0%) of the gross migration for Leelanau County is among the top 10 counties listed. Grand Traverse County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall negative net-migration (-126) influence for Leelanau County. In total, three of the top 10 migration counties (Grand Traverse, Benzie, and Antrim) for Leelanau County are within the PSA. Combined, these three PSA counties have a negative net-migration (-120) influence for Leelanau County. Among the counties to which Leelanau County has the largest net loss of residents are Grand Traverse County (-126), Ingham County (-60), and Lenawee County (-46). It is also noteworthy that the counties outside the top 10 gross migration counties account for 95.2% of the net-migration gain for Leelanau County.

The following table details the *shares* of domestic in-migration by three select age cohorts for Leelanau County from 2012 to 2021.

Leelanau County Domestic County Population In-Migrants by Age, 2012 to 2021		
Age	2012-2016	2017-2021
1 to 24	22.2%	34.8%
25 to 64	64.4%	53.1%
65+	13.3%	12.1%
Median Age (In-state migrants)	43.3	37.0
Median Age (Out-of-state migrants)	53.8	51.2
Median Age (County Population)	53.6	54.9

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 64.4% of in-migrants to Leelanau County were between the ages of 25 and 64, while 22.2% were less than 25 years of age, and 13.3% were ages 65 and older. The share of in-migrants under the age of 25 increased to 34.8% during the time period between 2017 and 2021, while the share of in-migrants ages 25 to 64 decreased to 53.1%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (37.0 years) is notably less than out-of-state migrants (51.2 years) and the existing population of the county (54.9 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

<b>Leelanau County: Income Distribution by Mobility Status for Population Age 15+ Years*</b>						
<b>2021 Inflation Adjusted Individual Income</b>	<b>Moved Within Same County</b>		<b>Moved From Different County, Same State</b>		<b>Moved From Different State</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<\$10,000	42	7.4%	180	16.3%	67	22.2%
\$10,000 to \$14,999	39	6.9%	39	3.5%	9	3.0%
\$15,000 to \$24,999	111	19.6%	220	19.9%	53	17.5%
\$25,000 to \$34,999	99	17.5%	78	7.1%	35	11.6%
\$35,000 to \$49,999	163	28.8%	113	10.2%	32	10.6%
\$50,000 to \$64,999	16	2.8%	103	9.3%	9	3.0%
\$65,000 to \$74,999	22	3.9%	89	8.1%	7	2.3%
\$75,000+	74	13.1%	281	25.5%	90	29.8%
<b>Total</b>	<b>566</b>	<b>100.0%</b>	<b>1,103</b>	<b>100.0%</b>	<b>302</b>	<b>100.0%</b>

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research  
 \*Excludes population with no income

According to data provided by the American Community Survey, nearly two-fifths (39.7%) of the population that moved to Leelanau County from a different county within Michigan earned less than \$25,000 per year. While a much smaller number of individuals moved to Leelanau County from out-of-state, a slightly larger share (42.7%) of these individuals earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is slightly larger for in-migrants from a different county within Michigan (42.9%) and slightly less for those from outside the state (35.1%). Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that housing at a variety of affordability levels is needed to accommodate households moving into Leelanau County.

## Labor Force

The following table illustrates the employment base by industry for Leelanau County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Leelanau County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	261	2.7%	1,037	0.6%	18,094	0.4%
Mining	61	0.6%	416	0.2%	6,059	0.1%
Utilities	25	0.3%	566	0.3%	14,450	0.3%
Construction	561	5.7%	8,709	4.9%	163,027	3.6%
Manufacturing	404	4.1%	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	179	1.8%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>991</b>	<b>10.1%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	132	1.3%	2,863	1.6%	95,658	2.1%
Information	122	1.2%	2,773	1.5%	91,050	2.0%
Finance & Insurance	279	2.8%	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	258	2.6%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	425	4.3%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	0	0.0%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	619	6.3%	4,042	2.3%	111,717	2.4%
Educational Services	604	6.1%	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	607	6.2%	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	<b>967</b>	<b>9.8%</b>	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	<b>2,106</b>	<b>21.4%</b>	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	465	4.7%	8,794	4.9%	270,042	5.9%
Public Administration	<b>724</b>	<b>7.4%</b>	9,313	5.2%	238,652	5.2%
Non-classifiable	47	0.5%	914	0.5%	30,131	0.7%
Total	9,837	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Leelanau County has an employment base of approximately 9,837 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Accommodation & Food Services (21.4%), Retail Trade (10.1%), Arts, Entertainment & Recreation (9.8%), and Public Administration (7.4%). It is interesting to note that only two of these sectors (Retail Trade and Accommodation & Food Services) comprise the largest sectors of employment within the PSA (Northern Michigan Region) and the state of Michigan. Combined, these four job sectors represent nearly half (48.7%) of the county employment base. This represents a smaller concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a slightly less concentrated overall distribution of employment, the economy within Leelanau County may be slightly less vulnerable to economic downturns compared to the PSA and state overall. However, it should be noted that Arts, Entertainment & Recreation, Accommodation & Food Services, and

Retail Trade are typically more vulnerable to economic downturns, and as the largest sectors of employment in the county, this may offset the advantage of having a less concentrated employment base. Although some occupations within these top sectors offer competitive wages, it is important to understand that a significant number of the occupations within these industries typically have lower average wages. This can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Leelanau County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	9,518	-	4,323,410	-	143,929,000	-
2014	9,848	3.5%	4,416,017	2.1%	146,305,000	1.7%
2015	10,068	2.2%	4,501,816	1.9%	148,833,000	1.7%
2016	10,083	0.1%	4,606,948	2.3%	151,436,000	1.7%
2017	10,005	-0.8%	4,685,853	1.7%	153,337,000	1.3%
2018	9,989	-0.2%	4,739,081	1.1%	155,761,000	1.6%
2019	10,089	1.0%	4,773,453	0.7%	157,538,000	1.1%
2020	9,411	-6.7%	4,379,122	-8.3%	147,795,000	-6.2%
2021	9,561	1.6%	4,501,562	2.8%	152,581,000	3.2%
2022	9,861	3.1%	4,632,539	2.9%	158,291,000	3.7%
2023*	9,507	-3.6%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor; Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Leelanau County	Michigan	United States
2013	7.6%	8.7%	7.4%
2014	6.7%	7.2%	6.2%
2015	5.4%	5.4%	5.3%
2016	5.0%	5.0%	4.9%
2017	4.8%	4.6%	4.4%
2018	4.3%	4.2%	3.9%
2019	3.8%	4.1%	3.7%
2020	8.3%	10.0%	8.1%
2021	5.2%	5.8%	5.4%
2022	4.3%	4.2%	3.7%
2023*	5.3%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Leelanau County increased by 571 employees, or 6.0%, which was less than the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Leelanau County by 6.7%, which was a smaller decline compared to the state (8.3%). In 2021, total employment for the county increased by 1.6%, followed by an additional increase of 3.1% in 2022. Although total employment in Leelanau County declined 3.6% through March 2023, which may be due, in part,



to seasonality, the increases in total employment over the last two full years are a positive sign that the local economy is recovering from the effects of the COVID-19 pandemic. While total employment still remains below the 2019 level, Leelanau County has recovered to within 97.7% (2022 full year) of the total employment in 2019, which represents a recovery rate slightly above that for the state of Michigan (97.0%).

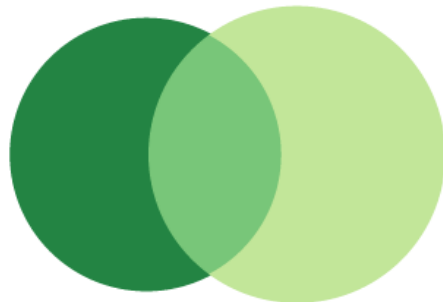
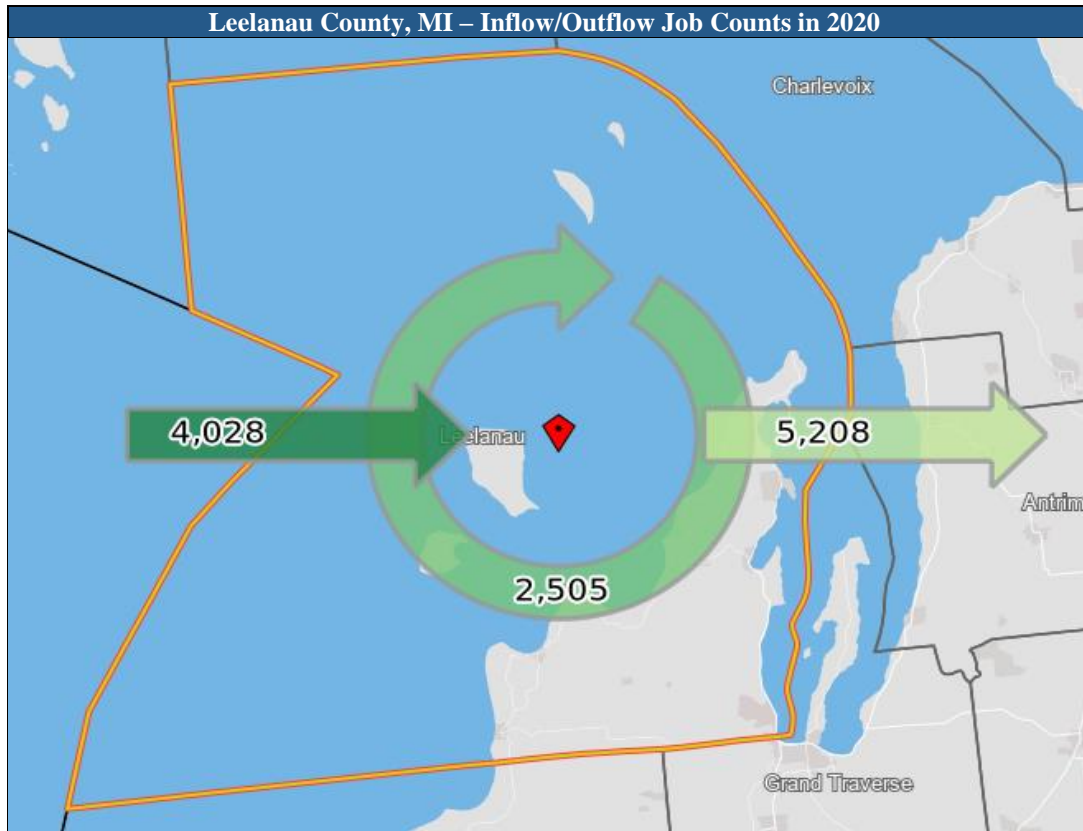
The unemployment rate within Leelanau County steadily declined from 2013 (7.6%) to 2019 (3.8%). It is noteworthy that the unemployment rate within the county has typically been comparable to, and in some cases lower than, the rate within the state since 2013. In 2020, the unemployment rate increased sharply to 8.3%, which represents an unemployment rate below that of the state (10.0%) during this time. In 2021, the unemployment rate within the county decreased to 5.2%. As of 2022, the unemployment rate within the county decreased to 4.3%. This represents an unemployment rate that is marginally higher than the state (4.2%) and nation (3.7%). Additionally, the 4.3% unemployment rate within the county is much more comparable to the rate in 2019 (3.8%) and is a positive sign of continuing recovery in the local economy.

#### Commuting Data

According to the 2016-2020 American Community Survey (ACS), 85.8% of Leelanau County commuters either drive alone or carpool to work, 2.2% walk to work and 10.3% work from home. ACS also indicates that 64.9% of Leelanau County workers have commute times of less than 30 minutes, while 3.6% have commutes of 60 minutes or more. This represents slightly shorter commute times compared to the state, where 62.6% of workers have commute times of less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 7,713 employed residents of Leelanau County, 5,208 (67.5%) are employed outside the county, while the remaining 2,505 (32.5%) are employed within Leelanau County. In addition, 4,028 people commute into Leelanau County from surrounding areas for employment. These 4,028 non-residents account for over three-fifths (61.7%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.



■ 4,028 - Employed in Selection Area, Live Outside  
■ 5,208 - Live in Selection Area, Employed Outside  
■ 2,505 - Employed and Live in Selection Area

#### Inflow/Outflow Job Counts (All Jobs)

	2020	
	Count	Share
<a href="#">Employed in the Selection Area</a>	6,533	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	4,028	61.7%
<a href="#">Employed and Living in the Selection Area</a>	2,505	38.3%
<a href="#">Living in the Selection Area</a>	7,713	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	5,208	67.5%
<a href="#">Living and Employed in the Selection Area</a>	2,505	32.5%

#### Commuting Flow Analysis by Age and Earnings (2020, All Jobs)

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	956	18.4%	917	22.8%	443	17.7%
Ages 30 to 54	2,639	50.7%	2,081	51.7%	1,157	46.2%
Ages 55 or older	1,613	31.0%	1,030	25.6%	905	36.1%
Earning <\$1,250 per month	1,295	24.9%	1,110	27.6%	817	32.6%
Earning \$1,251 to \$3,333	1,458	28.0%	1,607	39.9%	904	36.1%
Earning \$3,333+ per month	2,455	47.1%	1,311	32.5%	784	31.3%
<b>Total Worker Flow</b>	<b>5,208</b>	<b>100.0%</b>	<b>4,028</b>	<b>100.0%</b>	<b>2,505</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Of the county’s 4,028 in-commuters, over one-half (51.7%) are between the ages of 30 and 54, 25.6% are age 55 or older, and 22.8% are under the age of 30. This is a generally similar distribution of workers by age compared to the resident outflow workers. Approximately two-fifths (39.9%) of inflow workers earn between \$1,251 and \$3,333 per month (approximately \$15,000 to \$40,000 annually), nearly one-third (32.5%) earn more than \$3,333 per month, and the remaining 27.6% earn \$1,250 or less per month. By comparison, nearly one-half (47.1%) of outflow workers earn more than \$3,333 per month, over one-fourth (28.0%) earn between \$1,251 and \$3,333 per month, and the remaining 24.9% earn \$1,250 or less per month. Based on the preceding data, people that commute *into* Leelanau County for employment are typically similar in age and more likely to earn low to moderate wages (less than \$3,333 per month) when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the nearly 4,030 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Leelanau County.

**C. HOUSING METRICS**

The estimated distribution of the area housing stock by tenure for Leelanau County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
<b>Leelanau County</b>	Number	9,740	8,615	1,125	5,832	15,572
	Percent	62.5%	88.4%	11.6%	37.5%	100.0%
<b>Region</b>	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
<b>Michigan</b>	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 15,572 housing units within Leelanau County in 2022. Based on ESRI estimates and 2020 Census data, of the 9,740 total *occupied* housing units in Leelanau County, 88.4% are owner occupied, while the remaining 11.6% are renter occupied. As such, Leelanau County has a much higher share of owner-occupied housing units when compared to the Northern Michigan Region (79.6%) and the state of Michigan (71.4%). Leelanau County also has a higher share (37.5%) of housing units classified as vacant compared to the region (28.3%) and state (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units.

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Leelanau County</b>	356	34.8%	2,364	28.9%	41	4.0%	48	0.6%	41	4.0%	1	< 0.1%
<b>Region</b>	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
<b>Michigan</b>	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Leelanau County, 34.8% of the renter-occupied housing units and 28.9% of the owner-occupied housing units were built prior to 1970. Based on these figures, the housing stock in Leelanau County appears to be similar in age compared to housing within the region but newer compared to housing units statewide. The share of renter housing units (4.0%) in the county that experience overcrowding are above rates within the region and state, while the share of overcrowded owner-occupied units (0.6%) is lower than regional and state shares of similar housing units. The share of renter housing units (4.0%) in the county with incomplete plumbing or kitchens is higher than in the region and state, while the share of owner housing units (<0.1%) in Leelanau County with incomplete plumbing or kitchens is lower than regional and statewide rates.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability						
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Leelanau County</b>	\$71,232	\$307,877	\$966	43.3%	22.6%	15.9%	9.3%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs

The median household income of \$71,232 within Leelanau County is higher than the median household income for the Northern Michigan Region (\$63,085) and the state of Michigan (\$65,507). The estimated median home value in Leelanau County (\$307,877) is significantly higher than estimated median home values in the region and state, while the county's average gross rent is higher than in the region but similar to the statewide average gross rent. In Leelanau County, 43.3% of renter households and 22.6% of owner households are cost burdened. Each of these figures are generally consistent with regional and state shares. Overall, Leelanau County has an estimated 443 renter households and 1,848 owner households that are housing cost burdened. As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for Leelanau County, the Northern Michigan Region and the state of Michigan.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Leelanau County</b>	Number	787	135	101	1,023	7,948	50	180	8,178
	Percent	76.9%	13.2%	9.9%	100.0%	97.2%	0.6%	2.2%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	1.0%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Leelanau County, over three-quarters (76.9%) of the *rental* units are within structures of four units or less, while mobile homes comprise an additional 9.9% of county rental units. The combined share of these two types of structures (86.8%) is much higher when compared to that of the region (66.0%) and state (56.5%). Leelanau County also has a much lower share (13.2%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%) and state (43.5%). Among *owner*-occupied units in the county, there is a higher share (97.2%) of units within structures of four units or less and a lower share (2.2%) of mobile home units compared to the shares of such units in the region and state. According to ACS data, there is a very small share (0.6%) of owner-occupied housing units in Leelanau County within structures of five or more units.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within Leelanau County, the Northern Michigan Region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a sizable majority (86.8%) of the county's rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
<b>Leelanau County</b>	Number	69	59	195	175	361	74	9	81	1,023
	Percent	6.7%	5.8%	19.1%	17.1%	35.3%	7.2%	0.9%	7.9%	100.0%
<b>Region</b>	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
<b>Michigan</b>	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (35.3%) of Leelanau County rental units has gross rents between \$1,000 and \$1,500. There are also notable shares of rental units with gross rents between \$500 and \$750 (19.1%) and between \$750 and \$1,000 (17.1%). Overall, nearly half (48.7%) of rental units in the county have gross rents that are \$1,000 or less, which is a significantly lower share of these units compared to the region (61.9%) and state (59.0%). The smaller share of units with lower gross rents in Leelanau County likely indicates a lack of housing choices for low- and moderate-income households in the market.

Bowen National Research’s Survey of Housing Supply

*Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

Multifamily Supply by Product Type – Leelanau County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Government-Subsidized	1	18	0	100.0%
Total	1	18	0	100.0%

In Leelanau County, one government-subsidized apartment property was surveyed with a total of 18 units. The 18-unit subsidized property is 100% occupied with a wait list of eight households for the next available units. This property has a quality rating of “B,” reflective of housing in good condition. No market-rate or Tax Credit properties were surveyed in the county.

*Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. and account for 86.8% of the total rental units in Leelanau County. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Leelanau County.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/ Boats/RVs	Total Units
<b>Leelanau County</b>	Number	787	135	101	1,023
	Percent	76.9%	13.2%	9.9%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Leelanau County, over three-quarters (76.9%) of non-conventional rental units are within structures containing one to four units. This is a much higher rate of rental units within one- to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). Note that only 13.2% of rental units in the county are in structures that contain five or more units, which are typically referred to as conventional rental units. This is a much lower share of conventional rental units compared to the region (33.9%) and state (43.5%). As a significant share of the rental housing stock in Leelanau County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified two non-conventional rentals that were listed as *available* for rent in Leelanau County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Leelanau County.

Surveyed Non-Conventional Rental Supply – Leelanau County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	0	-	-	-
One-Bedroom	0	-	-	-
Two-Bedroom	1	\$2,300	\$2,300	\$1.53
Three-Bedroom	1	\$2,600	\$2,600	\$1.44
Four-Bedroom+	0	-	-	-
Total	2			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

When compared with all non-conventional rentals in the county, the two available rentals represent an occupancy rate of 99.8%. This is an extremely high occupancy rate. The identified non-conventional rentals in Leelanau County consist of a two-bedroom unit renting for \$2,300 and a three-bedroom unit renting for \$2,600. These are very high rents that are unlikely to be affordable to most households in the county. Note that there were no market-rate or Tax Credit conventional properties surveyed in Leelanau County as part of this Housing Needs Assessment, and that the only affordable housing property surveyed in the county was 100% occupied at the time of this survey. Therefore, prospective tenants seeking to rent units in the county have very few options.

### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Leelanau County.

Leelanau County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	33	\$975,000
Sold**	103	\$520,000

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Leelanau County as of February 2023 consists of 33 total units with a median list price of \$975,000. Note that 14 of the 33 listed homes have asking prices of at least \$1,000,000. The 33 available units represent 6.0% of the 551 available units within the Northern Michigan Region. Historical sales ranging from September 2022 to March 2023 consisted of 103 homes sold during this period with a median sale price of \$520,000. Note that the median list price of available product (\$975,000) is significantly higher than the median sale price of recently sold homes. The 33 available homes represent only 0.4% of the estimated 8,615 owner-occupied units in Leelanau County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Leelanau County appears to have a disproportionately low number of housing units available to purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Leelanau County.

Leelanau County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	4	3.9%
\$100,000 to \$199,999	5	4.9%
\$200,000 to \$299,999	9	8.7%
\$300,000 to \$399,999	15	14.6%
\$400,000+	70	68.0%
Total	103	100.0%

Source: Realtor.com and Bowen National Research

Recent sales activity in Leelanau County primarily favors homes at price points that generally target high-income buyers. Note that over two-thirds (68.0%) of the 103 homes sold between September 2022 and March 2023 were priced at \$400,000 or above, while 14.6% of recent sales were priced between \$300,000 and \$399,999. By comparison, only 17.5% of sales were for units priced below \$300,000, which is a price point sought after by first-time and middle-class home buyers.



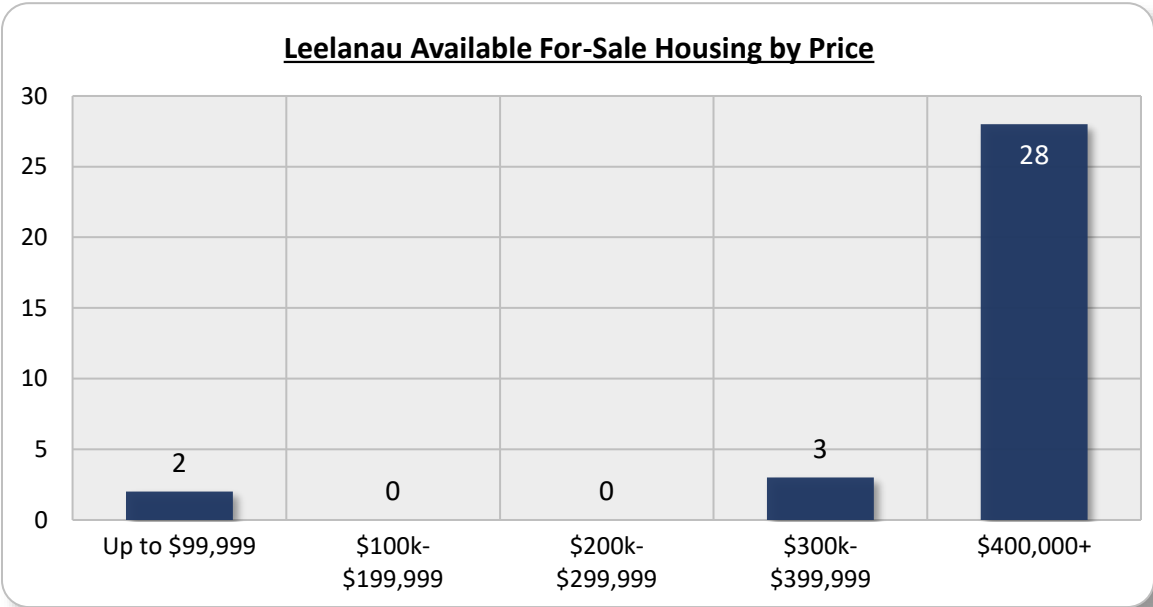
The following table summarizes the distribution of *available* for-sale residential units by *price point* for Leelanau County:

Leelanau County Available For-Sale Housing by Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	2	6.1%
\$100,000 to \$199,999	0	0.0%
\$200,000 to \$299,999	0	0.0%
\$300,000 to \$399,999	3	9.1%
\$400,000+	28	84.8%
Total	33	100.0%

Source: Realtor.com and Bowen National Research

Homes available for-sale in Leelanau County as of February 2023 almost exclusively target higher price points. Note that 28 of 33 listings are priced at \$400,000 or more in the current housing market. In addition, there are only two homes offered for sale below \$100,000 and *no homes offered for sale* between \$100,000 and \$299,999. Based on the lack of lower priced home listings in the county, it appears that first-time homebuyers and middle-class households are largely shut out of the for-sale housing market in Leelanau County.

The distribution of available homes in Leelanau County by *price point* is illustrated in the following graph:



The distribution of available homes by *bedroom type* for Leelanau County is summarized in the following table.

Leelanau County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	2	650	\$99,000 - \$642,000	\$370,500	\$752.52
Two-Br.	6	1,093	\$300,000 - \$1,395,000	\$633,000	\$710.50
Three-Br.	9	2,306	\$99,000 - \$1,309,000	\$659,000	\$337.43
Four-Br.+	16	3,498	\$385,000 - \$4,250,000	\$1,212,500	\$342.25
Total	33	2,563	\$99,000 - \$4,250,000	\$975,000	\$339.12

Source: Realtor.com and Bowen National Research

As shown in the preceding table, nearly half (48.5%) of the available for-sale housing product in the county are four-bedroom or larger units, while over one-quarter (27.3%) of available homes in the county are three-bedroom units. The remaining eight units are either one-bedroom or two-bedroom units. Median list prices range from \$370,500 for one-bedroom units to \$1,212,500 for four bedroom or larger homes. At these median prices, even the smallest units (one-bedroom) would be unaffordable to many households.

#### **D. HOUSING GAP**

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units Leelanau County can support. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 2,335 units, with a gap of 382 rental units and a gap of 1,953 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Leelanau County. Details of the methodology used in this analysis are provided in Section VII of this report.

Leelanau County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$46,700	\$46,701-\$74,720	\$74,721-\$112,080	\$112,081+
Monthly Rent Range	≤\$1,167	\$1,168-\$1,867	\$1,868-\$2,802	\$2,803+
Household Growth	-54	-6	25	15
Balanced Market*	36	12	5	3
Replacement Housing**	58	10	2	0
External Market Support^	60	20	16	9
Severe Cost Burdened^^	107	54	18	0
Step-Down Support	9	4	-5	-8
Less Pipeline Units	-4	-4	0	0
<b>Overall Units Needed</b>	<b>212</b>	<b>90</b>	<b>61</b>	<b>19</b>

\*Based on Bowen National Research's survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

Leelanau County, Michigan				
For-Sale Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$46,700	\$46,701-\$74,720	\$74,721-\$112,080	\$112,081+
Price Point	≤\$155,667	\$155,668-\$249,066	\$249,067-\$373,600	\$373,601+
Household Growth	-357	-147	77	546
Balanced Market*	67	55	55	49
Replacement Housing**	28	11	6	4
External Market Support^	480	241	80	0
Severe Cost Burdened^^	214	171	175	241
Step-Down Support	66	52	218	-336
Less Pipeline Units	0	0	30	13
<b>Overall Units Needed</b>	<b>498</b>	<b>383</b>	<b>581</b>	<b>491</b>

\*Based on Bowen National Research's analysis of for-sale product within county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gaps in the county are for the two lowest housing affordability segments (rents below \$1,867 that are affordable to households earning up to 80% of AMHI). While the greatest *for-sale* housing gap in the county is for product priced between \$249,067 and \$373,600, which is affordable to households earning between \$74,721 and \$112,080, there are substantial gaps among all price segments. Although development within Leelanau County should be prioritized to the product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county's ability to attract potential workers and help meet the changing and growing housing needs of the local market.

**E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Leelanau County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• High level of rental housing demand</li> <li>• Strong demand for for-sale housing</li> <li>• Positive projected household growth</li> <li>• Positive median household income growth</li> </ul>	<ul style="list-style-type: none"> <li>• Limited available rentals and for-sale housing</li> <li>• Disproportionately low share of rentals</li> <li>• Lack of affordable workforce and senior housing alternatives</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Housing need of 382 rental units</li> <li>• Housing need of 1,953 for-sale units</li> <li>• Attract some of the 4,028 commuters coming into the county for work to live in the county</li> <li>• Nearly 50 parcels that could potentially support residential development (see page VI-56)</li> </ul>	<ul style="list-style-type: none"> <li>• The county risks losing residents to other areas/communities</li> <li>• Vulnerable to deteriorating and neglected housing stock</li> <li>• Inability to attract businesses to county</li> <li>• Inability of employers to attract and retain workers due to local housing issues</li> <li>• Influence of seasonal/recreational housing</li> </ul>

The county’s housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.

# ADDENDUM J: MANISTEE COUNTY OVERVIEW

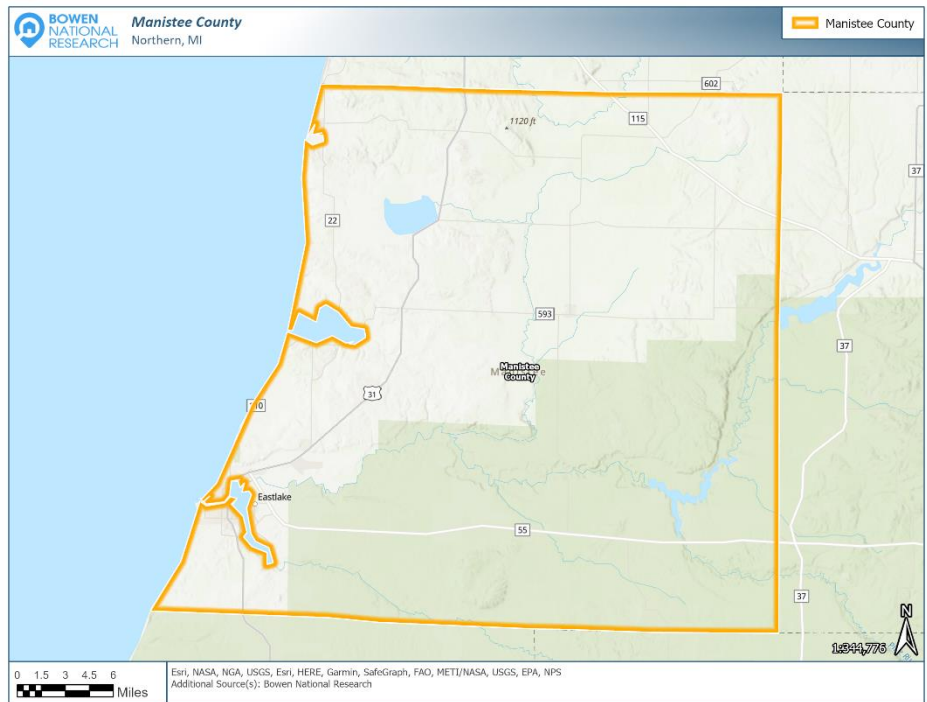
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Manistee County. To provide a base of comparison, various metrics of Manistee County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

## A. INTRODUCTION

Manistee County is located in the northwestern portion of the Lower Peninsula of Michigan along the eastern shore of Lake Michigan. Manistee County contains approximately 557.69 square miles and has an estimated population of 24,930 for 2022, which is representative of approximately 8.0% of the total population for the 10-county Northern Michigan Region. The city of Manistee serves as the county seat and is accessible via U.S. Highway 31 in the southwestern portion of the county. Other notable population centers within the county include the villages of Bear Lake, Copemish, Eastlake, Kaleva, and Onekama. Major arterials that serve the county include U.S. Highway 31 as well as State Routes 22, 55, and 115.

A map illustrating Manistee County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Manistee County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Manistee</b>	24,733	25,032	299	1.2%	24,930	-102	-0.4%	24,884	-46	-0.2%
<b>Region</b>	297,912	310,802	12,890	4.3%	311,690	888	0.3%	313,166	1,476	0.5%
<b>Michigan</b>	9,883,297	10,077,094	193,797	2.0%	10,077,929	835	0.0%	10,054,166	-23,763	-0.2%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Manistee County increased by 299 (1.2%). This increase in population for Manistee County is less than the 4.3% population growth within the PSA and 2.0% growth in the state during this time period. In 2022, the estimated total population of Manistee County is 24,930, which comprises 8.0% of the total PSA population. Between 2022 and 2027, the population of Manistee County is projected to decrease by 0.2%, which contrasts the projected growth rate within the PSA (0.5%) during this time. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Manistee County is projected to have a 0.2% increase in households between 2022 and 2027.

Other notable population statistics for Manistee County include the following:

- Minorities comprise 11.5% of the county’s population, which is higher than the Northern Michigan Region share of 8.7% and lower than the statewide share of 26.1%.
- Married persons represent approximately half (50.4%) of the adult population, which is lower than the share reported for the Northern Michigan Region (55.3%) and comparable to the share for the state of Michigan (49.0%).
- The adult population without a high school diploma is 9.5%, which is higher than shares reported for the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 10.8% of the population lives in poverty, which is similar to the Northern Michigan Region share of 10.7% and below the statewide share of 13.7%.
- The annual movership rate (population moving within or to Manistee County) is 10.6%, which is lower than both Northern Michigan Region (12.1%) and statewide (13.4%) shares.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Manistee</b>	10,308	10,597	289	2.8%	10,579	-18	-0.2%	10,601	22	0.2%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within Manistee County increased by 289 (2.8%), which represents a smaller rate of increase compared to the region (7.2%) and state (4.4%). In 2022, there is an estimated total of 10,579 households in Manistee County, which represents a 0.2% decrease in households compared to 2020. In total, the households within Manistee County account for 8.0% of all households within the region. Between 2022 and 2027, the number of households in Manistee County is projected to increase by 0.2%, or 22 households. The projected increase in households within Manistee County over the next five years is less than the projected increase in households for the region (1.0%) and only slightly lower than the moderate increase in the state (0.3%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
<b>Manistee</b>	2010	270 (2.6%)	865 (8.4%)	1,379 (13.4%)	2,066 (20.0%)	2,352 (22.8%)	1,766 (17.1%)	1,610 (15.6%)
	2022	242 (2.3%)	925 (8.7%)	1,246 (11.8%)	1,552 (14.7%)	2,351 (22.2%)	2,487 (23.5%)	1,776 (16.8%)
	2027	230 (2.2%)	852 (8.0%)	1,279 (12.1%)	1,480 (14.0%)	2,067 (19.5%)	2,613 (24.6%)	2,080 (19.6%)
	Change 2022-2027	<b>-12</b> <b>(-5.0%)</b>	<b>-73</b> <b>(-7.9%)</b>	<b>33</b> <b>(2.6%)</b>	<b>-72</b> <b>(-4.6%)</b>	<b>-284</b> <b>(-12.1%)</b>	<b>126</b> <b>(5.1%)</b>	<b>304</b> <b>(17.1%)</b>
<b>Region</b>	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	<b>-115</b> <b>(-3.5%)</b>	<b>-1,157</b> <b>(-7.5%)</b>	<b>831</b> <b>(4.7%)</b>	<b>-821</b> <b>(-4.0%)</b>	<b>-3,285</b> <b>(-11.5%)</b>	<b>2,114</b> <b>(7.8%)</b>	<b>3,758</b> <b>(19.4%)</b>
<b>Michigan</b>	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	<b>-5,617</b> <b>(-3.7%)</b>	<b>-37,526</b> <b>(-6.6%)</b>	<b>22,454</b> <b>(3.6%)</b>	<b>-35,034</b> <b>(-5.2%)</b>	<b>-78,417</b> <b>(-9.6%)</b>	<b>53,344</b> <b>(7.7%)</b>	<b>92,660</b> <b>(18.0%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 65 and 74 within Manistee County comprise the largest share of all households (23.5%). Household heads between the ages of 55 and 64 (22.2%) and those ages 75 and older (16.8%) comprise the next largest shares of the total households in Manistee County. Overall, senior households (age 55 and older) constitute over three-fifths (62.5%) of all households within the county. This is a notably higher share of senior households as compared to the Northern Michigan Region (56.8%) and the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 11.0% of all Manistee County households, which represents a much smaller share of such households when compared to the region (14.1%) and the state (17.8%). Between 2022 and 2027, household growth within Manistee County is projected to occur among the age cohorts of 35 to 44 years and 65 years and older. The most significant growth will occur among households ages 75 and older, with Manistee County experiencing a 17.1% increase within this age cohort. Aside from the age cohort of 35 to 44, which is projected to increase by 2.6%, households under the age of 65 are projected to decline over the next five years within the county.



Households by tenure (renter and owner) for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Manistee	Owner-Occupied	8,376	81.3%	8,131	78.9%	8,818	83.4%	8,883	83.8%
	Renter-Occupied	1,932	18.7%	2,177	21.1%	1,761	16.6%	1,718	16.2%
	Total	10,308	100.0%	10,308	100.0%	10,579	100.0%	10,601	100.0%
Region	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
Michigan	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Manistee County has an 83.4% share of owner households and a 16.6% share of renter households. Manistee County has a larger share of owner households as compared to the Northern Michigan Region (79.6%) and the state (71.4%). Overall, Manistee County renter households represent 6.5% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households in Manistee County is projected to increase by 65 households (0.7%), while the number of renter households is projected to decrease by 43 households (2.4%). The increase among owner households in the county will likely contribute to an increase in demand within the for-sale housing market over the next five years.

Median household income for selected years is shown in the following table:

	Median Household Income				
	2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
Manistee	\$38,088	\$59,828	57.1%	\$67,768	13.3%
Region	\$44,261	\$63,085	42.5%	\$71,177	12.8%
Michigan	\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Manistee County is \$59,828. Between 2010 and 2022, the county experienced an increase of 57.1% in median household income. The increase in Manistee County was larger than the increases for both the region (42.5%) and the state of Michigan (42.3%). The median household income within the county in 2022 is 5.2% lower than that reported in the region (\$63,085). The median household income in the county is projected to increase by an additional 13.3% between 2022 and 2027, resulting in a projected median income of \$67,768 by 2027, which will remain below the projected median income for the region (\$71,177) and state (\$75,988).

The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in **red**, while increases are in **green**:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Manistee</b>	2010	330 (15.2%)	600 (27.6%)	439 (20.1%)	268 (12.3%)	224 (10.3%)	106 (4.9%)	187 (8.6%)	23 (1.0%)
	2022	209 (11.8%)	303 (17.2%)	298 (16.9%)	270 (15.3%)	176 (10.0%)	128 (7.3%)	290 (16.5%)	88 (5.0%)
	2027	186 (10.8%)	252 (14.7%)	257 (15.0%)	282 (16.4%)	153 (8.9%)	134 (7.8%)	333 (19.4%)	120 (7.0%)
	Change 2022-2027	<b>-23</b> <b>(-11.0%)</b>	<b>-51</b> <b>(-16.8%)</b>	<b>-41</b> <b>(-13.8%)</b>	<b>12</b> <b>(4.4%)</b>	<b>-23</b> <b>(-13.1%)</b>	<b>6</b> <b>(4.7%)</b>	<b>43</b> <b>(14.8%)</b>	<b>32</b> <b>(36.4%)</b>
<b>Region</b>	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	<b>-359</b> <b>(-15.4%)</b>	<b>-813</b> <b>(-21.1%)</b>	<b>-302</b> <b>(-6.4%)</b>	<b>50</b> <b>(1.2%)</b>	<b>-150</b> <b>(-5.0%)</b>	<b>123</b> <b>(5.9%)</b>	<b>436</b> <b>(9.0%)</b>	<b>522</b> <b>(25.2%)</b>
<b>Michigan</b>	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	<b>-29,772</b> <b>(-22.7%)</b>	<b>-40,400</b> <b>(-24.9%)</b>	<b>-23,618</b> <b>(-14.7%)</b>	<b>-11,370</b> <b>(-8.0%)</b>	<b>-5,931</b> <b>(-5.0%)</b>	<b>5,249</b> <b>(5.7%)</b>	<b>33,790</b> <b>(14.8%)</b>	<b>43,334</b> <b>(34.7%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$10,000 and \$19,999 (17.2%) and between \$20,000 and \$29,999 (16.9%) comprise the largest shares of renter households by income level within the county. Over three-fifths (61.2%) of all renter households within the county earn less than \$40,000 which is a larger share compared to the region (55.5%). Between 2022 and 2027, growth among renter households within Manistee County is projected to be concentrated among households earning \$50,000 or more, with moderate growth also projected for those earning between \$30,000 and \$39,999. The Northern Michigan Region will primarily experience growth among the same income cohorts over the next five years. The largest growth by percentage (36.4%, or 32 households) within the county is projected to occur among renter households earning \$100,000 or more, while the largest growth in terms of number of households (43) is projected to occur among renter households earning between \$60,000 and \$99,999. Despite the projected growth among higher-income renter households between 2022 and 2027, well over half (56.9%) of renter households within Manistee County will continue to earn less than \$40,000 annually.

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in **red**, while increases are in **green**:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Manistee</b>	2010	490 (6.0%)	1,083 (13.3%)	1,146 (14.1%)	1,050 (12.9%)	1,049 (12.9%)	861 (10.6%)	1,732 (21.3%)	720 (8.9%)
	2022	286 (3.2%)	515 (5.8%)	667 (7.6%)	870 (9.9%)	751 (8.5%)	833 (9.4%)	2,738 (31.1%)	2,157 (24.5%)
	2027	225 (2.5%)	379 (4.3%)	476 (5.4%)	787 (8.9%)	634 (7.1%)	826 (9.3%)	2,892 (32.6%)	2,665 (30.0%)
	Change 2022-2027	<b>-61</b> <b>(-21.3%)</b>	<b>-136</b> <b>(-26.4%)</b>	<b>-191</b> <b>(-28.6%)</b>	<b>-83</b> <b>(-9.5%)</b>	<b>-117</b> <b>(-15.6%)</b>	<b>-7</b> <b>(-0.8%)</b>	<b>154</b> <b>(5.6%)</b>	<b>508</b> <b>(23.6%)</b>
<b>Region</b>	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	<b>-518</b> <b>(-20.3%)</b>	<b>-1,351</b> <b>(-27.6%)</b>	<b>-1,432</b> <b>(-18.4%)</b>	<b>-956</b> <b>(-10.0%)</b>	<b>-1,109</b> <b>(-12.4%)</b>	<b>-584</b> <b>(-6.4%)</b>	<b>680</b> <b>(2.2%)</b>	<b>7,088</b> <b>(22.6%)</b>
<b>Michigan</b>	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	<b>-16,584</b> <b>(-20.9%)</b>	<b>-32,445</b> <b>(-25.4%)</b>	<b>-36,413</b> <b>(-19.8%)</b>	<b>-34,655</b> <b>(-15.8%)</b>	<b>-28,313</b> <b>(-12.9%)</b>	<b>-20,353</b> <b>(-8.6%)</b>	<b>-10,779</b> <b>(-1.4%)</b>	<b>220,125</b> <b>(20.4%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 55.6% of *owner* households in Manistee County earn \$60,000 or more annually, which represents a smaller share compared to the Northern Michigan Region (59.2%) and the state of Michigan (63.2%). Over one-fourth (27.8%) of owner households in Manistee County earn between \$30,000 and \$59,999, and the remaining 16.6% earn less than \$30,000. As such, the overall distribution of owner households by income in the county is slightly more concentrated among the lower income cohorts as compared to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Manistee County and the Northern Michigan Region. Specifically, owner households in the county earning \$100,000 or more are projected to increase by 23.6%, or 508 households, while those earning between \$60,000 and \$99,999 are projected to experience a more moderate increase (5.6%). All income cohorts earning less than \$60,000 are projected to decline in the county over the next five years.

The following table illustrates the cumulative change in total population for Manistee County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Manistee County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Manistee County</b>	24,747	24,738	-9	-0.1%	-1,240	1,089	152	1,241
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-10, Manistee County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the moderate population decline (0.1%) within Manistee County from 2010 to 2020 was primarily the result of natural decrease (more deaths than births). While net migration (1,241) had a positive influence on the population within Manistee County between 2010 and 2020, natural decrease (-1,240) resulted in an overall slight decrease in population during this time period. This trend of positive domestic and international migration combined with natural decrease in Manistee County is consistent with the regionwide trends within the PSA (Northern Michigan Region). In order for Manistee County to continue benefiting from positive net migration, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants, and to retain young families in the county, which can contribute to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Manistee County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Manistee County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
<b>Benzie County, MI</b>	<b>179</b>	<b>5.9%</b>	<b>83</b>
Muskegon County, MI	176	5.8%	86
Kent County, MI	162	5.3%	-20
Mason County, MI	151	5.0%	33
Mecosta County, MI	132	4.3%	-132
Wayne County, MI	113	3.7%	43
<b>Wexford County, MI</b>	<b>107</b>	<b>3.5%</b>	<b>-7</b>
Jackson County, MI	105	3.4%	3
Lenawee County, MI	104	3.4%	12
Kalamazoo County, MI	93	3.1%	-17
All Other Counties	1,726	56.6%	178
<b>Total Migration</b>	<b>3,048</b>	<b>100.0%</b>	<b>262</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes counties within the state and bordering states

As the preceding illustrates, over two-fifths (43.4%) of the gross migration for Manistee County is among the top 10 counties listed. Benzie County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall positive net-migration (83) influence for Manistee County. In total, two of the top 10 migration counties (Benzie and Wexford) for Manistee County are within the PSA. Combined, these two PSA counties have a positive net-migration (76) influence for Manistee County. Among the counties from which Manistee County has the largest net gain of residents are Muskegon County (86) and Benzie County (83), while Mecosta County (-132) receives the largest influx of Manistee County residents.

The following table details the *shares* of domestic in-migration by three select age cohorts for Manistee County from 2012 to 2021.

Domestic County Population In-Migrants by Age, 2012 to 2021 – Manistee County		
Age	2012-2016	2017-2021
1 to 24	36.8%	27.4%
25 to 64	56.1%	63.1%
65+	7.1%	9.5%
Median Age (In-state migrants)	32.5	41.3
Median Age (Out-of-state migrants)	33.3	31.9
Median Age (County Population)	48.7	49.7

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 56.1% of in-migrants to Manistee County were between the ages of 25 and 64, while 36.8% were less than 25 years of age, and 7.1% were ages 65 and older. The share of in-migrants between the ages of 25 and 64 increased to 63.1% during the time period between 2017 and 2021, while the share of in-migrants under the age of 25 decreased to 27.4%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (41.3 years) is notably higher than out-of-state migrants (31.9 years), but lower than the existing population of the county (49.7 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

Manistee County: Income Distribution by Mobility Status for Population Age 15+ Years*						
2021 Inflation Adjusted Individual Income	Moved Within Same County		Moved From Different County, Same State		Moved From Different State	
	Number	Percent	Number	Percent	Number	Percent
<\$10,000	244	29.4%	125	20.7%	27	11.5%
\$10,000 to \$14,999	71	8.6%	70	11.6%	7	3.0%
\$15,000 to \$24,999	147	17.7%	87	14.4%	56	23.8%
\$25,000 to \$34,999	106	12.8%	114	18.9%	36	15.3%
\$35,000 to \$49,999	125	15.1%	111	18.4%	57	24.3%
\$50,000 to \$64,999	50	6.0%	33	5.5%	6	2.6%
\$65,000 to \$74,999	58	7.0%	25	4.1%	4	1.7%
\$75,000+	28	3.4%	38	6.3%	42	17.9%
Total	829	100.0%	603	100.0%	235	100.0%

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research

\*Excludes population with no income

According to data provided by the American Community Survey, over two-fifths (46.7%) of the population that moved to Manistee County from a different county within Michigan earned less than \$25,000 per year. While a much smaller number of individuals moved to Manistee County from out-of-state, a notable share (38.3%) of these individuals earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for both in-migrants from a different county within Michigan (15.9%) and those from outside the state (22.2%). Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Manistee County.

### Labor Force

The following table illustrates the employment base by industry for Manistee County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Manistee County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	80	0.7%	1,037	0.6%	18,094	0.4%
Mining	34	0.3%	416	0.2%	6,059	0.1%
Utilities	25	0.2%	566	0.3%	14,450	0.3%
Construction	439	4.1%	8,709	4.9%	163,027	3.6%
Manufacturing	<b>1,488</b>	<b>13.9%</b>	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	200	1.9%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>1,529</b>	<b>14.2%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	125	1.2%	2,863	1.6%	95,658	2.1%
Information	91	0.8%	2,773	1.5%	91,050	2.0%
Finance & Insurance	255	2.4%	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	148	1.4%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	293	2.7%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	3	0.0%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	148	1.4%	4,042	2.3%	111,717	2.4%
Educational Services	493	4.6%	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	<b>1,547</b>	<b>14.4%</b>	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	227	2.1%	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	<b>2,028</b>	<b>18.9%</b>	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	477	4.4%	8,794	4.9%	270,042	5.9%
Public Administration	1,078	10.0%	9,313	5.2%	238,652	5.2%
Non-classifiable	28	0.3%	914	0.5%	30,131	0.7%
Total	10,736	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Manistee County has an employment base of approximately 10,736 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Accommodation & Food Services (18.9%), Health Care & Social Assistance (14.4%), Retail Trade (14.2%), and Manufacturing (13.9%). It is interesting to note that these sectors also comprise the largest sectors of employment

within the PSA (Northern Michigan Region) and the state of Michigan. Combined, these four job sectors represent over three-fifths (61.4%) of the county employment base. This represents a greater concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a more concentrated overall distribution of employment, the economy within Manistee County may be slightly more vulnerable to economic downturns compared to the PSA and state overall. However, it should be noted that Health Care & Social Assistance, which is one of the top sectors in the county, is typically less vulnerable to economic downturns and may help partially insulate the county against economic declines. Although health care and manufacturing contain some occupations that offer competitive wages, it is important to understand that a significant number of the support occupations within these sectors, as well as many within the retail and food services industries typically have lower average wages. This can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Manistee County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	9,417	-	4,323,410	-	143,929,000	-
2014	9,497	0.8%	4,416,017	2.1%	146,305,000	1.7%
2015	9,754	2.7%	4,501,816	1.9%	148,833,000	1.7%
2016	9,866	1.1%	4,606,948	2.3%	151,436,000	1.7%
2017	9,753	-1.1%	4,685,853	1.7%	153,337,000	1.3%
2018	9,758	0.1%	4,739,081	1.1%	155,761,000	1.6%
2019	9,852	1.0%	4,773,453	0.7%	157,538,000	1.1%
2020	9,060	-8.0%	4,379,122	-8.3%	147,795,000	-6.2%
2021	8,993	-0.7%	4,501,562	2.8%	152,581,000	3.2%
2022	9,174	2.0%	4,632,539	2.9%	158,291,000	3.7%
2023*	8,601	-6.2%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor; Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Manistee County	Michigan	United States
2013	10.5%	8.7%	7.4%
2014	8.5%	7.2%	6.2%
2015	6.8%	5.4%	5.3%
2016	6.6%	5.0%	4.9%
2017	6.4%	4.6%	4.4%
2018	5.8%	4.2%	3.9%
2019	5.6%	4.1%	3.7%
2020	11.2%	10.0%	8.1%
2021	7.2%	5.8%	5.4%
2022	5.9%	4.2%	3.7%
2023*	8.2%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Manistee County increased by 435 employees, or 4.6%, which was less than the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Manistee County by 8.0%, which was a smaller decline compared to the state (8.3%). In 2021, total employment for the county decreased by an additional 0.7%, followed by an increase of 2.0% in 2022. Although total employment in Manistee County has declined 6.2% through March 2023, which may be due, in part, to seasonality, the increase in total employment in 2022 is a positive sign that the local economy is recovering from the effects of the COVID-19 pandemic. It is noteworthy that total employment still remains well below the 2019 level, and Manistee County has only recovered to 93.1% (2022 full year) of the total employment in 2019. This represents a recovery rate well below that for the state of Michigan (97.0%) and indicates the county continues to struggle from the economic decline during 2020.

The unemployment rate within Manistee County steadily declined from 2013 (10.5%) to 2019 (5.6%). It is also noteworthy that the unemployment rate within the county has typically been higher than the rate within the state since 2013. In 2020, the unemployment rate increased sharply to 11.2%, which represents an unemployment rate above that of the state (10.0%) during this time. In 2021, the unemployment rate within the county decreased to 7.2%. As of 2022, the unemployment rate within the county decreased to 5.9%. This represents an unemployment rate that is higher than the state (4.2%) and nation (3.7%). The 5.9% unemployment rate within the county in 2022 is much more comparable to the rate in 2019 (5.6%) and is a positive sign of continuing recovery in the local economy.

### Commuting Data

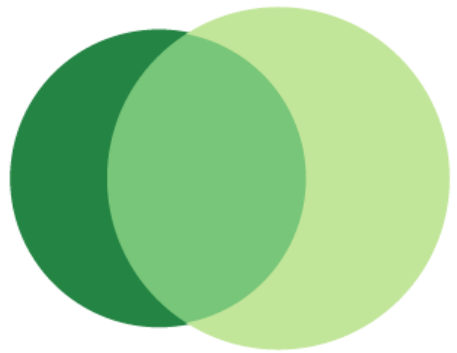
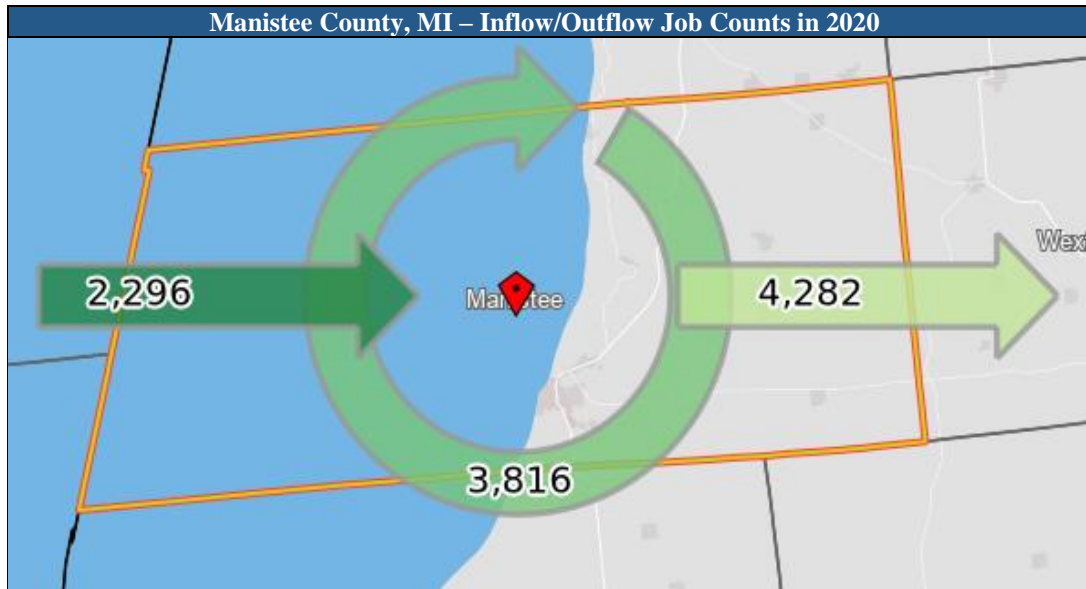
According to the 2016-2020 American Community Survey (ACS), 90.4% of Manistee County commuters either drive alone or carpool to work, 1.6% walk to work and 5.4% work from home. ACS also indicates that 71.5% of Manistee County workers have commute times of less than 30 minutes, while 5.1% have commutes of 60 minutes or more. This represents shorter commute times compared to the state, where 62.6% of workers have commute times of less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 8,098 employed residents of Manistee County, 4,282 (52.9%) are employed outside the county, while the remaining 3,816 (47.1%) are employed within Manistee County. In addition, 2,296 people commute into Manistee County from surrounding areas for employment. These 2,296 non-residents account for nearly two-fifths (37.6%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.



### Manistee County, MI – Inflow/Outflow Job Counts in 2020



■ 2,296 - Employed in Selection Area, Live Outside  
■ 4,282 - Live in Selection Area, Employed Outside  
■ 3,816 - Employed and Live in Selection Area

#### Inflow/Outflow Job Counts (All Jobs) 2020

	Count	Share
<a href="#">Employed in the Selection Area</a>	6,112	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	2,296	37.6%
<a href="#">Employed and Living in the Selection Area</a>	3,816	62.4%
<a href="#">Living in the Selection Area</a>	8,098	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	4,282	52.9%
<a href="#">Living and Employed in the Selection Area</a>	3,816	47.1%

#### Commuting Flow Analysis by Age and Earnings (2020, All Jobs)

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	1,049	24.5%	487	21.2%	681	17.8%
Ages 30 to 54	2,073	48.4%	1,220	53.1%	2,018	52.9%
Ages 55 or older	1,160	27.1%	589	25.7%	1,117	29.3%
Earning <\$1,250 per month	1,245	29.1%	616	26.8%	1,140	29.9%
Earning \$1,251 to \$3,333	1,519	35.5%	718	31.3%	1,268	33.2%
Earning \$3,333+ per month	1,518	35.5%	962	41.9%	1,408	36.9%
<b>Total Worker Flow</b>	<b>4,282</b>	<b>100.0%</b>	<b>2,296</b>	<b>100.0%</b>	<b>3,816</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Of the county's 2,296 in-commuters, over one-half (53.1%) are between the ages of 30 and 54, 25.7% are age 55 or older, and 21.2% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. Over two-fifths (41.9%) of inflow workers earn more than \$3,333 per month (\$40,000 or more annually), nearly one-third (31.3%) earn between \$1,251 and \$3,333 per month

(approximately \$15,000 to \$40,000 annually), and the remaining 26.8% earn \$1,250 or less per month. By comparison, over one-third (35.5%) of outflow workers earn between \$1,251 and \$3,333 per month, which is a similar share of outflow workers that earn more than \$3,333 per month. The remaining 29.1% of outflow workers earn \$1,250 or less per month. Based on the preceding data, people that commute *into* Manistee County for employment are typically similar in age and more likely to earn *higher* wages when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the nearly 2,300 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Manistee County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Manistee County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
<b>Manistee County</b>	Number	10,579	8,818	1,761	4,924	15,503
	Percent	68.2%	83.4%	16.6%	31.8%	100.0%
<b>Region</b>	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
<b>Michigan</b>	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 15,503 housing units within Manistee County in 2022. Based on ESRI estimates and 2020 Census data, of the 10,579 total *occupied* housing units in Manistee County, 83.4% are owner occupied, while the remaining 16.6% are renter occupied. As such, Manistee County has a higher share of owner-occupied housing units when compared to the Northern Michigan Region (79.6%) and the state of Michigan (71.4%). Note that 31.8% of the housing units within Manistee County are classified as vacant, which represents a higher share of vacant units than the region (28.3%) and state (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units.

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Manistee County</b>	593	39.7%	3,964	48.3%	35	2.3%	99	1.2%	59	4.0%	43	0.5%
<b>Region</b>	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
<b>Michigan</b>	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Manistee County, 39.7% of the renter-occupied housing units and 48.3% of the owner-occupied housing units were built prior to 1970. Based on these figures, the renter-occupied housing stock in Manistee County appears to be older in age compared to housing within the region but newer compared to housing units statewide. Owner-occupied housing stock in the county also appears to be older than housing within the region while similar in age to owner-occupied housing statewide. The share of renter units (2.3%) in the county that experience overcrowding are below rates within the region and state, while the share of owner-occupied units (1.2%) is similar to regional and state shares of similar housing units. The share of renter housing units (4.0%) in the county with incomplete plumbing or kitchens is higher than in the region and state, while the share of owner housing units (0.5%) in Manistee County with incomplete plumbing or kitchens is similar to regional and statewide rates.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

Household Income, Housing Costs and Affordability							
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Manistee County</b>	\$59,828	\$153,542	\$730	43.6%	20.2%	20.3%	7.0%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs

The median household income of \$59,828 within Manistee County is lower than the median household income for the Northern Michigan Region (\$63,085) and the state of Michigan (\$65,507). The estimated median home value and average gross rent in Manistee County are significantly lower than estimated median home values and average gross rents for the region and state. Note that the significantly lower estimated median home value and average gross rent do not appear to result in lower shares of cost burdened households in Manistee County, as 43.6% of renter households and 20.2% of owner households are cost burdened. Each of these figures are consistent with regional and state shares. Overall, Manistee County has an estimated 650 renter households and 1,662 owner households that are housing cost burdened. As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for Manistee County, the Northern Michigan Region and the state of Michigan.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Manistee County</b>	Number	1,026	370	96	1,492	7,705	2	502	8,209
	Percent	68.8%	24.8%	6.4%	100.0%	93.9%	0.0%	6.1%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	1.0%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Manistee County, over two-thirds (68.8%) of the *rental* units are within structures of four units or less, while mobile homes comprise an additional 6.4% of county rental units. The combined share of these two types of structures (75.2%) is higher when compared to that of the region (66.0%) and state (56.5%). Overall, Manistee County also has a lower share (24.8%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%) and state (43.5%). Among *owner*-occupied units in Manistee County, there is a similar share (93.9%) of units within structures of four units or less with the shares of such units in the state. The 6.1% share of owner-occupied mobile homes is lower than the share in the region and higher than the share within the state. According to ACS data, there are very few owner-occupied housing units in Manistee County within structures of five or more units.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within Manistee County, the Northern Michigan Region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a sizable majority (75.2%) of the county's rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
<b>Manistee County</b>	Number	110	127	490	411	190	3	5	156	1,492
	Percent	7.4%	8.5%	32.8%	27.5%	12.7%	0.2%	0.3%	10.5%	100.0%
<b>Region</b>	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
<b>Michigan</b>	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (32.8%) of Manistee County rental units has gross rents between \$500 and \$750, while units with gross rents between \$750 and \$1,000 represent the second largest share (27.5%). Overall, over 75% of rental units in the county have gross rents that are \$1,000 or less, which is a significantly higher share of these units compared to the region (61.9%) and state (59.0%). Overall, this larger share of units with lower gross rents demonstrates the dominance of the lower and moderately priced product among the rental units in the market.

Bowen National Research’s Survey of Housing Supply

*Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

Multifamily Supply by Product Type – Manistee County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	7	72	1	98.6%
Market-rate/Tax Credit	1	49	0	100.0%
Tax Credit	2	95	0	100.0%
Tax Credit/Government-Subsidized	4	211	14	93.4%
Government-Subsidized	8	46	0	100.0%
Total	22	473	15	96.8%

In Manistee County, a total of 22 apartment properties were surveyed, which comprised a total of 473 units. These 473 units had an occupancy rate of 96.8%, which reflects 15 vacant units. An additional 50 units were under construction at the time of this survey. The largest share (54.3%) of units surveyed in the county were at 12 subsidized properties. These surveyed subsidized properties also contain 14 of the 15 vacant units in the county. The remaining 10 properties contain either market-rate or non-subsidized Tax Credit units. Rents at market-rate properties range from \$675 to \$1,088, while rents at non-subsidized Tax Credit properties range from \$717 to \$950. Based on rent ranges for market-rate and Tax Credit properties in the county, it appears that both unit types are competitive and potentially affordable for lower income households. The 22 surveyed properties have quality ratings ranging from “B” to “C+,” which reflects properties in satisfactory to good condition. The overall occupancy rate of 96.8% is high and indicative of a strong market for apartments. Note that 19 of the 22 properties surveyed in Manistee County have wait lists, reflective of pent-up demand for apartment units.

### Non-Conventional Rental Housing

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. and account for 75.2% of the total rental units in Manistee County. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Manistee County, Northern Michigan Region, and the state of Michigan.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/Boats/RVs	Total Units
Manistee County	Number	1,026	370	96	1,492
	Percent	68.8%	24.8%	6.4%	100.0%
Region	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
Michigan	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Manistee County, over two-thirds (68.8%) of non-conventional rental units are within structures containing one to four units. The overall share is a higher rate of rental units within one- to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). As a significant share of the rental housing stock in Manistee County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified two non-conventional rentals that were listed as *available* for rent in Manistee County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Manistee County.

Surveyed Non-Conventional Rental Supply – Manistee County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	0	-	-	-
One-Bedroom	0	-	-	-
Two-Bedroom	0	-	-	-
Three-Bedroom	2	\$1,600 - \$2,800	\$2,200	\$1.09
Four-Bedroom+	0	-	-	-
Total	2			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

When compared with all non-conventional rentals in the county, the two available rentals represent an occupancy rate of 99.8%. This is an extremely high occupancy rate for rental housing. The identified non-conventional rentals in Manistee County consist of three-bedroom units that range in rent from \$1,600 to \$2,800. In addition to gross rents within this range not being affordable to most households in the county, the limited available inventory and lack of bedroom options means that non-conventional rentals likely do not represent a viable housing option for a significant share of households within Manistee County.

### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Manistee County.

Manistee County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	46	\$293,500
Sold**	28	\$241,250

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Manistee County as of February 2023 consists of 46 total units with a median list price of \$293,500. The 46 available units represent 8.3% of the 551 available units within the Northern Michigan Region. Historical sales ranging from September 2022 to March 2023 consisted of 28 homes sold with a median sale price of \$241,250. The 46 available homes represent only 0.5% of the estimated 8,818 owner-occupied units in Manistee County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Based on this low share of homes available for sale, Manistee County appears to have a disproportionately low number of housing units available for purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Manistee County.

Manistee County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	2	7.1%
\$100,000 to \$199,999	10	35.7%
\$200,000 to \$299,999	7	25.0%
\$300,000 to \$399,999	5	17.9%
\$400,000+	4	14.3%
Total	28	100.0%

Source: Realtor.com and Bowen National Research

Recent sales activity in Manistee County reflects a relatively balanced market by price point. Note that 42.8% of recent sales were for units priced under \$200,000, a price point generally targeted by first-time homebuyers. A notable share (25.0%) of homes sold for between \$200,000 and \$300,000, a price point generally sought after by middle-class households. The remaining share (32.2%) of sold units were priced at \$300,000 and above.

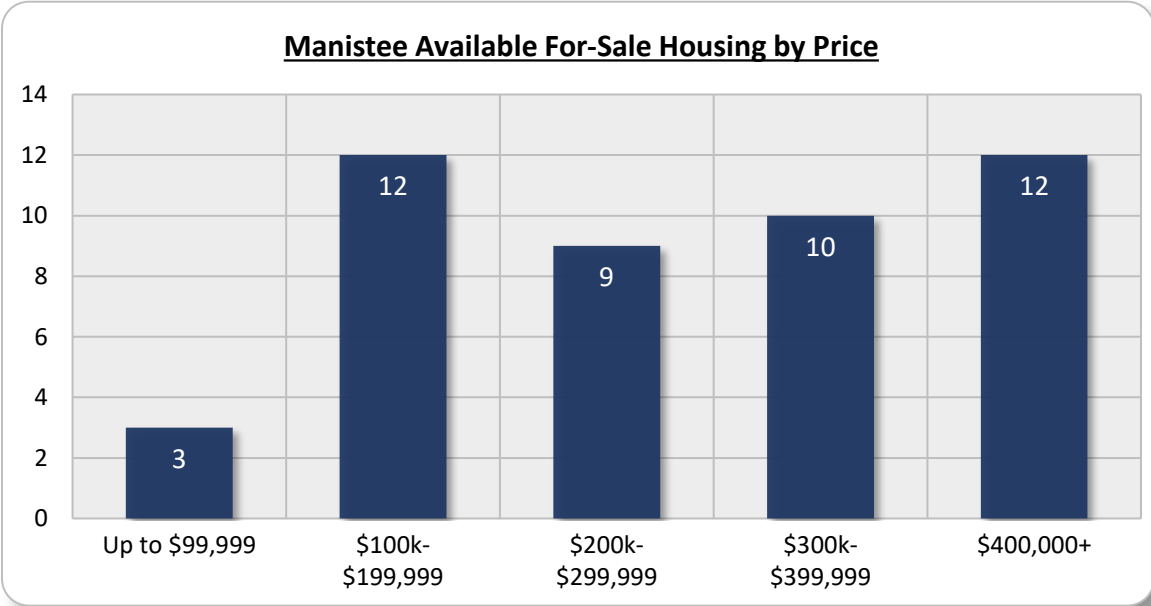
The following table summarizes the distribution of *available* for-sale residential units by *price point* for Manistee County:

Manistee County Available For-Sale Housing by Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	3	6.5%
\$100,000 to \$199,999	12	26.1%
\$200,000 to \$299,999	9	19.6%
\$300,000 to \$399,999	10	21.7%
\$400,000+	12	26.1%
Total	46	100.0%

Source: Realtor.com and Bowen National Research

The current housing market in Manistee County includes a notable share of listings at both lower and higher price points. Nearly one-third (32.6%) of available housing units in Manistee County are priced below \$200,000, while nearly half (47.8%) of listings are priced at \$300,000 and above. A smaller share (19.6%) of homes is priced between \$200,000 and \$300,000, a price point typically sought after by middle-class households.

The distribution of available homes in Manistee County by *price point* is illustrated in the following graph:





The distribution of available homes by *bedroom type* for Manistee County is summarized in the following table.

Manistee County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	3	1,229	\$125,000 - \$360,000	\$249,900	\$189.03
Two-Br.	13	1,114	\$28,000 - \$399,000	\$225,000	\$205.11
Three-Br.	16	1,829	\$99,500 - \$1,400,000	\$327,000	\$197.32
Four-Br.+	14	3,024	\$114,500 - \$2,850,000	\$414,000	\$153.39
Total	46	1,952	\$28,000 - \$2,850,000	\$293,500	\$166.56

Source: Realtor.com and Bowen National Research

As shown in the preceding table, available homes offered for sale in the county appear to be balanced between two-, three-, and four-bedroom or larger homes. One-bedroom units, which typically represent condominium units, only account for three of the 46 units offered for sale in the county. Median list prices range from \$225,000 to \$414,000. These median housing prices by bedroom are generally lower than median list prices in other counties within the Northern Michigan Region.

#### **D. HOUSING GAP**

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units Manistee County can support. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 1,902 units, with a gap of 525 rental units and a gap of 1,377 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Manistee County. Details of the methodology used in this analysis are provided in Section VII of this report.

Manistee County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Monthly Rent Range	≤\$946	\$947-\$1,514	\$1,515-\$2,271	\$2,272+
Household Growth	-105	-13	32	44
Balanced Market*	-4	18	9	5
Replacement Housing**	82	15	5	1
External Market Support^	45	16	11	6
Severe Cost Burdened^^	215	107	36	0
Step-Down Support	29	-1	-6	-22
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>262</b>	<b>142</b>	<b>87</b>	<b>34</b>

\*Based on Bowen National Research's survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

Manistee County, Michigan				
For-Sale Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Price Point	≤\$126,167	\$126,168-\$201,867	\$201,868-\$302,800	\$302,801+
Household Growth	-454	-142	102	559
Balanced Market*	59	45	55	60
Replacement Housing**	52	22	13	8
External Market Support^	93	78	92	118
Severe Cost Burdened^^	370	185	62	0
Step-Down Support	38	59	201	-298
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>158</b>	<b>247</b>	<b>525</b>	<b>447</b>

\*Based on Bowen National Research's analysis of for-sale product within the county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gaps in the county are for the two lowest housing affordability segments (rents below \$1,515 that are affordable to households earning up to 80% of AMHI), while the greatest *for-sale* housing gap in the county is for product priced between \$201,868 and \$302,800, which is affordable to households earning between \$60,561 and \$90,840. Although development within Manistee County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county's ability to attract potential workers and help meet the changing and growing housing needs of the local market.

## **E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area's competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Manistee County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• High level of rental housing demand</li><li>• Strong demand for for-sale housing</li><li>• Positive projected household growth</li><li>• Positive median household income growth</li></ul>	<ul style="list-style-type: none"><li>• Limited available rentals and for-sale housing</li><li>• Disproportionately low share of rentals</li><li>• Lack of affordable workforce and senior housing alternatives</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Housing need of 525 rental units</li><li>• Housing need of 1,377 for-sale units</li><li>• Attract some of the 2,296 commuters coming into the county for work to live in the county</li><li>• More than 80 parcels that could potentially support residential development (see page VI-56)</li></ul>	<ul style="list-style-type: none"><li>• The county risks losing residents to other areas/communities</li><li>• Vulnerable to deteriorating and neglected housing stock</li><li>• Inability to attract businesses to county</li><li>• inability of employers to attract and retain workers due to local housing issues</li><li>• Influence of seasonal/recreational housing</li></ul>

The county's housing market has availability and affordability issues, particularly among housing that serves lower income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rental and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.

# ADDENDUM K: MISSAUKEE COUNTY OVERVIEW

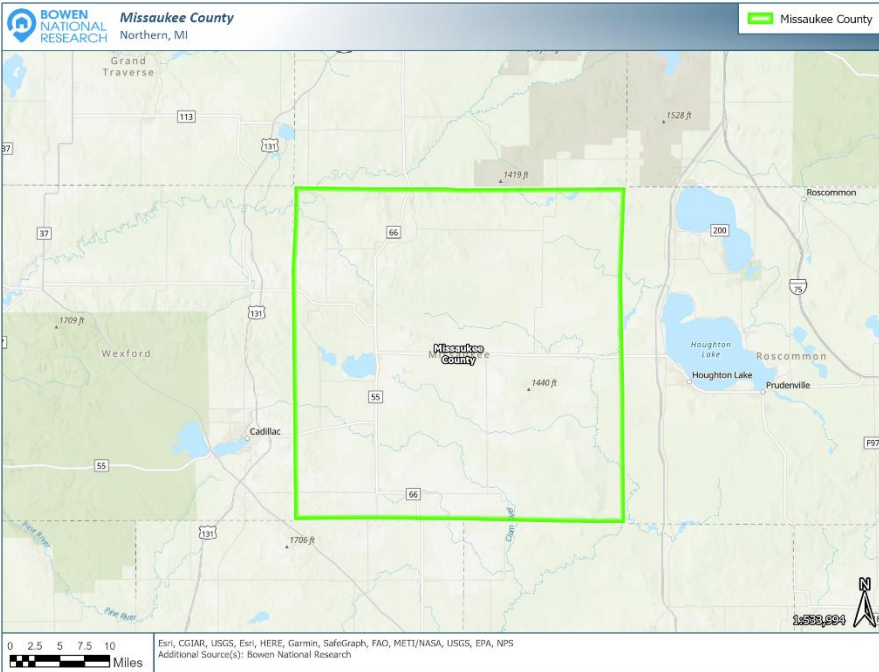
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Missaukee County. To provide a base of comparison, various metrics of Missaukee County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

## A. INTRODUCTION

Missaukee County is located in the northern central portion of the Lower Peninsula of Michigan between Wexford and Roscommon counties. Missaukee County contains approximately 573.89 square miles and has an estimated population of 14,978 for 2022, which is representative of approximately 4.8% of the total population for the 10-county Northern Michigan Region. Lake City serves as the county seat and is accessible via State Routes 55 and 66 in the western portion of the county. Other notable population centers within the county include the city of McBain and the townships of Lake, Richland, and Caldwell. Major arterials that serve the county include State Routes 42, 55, and 66.

A map illustrating Missaukee County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Missaukee County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Missaukee</b>	14,849	15,052	203	1.4%	14,978	-74	-0.5%	14,863	-115	-0.8%
<b>Region</b>	297,912	310,802	12,890	4.3%	311,690	888	0.3%	313,166	1,476	0.5%
<b>Michigan</b>	9,883,297	10,077,094	193,797	2.0%	10,077,929	835	0.0%	10,054,166	-23,763	-0.2%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Missaukee County increased by 203 (1.4%). This increase in population for Missaukee County is less than the 4.3% population growth within the PSA and 2.0% growth in the state during this time period. In 2022, the estimated total population of Missaukee County is 14,978, which comprises 4.8% of the total PSA population. Between 2022 and 2027, the population of Missaukee County is projected to decrease by 0.8%, which contrasts the projected growth in the PSA (0.5%) during this time. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Missaukee County is projected to have a 0.5% decrease in households between 2022 and 2027.

Other notable population statistics for Missaukee County include the following:

- Minorities comprise 6.4% of the county's population, which is lower than the Northern Michigan Region and statewide shares of 8.7% and 26.1%, respectively.
- Married persons represent 57.6% of the adult population, which is higher than the shares reported for the Northern Michigan Region (55.3%) and state of Michigan (49.0%).
- The adult population without a high school diploma is 9.9%, which is higher than shares reported for the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 12.9% of the population lives in poverty, which is higher than the Northern Michigan Region share of 10.7% and below the statewide share of 13.7%.
- The annual movership rate (population moving within or to Missaukee County) is 14.0%, which is higher than both Northern Michigan Region (12.1%) and statewide (13.4%) shares.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Missaukee</b>	5,843	5,923	80	1.4%	5,906	-17	-0.3%	5,879	-27	-0.5%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within Missaukee County increased by 80 (1.4%), which represents a notably smaller rate of increase compared to the region (7.2%) and state (4.4%). In 2022, there is an estimated total of 5,906 households in Missaukee County, which represents a 0.3% decrease in households compared to 2020. In total, the households within Missaukee County account for 4.5% of all households within the region. Between 2022 and 2027, the number of households in Missaukee County is projected to decrease by 0.5%, or 27 households. The projected decrease in households within Missaukee County over the next five years contrasts the projected increase in households for the region (1.0%) and the state (0.3%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Missaukee	2010	200 (3.4%)	628 (10.7%)	864 (14.8%)	1,302 (22.3%)	1,182 (20.2%)	931 (15.9%)	736 (12.6%)
	2022	154 (2.6%)	702 (11.9%)	830 (14.1%)	927 (15.7%)	1,271 (21.5%)	1,204 (20.4%)	818 (13.9%)
	2027	147 (2.5%)	583 (9.9%)	869 (14.8%)	869 (14.8%)	1,145 (19.5%)	1,281 (21.8%)	985 (16.8%)
	Change 2022-2027	-7 (-4.5%)	-119 (-17.0%)	39 (4.7%)	-58 (-6.3%)	-126 (-9.9%)	77 (6.4%)	167 (20.4%)
Region	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	-115 (-3.5%)	-1,157 (-7.5%)	831 (4.7%)	-821 (-4.0%)	-3,285 (-11.5%)	2,114 (7.8%)	3,758 (19.4%)
Michigan	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	-5,617 (-3.7%)	-37,526 (-6.6%)	22,454 (3.6%)	-35,034 (-5.2%)	-78,417 (-9.6%)	53,344 (7.7%)	92,660 (18.0%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 55 and 64 within Missaukee County comprise the largest share of all households (21.5%). Household heads between the ages of 65 and 74 (20.4%) and those between the ages of 45 and 54 (15.7%) comprise the next largest shares of the total households in Missaukee County. Overall, senior households (age 55 and older) constitute well over half (55.8%) of all households within the county. This is a slightly smaller share of senior households as compared to the Northern Michigan Region (56.8%), and a larger share compared to the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 14.5% of all Missaukee County households, which represents a similar share of such households when compared to the region (14.1%), and a smaller share than the state (17.8%). Between 2022 and 2027, household growth within Missaukee County is projected to occur among the age cohorts of 35 to 44 years and 65 years and older. The most significant growth will occur among households ages 75 and older, with Missaukee County experiencing a 20.4% increase within this age cohort. Aside from the age cohort of 35 to 44, which is projected to increase by 4.7%, households under the age of 65 are projected to decline over the next five years within the county.

Households by tenure (renter and owner) for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Missaukee	Owner-Occupied	4,890	83.7%	4,758	81.4%	4,768	80.7%	4,774	81.2%
	Renter-Occupied	953	16.3%	1,085	18.6%	1,138	19.3%	1,105	18.8%
	Total	5,843	100.0%	5,843	100.0%	5,906	100.0%	5,879	100.0%
Region	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
Michigan	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Missaukee County has an 80.7% share of owner households and a 19.3% share of renter households. Missaukee County has a larger share of owner households as compared to the Northern Michigan Region (79.6%) and the state (71.4%). Overall, Missaukee County renter households represent 4.2% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households in Missaukee County is projected to increase by six households (0.1%), while the number of renter households is projected to decrease by 33 households (2.9%). The marginal increase among owner households and slight decrease among renter households in the county will likely contribute to a stable housing market in the county over the next five years.

Median household income for selected years is shown in the following table:

		Median Household Income				
		2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
Missaukee		\$41,099	\$50,381	22.6%	\$56,121	11.4%
Region		\$44,261	\$63,085	42.5%	\$71,177	12.8%
Michigan		\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Missaukee County is \$50,381. Between 2010 and 2022, the county experienced an increase of 22.6% in median household income. The increase in Missaukee County was notably less than the increases for both the region (42.5%) and the state of Michigan (42.3%). The median household income within the county in 2022 is 20.1% lower than that reported in the region (\$63,085). The median household income in the county is projected to increase by an additional 11.4% between 2022 and 2027, resulting in a projected median income of \$56,121 by 2027, which will remain well below the projected median income for the region (\$71,177) and state (\$75,988).



The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Missaukee	2010	179 (16.5%)	275 (25.4%)	204 (18.8%)	158 (14.6%)	120 (11.0%)	48 (4.4%)	91 (8.3%)	11 (1.0%)
	2022	94 (8.3%)	188 (16.5%)	241 (21.2%)	172 (15.1%)	151 (13.3%)	82 (7.2%)	166 (14.6%)	43 (3.8%)
	2027	75 (6.8%)	139 (12.6%)	235 (21.2%)	166 (15.0%)	154 (13.9%)	93 (8.4%)	182 (16.5%)	61 (5.5%)
	Change 2022-2027	-19 (-20.2%)	-49 (-26.1%)	-6 (-2.5%)	-6 (-3.5%)	3 (2.0%)	11 (13.4%)	16 (9.6%)	18 (41.9%)
Region	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	-359 (-15.4%)	-813 (-21.1%)	-302 (-6.4%)	50 (1.2%)	-150 (-5.0%)	123 (5.9%)	436 (9.0%)	522 (25.2%)
Michigan	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	-29,772 (-22.7%)	-40,400 (-24.9%)	-23,618 (-14.7%)	-11,370 (-8.0%)	-5,931 (-5.0%)	5,249 (5.7%)	33,790 (14.8%)	43,334 (34.7%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$20,000 and \$29,999 (21.2%) and between \$10,000 and \$19,999 (16.5%) comprise the largest shares of renter households by income level within the county. Over three-fifths (61.1%) of all renter households within the county earn less than \$40,000 which is a larger share compared to the region (55.5%). Between 2022 and 2027, growth among renter households within Missaukee County is projected to be concentrated among households earning \$40,000 or more. The largest growth (41.9%, or 18 households) within the county is projected to occur among renter households earning \$100,000 or more, while the largest decline (26.1%, or 49 households) is projected to occur among renter households earning between \$10,000 and \$19,999. Despite the projected growth among higher-income renter households between 2022 and 2027, well over half (55.6%) of renter households within Missaukee County will continue to earn less than \$40,000 annually.

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
Missaukee	2010	254 (5.3%)	505 (10.6%)	580 (12.2%)	681 (14.3%)	658 (13.8%)	510 (10.7%)	1,138 (23.9%)	431 (9.1%)
	2022	145 (3.0%)	317 (6.6%)	520 (10.9%)	528 (11.1%)	577 (12.1%)	443 (9.3%)	1,328 (27.9%)	911 (19.1%)
	2027	122 (2.6%)	238 (5.0%)	489 (10.2%)	482 (10.1%)	531 (11.1%)	411 (8.6%)	1,362 (28.5%)	1,139 (23.9%)
	Change 2022-2027	<b>-23</b> <b>(-15.9%)</b>	<b>-79</b> <b>(-24.9%)</b>	<b>-31</b> <b>(-6.0%)</b>	<b>-46</b> <b>(-8.7%)</b>	<b>-46</b> <b>(-8.0%)</b>	<b>-32</b> <b>(-7.2%)</b>	<b>34</b> <b>(2.6%)</b>	<b>228</b> <b>(25.0%)</b>
Region	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	<b>-518</b> <b>(-20.3%)</b>	<b>-1,351</b> <b>(-27.6%)</b>	<b>-1,432</b> <b>(-18.4%)</b>	<b>-956</b> <b>(-10.0%)</b>	<b>-1,109</b> <b>(-12.4%)</b>	<b>-584</b> <b>(-6.4%)</b>	<b>680</b> <b>(2.2%)</b>	<b>7,088</b> <b>(22.6%)</b>
Michigan	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	<b>-16,584</b> <b>(-20.9%)</b>	<b>-32,445</b> <b>(-25.4%)</b>	<b>-36,413</b> <b>(-19.8%)</b>	<b>-34,655</b> <b>(-15.8%)</b>	<b>-28,313</b> <b>(-12.9%)</b>	<b>-20,353</b> <b>(-8.6%)</b>	<b>-10,779</b> <b>(-1.4%)</b>	<b>220,125</b> <b>(20.4%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 47.0% of *owner* households in Missaukee County earn \$60,000 or more annually, which represents a notably smaller share compared to the Northern Michigan Region (59.2%) and the state of Michigan (63.2%). Nearly one-third (32.5%) of owner households in Missaukee County earn between \$30,000 and \$59,999, and the remaining 20.5% earn less than \$30,000. As such, the overall distribution of owner households by income in the county is more concentrated among the lower income cohorts as compared to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Missaukee County and the Northern Michigan Region. Specifically, owner households in the county earning \$100,000 or more are projected to increase by 25.0%, or 228 households, while those earning between \$60,000 and \$99,999 are projected to experience a more moderate increase (2.6%). All income cohorts earning less than \$60,000 are projected to decline in the county over the next five years, with the largest decline (24.9%) projected among owner households earning between \$10,000 and \$19,999.

The following table illustrates the cumulative change in total population for Missaukee County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Missaukee County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Missaukee County</b>	14,851	15,152	301	2.0%	120	107	80	187
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-6, Missaukee County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the moderate population increase (2.0%) within Missaukee County from 2010 to 2020 was a combination of natural increase (more births than deaths), domestic migration and international migration. While natural increase (120) was the largest contributing factor, domestic migration (107) and international migration (80) both had a positive influence on the population within Missaukee County between 2010 and 2020. This resulted in an overall increase in population (301) during this time period. While positive domestic and international migration is consistent with the regionwide trends within the PSA (Northern Michigan Region), the natural increase within Missaukee County contrasts the natural decrease within the region. In order for Missaukee County to continue benefiting from positive net migration, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants. Adequate housing is also a critical factor in retaining young families in the county, which can contribute to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Missaukee County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Missaukee County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
<b>Wexford County, MI</b>	<b>682</b>	<b>31.9%</b>	<b>-312</b>
Osceola County, MI	171	8.0%	-21
Kent County, MI	100	4.7%	-12
Ionia County, MI	81	3.8%	13
Roscommon County, MI	76	3.5%	-56
Ottawa County, MI	66	3.1%	22
Fulton County, OH	52	2.4%	-52
<b>Grand Traverse County, MI</b>	<b>47</b>	<b>2.2%</b>	<b>43</b>
Ingham County, MI	42	2.0%	-42
Oakland County, MI	34	1.6%	-14
All Other Counties	790	36.9%	26
<b>Total Migration</b>	<b>2,141</b>	<b>100.0%</b>	<b>-405</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes counties within the state and bordering states

As the preceding illustrates, nearly two-thirds (63.1%) of the gross migration for Missaukee County is among the top 10 counties listed. Wexford County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall negative net-migration (-312) influence for Missaukee County and comprises 31.9% of the total gross migration. In total, two of the top 10 migration counties (Wexford and Grand Traverse) for Missaukee County are within the PSA. Combined, these two PSA counties have a negative net-migration (-269) influence for Missaukee County. Among the counties to which Missaukee County has the largest net loss of residents are Wexford County (-312) and Roscommon County (-56), while Grand Traverse (43) and Ottawa (22) have the largest positive influence on Missaukee County. It is also noteworthy that data from the components of change table, which covers the time period from 2010 to 2020, shows domestic migration to be positive while the county-to-county data, which only encompasses data from 2015 to 2019, shows overall negative domestic migration. This likely indicates that Missaukee County lost more residents to migration than it gained in recent years. This can occur for a variety of reasons including an inadequate housing inventory or economic downturns.

The following table details the *shares* of domestic in-migration by three select age cohorts for Missaukee County from 2012 to 2021.

Missaukee County Domestic County Population In-Migrants by Age, 2012 to 2021		
Age	2012-2016	2017-2021
1 to 24	36.3%	39.6%
25 to 64	56.6%	53.0%
65+	7.0%	7.5%
Median Age (In-state migrants)	28.5	28.0
Median Age (Out-of-state migrants)	40.0	31.1
Median Age (County Population)	43.7	43.0

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 56.6% of in-migrants to Missaukee County were between the ages of 25 and 64, while 36.3% were less than 25 years of age, and 7.0% were ages 65 and older. The share of in-migrants under the age of 25 increased slightly to 39.6% during the time period between 2017 and 2021, while the share of in-migrants ages 25 to 64 decreased to 53.0%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (28.0 years) and out-of-state migrants (31.1 years) is notable less than the existing population of the county (43.0 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

<b>Missaukee County: Income Distribution by Mobility Status for Population Age 15+ Years*</b>						
<b>2021 Inflation Adjusted Individual Income</b>	<b>Moved Within Same County</b>		<b>Moved From Different County, Same State</b>		<b>Moved From Different State</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<\$10,000	84	15.3%	125	21.4%	37	26.6%
\$10,000 to \$14,999	54	9.9%	59	10.1%	15	10.8%
\$15,000 to \$24,999	81	14.8%	137	23.5%	16	11.5%
\$25,000 to \$34,999	91	16.6%	147	25.2%	26	18.7%
\$35,000 to \$49,999	118	21.5%	52	8.9%	6	4.3%
\$50,000 to \$64,999	47	8.6%	31	5.3%	0	0.0%
\$65,000 to \$74,999	8	1.5%	13	2.2%	0	0.0%
\$75,000+	65	11.9%	19	3.3%	39	28.1%
<b>Total</b>	<b>548</b>	<b>100.0%</b>	<b>583</b>	<b>100.0%</b>	<b>139</b>	<b>100.0%</b>

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research  
 \*Excludes population with no income

According to data provided by the American Community Survey, over one-half (55.0%) of the population that moved to Missaukee County from a different county within Michigan earned less than \$25,000 per year. While a much smaller number of individuals moved to Missaukee County from out-of-state, nearly half (48.9%) of these individuals earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for both in-migrants from a different county within Michigan (10.8%) and those from outside the state (28.1%). Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Missaukee County.

## Labor Force

The following table illustrates the employment base by industry for Missaukee County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Missaukee County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	126	3.5%	1,037	0.6%	18,094	0.4%
Mining	11	0.3%	416	0.2%	6,059	0.1%
Utilities	121	3.4%	566	0.3%	14,450	0.3%
Construction	225	6.3%	8,709	4.9%	163,027	3.6%
Manufacturing	<b>351</b>	<b>9.9%</b>	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	231	6.5%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>546</b>	<b>15.3%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	124	3.5%	2,863	1.6%	95,658	2.1%
Information	35	1.0%	2,773	1.5%	91,050	2.0%
Finance & Insurance	52	1.5%	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	53	1.5%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	105	2.9%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	0	0.0%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	18	0.5%	4,042	2.3%	111,717	2.4%
Educational Services	<b>456</b>	<b>12.8%</b>	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	<b>367</b>	<b>10.3%</b>	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	25	0.7%	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	198	5.6%	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	185	5.2%	8,794	4.9%	270,042	5.9%
Public Administration	326	9.1%	9,313	5.2%	238,652	5.2%
Non-classifiable	8	0.2%	914	0.5%	30,131	0.7%
Total	3,563	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Missaukee County has an employment base of approximately 3,563 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Retail Trade (15.3%), Educational Services (12.8%), Health Care & Social Assistance (10.3%), and Manufacturing (9.9%). It is interesting to note that three of these sectors also comprise the largest sectors of employment within the PSA (Northern Michigan Region) and the state of Michigan. Combined, these four job sectors represent nearly half (48.3%) of the county employment base. This represents a smaller concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a less concentrated overall distribution of employment, the economy within Missaukee County may be slightly less vulnerable to economic downturns compared to the PSA and state overall. This may be particularly true as healthcare and education are two sectors that are typically less vulnerable to economic decline. Although health care, education, and manufacturing contain some

occupations that offer competitive wages, it is important to understand that a significant number of the support occupations within these sectors, as well as many within the retail industry, typically have lower average wages. This can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Missaukee County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	6,327	-	4,323,410	-	143,929,000	-
2014	6,528	3.2%	4,416,017	2.1%	146,305,000	1.7%
2015	6,557	0.4%	4,501,816	1.9%	148,833,000	1.7%
2016	6,622	1.0%	4,606,948	2.3%	151,436,000	1.7%
2017	6,521	-1.5%	4,685,853	1.7%	153,337,000	1.3%
2018	6,532	0.2%	4,739,081	1.1%	155,761,000	1.6%
2019	6,612	1.2%	4,773,453	0.7%	157,538,000	1.1%
2020	6,274	-5.1%	4,379,122	-8.3%	147,795,000	-6.2%
2021	6,464	3.0%	4,501,562	2.8%	152,581,000	3.2%
2022	6,446	-0.3%	4,632,539	2.9%	158,291,000	3.7%
2023*	6,272	-2.7%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Missaukee County	Michigan	United States
2013	9.1%	8.7%	7.4%
2014	7.8%	7.2%	6.2%
2015	6.6%	5.4%	5.3%
2016	6.0%	5.0%	4.9%
2017	5.8%	4.6%	4.4%
2018	5.1%	4.2%	3.9%
2019	4.8%	4.1%	3.7%
2020	9.5%	10.0%	8.1%
2021	5.5%	5.8%	5.4%
2022	5.1%	4.2%	3.7%
2023*	6.5%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Missaukee County increased by 285 employees, or 4.5%, which was less than the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Missaukee County by 5.1%, which was a smaller decline compared to the state (8.3%). In 2021, total employment for the county increased by 3.0%, followed by a decrease of 0.3% in 2022. Although total employment in Missaukee County has declined 2.7% through March 2023, which may be due, in part, to seasonality, the overall increase in total employment since 2020 is a positive sign that the local economy is recovering from the effects of the COVID-19

pandemic. It is noteworthy that total employment still remains below the 2019 level as Missaukee County has recovered to 97.5% (2022 full year) of the total employment in 2019. This represents a recovery rate above that for the state of Michigan (97.0%) and indicates the county continues to recover from the economic decline during 2020.

The unemployment rate within Missaukee County steadily declined from 2013 (9.1%) to 2019 (4.8%). It is also noteworthy that the unemployment rate within the county has typically been slightly higher than the rate within the state since 2013. In 2020, the unemployment rate increased sharply to 9.5%, which represents an unemployment rate below that of the state (10.0%) during this time. In 2021, the unemployment rate within the county decreased to 5.5%. As of 2022, the unemployment rate within the county decreased to 5.1%. This represents an unemployment rate that is higher than the state (4.2%) and nation (3.7%). The 5.1% unemployment rate within the county in 2022 is much more comparable to the rate in 2019 (4.8%) and is a positive sign of continuing recovery in the local economy.

### Commuting Data

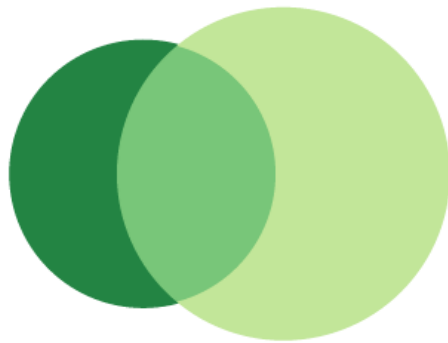
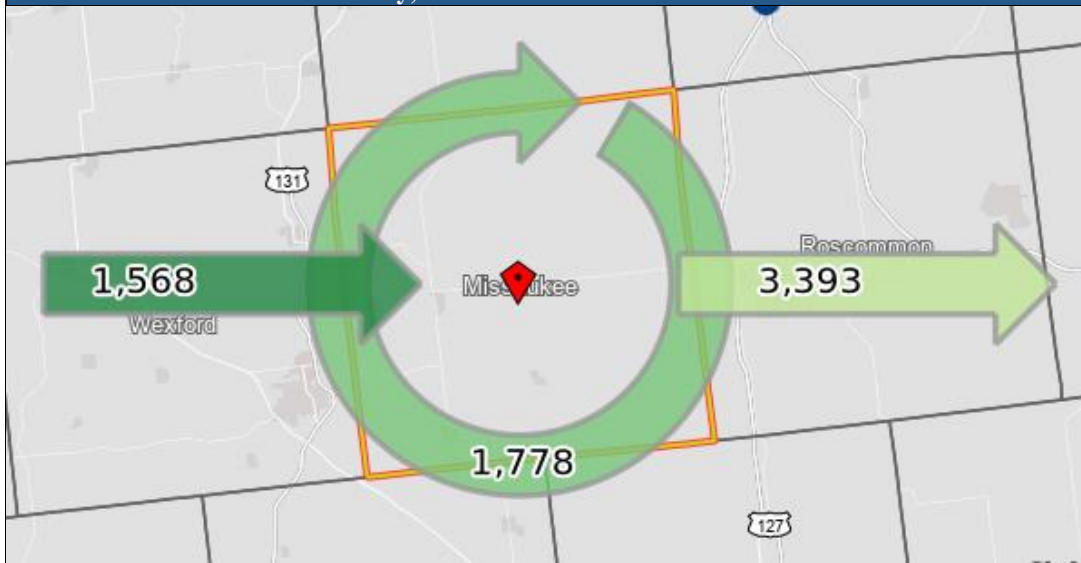
According to the 2016-2020 American Community Survey (ACS), 91.8% of Missaukee County commuters either drive alone or carpool to work, 3.1% walk to work and 4.0% work from home. ACS also indicates that 70.2% of Missaukee County workers have commute times of less than 30 minutes, while 6.4% have commutes of 60 minutes or more. This represents slightly shorter commute times compared to the state, where 62.6% of workers have commute times of less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 5,171 employed residents of Missaukee County, 3,393 (65.6%) are employed outside the county, while the remaining 1,778 (34.4%) are employed within Missaukee County. In addition, 1,568 people commute into Missaukee County from surrounding areas for employment. These 1,568 non-residents account for nearly half (46.9%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.



Missaukee County, MI – Inflow/Outflow Job Counts in 2020



■ 1,568 - Employed in Selection Area, Live Outside  
■ 3,393 - Live in Selection Area, Employed Outside  
■ 1,778 - Employed and Live in Selection Area

**Inflow/Outflow Job Counts (All Jobs)  
2020**

	Count	Share
<a href="#">Employed in the Selection Area</a>	3,346	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	1,568	46.9%
<a href="#">Employed and Living in the Selection Area</a>	1,778	53.1%
<a href="#">Living in the Selection Area</a>	5,171	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	3,393	65.6%
<a href="#">Living and Employed in the Selection Area</a>	1,778	34.4%

**Commuting Flow Analysis by Age and Earnings (2020, All Jobs)**

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	809	23.8%	351	22.4%	365	20.5%
Ages 30 to 54	1,691	49.8%	854	54.5%	950	53.4%
Ages 55 or older	893	26.3%	363	23.2%	463	26.0%
Earning <\$1,250 per month	1,063	31.3%	309	19.7%	470	26.4%
Earning \$1,251 to \$3,333	1,179	34.7%	520	33.2%	640	36.0%
Earning \$3,333+ per month	1,151	33.9%	739	47.1%	668	37.6%
<b>Total Worker Flow</b>	<b>3,393</b>	<b>100.0%</b>	<b>1,568</b>	<b>100.0%</b>	<b>1,778</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Of the county’s 1,568 in-commuters, over one-half (54.5%) are between the ages of 30 and 54, 23.2% are age 55 or older and 22.4% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. Nearly one-half (47.1%) of inflow workers earn more than \$3,333 per month (\$40,000 or more annually), approximately one-third (33.2%) earn between \$1,251 and \$3,333 per month (approximately \$15,000 to \$40,000 annually), and the remaining 19.7% earn \$1,250 or less per month. By comparison, there is a nearly equal distribution of outflow workers by earnings, with each income cohort comprising approximately one-third of the total outflow workers. Based on the preceding data, people that commute *into* Missaukee County for employment are typically similar in age and more likely to earn *higher* wages when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the nearly 1,570 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Missaukee County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Missaukee County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
<b>Missaukee County</b>	Number	5,906	4,768	1,138	2,703	8,609
	Percent	68.6%	80.7%	19.3%	31.4%	100.0%
<b>Region</b>	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
<b>Michigan</b>	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 8,609 housing units within Missaukee County in 2022. Based on ESRI estimates and 2020 Census data, of the 5,906 total *occupied* housing units in Missaukee County, 80.7% are owner occupied, while the remaining 19.3% are renter occupied. As such, Missaukee County has a higher share of owner-occupied housing units when compared to the Northern Michigan Region (79.6%) and the state of Michigan (71.4%). Note that 31.4% of the housing units within Missaukee County are classified as vacant, which represents a higher share of vacant units than the region (28.3%) and state (11.6%). Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units.

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Missaukee County</b>	356	28.4%	1,710	34.6%	67	5.3%	150	3.0%	44	3.5%	64	1.3%
<b>Region</b>	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
<b>Michigan</b>	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Missaukee County, 28.4% of the renter-occupied housing units and 34.6% of the owner-occupied housing units were built prior to 1970. Based on these figures, the housing stock in Missaukee County appears to be similar in age to housing within the region but newer compared to housing units statewide. The shares of renter housing units (5.3%) and owner housing units (3.0%) that experience overcrowding are above rates within the region and state. The shares of renter housing units (3.5%) and owner housing units (1.3%) in Missaukee County with incomplete plumbing or kitchens are also slightly higher than regional and statewide rates.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability						
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Missaukee County</b>	\$50,381	\$146,673	\$751	42.6%	21.5%	14.7%	7.7%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs

The median household income of \$50,381 within Missaukee County is lower than the median household income for the Northern Michigan Region (\$63,085) and the state of Michigan (\$65,507). The estimated median home value and average gross rent in Missaukee County are significantly lower than estimated median home values and average gross rents for the region and state. Note that a significantly lower estimated median home value and average gross rent do not appear to result in lower shares of cost burdened households in Missaukee County, as 42.6% of renter households and 21.5% of owner households are cost burdened. Each of these figures are consistent with regional and state shares. Overall, Missaukee County has an estimated 534 renter households and 1,061 owner households that are housing cost burdened. As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for Missaukee County, the Northern Michigan Region and the state of Michigan.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Missaukee County</b>	Number	704	144	406	1,254	4,365	0	575	4,940
	Percent	56.1%	11.5%	32.4%	100.0%	88.4%	0.0%	11.6%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	1.0%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Missaukee County, over half (56.1%) of the *rental* units are within structures of four units or less, with mobile homes comprising an additional 32.4% of county rental units. The combined share of these two types of structures (88.5%) is higher when compared to that of the region (66.0%) and state (56.5%), largely due to the significant share of mobile home rentals in the county. Overall, Missaukee County also has a much lower share (11.5%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%) and state (43.5%). Among *owner*-occupied units in the county, there is a smaller share (88.4%) of units within structures of four units or less and a higher share (11.6%) of mobile homes compared to the shares of such units in the region and state. According to ACS data, there is no record of any owner-occupied housing in the county within structures of five or more units.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within Missaukee County, the Northern Michigan Region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a sizable majority (88.5%) of the local market's rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
<b>Missaukee County</b>	Number	72	137	398	331	131	12	12	161	1,254
	Percent	5.7%	10.9%	31.7%	26.4%	10.4%	1.0%	1.0%	12.8%	100.0%
<b>Region</b>	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
<b>Michigan</b>	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (31.7%) of Missaukee County rental units has gross rents between \$500 and \$750, while units with gross rents between \$750 and \$1,000 represent the second largest share (26.4%). Overall, nearly 75% of rental units in the county have gross rents that are priced at \$1,000 or less, which is a significantly higher share of these units compared to the region (61.9%) and state (59.0%). Overall, this larger share of units with lower gross rents demonstrates the dominance of the lower and moderately priced product among the rental units in the market.

Bowen National Research’s Survey of Housing Supply

*Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

Multifamily Supply by Product Type – Missaukee County				
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate
Market-rate	1	18	0	100.0%
Tax Credit/Government-Subsidized	1	36	0	100.0%
Government-Subsidized	1	18	0	100.0%
Total	3	72	0	100.0%

In Missaukee County, a total of three apartment properties were surveyed, which comprised a total of 72 units. Note that 54 of the 72 total units (75.0% of total units) are at subsidized properties. The remaining 18 units in the county are at a market-rate property, which has rents of \$750 for a one-bedroom unit and \$900 for a two-bedroom unit. No non-subsidized Tax Credit properties were surveyed in the county. The three surveyed properties have quality ratings ranging from “B” to “B-,” which is reflective of housing that is in good condition. The overall occupancy rate of 100.0% is very high and indicative of a strong market for apartments. The two subsidized properties surveyed in the county have wait lists, which are reflective of pent-up demand for affordable apartment units.

*Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. and account for 88.5% of the total rental units in Missaukee County. Bowen National Research conducted an online survey between March and May 2023 and was not able to identify any *available* non-conventional properties for rent in Missaukee County. Due to the lack of available non-conventional rentals in the county, we have relied on statistics from the 2020 Census and the most recent edition of the American Community Survey (ACS) to provide data on the non-conventional rental housing market in Missaukee County.

The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Missaukee County.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/Boats/RVs	Total Units
<b>Missaukee County</b>	Number	704	144	406	1,254
	Percent	56.1%	11.5%	32.4%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Missaukee County, over half (56.1%) of non-conventional rental units in the county are within structures containing one to four units. This is a slightly higher rate of rental units within one- to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). Note that nearly one-third (32.4%) of rental units in the county are in mobile homes, boats, or RVs. This is a much higher share of these units compared to the region (11.2%) and state (4.2%). The 32.4% share of mobile homes/boats/RVs is also the highest share of this type rental housing among all 10 counties in the Northern Michigan Region. Due to the lack of vacant units among both conventional and non-conventional housing units, coupled with the large share of non-conventional housing units that are not considered to be permanent (mobile homes, boats and RVs), the county housing market has an overall lack of rental housing for prospective tenants.

### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Missaukee County.

Missaukee County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	11	\$255,000
Sold**	52	\$175,000

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Missaukee County as of February 2023 consists of 11 total units with a median list price of \$255,000. The 11 available units represent 2.0% of the 551 available units within the Northern Michigan Region. Historical sales ranging from September 2022 to March 2023 consisted of 52 homes sold during this period with a median sale price of \$175,000. The 11 available homes represent only 0.2% of the estimated 4,768 owner-occupied units in Missaukee County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Missaukee County appears to have a disproportionately low number of housing units available to purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Missaukee County.

Missaukee County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	6	11.5%
\$100,000 to \$199,999	24	46.2%
\$200,000 to \$299,999	13	25.0%
\$300,000 to \$399,999	5	9.6%
\$400,000+	4	7.7%
Total	52	100.0%

Source: Realtor.com and Bowen National Research

Recent sales activity in Missaukee County primarily favors homes at price points that generally target entry-level and middle-class homebuyers. Note that over half (57.7%) of the 52 homes sold between September 2022 and March 2023 were priced below \$200,000, while over one-quarter (25.0%) of recent sales were priced between \$200,000 and \$300,000. By comparison, only 17.3% of sales were for units priced above \$300,000.

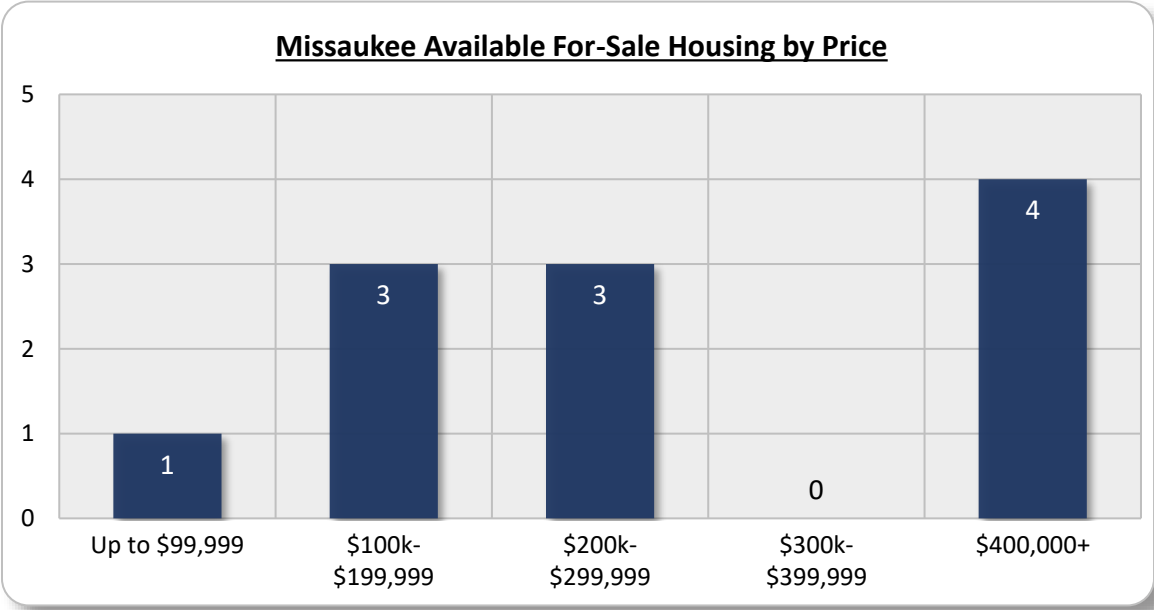
The following table summarizes the distribution of *available* for-sale residential units by *price point* for Missaukee County:

Missaukee County Available For-Sale Housing by Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	1	9.1%
\$100,000 to \$199,999	3	27.3%
\$200,000 to \$299,999	3	27.3%
\$300,000 to \$399,999	0	0.0%
\$400,000+	4	36.4%
Total	11	100.0%

Source: Realtor.com and Bowen National Research

As there are only 11 homes offered for sale in the entire county, there is a general lack of homes available for sale regardless of price point. Four of 11 listings are priced at \$400,000 or more in the current housing market, while there are three listings each at the \$100,000 to \$199,999 and \$200,000 to \$299,999 price ranges.

The distribution of available homes in Missaukee County by *price point* is illustrated in the following graph:





The distribution of available homes by *bedroom type* for Missaukee County is summarized in the following table.

Missaukee County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	0	-	-	-	-
Two-Br.	2	830	\$100,000 - \$150,000	\$125,000	\$149.55
Three-Br.	5	1,779	\$74,900 - \$920,000	\$289,900	\$235.31
Four-Br.+	4	2,135	\$165,000 - \$599,000	\$377,450	\$199.79
Total	11	1,736	\$74,900 - \$920,000	\$255,000	\$156.25

Source: Realtor.com and Bowen National Research

As shown in the preceding table, listings in the current housing market are mainly comprised of three-bedroom units and four-bedroom or larger units. The remaining listings in the county are two-bedroom units. Median list prices range from \$125,000 for a two-bedroom unit to \$377,450 for a four-bedroom or larger unit. These are generally lower median list prices compared to other counties in the region.

#### **D. HOUSING GAP**

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units in Missaukee County can support. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 1,239 units, with a gap of 336 rental units and a gap of 903 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Missaukee County. Details of the methodology used in this analysis are provided in Section VII of this report.

Missaukee County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Monthly Rent Range	≤\$946	\$947-\$1,514	\$1,515-\$2,271	\$2,272+
Household Growth	-79	12	16	17
Balanced Market*	33	14	7	3
Replacement Housing**	70	15	4	0
External Market Support^	34	14	7	3
Severe Cost Burdened^^	100	50	17	0
Step-Down Support	21	-6	-6	-10
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>179</b>	<b>99</b>	<b>45</b>	<b>13</b>

\*Based on Bowen National Research's survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

Missaukee County, Michigan				
For-Sale Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Price Point	≤\$126,167	\$126,168-\$201,867	\$201,868-\$302,800	\$302,801+
Household Growth	-169	-87	16	247
Balanced Market*	40	33	28	32
Replacement Housing**	84	35	15	9
External Market Support^	74	61	55	63
Severe Cost Burdened^^	220	110	37	0
Step-Down Support	30	15	95	-140
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>279</b>	<b>167</b>	<b>246</b>	<b>211</b>

\*Based on Bowen National Research's analysis of for-sale product within the county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the greatest *rental* housing gaps in the county are for the two lowest housing affordability segments (rents below \$1,515 that are affordable to households earning up to 80% of AMHI). While the greatest *for-sale* housing gap in the county is for product priced below \$126,168, it will likely be difficult to develop new housing below this price. As a result, it will be important to preserve the affordable owner-occupied housing in the county. There is also notable demand for product priced at \$201,868 and higher. Although development within Missaukee County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county's ability to attract potential workers and help meet the changing and growing housing needs of the local market.

**E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Missaukee County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• High level of rental housing demand</li> <li>• Strong demand for for-sale housing</li> <li>• Positive projected household growth</li> <li>• Positive median household income growth</li> </ul>	<ul style="list-style-type: none"> <li>• Limited available rentals and for-sale housing</li> <li>• Disproportionately low share of rentals</li> <li>• Lack of affordable workforce and senior housing alternatives</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Housing need of 336 rental units</li> <li>• Housing need of 903 for-sale units</li> <li>• Attract some of the 1,568 commuters coming into the county for work to live in the county</li> <li>• More than a dozen parcels that could potentially support residential development (See page VI-56)</li> </ul>	<ul style="list-style-type: none"> <li>• The county risks losing residents to other areas/communities</li> <li>• Vulnerable to deteriorating and neglected housing stock</li> <li>• Inability to attract businesses to county</li> <li>• Inability of employers to attract and retain workers due to local housing issues</li> <li>• Influence of seasonal/recreational housing</li> </ul>

The county’s housing market has availability and affordability issues, particularly among housing that serves lower-income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rentals and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.

## ADDENDUM L: WEXFORD COUNTY OVERVIEW

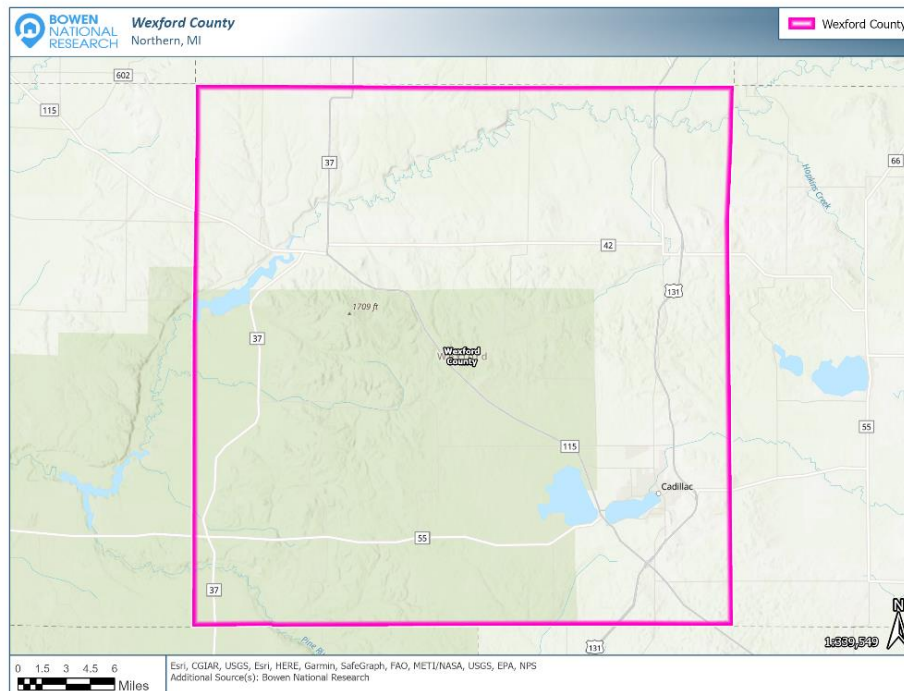
While the primary focus of this Housing Needs Assessment is on the Northern Michigan Region, this section of the report includes a cursory overview of demographic and housing metrics of Wexford County. To provide a base of comparison, various metrics of Wexford County were compared with overall statewide numbers. A comparison of the subject county in relation with other counties in the state is provided in the Regional Overview portion of the Northern Michigan Housing Needs Assessment.

The analyses on the following pages provide overviews of key demographic data, summaries of the multifamily rental market and for-sale housing supply, and general conclusions on the housing needs of the area. It is important to note that the demographic projections included in this section assume no significant government policies, programs or incentives are enacted that would drastically alter residential development or economic activity.

### A. INTRODUCTION

Wexford County is located in the northwestern portion of the Lower Peninsula of Michigan between the counties of Manistee and Missaukee. Wexford County contains approximately 575.42 square miles and has an estimated population of 33,664 for 2022, which is representative of approximately 10.8% of the total population for the 10-county Northern Michigan Region. The city of Cadillac serves as the county seat and is accessible via U.S. Highway 131 and State Route 55 in the southeastern portion of the county. Other notable population centers within the county include the city of Manton and the villages of Buckley, Harrietta, and Mesick. Major arterials that serve the county include U.S. Highway 131, as well as State Routes 37, 42, 55, and 115.

A map illustrating Wexford County is below.



## B. DEMOGRAPHICS

This section of the report evaluates key demographic characteristics for Wexford County. Demographic comparisons provide insights into the human composition of housing markets.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Note that declines are illustrated in **red** text, while increases are illustrated in **green** text:

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Wexford</b>	32,735	33,673	<b>938</b>	<b>2.9%</b>	33,664	<b>-9</b>	<b>0.0%</b>	33,623	<b>-41</b>	<b>-0.1%</b>
<b>Region</b>	297,912	310,802	<b>12,890</b>	<b>4.3%</b>	311,690	<b>888</b>	<b>0.3%</b>	313,166	<b>1,476</b>	<b>0.5%</b>
<b>Michigan</b>	9,883,297	10,077,094	<b>193,797</b>	<b>2.0%</b>	10,077,929	<b>835</b>	<b>0.0%</b>	10,054,166	<b>-23,763</b>	<b>-0.2%</b>

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the population within Wexford County increased by 938 (2.9%). This increase in population for Wexford County is less than the 4.3% population growth within the PSA and slightly more than the 2.0% growth in the state during this time period. In 2022, the estimated total population of Wexford County is 33,664, which comprises 10.8% of the total PSA population. Between 2022 and 2027, the population of Wexford County is projected to decrease by 0.1%, which contrasts the projected growth in the PSA (0.5%) during this time. It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As illustrated on the following page, Wexford County is projected to have a 0.3% increase in households between 2022 and 2027.

Other notable population statistics for Wexford County include the following:

- Minorities comprise 7.6% of the county's population, which is lower than the Northern Michigan Region and statewide shares of 8.7% and 26.1%, respectively.
- Married persons represent over half (53.3%) of the adult population, which is lower than the share reported for the Northern Michigan Region (55.3%) and higher than the state of Michigan (49.0%).
- The adult population without a high school diploma is 8.7%, which is higher than shares reported for the Northern Michigan Region (6.1%) and the state of Michigan (7.7%).
- Approximately 13.7% of the population lives in poverty, which is higher than the Northern Michigan Region share of 10.7% and equivalent to the statewide share of 13.7%.
- The annual movership rate (population moving within or to Wexford County) is 13.1%, which is higher than the share for the Northern Michigan Region (12.1%) and comparable to the statewide (13.4%) share.

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that declines are illustrated in red text, while increases are illustrated in green text:

	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
<b>Wexford</b>	13,021	13,610	589	4.5%	13,640	30	0.2%	13,675	35	0.3%
<b>Region</b>	122,388	131,151	8,763	7.2%	131,968	817	0.6%	133,293	1,325	1.0%
<b>Michigan</b>	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within Wexford County increased by 589 (4.5%), which represents a smaller rate of increase compared to the region (7.2%), and a rate nearly equal to that of the state (4.4%). In 2022, there is an estimated total of 13,640 households in Wexford County, which represents a 0.2% increase in households compared to 2020. In total, the households within Wexford County account for 10.3% of all households within the region. Between 2022 and 2027, the number of households in Wexford County is projected to increase by 35 households, or 0.3%. The projected increase in households within Wexford County over the next five years is consistent with the projected increase in households for the state (0.3%), but less than the increase within the region (1.0%).

It should be noted that household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
<b>Wexford</b>	2010	557 (4.3%)	1,711 (13.1%)	2,085 (16.0%)	2,810 (21.6%)	2,473 (19.0%)	1,812 (13.9%)	1,573 (12.1%)
	2022	439 (3.2%)	1,824 (13.4%)	1,989 (14.6%)	2,167 (15.9%)	2,788 (20.4%)	2,536 (18.6%)	1,897 (13.9%)
	2027	431 (3.2%)	1,638 (12.0%)	2,067 (15.1%)	2,086 (15.3%)	2,517 (18.4%)	2,714 (19.8%)	2,222 (16.2%)
	Change 2022-2027	<b>-8</b> <b>(-1.8%)</b>	<b>-186</b> <b>(-10.2%)</b>	<b>78</b> <b>(3.9%)</b>	<b>-81</b> <b>(-3.7%)</b>	<b>-271</b> <b>(-9.7%)</b>	<b>178</b> <b>(7.0%)</b>	<b>325</b> <b>(17.1%)</b>
<b>Region</b>	2010	3,841 (3.1%)	13,648 (11.2%)	18,314 (15.0%)	26,363 (21.5%)	26,039 (21.3%)	18,114 (14.8%)	16,069 (13.1%)
	2022	3,249 (2.5%)	15,367 (11.6%)	17,843 (13.5%)	20,514 (15.5%)	28,678 (21.7%)	26,939 (20.4%)	19,378 (14.7%)
	2027	3,134 (2.4%)	14,210 (10.7%)	18,674 (14.0%)	19,693 (14.8%)	25,393 (19.1%)	29,053 (21.8%)	23,136 (17.4%)
	Change 2022-2027	<b>-115</b> <b>(-3.5%)</b>	<b>-1,157</b> <b>(-7.5%)</b>	<b>831</b> <b>(4.7%)</b>	<b>-821</b> <b>(-4.0%)</b>	<b>-3,285</b> <b>(-11.5%)</b>	<b>2,114</b> <b>(7.8%)</b>	<b>3,758</b> <b>(19.4%)</b>
<b>Michigan</b>	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	<b>-5,617</b> <b>(-3.7%)</b>	<b>-37,526</b> <b>(-6.6%)</b>	<b>22,454</b> <b>(3.6%)</b>	<b>-35,034</b> <b>(-5.2%)</b>	<b>-78,417</b> <b>(-9.6%)</b>	<b>53,344</b> <b>(7.7%)</b>	<b>92,660</b> <b>(18.0%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, household heads between the ages of 55 and 64 within Wexford County comprise the largest share of all households (20.4%). Household heads between the ages of 65 and 74 (18.6%) and those between the ages of 45 and 54 (15.9%) comprise the next largest shares of the total households in Wexford County. Overall, senior households (age 55 and older) constitute over half (52.9%) of all households within the county. This is a smaller share of senior households as compared to the Northern Michigan Region (56.8%), and a larger share compared to the state of Michigan (50.0%). Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 16.6% of all Wexford County households, which represents a larger share of such households when compared to the region (14.1%), and a smaller share than the state (17.8%). Between 2022 and 2027, household growth within Wexford County is projected to occur among the age cohorts of 35 to 44 years and 65 years and older. The most significant growth will occur among households ages 75 and older, with Wexford County projected to experience a 17.1% increase within this age cohort. Aside from the age cohort of 35 to 44, which is projected to increase by 3.9%, households under the age of 65 are projected to decline over the next five years within the county.

Households by tenure for selected years are shown in the following table. Note that 2027 numbers which represent a decrease from 2022 are illustrated in red text, while increases are illustrated in green text:

		Households by Tenure							
		2000		2010		2022		2027	
Household Type		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Wexford	Owner-Occupied	10,325	79.3%	9,888	75.9%	10,460	76.7%	10,562	77.2%
	Renter-Occupied	2,696	20.7%	3,133	24.1%	3,180	23.3%	3,113	22.8%
	Total	13,021	100.0%	13,021	100.0%	13,640	100.0%	13,675	100.0%
Region	Owner-Occupied	98,506	80.5%	96,114	78.5%	105,039	79.6%	106,857	80.2%
	Renter-Occupied	23,882	19.5%	26,274	21.5%	26,929	20.4%	26,436	19.8%
	Total	122,388	100.0%	122,388	100.0%	131,968	100.0%	133,293	100.0%
Michigan	Owner-Occupied	2,857,499	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	1,014,803	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,872,302	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, Wexford County has a 76.7% share of owner households and a 23.3% share of renter households. Wexford County has a smaller share of owner households as compared to the Northern Michigan Region (79.6%), but a larger share than the state (71.4%). Overall, Wexford County renter households represent 11.8% of all renter households within the Northern Michigan Region. Between 2022 and 2027, the number of owner households in Wexford County is projected to increase by 102 households (1.0%), while the number of renter households is projected to decrease by 67 households (2.1%). The increase among owner households in the county will likely contribute to an increase in demand among the for-sale housing market in Wexford County over the next five years.

Median household income for selected years is shown in the following table:

		Median Household Income				
		2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
Wexford		\$39,388	\$50,190	27.4%	\$55,879	11.3%
Region		\$44,261	\$63,085	42.5%	\$71,177	12.8%
Michigan		\$46,042	\$65,507	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the estimated median household income in Wexford County is \$50,190. Between 2010 and 2022, the county experienced an increase of 27.4% in median household income. The increase in Wexford County was notably less than the increases for both the region (42.5%) and the state of Michigan (42.3%). The median household income within the county in 2022 is 20.4% lower than that reported in the region (\$63,085). The median household income in the county is projected to increase by an additional 11.3% between 2022 and 2027, resulting in a projected median income of \$55,879 by 2027, which will remain well below the projected median income for the region (\$71,177) and state (\$75,988).



The distribution of *renter* households by income is illustrated below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Wexford</b>	2010	650 (20.7%)	786 (25.1%)	501 (16.0%)	412 (13.2%)	319 (10.2%)	140 (4.5%)	279 (8.9%)	46 (1.5%)
	2022	342 (10.7%)	495 (15.6%)	623 (19.6%)	473 (14.9%)	372 (11.7%)	242 (7.6%)	471 (14.8%)	163 (5.1%)
	2027	276 (8.9%)	374 (12.0%)	616 (19.8%)	451 (14.5%)	381 (12.2%)	268 (8.6%)	523 (16.8%)	224 (7.2%)
	Change 2022-2027	<b>-66</b> <b>(-19.3%)</b>	<b>-121</b> <b>(-24.4%)</b>	<b>-7</b> <b>(-1.1%)</b>	<b>-22</b> <b>(-4.7%)</b>	<b>9</b> <b>(2.4%)</b>	<b>26</b> <b>(10.7%)</b>	<b>52</b> <b>(11.0%)</b>	<b>61</b> <b>(37.4%)</b>
<b>Region</b>	2010	3,632 (13.8%)	6,097 (23.2%)	4,944 (18.8%)	3,611 (13.7%)	2,920 (11.1%)	1,464 (5.6%)	2,903 (11.1%)	702 (2.7%)
	2022	2,324 (8.6%)	3,845 (14.3%)	4,696 (17.4%)	4,084 (15.2%)	2,979 (11.1%)	2,099 (7.8%)	4,829 (17.9%)	2,074 (7.7%)
	2027	1,965 (7.4%)	3,032 (11.5%)	4,394 (16.6%)	4,134 (15.6%)	2,829 (10.7%)	2,222 (8.4%)	5,265 (19.9%)	2,596 (9.8%)
	Change 2022-2027	<b>-359</b> <b>(-15.4%)</b>	<b>-813</b> <b>(-21.1%)</b>	<b>-302</b> <b>(-6.4%)</b>	<b>50</b> <b>(1.2%)</b>	<b>-150</b> <b>(-5.0%)</b>	<b>123</b> <b>(5.9%)</b>	<b>436</b> <b>(9.0%)</b>	<b>522</b> <b>(25.2%)</b>
<b>Michigan</b>	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	130,946 (11.3%)	162,366 (14.0%)	160,440 (13.8%)	142,557 (12.3%)	118,579 (10.2%)	91,322 (7.9%)	228,712 (19.7%)	124,786 (10.8%)
	2027	101,174 (8.9%)	121,966 (10.8%)	136,822 (12.1%)	131,187 (11.6%)	112,648 (10.0%)	96,571 (8.5%)	262,502 (23.2%)	168,120 (14.9%)
	Change 2022-2027	<b>-29,772</b> <b>(-22.7%)</b>	<b>-40,400</b> <b>(-24.9%)</b>	<b>-23,618</b> <b>(-14.7%)</b>	<b>-11,370</b> <b>(-8.0%)</b>	<b>-5,931</b> <b>(-5.0%)</b>	<b>5,249</b> <b>(5.7%)</b>	<b>33,790</b> <b>(14.8%)</b>	<b>43,334</b> <b>(34.7%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, renter households earning between \$20,000 and \$29,999 (19.6%) and between \$10,000 and \$19,999 (15.6%) comprise the largest shares of renter households by income level within the county. Over three-fifths (60.8%) of all renter households within the county earn less than \$40,000 which is a larger share compared to the region (55.5%). Between 2022 and 2027, growth among renter households within Wexford County is projected to be concentrated among households earning \$40,000 or more. The largest growth (37.4%, or 61 households) within the county is projected to occur among renter households earning \$100,000 or more, while the largest decline (24.4%, or 121 households) is projected to occur among renter households earning between \$10,000 and \$19,999. Despite the projected growth among higher-income renter households between 2022 and 2027, well over half (55.2%) of renter households within Wexford County will continue to earn less than \$40,000 annually.

The distribution of *owner* households by income is included below. Note that declines between 2022 and 2027 are in red, while increases are in green:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
<b>Wexford</b>	2010	705 (7.1%)	1,119 (11.3%)	1,101 (11.1%)	1,344 (13.6%)	1,315 (13.3%)	1,045 (10.6%)	2,388 (24.2%)	871 (8.8%)
	2022	423 (4.0%)	675 (6.5%)	1,084 (10.4%)	1,172 (11.2%)	1,137 (10.9%)	1,023 (9.8%)	2,766 (26.4%)	2,179 (20.8%)
	2027	360 (3.4%)	517 (4.9%)	1,035 (9.8%)	1,055 (10.0%)	1,057 (10.0%)	949 (9.0%)	2,853 (27.0%)	2,736 (25.9%)
	Change 2022-2027	<b>-63</b> <b>(-14.9%)</b>	<b>-158</b> <b>(-23.4%)</b>	<b>-49</b> <b>(-4.5%)</b>	<b>-117</b> <b>(-10.0%)</b>	<b>-80</b> <b>(-7.0%)</b>	<b>-74</b> <b>(-7.2%)</b>	<b>87</b> <b>(3.1%)</b>	<b>557</b> <b>(25.6%)</b>
<b>Region</b>	2010	4,344 (4.5%)	9,146 (9.5%)	11,100 (11.5%)	12,022 (12.5%)	11,861 (12.3%)	10,277 (10.7%)	23,379 (24.3%)	13,986 (14.6%)
	2022	2,552 (2.4%)	4,891 (4.7%)	7,765 (7.4%)	9,550 (9.1%)	8,967 (8.5%)	9,135 (8.7%)	30,773 (29.3%)	31,405 (29.9%)
	2027	2,034 (1.9%)	3,540 (3.3%)	6,333 (5.9%)	8,594 (8.0%)	7,858 (7.4%)	8,551 (8.0%)	31,453 (29.4%)	38,493 (36.0%)
	Change 2022-2027	<b>-518</b> <b>(-20.3%)</b>	<b>-1,351</b> <b>(-27.6%)</b>	<b>-1,432</b> <b>(-18.4%)</b>	<b>-956</b> <b>(-10.0%)</b>	<b>-1,109</b> <b>(-12.4%)</b>	<b>-584</b> <b>(-6.4%)</b>	<b>680</b> <b>(2.2%)</b>	<b>7,088</b> <b>(22.6%)</b>
<b>Michigan</b>	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	79,236 (2.7%)	127,936 (4.4%)	183,925 (6.4%)	219,479 (7.6%)	219,662 (7.6%)	236,316 (8.2%)	752,251 (26.0%)	1,076,947 (37.2%)
	2027	62,652 (2.1%)	95,491 (3.3%)	147,512 (5.0%)	184,824 (6.3%)	191,349 (6.5%)	215,963 (7.4%)	741,472 (25.3%)	1,297,072 (44.2%)
	Change 2022-2027	<b>-16,584</b> <b>(-20.9%)</b>	<b>-32,445</b> <b>(-25.4%)</b>	<b>-36,413</b> <b>(-19.8%)</b>	<b>-34,655</b> <b>(-15.8%)</b>	<b>-28,313</b> <b>(-12.9%)</b>	<b>-20,353</b> <b>(-8.6%)</b>	<b>-10,779</b> <b>(-1.4%)</b>	<b>220,125</b> <b>(20.4%)</b>

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 47.2% of *owner* households in Wexford County earn \$60,000 or more annually, which represents a notably smaller share compared to the Northern Michigan Region (59.2%) and the state of Michigan (63.2%). More than three-tenths (31.9%) of owner households in Wexford County earn between \$30,000 and \$59,999, and the remaining 20.9% earn less than \$30,000. As such, the overall distribution of owner households by income in the county is more concentrated among the lower income cohorts as compared to that within the Northern Michigan Region. Between 2022 and 2027, owner household growth is projected to be concentrated among households earning \$60,000 or more within both Wexford County and the Northern Michigan Region. Specifically, owner households in the county earning \$100,000 or more are projected to increase by 25.6%, or 557 households, while those earning between \$60,000 and \$99,999 are projected to experience a more moderate increase (3.1%). All income cohorts earning less than \$60,000 are projected to decline in the county over the next five years, with the largest decline (23.4%) projected among owner households earning between \$10,000 and \$19,999.

The following table illustrates the cumulative change in total population for Wexford County and the PSA (Northern Michigan Region) between April 2010 and July 2020.

Estimated Components of Population Change for Wexford County and the PSA (Northern Michigan Region) April 1, 2010 to July 1, 2020								
Area	Population		Change*		Components of Change			
	2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
<b>Wexford County</b>	32,730	33,743	1,013	3.1%	426	520	85	605
<b>Region</b>	297,921	307,719	9,798	3.3%	-3,601	12,217	1,320	13,537

Source: U.S. Census Bureau, Population Division, October 2021

\*Includes residuals (-18, Wexford County; -138, Region) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the population increase (3.1%) within Wexford County from 2010 to 2020 resulted from a combination of natural increase (more births than deaths), domestic migration, and international migration. While domestic migration (520) was the largest contributing factor, natural increase (426) and international migration (85) also had a positive influence on the population within Wexford County. While the trends of positive domestic and international migration within Wexford County are consistent with the regionwide trends within the PSA (Northern Michigan Region), the natural increase in Wexford County contrasts the natural decrease within the region during this time. In order for Wexford County to continue benefiting from positive net migration and natural increase, it is important that an adequate supply of income-appropriate rental and for-sale housing is available to accommodate migrants and to retain young families in the county, which is a contributing factor to natural increase in an area.

The following table illustrates the top 10 gross migration counties (total combined inflow and outflow) for Wexford County with the resulting net migration (difference between inflow and outflow) for each. Note that data for counties contained within the PSA (Northern Michigan Region) are highlighted in red text.

County-to-County Domestic Population Migration for Wexford County Top 10 Gross Migration Counties*			
County	Gross Migration		Net-Migration
	Number	Percent	
<b>Missaukee County, MI</b>	<b>682</b>	<b>15.9%</b>	<b>312</b>
<b>Grand Traverse County, MI</b>	<b>494</b>	<b>11.5%</b>	<b>76</b>
Kent County, MI	270	6.3%	-96
Osceola County, MI	233	5.4%	-9
Tuscola County, MI	118	2.8%	118
<b>Manistee County, MI</b>	<b>107</b>	<b>2.5%</b>	<b>7</b>
<b>Kalkaska County, MI</b>	<b>106</b>	<b>2.5%</b>	<b>-90</b>
<b>Emmet County, MI</b>	<b>93</b>	<b>2.2%</b>	<b>-57</b>
<b>Benzie County, MI</b>	<b>83</b>	<b>1.9%</b>	<b>43</b>
Bay County, MI	81	1.9%	-19
All Other Counties	2,018	47.1%	58
<b>Total Migration</b>	<b>4,285</b>	<b>100.0%</b>	<b>343</b>

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

\*Only includes counties within the state and bordering states

As the preceding illustrates, over one-half (52.9%) of the gross migration for Wexford County is among the top 10 counties listed. Missaukee County, which is the top gross migration county and is within the PSA (Northern Michigan Region), has an overall positive net-migration (312) influence for Wexford County. In total, six of the top 10 migration counties (Missaukee, Grand Traverse, Manistee, Kalkaska, Emmet, and Benzie) for Wexford County are within the PSA. Combined, these six PSA counties have a positive net-migration (291) influence for Wexford County. Among the counties to which Wexford County has the largest net loss of residents are Kent County (-96) and Kalkaska County (-90), while Missaukee (312) and Tuscola County (118) have the largest positive net influence for Wexford County.

The following table details the *shares* of domestic in-migration by three select age cohorts for Wexford County from 2012 to 2021.

Wexford County Domestic County Population In-Migrants by Age, 2012 to 2021		
Age	2012-2016	2017-2021
1 to 24	40.4%	31.9%
25 to 64	49.0%	56.3%
65+	10.6%	11.8%
Median Age (In-state migrants)	26.6	34.0
Median Age (Out-of-state migrants)	38.8	43.9
Median Age (County Population)	42.4	42.5

Source: U.S. Census Bureau, 2016 and 2021 5-Year ACS Estimates (S0701); Bowen National Research

The American Community Survey five-year estimates from 2012 to 2016 in the preceding table illustrate that 49.0% of in-migrants to Wexford County were between the ages of 25 and 64, while 40.4% were less than 25 years of age, and 10.6% were ages 65 and older. The share of in-migrants under the age of 25 decreased to 31.9% during the time period between 2017 and 2021, while the share of in-migrants ages 25 to 64 increased to 56.3%. The data between 2017 and 2021 also illustrates that the median age of in-state migrants (34.0 years) is notably less than out-of-state migrants (43.9 years) and the existing population of the county (42.5 years).

Geographic mobility by *per-person* income is distributed as follows (Note that this data is provided for the county *population*, not households, ages 15 and above):

<b>Wexford County: Income Distribution by Mobility Status for Population Age 15+ Years*</b>						
<b>2021 Inflation Adjusted Individual Income</b>	<b>Moved Within Same County</b>		<b>Moved From Different County, Same State</b>		<b>Moved From Different State</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
<\$10,000	175	14.6%	244	18.3%	35	8.3%
\$10,000 to \$14,999	117	9.8%	54	4.0%	1	0.2%
\$15,000 to \$24,999	283	23.6%	375	28.1%	95	22.4%
\$25,000 to \$34,999	311	25.9%	225	16.8%	104	24.5%
\$35,000 to \$49,999	171	14.3%	206	15.4%	122	28.8%
\$50,000 to \$64,999	105	8.8%	71	5.3%	25	5.9%
\$65,000 to \$74,999	9	0.8%	35	2.6%	2	0.5%
\$75,000+	28	2.3%	126	9.4%	40	9.4%
<b>Total</b>	<b>1,199</b>	<b>100.0%</b>	<b>1,336</b>	<b>100.0%</b>	<b>424</b>	<b>100.0%</b>

Source: U.S. Census Bureau, 2021 5-Year American Community Survey (B07010); Bowen National Research  
 \*Excludes population with no income

According to data provided by the American Community Survey, approximately one-half (50.4%) of the population that moved to Wexford County from a different county within Michigan earned less than \$25,000 per year. While a much smaller number of individuals moved to Wexford County from out-of-state, nearly one-third (30.9%) of these individuals earned less than \$25,000 per year. By comparison, the share of individuals earning \$50,000 or more per year is much smaller for both in-migrants from a different county within Michigan (17.3%) and those from outside the state (15.8%). Although it is likely that a significant share of the population earning less than \$25,000 per year consists of children and young adults considered to be dependents within a larger family, this illustrates that affordable housing options are likely important for a significant portion of in-migrants to Wexford County.

## Labor Force

The following table illustrates the employment base by industry for Wexford County, the PSA (Northern Michigan Region), and the state of Michigan.

NAICS Group	Employment by Industry					
	Wexford County		Region		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	98	0.6%	1,037	0.6%	18,094	0.4%
Mining	6	0.0%	416	0.2%	6,059	0.1%
Utilities	78	0.5%	566	0.3%	14,450	0.3%
Construction	537	3.2%	8,709	4.9%	163,027	3.6%
Manufacturing	<b>3,978</b>	<b>23.4%</b>	<b>16,371</b>	<b>9.1%</b>	<b>513,197</b>	<b>11.2%</b>
Wholesale Trade	320	1.9%	4,703	2.6%	193,695	4.2%
Retail Trade	<b>2,787</b>	<b>16.4%</b>	<b>25,115</b>	<b>14.0%</b>	<b>576,665</b>	<b>12.6%</b>
Transportation & Warehousing	377	2.2%	2,863	1.6%	95,658	2.1%
Information	435	2.6%	2,773	1.5%	91,050	2.0%
Finance & Insurance	386	2.3%	4,834	2.7%	168,540	3.7%
Real Estate & Rental & Leasing	232	1.4%	3,412	1.9%	95,407	2.1%
Professional, Scientific & Technical Services	665	3.9%	7,617	4.3%	295,491	6.5%
Management of Companies & Enterprises	0	0.0%	227	0.1%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	183	1.1%	4,042	2.3%	111,717	2.4%
Educational Services	1,482	8.7%	9,834	5.5%	378,891	8.3%
Health Care & Social Assistance	<b>1,969</b>	<b>11.6%</b>	<b>38,645</b>	<b>21.6%</b>	<b>765,165</b>	<b>16.7%</b>
Arts, Entertainment & Recreation	262	1.5%	7,845	4.4%	139,513	3.1%
Accommodation & Food Services	<b>1,558</b>	<b>9.2%</b>	<b>20,986</b>	<b>11.7%</b>	<b>398,782</b>	<b>8.7%</b>
Other Services (Except Public Administration)	794	4.7%	8,794	4.9%	270,042	5.9%
Public Administration	833	4.9%	9,313	5.2%	238,652	5.2%
Non-classifiable	24	0.1%	914	0.5%	30,131	0.7%
Total	17,004	100.0%	179,016	100.0%	4,573,053	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

Wexford County has an employment base of approximately 17,004 individuals within a broad range of employment sectors. The labor force within the county is based primarily in four sectors: Manufacturing (23.4%), Retail Trade (16.4%), Health Care & Social Assistance (11.6%), and Accommodation & Food Services (9.2%). It is interesting to note that these four sectors also comprise the largest sectors of employment within the PSA (Northern Michigan Region) and the state of Michigan. Combined, these four job sectors represent over three-fifths (60.6%) of the county employment base. This represents a larger concentration of employment within the top four sectors compared to the top four sectors in the PSA (56.4%) and state (49.2%). Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. With a more concentrated overall distribution of employment, the economy within Wexford County may be slightly more vulnerable to economic downturns compared to the PSA and state overall. Although the manufacturing and health care sectors contain some occupations that offer competitive wages, it is important to understand that a significant number of the

support occupations within these sectors, as well as many within the retail and accommodation and food services industries, typically have lower average wages. This can contribute to demand for affordable housing options.

Data of overall total employment and unemployment rates of the county and the overall state since 2013 are compared in the following tables.

Year	Total Employment					
	Wexford County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	13,063	-	4,323,410	-	143,929,000	-
2014	13,463	3.1%	4,416,017	2.1%	146,305,000	1.7%
2015	13,647	1.4%	4,501,816	1.9%	148,833,000	1.7%
2016	13,868	1.6%	4,606,948	2.3%	151,436,000	1.7%
2017	13,966	0.7%	4,685,853	1.7%	153,337,000	1.3%
2018	14,053	0.6%	4,739,081	1.1%	155,761,000	1.6%
2019	14,205	1.1%	4,773,453	0.7%	157,538,000	1.1%
2020	13,362	-5.9%	4,379,122	-8.3%	147,795,000	-6.2%
2021	13,795	3.2%	4,501,562	2.8%	152,581,000	3.2%
2022	14,049	1.8%	4,632,539	2.9%	158,291,000	3.7%
2023*	13,822	-1.6%	4,624,229	-0.2%	159,715,000	0.9%

Source: Department of Labor; Bureau of Labor Statistics

\*Through March

Year	Unemployment Rate		
	Wexford County	Michigan	United States
2013	11.0%	8.7%	7.4%
2014	8.6%	7.2%	6.2%
2015	6.8%	5.4%	5.3%
2016	5.9%	5.0%	4.9%
2017	5.5%	4.6%	4.4%
2018	4.7%	4.2%	3.9%
2019	4.6%	4.1%	3.7%
2020	10.5%	10.0%	8.1%
2021	5.9%	5.8%	5.4%
2022	4.9%	4.2%	3.7%
2023*	5.8%	4.5%	3.8%

Source: Department of Labor, Bureau of Labor Statistics

\*Through March

From 2013 to 2019, the employment base in Wexford County increased by 1,142 employees, or 8.7%, which was less than the state increase of 10.4% during that time. In 2020, which was largely impacted by the economic effects related to COVID-19, total employment decreased in Wexford County by 5.9%, which was a smaller decline compared to the state (8.3%). In 2021, total employment for the county increased by 3.2%, followed by an increase of 1.8% in 2022. Although total employment in Wexford County has declined 1.6% through March 2023, which may be due, in part, to seasonality, the overall increase in total employment since 2020 is a positive sign that the local economy is recovering from the effects of the COVID-19 pandemic. It is noteworthy that total employment still remains below the 2019 level, although

Wexford County has recovered to 98.9% (2022 full year) of the total employment in 2019. This represents a recovery rate above that for the state of Michigan (97.0%) and indicates the county continues to recover from the economic decline during 2020.

The unemployment rate within Wexford County steadily declined from 2013 (11.0%) to 2019 (4.6%). It is also noteworthy that the unemployment rate within the county has typically been slightly higher than the rate within the state since 2013. In 2020, the county unemployment rate increased sharply to 10.5%, which represents a slightly higher rate compared to that of the state (10.0%) during this time. In 2021, the unemployment rate within the county decreased to 5.9%, and then decreased again in 2022 to 4.9%. The rate in 2022 represents an unemployment rate that is higher than the state (4.2%) and nation (3.7%). However, the 4.9% unemployment rate for Wexford County in 2022 is much more comparable to the rate in 2019 (4.8%) and is a positive sign of continuing recovery in the local economy.

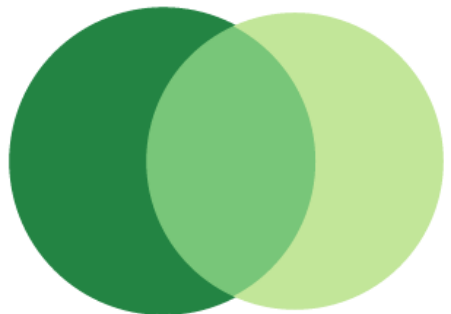
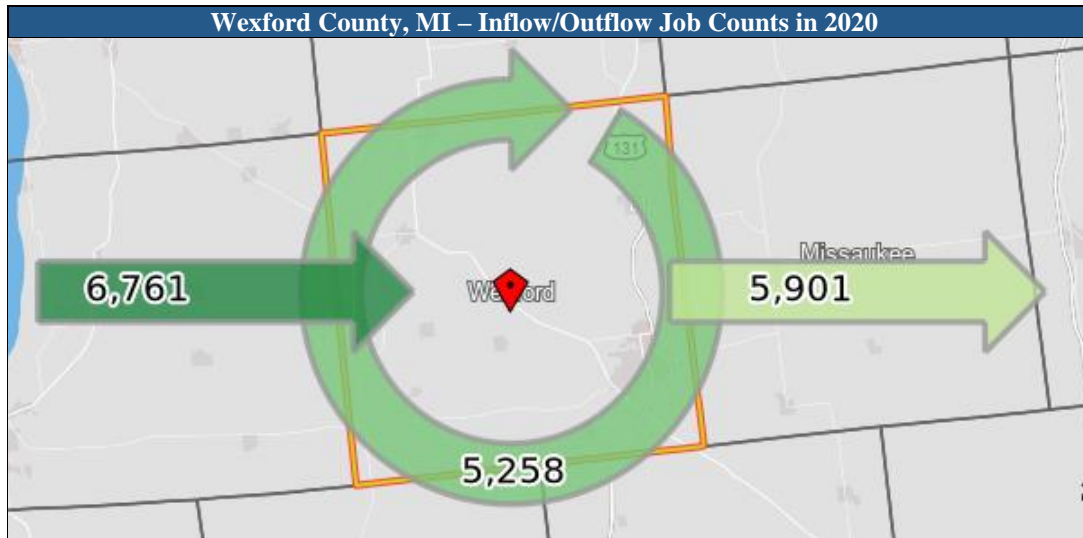
### Commuting Data

According to the 2016-2020 American Community Survey (ACS), 90.7% of Wexford County commuters either drive alone or carpool to work, 2.8% walk to work and 4.6% work from home. ACS also indicates that 70.3% of Wexford County workers have commute times of less than 30 minutes, while 5.2% have commutes of 60 minutes or more. This represents shorter commute times compared to the state, where 62.6% of workers have commute times of less than 30 minutes and 6.0% have commutes of at least 60 minutes. Tables illustrating detailed commuter data are provided on pages V-18 and V-19 in Section V: Economic Analysis.

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 11,159 employed residents of Wexford County, 5,901 (52.9%) are employed outside the county, while the remaining 5,258 (47.1%) are employed within Wexford County. In addition, 6,761 people commute into Wexford County from surrounding areas for employment. These 6,761 non-residents account for over nearly three-fifths (56.3%) of the people employed in the county and represent a notable base of potential support for future residential development.

The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters. The distribution of age and earnings for each commuter cohort is also provided.





■ 6,761 - Employed in Selection Area, Live Outside  
■ 5,901 - Live in Selection Area, Employed Outside  
■ 5,258 - Employed and Live in Selection Area

**Inflow/Outflow Job Counts (All Jobs)**

	2020	
	Count	Share
<a href="#">Employed in the Selection Area</a>	12,019	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	6,761	56.3%
<a href="#">Employed and Living in the Selection Area</a>	5,258	43.7%
<a href="#">Living in the Selection Area</a>	11,159	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	5,901	52.9%
<a href="#">Living and Employed in the Selection Area</a>	5,258	47.1%

**Commuting Flow Analysis by Age and Earnings (2020, All Jobs)**

Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	1,456	24.7%	1,673	24.7%	943	17.9%
Ages 30 to 54	3,060	51.9%	3,430	50.7%	2,933	55.8%
Ages 55 or older	1,385	23.5%	1,658	24.5%	1,382	26.3%
Earning <\$1,250 per month	1,552	26.3%	2,353	34.8%	1,773	33.7%
Earning \$1,251 to \$3,333	2,038	34.5%	2,244	33.2%	1,864	35.5%
Earning \$3,333+ per month	2,311	39.2%	2,164	32.0%	1,621	30.8%
<b>Total Worker Flow</b>	<b>5,901</b>	<b>100.0%</b>	<b>6,761</b>	<b>100.0%</b>	<b>5,258</b>	<b>100.0%</b>

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Of the county's 6,761 in-commuters, approximately one-half (50.7%) are between the ages of 30 and 54, 24.5% are age 55 or older and 24.7% are under the age of 30. This is a similar distribution of workers by age compared to the resident outflow workers. There is a nearly equal distribution of inflow workers by earnings, with each income cohort comprising approximately one-third of the total inflow workers. By comparison, nearly two-fifths (39.2%) of outflow workers earn \$3,333 or more per

month (\$40,000 or more annually). Based on the preceding data, people that commute *into* Wexford County for employment are typically similar in age and more likely to earn low to moderate wages (less than \$3,333 per month) when compared to residents commuting out of the county for work. Regardless, given the diversity of incomes and ages of the over 6,760 people commuting into the area for work each day, a variety of housing product types could be developed to potentially attract these commuters to live in Wexford County.

### C. HOUSING METRICS

The estimated distribution of the area housing stock by tenure for Wexford County for 2022 is summarized in the following table:

		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
Wexford County	Number	13,640	10,460	3,180	2,801	16,441
	Percent	83.0%	76.7%	23.3%	17.0%	100.0%
Region	Number	131,968	105,039	26,929	52,017	183,985
	Percent	71.7%	79.6%	20.4%	28.3%	100.0%
Michigan	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 16,441 housing units within Wexford County in 2022. Based on ESRI estimates and 2020 Census data, of the 13,640 total *occupied* housing units in Wexford County, 76.7% are owner occupied, while the remaining 23.3% are renter occupied. As such, Wexford County has a lower share of owner-occupied housing units when compared to the Northern Michigan Region (79.6%) but a higher share than the state of Michigan (71.4%). Note that 17.0% of the housing units within Wexford County are classified as vacant, which represents a much lower share (28.3%) than the region but a higher share (11.6%) than the state. Vacant units are comprised of a variety of units including abandoned properties, unoccupied rentals, for-sale homes, and seasonal housing units.

The following table compares key housing age and conditions based on 2016-2020 American Community Survey data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Wexford	1,141	40.3%	3,943	38.0%	155	5.5%	200	1.9%	85	3.0%	95	0.9%
Region	7,662	31.6%	30,923	30.2%	781	3.2%	1,204	1.2%	619	2.5%	605	0.6%
Michigan	526,133	46.8%	1,373,485	48.1%	32,741	2.9%	31,181	1.1%	24,376	2.2%	16,771	0.6%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Wexford County, 40.3% of the renter-occupied housing units and 38.0% of the owner-occupied housing units were built prior to 1970. Based on these figures, the housing stock in Wexford County appears to be slightly older than housing within the region but generally newer compared to housing units statewide. The shares of renter housing units (5.5%) and owner housing units (1.9%) that experience overcrowding are above rates within the region and state. The shares of renter housing units (3.0%) and owner housing units (0.9%) in Wexford County with incomplete plumbing or kitchens (0.8%) is also slightly higher than regional and statewide rates.

The following table compares key household income, housing cost, and housing affordability metrics. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

	Household Income, Housing Costs and Affordability						
	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
<b>Wexford County</b>	\$50,190	\$139,658	\$713	43.2%	15.6%	22.0%	6.0%
<b>Region</b>	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
<b>Michigan</b>	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

\*Paying more than 30% of income toward housing costs

\*\*Paying more than 50% of income toward housing costs

The median household income of \$50,190 within Wexford County is lower than the median household income for the Northern Michigan Region (\$63,085) and the state of Michigan (\$65,507). The estimated median home value and average gross rent in Wexford County are significantly lower than estimated median home values and average gross rents for the region and state. Note that the significantly lower estimated average gross rent does not appear to translate to a lower share of cost burdened renter households in Wexford County, as 43.2% of renter households are cost burdened, which is consistent with regional and state shares. The lower estimated median home value in the county may have an effect on lower shares of cost-burdened owner households, as the county shares of cost burdened owner households (15.6%) and severe cost burdened owner households (6.0%) are each lower than regional and state figures. Overall, Wexford County has an estimated 1,222 renter households and 1,623 owner households that are housing cost burdened. As such, affordable housing alternatives should be part of future housing solutions.

Based on the 2016-2020 American Community Survey (ACS) data, the following is a distribution of all occupied housing by units in structure by tenure (renter or owner) for Wexford County, the Northern Michigan Region and the state of Michigan.

		Renter-Occupied Housing by Units in Structure				Owner-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total	4 Units or Less	5 Units or More	Mobile Home/ Other	Total
<b>Wexford County</b>	Number	1,651	807	372	2,830	9,062	31	1,289	10,382
	Percent	58.3%	28.5%	13.1%	100.0%	87.3%	0.3%	12.4%	100.0%
<b>Region</b>	Number	13,338	8,236	2,710	24,284	93,237	969	7,958	102,164
	Percent	54.9%	33.8%	11.1%	100.0%	91.3%	1.0%	7.8%	100.0%
<b>Michigan</b>	Number	588,520	488,828	47,520	1,124,868	2,669,942	35,543	149,878	2,855,363
	Percent	52.3%	43.5%	4.2%	100.0%	93.5%	1.2%	5.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Wexford County, over half (58.3%) of the *rental* units are within structures of four units or less, with mobile homes comprising an additional 13.1% of county rental units. The combined share of these two types of structures (71.4%) is higher when compared to that of the region (66.0%) and state (56.5%). Overall, Wexford County also has a lower share (28.5%) of multifamily rental housing (five or more units within a structure) when compared to the region (33.8%) and state (43.5%). Among *owner*-occupied units in the county, there is a smaller share (87.3%) of units within structures of four units or less and a higher share (12.4%) of mobile homes compared to the shares of such units in the region and state. As such, there is a minimal share (0.3%) of owner-occupied housing in the county within structures of five or more units.

The following table summarizes monthly gross rents (per unit) for area rental alternatives within Wexford County, the Northern Michigan Region, and the state of Michigan. While this data encompasses all rental units, which includes multifamily apartments, a sizable majority (71.4%) of the local market's rental supply consists of non-conventional rentals. Therefore, it is reasonable to conclude that the following provides insight into the overall distribution of rents among the non-conventional rental housing units. It should be noted, gross rents include tenant-paid rents and tenant-paid utilities.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
<b>Wexford County</b>	Number	342	323	764	743	464	6	3	185	2,830
	Percent	12.1%	11.4%	27.0%	26.3%	16.4%	0.2%	0.1%	6.5%	100.0%
<b>Region</b>	Number	1,235	2,176	5,475	6,155	6,264	794	375	1,810	24,284
	Percent	5.1%	9.0%	22.5%	25.3%	25.8%	3.3%	1.5%	7.5%	100.0%
<b>Michigan</b>	Number	51,846	69,698	227,872	314,293	299,877	70,403	33,633	57,245	1,124,867
	Percent	4.6%	6.2%	20.3%	27.9%	26.7%	6.3%	3.0%	5.1%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the largest share (27.0%) of Wexford County rental units has gross rents between \$500 and \$750, followed by units with rents between \$750 and \$1,000 (26.3%). Overall, over 75% of rental units in the county have gross rents that are \$1,000 or less, which is a significantly higher share of these units compared to the region (61.9%) and state (59.0%). Overall, this larger share of units with lower gross rents demonstrates the dominance of the lower and moderately priced product among the rental units in the market.

Bowen National Research’s Survey of Housing Supply

*Multifamily Rental Housing*

A field survey of conventional apartment properties was conducted as part of this Housing Needs Assessment. The following table summarizes the county’s surveyed multifamily rental supply.

<b>Multifamily Supply by Product Type – Wexford County</b>				
<b>Project Type</b>	<b>Projects Surveyed</b>	<b>Total Units</b>	<b>Vacant Units</b>	<b>Occupancy Rate</b>
Market-rate	3	119	0	100.0%
Market-rate/Tax Credit	1	80	0	100.0%
Tax Credit	1	48	0	100.0%
Tax Credit/Government-Subsidized	4	267	0	100.0%
Government-Subsidized	5	283	0	100.0%
Total	14	797	0	100.0%

In Wexford County, a total of 14 apartment properties were surveyed, which comprised a total of 797 units. These 797 units had an occupancy rate of 100.0%. The largest share (69.0%) of units surveyed in the county were at nine subsidized properties. The remaining five properties include either market-rate and/or non-subsidized Tax Credit units. Rents at market-rate properties range from \$800 to \$1,040, while rents at non-subsidized Tax Credit properties range from \$660 to \$865. Based on rent ranges for market-rate and Tax Credit properties in the county, it appears that both unit types are competitive and potentially affordable for lower income households. The 14 surveyed properties have quality ratings from “A” to “B-,” which reflects properties in good to excellent condition. Note that 13 of the 14 properties surveyed in Wexford County have wait lists, which are reflective of pent-up demand for apartment units.

*Non-Conventional Rental Housing*

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. and account for 71.4% of the total rental units in Wexford County. The following table illustrates the distribution of renter-occupied housing by the number of units in the structure for Wexford County, Northern Michigan Region, and the state of Michigan.

		Renter-Occupied Housing by Units in Structure			
		1 to 4 Units	5 or More Units	Mobile Homes/Boats/RVs	Total Units
Wexford County	Number	1,651	807	372	2,830
	Percent	58.3%	28.5%	13.1%	100.0%
Region	Number	13,338	8,236	2,710	24,284
	Percent	54.9%	33.9%	11.2%	100.0%
Michigan	Number	588,520	488,828	47,520	1,124,868
	Percent	52.3%	43.5%	4.2%	100.0%

Source: American Community Survey (2016-2020); ESRI; Urban Decision Group; Bowen National Research

In Wexford County, over half (58.3%) of non-conventional rental units are within structures containing one to four units. The overall share is a slightly higher rate of rental units within one- to four-unit structures compared to the Northern Michigan Region (54.9%) and the state of Michigan (52.3%). As a significant share of the rental housing stock in Wexford County is comprised of non-conventional rentals, it is clear that this housing segment warrants additional analysis.

Bowen National Research conducted an online survey between March and May 2023 and identified seven non-conventional rentals that were listed as *available* for rent in Wexford County. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

The following table summarizes the sample survey of *available* non-conventional rentals identified in Wexford County.

Surveyed Non-Conventional Rental Supply – Wexford County				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
Studio	0	-	-	-
One-Bedroom	1	\$825	\$825	\$1.29
Two-Bedroom	3	\$700 - \$1,250	\$1,200	\$1.77
Three-Bedroom	2	\$1,399 - \$2,200	\$1,800	\$1.07
Four-Bedroom+	1	\$2,200	\$2,200	\$0.79
Total	7			

Source: Zillow; Apt.com; Trulia; Realtor.com; Facebook

When compared with all non-conventional rentals in the county, the seven available rentals represent an occupancy rate of 99.7%. This is an extremely high occupancy rate for rental housing. The identified non-conventional rentals in Wexford County primarily consist of two- and three-bedroom units. Overall, rents among the surveyed non-conventional units range from \$700 to \$2,200. Although rents in the lower end of this range are likely affordable to most households, a majority of the surveyed non-conventional units are not affordable to lower income households in the area.

### *For-Sale Housing*

The following table summarizes the available (as of February 2023) and recently sold (between September 2022 and March 2023) housing stock for Wexford County.

Wexford County - Owner For-Sale/Sold Housing Supply		
Type	Homes	Median Price
Available*	42	\$116,950
Sold**	167	\$175,000

Source: Realtor.com and Bowen National Research

\*As of Feb. 28, 2023

\*\*Sales from Sept. 12, 2022 to Mar. 15, 2023

The available for-sale housing stock in Wexford County as of February 2023 consists of 42 total units with a median list price of \$116,950. The 42 available units represent 7.6% of the 551 available units within the Northern Michigan Region. Historical sales ranging from September 2022 to March 2023 consisted of 167 homes sold with a median sale price of \$175,000. Note that the median price of available homes (\$116,950) and sold homes (\$175,000) are each the lowest median prices among the 10 counties in the region. The 42 available homes represent only 0.4% of the estimated 10,460 owner-occupied units in Wexford County. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households. Based on this low share of homes available for sale, Wexford County appears to have a disproportionately low number of housing units available for purchase.

The following table illustrates sales activity from September 2022 to March 2023 for Wexford County.

Wexford County Sales History by Price (Sept. 12, 2022 to Mar. 15, 2023)		
Sale Price	Number Available	Percent of Supply
Up to \$99,999	32	19.2%
\$100,000 to \$199,999	63	37.7%
\$200,000 to \$299,999	40	24.0%
\$300,000 to \$399,999	18	10.8%
\$400,000+	14	8.4%
Total	167	100.0%

Source: Realtor.com and Bowen National Research

Recent sales activity in Wexford County generally favors low- and moderate-income homebuyers. Note that over half (56.9%) of recent sales were for units priced under \$200,000, a price point generally targeted by first-time homebuyers. A notable share (24.0%) of homes sold for between \$200,000 and \$300,000, a price point generally sought after by middle-class households. The remaining share (19.2%) of sold units were priced at \$300,000 and above.

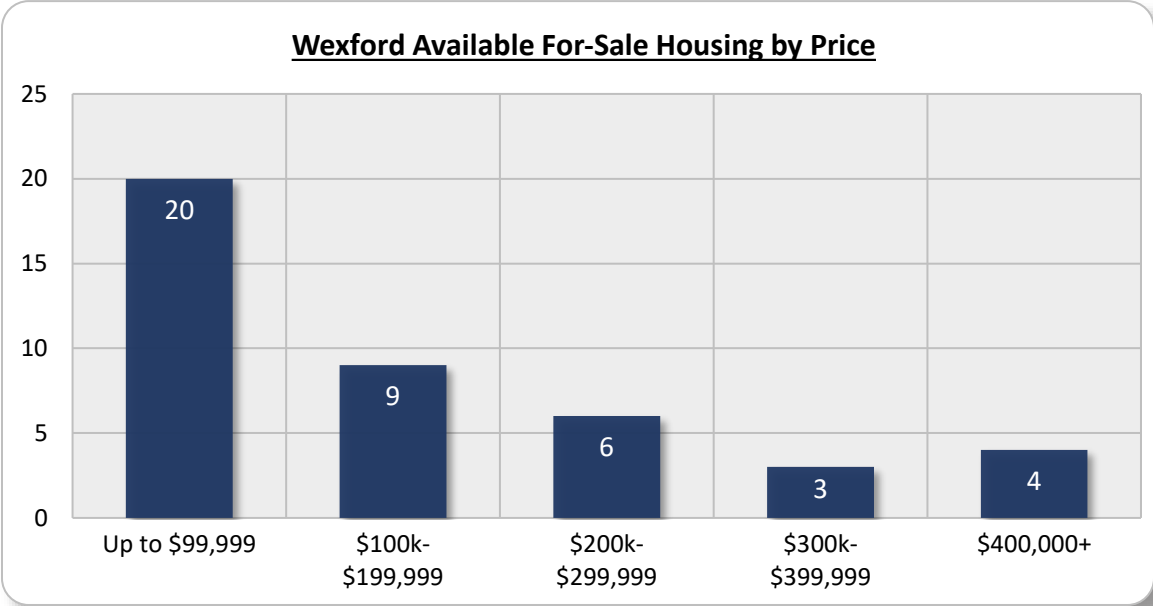
The following table summarizes the distribution of *available* for-sale residential units by *price point* for Wexford County:

Wexford County Available For-Sale Housing by Price (As of Feb. 28, 2023)		
List Price	Number Available	Percent of Supply
Up to \$99,999	20	47.6%
\$100,000 to \$199,999	9	21.4%
\$200,000 to \$299,999	6	14.3%
\$300,000 to \$399,999	3	7.1%
\$400,000+	4	9.5%
Total	42	100.0%

Source: Realtor.com and Bowen National Research

The current housing market in Wexford County includes a large supply of homes potentially affordable to first-time homebuyers. Nearly half (47.6%) of available homes in the county are priced below \$100,000, while nearly 70% of available homes are priced below \$200,000. A smaller share (14.3%) of homes is priced between \$200,000 and \$300,000, a price point typically sought after by middle-class households.

The distribution of available homes in Wexford County by *price point* is illustrated in the following graph:





The distribution of available homes by *bedroom type* for Wexford County is summarized in the following table.

Wexford County Available For-Sale Housing by Bedrooms (As of Feb. 28, 2023)					
Bedrooms	Number Available	Average Square Feet	Price Range	Median List Price	Median Price per Sq. Ft.
One-Br.	0	-	-	-	-
Two-Br.	12	850	\$25,000 - \$155,900	\$78,950	\$88.00
Three-Br.	17	1,373	\$22,000 - \$340,312	\$59,900	\$50.18
Four-Br.+	13	2,133	\$133,900 - \$3,185,000	\$215,000	\$133.69
Total	42	1,459	\$22,000 - \$3,185,000	\$116,950	\$97.91

Source: Realtor.com and Bowen National Research

As shown in the preceding table, available homes offered for sale in the county appear to be balanced between two-, three-, and four-bedroom or larger homes. Median list prices range from \$59,900 to \$215,000. These median housing prices by bedroom are significantly lower than median housing prices in several other counties within the Northern Michigan Region.

#### **D. HOUSING GAP**

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of new housing units in Wexford County can support. The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost-burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

The county has an overall housing gap of 3,756 units, with a gap of 1,360 rental units and a gap of 2,396 for-sale units. The following tables summarize the rental and for-sale housing gaps by income and affordability levels for Wexford County. Details of the methodology used in this analysis are provided in Section VII of this report.

Wexford County, Michigan				
Rental Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Monthly Rent Range	≤\$946	\$947-\$1,514	\$1,515-\$2,271	\$2,272+
Household Growth	-210	33	51	60
Balanced Market*	92	36	20	11
Replacement Housing**	201	40	11	1
External Market Support^	181	72	40	22
Severe Cost Burdened^^	420	210	70	0
Step-Down Support	78	-21	-20	-38
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>762</b>	<b>370</b>	<b>172</b>	<b>56</b>

\*Based on Bowen National Research's survey of area rentals

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

Wexford County, Michigan				
For-Sale Housing Gap Estimates (2022-2027)				
Percent of Median Income	≤ 50%	51%-80%	81%-120%	121%+
Household Income Range	≤\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Price Point	≤\$126,167	\$126,168-\$201,867	\$201,868-\$302,800	\$302,801+
Household Growth	-363	-180	44	600
Balanced Market*	71	67	60	74
Replacement Housing**	118	47	21	13
External Market Support^	355	281	250	309
Severe Cost Burdened^^	377	188	63	0
Step-Down Support	81	51	267	-398
Less Pipeline Units	0	0	0	0
<b>Overall Units Needed</b>	<b>639</b>	<b>454</b>	<b>705</b>	<b>598</b>

\*Based on Bowen National Research's analysis of for-sale product in the county

\*\*Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for each county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

As the preceding tables illustrate, the projected housing gaps over the next five years encompass a variety of affordability levels for both rental and for-sale housing product. It appears the over four-fifths (83.2%) of *rental* housing gaps in the county are for the two lowest housing affordability segments (rents below \$1,515 that are affordable to households earning up to 80% of AMHI). While the greatest *for-sale* housing gap in the county is for product priced between \$201,868 and \$302,800, which is affordable to households earning between \$60,561 and \$90,840, all price ranges have housing gaps over 450 units. Although development within Wexford County should be prioritized to the housing product showing the greatest gaps, it appears efforts to address housing should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types and affordability levels would enhance the subject county's ability to attract potential workers and meet the changing and growing housing needs of the local market.

**E. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT)**

A SWOT analysis often serves as the framework to evaluate an area’s competitive position and to develop strategic planning. It considers internal and external factors, as well as current and future potential. Ultimately, such an analysis is intended to identify core strengths, weaknesses, opportunities, and threats that can lead to strategies that can be developed and implemented to address local housing issues.

The following is a summary of key findings from this SWOT analysis for Wexford County.

<b>SWOT Analysis</b>	
<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• High level of rental housing demand</li> <li>• Strong demand for for-sale housing</li> <li>• Positive projected household growth</li> <li>• Positive median household income growth</li> </ul>	<ul style="list-style-type: none"> <li>• Limited available rentals and for-sale housing</li> <li>• Disproportionately low share of rentals</li> <li>• Lack of affordable workforce and senior housing alternatives</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Housing need of 1,360 rental units</li> <li>• Housing need of 2,396 for-sale units</li> <li>• Attract some of the 6,761 commuters coming into the county for work to live in the county</li> <li>• More than 60 parcels that could potentially support residential development (see page VI-56)</li> </ul>	<ul style="list-style-type: none"> <li>• The county risks losing residents to other areas/communities</li> <li>• Vulnerable to deteriorating and neglected housing stock</li> <li>• Inability to attract businesses to county</li> <li>• Ability of employers to attract and retain workers due to local housing issues</li> </ul>

The county’s housing market has availability and affordability issues, particularly among housing that serves lower-income households. These housing challenges expose the county to losing residents to surrounding areas, making the community vulnerable to the existing housing stock becoming neglected, discouraging potential employers coming to the area, and creating challenges for local employers to retain and attract workers. There are housing gaps for both rentals and for-sale housing alternatives at a variety of rents and price points. As such, county housing plans should encourage and support the development of a variety of product types at a variety of affordability levels.