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.

Gratiot 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	$275,401 - $327,600	$327,601+
RENTAL GAP	182	116	119	47
FOR SALE GAP	0	220	787	449

Source: Bowen National Research

*Based on HUD limits for Midland County (4-person limit)

HOUSING FORWARD

Can Gratiot County Workers Workers Afford to Live Here?

Gratiot County | Median Household Income: $59,822 — 16.3% below state median

$59,822	$933/mo	$176,750	45.2%
Median Household Income	Fair Market Rent (2BR)	Median Home Price	Renter Cost Burden

CAN THEY RENT?

51.4% of occupations

can afford median FMR | Income needed: $37,320/yr

CAN THEY BUY?

25.7% of occupations

can afford median home price | Income needed: $53,025/yr

Sample Occupations | Can Rent? → Can Buy?

Agricultural Workers	$36,000	⚠ Barely	✗ No
Manufacturing Workers	$48,720	✓ Yes	✓ Yes
Healthcare / Social Services	$44,390	✓ Yes	⚠ Barely
Retail / Service Workers	$32,040	✗ No	✗ No
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.