



2023 Housing Needs Assessment MANISTEE COUNTY DATA SUMMARY



In order to effectively address the housing demands and ensure the well-being of our community Housing North received support from the Frey Foundation, Networks Northwest, and Hagerty to conduct a Housing Needs Assessment of our 10-county region in northern Michigan including the counties of Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee and Wexford with Bowen National Research. Launched in 2023, the Housing Needs Assessment (HNA) provides interested stakeholders with the base of knowledge to make informed strategic decisions on housing priorities and plans by understanding the housing needs. The study identified a housing gap of 8,813 rental units in the region over the five-year projection and an overall regional for-sale housing gap of approximately 22,455 units over the five-year projection period.

HOW MUCH HOUSING IS NEEDED IN MANISTEE COUNTY?



The county has an overall housing gap of 1,902 units through 2027



RENTAL GAP
525 rental units

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 Average Median Household Income).



FOR SALE GAP
1, 377 for-sale units

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.

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+
Overall Units Needed	262	142	87	34

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+
For Sale Price Point	≤\$126,167	\$126,168-\$201,867	\$201,868-\$302,800	\$302,801+
Overall Units Needed	158	247	525	447

*2022 MEDIAN HOUSEHOLD INCOME \$59,828

*2027 PROJECTED HOUSEHOLD INCOME \$67,768

Occupied and Vacant Housing Units by Tenure 2022 Estimates

Total occupied		Owner Occupied	Renter Occupied	Vacant	Total
Number	10, 579	8, 818	1, 761	4, 924	15, 503
Percent	68.2%	83.4%	16.6%	31.8%	100%

HOUSING OCCUPANCY

31.8% of the housing units within the County are classified as vacant, which represents a higher share of vacant units than the region (28.3%) and state (11.6%).

THE MEDIAN HOUSEHOLD INCOME OF \$59,828 IN MANISTEE IS LOWER THAN NORTHERN MICHIGAN (\$63,085) AND THE STATE OF MICHIGAN (\$65,507).

Cost Burdened Households - Paying more than 30% of income toward housing costs

Renter	Owner	Renter	Owner
43.6%	20.2%	20.3%	7%

Severe cost Burdened Households - Paying more than 50% of income toward housing costs

COST BURDENED HOUSEHOLDS

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.

KEY STATS



10.8%
OF THE POPULATION
LIVES IN POVERTY

\$59,828
2022 MEDIAN
HOUSEHOLD INCOME

\$730
AVERAGE GROSS RENT

\$153,542
ESTIMATED HOME VALUE

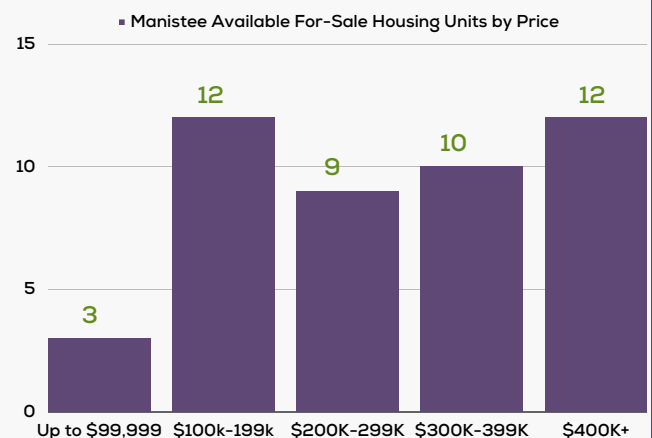
HOUSING AGE AND CONDITION

The County ranks highest in the region for its aging housing stock. In the community, 39.7% of the renter-occupied housing units and 48.3% of the owner-occupied housing units were built prior to 1970 with the average age being built in 1963. The renter occupied housing stock in the County appears to be older in age compared to housing within the region and the owner occupied housing is significantly older than the region.

POPULATION

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.

- The estimated median home value and average gross rent in the County are significantly lower than estimated median home values and average gross rents for the region and state.
- Nearly one-third (32.6%) of available housing units in the County are priced below \$200,000, while nearly half (47.8%) of listings are priced at \$300,000 and above.



SWOT ANALYSIS

STRENGTHS

- High level of rental housing demand
- Strong demand for for-sale housing
- Positive projected household growth
- Positive median household income growth

WEAKNESSES

- Limited available rentals and for-sale housing
- Disproportionately low share of rentals
- Lack of affordable workforce and senior housing alternatives

OPPORTUNITIES

- Housing need of 525 rental units
- Housing need of 1,377 for-sale units
- Attract some of the 2, 296 commuters coming into the county for work to live in the county
- More than 80 parcels that could potentially support residential development

THREATS

- The county risks losing residents to other areas/communities
- Vulnerable to deteriorating and neglected housing stock
- Inability to attract businesses to county
- Inability of employers to attract and retain workers due to local housing issues
- Influence of seasonal/recreational housing

ABOUT THE LABOR FORCE

The 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%)
- Manufacturing (13.9%)

It should be noted that Health Care and 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.

FIND MORE INFORMATION ABOUT MANISTEE THROUGH:

- **Manistee County Housing Action Team or HAT** at hscbmanistee@gmail.com
- **Manistee County Housing Commission**

Or contact **Tracy Davis, Housing Ready Program Coordinator** at tracy@housingnorth.org.



The county's housing market has availability and affordability issues, particularly among housing that serves lower income households.

Although development in the County should be prioritized to the housing product showing the greatest gaps, it appears efforts should consider most rents and price points across the housing spectrum. The addition of a variety of housing product types would enhance the county's ability to attract potential workers and help meet the changing and growing housing needs of the local market.

