Housing Gap by Community — Rural Counties

Homes needed by 2029 — for-sale and rental — rural counties | Source: Bowen National Research, 2025

Community	For-Sale Gap	Rental Gap	TOTAL
Gratiot County	1,456	464	1,920
Clare County	1,100	415	1,515
Gladwin County	1,145	258	1,403
Arenac County	608	140	748
RURAL TOTAL	4,309	1,277	5,586

Rural counties face significant for-sale gaps as rising seasonal/vacation demand competes with workforce housing needs.

HOUSING FORWARD

Arenac County Housing Gap Estimates (2024 - 2029)

	≤60%	61% - 80%	81% - 120%	121%+
HOUSEHOLD INCOME	≤$49,140	$49,141 - $65,520	$65,521 - 98,280	$98,281+
RENT RANGE	≤$1,229	$1,230- $1,638	$1,639 - $2,457	$2,458+
PRICE RANGE	≤$163,800	$163,801 - 218,400	$275,468 - $413,200	$413,201+
RENTAL GAP	78	37	23	2
FOR SALE GAP	0	120	324	164

Source: Bowen National Research
*Based on HUD limits for Midland County (4-person limit)

HOUSING FORWARD

Arenac County — Housing Affordability

Arenac County | Median Household Income: $55,600 — 22.2% below state median | Avg. gross rent: $665

$55,600
Median Household Income (2024)

$933/mo
Fair Market Rent (2-Bedroom)

$191,250
Median Available Home Price

40.3%
Renter Cost Burden

51.4%
of occupations can afford to RENT

22.9%
of occupations can afford to BUY

Income needed to rent: $37,320/yr | Income needed to buy: $57,375/yr

Occupation	Median Salary	Can Rent?	Can Buy?
Manufacturing Workers	$48,720	✓ Yes	⚠ Barely
Healthcare Support Workers	$36,590	⚠ Barely	✗ No
Retail / Service Workers	$32,040	✗ No	✗ No
Truck / Heavy Drivers	$48,000	✓ Yes	⚠ Barely
Food Preparation Workers	$28,000	✗ No	✗ No

Affordability Across Rural Counties

Of the top 35 most common occupations: share that can afford to rent or buy at median wage | Source: Bowen National Research, 2025

Community	Median Income	Can RENT	Can BUY	FMR 2BR	Home Price
Gratiot County	**$59,822**	**51.4%**	**25.7%**	**$933**	**$176,750**
Gladwin County	**$58,700**	**51.4%**	**11.4%**	**$933**	**$221,900**
Arenac County	**$55,600**	**51.4%**	**22.9%**	**$933**	**$191,250**
Clare County	**$46,900**	**51.4%**	**25.7%**	**$933**	**$174,000**

Key Takeaway: Lower home prices don't solve the problem. In Gladwin, only 11% of workers can buy — driven by high home prices relative to income.