



# Residential TMA Potential Households Lenawee County, Michigan

Document 1 of 4  
April 7, 2023  
(Final Report)

Prepared by:



**LandUse**USA  
UrbanStrategies



Who We Are | Housing Lenawee is a program of the Lenawee Community Foundation (LCF) and One Lenawee (OL), focusing on improving the county's attainable housing through collaboration of many interested parties.

Program Priority | Housing Lenawee's priority is attainable housing, which is foundational to economic stability, good health and quality education. Attainable ensures inventory is available at all price points; accessible for all ages and physical abilities; affordable at all income levels; and adequate, meaning decent and healthy.

What We Propose | Housing Lenawee proposes a county-wide, holistic approach to housing by partnering with local governments, developers, realtors, and non-profits, and others to improve existing housing and create new housing at all levels.

Why It Matters | For all to prosper, housing in Lenawee County must be healthy and attainable at all income levels. We also understand that one size (or housing type) will not fit every community in the county.

Housing Study | In 2022, we commissioned a housing study (Target Market Analysis or TMA) to measure the magnitude of market potential by tenure (owner and renter), price (values and rents), formats (houses, lofts, etc.), and target market (lifestyle clusters). That work is currently underway by LandUseUSA and will be completed over the next few months.

Housing Strategic Plan | In addition, CIB Planning is working closely with participating Lenawee communities to solicit input, identify resources, and explore opportunities to improve existing housing stock and create new housing formats that align with each community's unique setting and market potential.

Updated February 1, 2023



## Housing Lenawee Committee

Joseph Williams  
President & CEO

David Maxwell  
Chairman

Christopher Miller  
Chair

Lynne Punnett  
Member

Don Taylor  
Commissioner

Randy Yagiela  
Development Director

*Updated April 1, 2023*

CNB | County National Bank  
and Housing Lenawee Chair

One Lenawee  
Volunteer Organization

Lenawee Housing  
Development Coalition

Housing Lenawee  
Steering Committee

The City of Adrian  
Planning Commission

Lenawee Now  
County Economic Development

## Contributors to the Housing Strategic Plan

Lenawee County  
Lenawee Community Foundation  
One Lenawee  
Huntington Bank  
Premier Bank

CNB | County National Bank  
Community Action Agency  
Adrian Dominican Sisters  
Lenco Credit Union  
TLC Credit Union

The City of Adrian  
The City of Hudson  
The City of Morenci  
The City of Tecumseh

The Village of Blissfield  
The Village of Britton  
The Village of Clinton  
The Village of Deerfield  
The Village of Cement City

Adrian Charter Township  
Palmyra Township

Seneca Township  
Madison Charter Township

## Consultant Team

Sharon Woods  
Founding Principal

LandUseUSA  
Target Market Analyses

Justin Sprague  
Vice President

CIB Planning  
Housing Strategic Plan



## Maximum Market Potential

Introduction | The Residential Target Market Analysis is a specialized housing study focused on the wants, needs, and preferences of households who are on the move, and who are migrating into and within Lenawee county and its communities of all sizes. It also focuses on their inclination to be either renters or owners, their preferences for different building sizes and formats, and their tolerance for a complete range of affordable, market-rate, and luxury prices.

Maximum Market Potential | This narrative is intended to serve as a guide for reading the attached exhibits and interpreting the residential market potential for Lenawee County. To begin, there are three components to the maximum market potential for each place, and they are described below followed by additional terminology and parameters.

Retain | First, Retain is a term used to recommend retention of existing households who are inclined to move from one address to another within the same place. It also used as a reasonable approximation for the number of residential rehabs that should be completed each year. In theory, if existing units are not rehabbed for these existing households, then those households will eventually leave altogether, and the place could struggle to grow.

Capture | Second, Capture is a term used to recommend capturing new households who are inclined to migrate into Lenawee County's places, and from some other geography. It is also used as a reasonable approximation for the minimum number of residential new-builds that should be constructed each year. In theory, if new units are not built for these new households, then they will settle for pre-owned or pre-leased choices within the community – and then leave after a period of dissatisfaction.

Intercept | Third, Intercept is used to gauge the number of migrating households who are inclined to bypass Lenawee County's places altogether, and who are more inclined to seek housing choices in competing geographies. It is also used as a reasonable approximation of the bonus, lift, or upside market potential for new-builds that hypothetically could be completed each year. In theory, unless new housing choices are built for these migrating households, they will continue to bypass Lenawee County's places.

## Market Parameters

Thresholds | Again, the minimum market potential for new-builds is represented by the Capture figures; upside is represented by the Intercept figures; and the rehabs are represented by the Retain figures. When summed together, the three figures collectively represent an absolute maximum, not-to-exceed market potential for new-builds in any given year.

In theory, the maximum assumes that every household migrating into, within, and bypassing each place would choose a newly built unit – if those choices became available. Implementing this type of growth strategy is certain to result in a temporary increase in vacancy rates among the outdated housing stock. However, this aggressive scenario provides the motivation for landlords to undertake future rehabs – so it is the best path to the fastest growth.

Tear-Downs | If any of the villages, cities, or townships have an outdated housing stock that is beyond repair, then tear-towns or demolitions should be considered. Razing or demolishing obsolete housing can be an effective strategy in helping rebalance the real estate market while creating new opportunities for reinvestment.

Catalyzing Reinvestment | Similar to a land bank, municipalities should acquire foreclosed properties, raze the obsolete structures, complete the due diligence (clearing title, soil testing, etc.), and resell them at a bargain to prospective developers. In turn, those developers should agree to build housing formats that preserve the character of the surrounding neighborhoods, and to offer a range of prices for mixed incomes. The goal for the municipality is not to generate revenues from the resale, but rather to motivate developer reinvestment that returns the property to the long-term tax base while rebuilding the community.

Timeline | All market potential numbers represent one year or annual figures, and they generally will be good for at least five years. For places that experience few economic events (positive or negative), the figures can be used for the next ten years.

No Rolling Forward | Any unrealized market potential in any given year cannot be rolled forward to subsequent years. For example, if the market potential is for 2 new-build houses in 2025 but they don't get built, then that potential cannot be rolled forward into 2026. Instead, any unrealized market potential will dissipate, and the targeted households will be diverted and intercepted by competing places. So, the clock must be reset each year.

Target Markets | All of the cities and villages and about one-quarter of the townships (those that have partnered on the Housing Strategic Plan) have histograms identifying the target markets for the Capture scenario. The first sheet focuses on the target markets most inclined to buy new-build houses (and a small number of townhouses in some places); and the second sheet focuses on the target market most inclined to choose new units offered for-lease.

Singles | For the cities of Adrian and Tecumseh only, the market potential analysis has been calculated both with and without singles, who include two target markets: 1) Colleges and Cafes; and 2) Striving Singles. These two groups are generally dominated by university and college students with exceptionally high movership rates. Removing them from the analysis helps normalize the data and provide more direct comparisons to other places in Lenawee County.

Preferred Values and Rents | All of the cities and villages and about one-quarter of the townships (again, those that have partnered on the Housing Strategic Plan) also have histograms conveying the optimal prices for new-builds under the Capture scenario. The first sheet demonstrates the preferred home values (with brackets) that in-migrating home buyers will tend to look for; and the second sheet demonstrates the preferred monthly contract rents (brackets) that in-migrating renters will tend to seek.

Price Forecasts | Prices (values and rents) could change significantly over the next five years. In general, the preferred home values could be increased by about +\$10,000 per year; and the preferred monthly contract rents could be increased by about +\$25 per each year. Also, the baseline prices have not been adjusted to reflect high and fluctuating costs of construction, including labor, materials, and fees.

Building Formats | The market potential figures have been allocated across three groups of building formats for each tenure (owner and renter). In Lenawee County, the vast majority of new home buyers will seek detached houses, and a small number will compromise with a townhome – but only if it offers a vista view of a fairway, lake, rolling hills, or other unique amenities. Very few will be inclined to purchase a townhouse in an urban setting like downtown Adrian.

Among the new renters, almost 40% will continue look for houses to lease - even if new lofts, apartments, or townhouses become available. Among the 60% seeking attached formats, nearly all of them will seek alternatives to conventional apartments, including lofts, walkups (four units on each of three levels), apartment houses with courtyards, and townhouses. However, only half of them will tolerate the relatively high rents that typically come with new-builds.

## Housing Affordability

Introduction | This Target Market Analysis includes villages and townships with relatively low incomes as well as larger cities like Adrian and Tecumseh that tend to have more resources. The maximum market potential described in the previous section of this narrative includes low-income renters inclined to tolerate pre-leased apartments, market-rate renters inclined to seek newly built lofts, and relatively affluent home buyers that tend to prefer detached houses.

There are over 70 lifestyle clusters across the nation and about 30 of them are Target Markets for Lenawee County. They include several clusters of low income renters, including “Daring to Dream”, “Small Towns, Shallow Pockets”, and “Tight Money”. These renters generate an annual market potential for nearly 300 new rental units throughout the county each year.

If the migrating low-income renters can't find new units to lease, then most of them will settle for modest apartments that landlords are hopefully rehabbing, remodeling, or renovating in some way. Many of these low-income renters would also lease accessory dwellings (including efficiencies, studio apartments, and suites) – if they could find them.

Similarly, about 55 low-income home buyers (“Town Elders and Leaders”, “Senior Discounts”, and “Small Towns, Shallow Pockets”) are migrating into the county every year and searching for small houses or cottages with tolerable, attainable, and affordable prices. Local developers are encouraged to focus on these need as well as constructing new-build lofts and houses at market-rate prices.

Affordability | Construction costs can sometimes be reduced with pre-fabrication, slabs instead of basements, and shared walls. However, the best strategy for achieving affordability for prospective buyers and renters is through the reduction of lot size, increase in densities (combined with the careful conservation of public open space), and reduced unit sizes. In general, smaller units will have lower prices and higher absorption rates. They also are more efficient in generating income, and they generate higher revenues per square foot for investors.

Mixed Income | When developing apartments, walkups, lofts, or townhouses, developers also should explore mixed-income formats that help encourage economic and cultural diversity. Typically corner units with the best views have the highest prices, whereas the inside units with rear views can be significantly smaller with more affordable prices. Any three-bedroom penthouses should be located on the upper levels with vista views; and studio apartments or efficiencies should be located on the lowest levels with views of the back alley or parking lots.

...

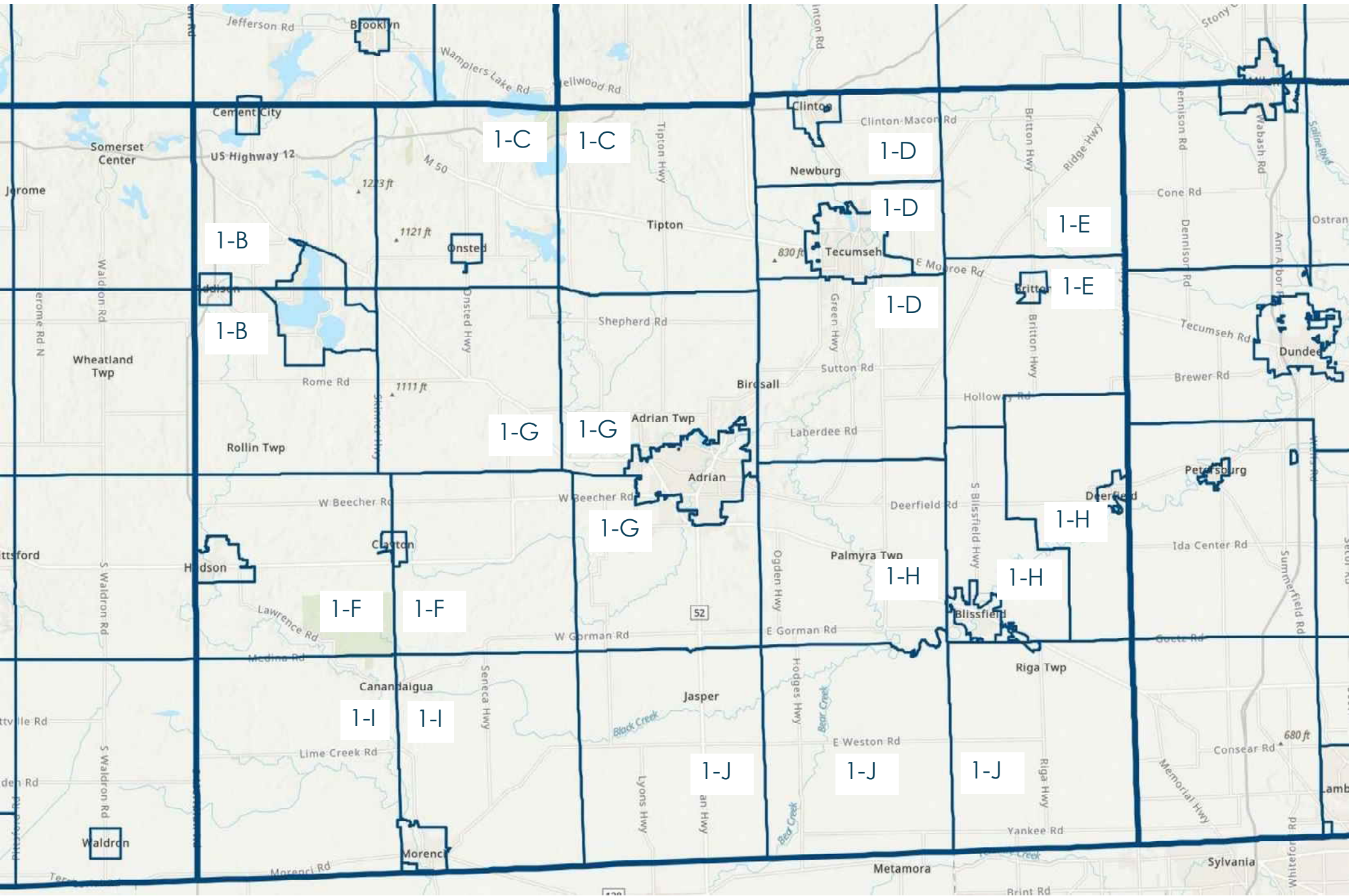
*Final Draft revised April 1, 2023*



# Market Potential

Section 1-A	Lenawee County
Section 1-B	Woodstock, Rollin Twps <i>Addison and Cement City Villages</i>
Section 1-C	Cambridge, Franklin Twps <i>Onsted Village</i>
Section 1-D	Clinton, Tecumseh, Raisin Twps <i>Clinton Village, Tecumseh City</i>
Section 1-E	Macon, Ridgeway Twps <i>Britton Village</i>
Section 1-F	Hudson, Dover Twps <i>Clayton Village, Hudson City</i>
Section 1-G	Rome, Adrian, Madison Twps <i>Adrian City</i>
Section 1-H	Palmyra, Blissfield, Deerfield Twps <i>Blissfield and Deerfield Villages</i>
Section 1-I	Medina, Seneca Twps <i>Morenci City</i>
Section 1-J	Fairfield, Ogden, Riga Twps
...	
Section 1-K	Top 20 Targets (12 Owners)
Section 1-L	Top 20 Targets ( 8 Renters)
Section 1-M	Experian Overview

Document Guide | Lenawee County  
Southeast Michigan | 2022

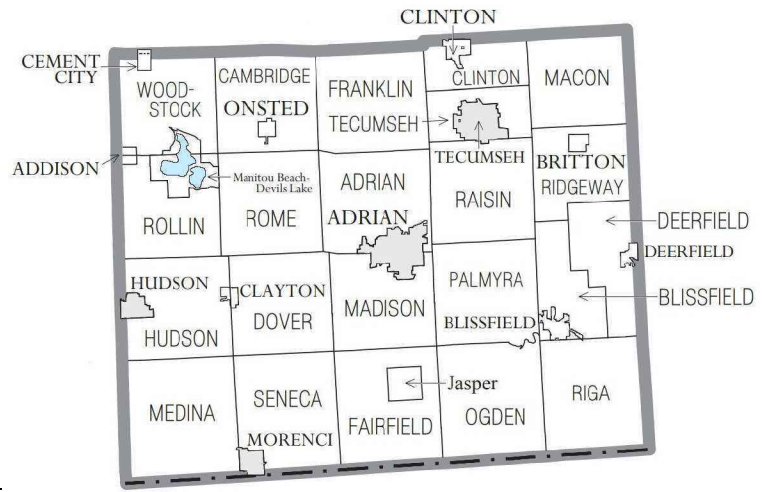
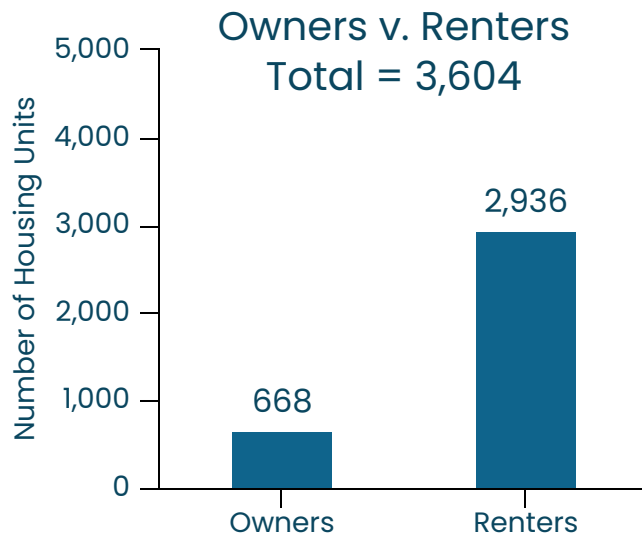


# Section 1-A

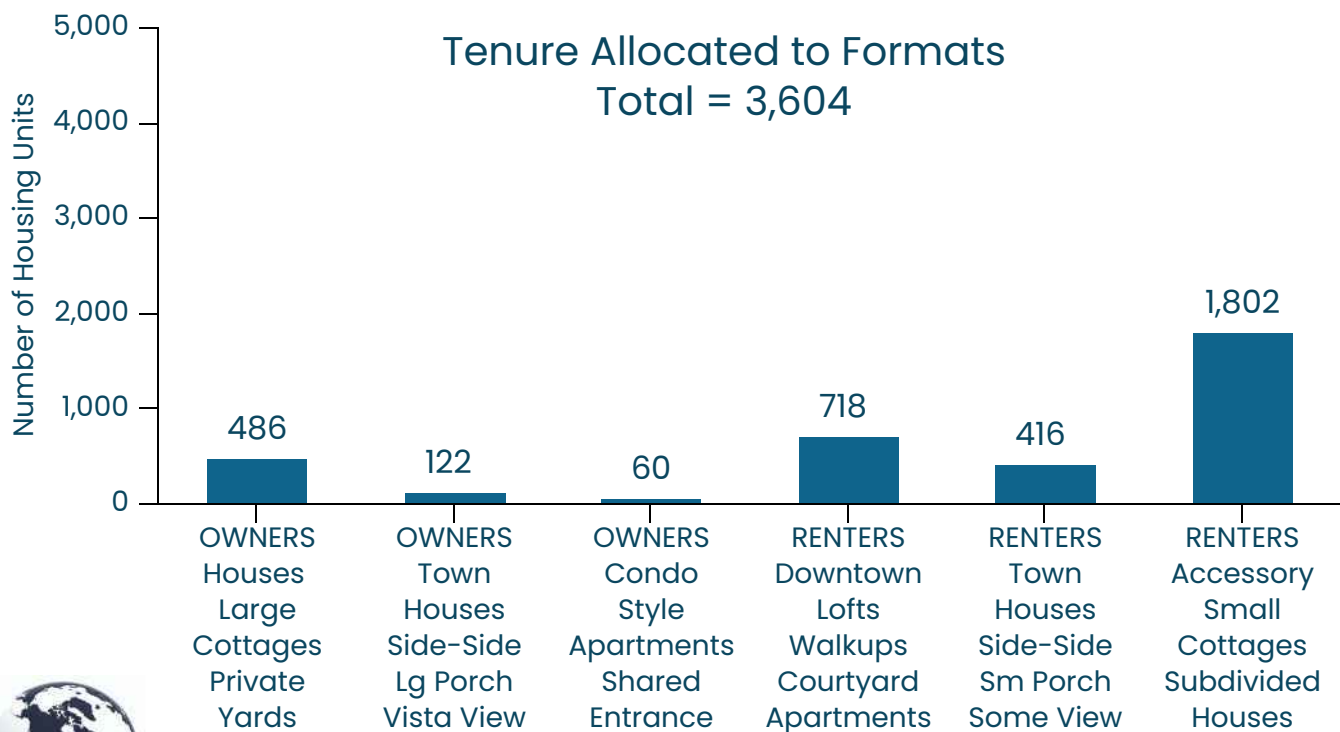
Lenawee County

# Annual Market Potential | Lenawee County

## Retain with Rehabs | Year 2025

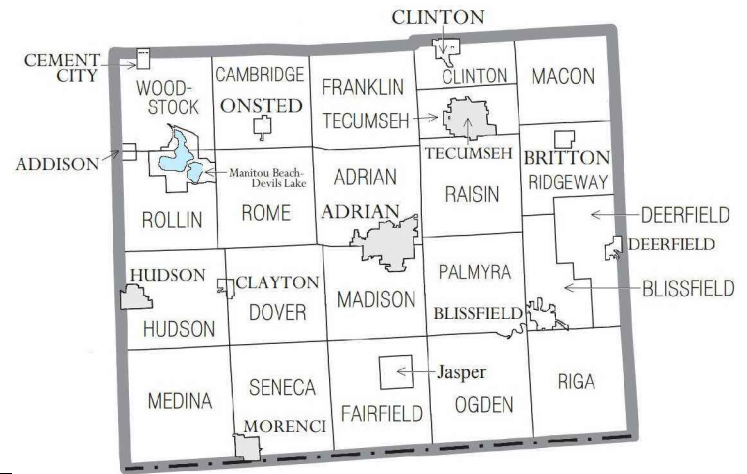
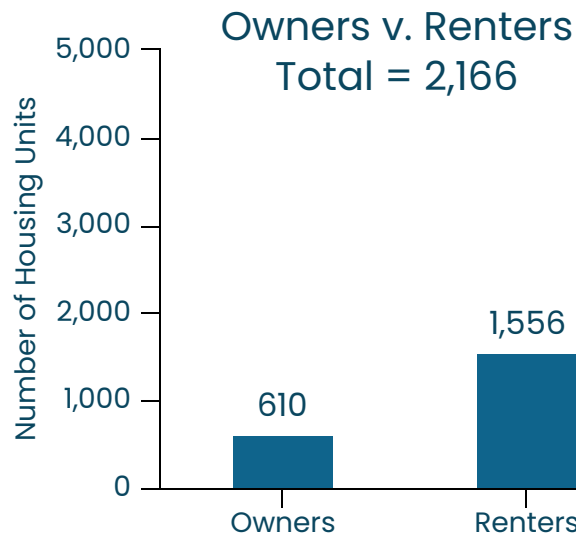


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Lenawee County by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

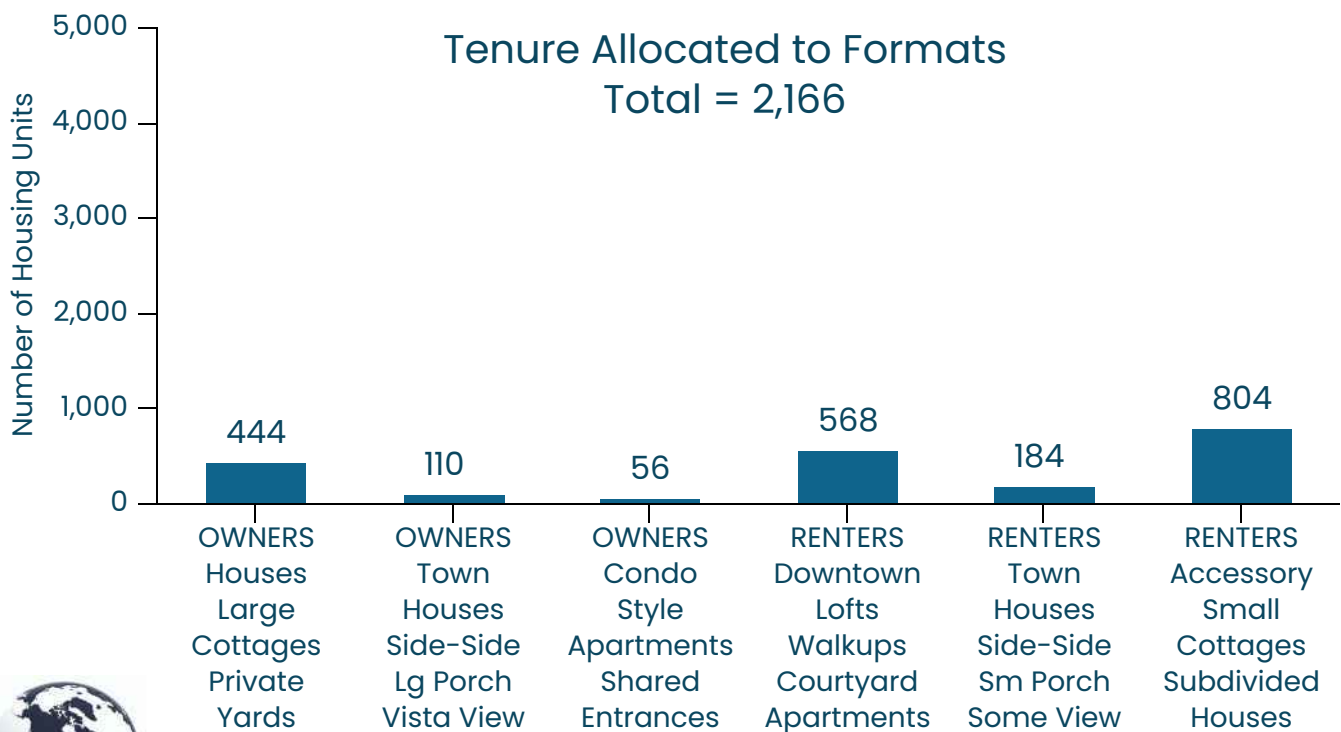


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.

# Annual Market Potential | Lenawee County Capture with New Builds | Year 2025

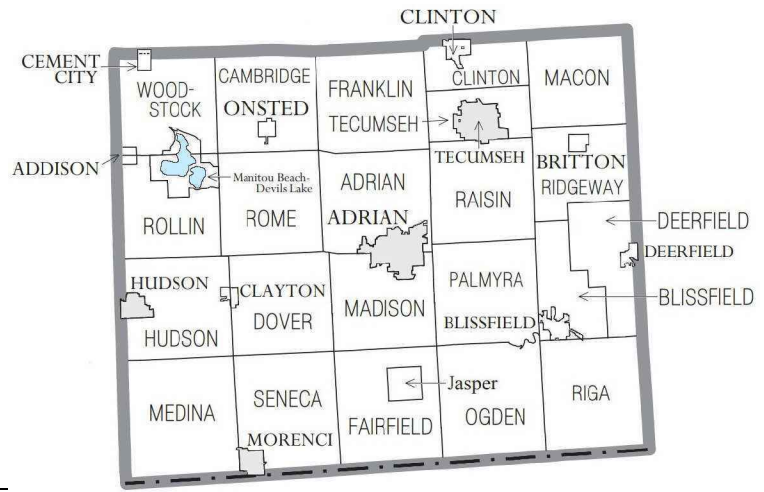
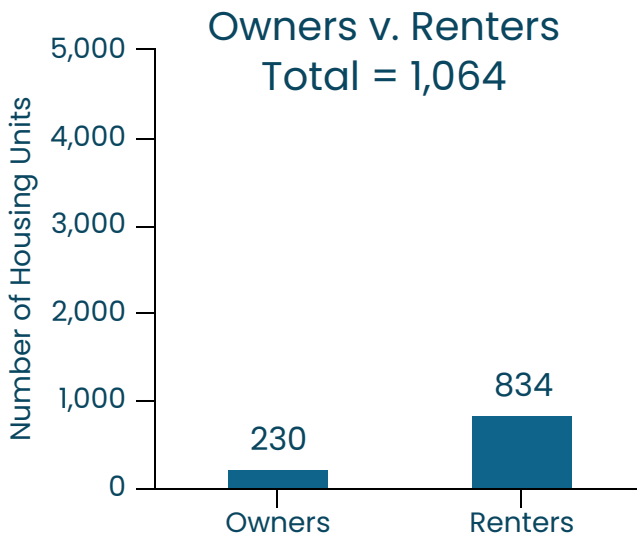


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Lenawee County by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

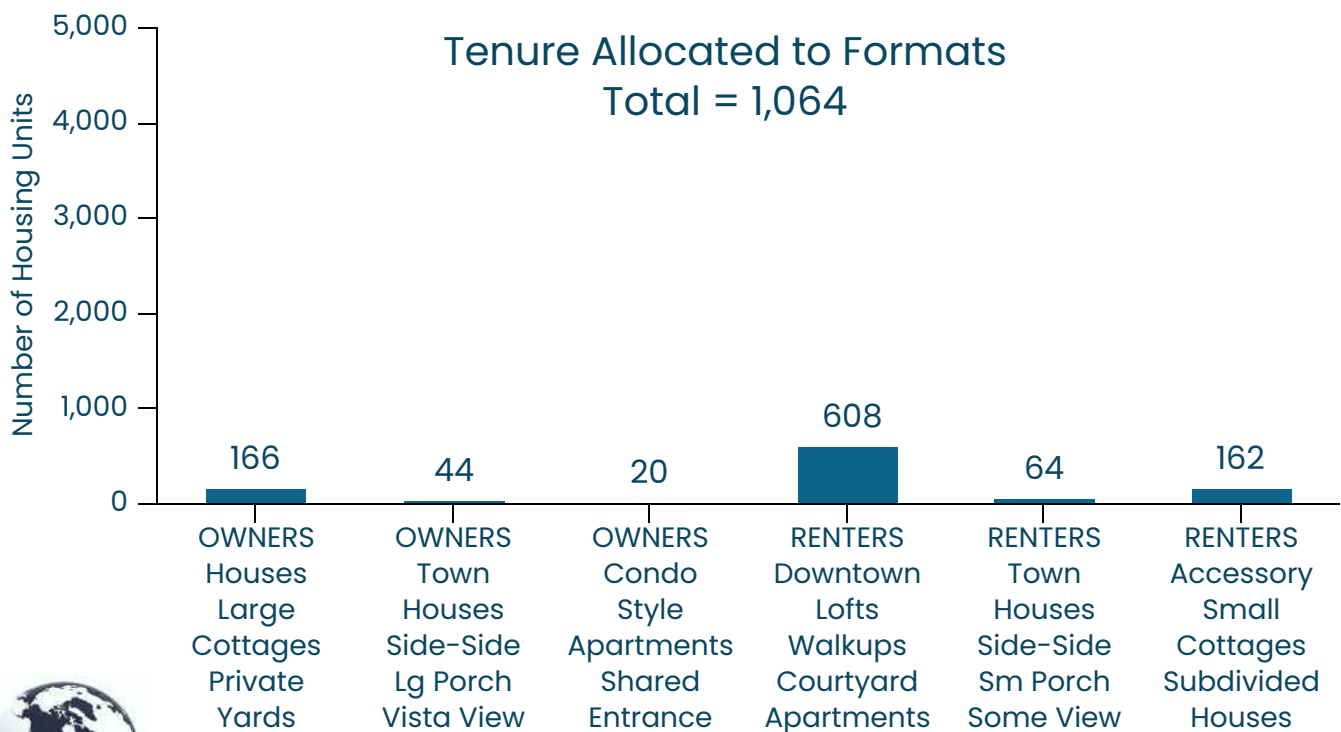


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Lenawee County Intercept with New Builds | Year 2025

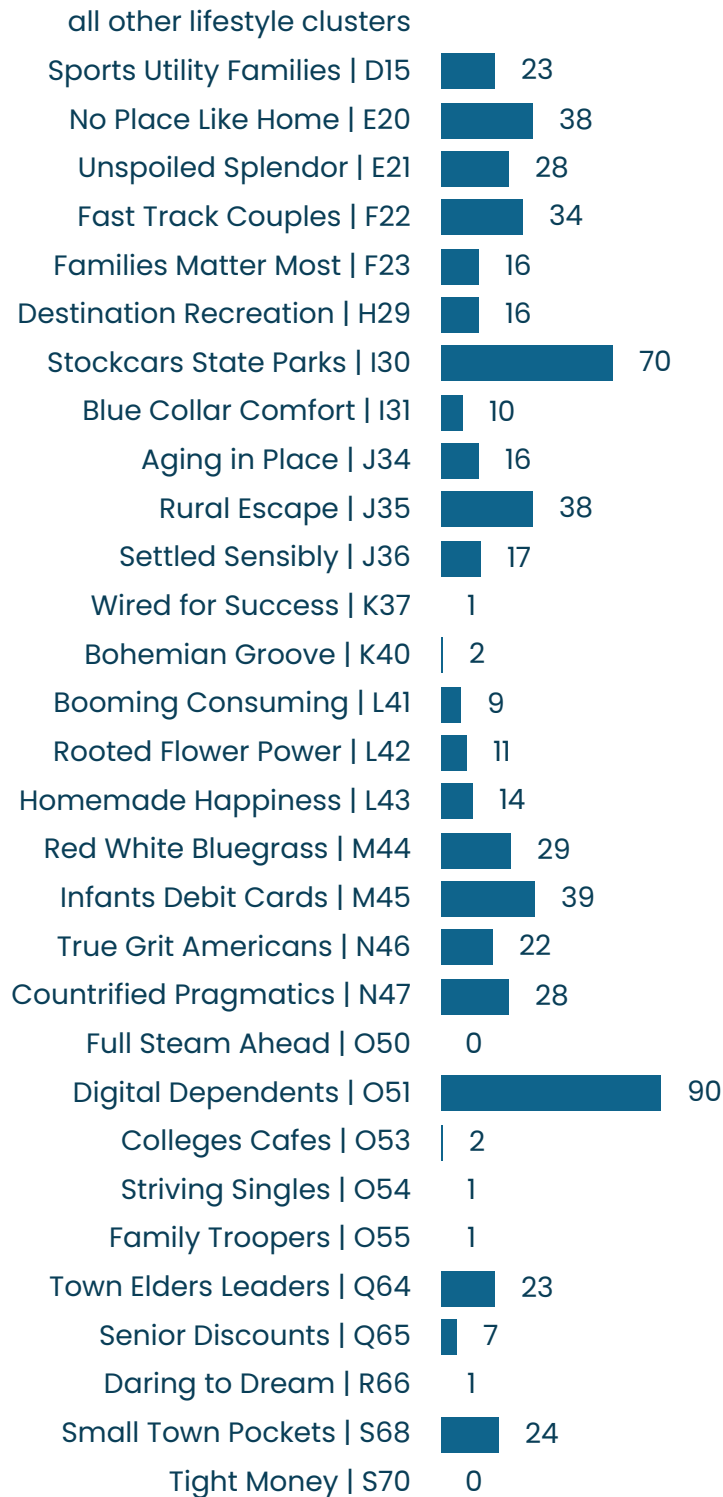


Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Lenawee County. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Lenawee Co Capture of New Owners | Year 2025



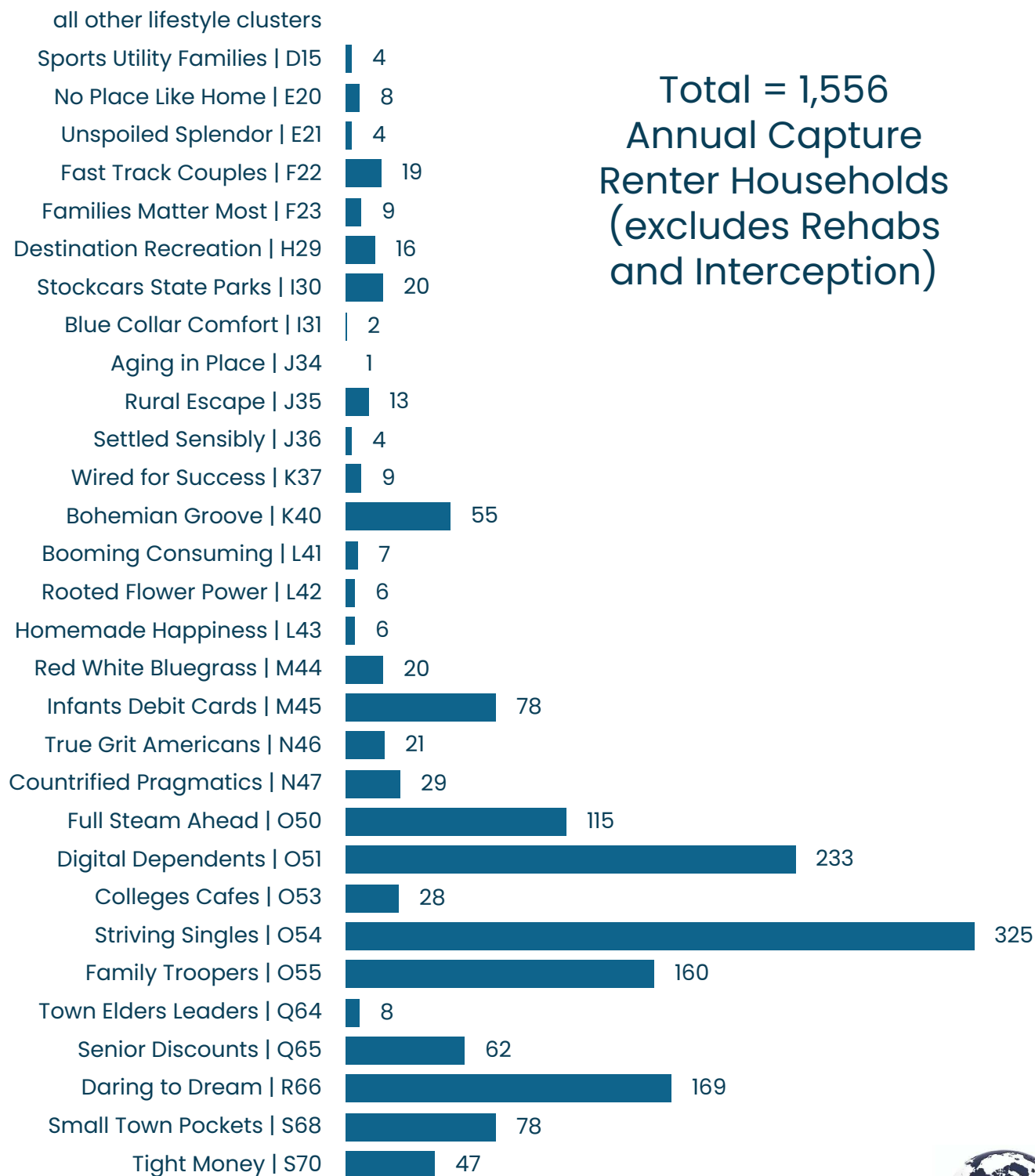
Total = 610  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

# Annual Market Potential | Lenawee Co Capture of New Renters | Year 2025



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies



# Section 1-B

Woodstock Township

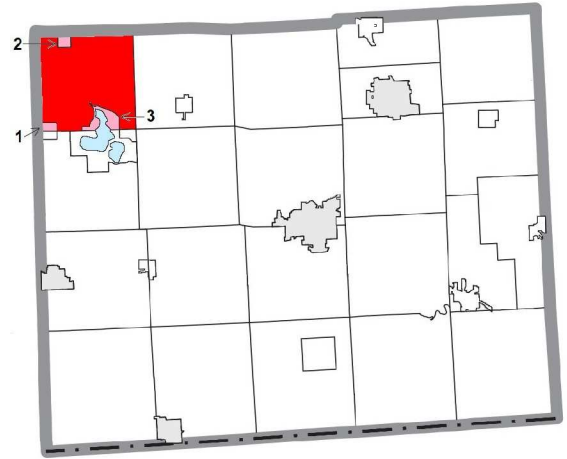
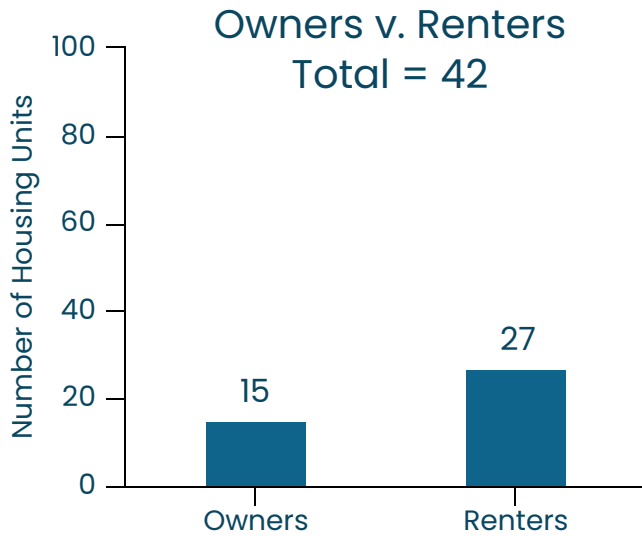
Cement City Village

Rollin Township

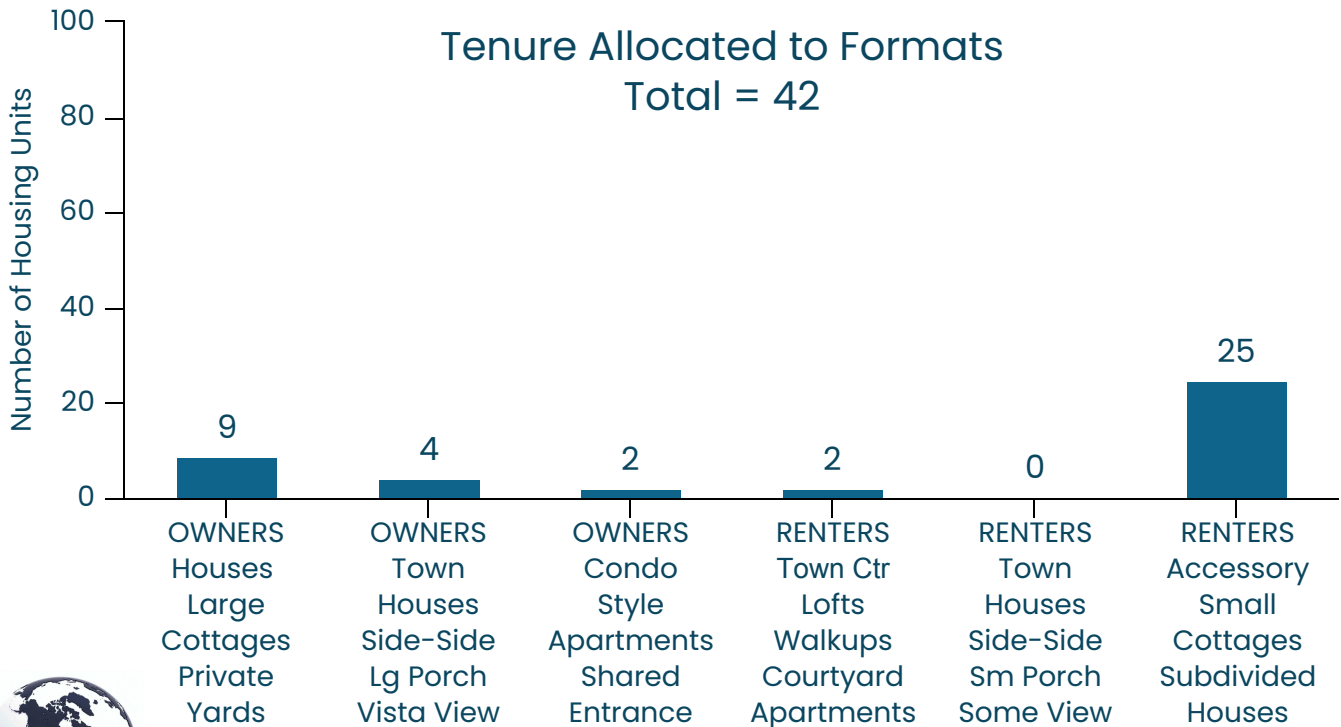
Addison Village

# Annual Market Potential | Woodstock Twp

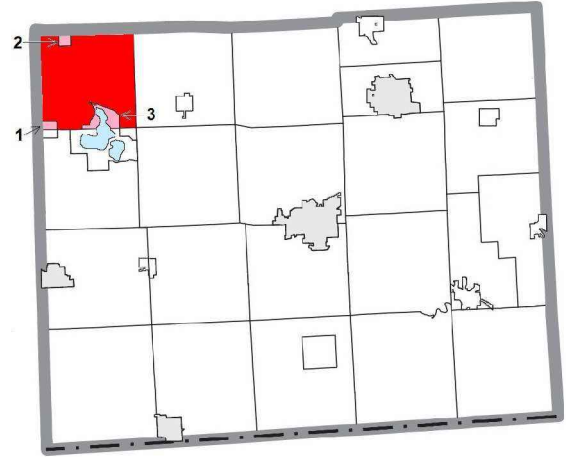
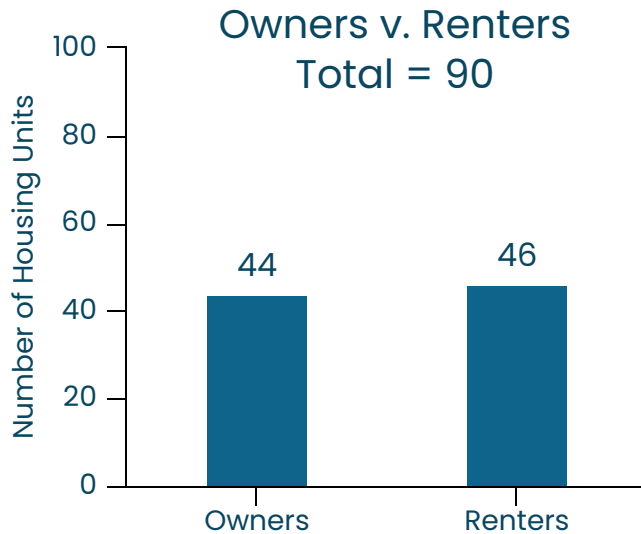
## Retain with Rehabs | Year 2025



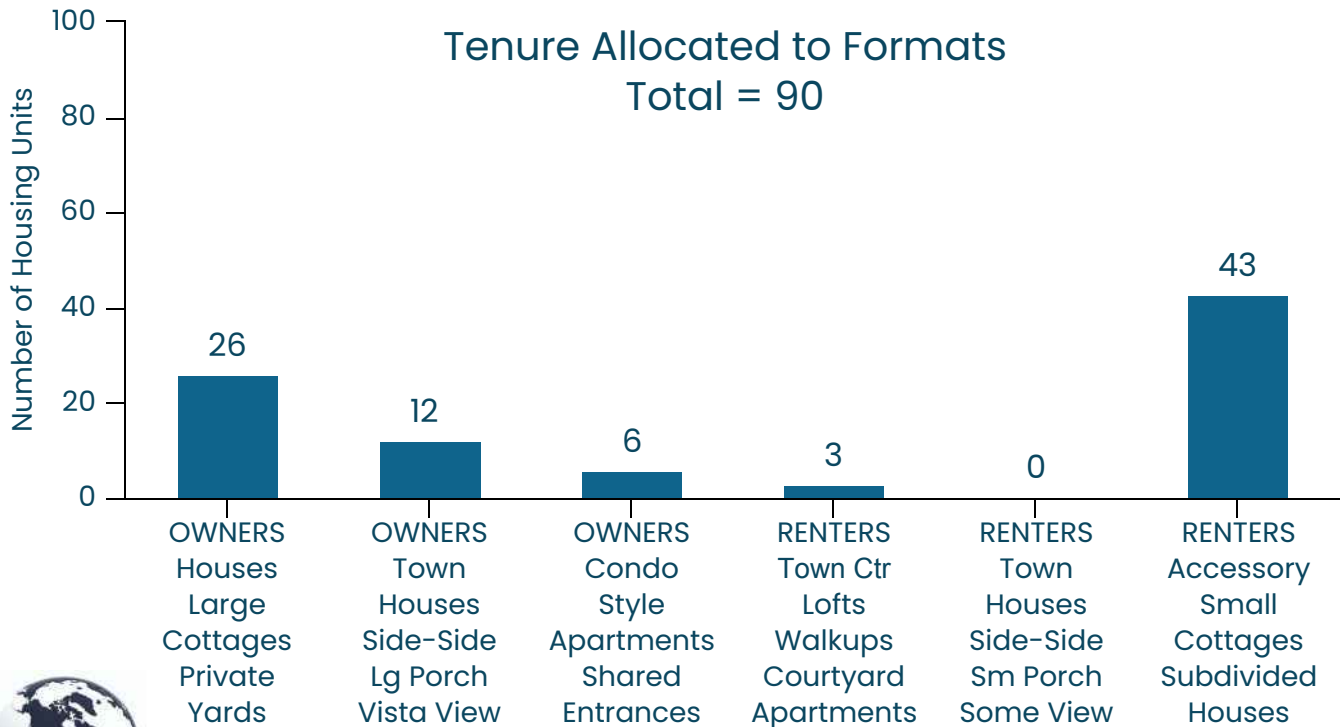
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Woodstock Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Woodstock Twp Capture with New Builds | Year 2025

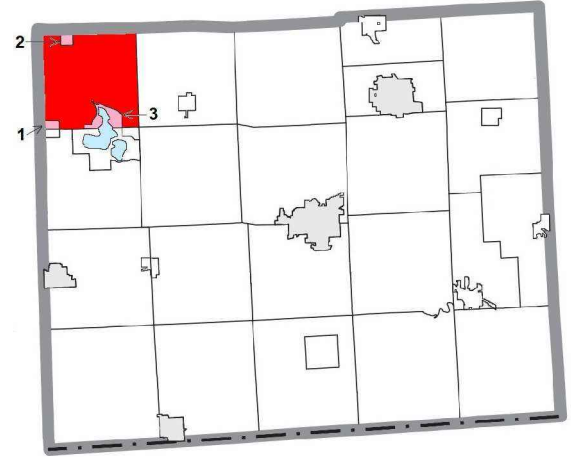
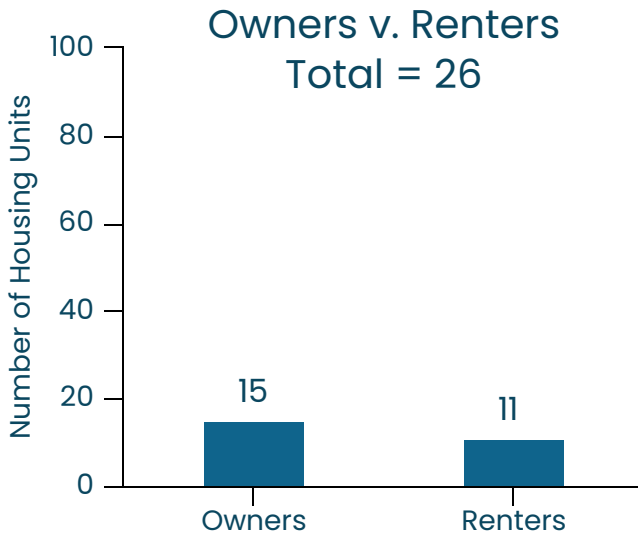


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Woodstock Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

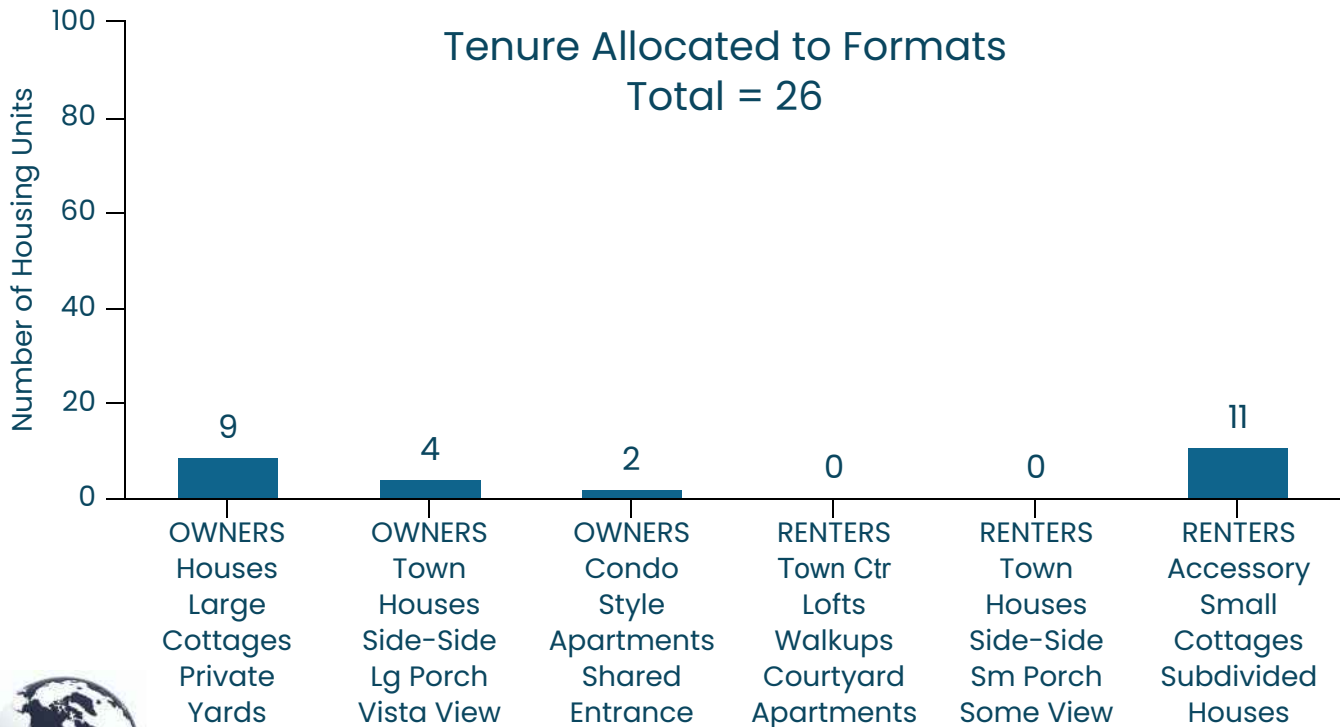


# Annual Market Potential | Woodstock Twp

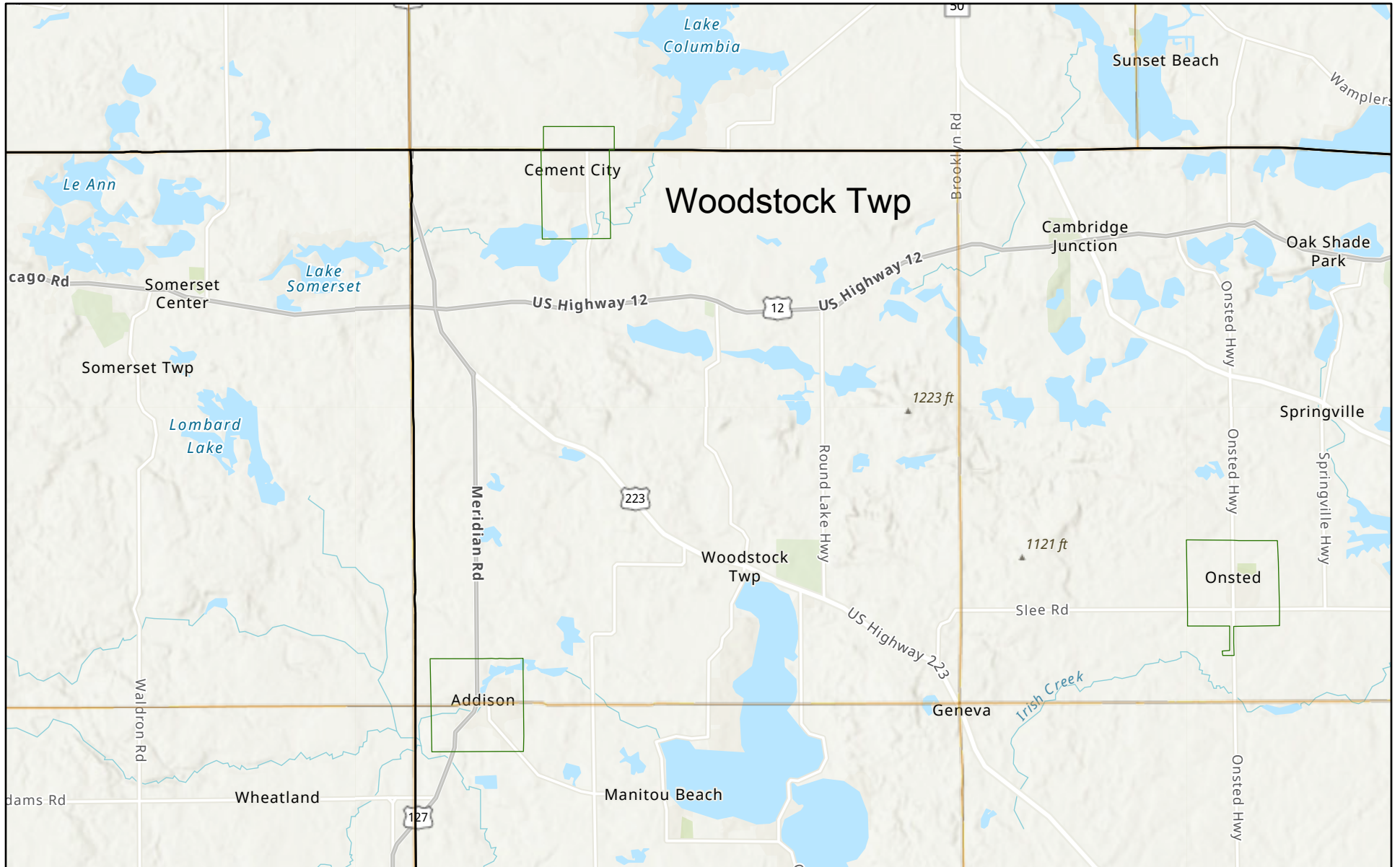
## Intercept with New Builds | Year 2025



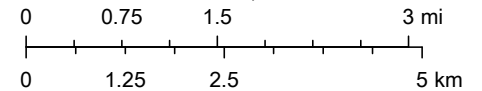
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Woodstock Twp. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Regional Setting | Woodstock Township  
Lenawee County, Michigan | 2022

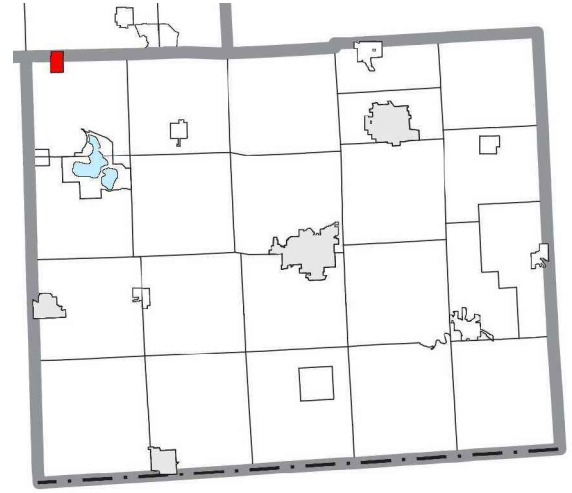
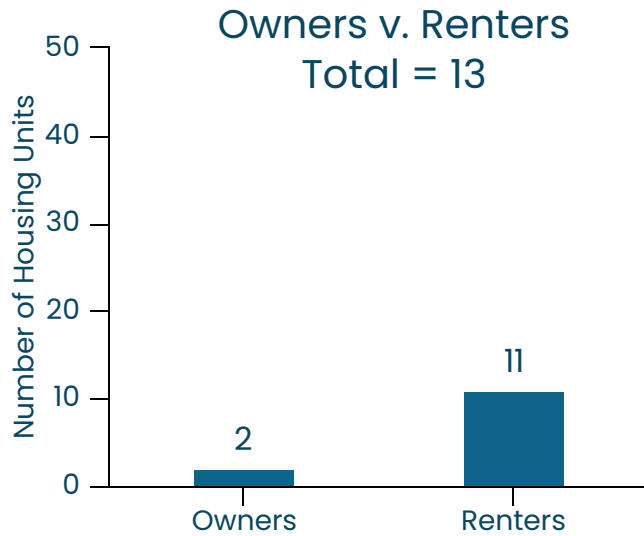


1:128,348

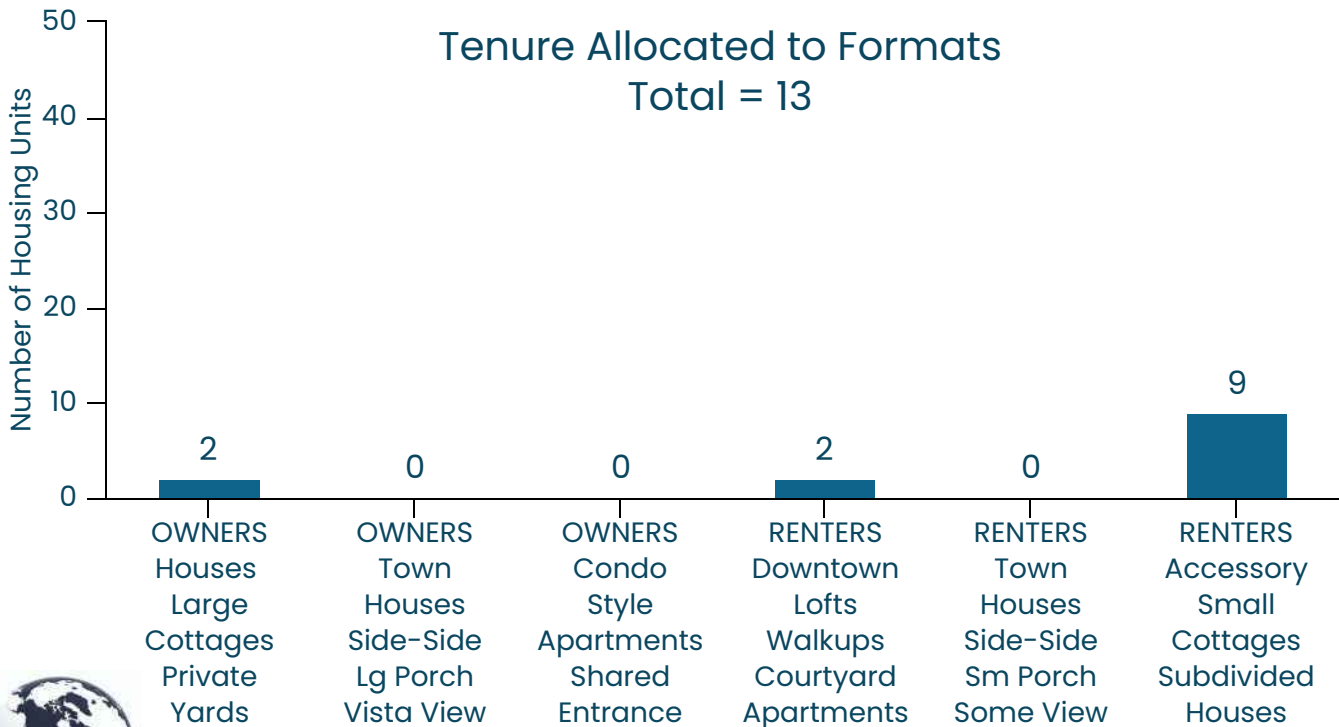


# Annual Market Potential | Cement City Village

## Retain with Rehabs | Year 2025

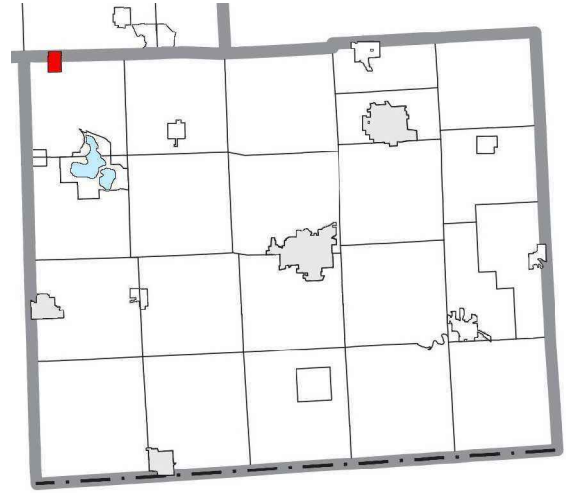
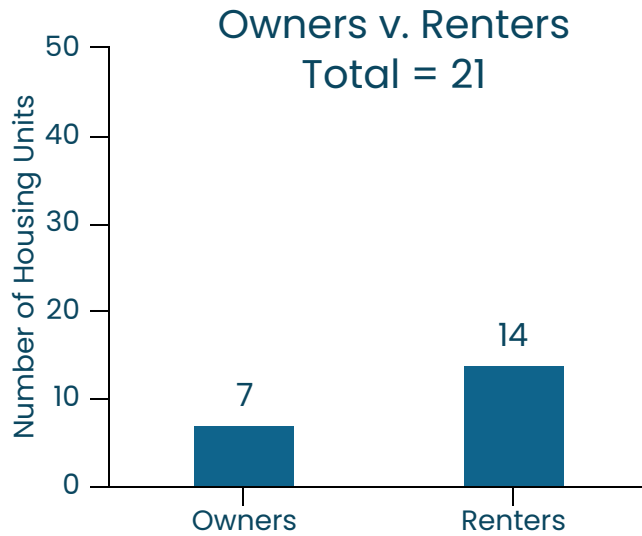


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Village of Cement City by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

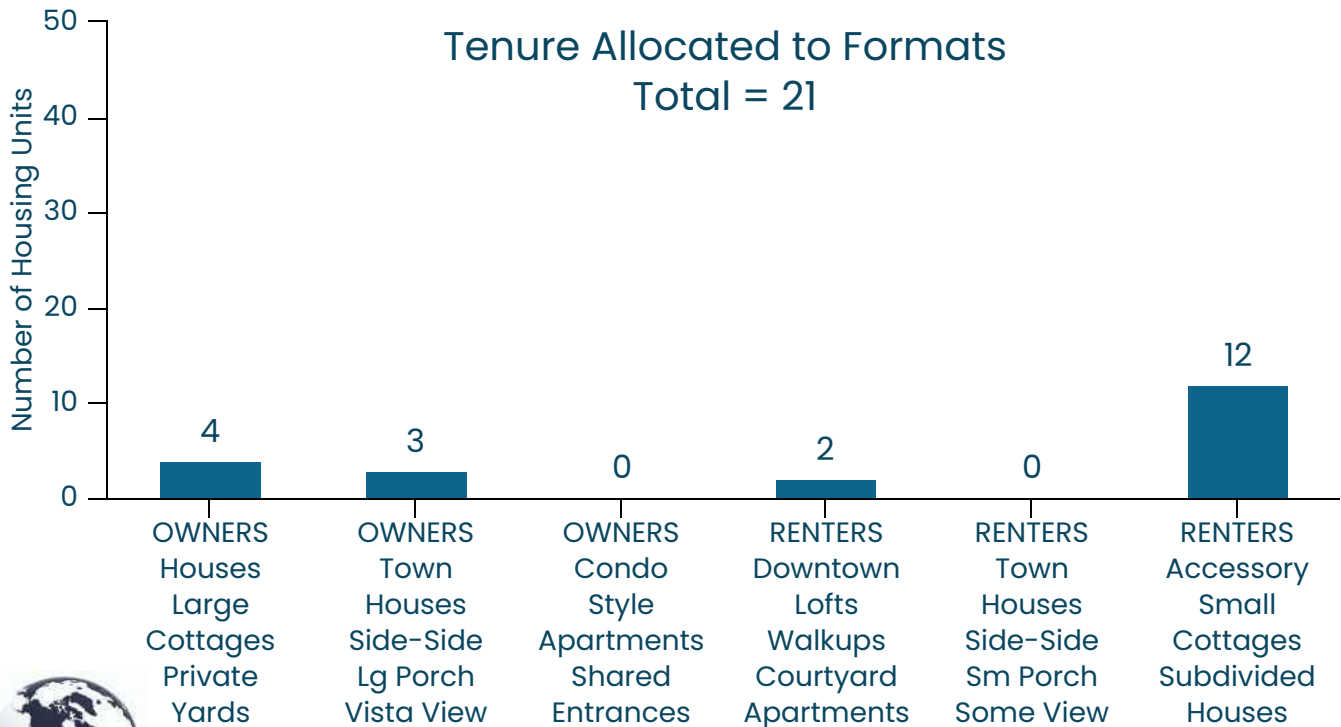


# Annual Market Potential | Cement City Village

## Capture with New Builds | Year 2025

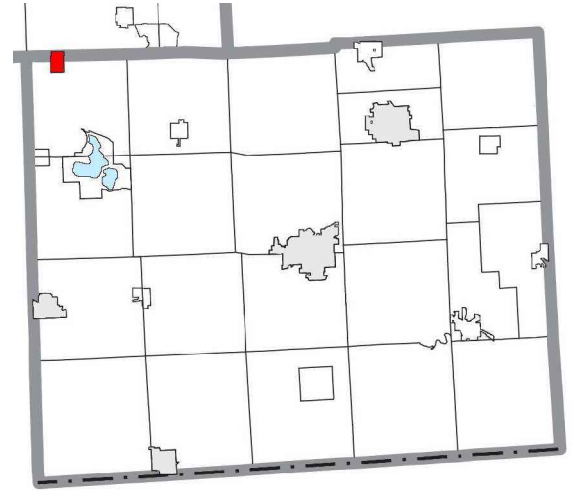
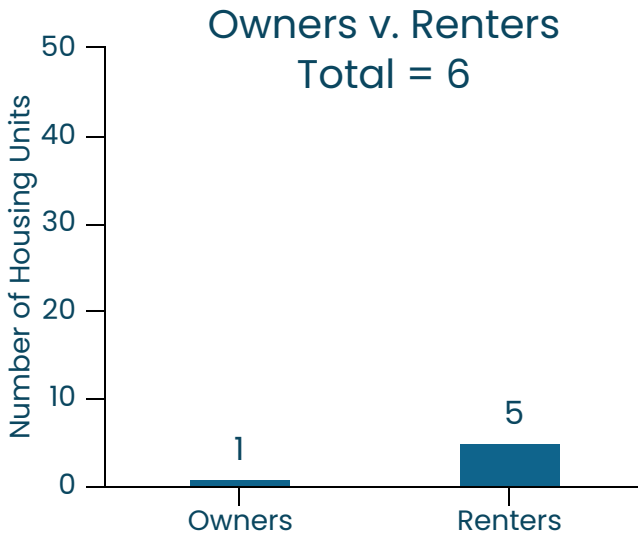


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Village of Cement City by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

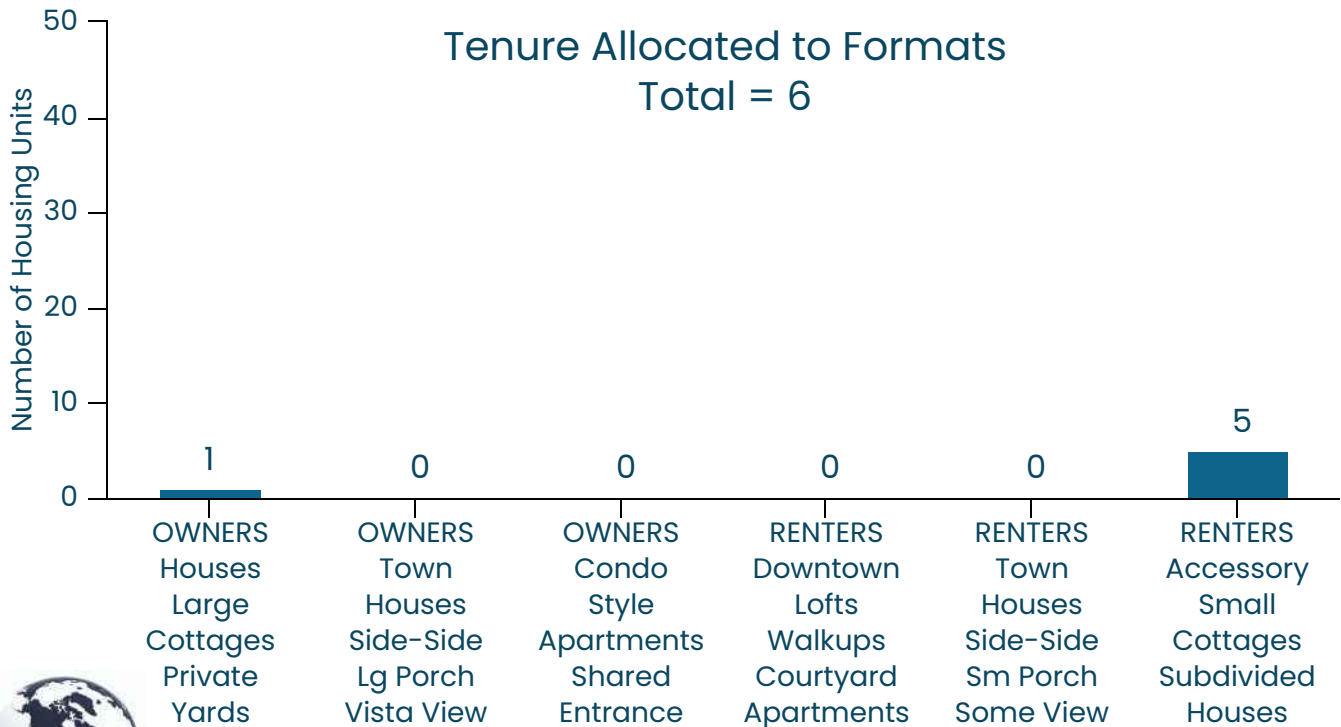


# Annual Market Potential | Cement City Village

## Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Village of Cement City. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.





# Annual Market Potential | Cement City Capture of New Owners | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	1
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	1
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	1
Red White Bluegrass   M44	1
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	1
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 7  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

# Annual Market Potential | Cement City Capture of New Renters | Year 2025

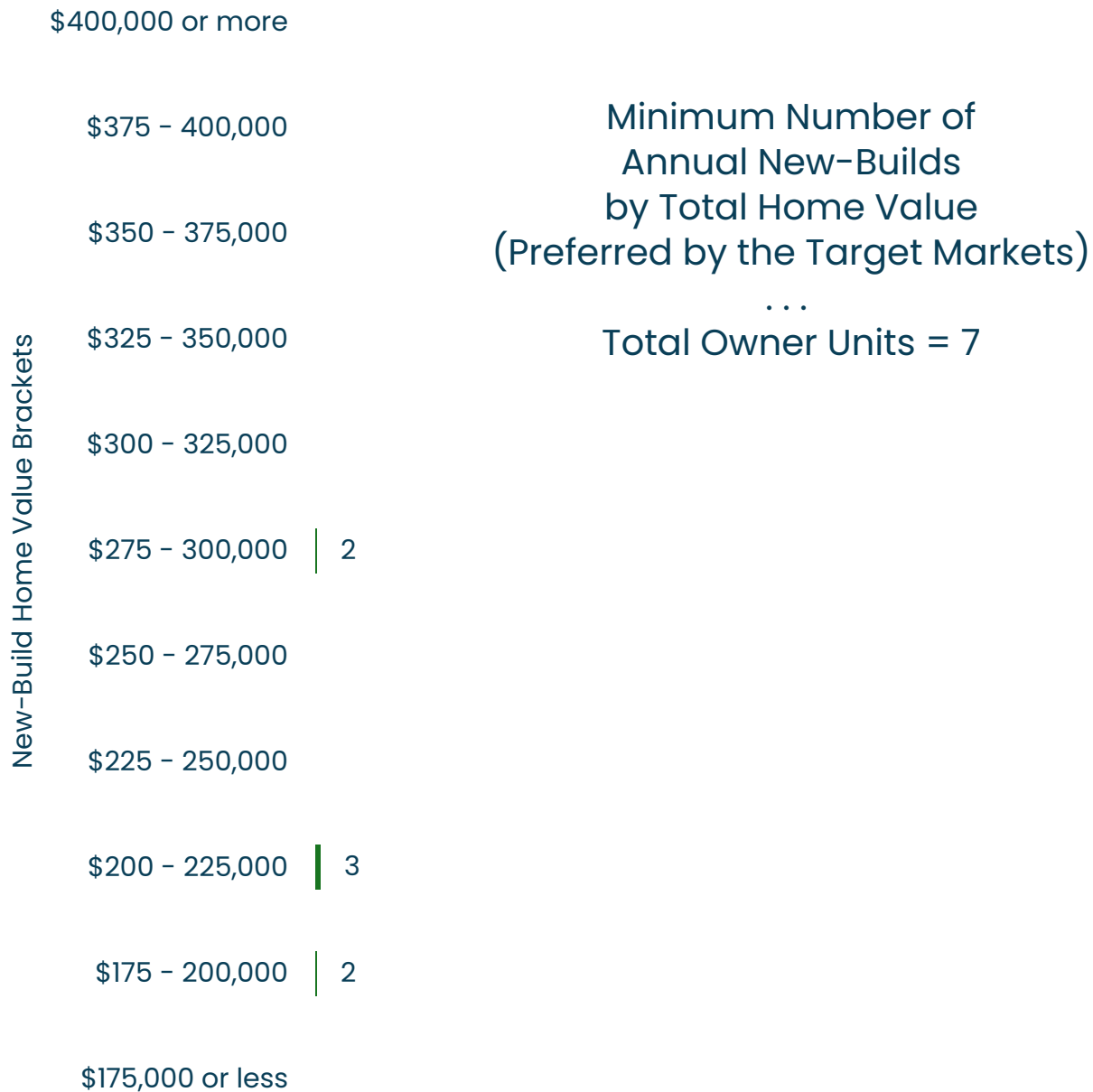
all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	1
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	1
Red White Bluegrass   M44	1
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	2
Full Steam Ahead   O50	
Digital Dependents   O51	6
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	1
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	1

Total = 14  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Cement City Capture with New-Builds | Year 2025

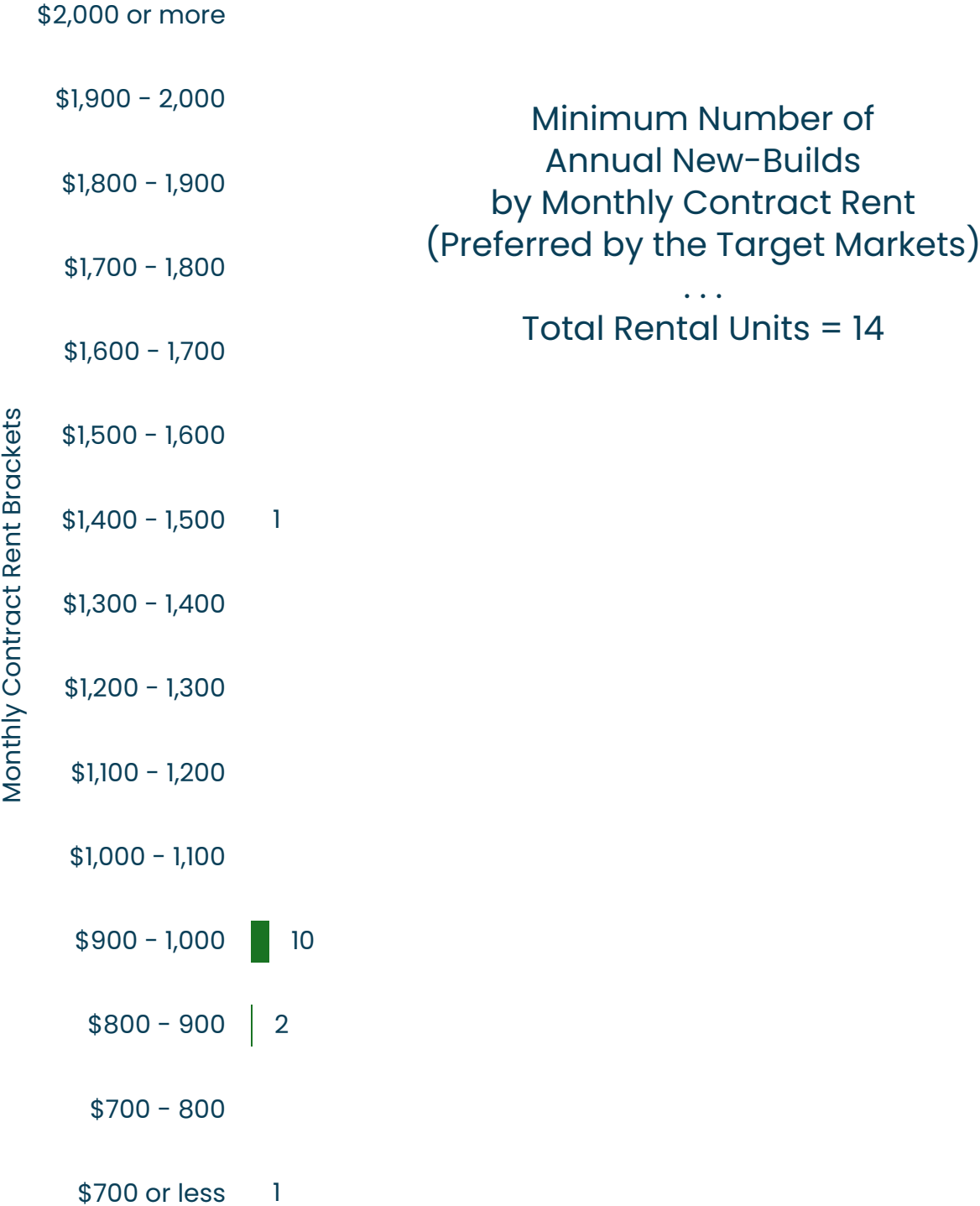


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

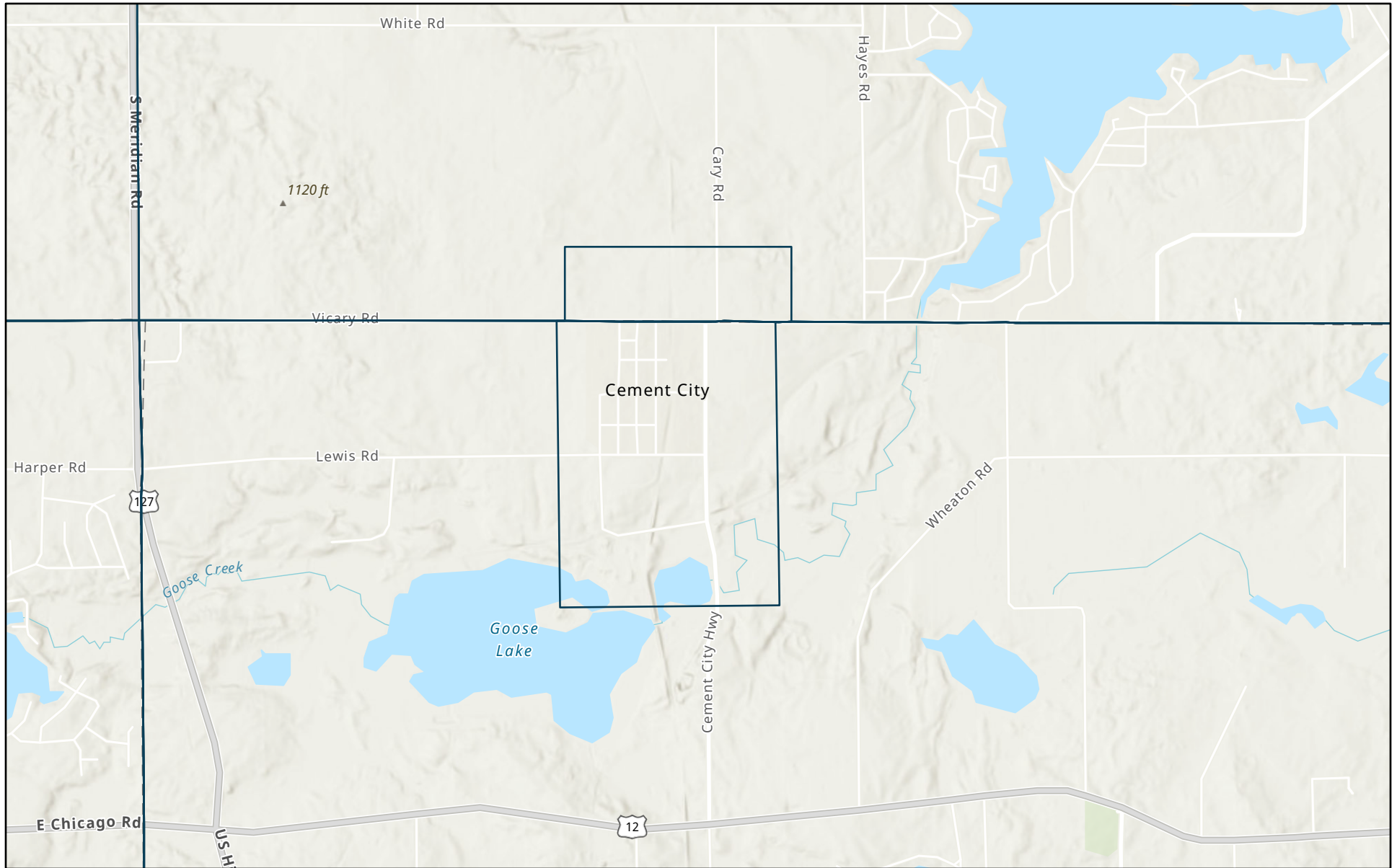
# Preferred Contract Rents | Cement City Capture with New Builds | Year 2025



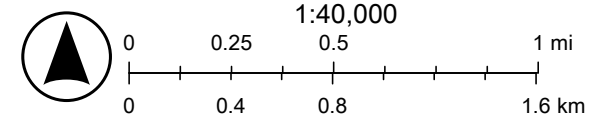
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



# Regional Setting | Cement City Village Lenawee County, Michigan | 2023



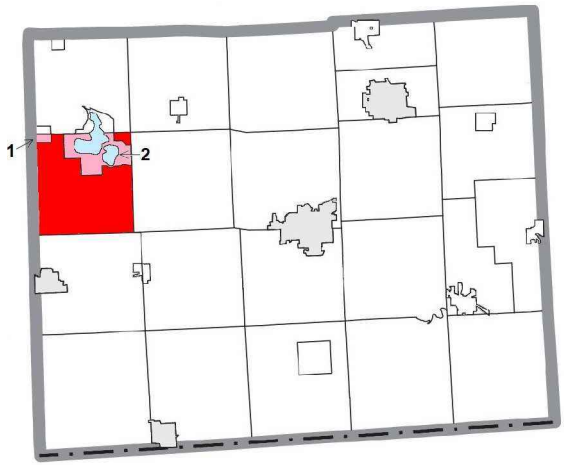
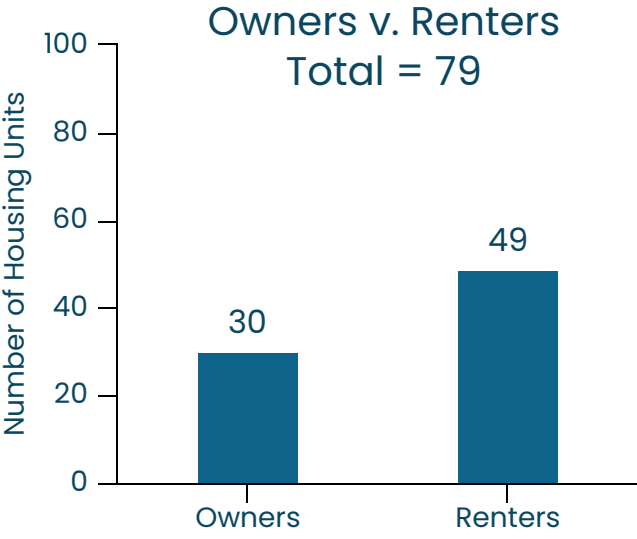
4/7/2023



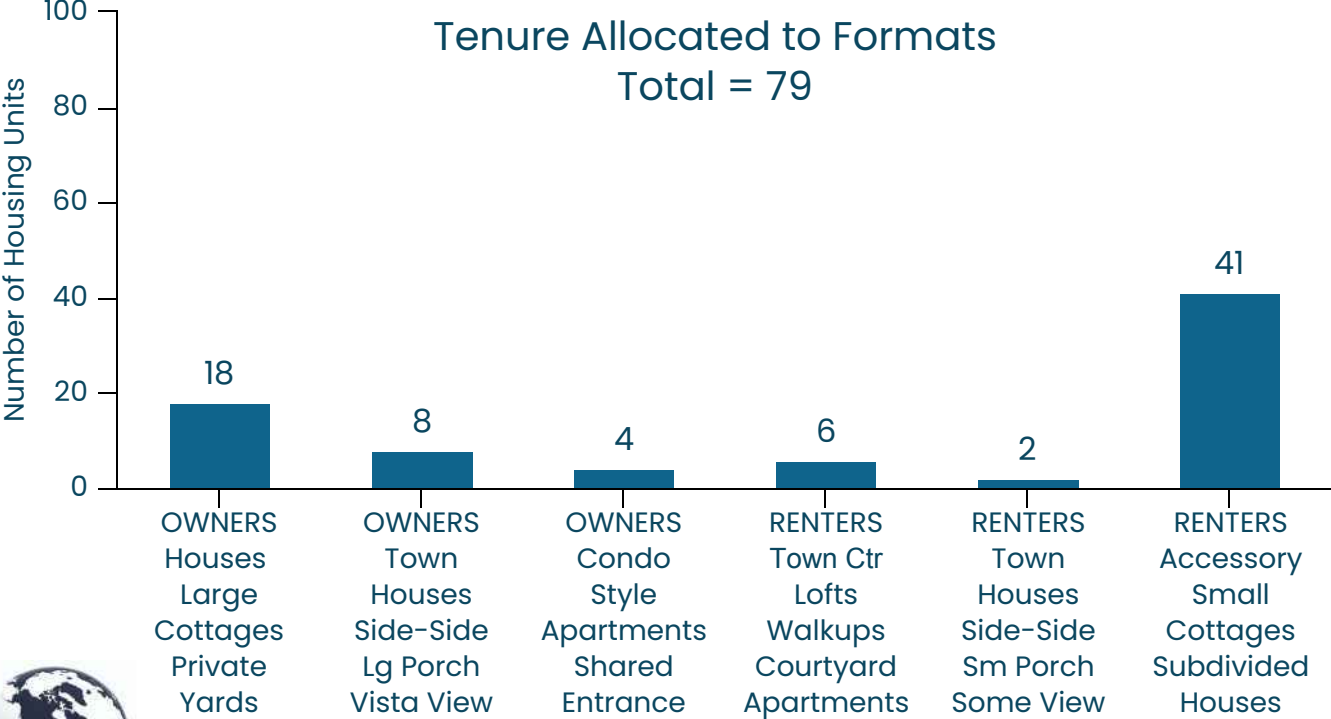
Province of Ontario, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, FEMA

# Annual Market Potential | Rollin Twp

## Retain with Rehabs | Year 2025

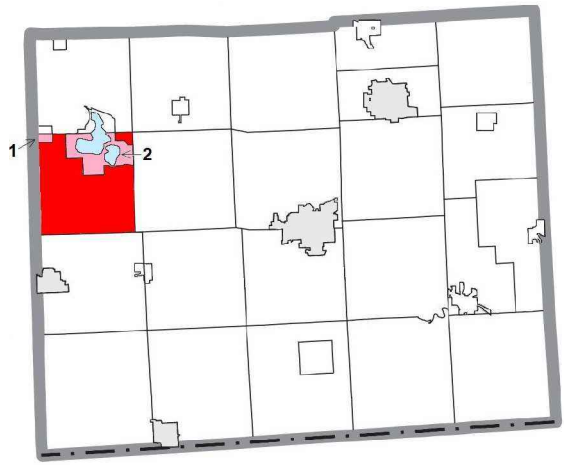
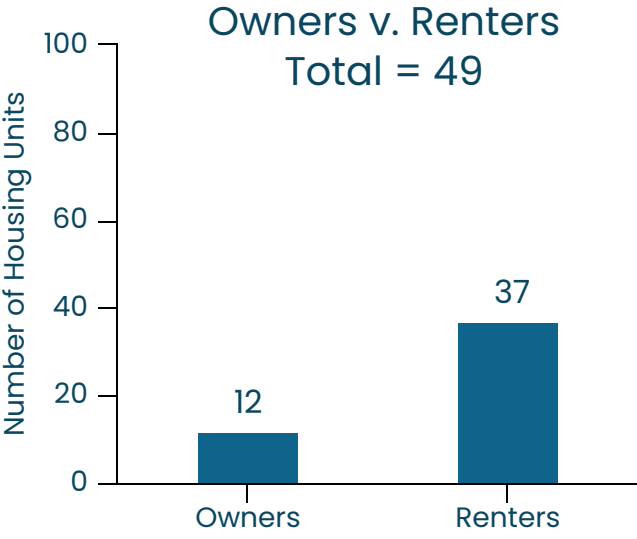


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Rollin Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

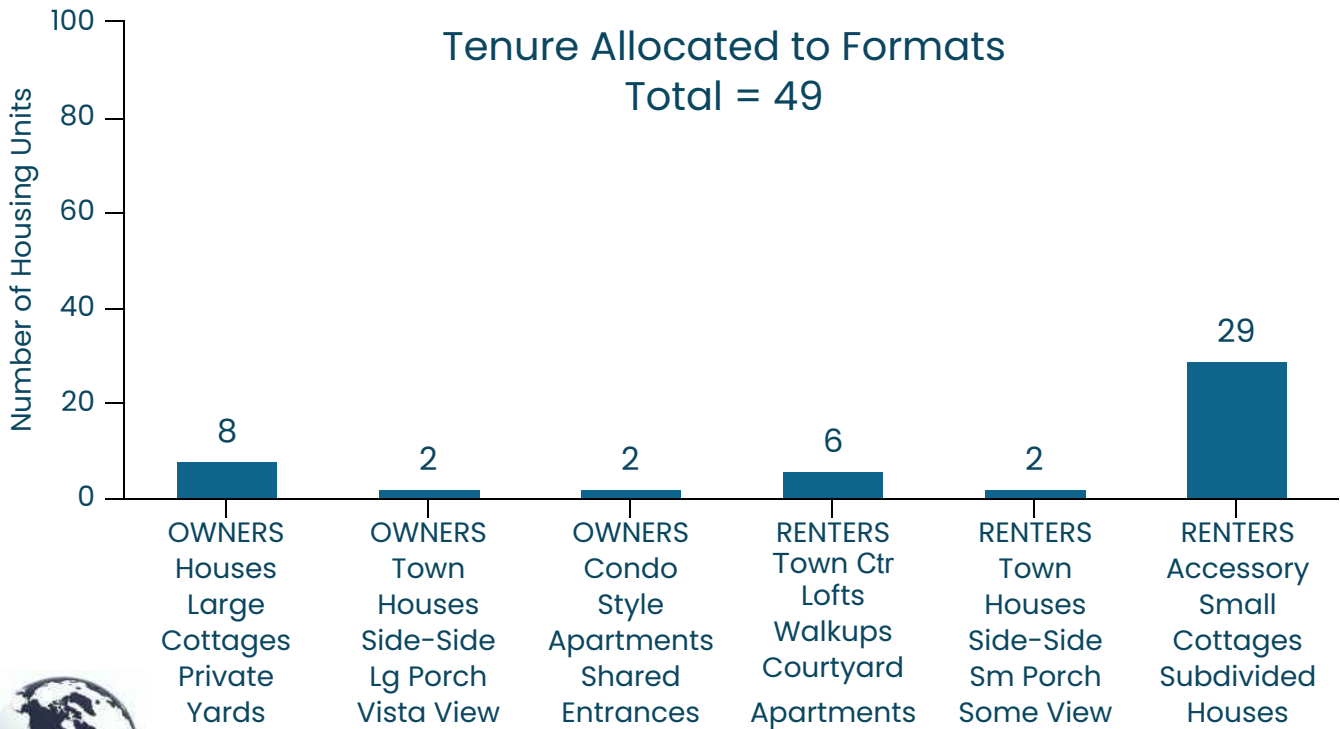


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.

# Annual Market Potential | Rollin Twp Capture with New Builds | Year 2025

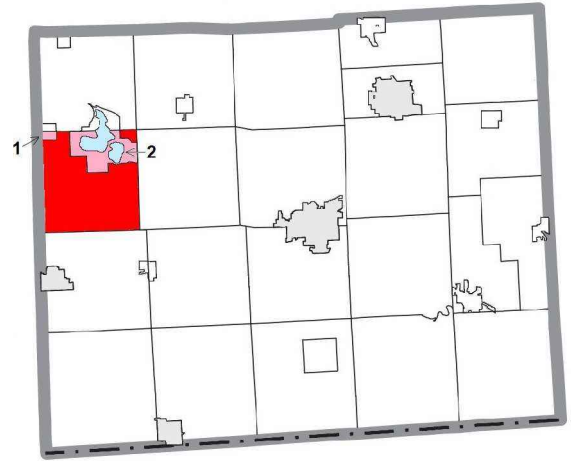
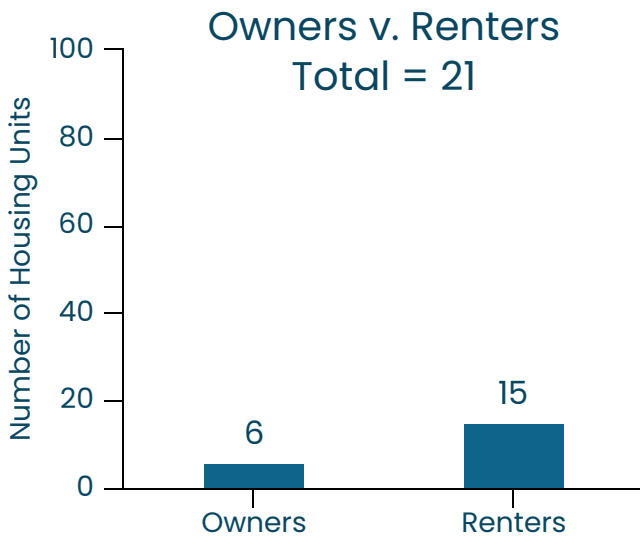


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Rollin Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

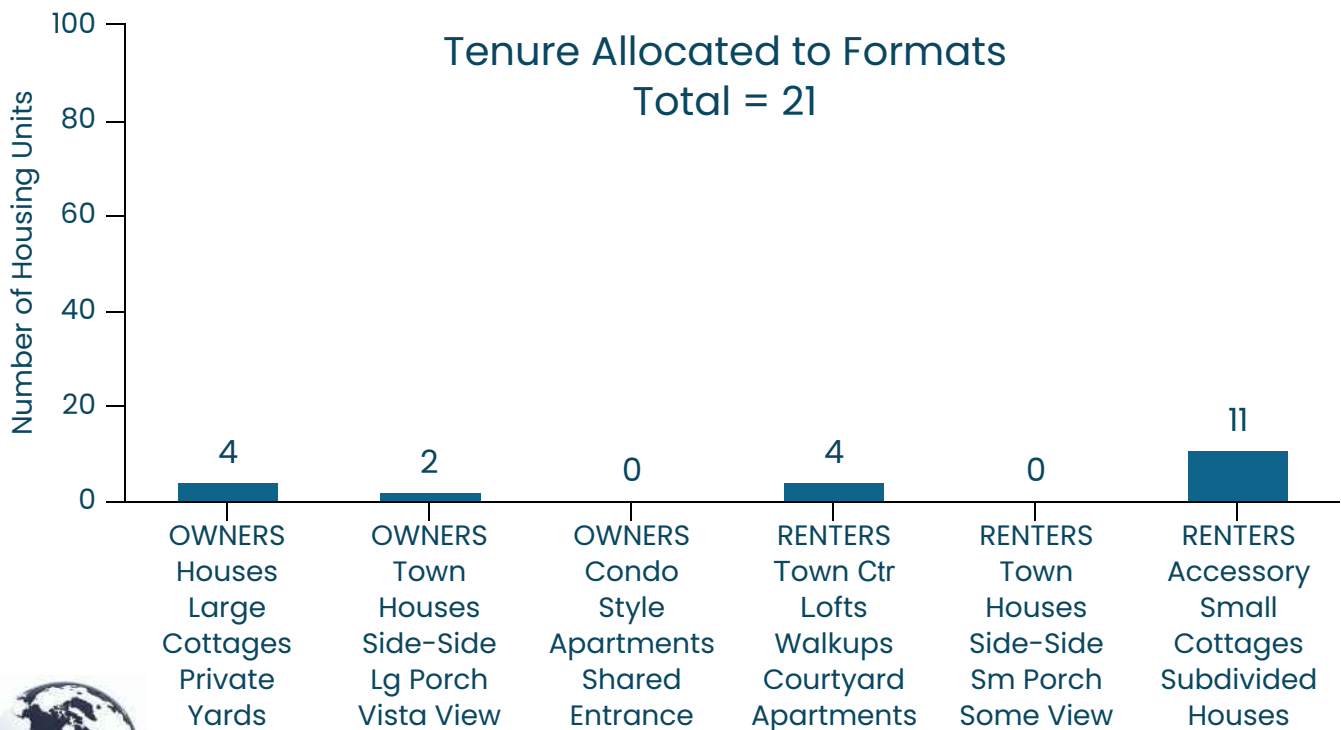


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Rollin Twp Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Rollin Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

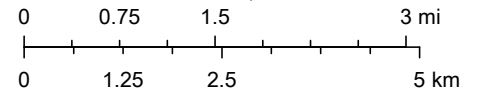




# Regional Setting | Rollin Township Lenawee County, Michigan | 2022

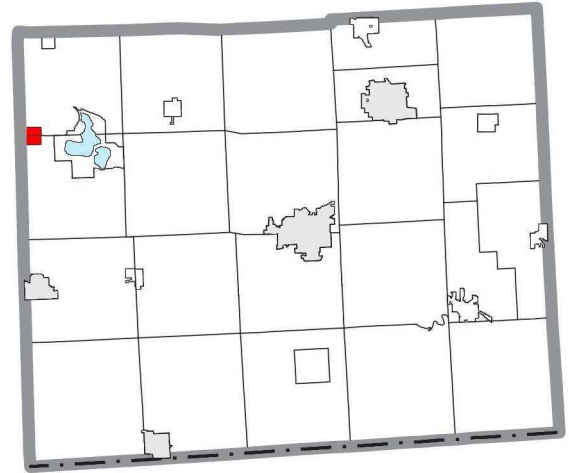
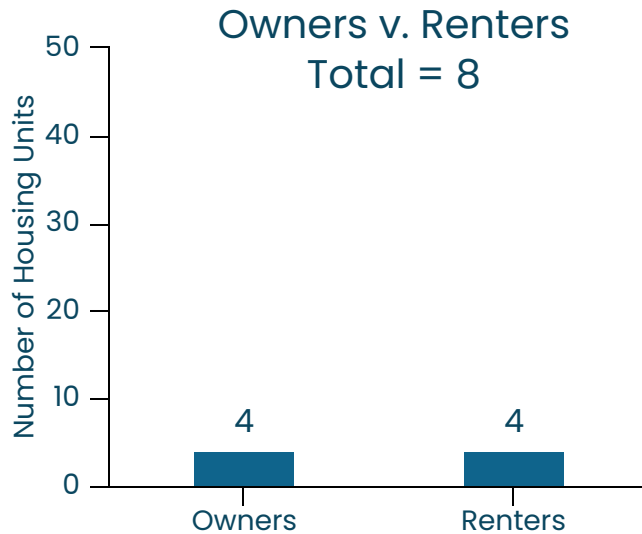


1:128,348

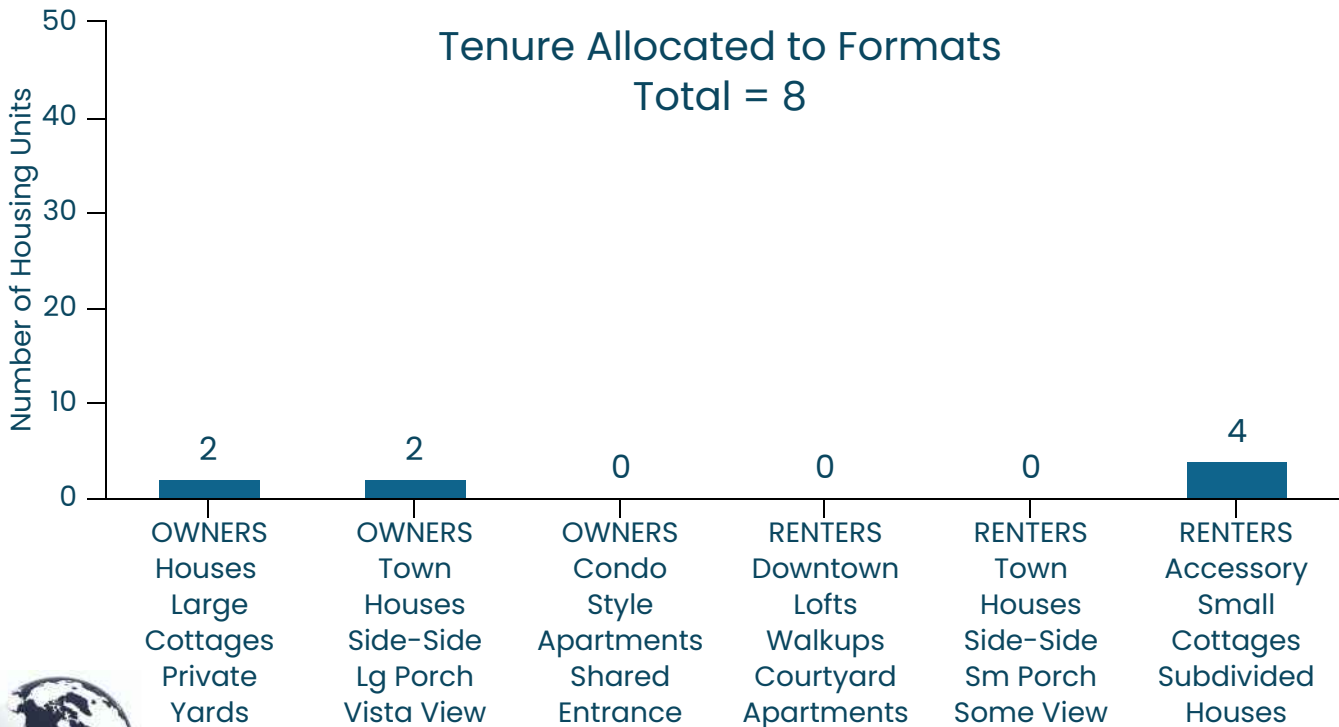


# Annual Market Potential | Addison Village

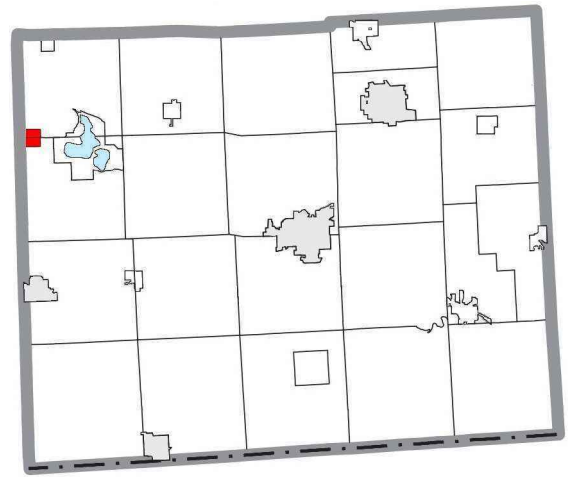
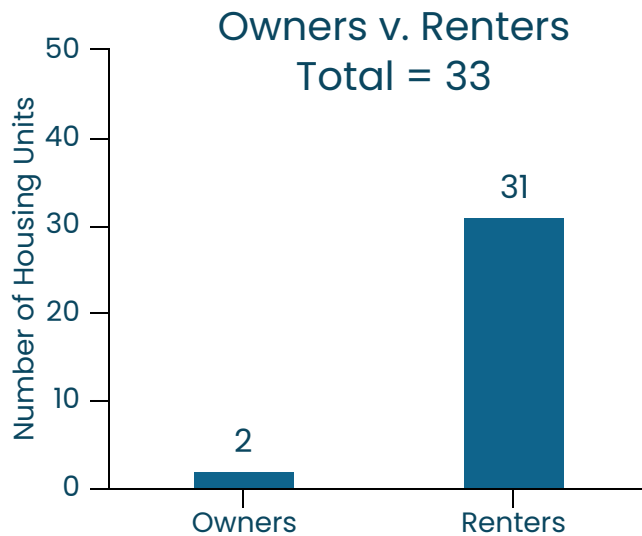
## Retain with Rehabs | Year 2025



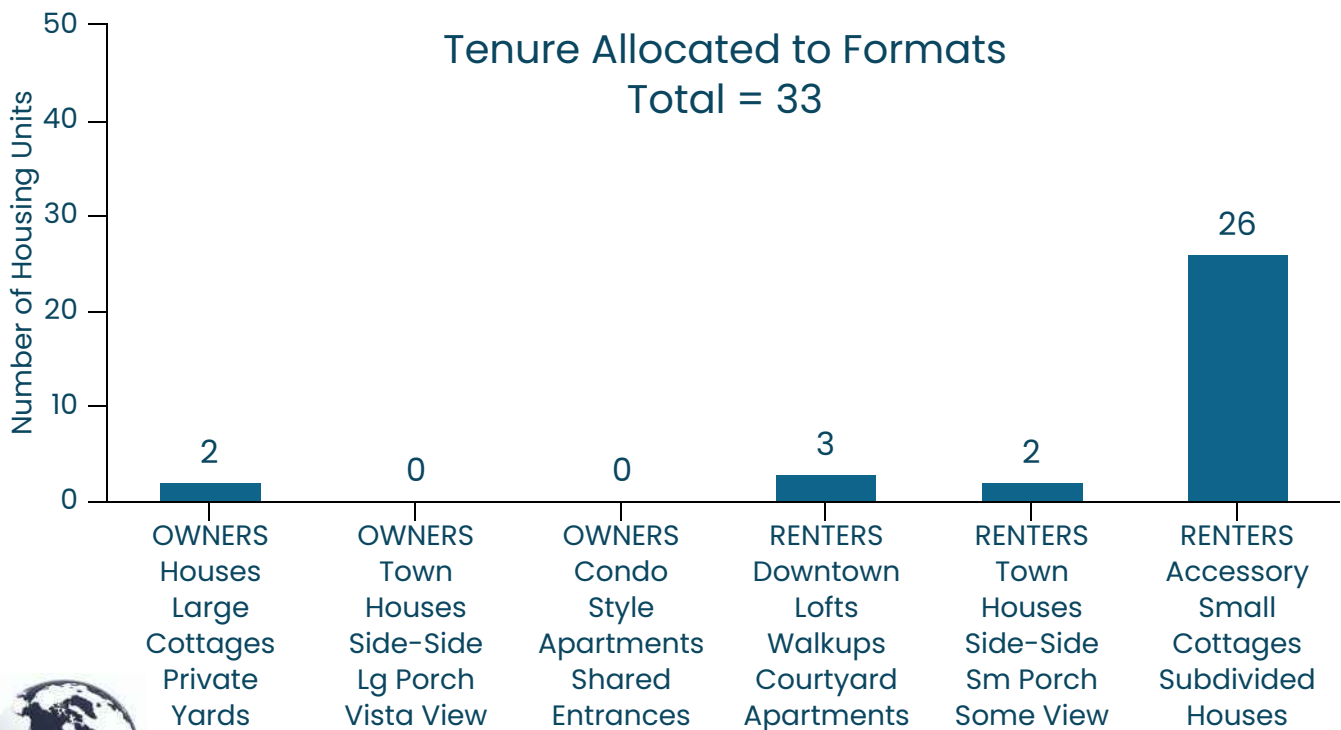
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Village of Addison by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



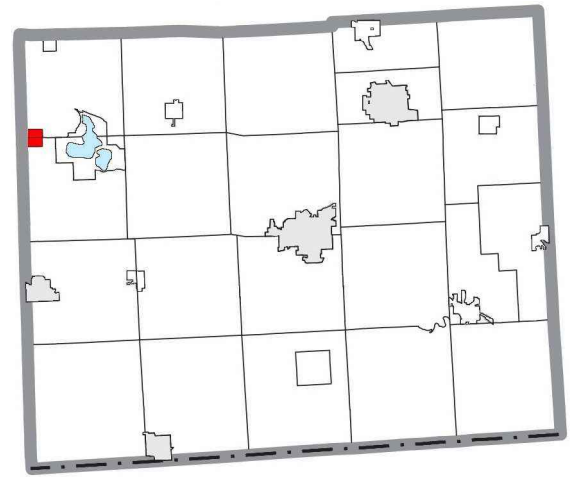
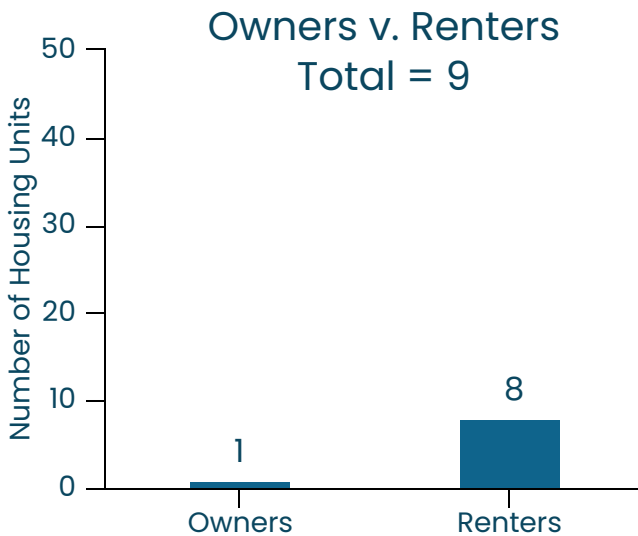
# Annual Market Potential | Addison Village Capture with New Builds | Year 2025



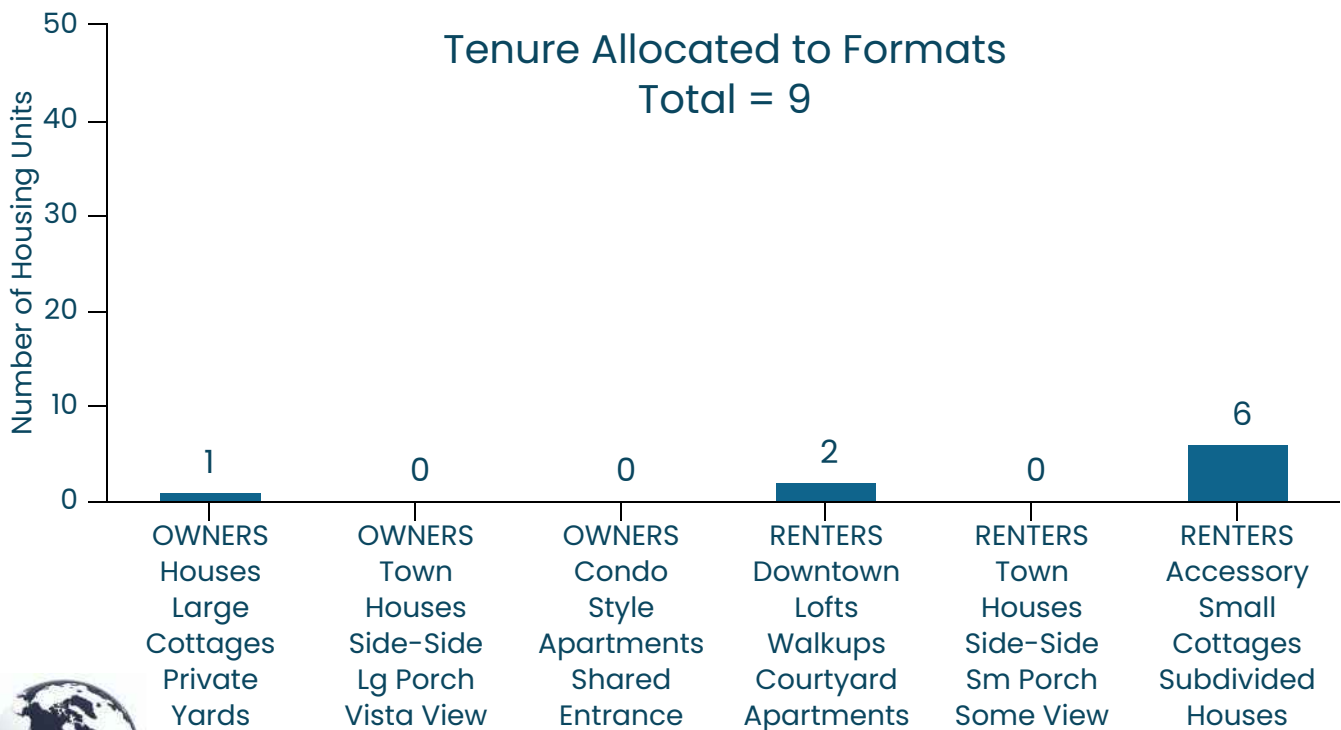
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Village of Addison by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Addison Village Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Village of Addison. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Addison Village Capture of New Owners | Year 2025

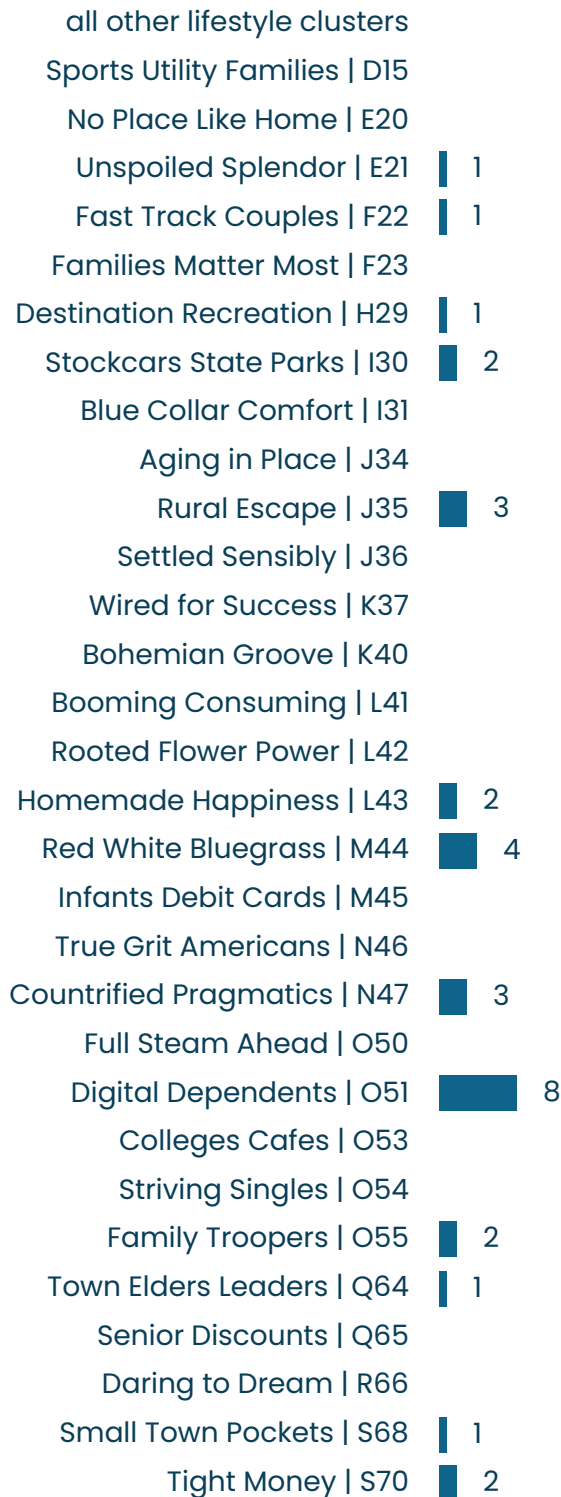
all other lifestyle clusters  
Sports Utility Families | D15  
No Place Like Home | E20  
Unspoiled Splendor | E21  
Fast Track Couples | F22  
Families Matter Most | F23  
Destination Recreation | H29  
Stockcars State Parks | I30  
Blue Collar Comfort | I31  
Aging in Place | J34  
Rural Escape | J35 | 1  
Settled Sensibly | J36  
Wired for Success | K37  
Bohemian Groove | K40  
Booming Consuming | L41  
Rooted Flower Power | L42  
Homemade Happiness | L43  
Red White Bluegrass | M44 | 1  
Infants Debit Cards | M45  
True Grit Americans | N46  
Countrified Pragmatics | N47  
Full Steam Ahead | O50  
Digital Dependents | O51  
Colleges Cafes | O53  
Striving Singles | O54  
Family Troopers | O55  
Town Elders Leaders | Q64  
Senior Discounts | Q65  
Daring to Dream | R66  
Small Town Pockets | S68  
Tight Money | S70

Total = 2  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Addison Village Capture of New Renters | Year 2025

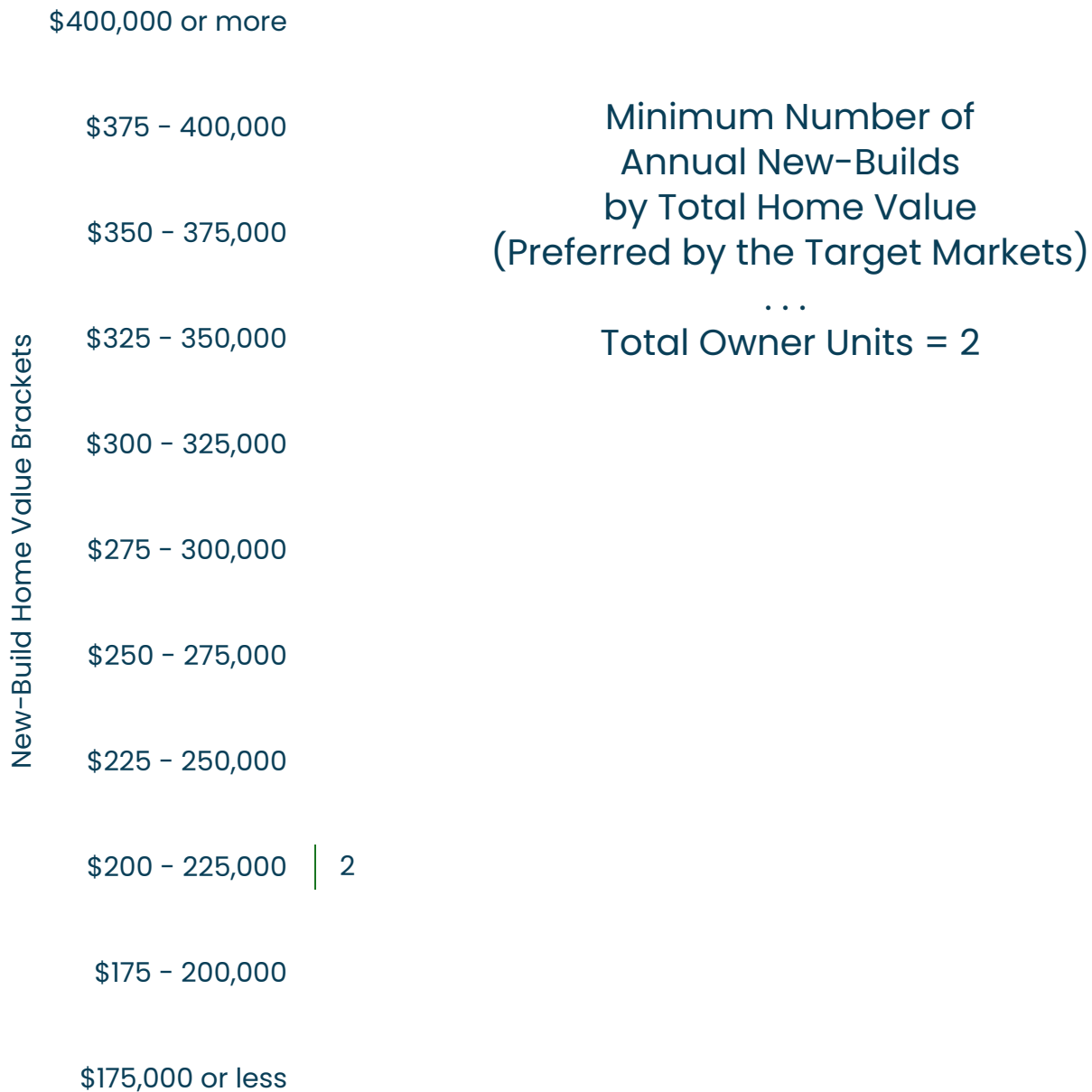


Total = 31  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Addison Village Capture with New-Builds | Year 2025

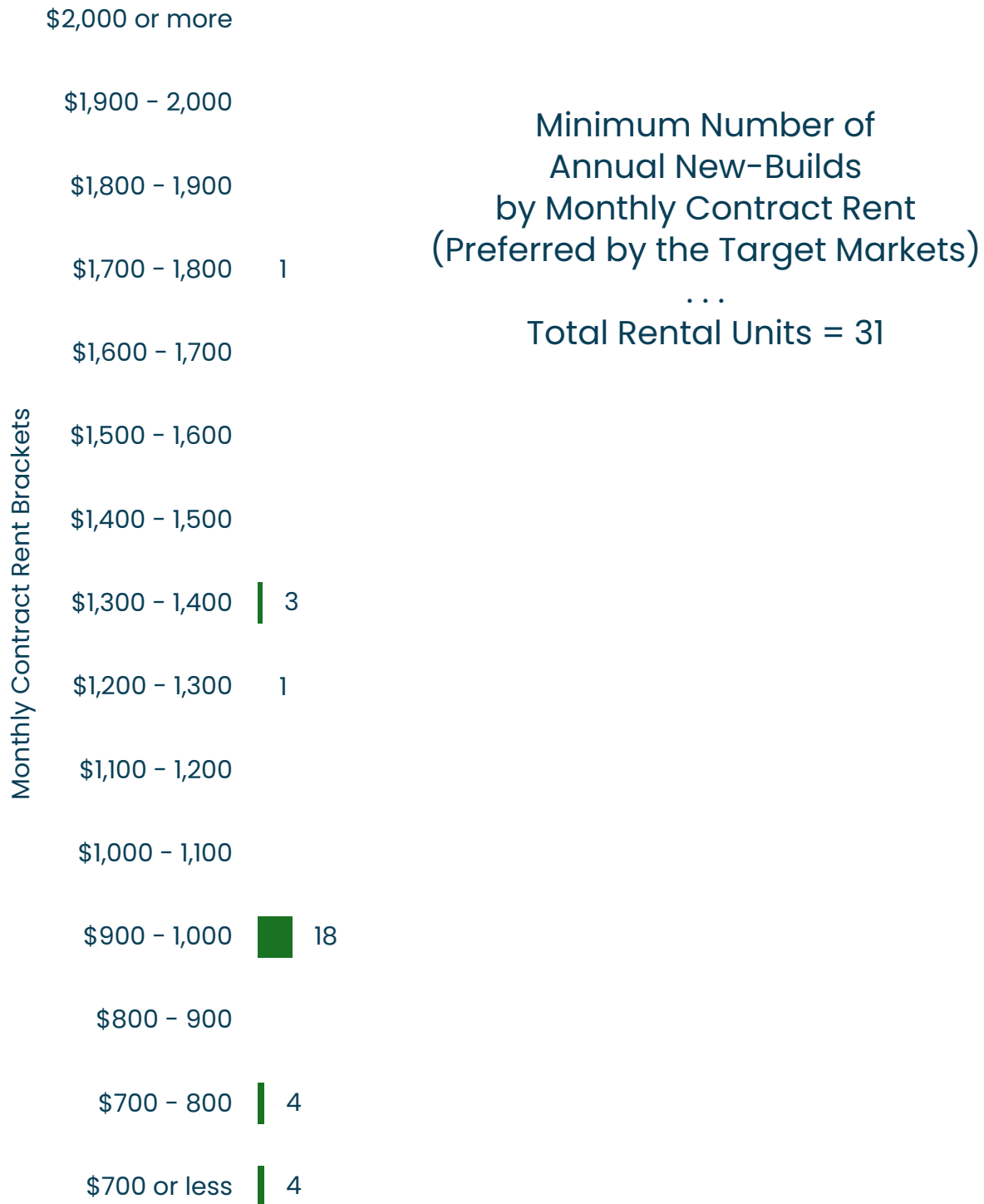


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

# Preferred Contract Rents | Addison Village Capture with New Builds | Year 2025

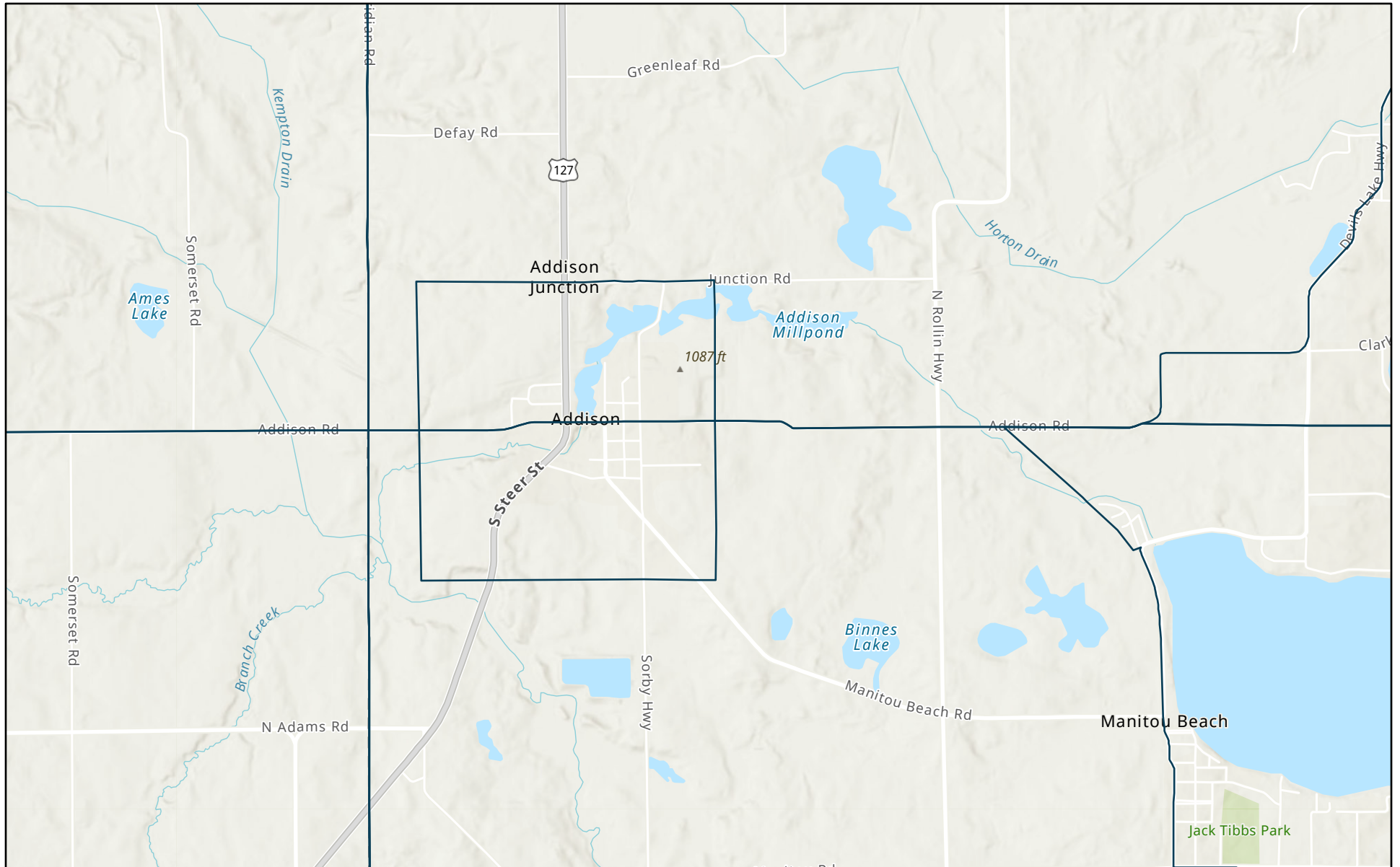


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.

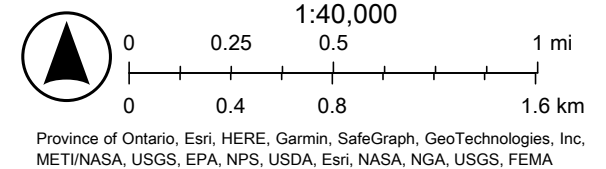




# Regional Setting | Addison Village Lenawee County, Michigan | 2022



4/7/2023



# Section 1-C

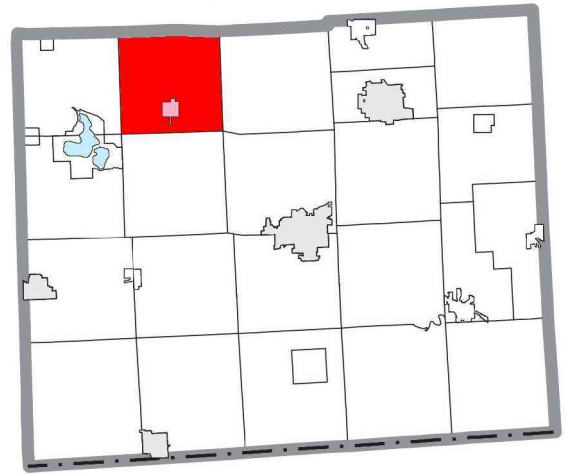
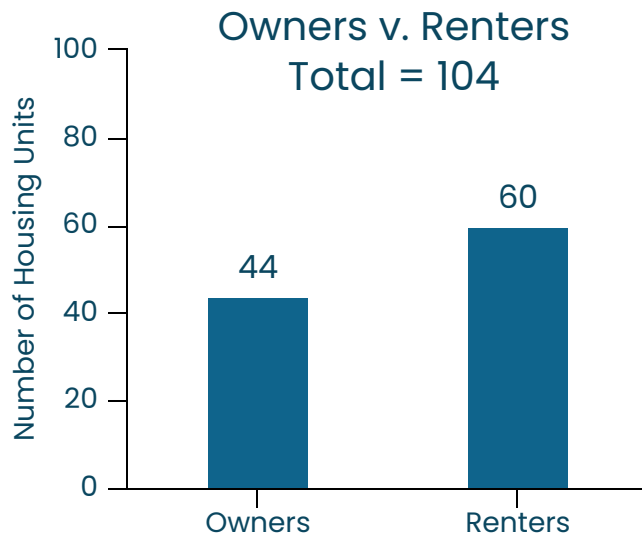
Cambridge Township

Onsted Village

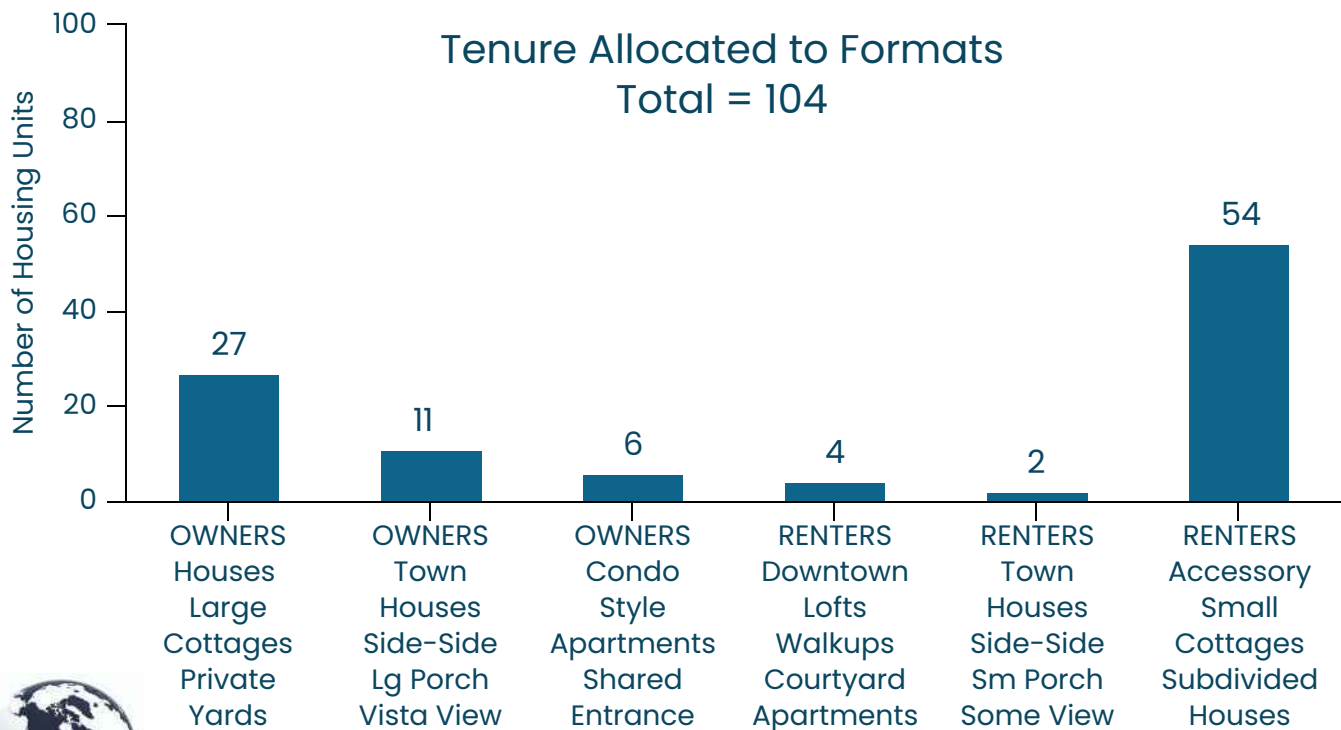
Franklin Township

# Annual Market Potential | Cambridge Twp

## Retain with Rehabs | Year 2025

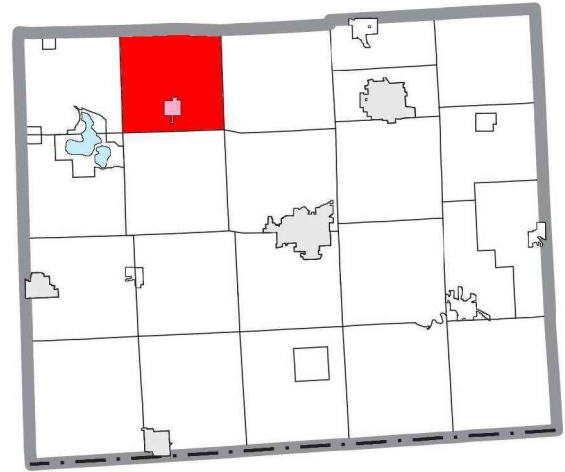
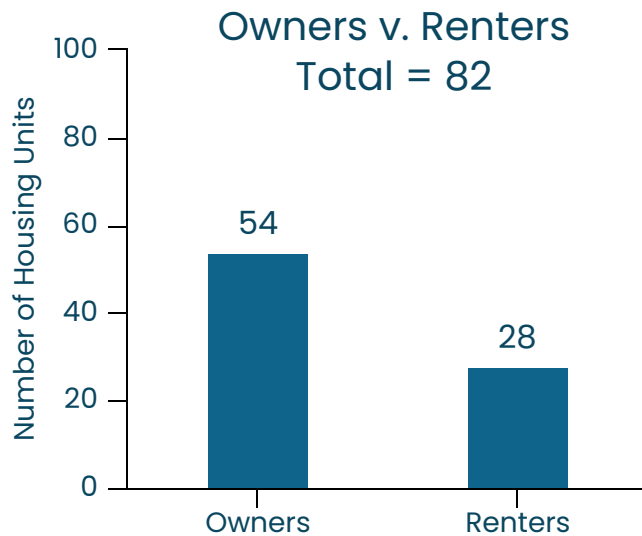


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Cambridge Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

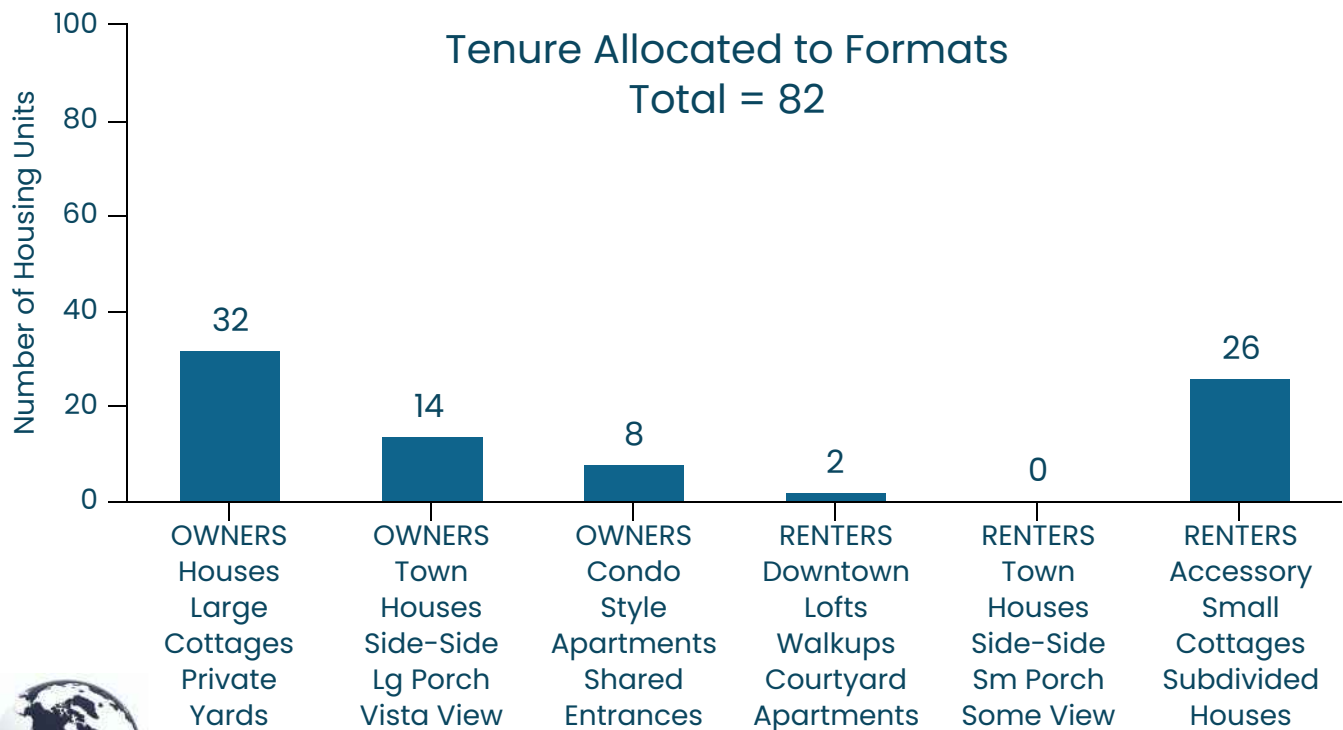


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.

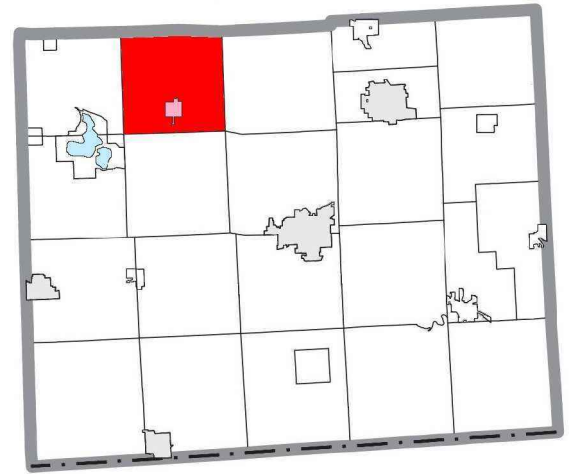
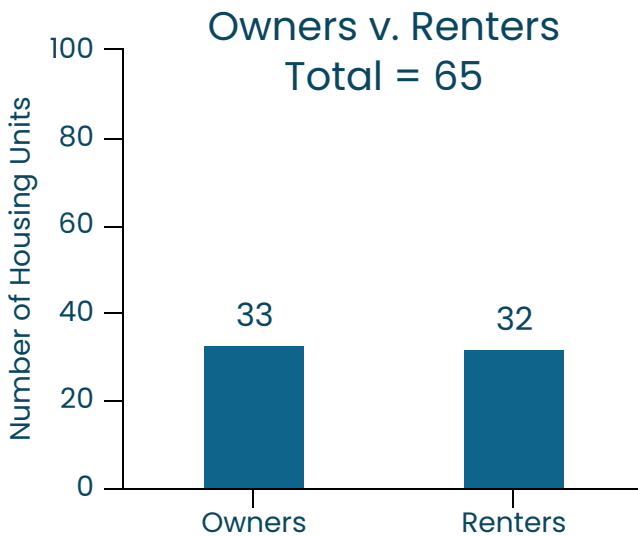
# Annual Market Potential | Cambridge Twp Capture with New Builds | Year 2025



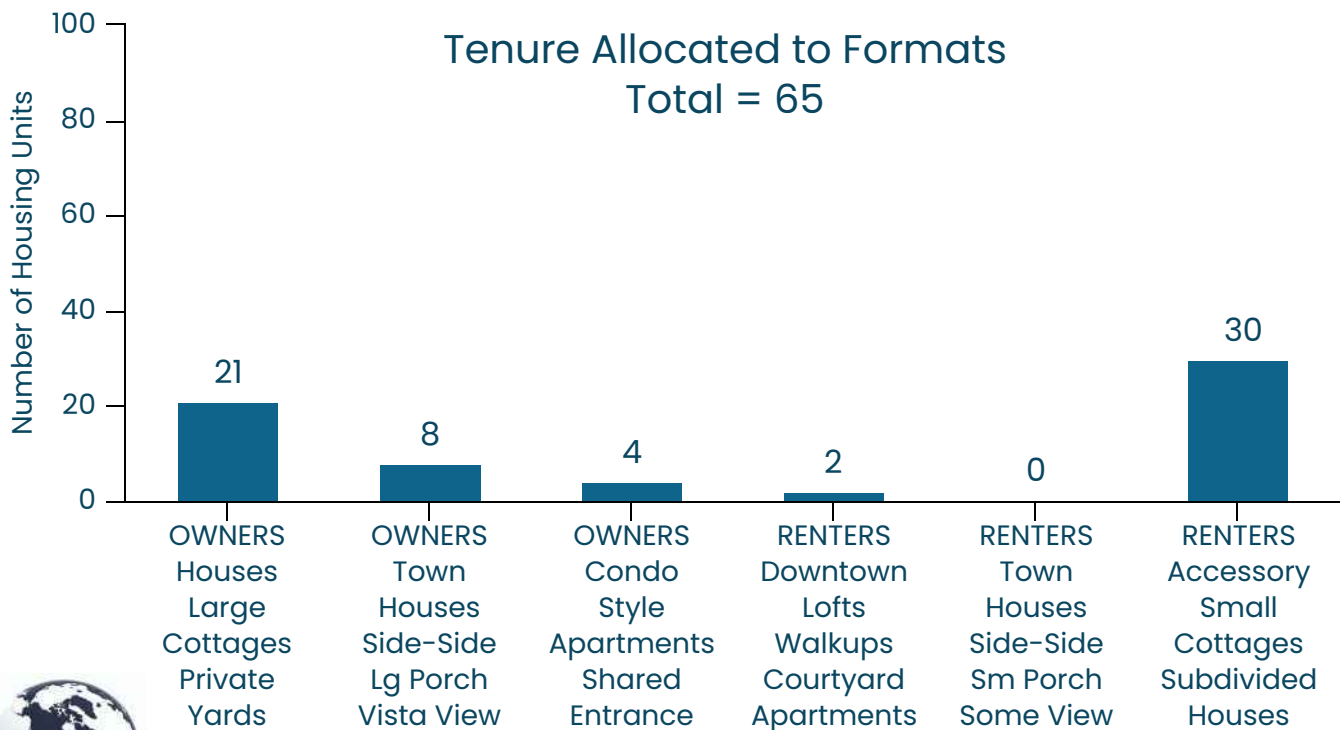
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Cambridge Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



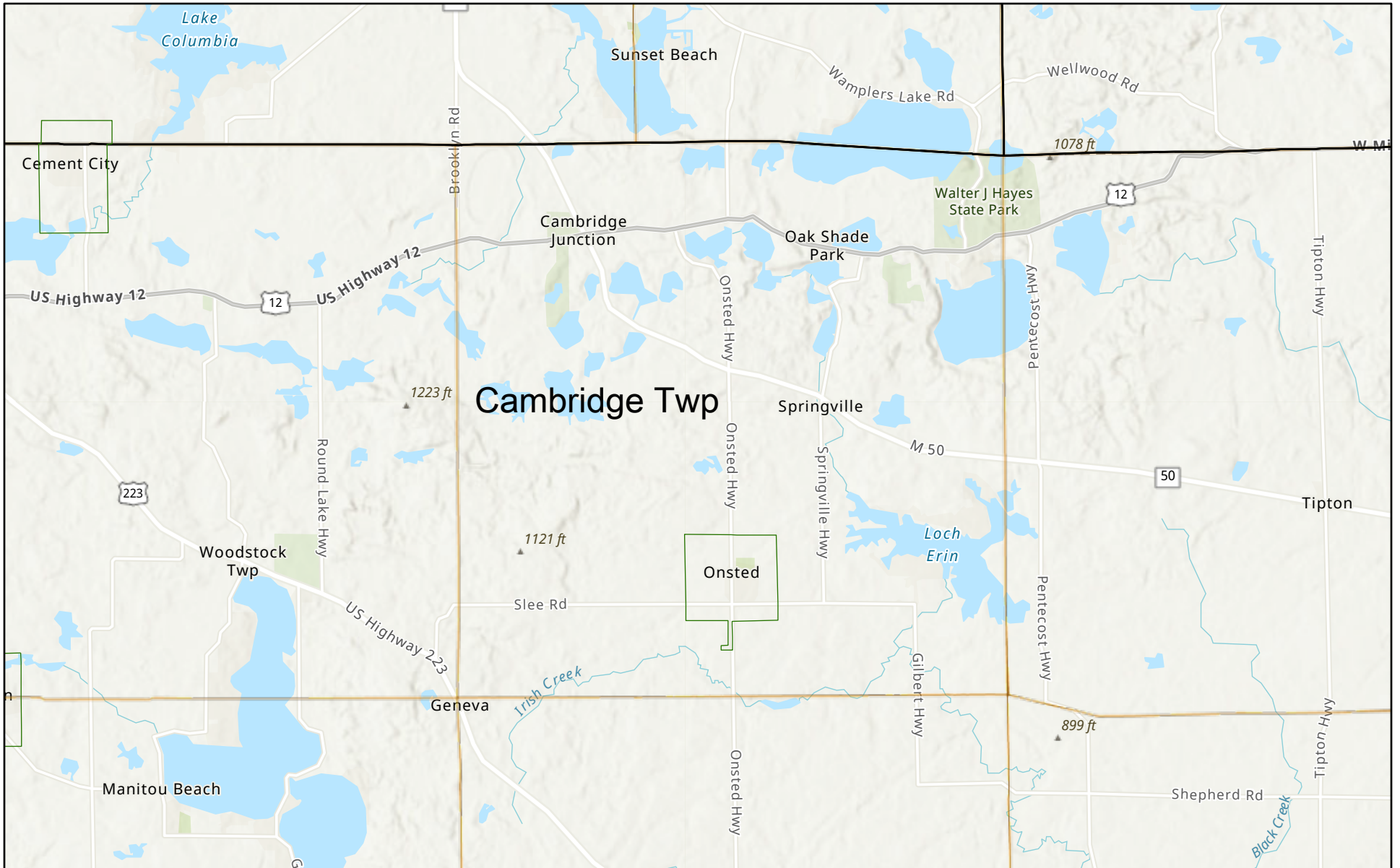
# Annual Market Potential | Cambridge Twp Intercept with New Builds | Year 2025



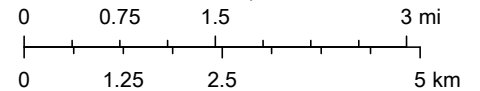
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Cambridge Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Regional Setting | Cambridge Township Lenawee County, Michigan | 2022

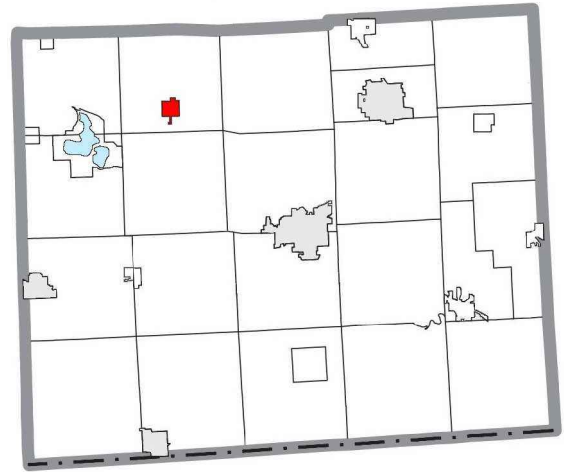
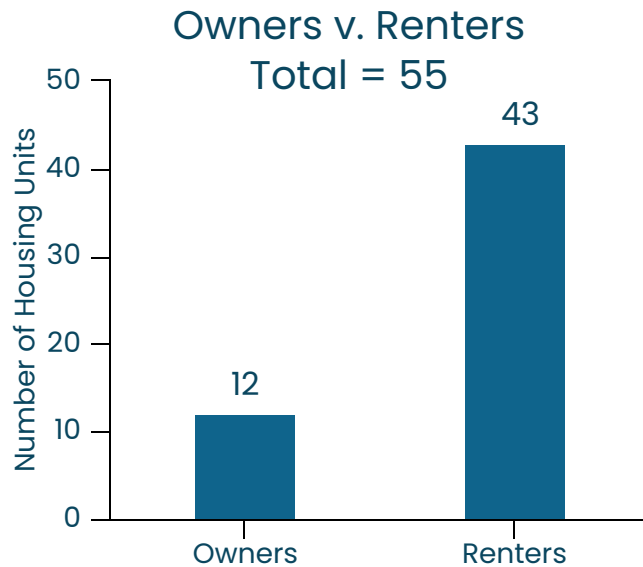


1:128,348

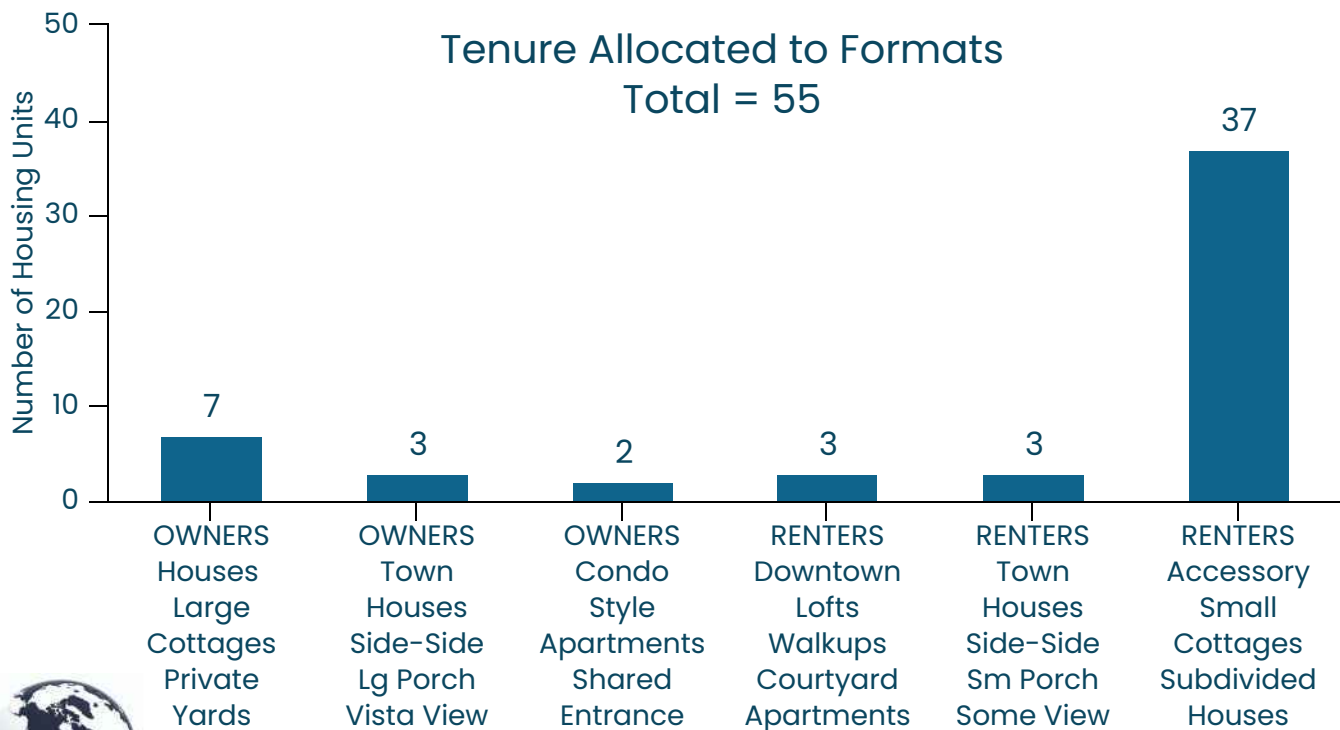


# Annual Market Potential | Onsted Village

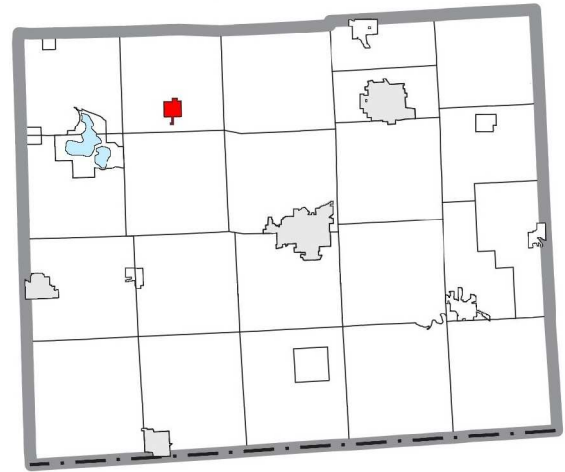
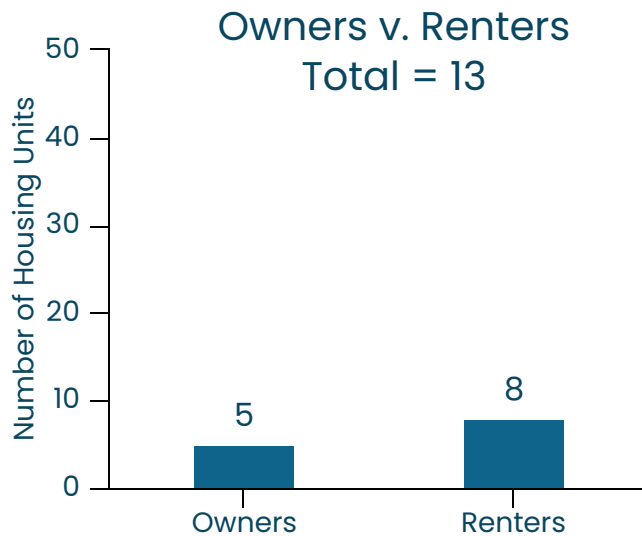
## Retain with Rehabs | Year 2025



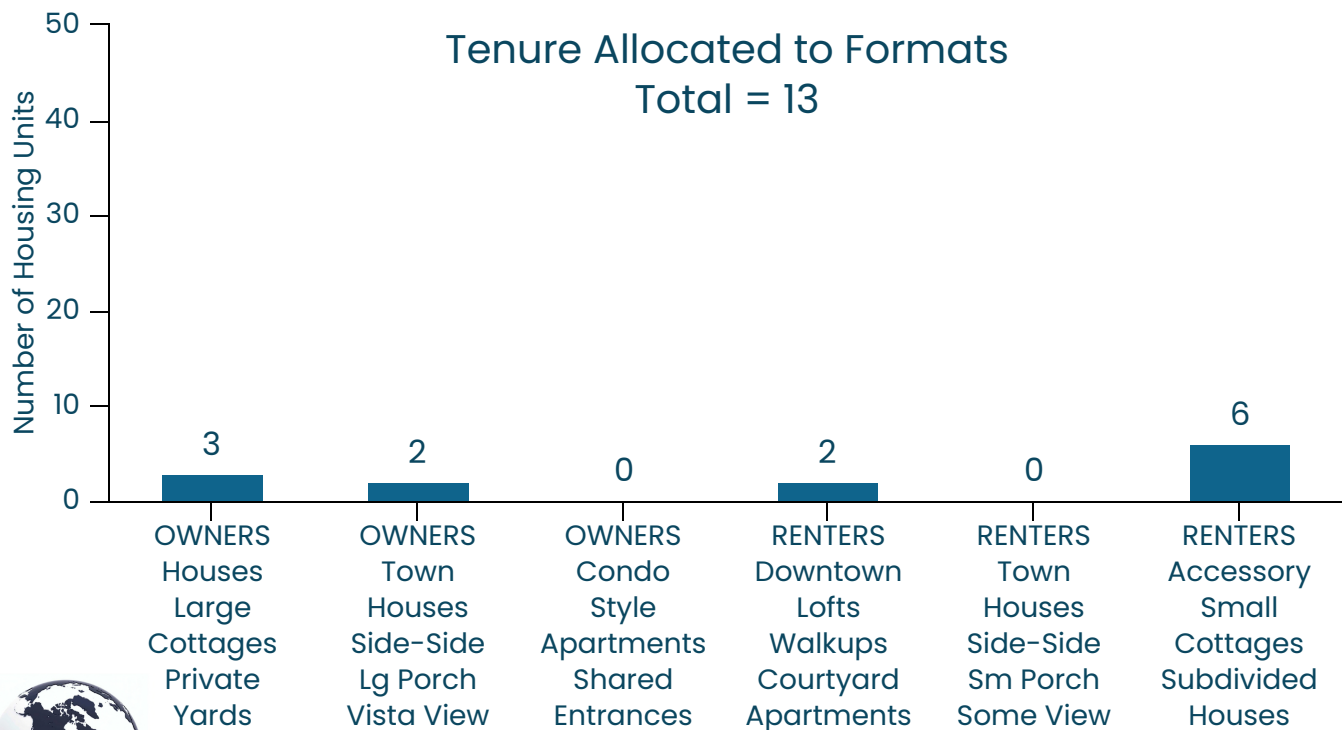
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Village of Onsted by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Onsted Village Capture with New Builds | Year 2025

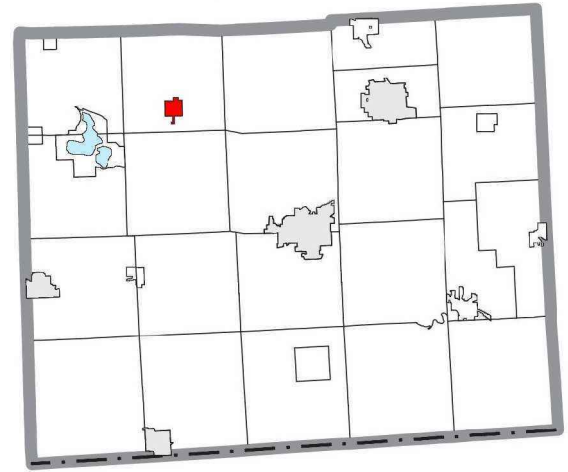
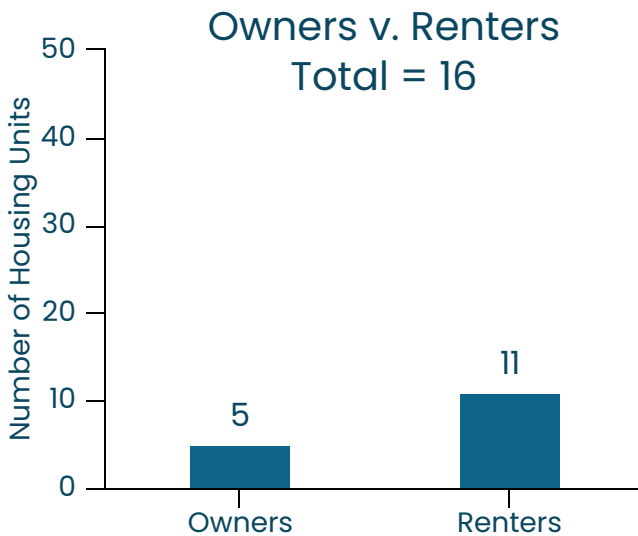


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Village of Onsted by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

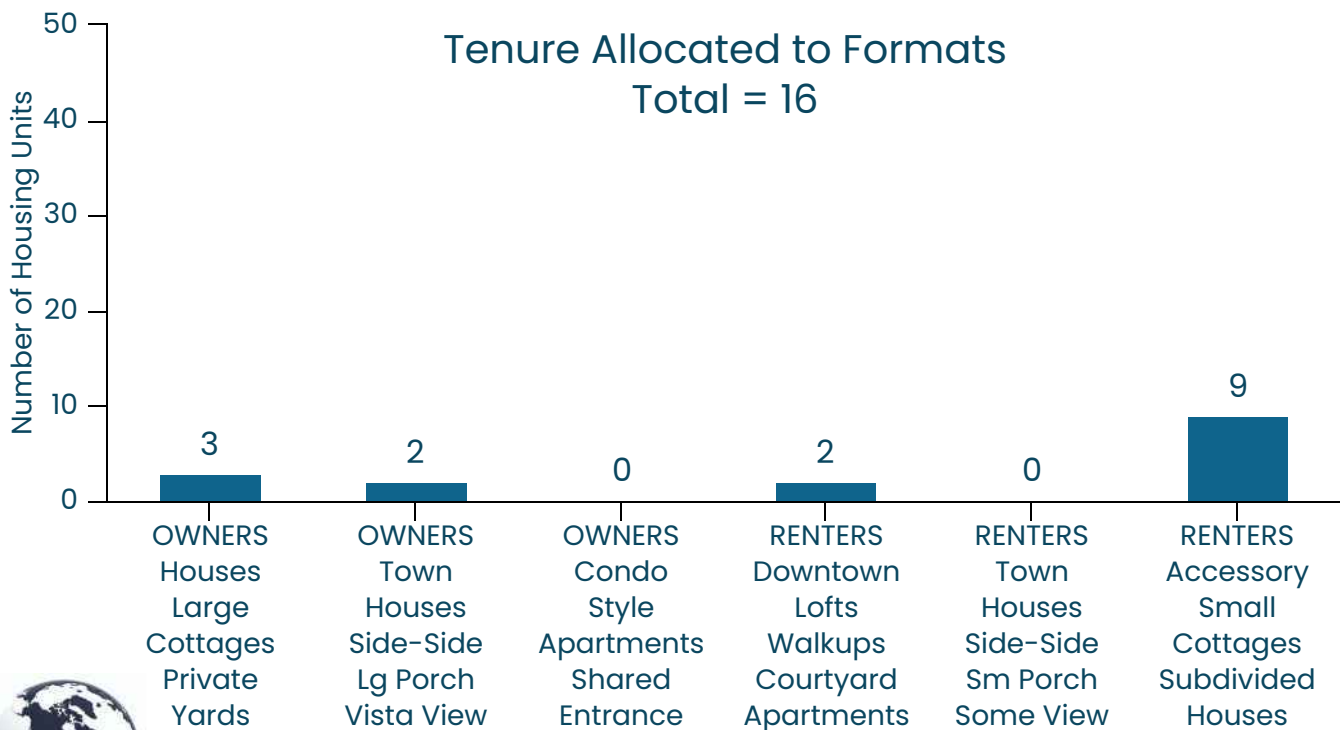




# Annual Market Potential | Onsted Village Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Village of Onsted. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Onsted Village Capture of New Owners | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	1
No Place Like Home   E20	1
Unspoiled Splendor   E21	1
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	
Full Steam Ahead   O50	
Digital Dependents   O51	1
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 5  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Onsted Village Capture of New Renters | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	1
Unspoiled Splendor   E21	1
Fast Track Couples   F22	1
Families Matter Most   F23	
Destination Recreation   H29	1
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	2
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 8  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Onsted Village Capture with New-Builds | Year 2025

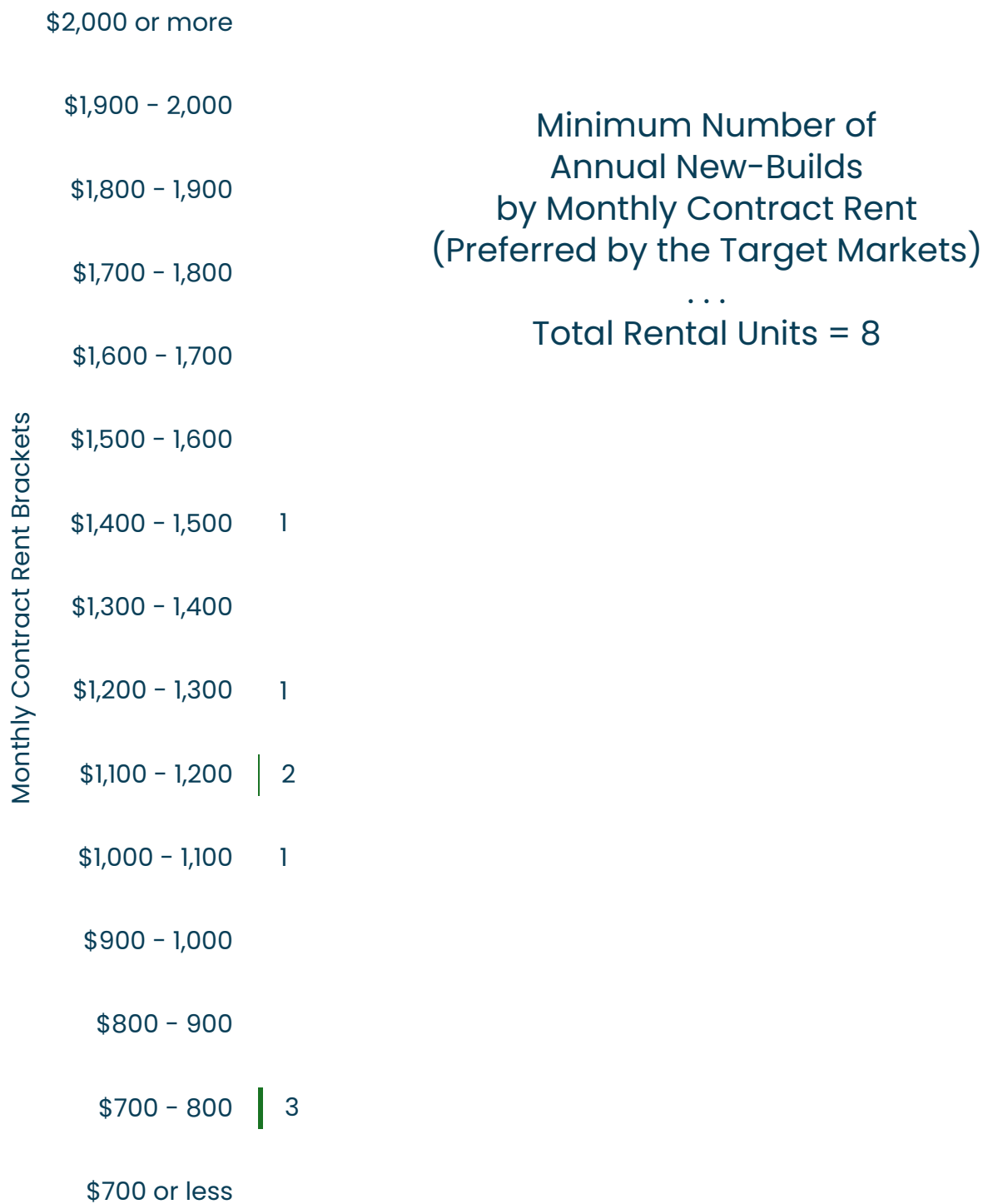
New-Build Home Value Brackets		Minimum Number of Annual New-Builds by Total Home Value (Preferred by the Target Markets)
\$400,000 or more		
\$375 - 400,000		
\$350 - 375,000		
\$325 - 350,000	1	...
\$300 - 325,000		Total Owner Units = 5
\$275 - 300,000		
\$250 - 275,000	1	
\$225 - 250,000	2	
\$200 - 225,000		
\$175 - 200,000		
\$175,000 or less	1	

Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

# Preferred Contract Rents | Onsted Village Capture with New Builds | Year 2025

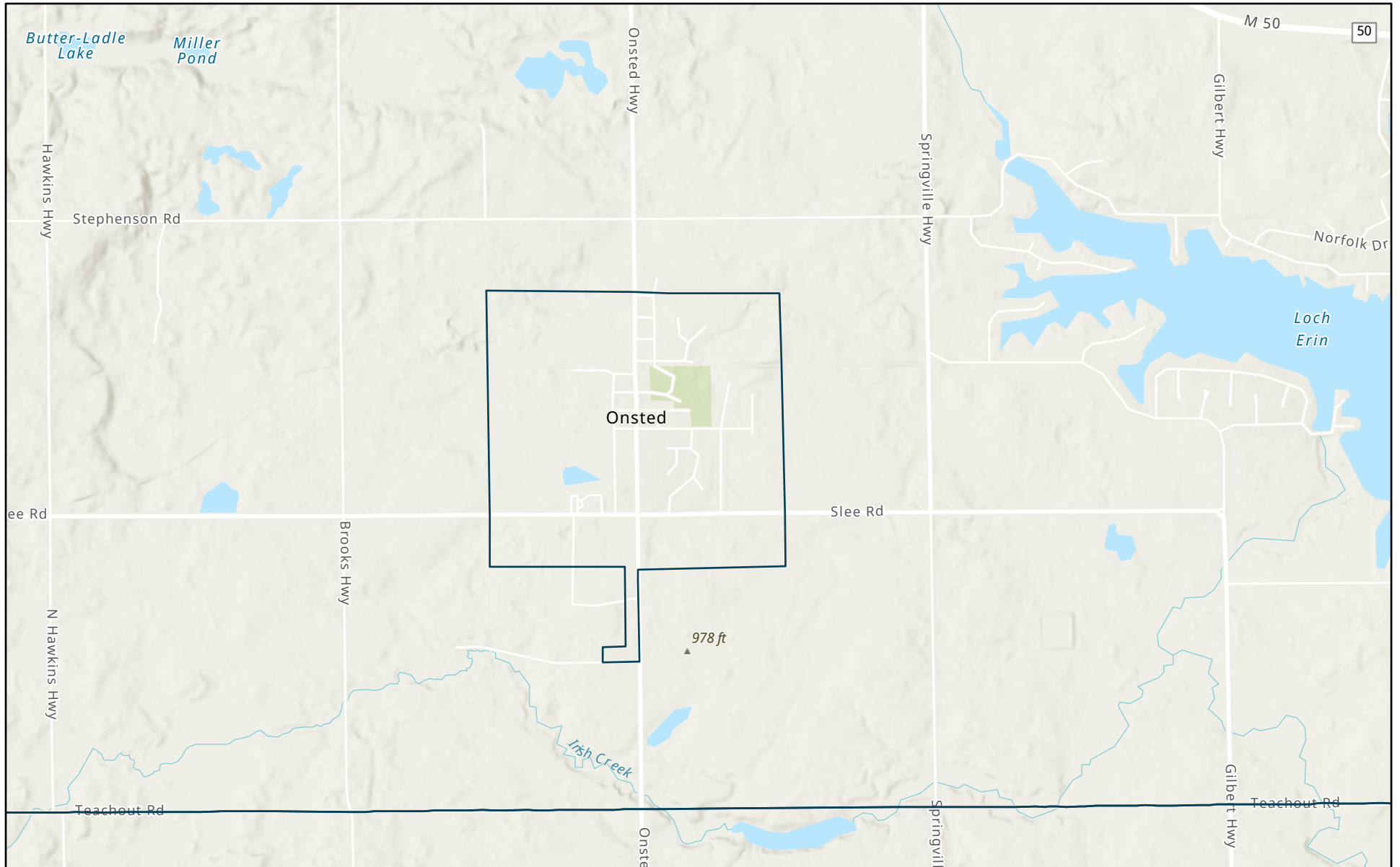


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.

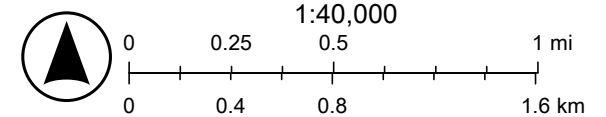


LandUseUSA  
UrbanStrategies

# Regional Setting | Onstead Village Lenawee County, Michigan | 2022



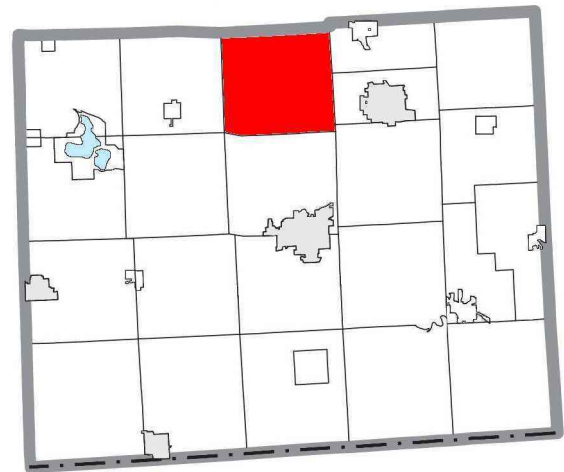
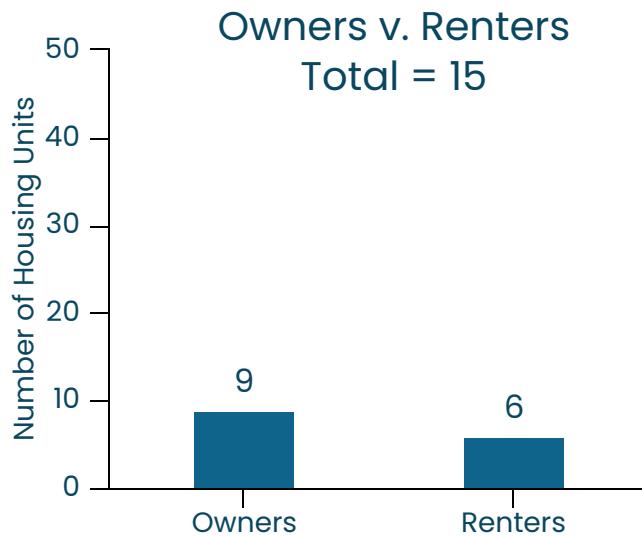
4/7/2023



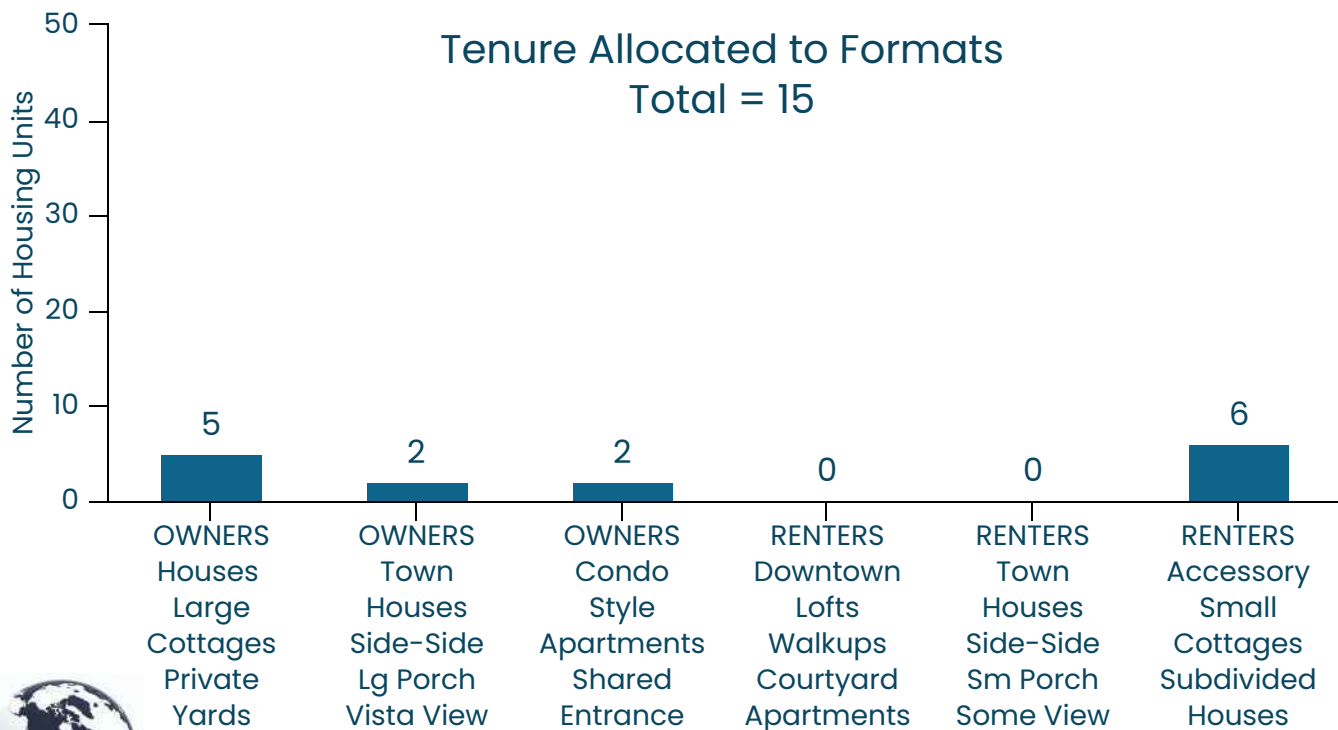
Province of Ontario, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, FEMA

# Annual Market Potential | Franklin Twp

## Retain with Rehabs | Year 2025

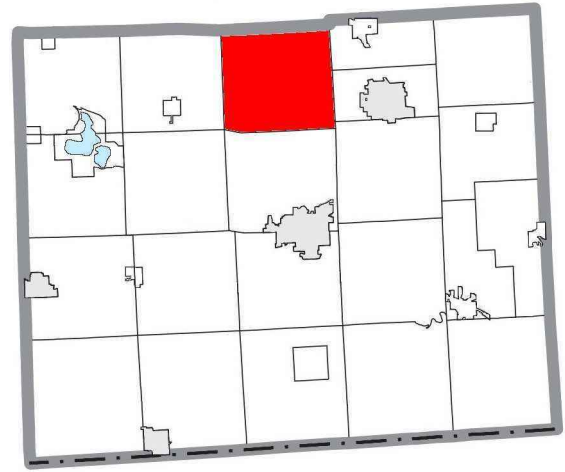
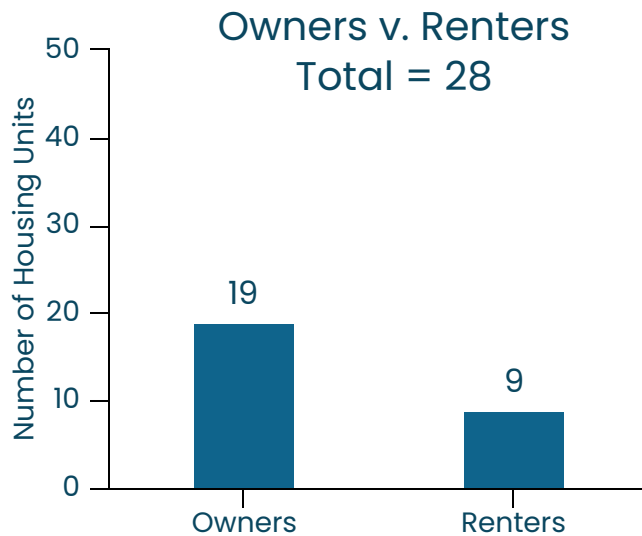


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Franklin Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

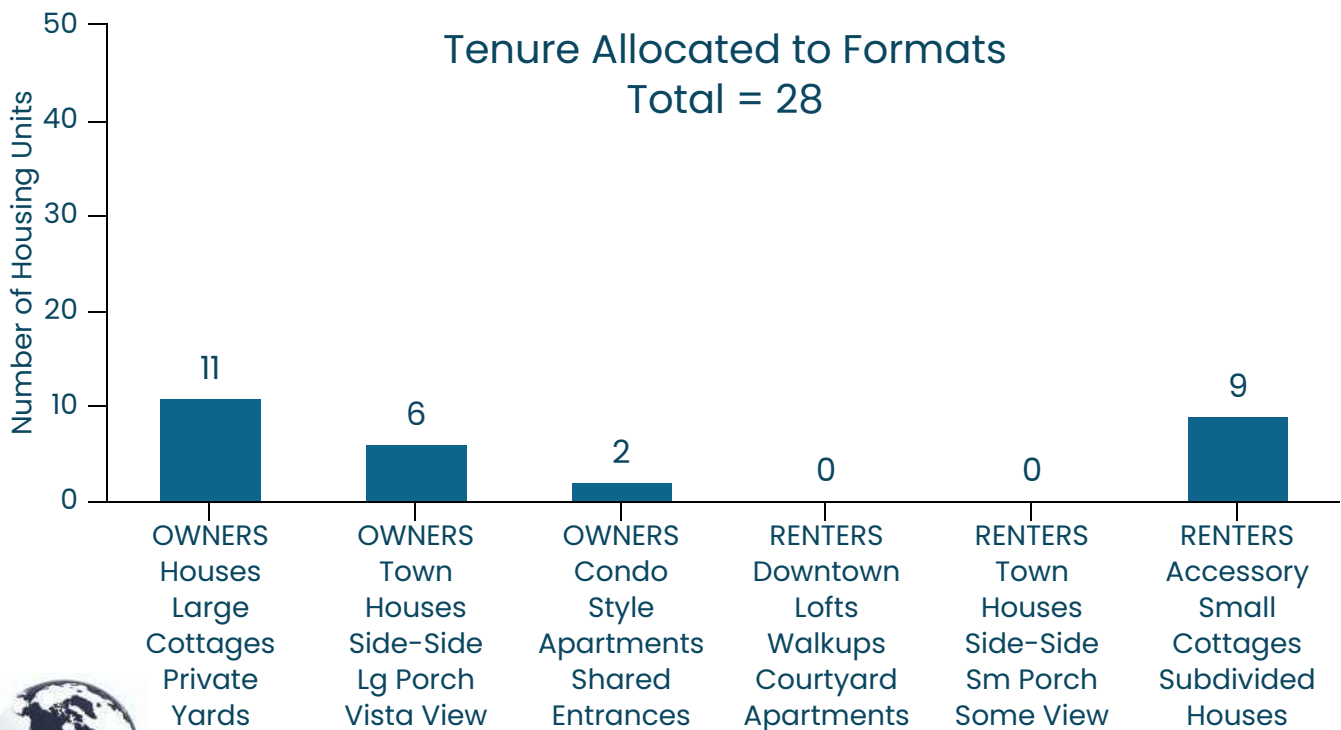


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.

# Annual Market Potential | Franklin Twp Capture with New Builds | Year 2025



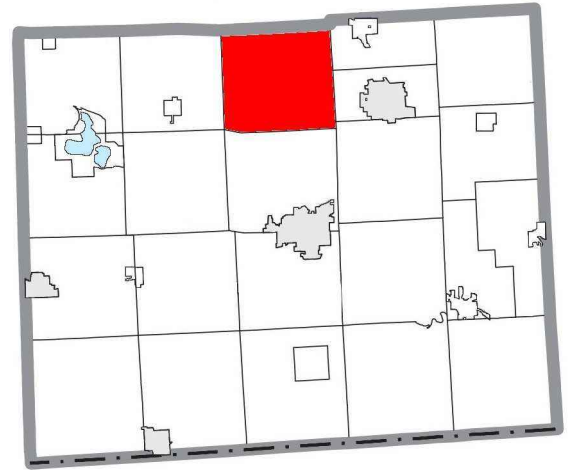
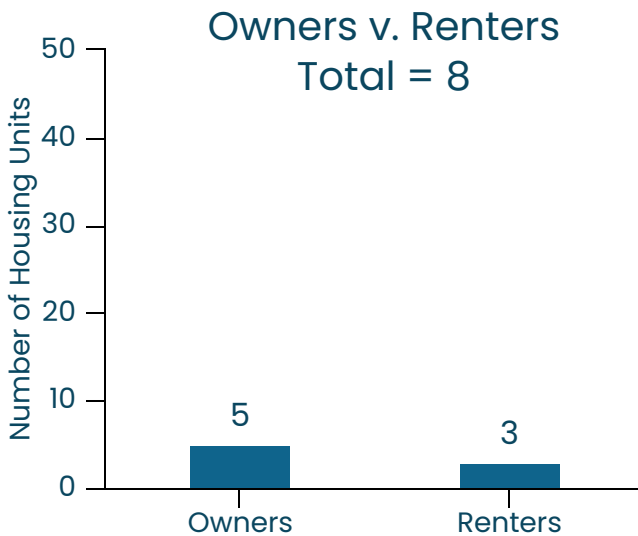
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Franklin Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



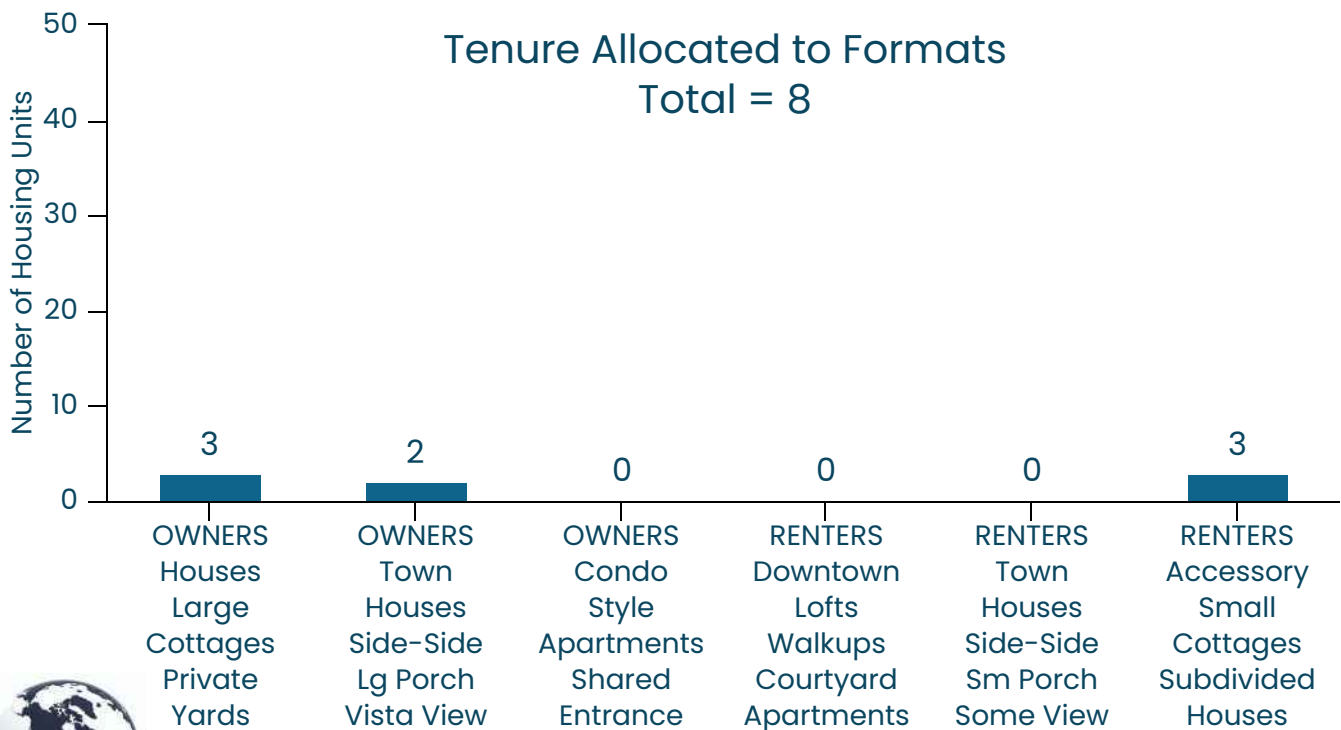
Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Franklin Twp Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Franklin Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Franklin Twp

## Capture of New Owners | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	1
No Place Like Home   E20	1
Unspoiled Splendor   E21	2
Fast Track Couples   F22	2
Families Matter Most   F23	1
Destination Recreation   H29	
Stockcars State Parks   I30	6
Blue Collar Comfort   I31	
Aging in Place   J34	1
Rural Escape   J35	2
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	1
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	1
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 19  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

# Annual Market Potential | Franklin Twp Capture of New Renters | Year 2025

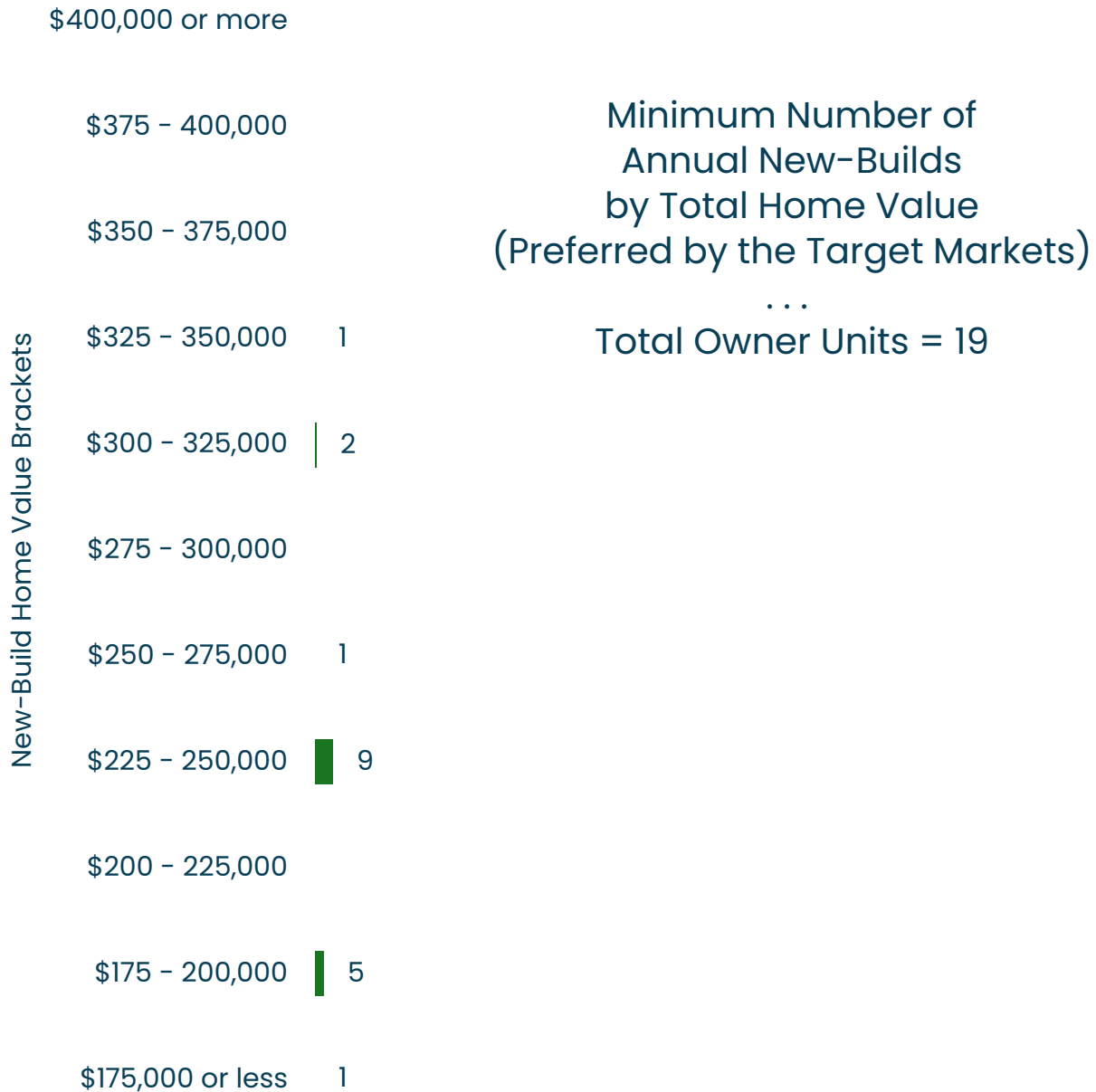
all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	
Fast Track Couples   F22	1
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	2
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	1
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	2
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	1
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	1

Total = 9  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Franklin Twp Capture with New-Builds | Year 2025

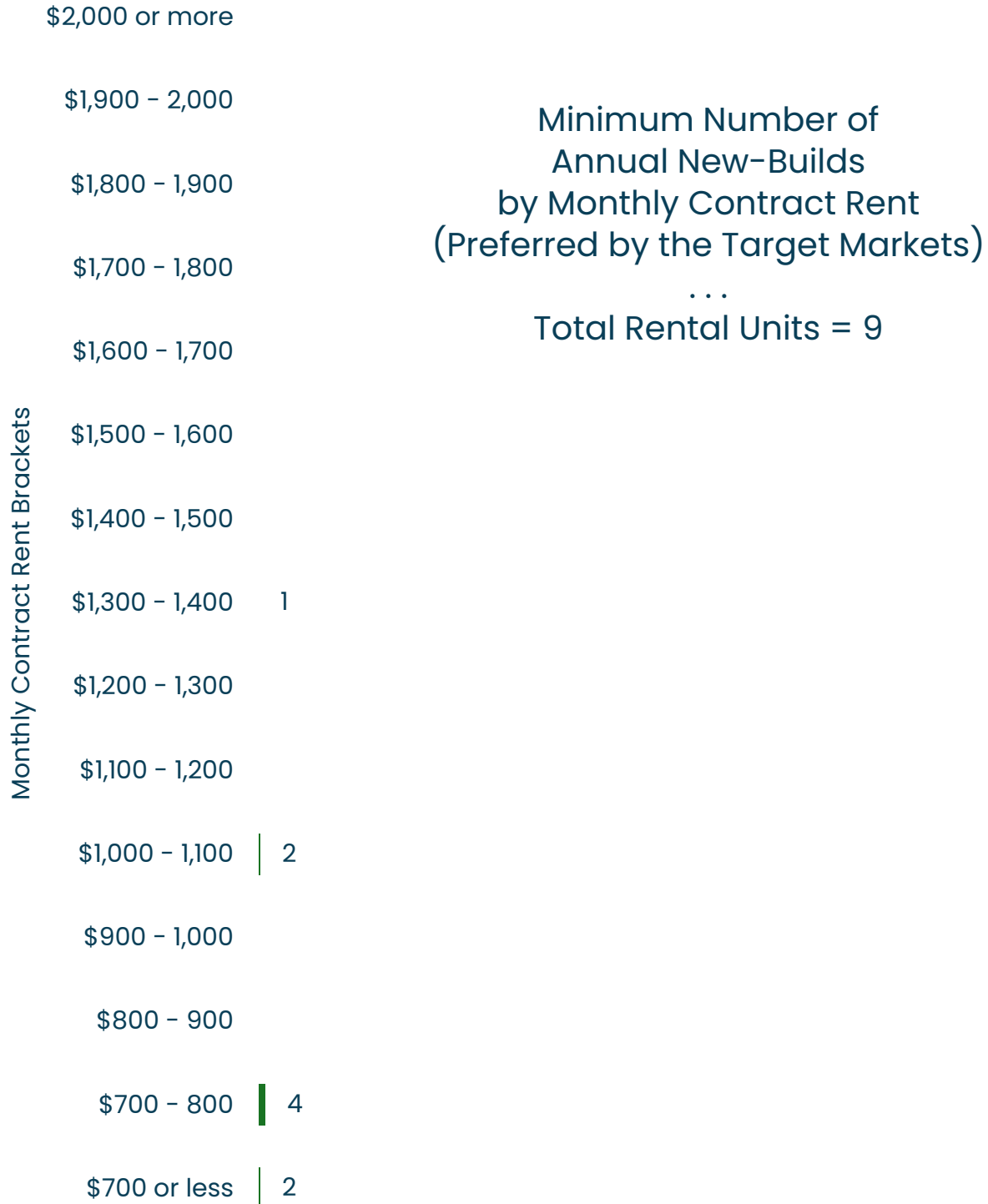


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

# Preferred Contract Rents | Franklin Twp Capture with New Builds | Year 2025



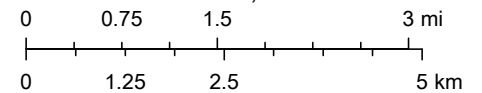
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



# Regional Setting | Franklin Township Lenawee County, Michigan | 2022



1:128,348



# Section 1-D

Clinton Township

Clinton Village

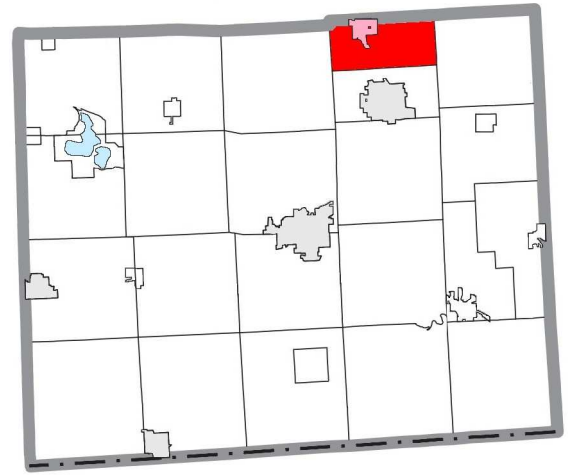
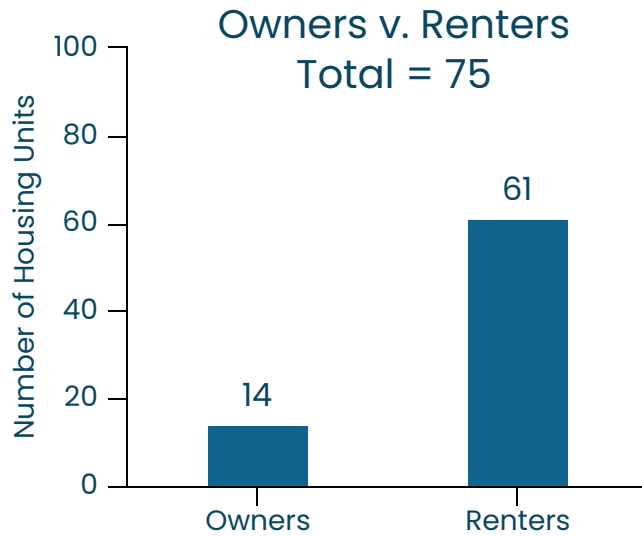
Tecumseh Township

Tecumseh City

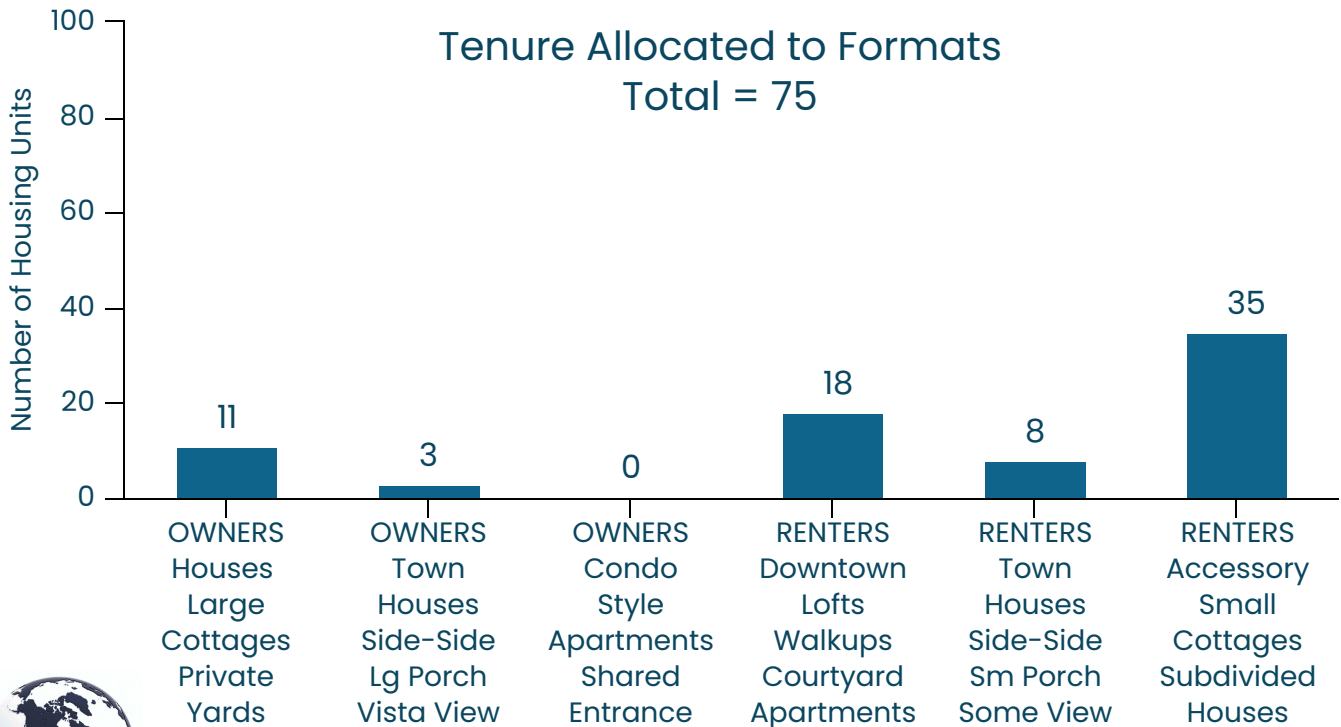
Raisin Township

# Annual Market Potential | Clinton Twp

## Retain with Rehabs | Year 2025

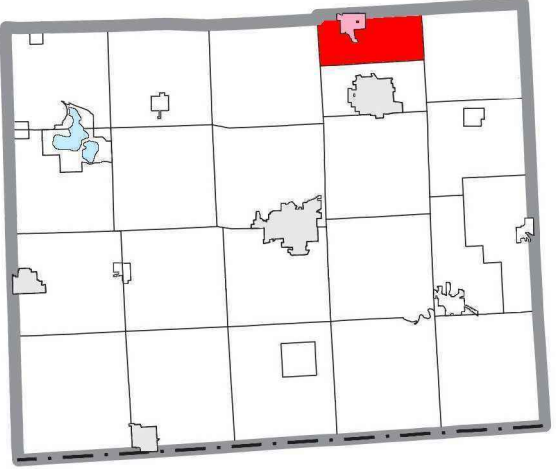
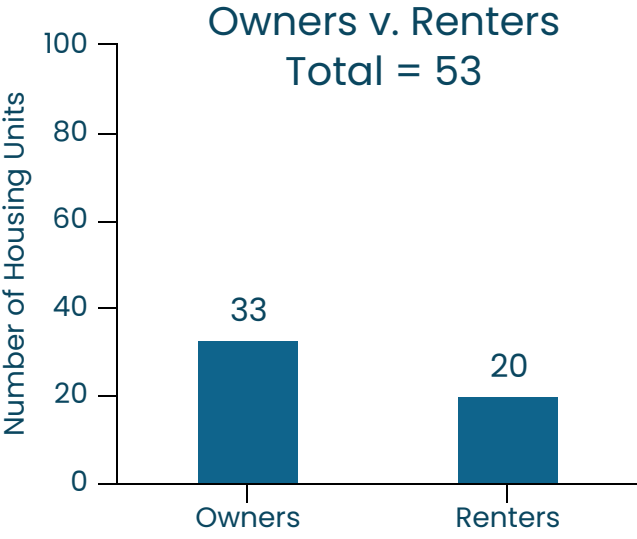


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Clinton Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

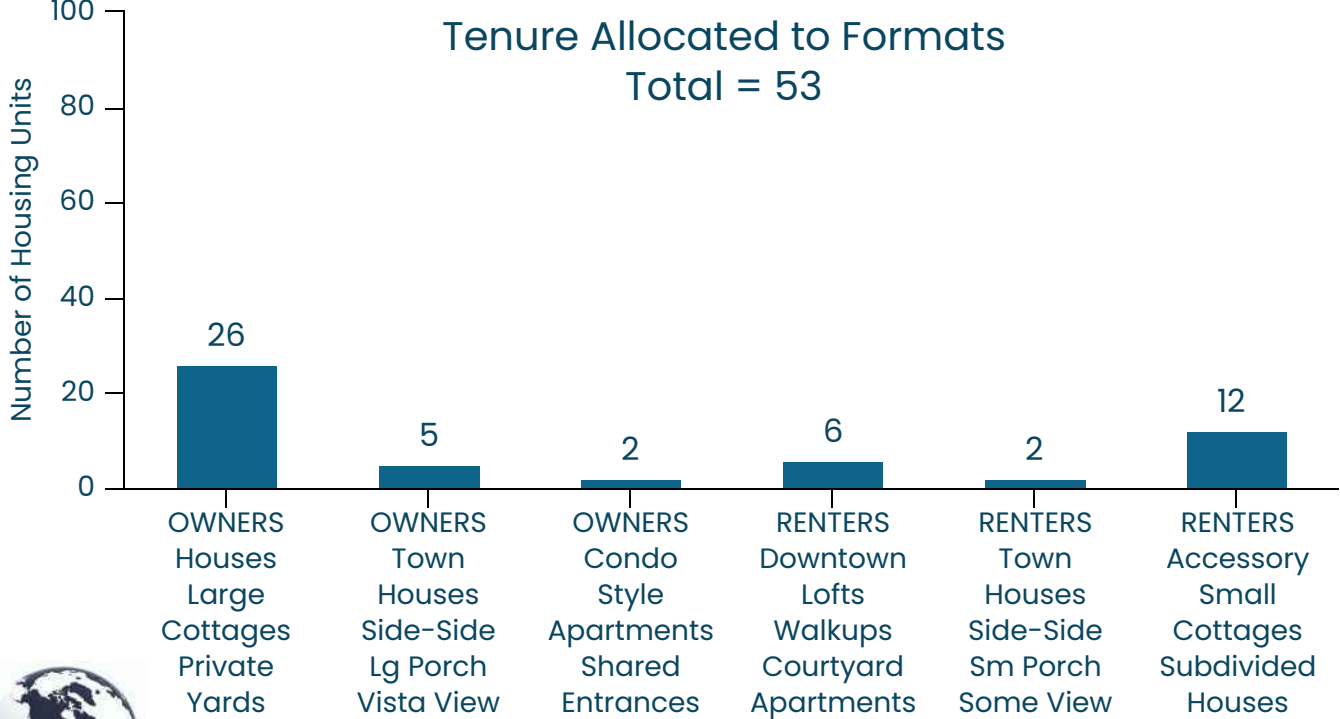




# Annual Market Potential | Clinton Twp Capture with New Builds | Year 2025

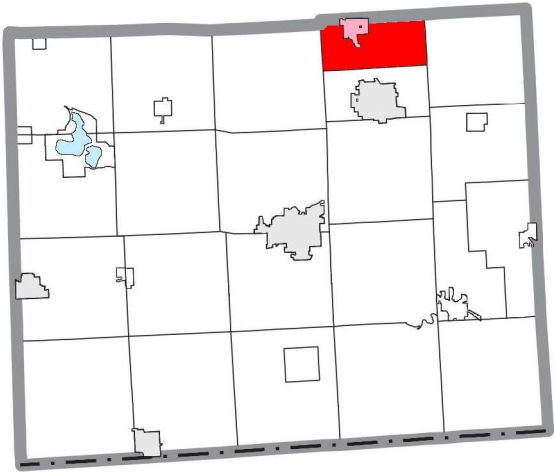
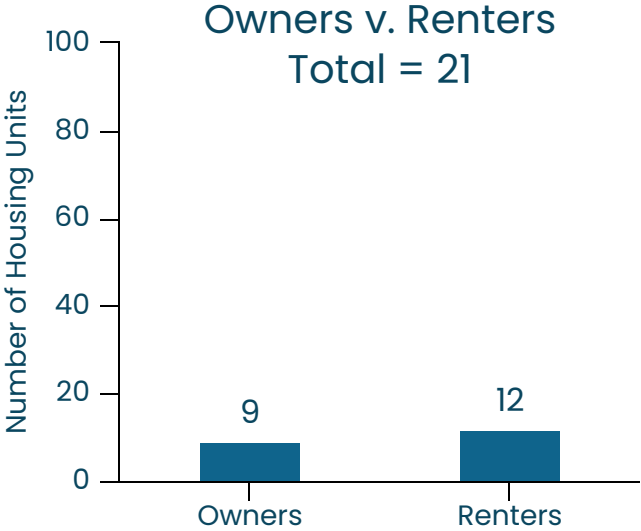


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Clinton Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

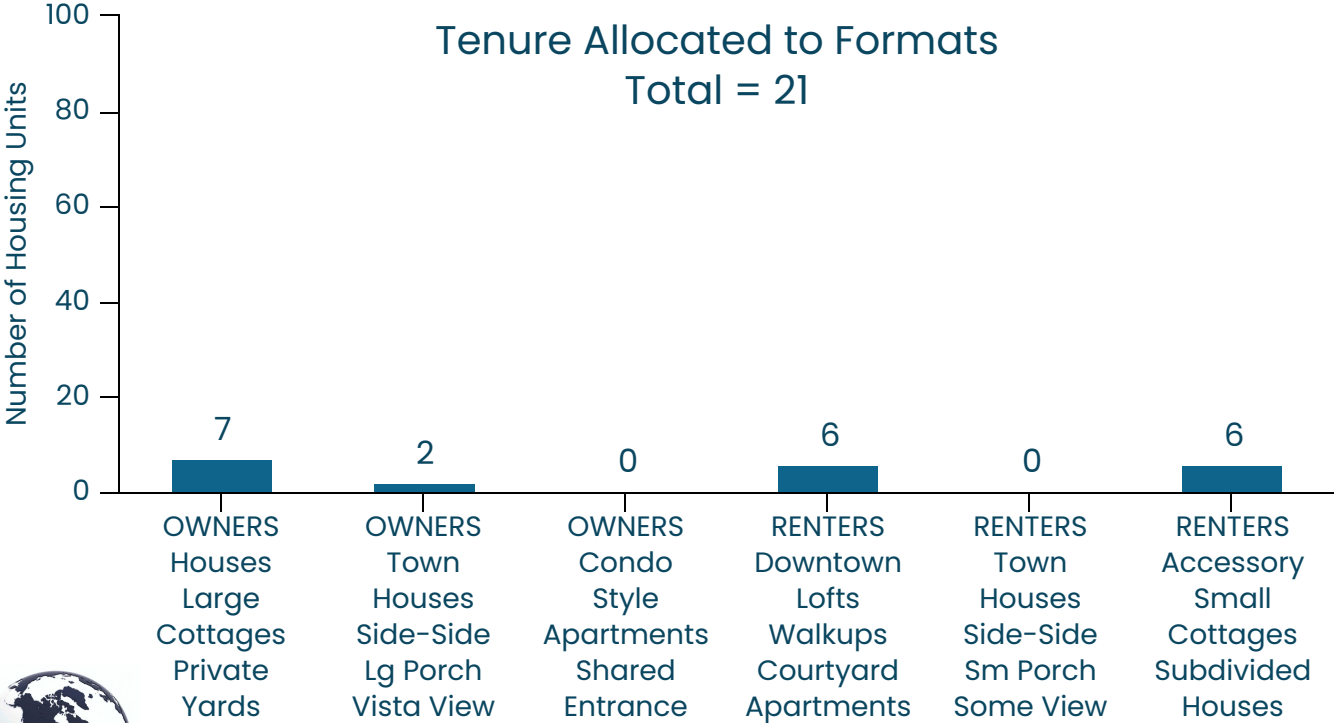


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Clinton Twp Intercept with New Builds | Year 2025



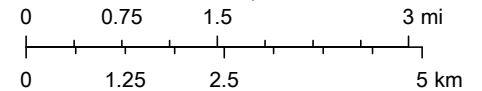
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Clinton Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Regional Setting | Clinton, Tecumseh Twps  
Lenawee County, Michigan | 2022

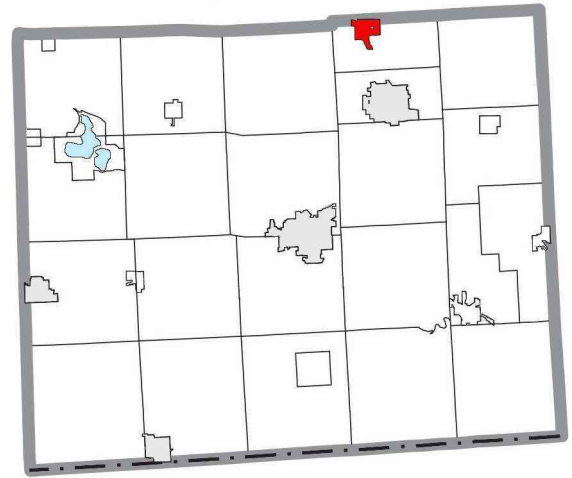
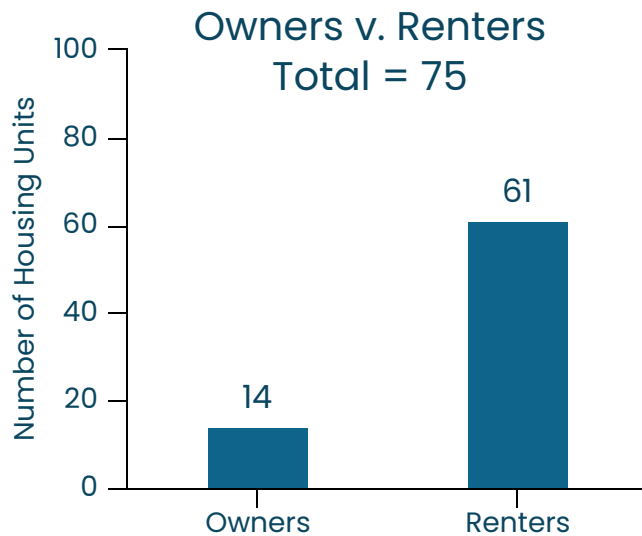


1:128,348

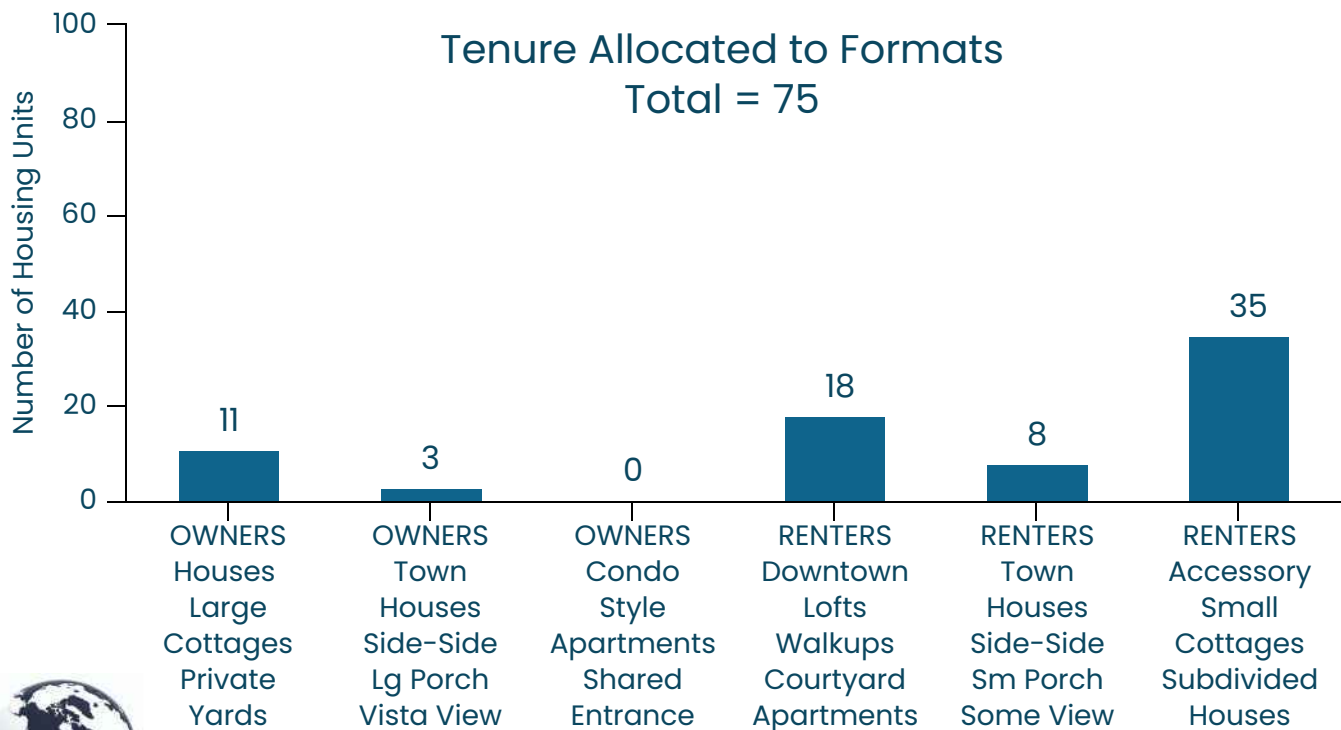


# Annual Market Potential | Clinton Village

## Retain with Rehabs | Year 2025

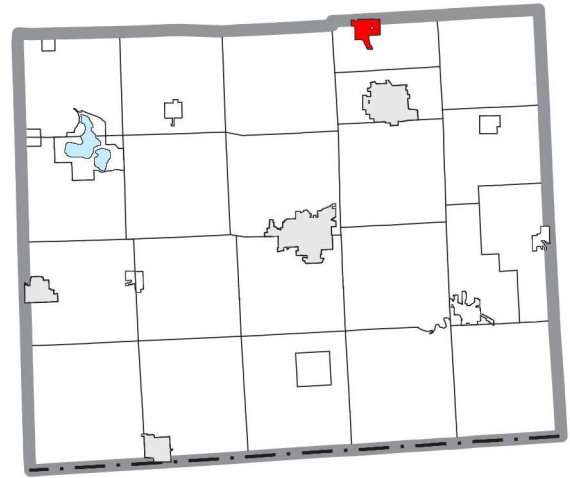
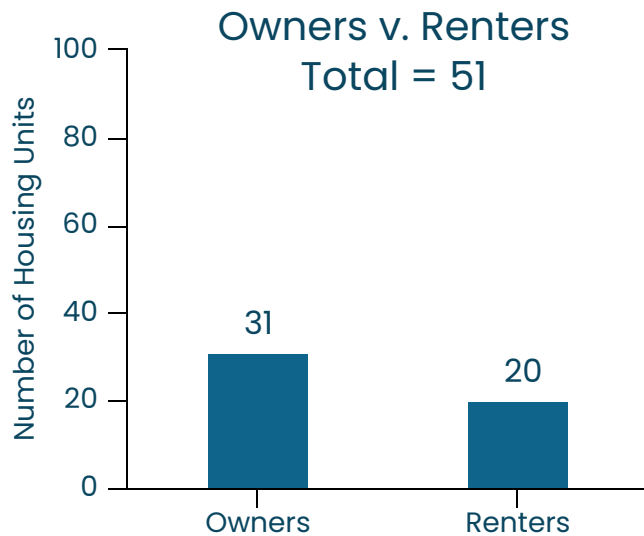


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Village of Clinton by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

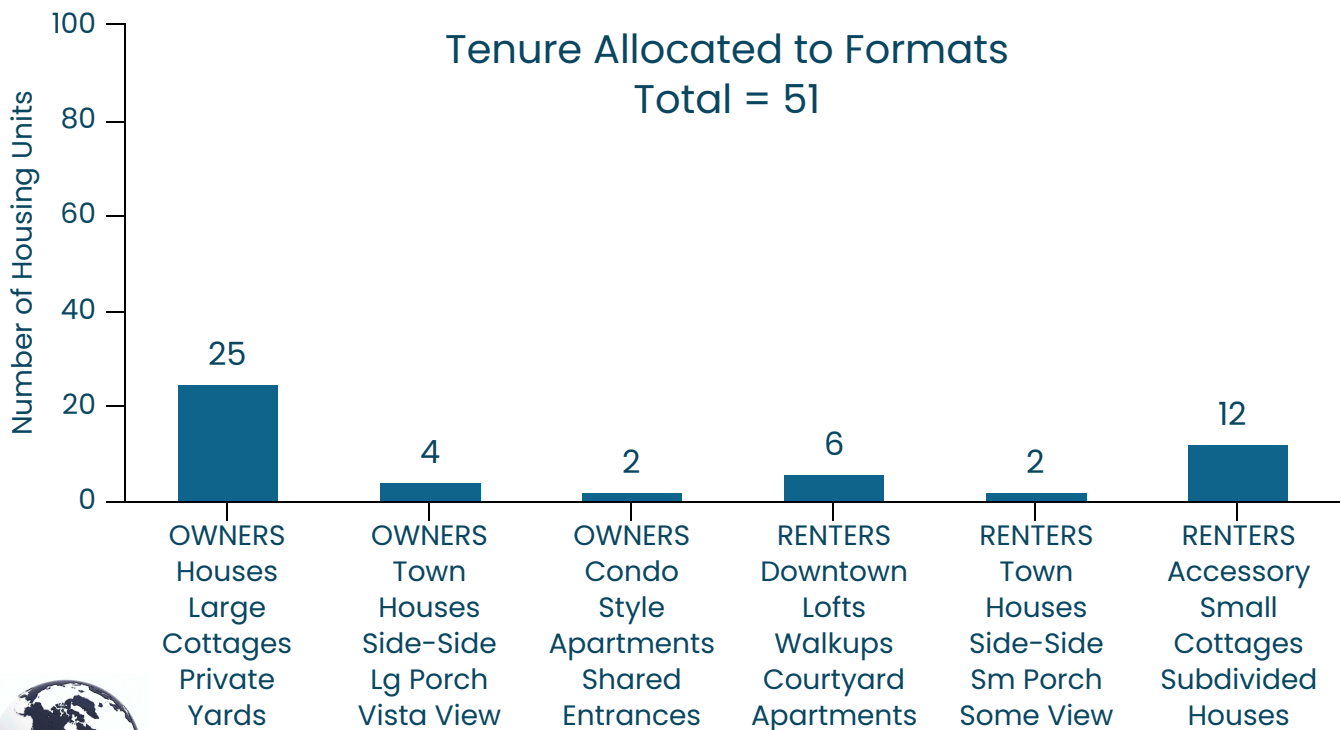


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

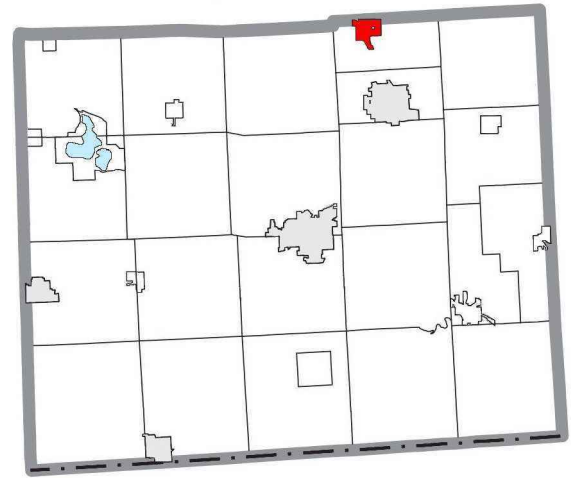
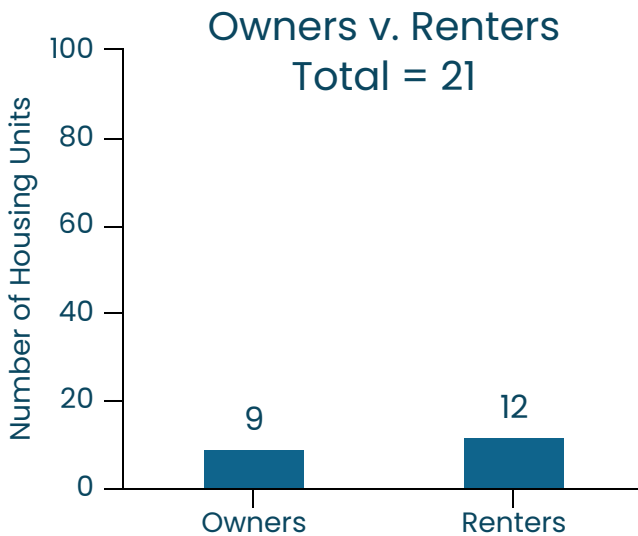
# Annual Market Potential | Clinton Village Capture with New Builds | Year 2025



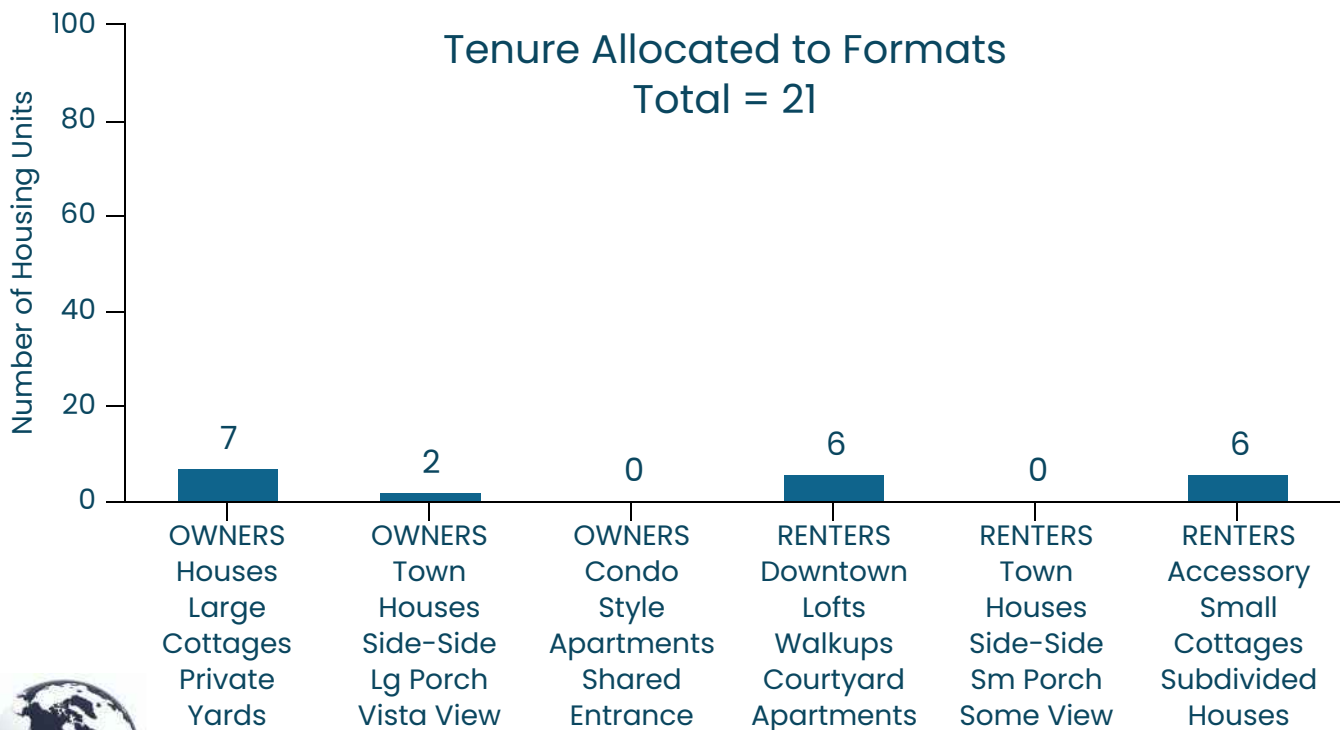
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Village of Clinton by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Clinton Village Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Village of Clinton. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Clinton Village Capture of New Owners | Year 2025



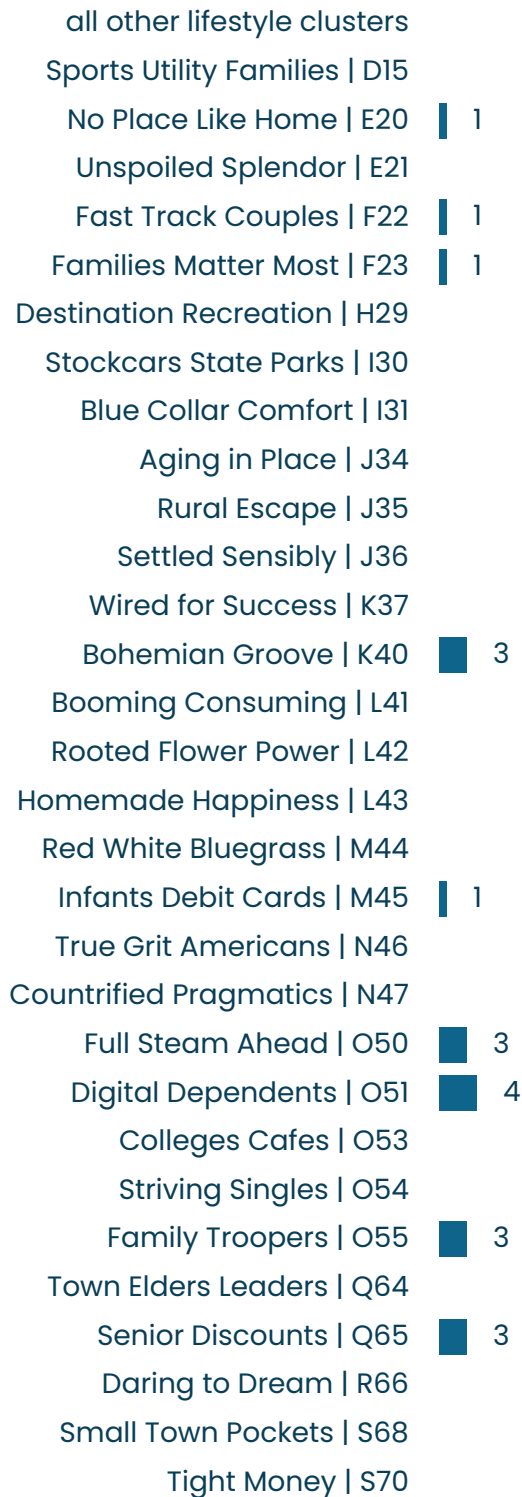
Total = 31  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

# Annual Market Potential | Clinton Village Capture of New Renters | Year 2025



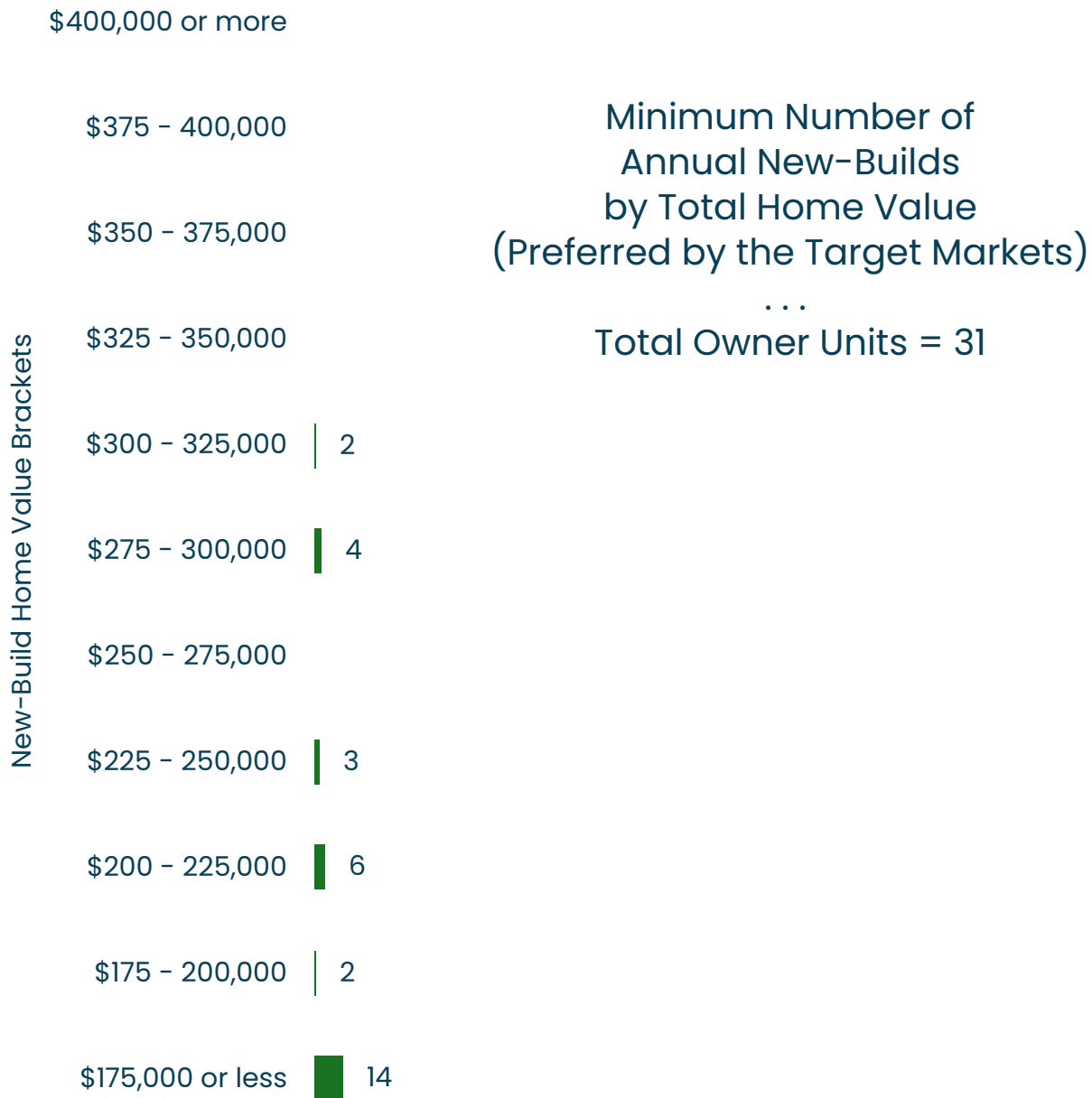
Total = 20  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.





# Preferred Home Values | Clinton Village Capture with New-Builds | Year 2025

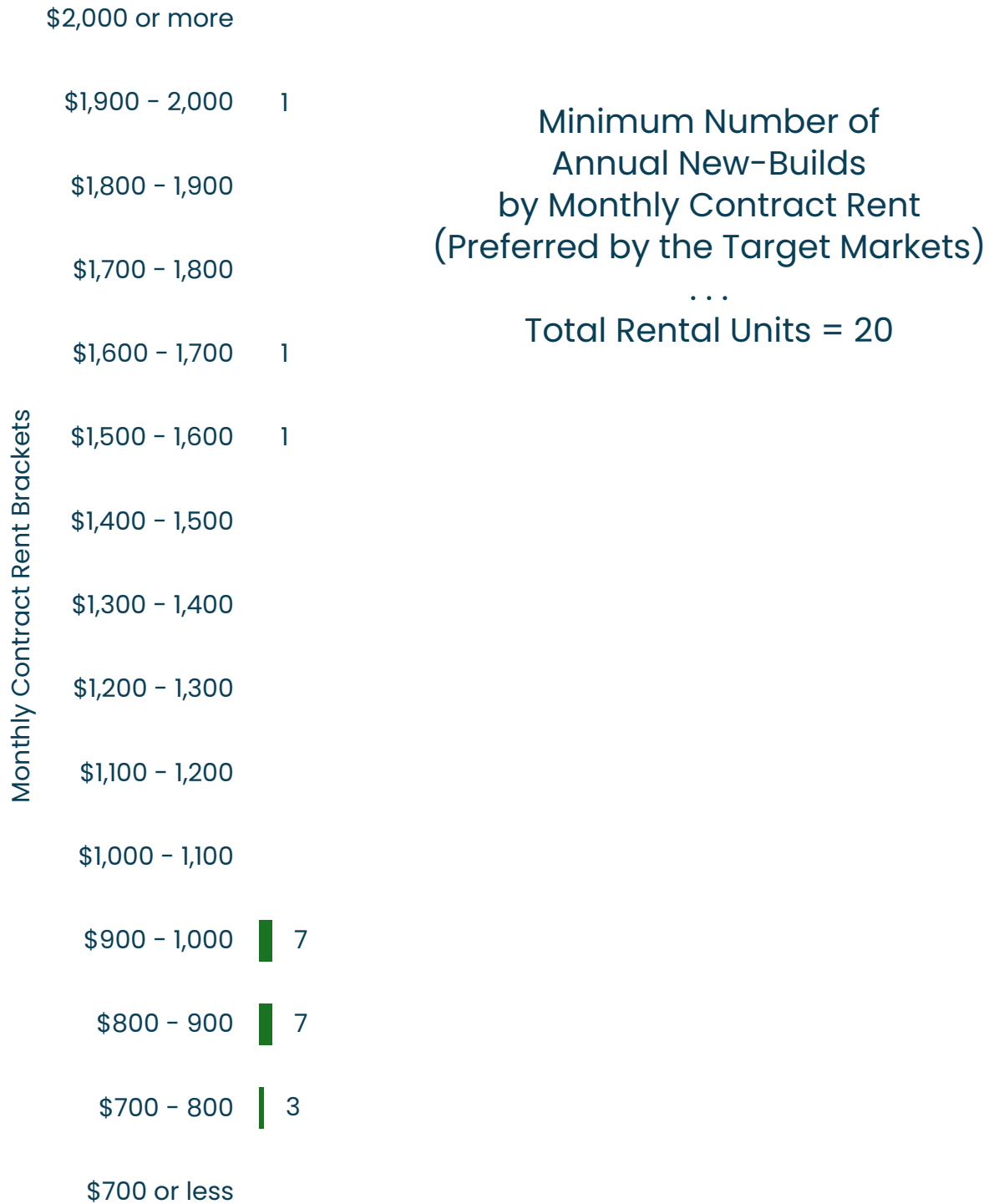


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

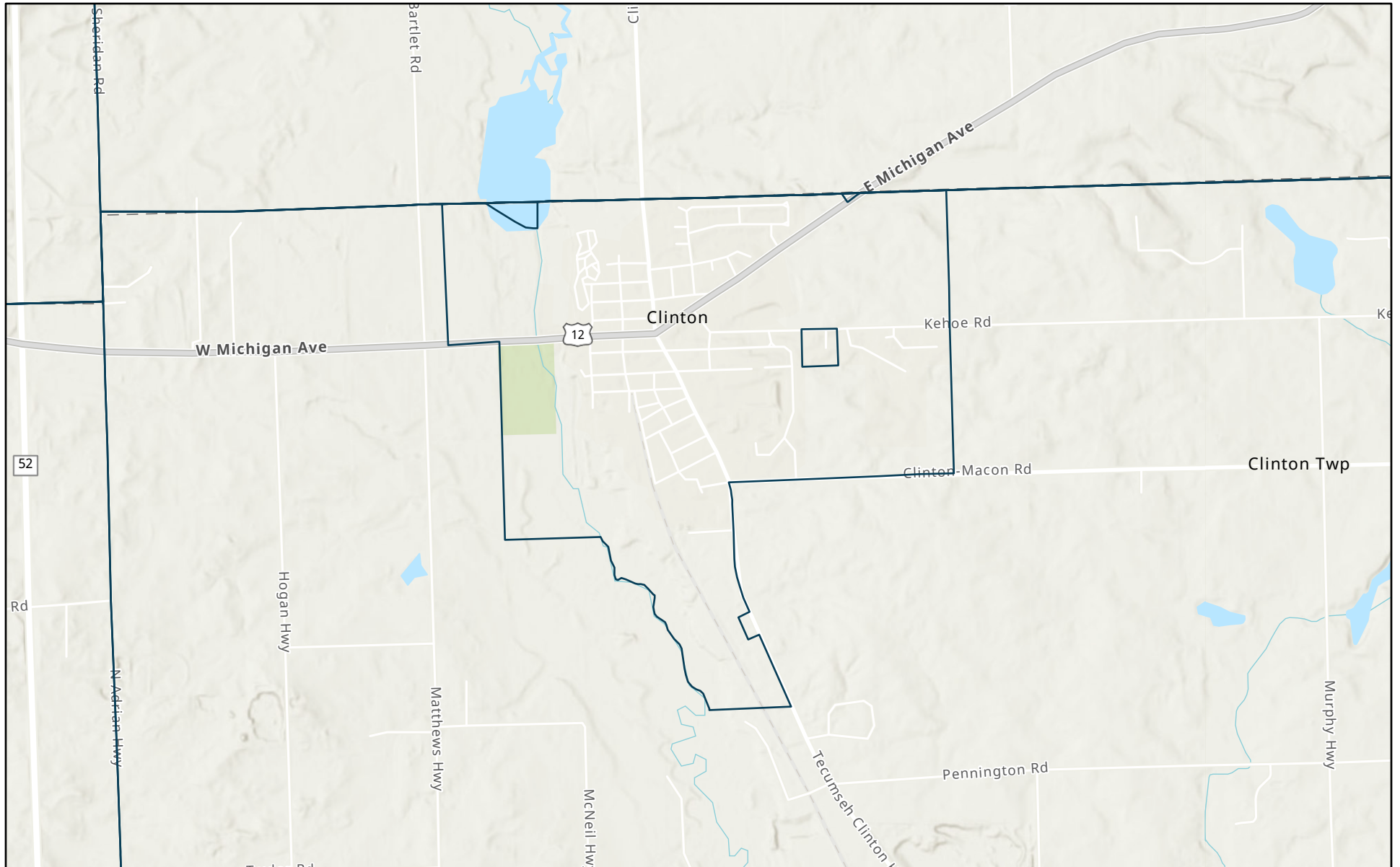
# Preferred Contract Rents | Clinton Village Capture with New Builds | Year 2025



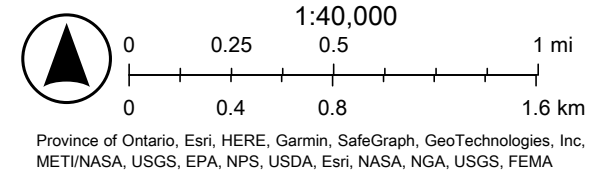
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



# Regional Setting | Clinton Village Lenawee County, Michigan | 2022



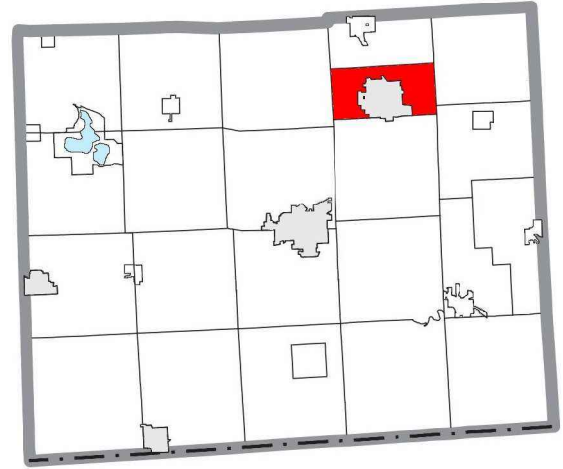
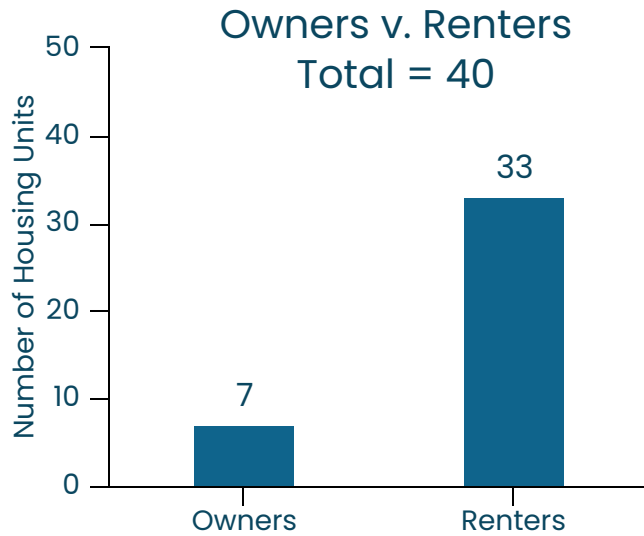
4/7/2023



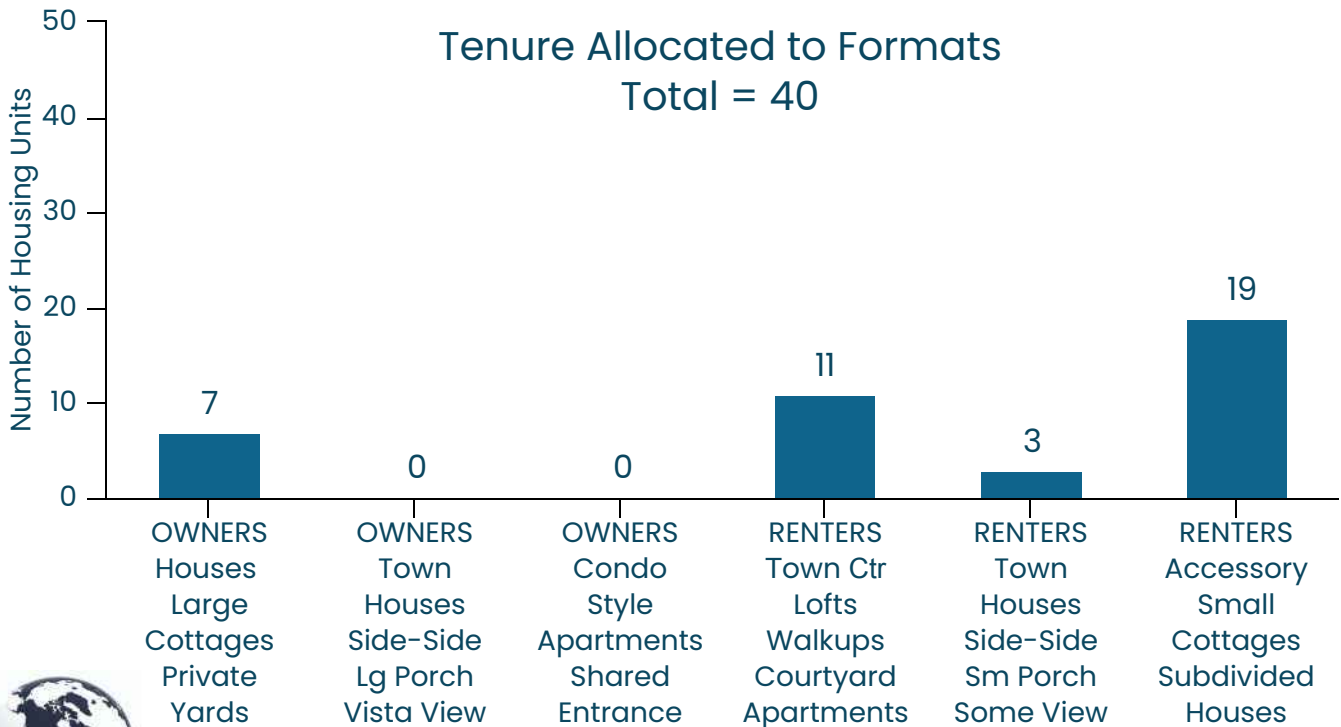
# Annual Market Potential | Tecumseh Twp

## Retain with Rehabs | Year 2025

Note: Tecumseh Township excludes the City of Tecumseh.

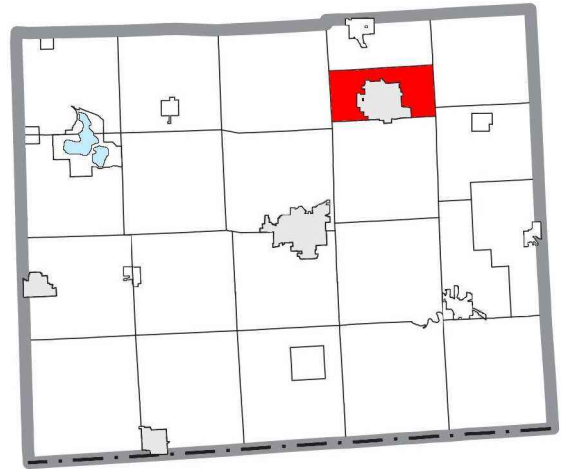
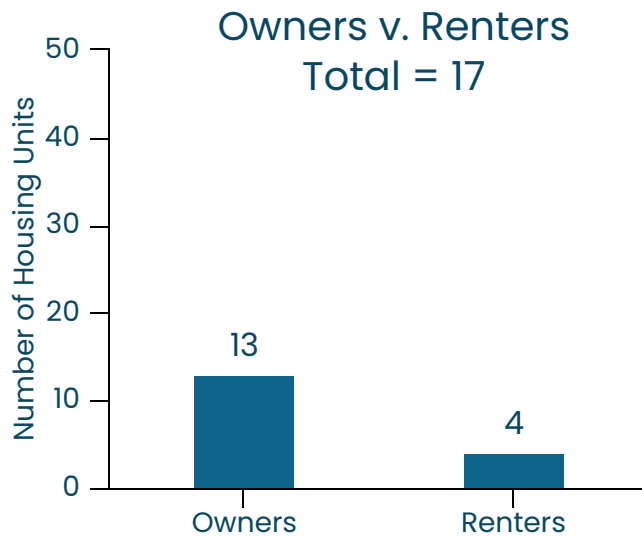


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Tecumseh Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

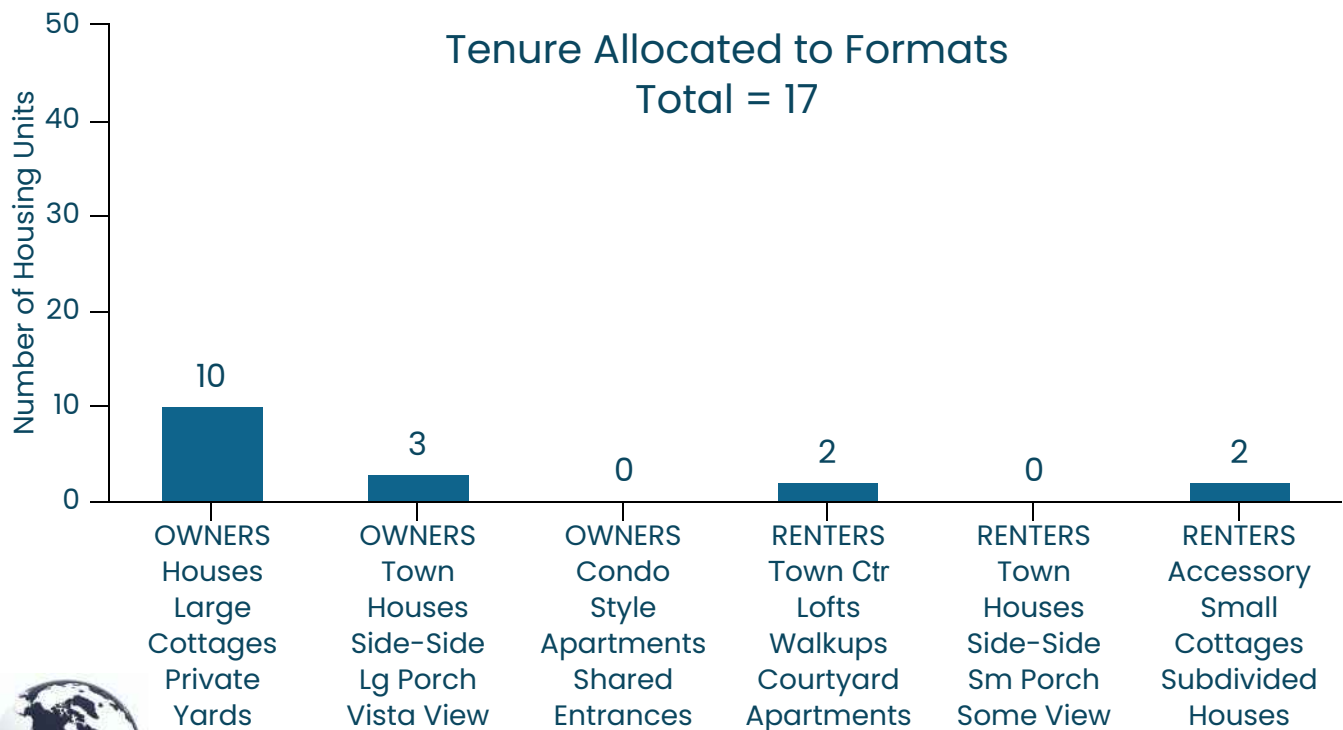


# Annual Market Potential | Tecumseh Twp Capture with New Builds | Year 2025

Note: Tecumseh Township  
excludes the City of Tecumseh.



Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Tecumseh Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

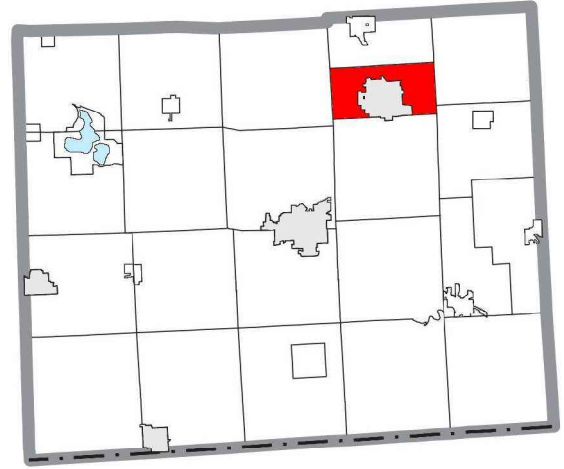
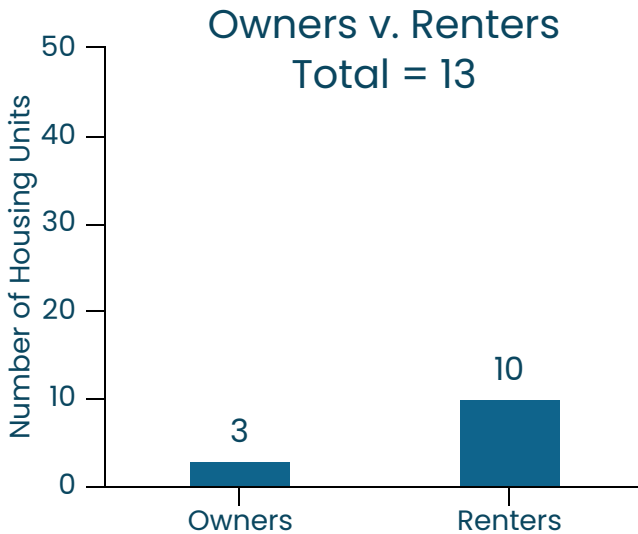


LandUseUSA  
UrbanStrategies

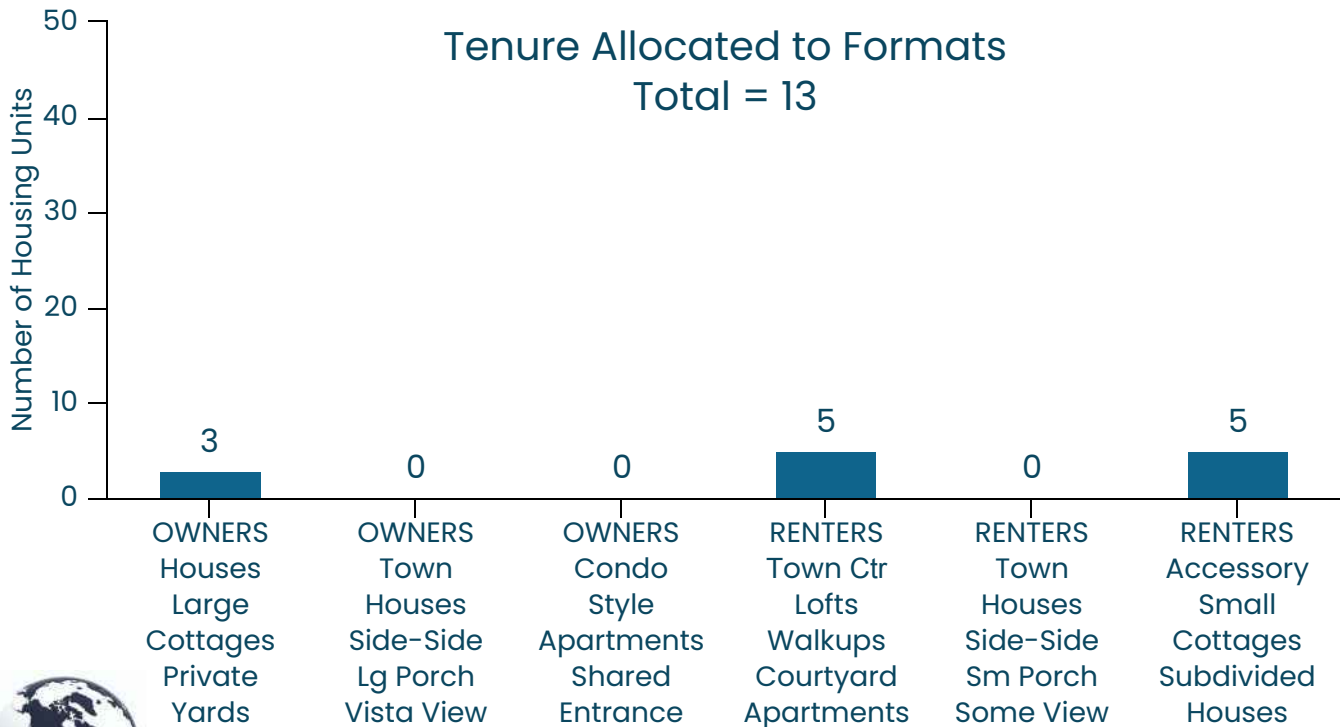
Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Tecumseh Twp Intercept with New Builds | Year 2025

Note: Tecumseh Township excludes the City of Tecumseh.



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Tecumseh Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



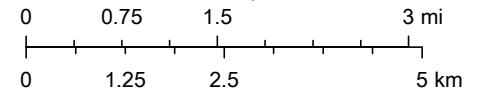
LandUseUSA  
UrbanStrategies

Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

Regional Setting | Clinton, Tecumseh Twps  
Lenawee County, Michigan | 2022

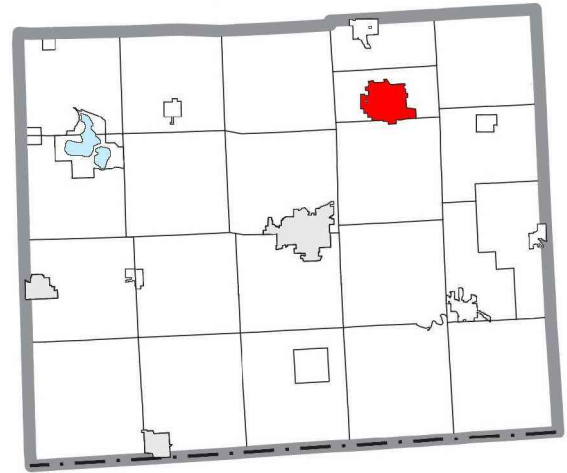
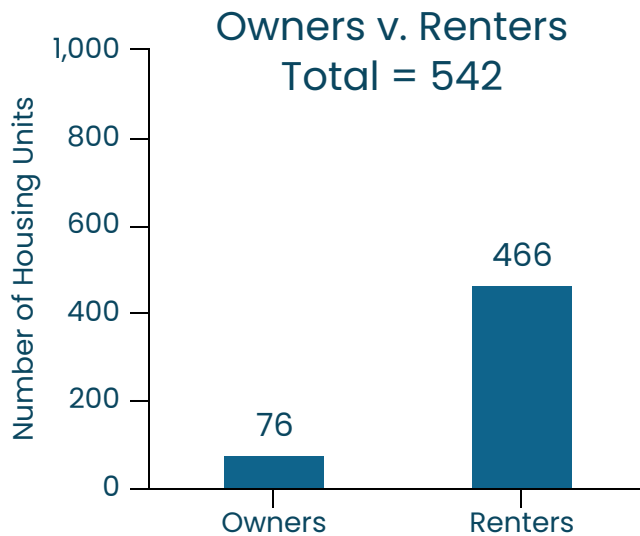


1:128,348

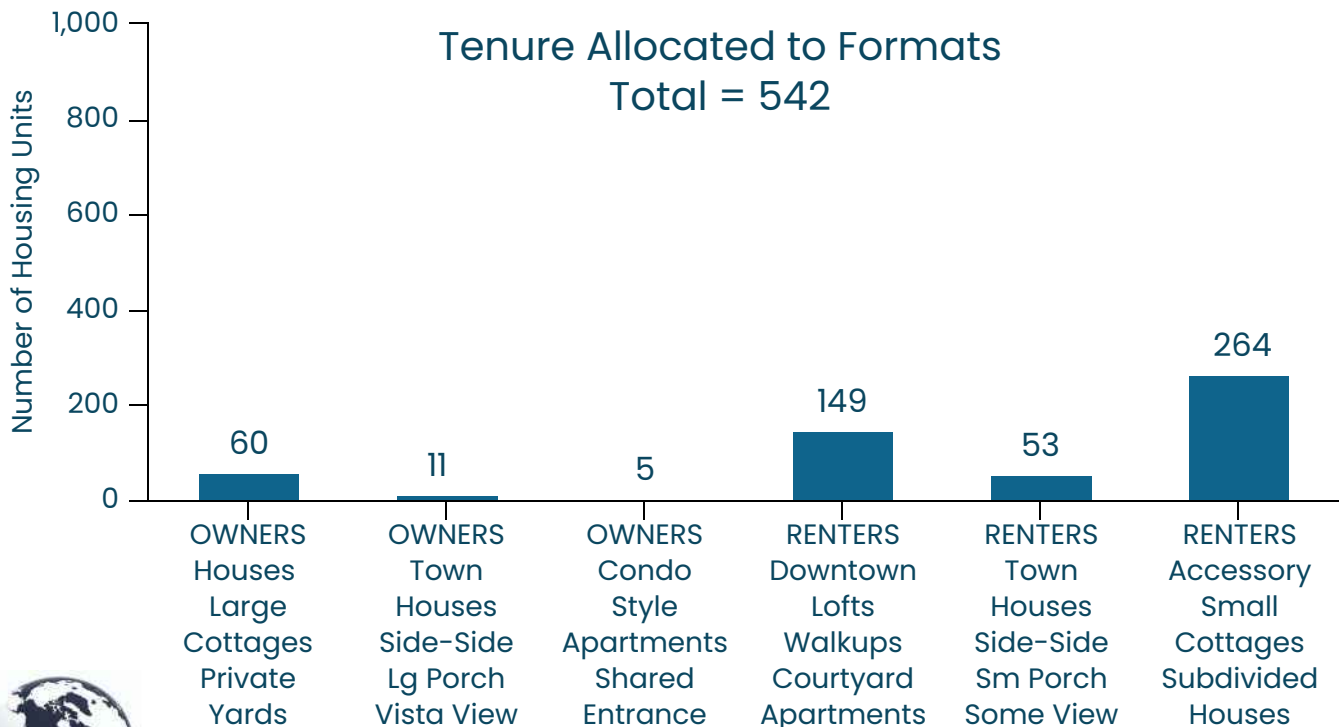


# Annual Market Potential | Tecumseh City

## Retain with Rehabs | Year 2025



Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the City of Tecumseh by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

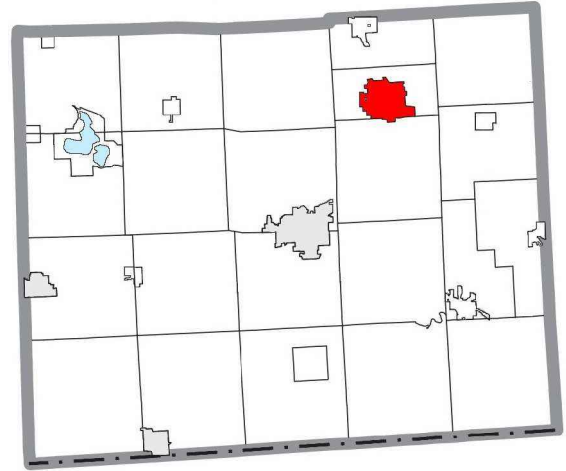
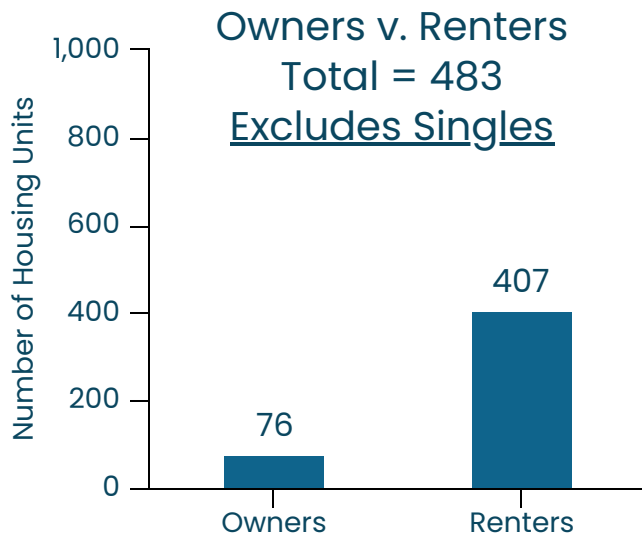


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

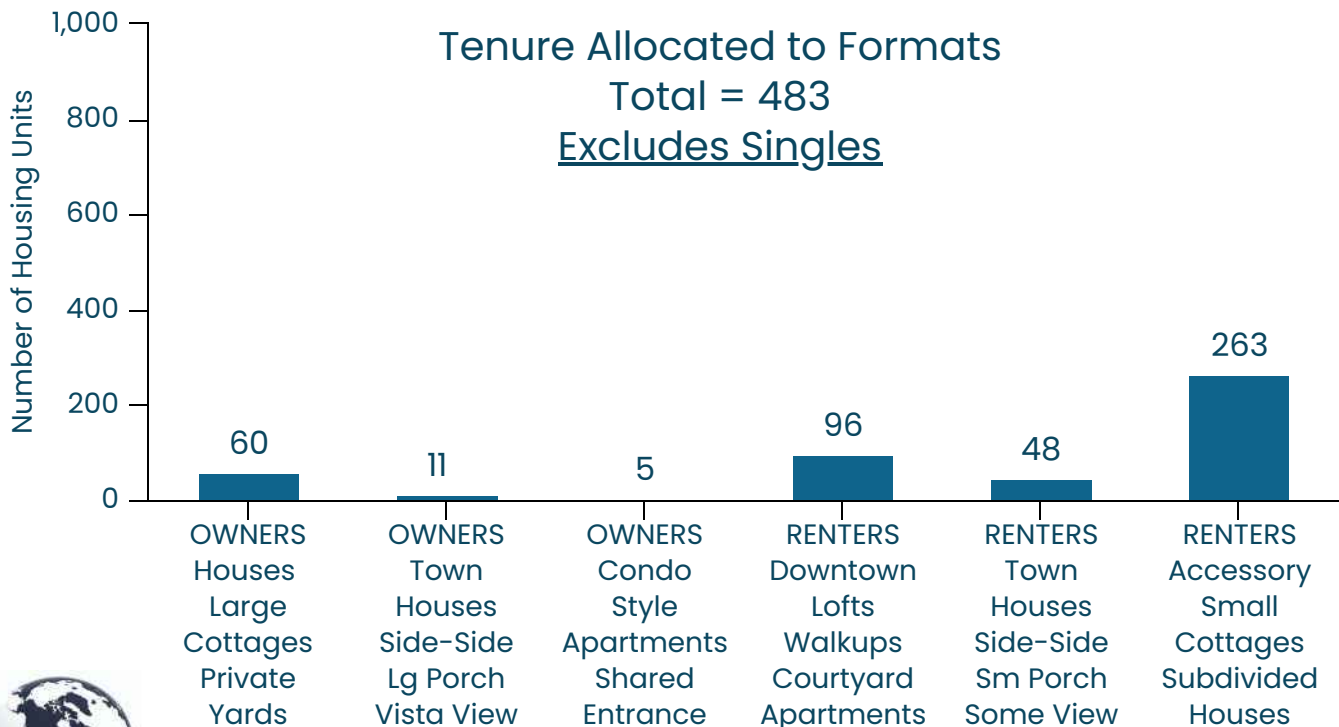


# Annual Market Potential | Tecumseh City

## Retain with Rehabs | Year 2025

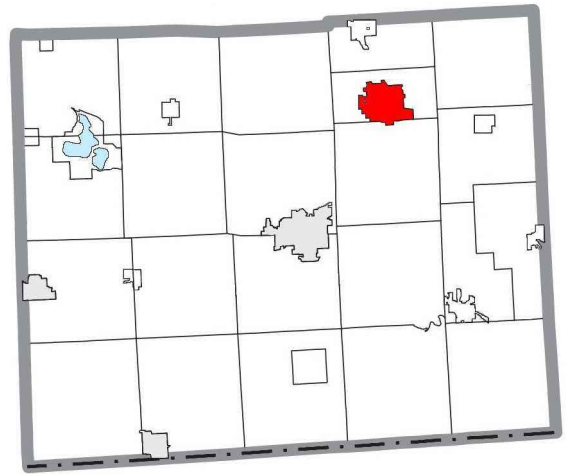
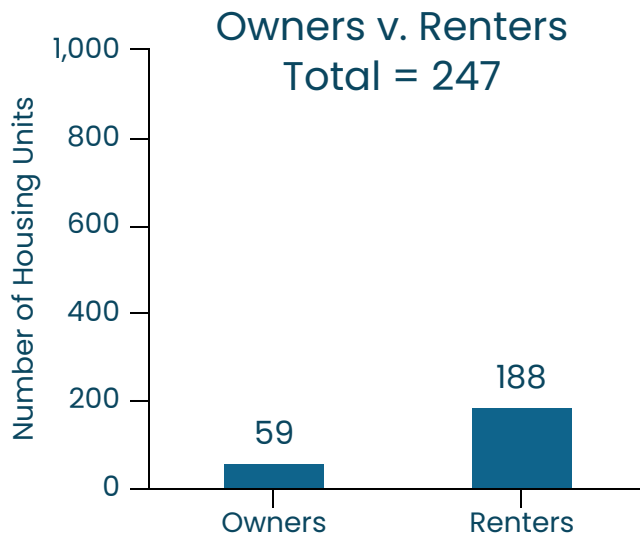


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the City of Tecumseh by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

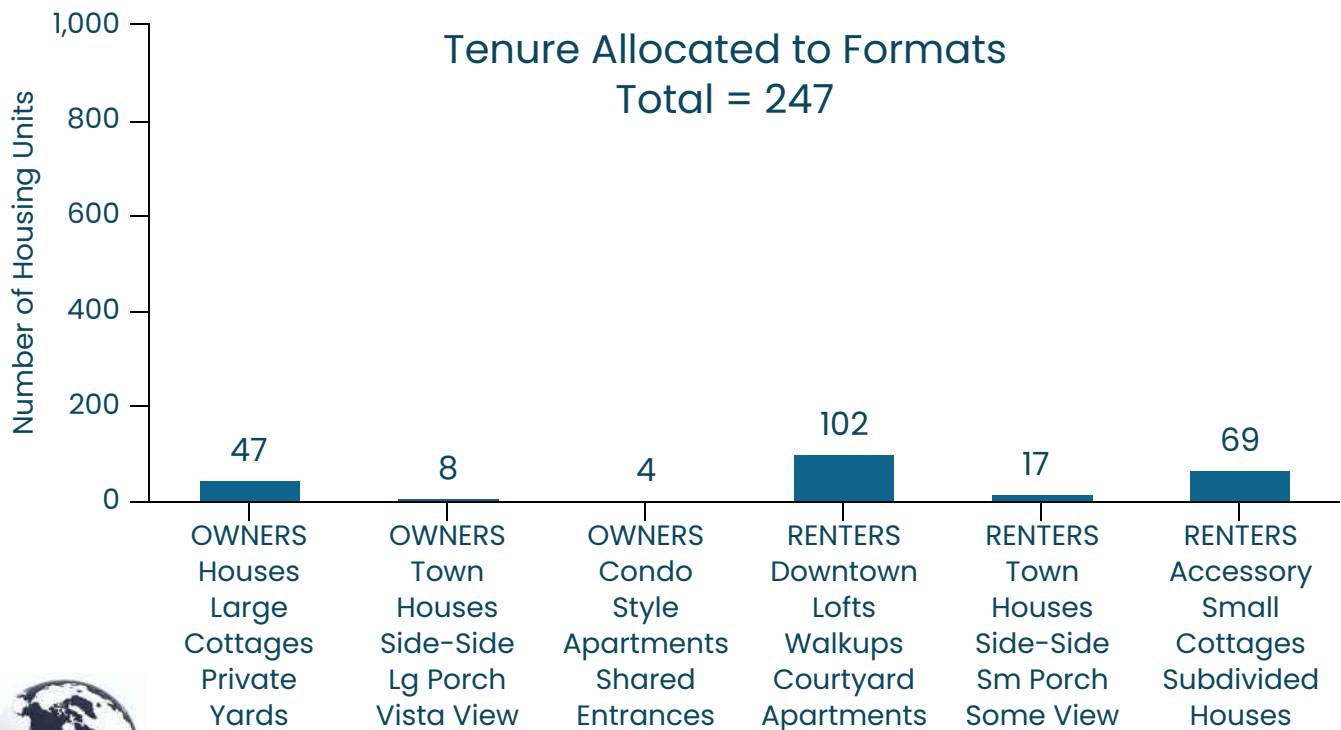


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023. Excludes Colleges & Cafes and Striving Singles.

# Annual Market Potential | Tecumseh City Capture with New Builds | Year 2025

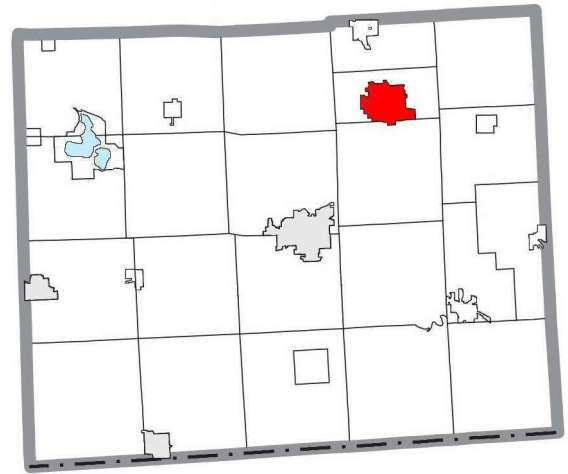
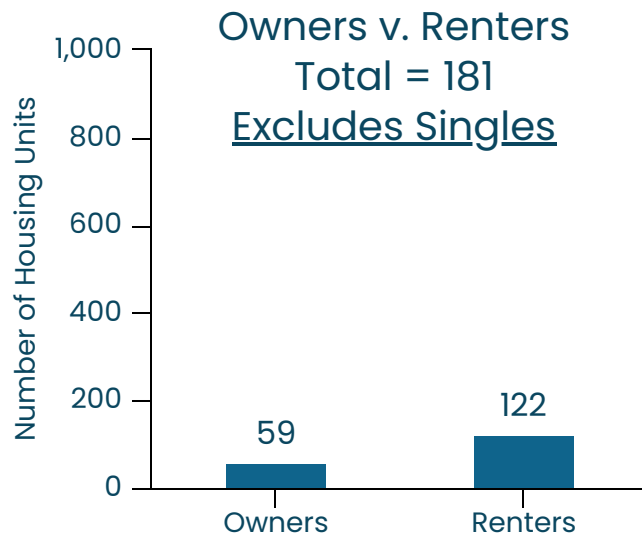


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the City of Tecumseh by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

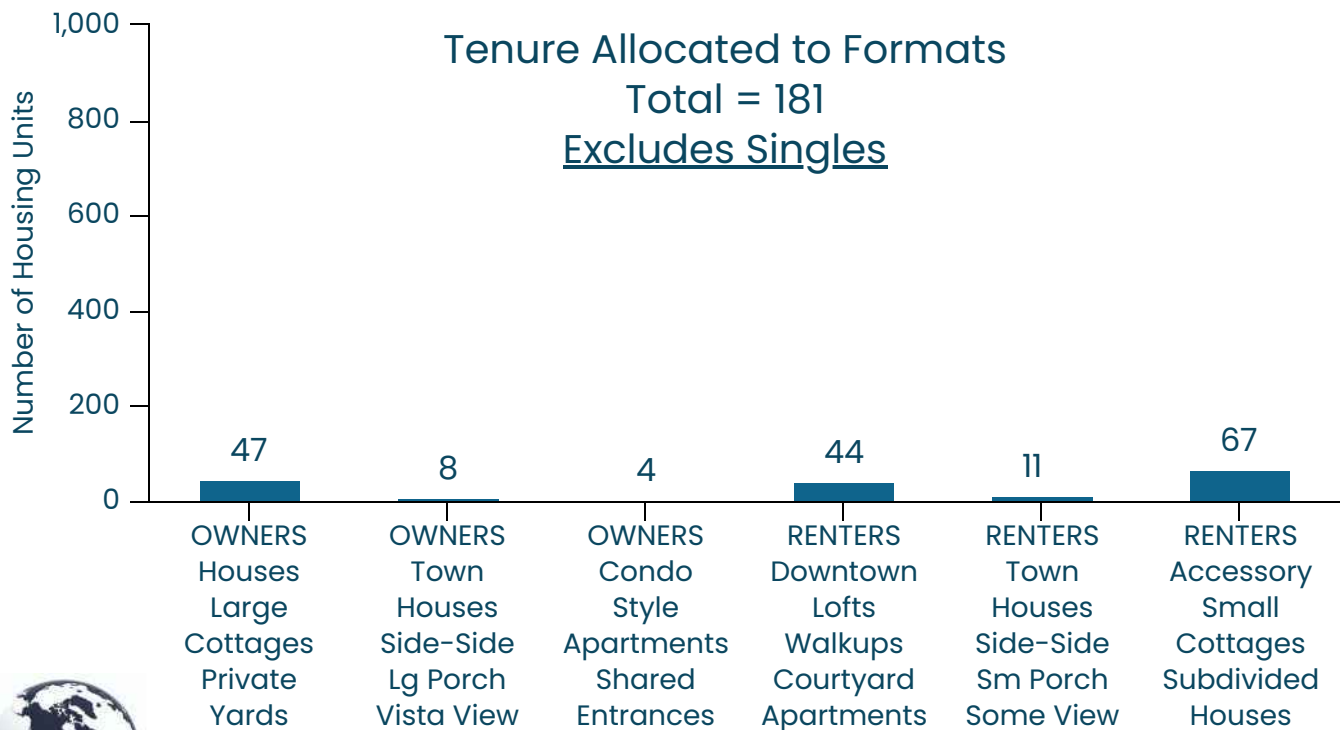


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

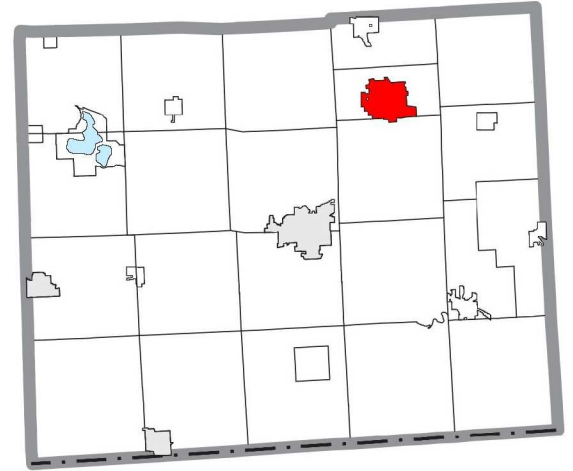
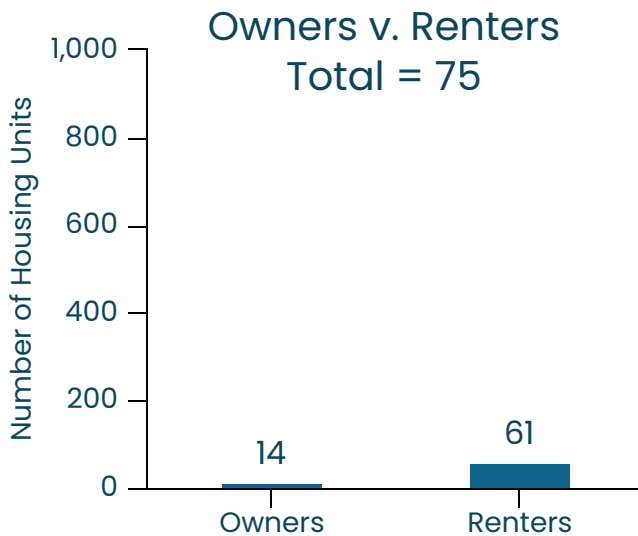
# Annual Market Potential | Tecumseh City Capture with New Builds | Year 2025



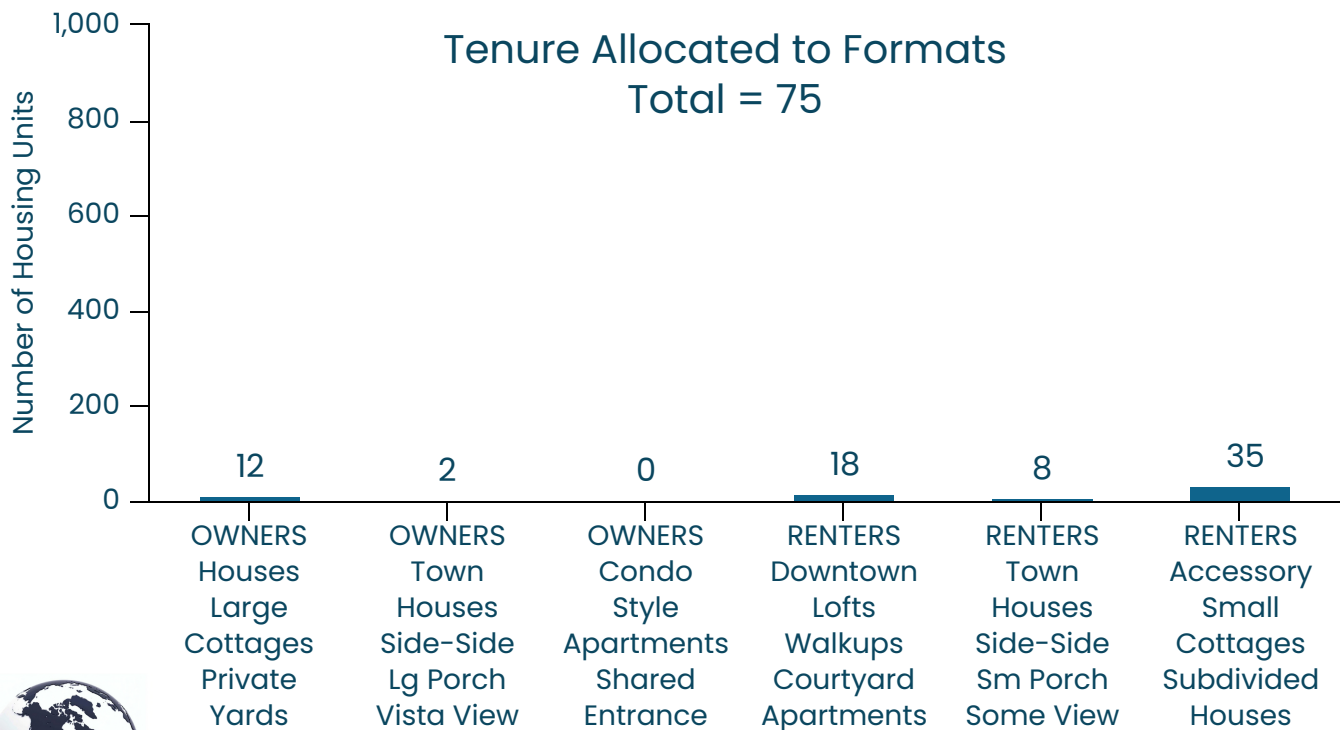
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the City of Tecumseh by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Tecumseh City Intercept with New Builds | Year 2025

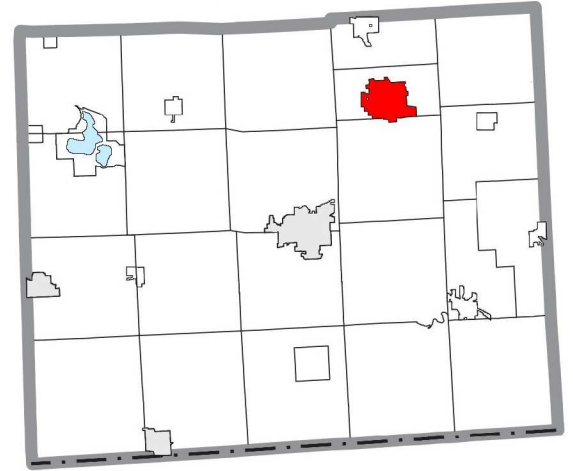
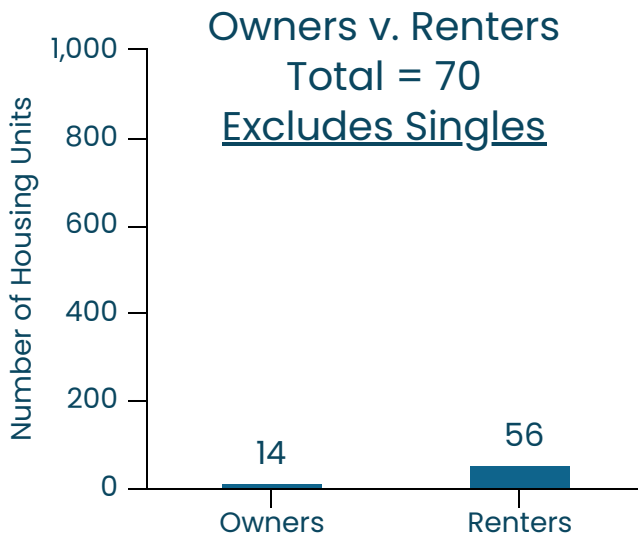


Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the City of Tecumseh. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

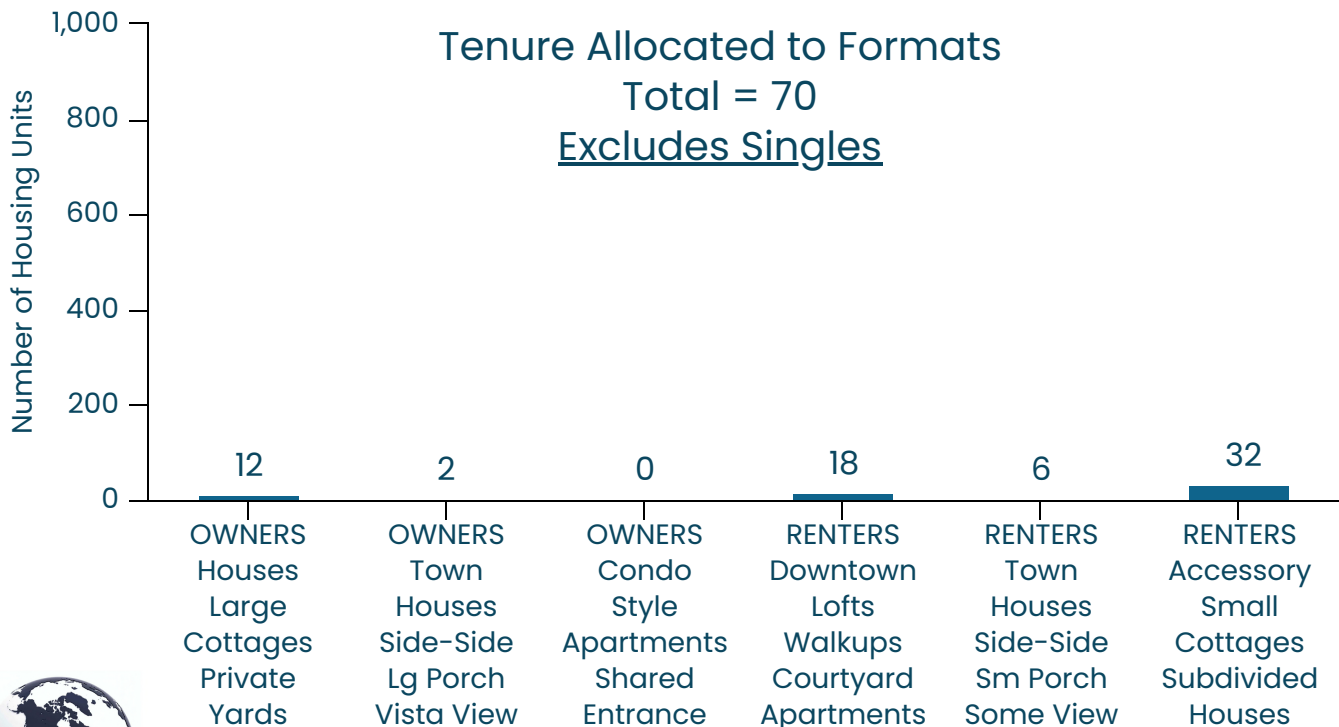


# Annual Market Potential | Tecumseh City

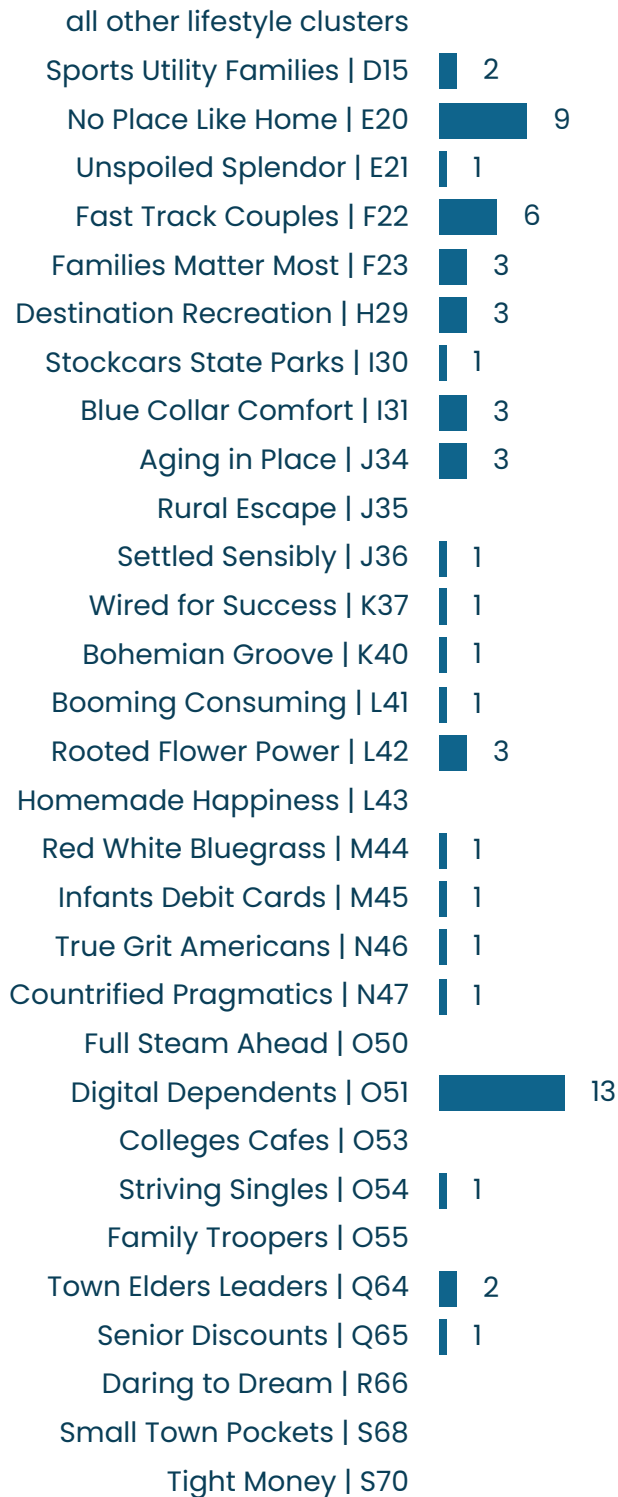
## Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the City of Tecumseh. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Tecumseh City Capture of New Owners | Year 2025



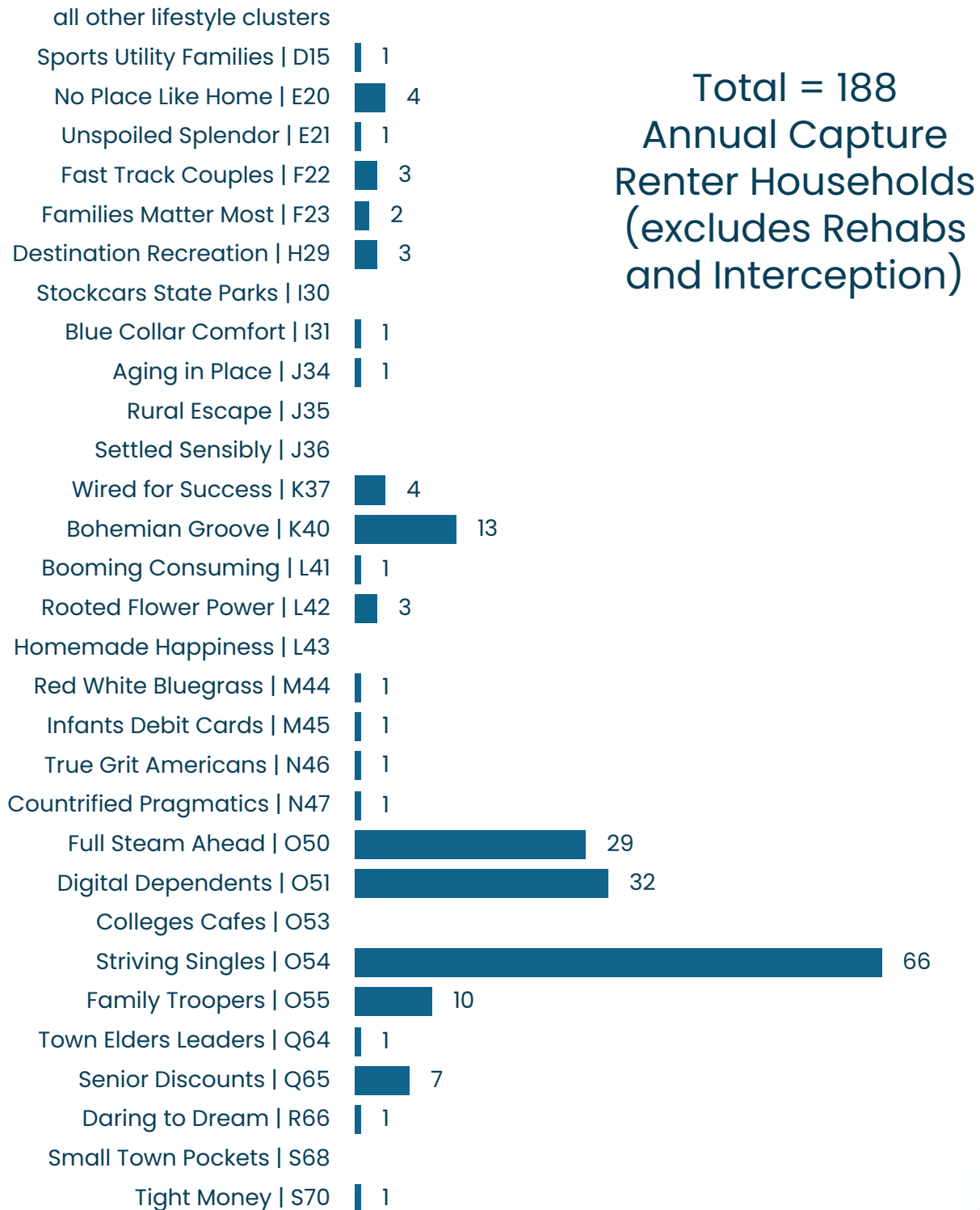
Total = 59  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

# Annual Market Potential | Tecumseh City Capture of New Renters | Year 2025

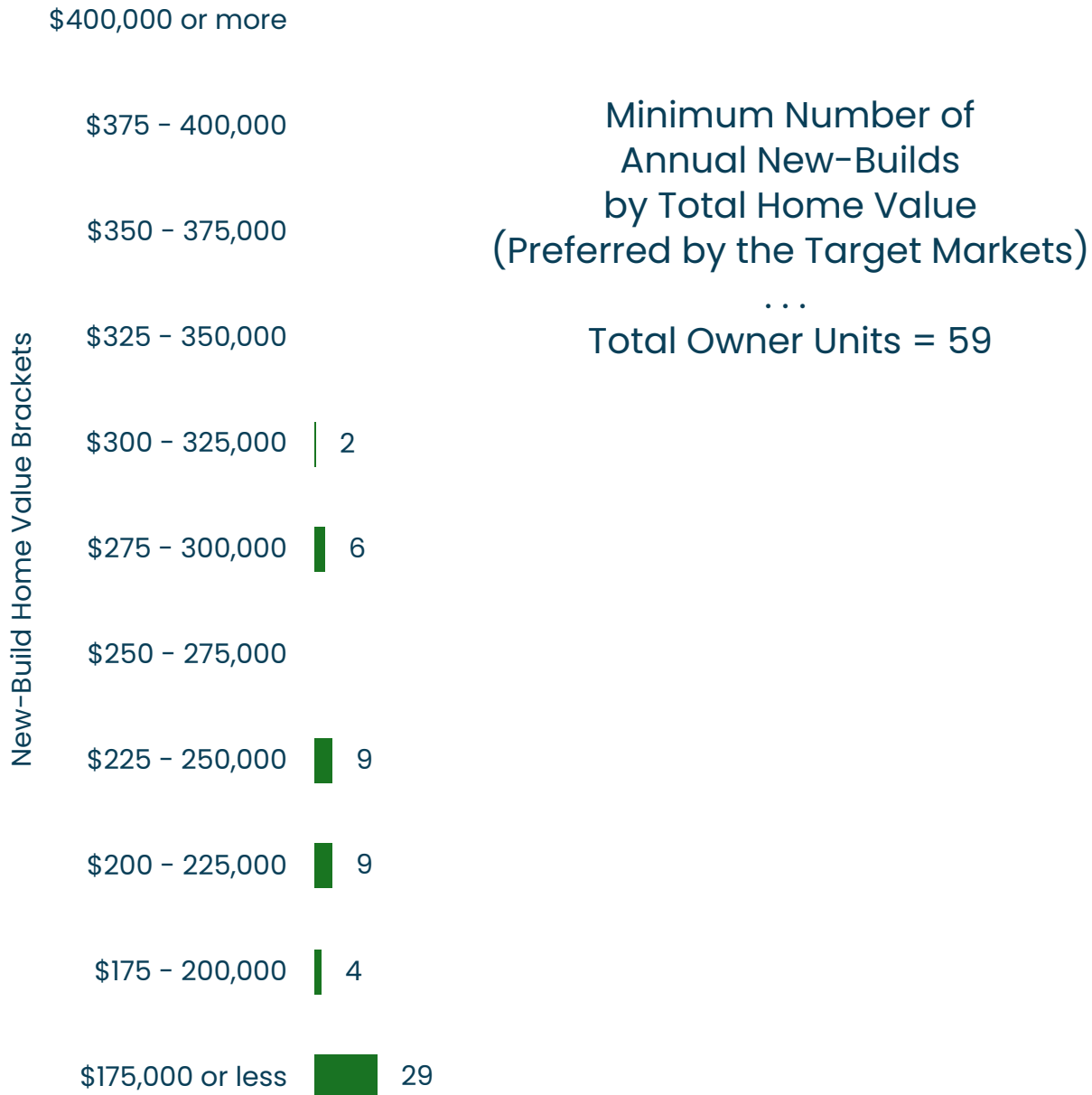


Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

# Preferred Home Values | Tecumseh City Capture with New-Builds | Year 2025



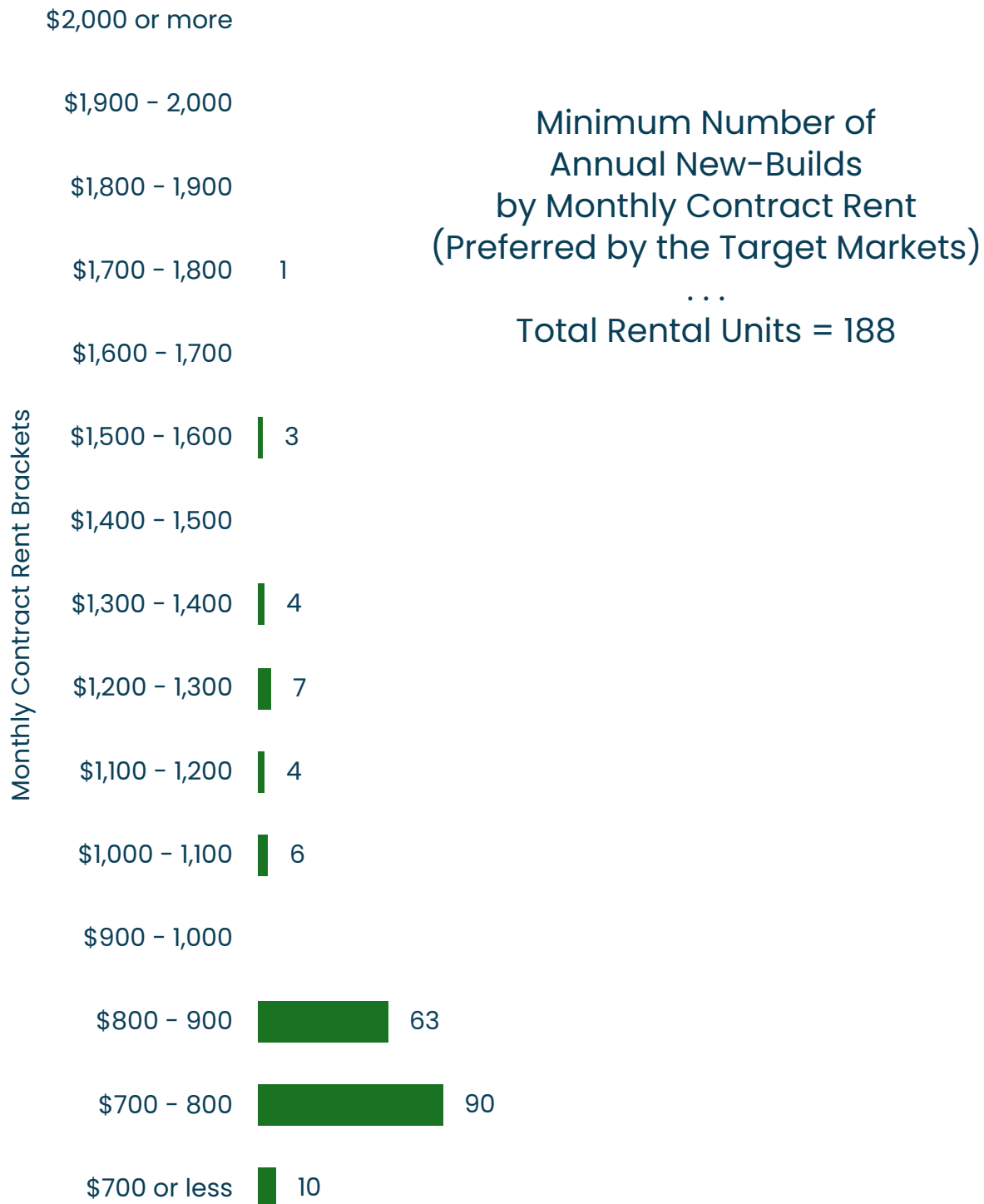
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies



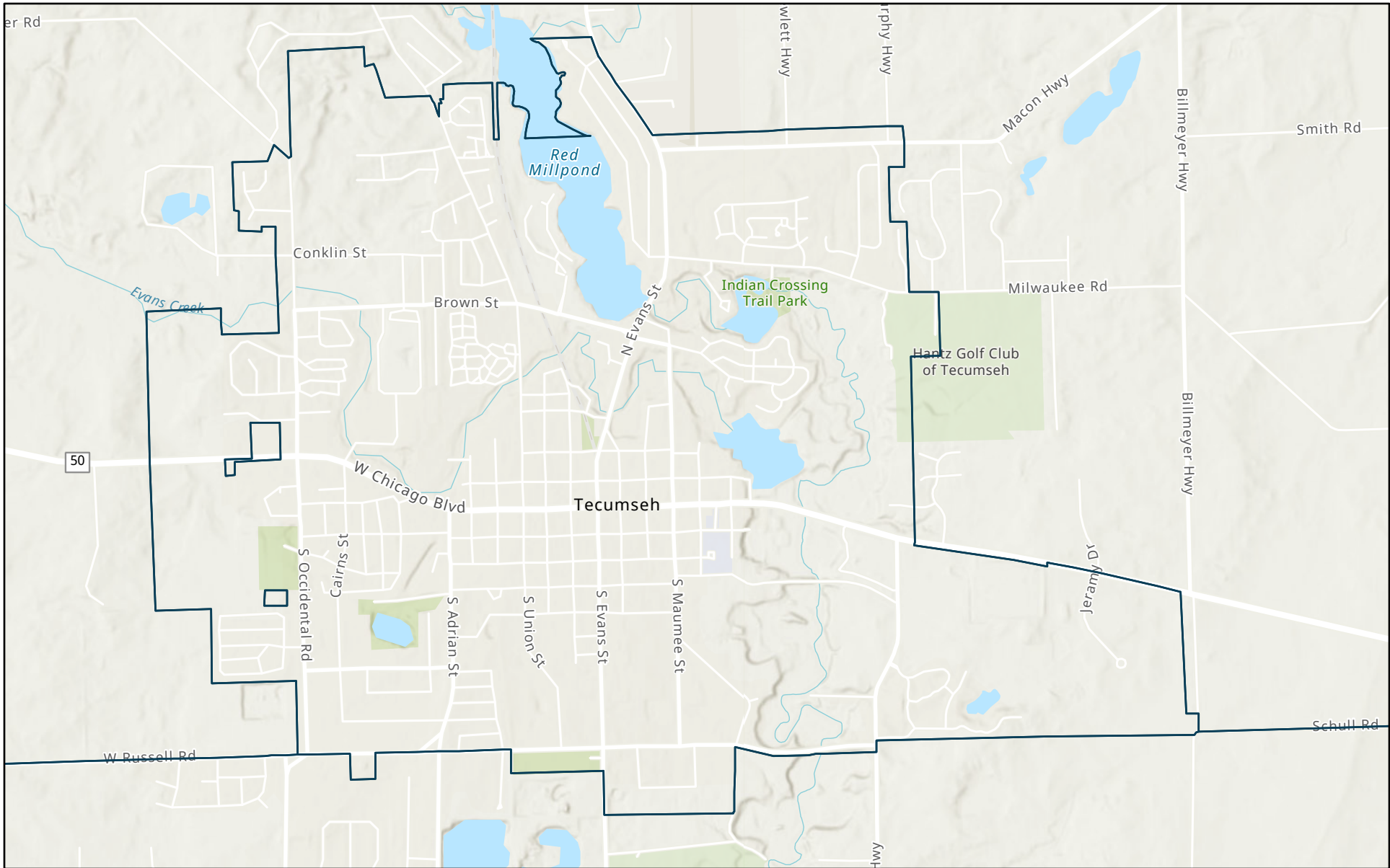
# Preferred Contract Rents | Tecumseh City Capture with New Builds | Year 2025



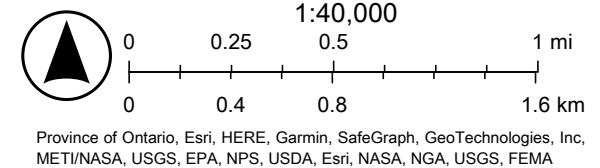
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



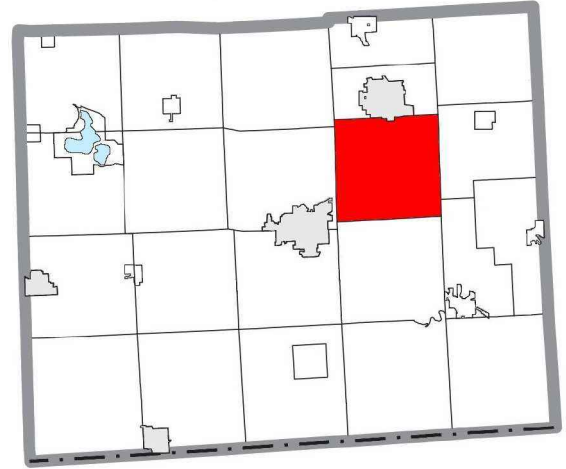
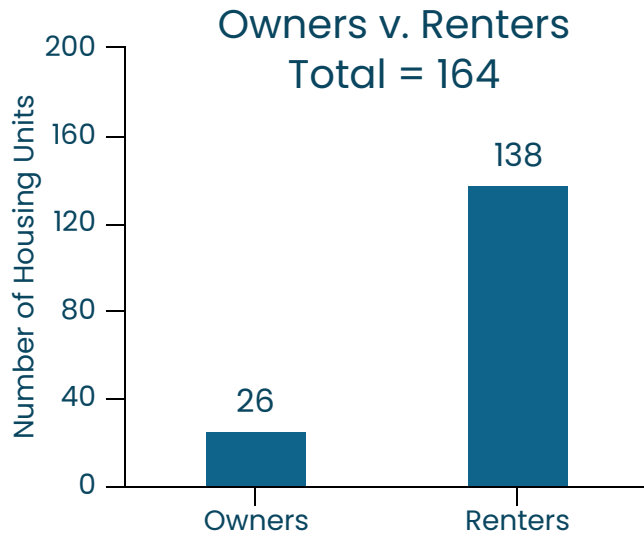
Regional Setting | Tecumseh City  
 Lenawee County, Michigan | 2022



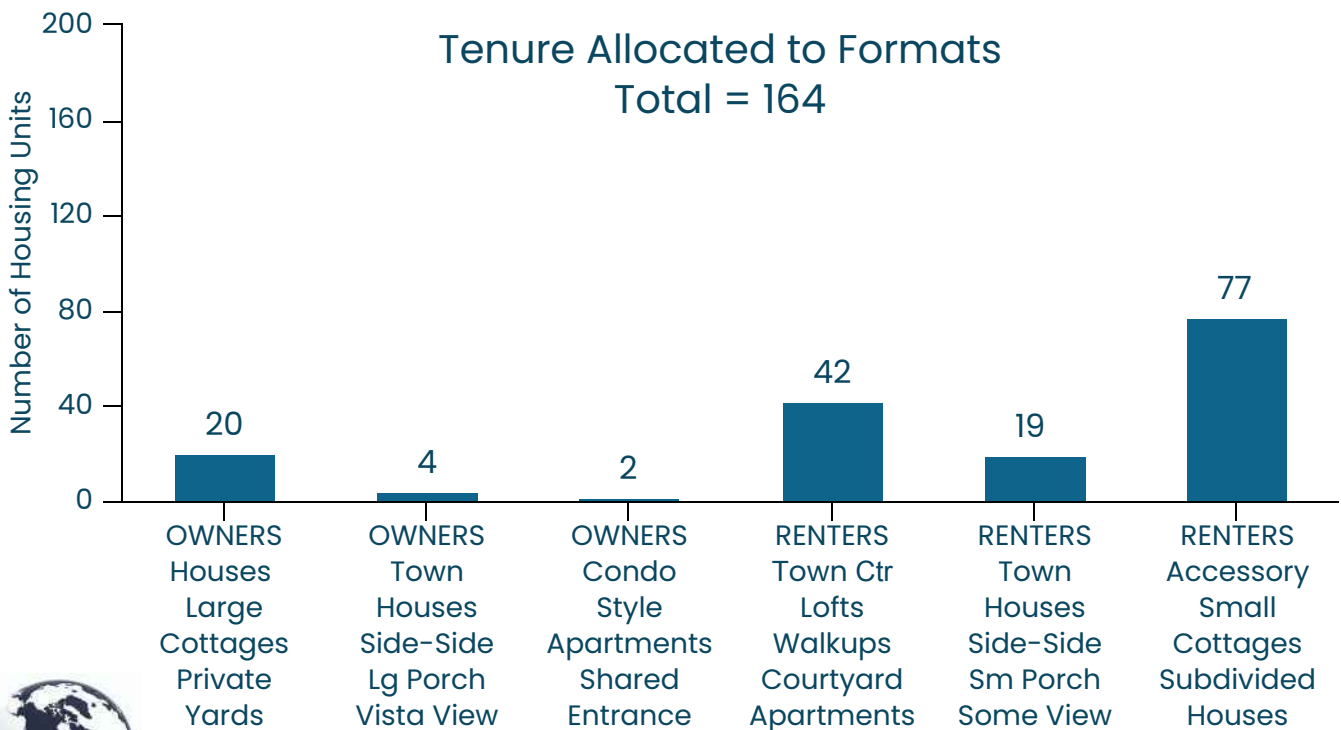
4/7/2023



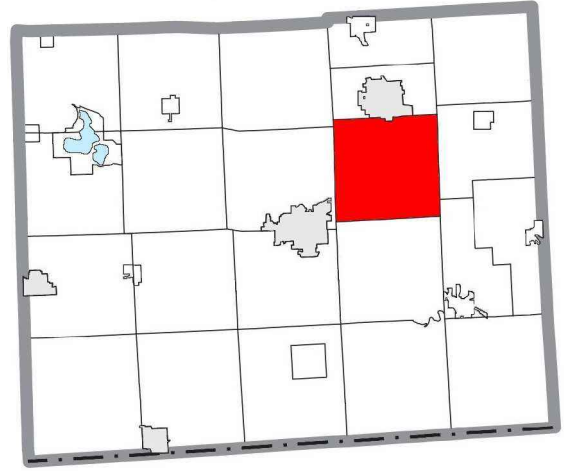
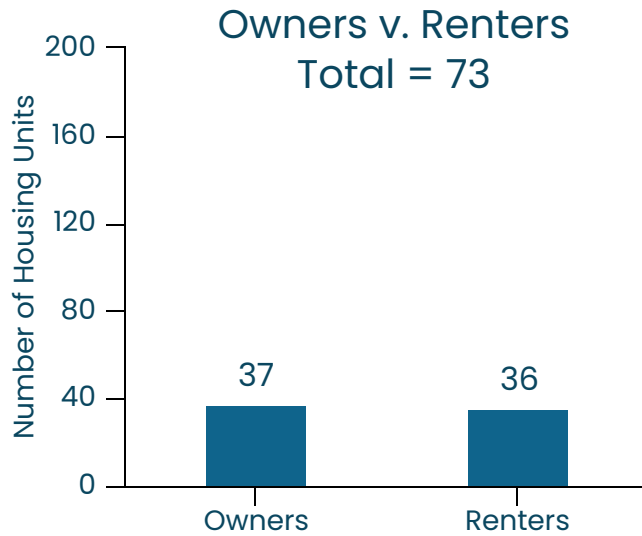
# Annual Market Potential | Raisin Twp Retain with Rehabs | Year 2025



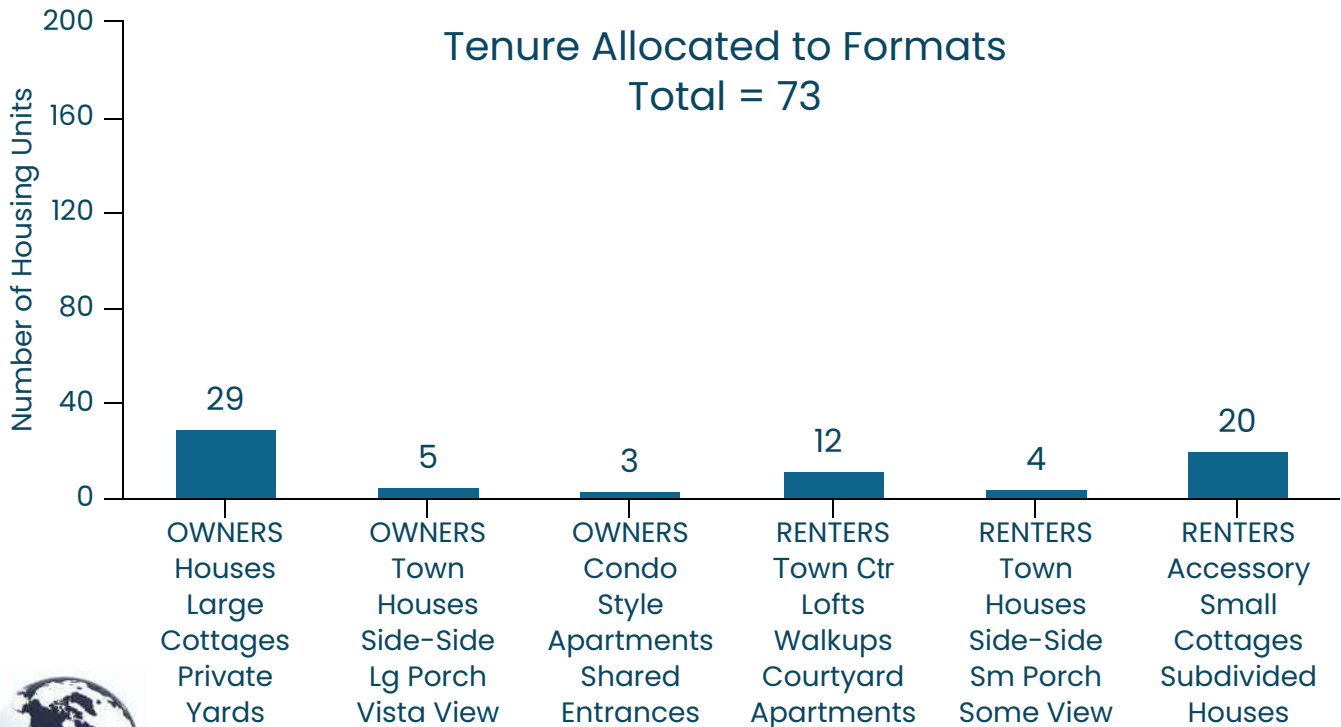
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Raisin Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



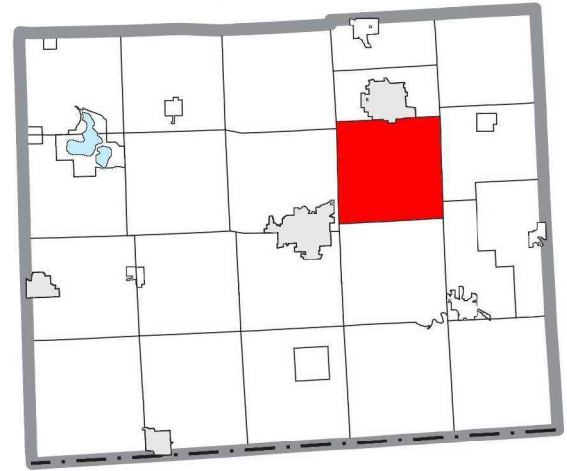
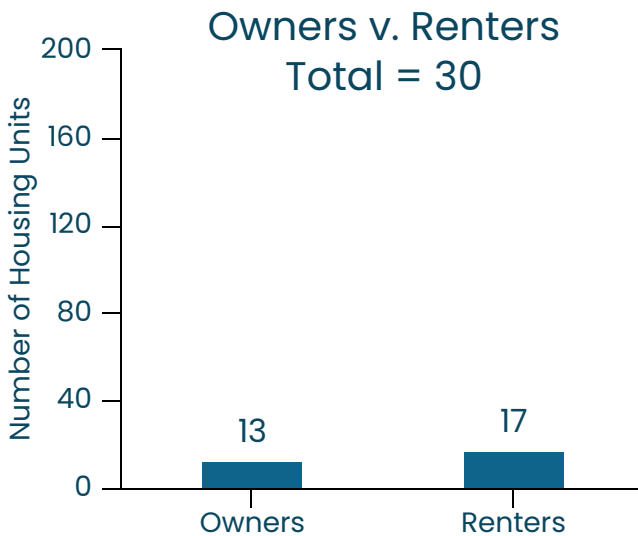
# Annual Market Potential | Raisin Twp Capture with New Builds | Year 2025



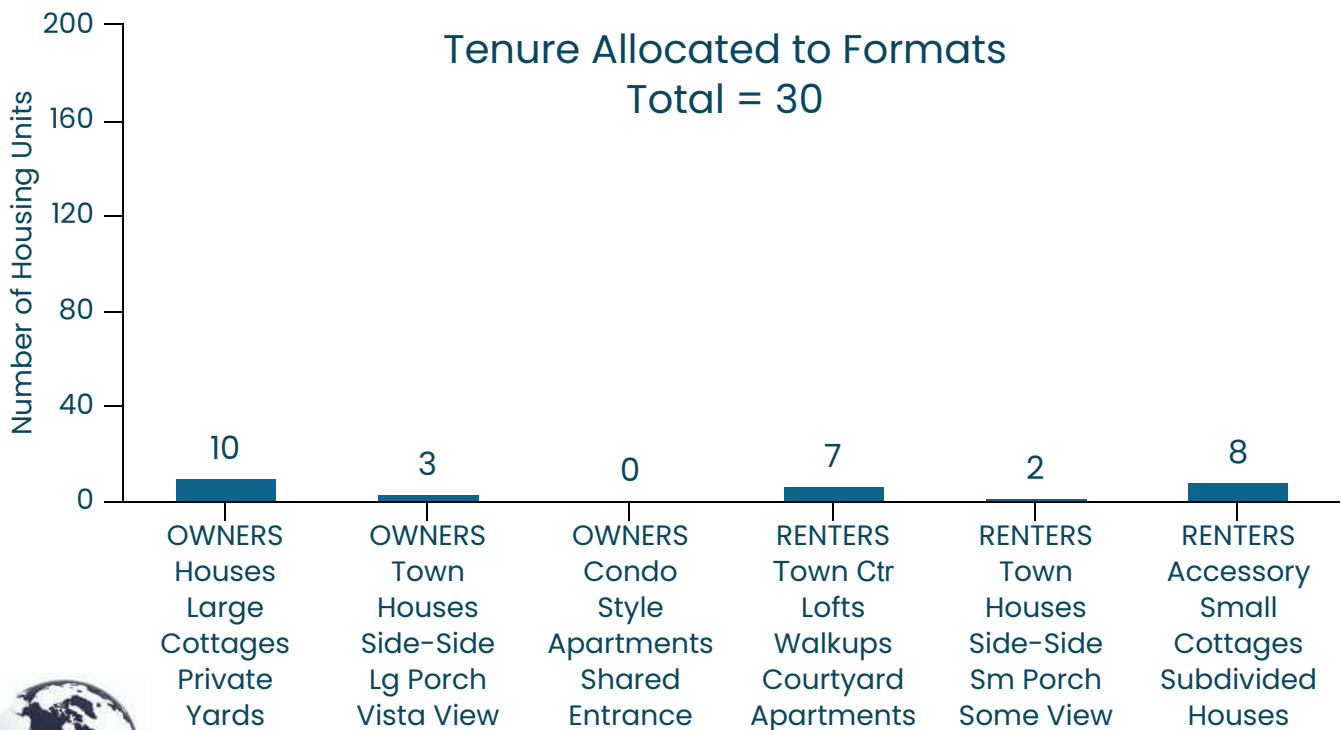
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Raisin Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Raisin Twp Intercept with New Builds | Year 2025



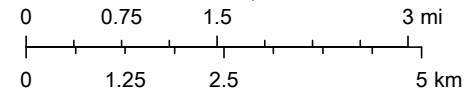
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Raisin Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Regional Setting | Raisin Township  
Lenawee County, Michigan | 2022



1:128,348



Province of Ontario, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, MIGDL -

# Section 1-E

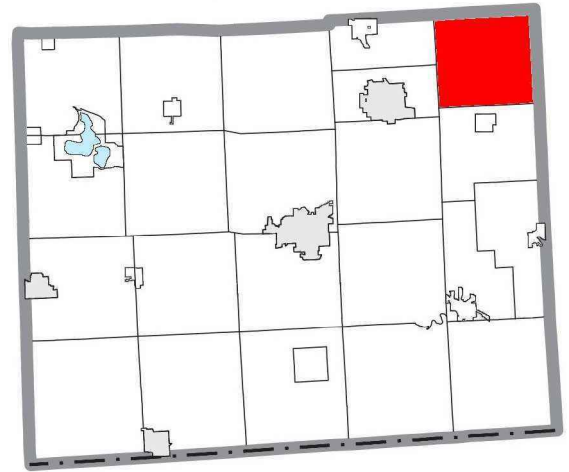
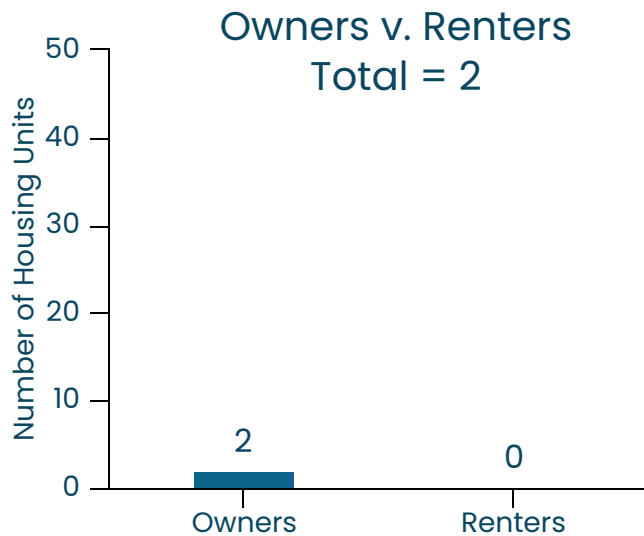
Macon Township

Ridgeway Township

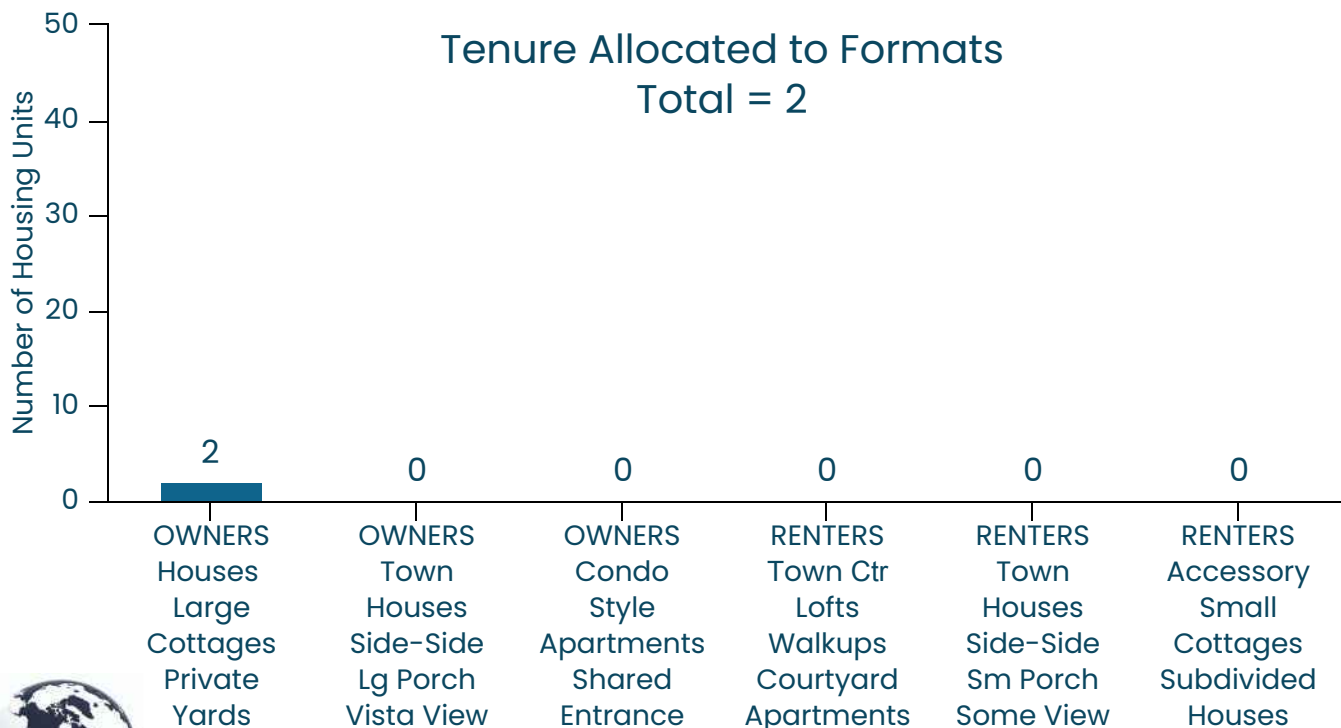
Britton Village

# Annual Market Potential | Macon Twp

## Retain with Rehabs | Year 2025



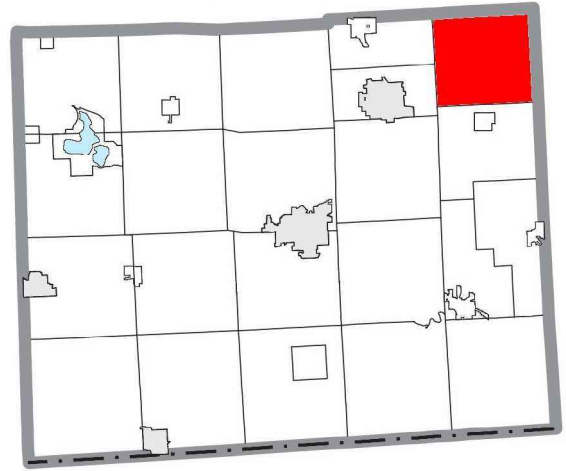
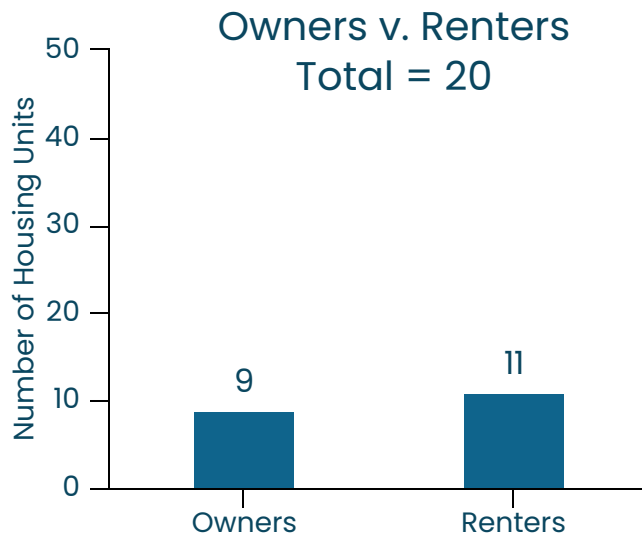
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Macon Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



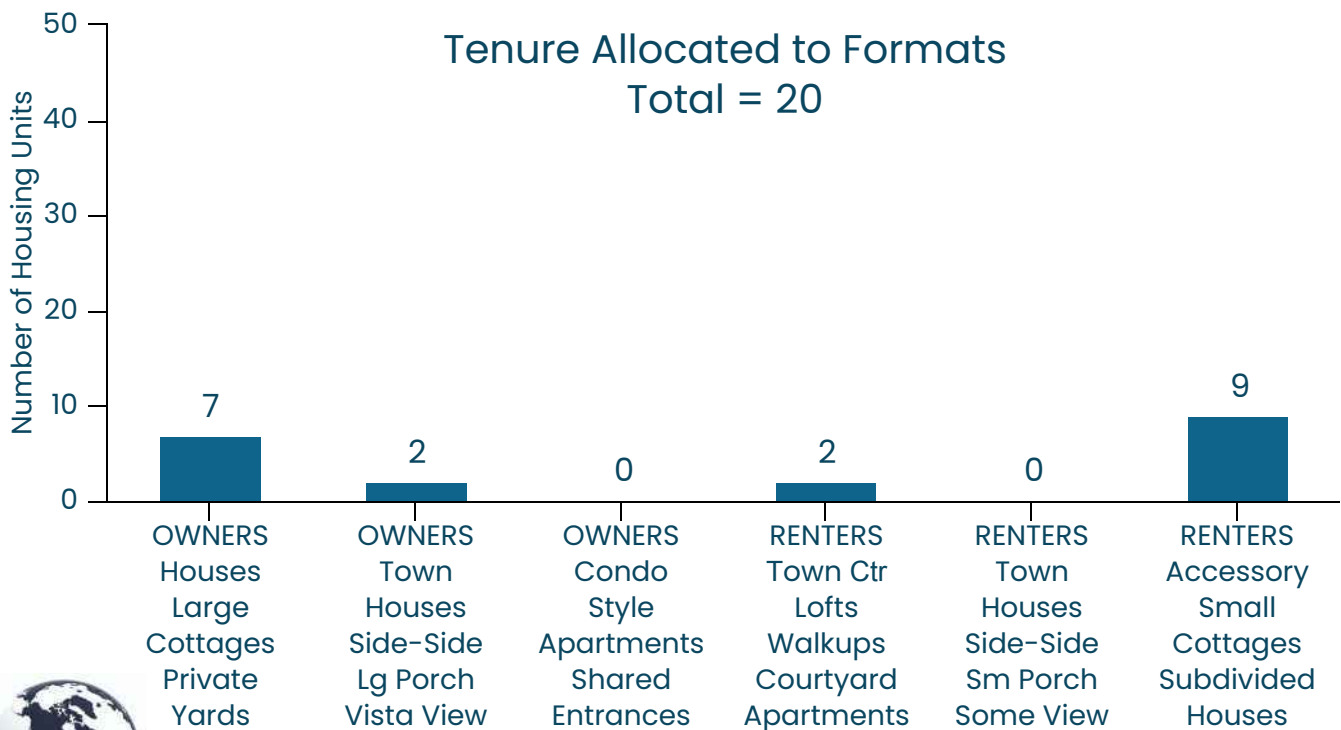
Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.



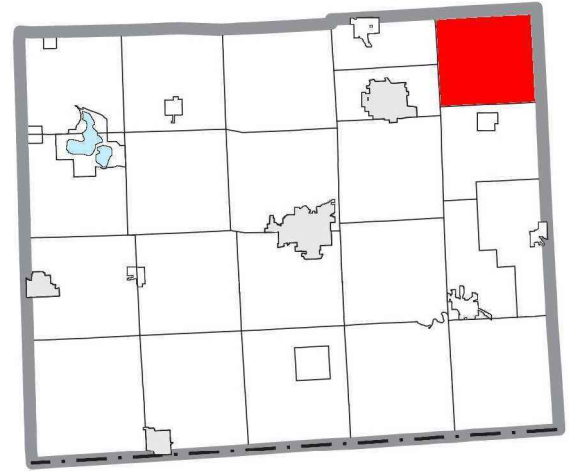
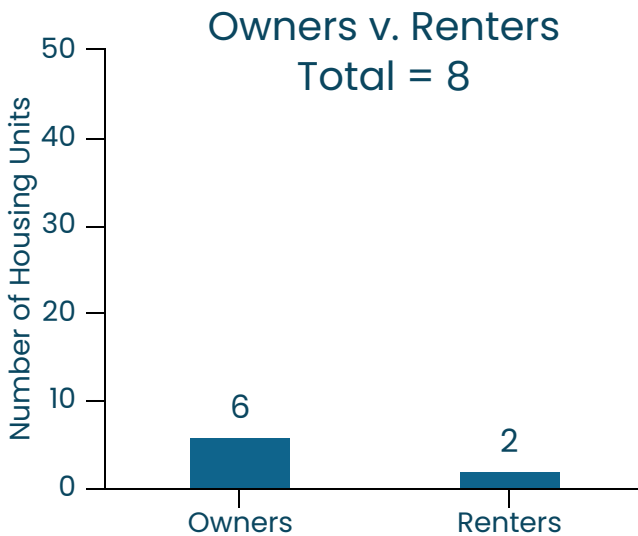
# Annual Market Potential | Macon Twp Capture with New Builds | Year 2025



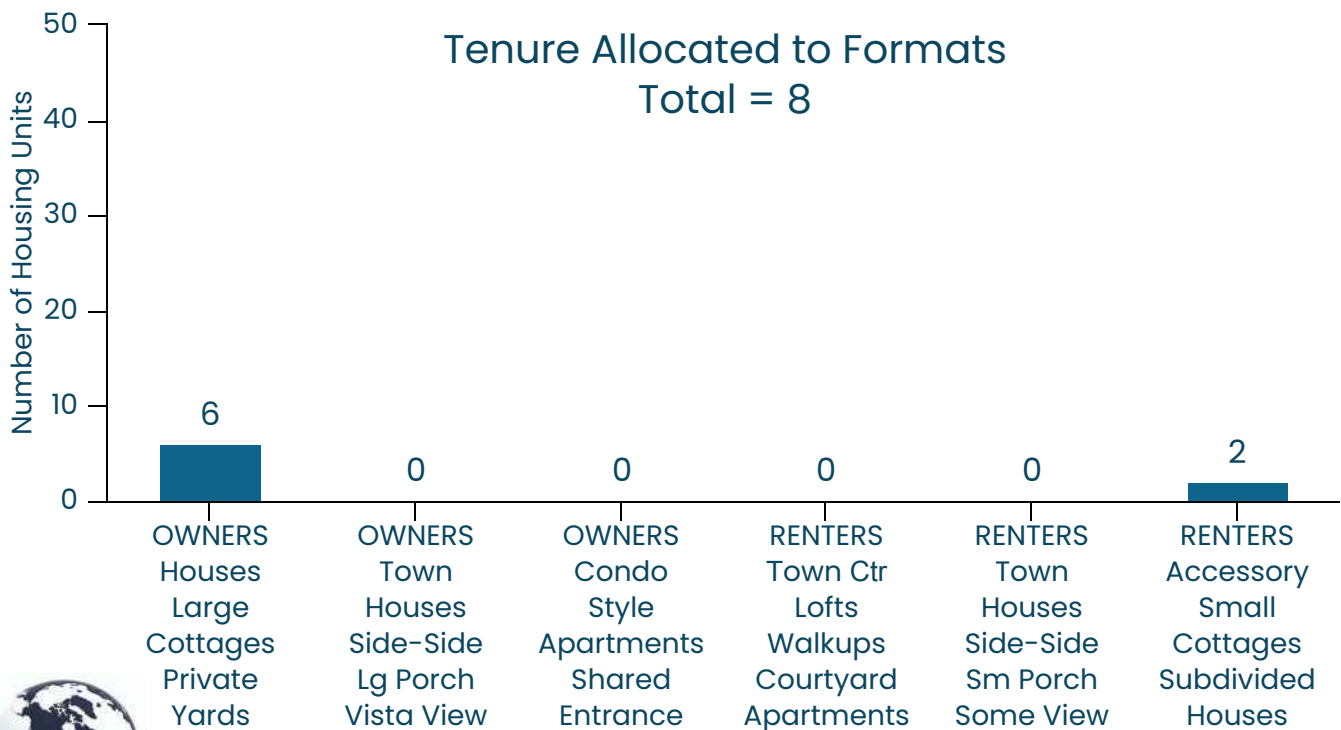
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Macon Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Macon Twp Intercept with New Builds | Year 2025



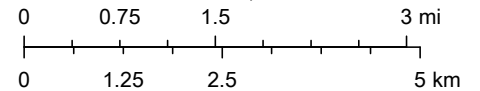
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Macon Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Regional Setting | Macon Township Lenawee County, Michigan | 2022

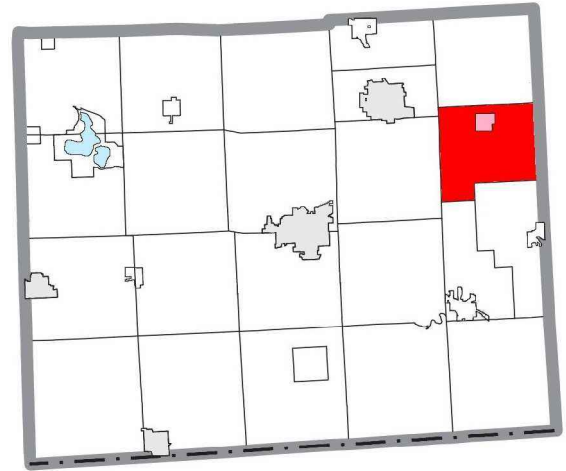
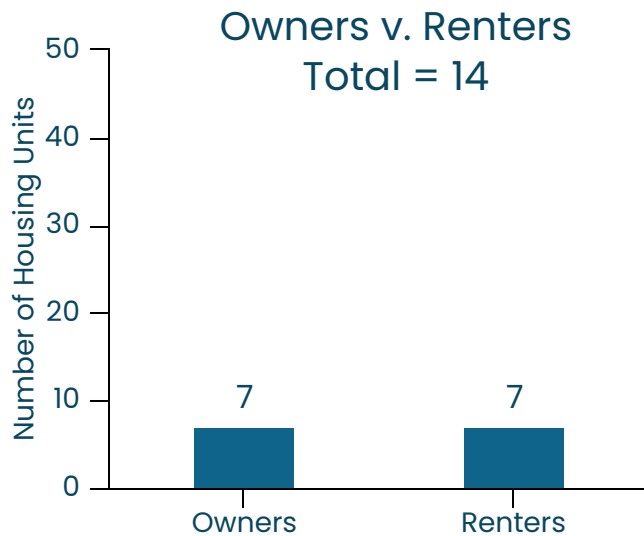


1:128,348

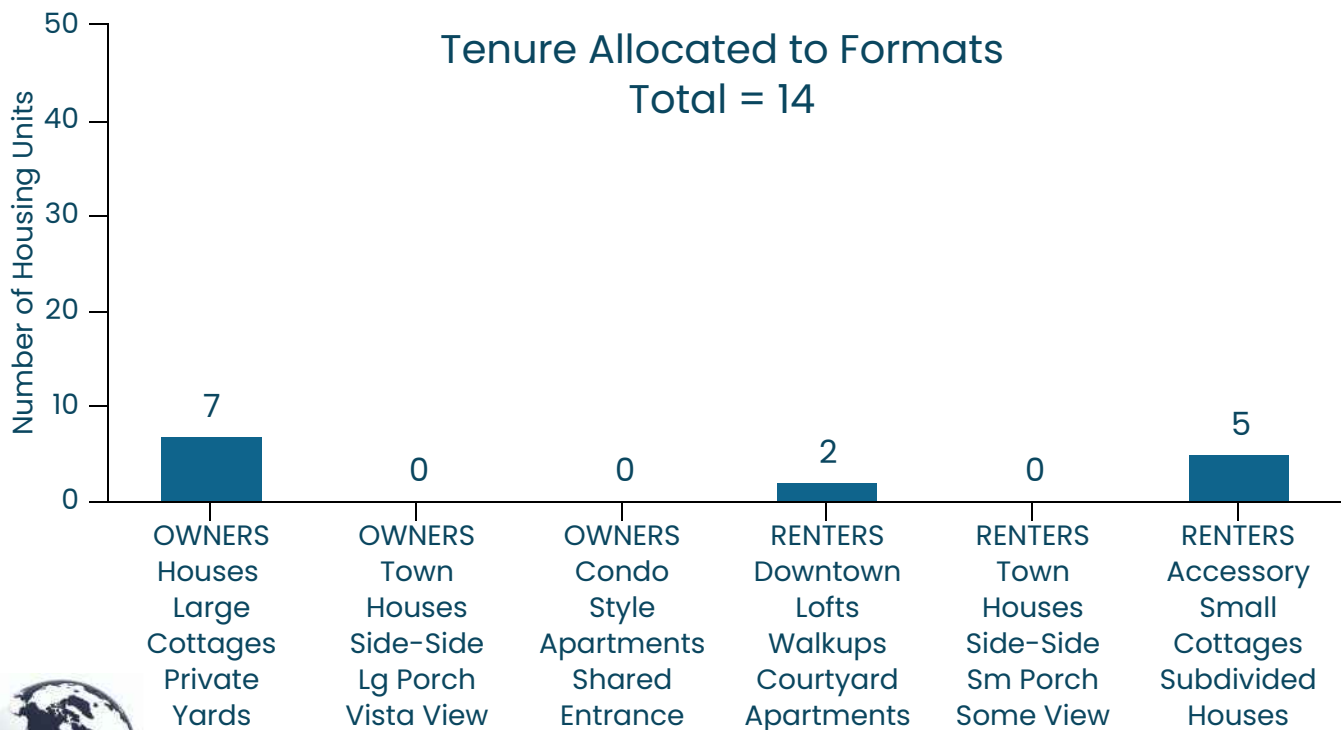


# Annual Market Potential | Ridgeway Twp

## Retain with Rehabs | Year 2025

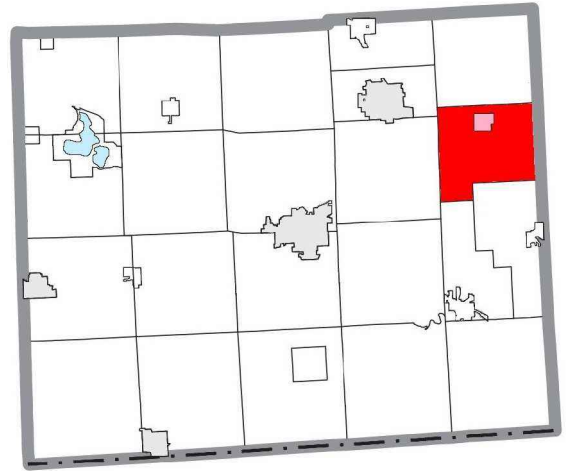
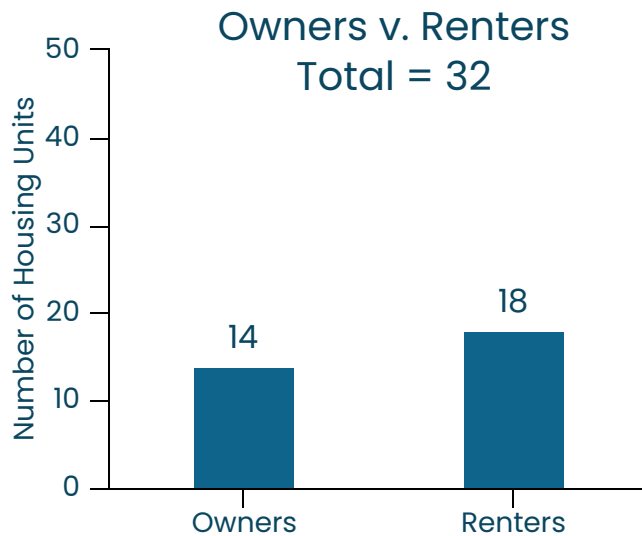


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Ridgeway Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

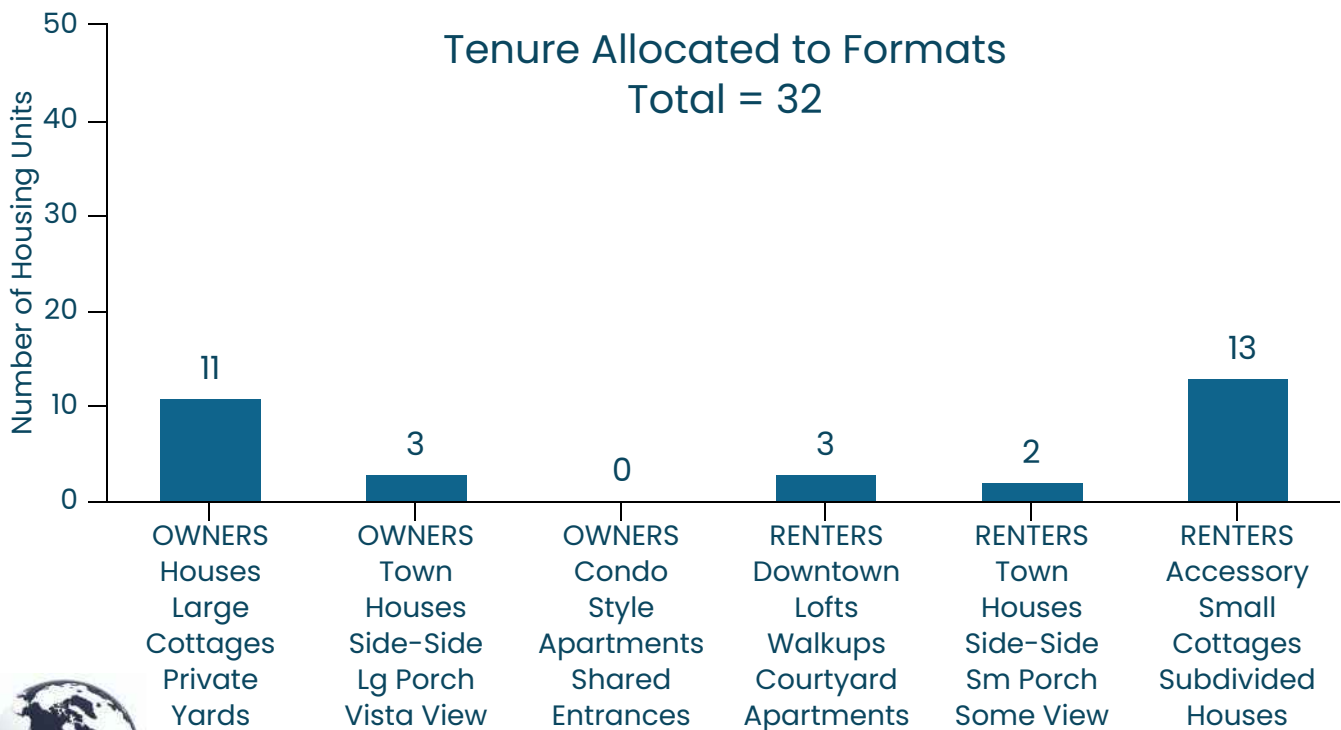


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.

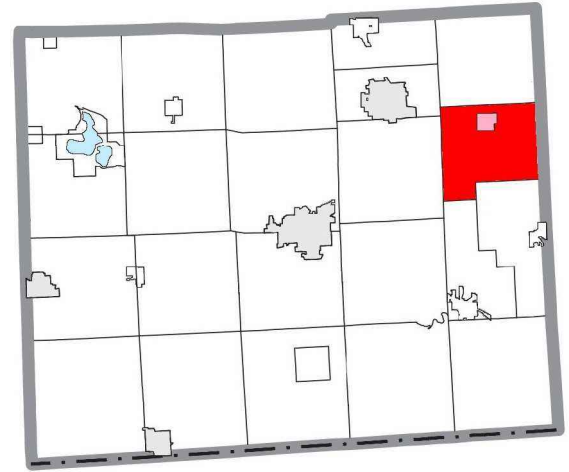
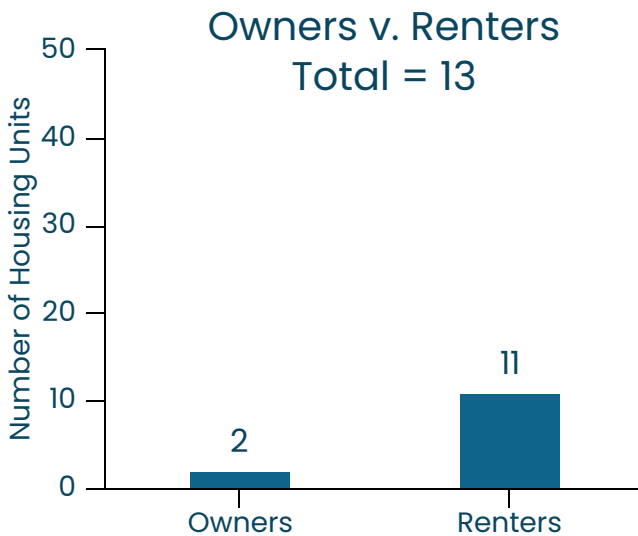
# Annual Market Potential | Ridgeway Twp Capture with New Builds | Year 2025



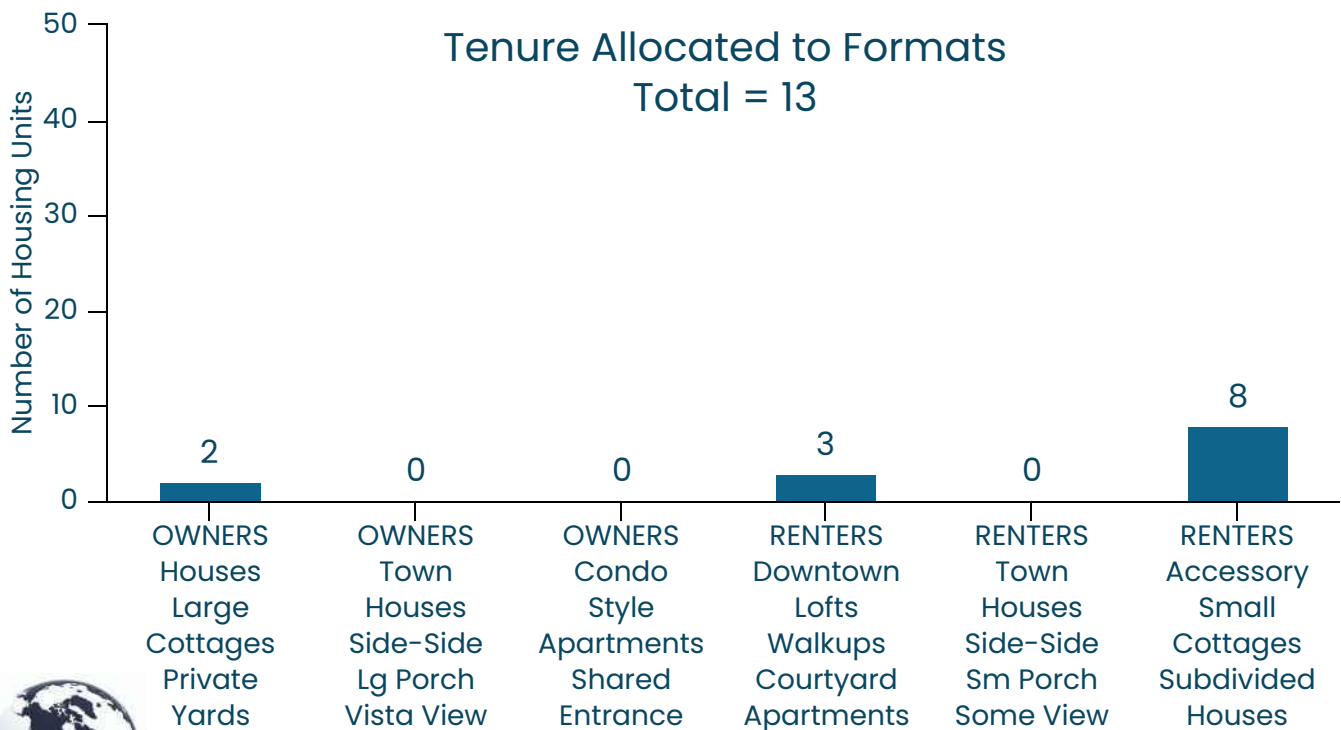
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Ridgeway Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Ridgeway Twp Intercept with New Builds | Year 2025



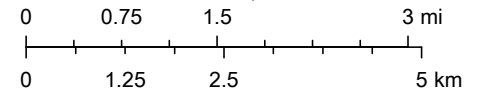
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Ridgeway Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Regional Setting | Ridgeway Township Lenawee County, Michigan | 2022



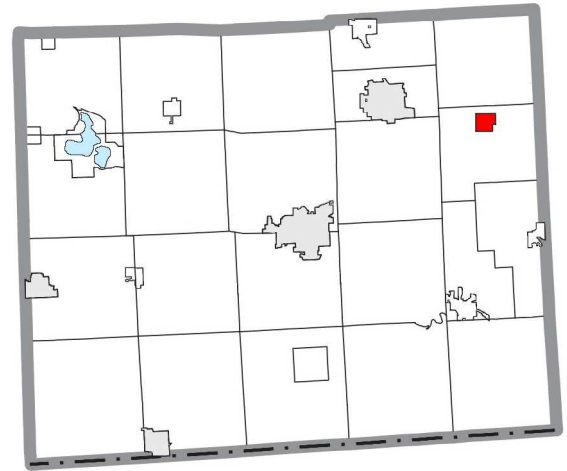
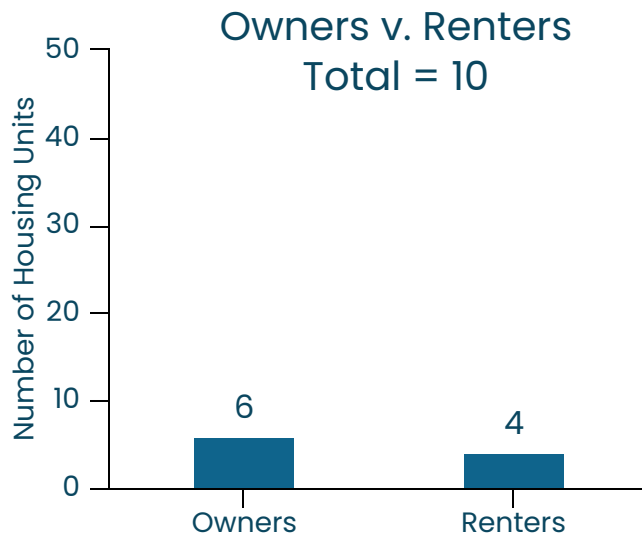
1:128,348



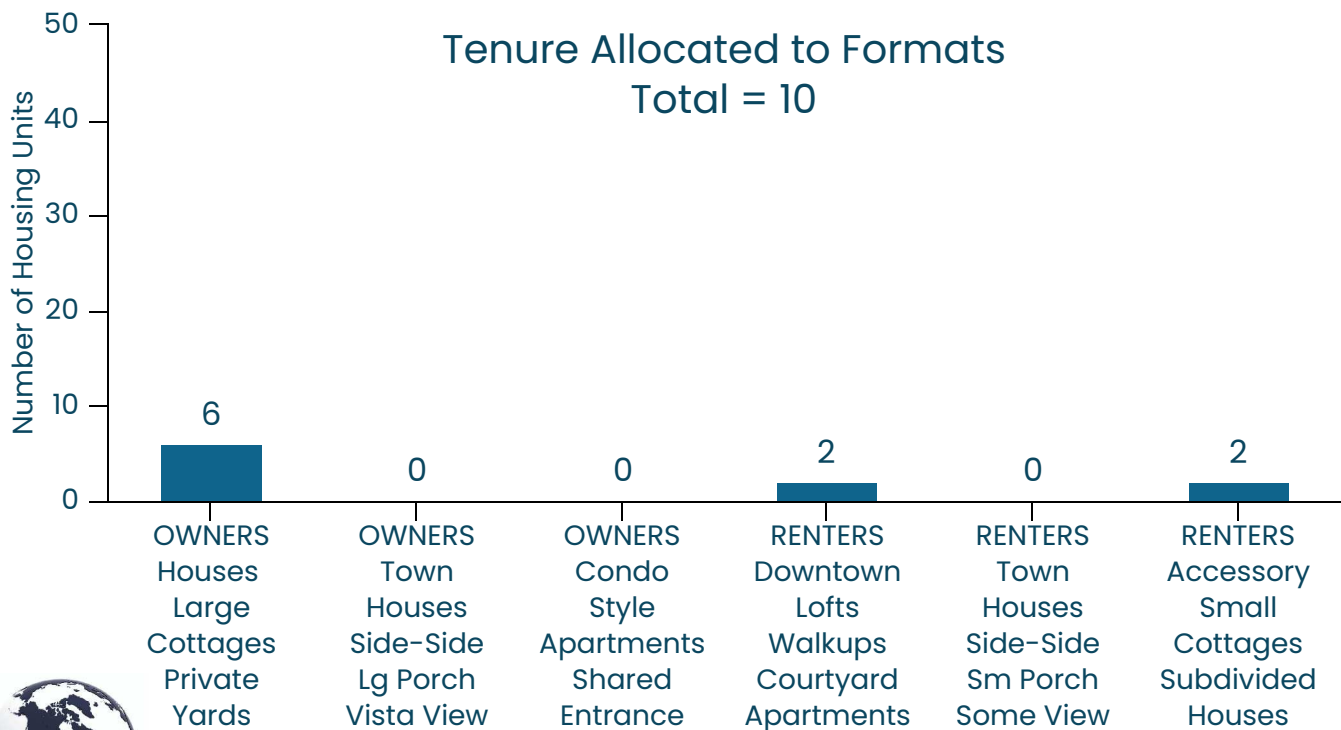
Province of Ontario, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, MIGDL -

# Annual Market Potential | Britton Village

## Retain with Rehabs | Year 2025

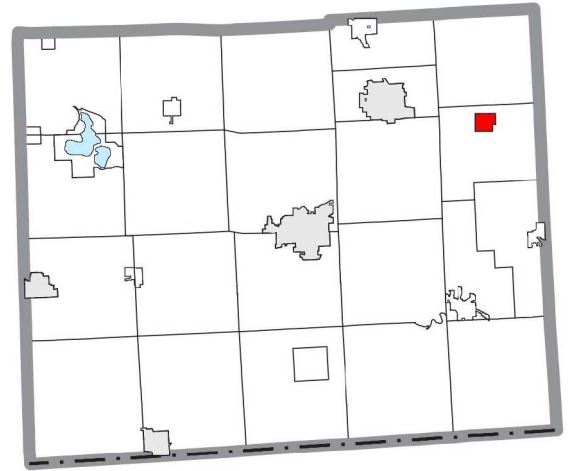
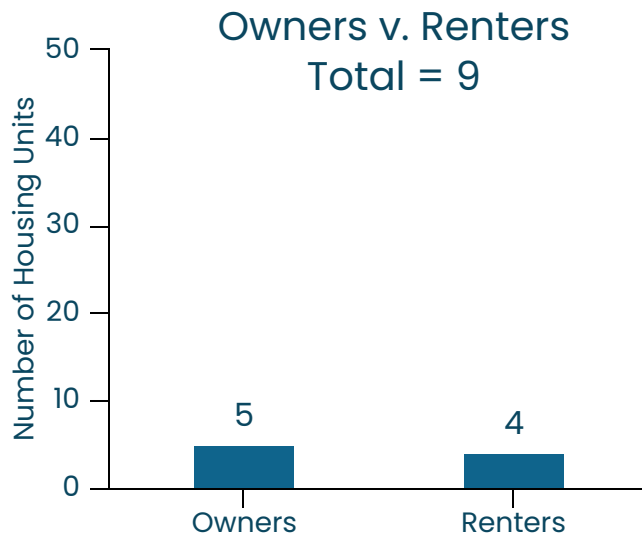


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Village of Britton by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

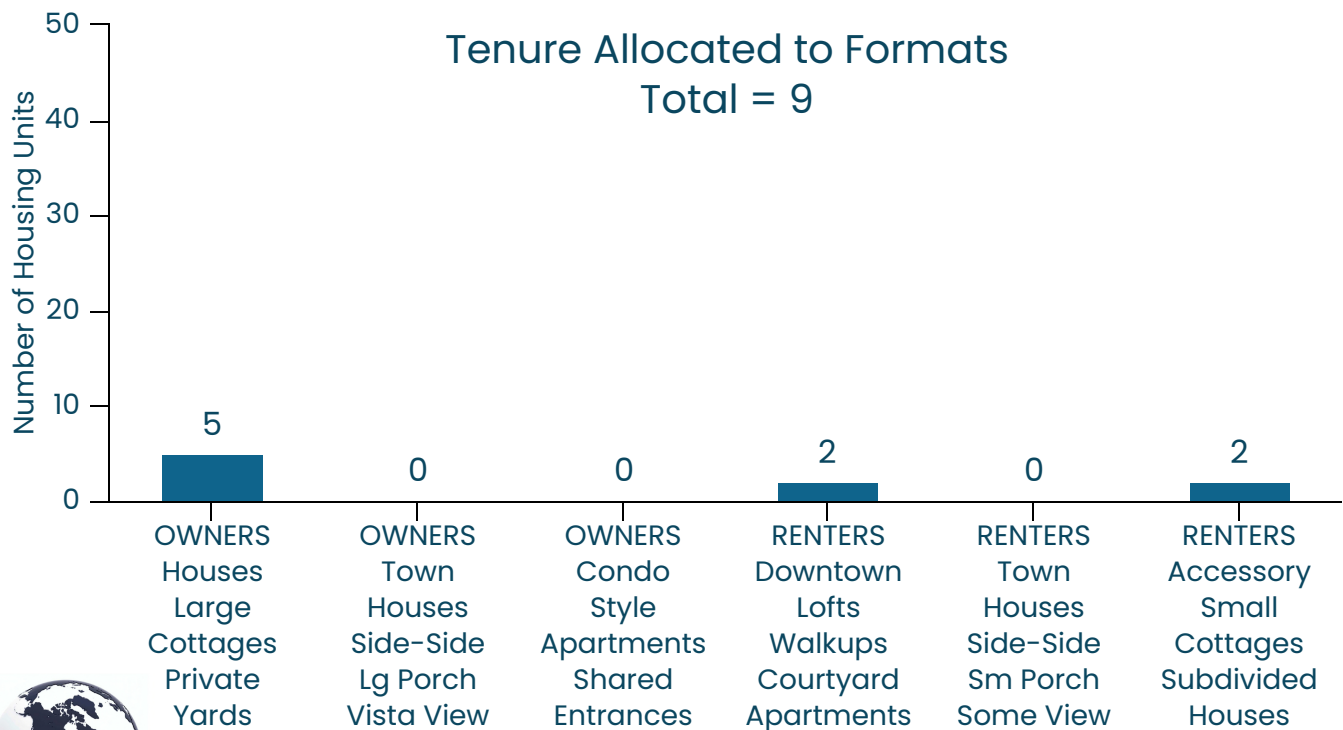




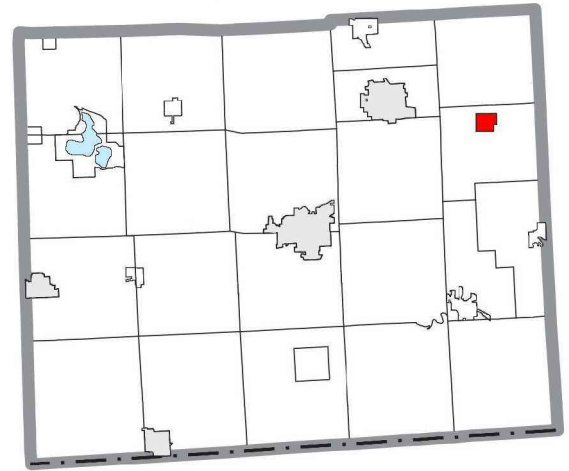
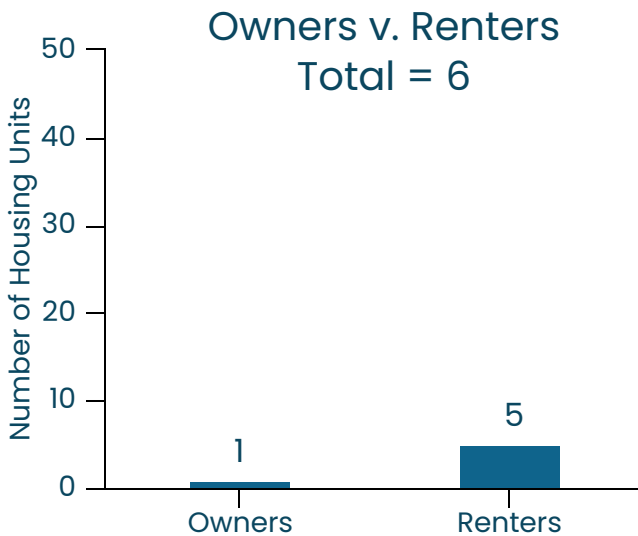
# Annual Market Potential | Britton Village Capture with New Builds | Year 2025



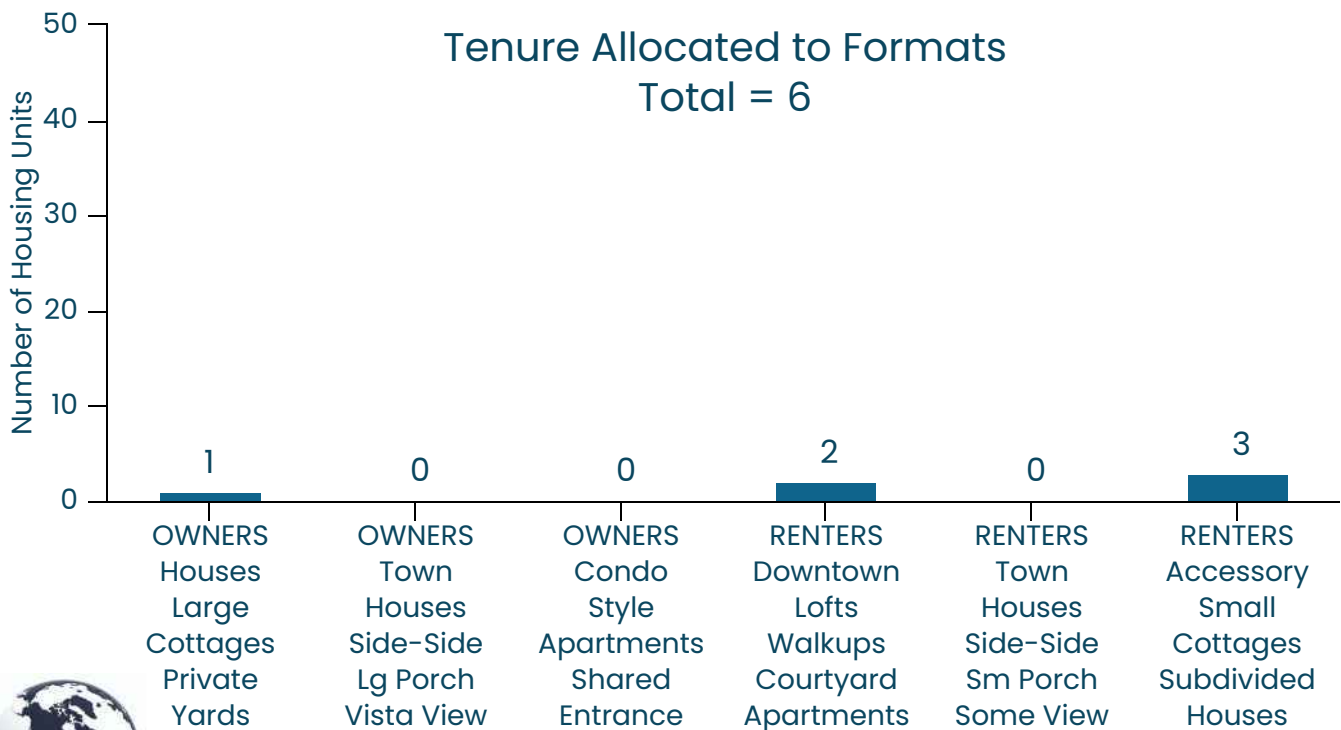
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Village of Britton by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Britton Village Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Village of Britton. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Britton Village Capture of New Owners | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	1
Unspoiled Splendor   E21	1
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	1
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	1
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 6  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Britton Village Capture of New Renters | Year 2025

all other lifestyle clusters  
Sports Utility Families | D15  
No Place Like Home | E20  
Unspoiled Splendor | E21  
Fast Track Couples | F22  
Families Matter Most | F23  
Destination Recreation | H29  
Stockcars State Parks | I30  
Blue Collar Comfort | I31  
Aging in Place | J34  
Rural Escape | J35  
Settled Sensibly | J36  
Wired for Success | K37  
Bohemian Groove | K40  
Booming Consuming | L41  
Rooted Flower Power | L42  
Homemade Happiness | L43  
Red White Bluegrass | M44  
Infants Debit Cards | M45  
True Grit Americans | N46  
Countrified Pragmatics | N47  
Full Steam Ahead | O50  
Digital Dependents | O51 ■ 2  
Colleges Cafes | O53  
Striving Singles | O54  
Family Troopers | O55 ■ 1  
Town Elders Leaders | Q64  
Senior Discounts | Q65  
Daring to Dream | R66  
Small Town Pockets | S68  
Tight Money | S70 ■ 1

Total = 4  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

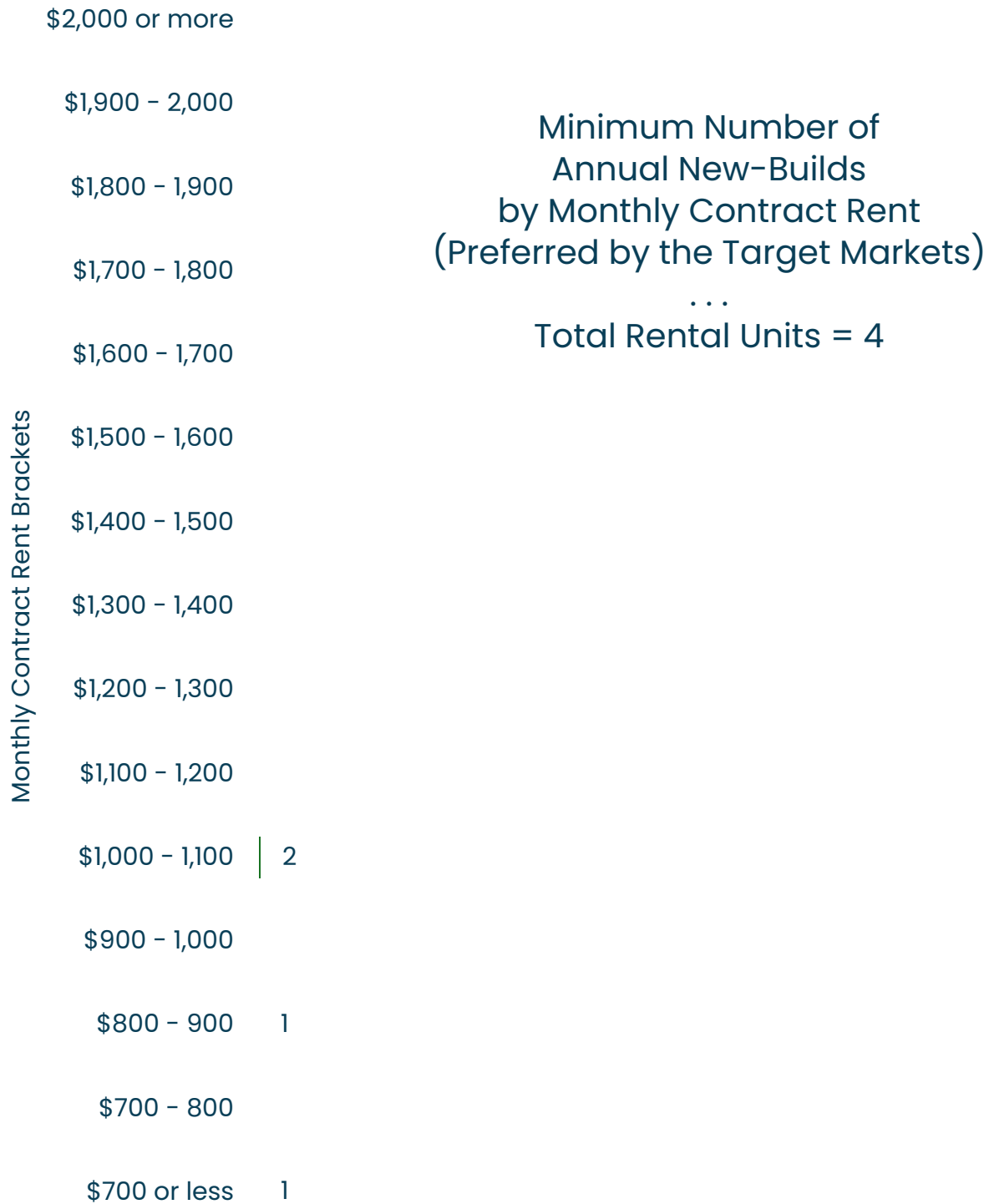


# Preferred Home Values | Britton Village Capture with New-Builds | Year 2025

New-Build Home Value Brackets	Minimum Number of Annual New-Builds by Total Home Value (Preferred by the Target Markets)	
	Units	Total Owner Units = 6
\$400,000 or more	0	Total Owner Units = 6
\$375 - 400,000	0	
\$350 - 375,000	0	
\$325 - 350,000	0	
\$300 - 325,000	0	
\$275 - 300,000	0	
\$250 - 275,000	1	
\$225 - 250,000	2	
\$200 - 225,000	0	
\$175 - 200,000	2	
\$175,000 or less	1	



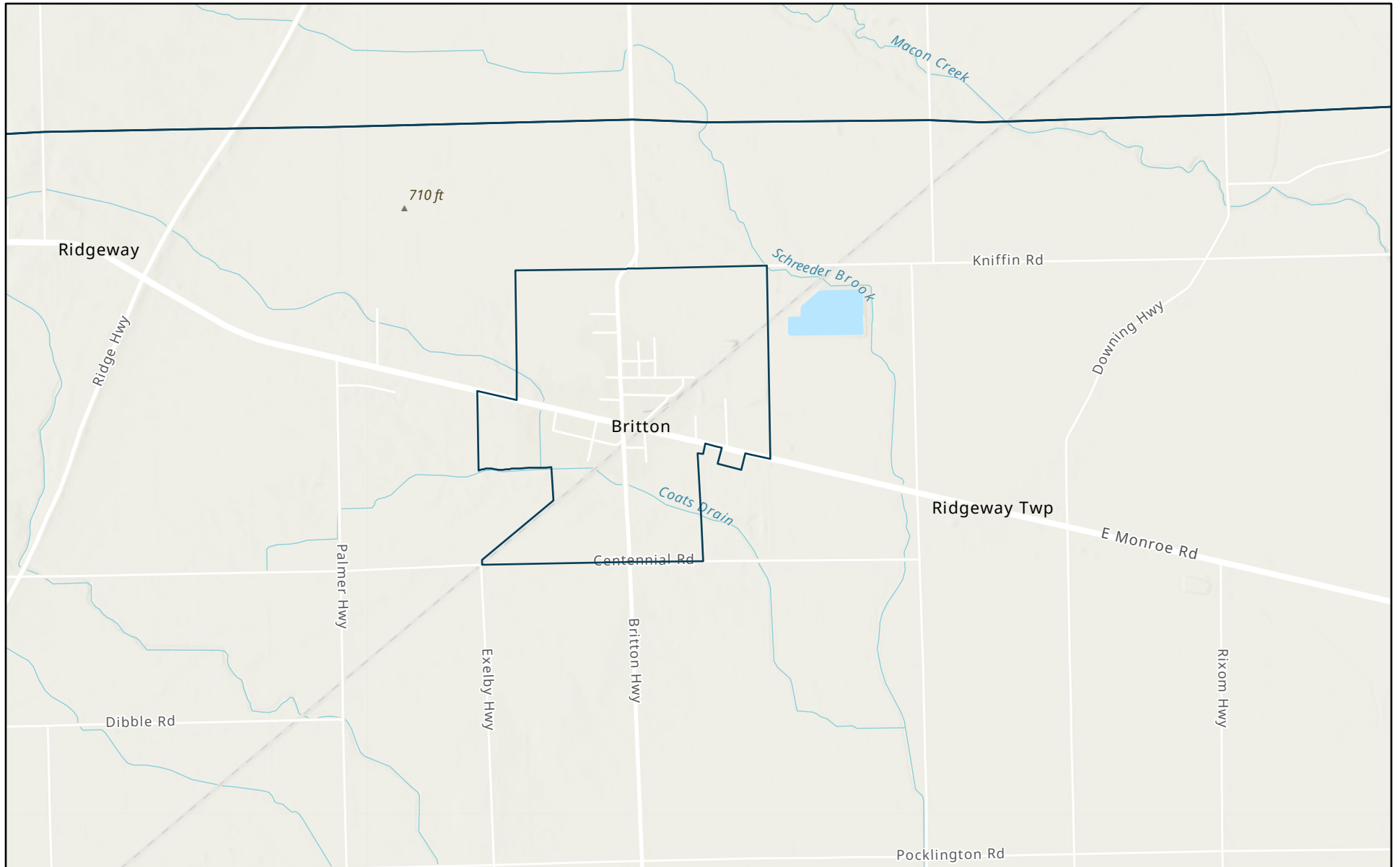
# Preferred Contract Rents | Britton Village Capture with New Builds | Year 2025



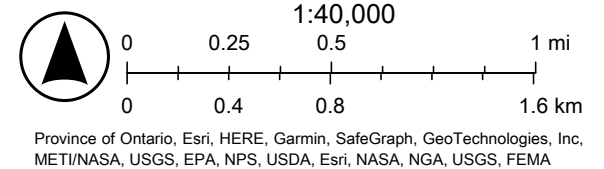
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



# Regional Setting | Britton Village Lenawee County, Michigan | 2022



4/7/2023



# Section 1-F

Hudson Township

Hudson City

Dover Township

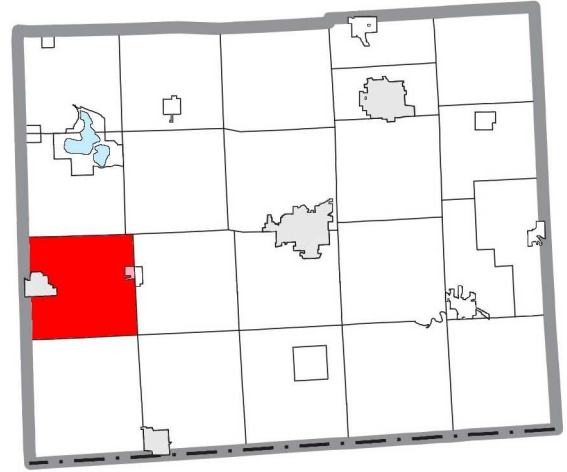
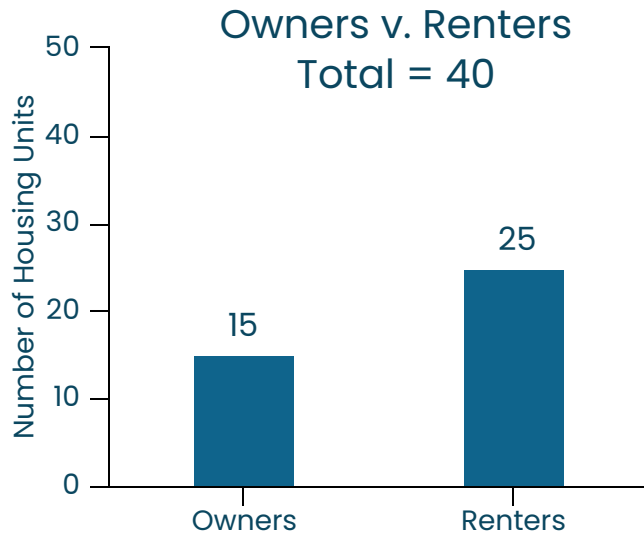
Clayton Village



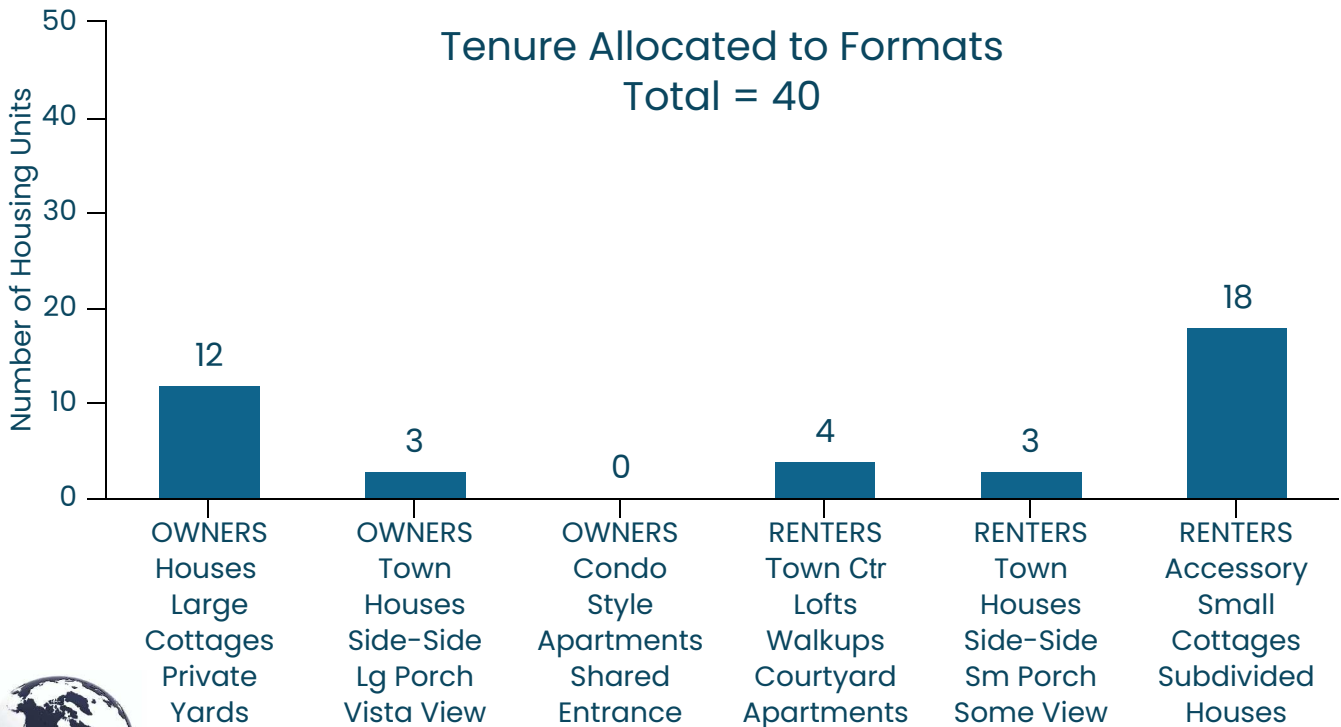
# Annual Market Potential | Hudson Twp

## Retain with Rehabs | Year 2025

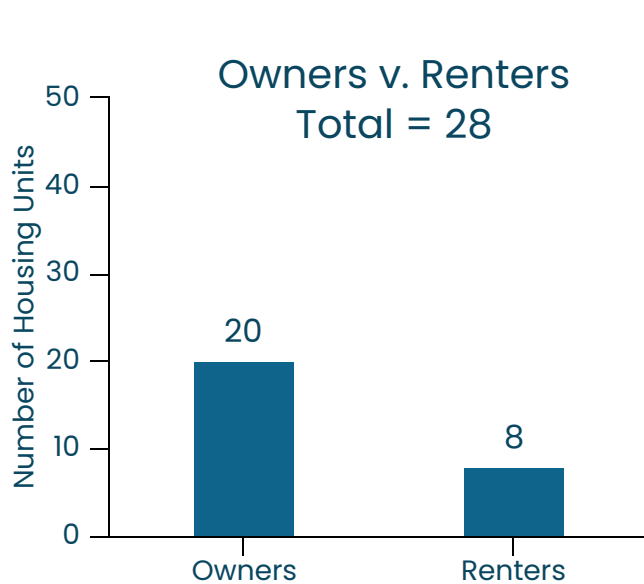
Note: Hudson Township excludes the City of Hudson.



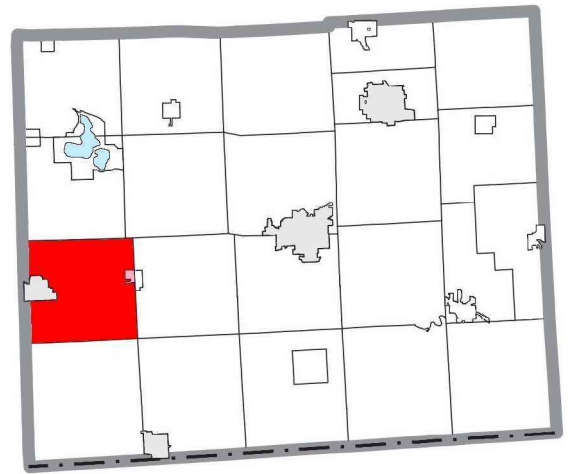
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Hudson Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



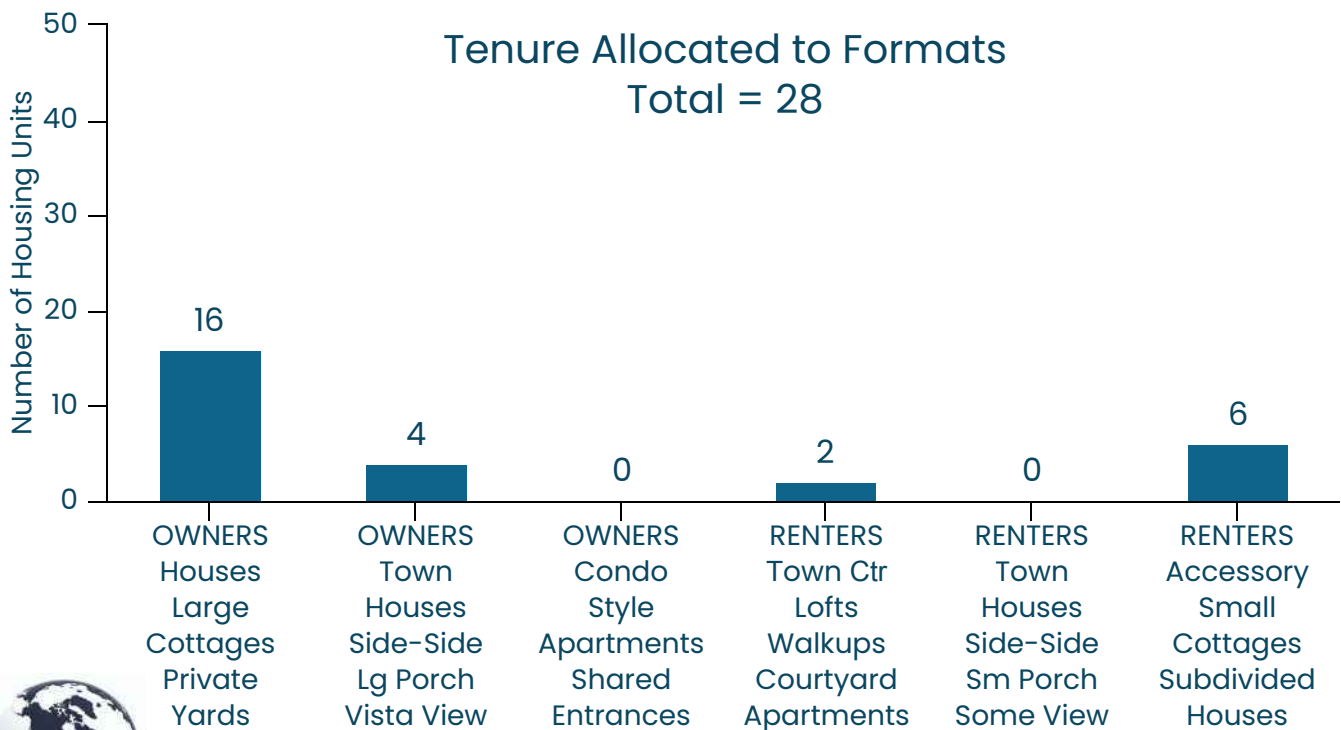
# Annual Market Potential | Hudson Twp Capture with New Builds | Year 2025



Note: Hudson Township excludes the City of Hudson.

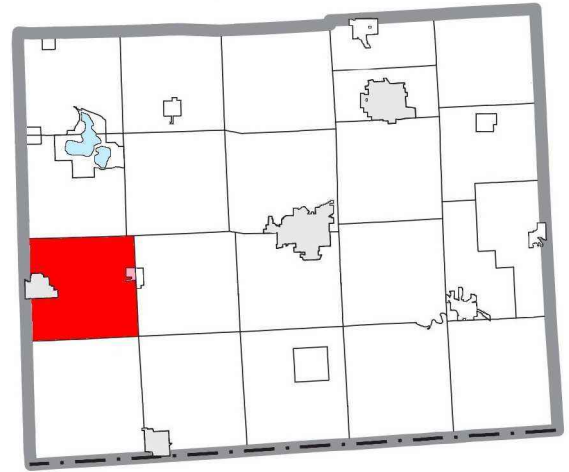
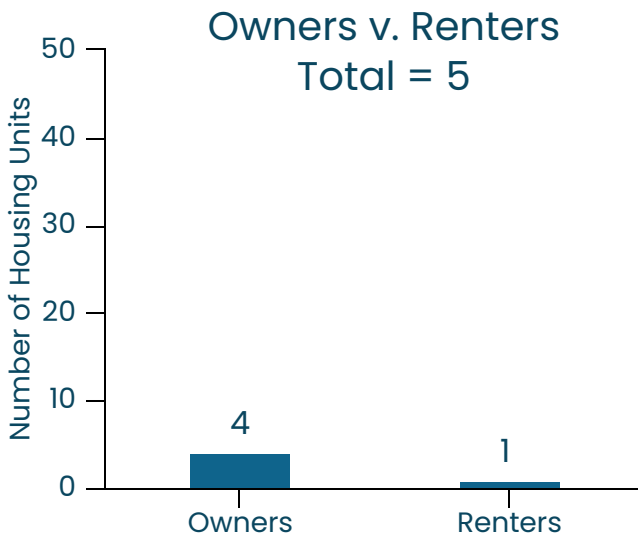


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Hudson Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

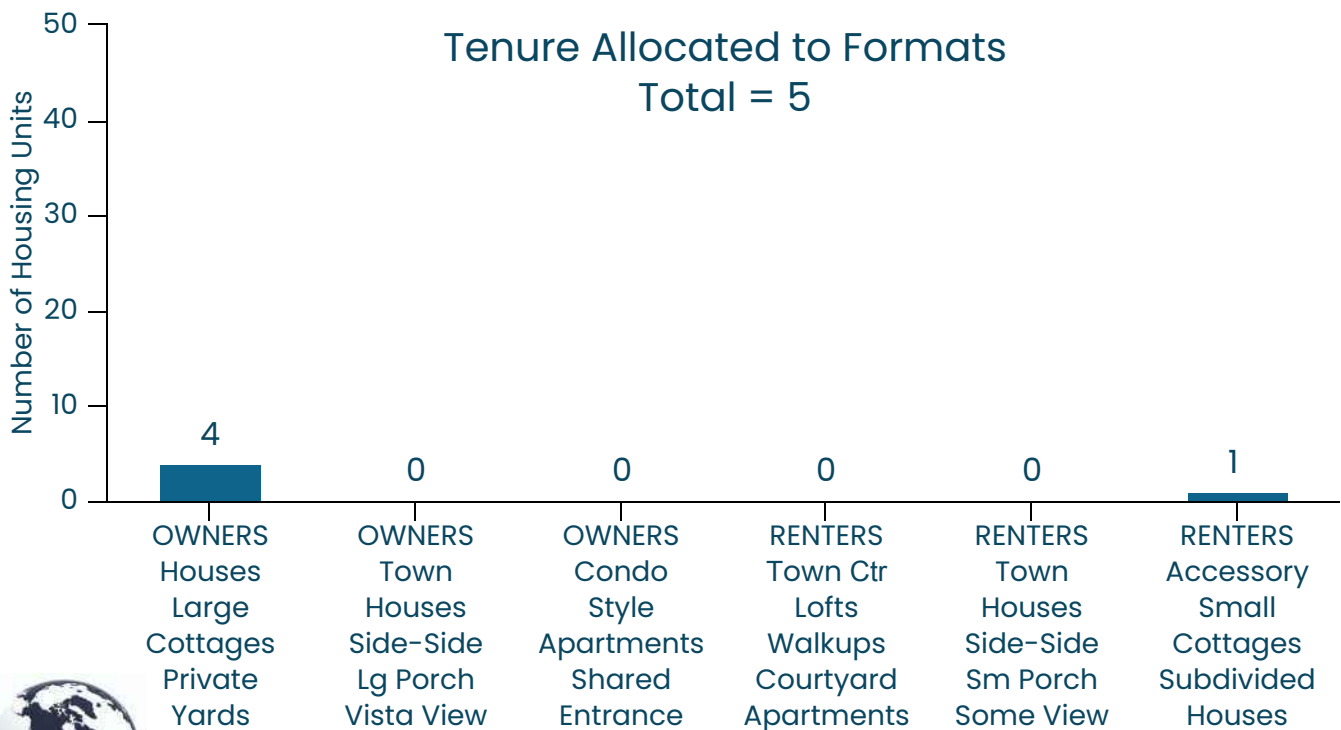


# Annual Market Potential | Hudson Twp Intercept with New Builds | Year 2025

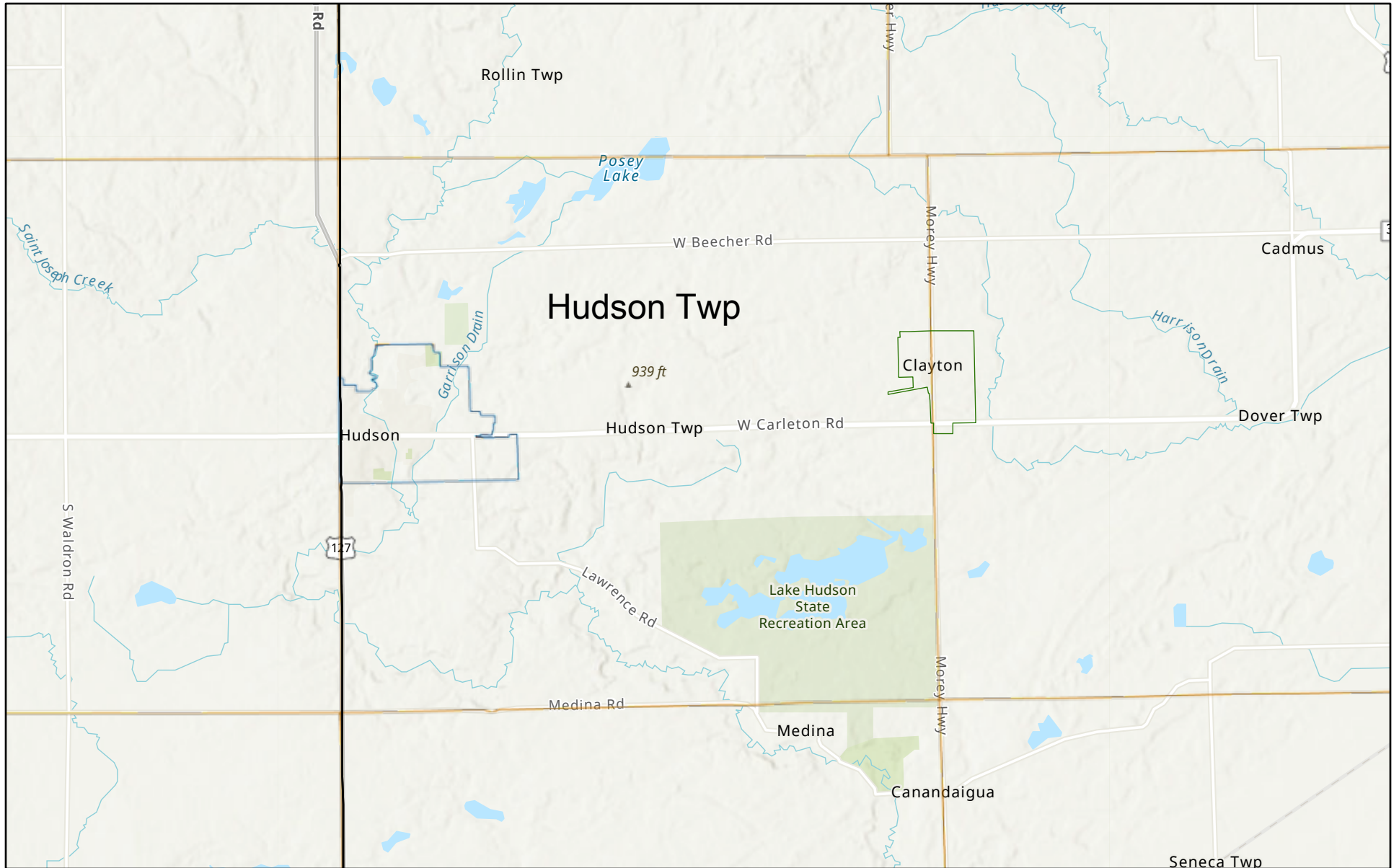
Note: Hudson Township excludes the City of Hudson.



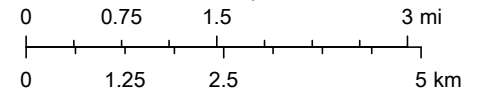
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Hudson Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Regional Setting | Hudson Township  
Lenawee County, Michigan | 2022

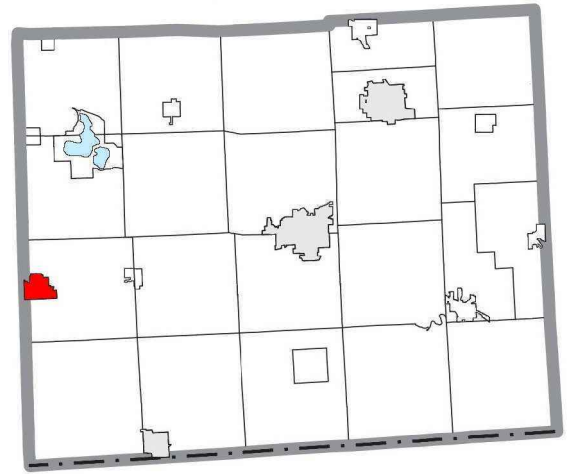
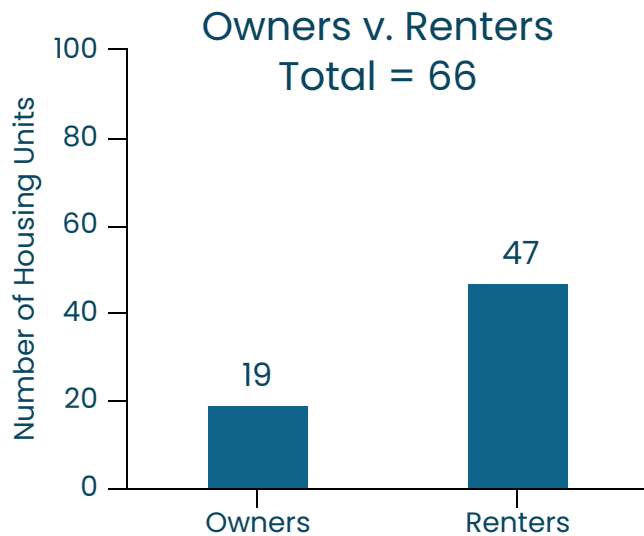


1:128,348

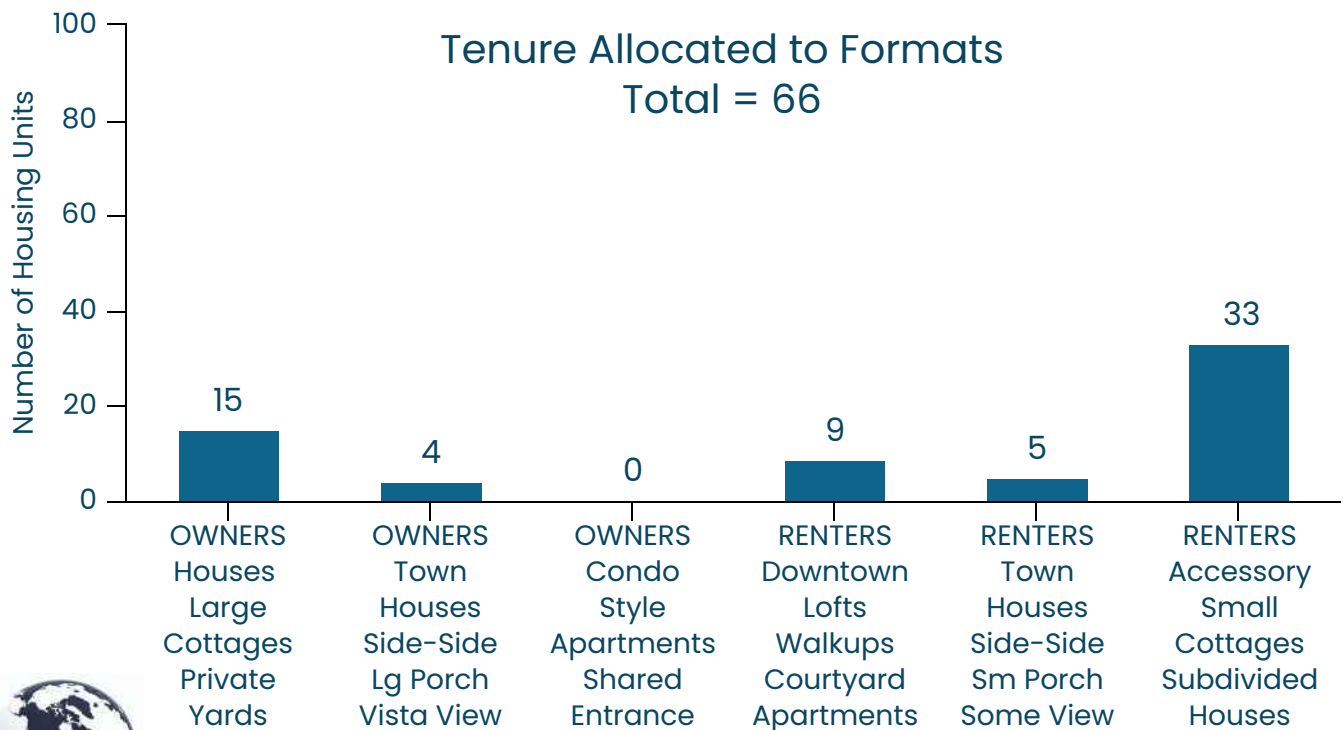


# Annual Market Potential | Hudson City

## Retain with Rehabs | Year 2025

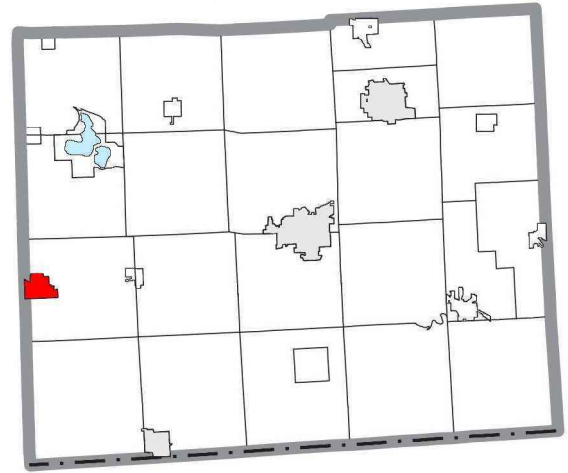
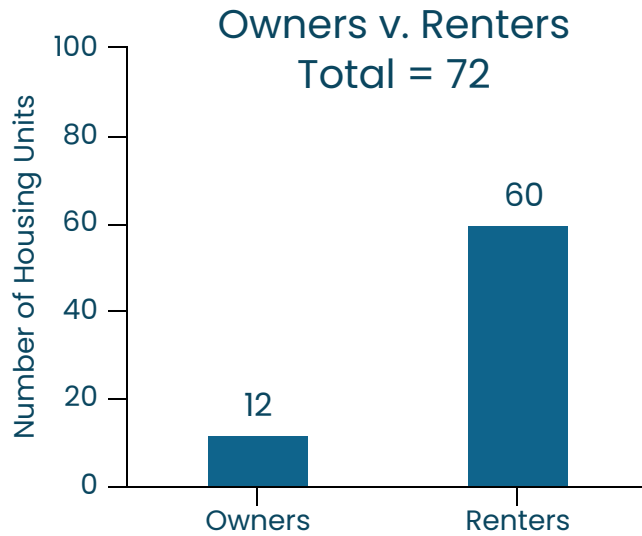


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the City of Hudson by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

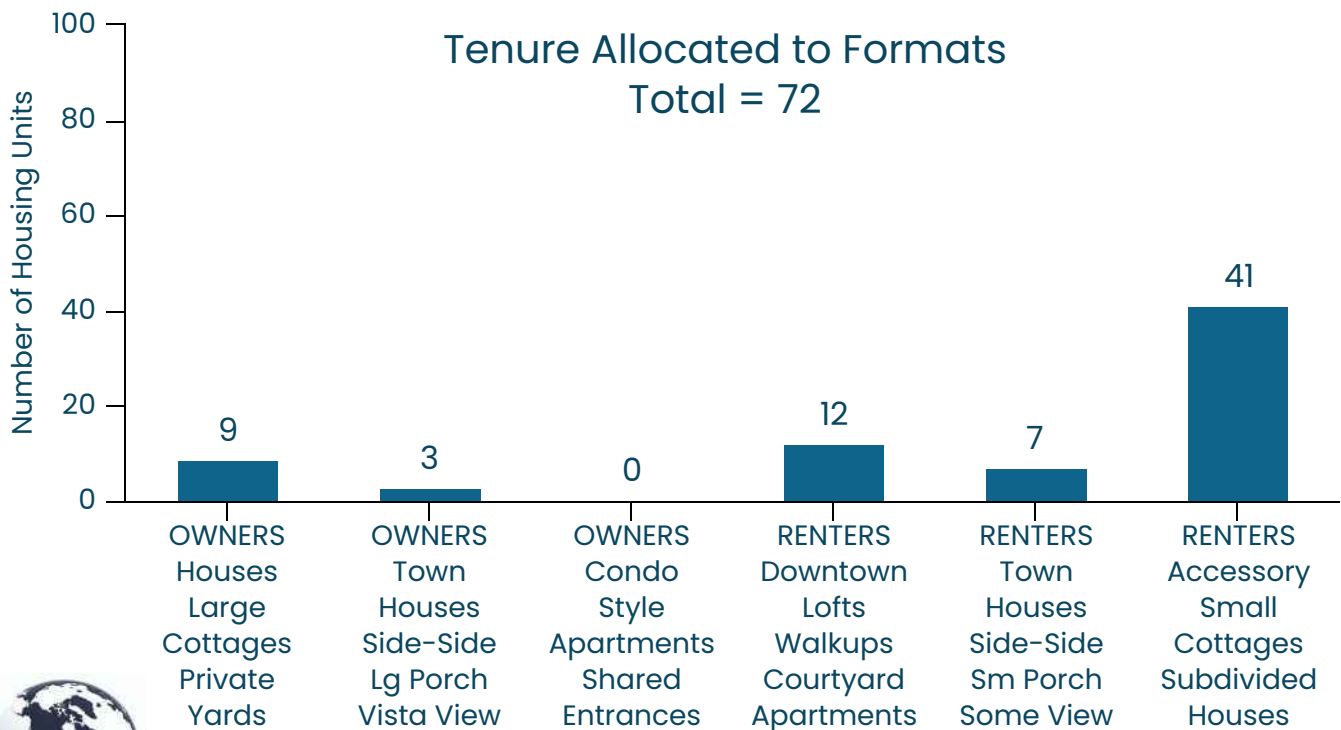


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Hudson City; 2022 - 2023.

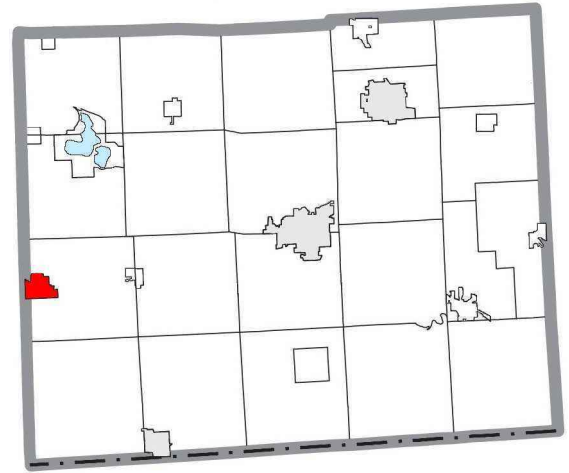
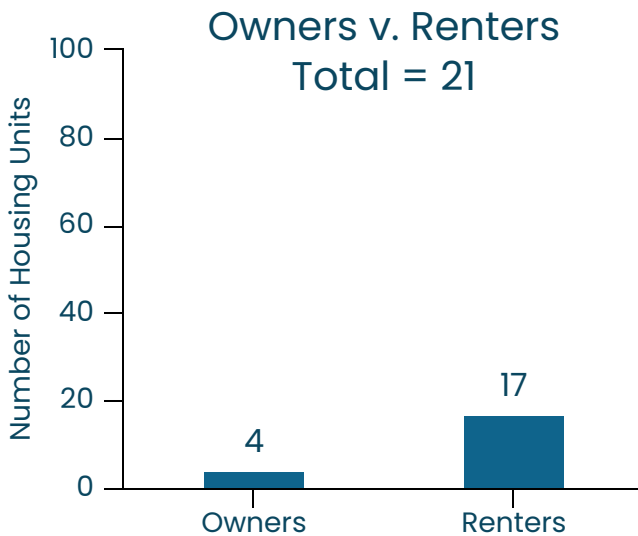
# Annual Market Potential | Hudson City Capture with New Builds | Year 2025



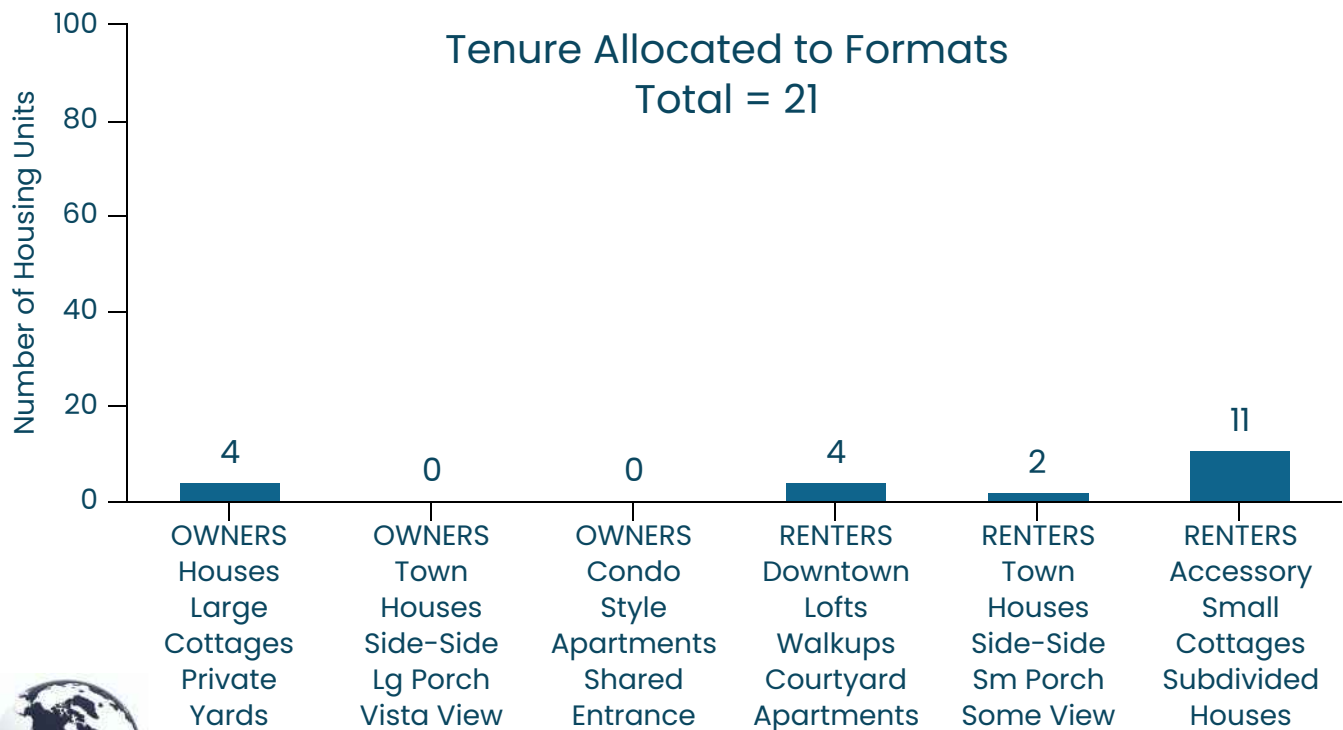
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the City of Hudson by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Hudson City Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the City of Hudson. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Hudson City Capture of New Owners | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	1
Settled Sensibly   J36	1
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	1
Red White Bluegrass   M44	1
Infants Debit Cards   M45	2
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	2
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	1
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	1
Tight Money   S70	

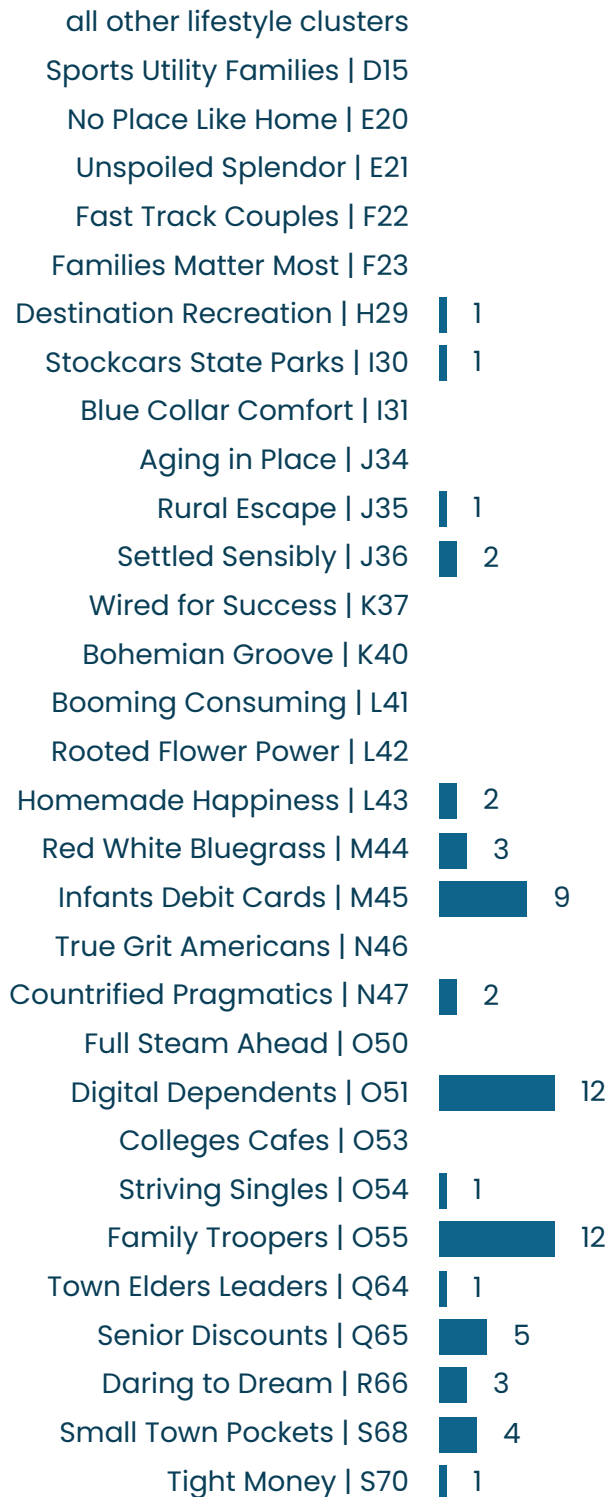
Total = 12  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.





# Annual Market Potential | Hudson City Capture of New Renters | Year 2025

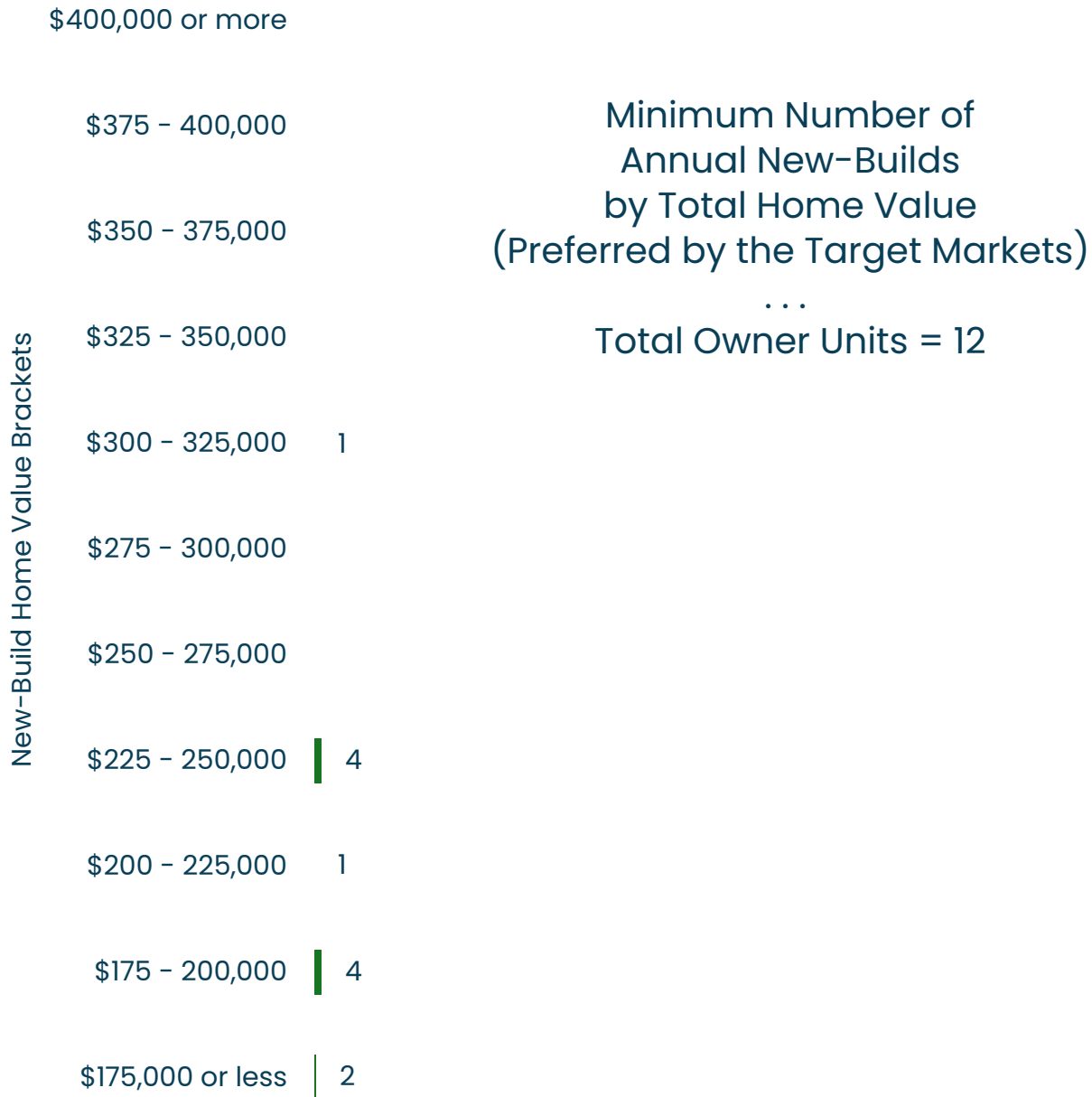


Total = 60  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Hudson City Capture with New-Builds | Year 2025

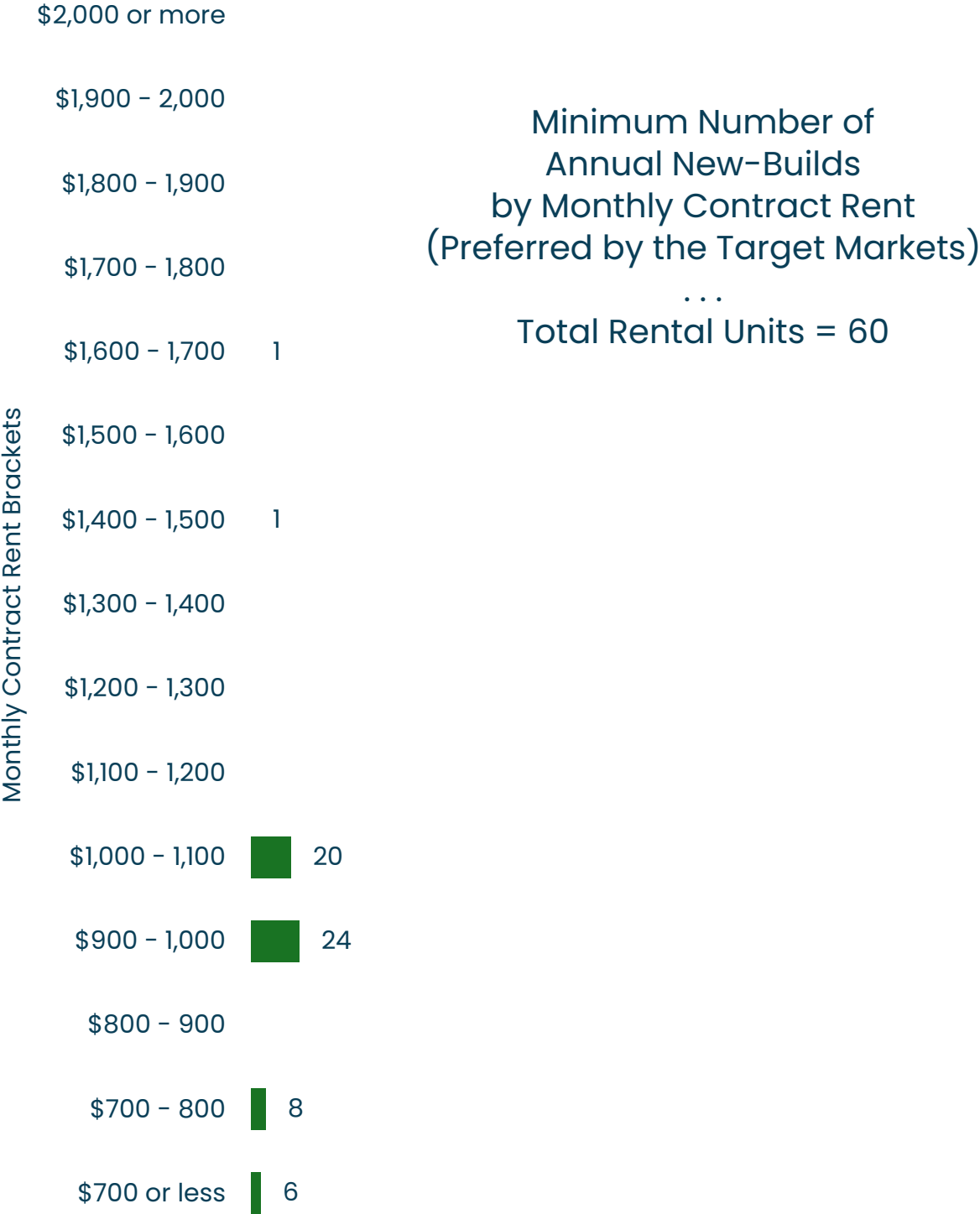


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

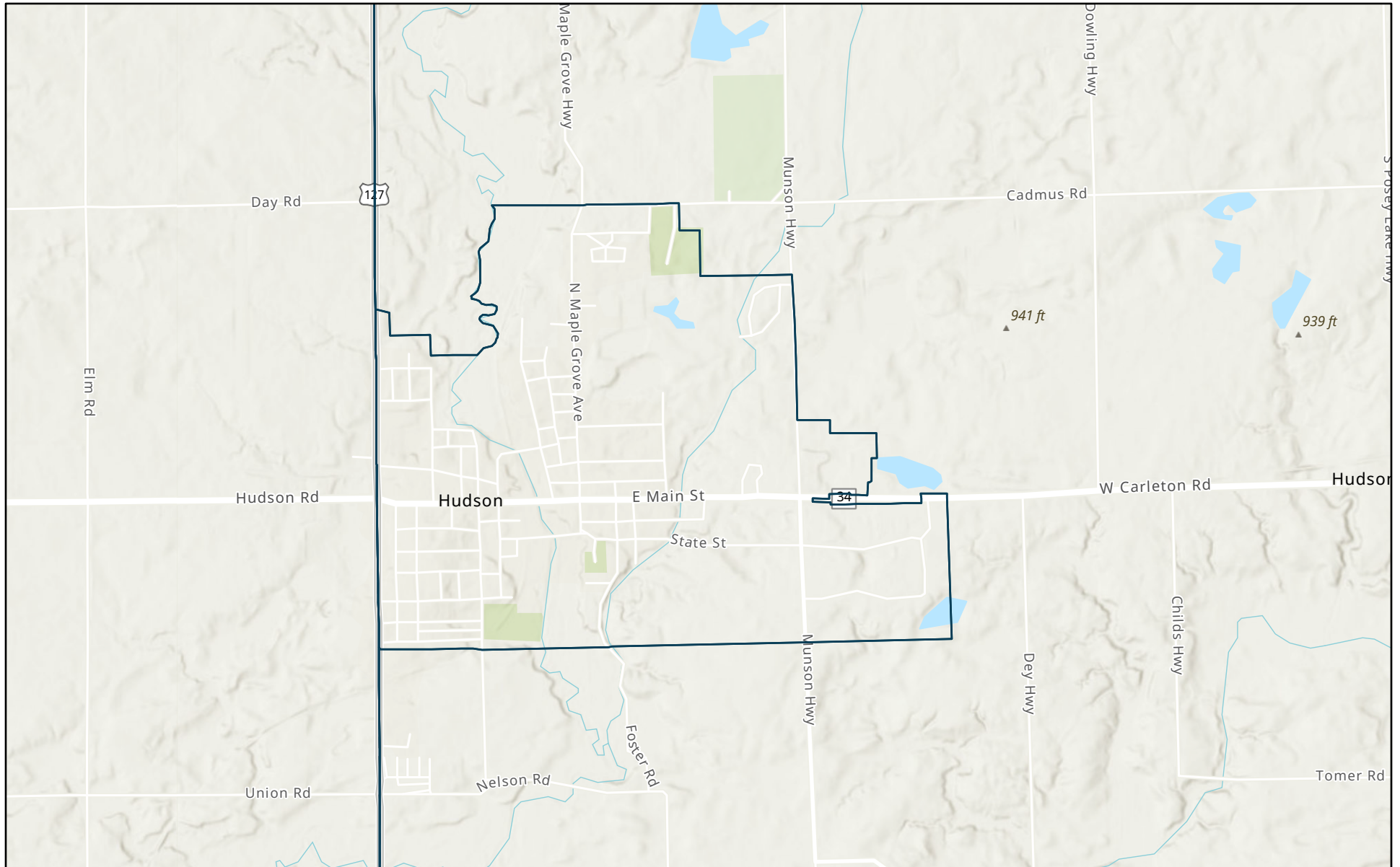
# Preferred Contract Rents | Hudson City Capture with New Builds | Year 2025



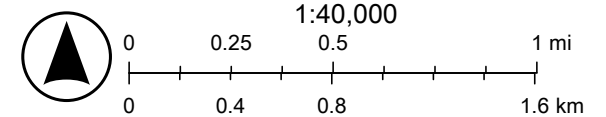
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



Regional Setting | Hudson City  
Lenawee County, Michigan | 2022



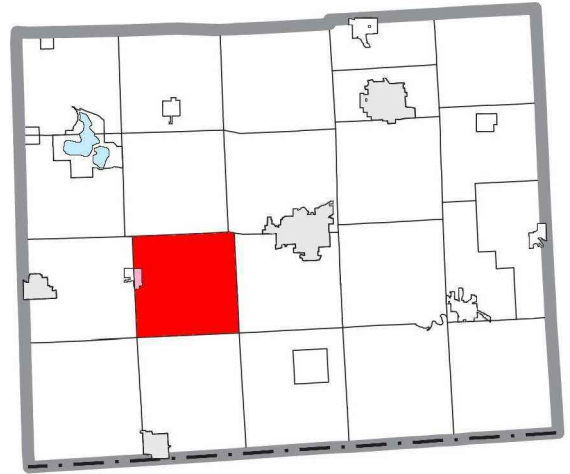
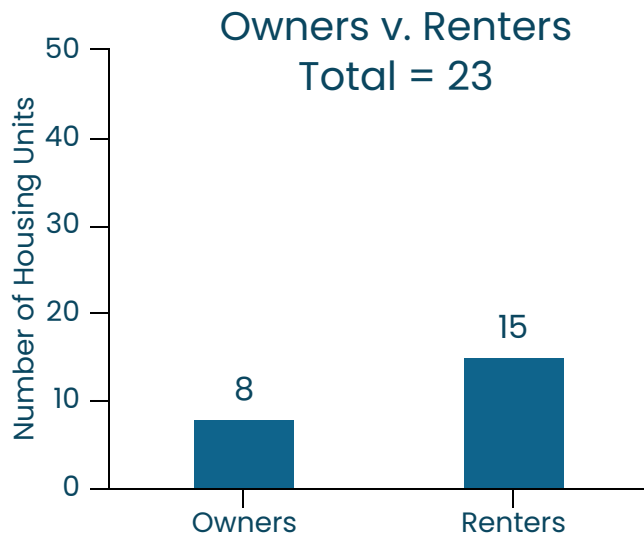
4/7/2023



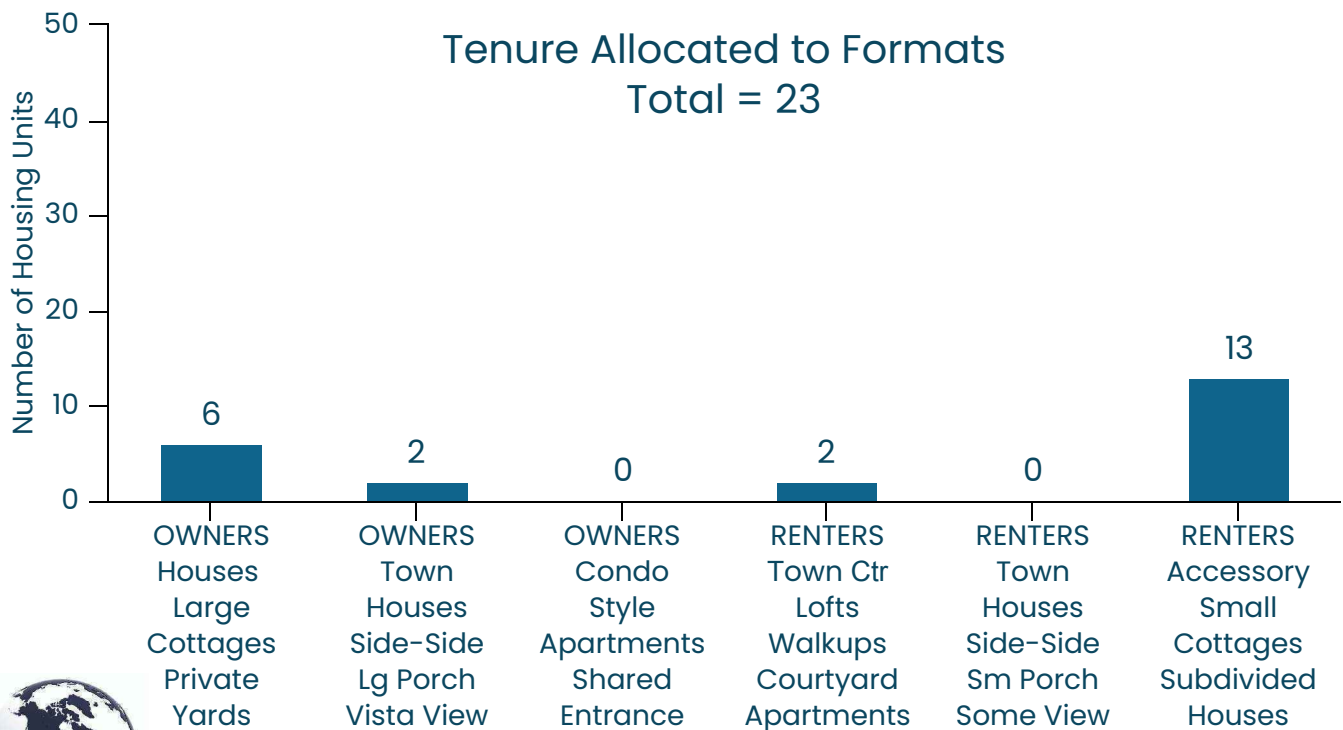
Province of Ontario, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, FEMA

# Annual Market Potential | Dover Twp

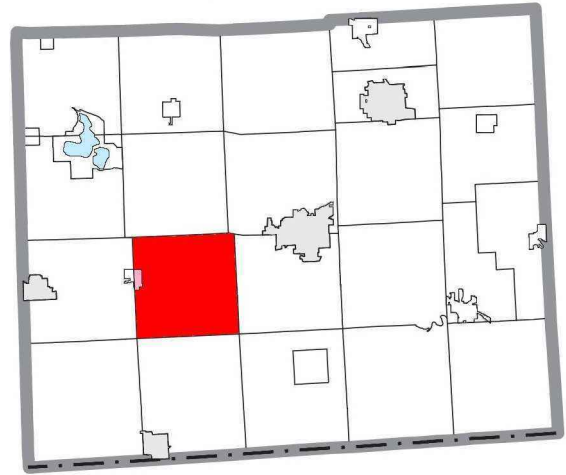
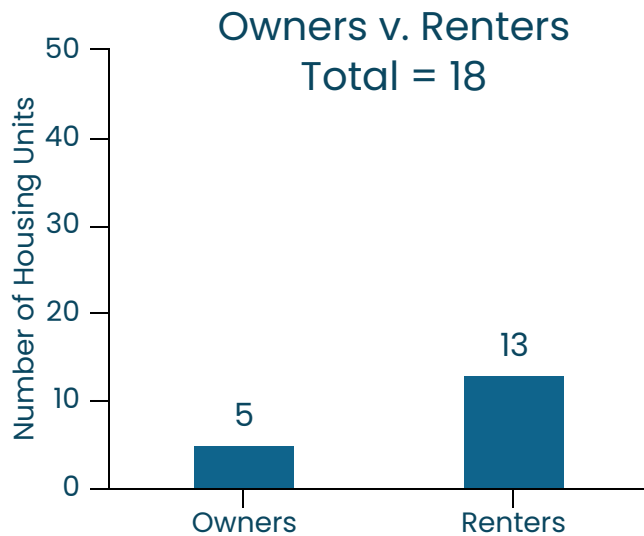
## Retain with Rehabs | Year 2025



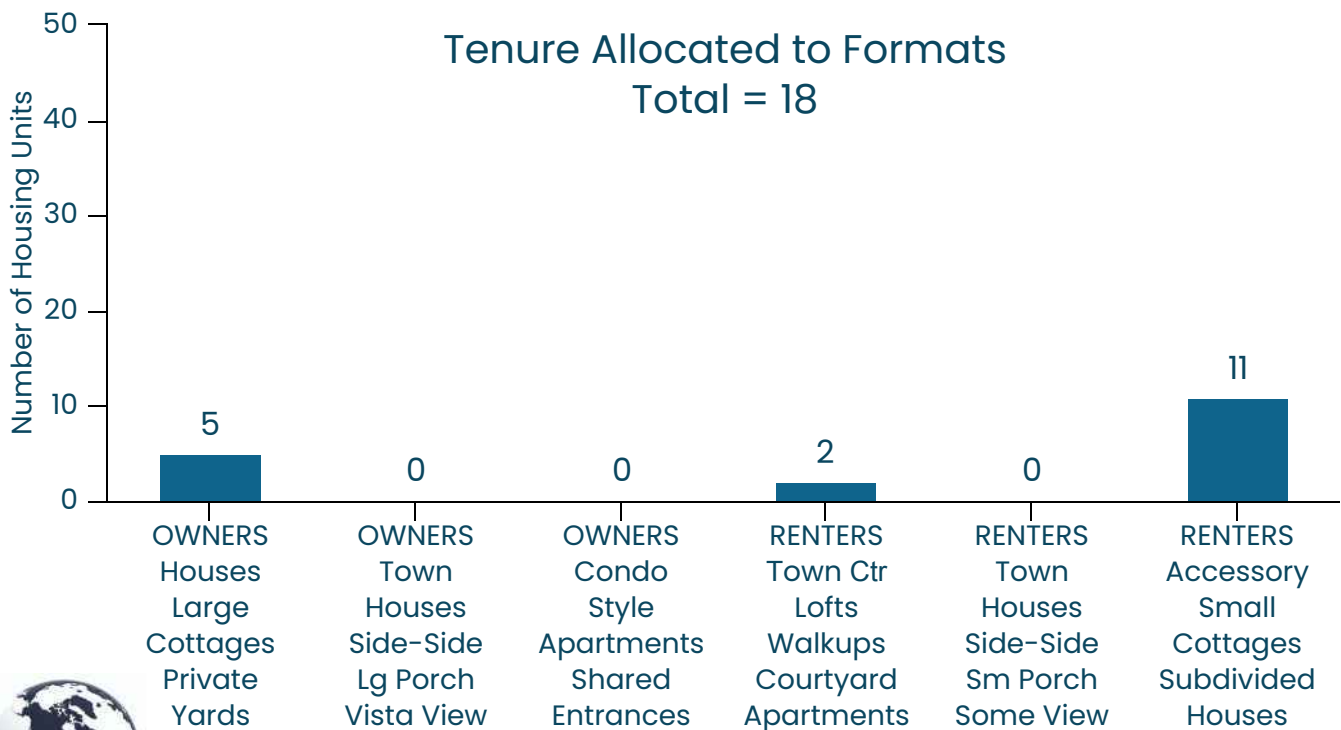
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Dover Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



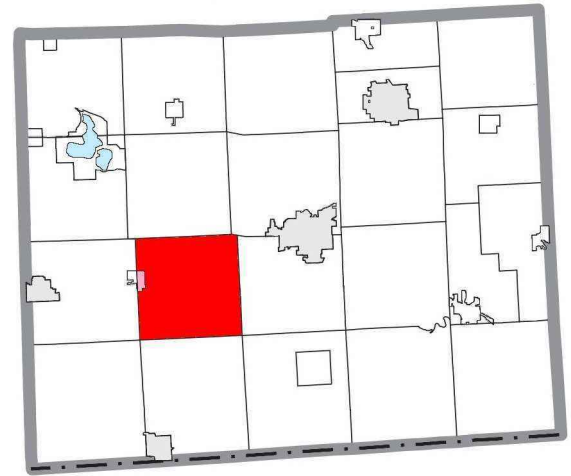
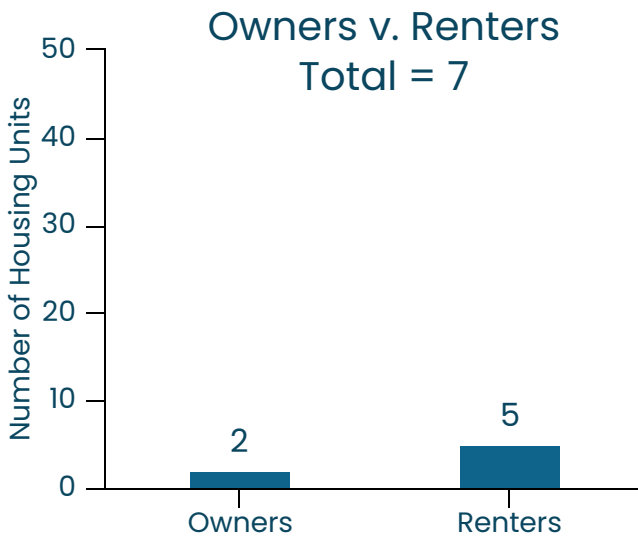
# Annual Market Potential | Dover Twp Capture with New Builds | Year 2025



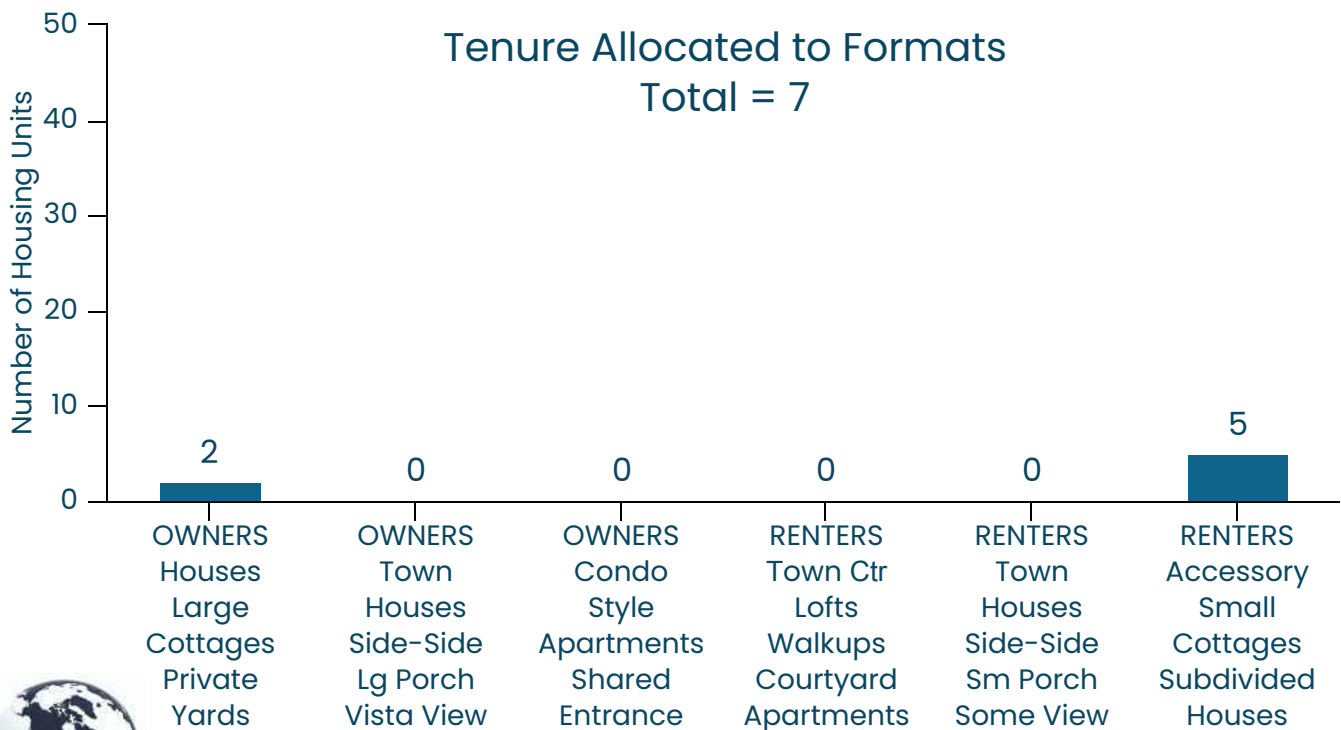
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Dover Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Dover Twp Intercept with New Builds | Year 2025



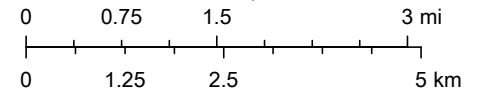
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Dover Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Regional Setting | Dover Township  
Lenawee County, Michigan | 2022



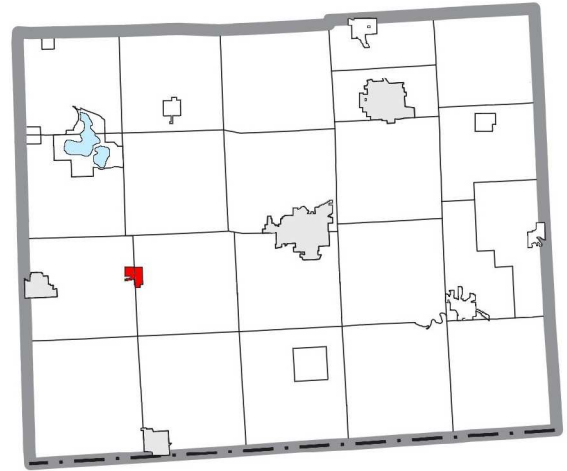
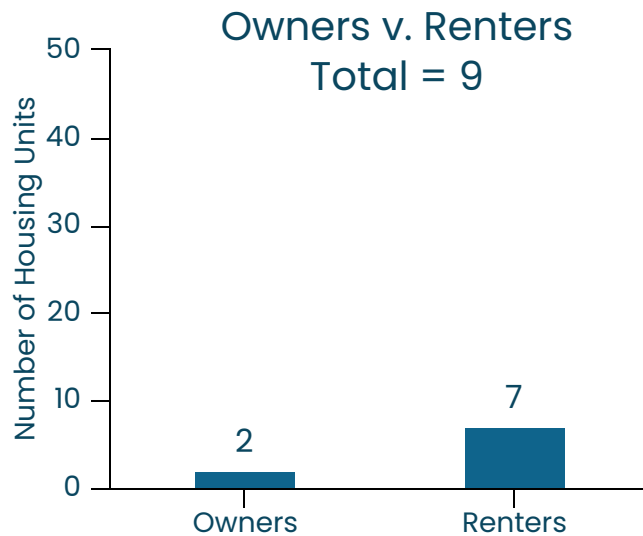
1:128,348



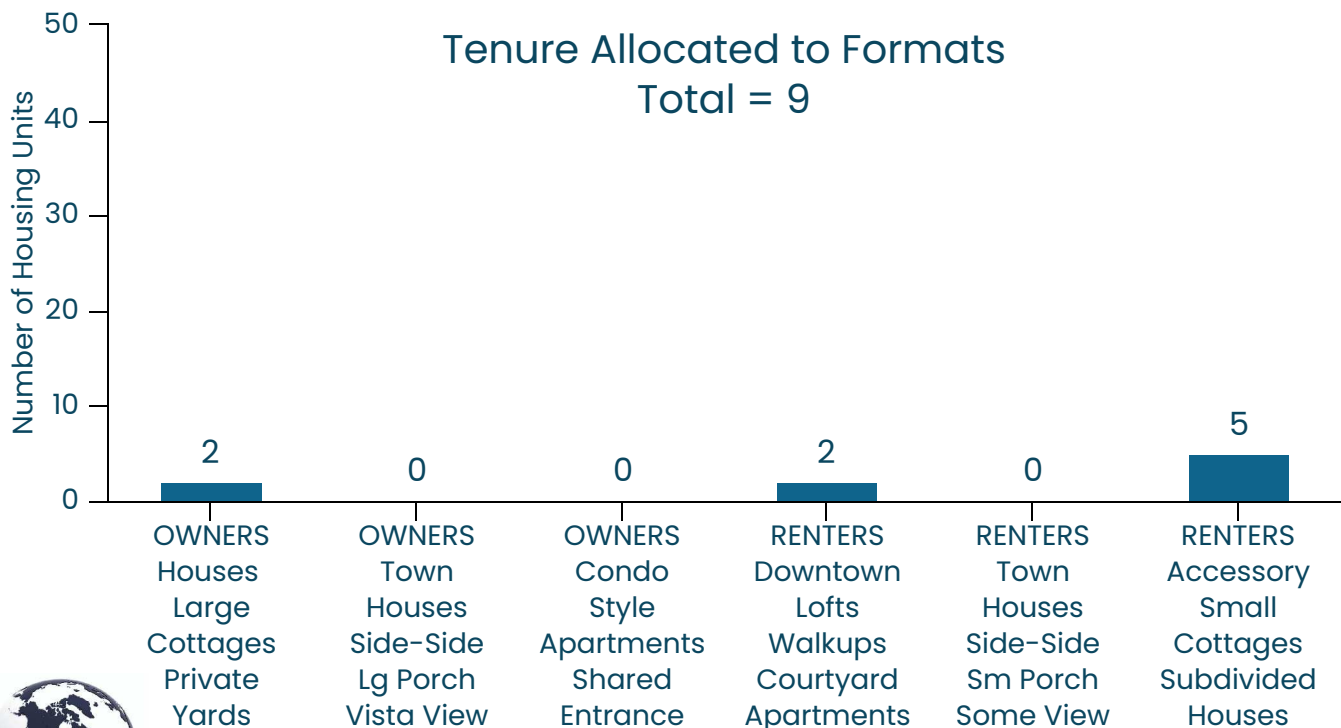


# Annual Market Potential | Clayton Village

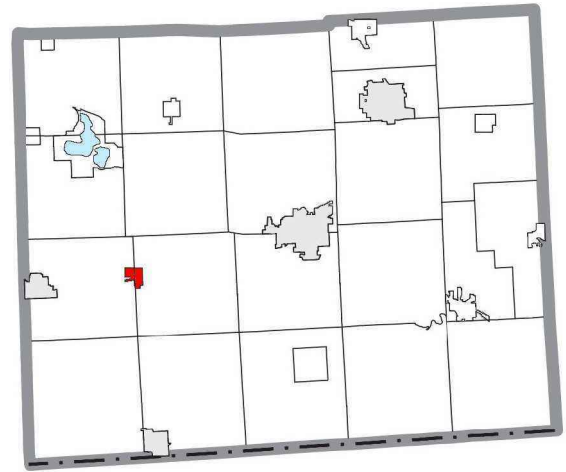
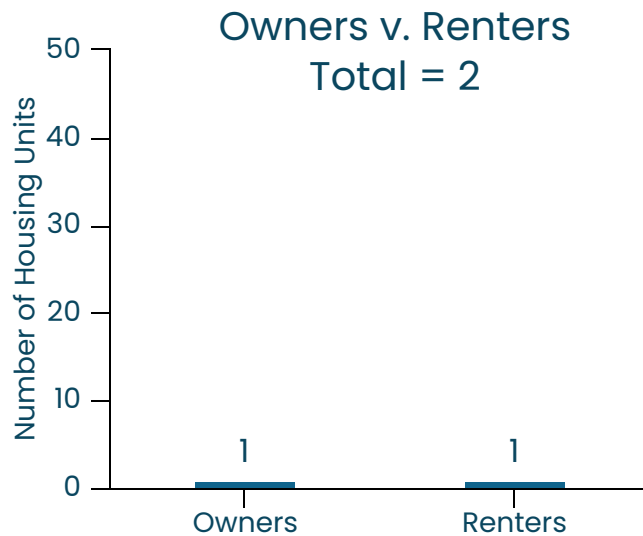
## Retain with Rehabs | Year 2025



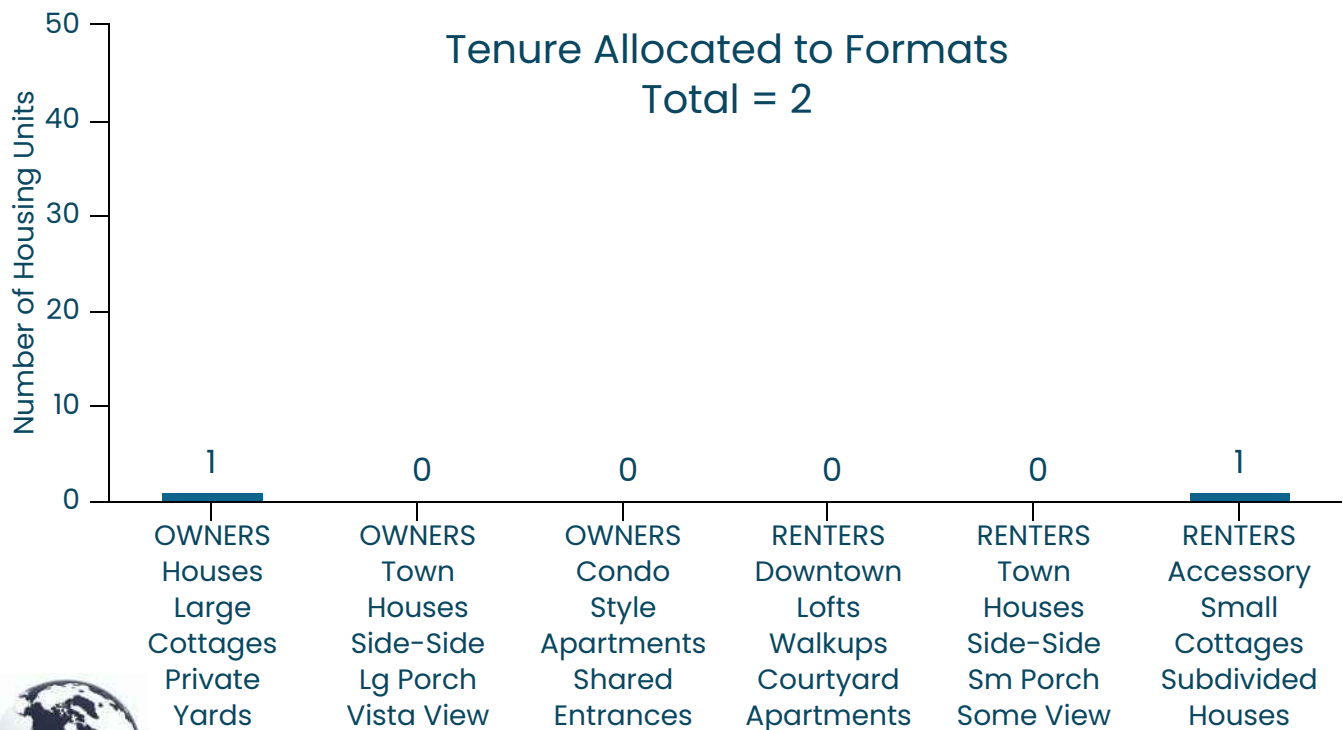
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Village of Clayton by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



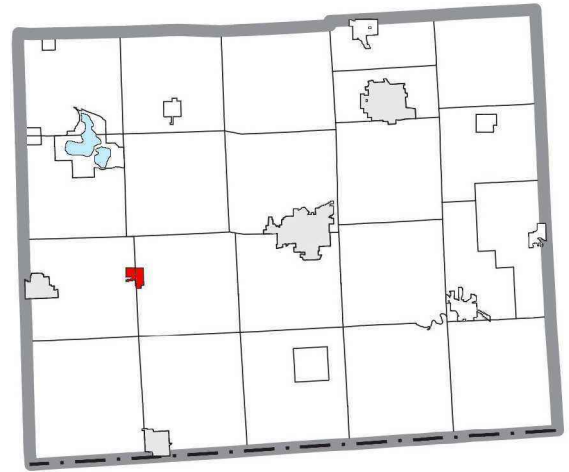
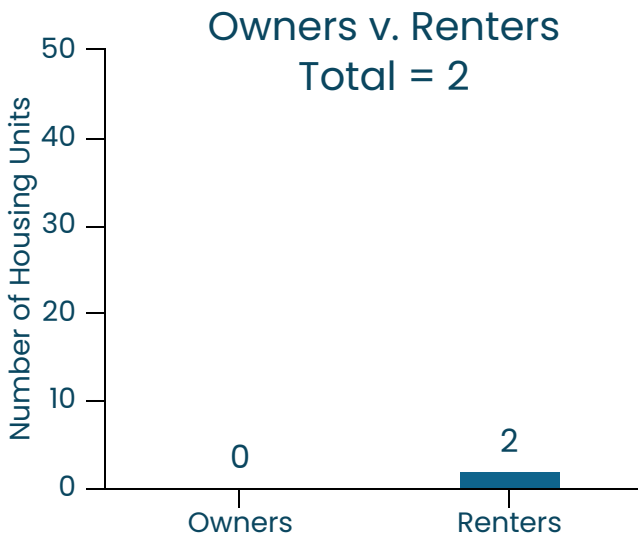
# Annual Market Potential | Clayton Village Capture with New Builds | Year 2025



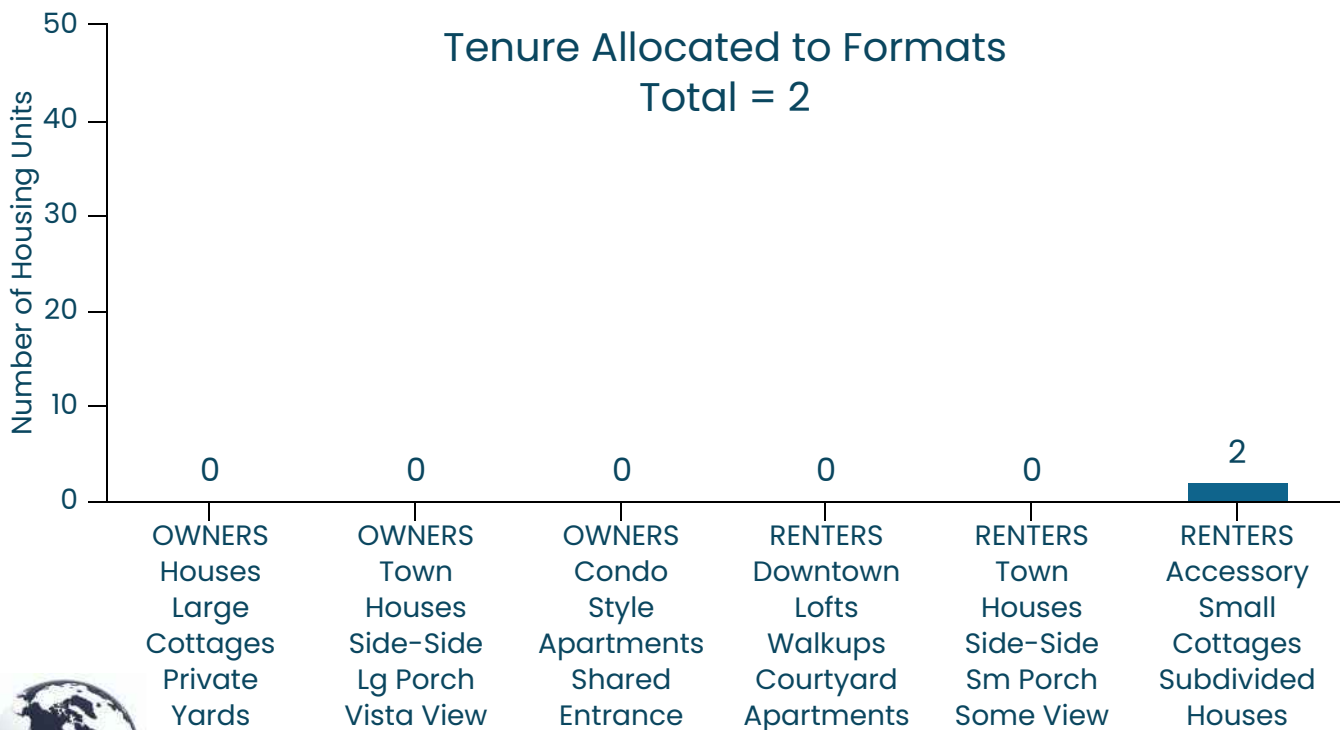
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Village of Clayton by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Clayton Village Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Village of Clayton. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Clayton Village

## Capture of New Owners | Year 2025

all other lifestyle clusters  
Sports Utility Families | D15  
No Place Like Home | E20  
Unspoiled Splendor | E21  
Fast Track Couples | F22  
Families Matter Most | F23  
Destination Recreation | H29  
Stockcars State Parks | I30 | 1  
Blue Collar Comfort | I31  
Aging in Place | J34  
Rural Escape | J35  
Settled Sensibly | J36  
Wired for Success | K37  
Bohemian Groove | K40  
Booming Consuming | L41  
Rooted Flower Power | L42  
Homemade Happiness | L43  
Red White Bluegrass | M44  
Infants Debit Cards | M45  
True Grit Americans | N46  
Countrified Pragmatics | N47  
Full Steam Ahead | O50  
Digital Dependents | O51  
Colleges Cafes | O53  
Striving Singles | O54  
Family Troopers | O55  
Town Elders Leaders | Q64  
Senior Discounts | Q65  
Daring to Dream | R66  
Small Town Pockets | S68  
Tight Money | S70

Total = 1  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

# Annual Market Potential | Clayton Village Capture of New Renters | Year 2025

all other lifestyle clusters  
Sports Utility Families | D15  
No Place Like Home | E20  
Unspoiled Splendor | E21  
Fast Track Couples | F22  
Families Matter Most | F23  
Destination Recreation | H29  
Stockcars State Parks | I30  
Blue Collar Comfort | I31  
Aging in Place | J34  
Rural Escape | J35  
Settled Sensibly | J36  
Wired for Success | K37  
Bohemian Groove | K40  
Booming Consuming | L41  
Rooted Flower Power | L42  
Homemade Happiness | L43  
Red White Bluegrass | M44 | 1  
Infants Debit Cards | M45  
True Grit Americans | N46  
Countrified Pragmatics | N47  
Full Steam Ahead | O50  
Digital Dependents | O51  
Colleges Cafes | O53  
Striving Singles | O54  
Family Troopers | O55  
Town Elders Leaders | Q64  
Senior Discounts | Q65  
Daring to Dream | R66  
Small Town Pockets | S68  
Tight Money | S70

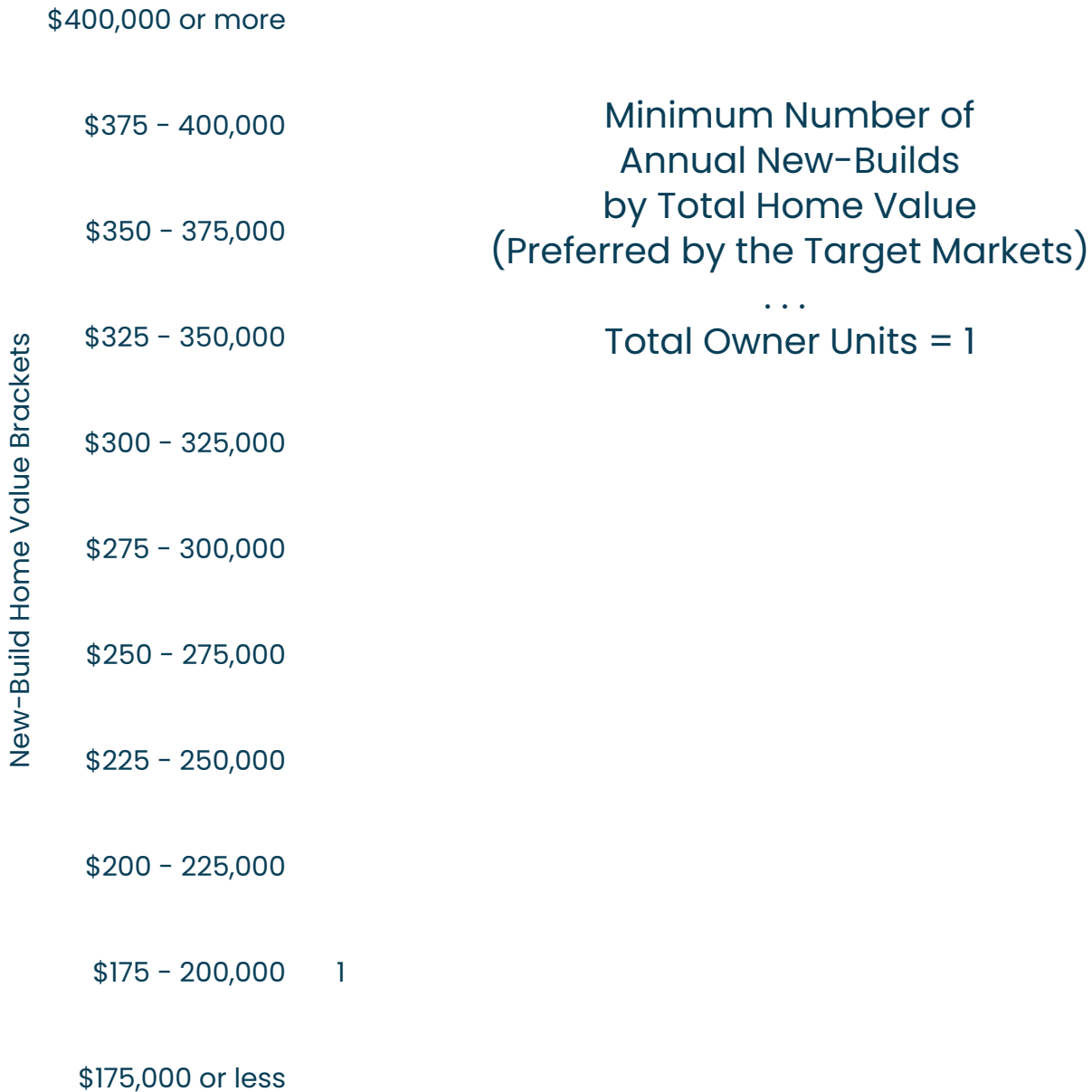
Total = 1  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

# Preferred Home Values | Clayton Village Capture with New-Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

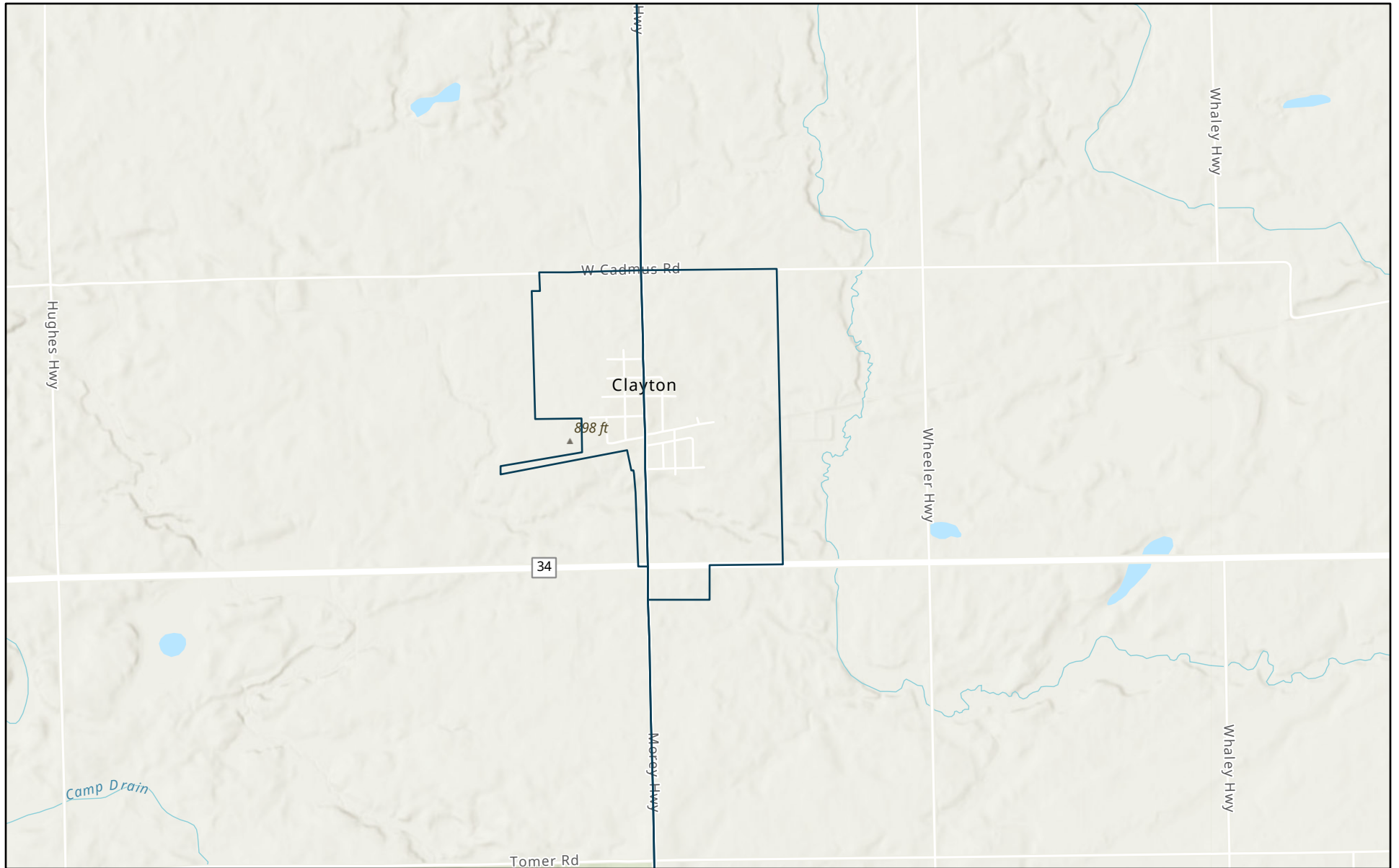
# Preferred Contract Rents | Clayton Village Capture with New Builds | Year 2025



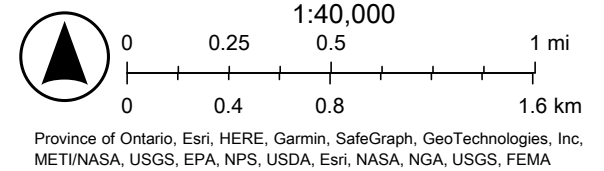
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



Regional Setting | Clayton Village  
Lenawee County, Michigan | 2022



4/7/2023





# Section 1-G

Rome Township

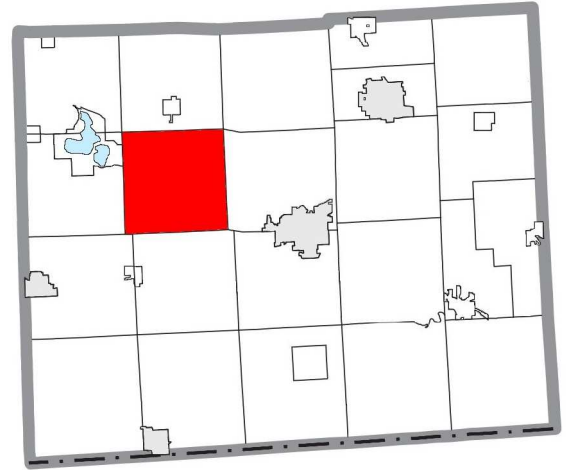
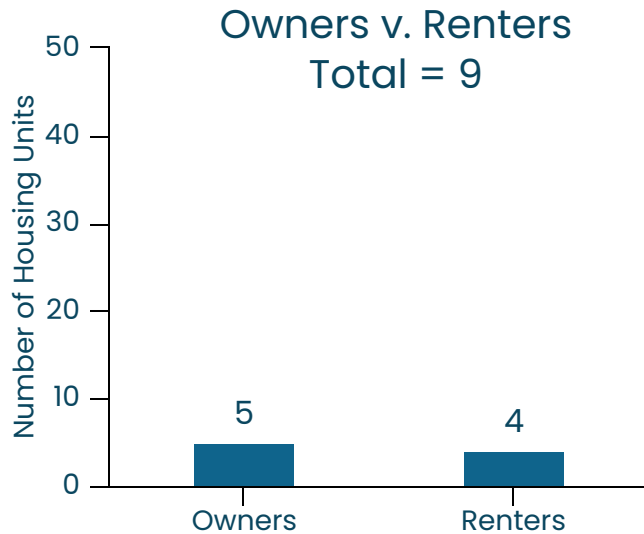
Adrian Township

Madison Township

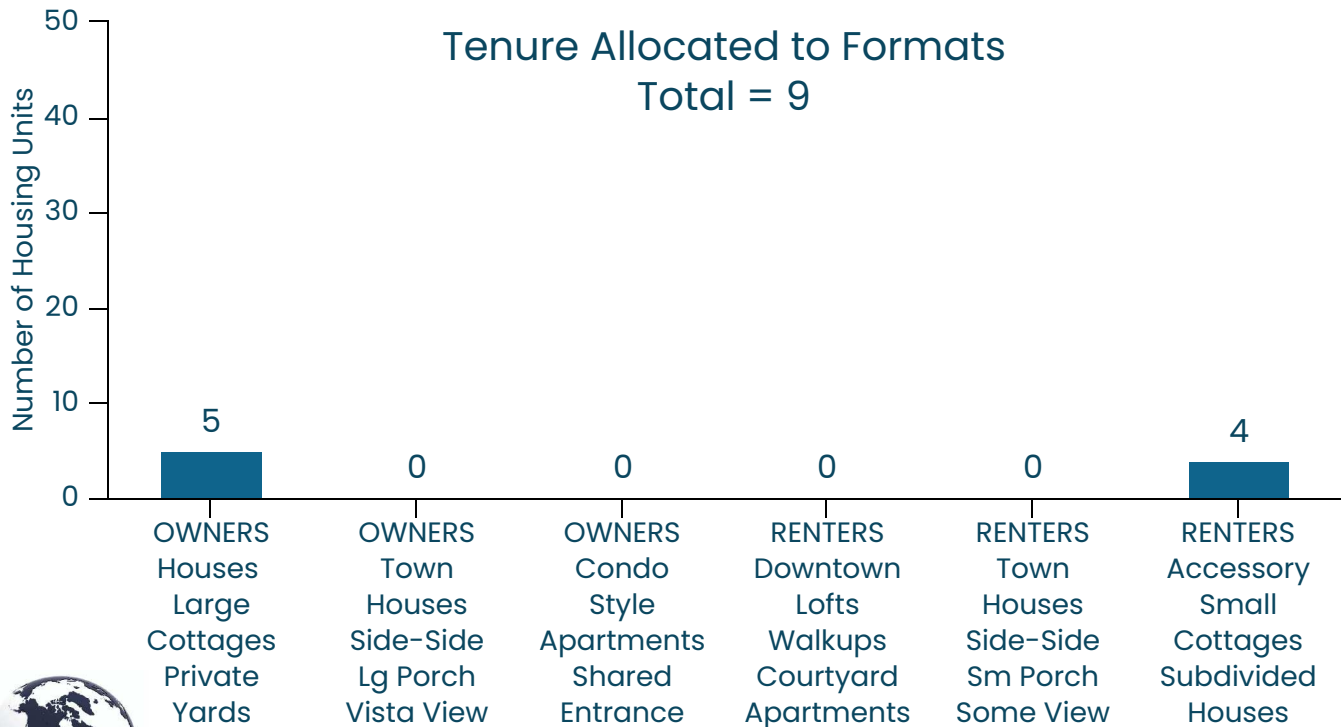
Adrian City

# Annual Market Potential | Rome Twp

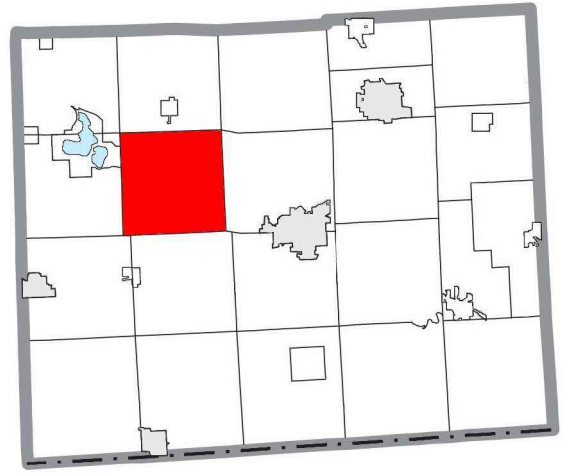
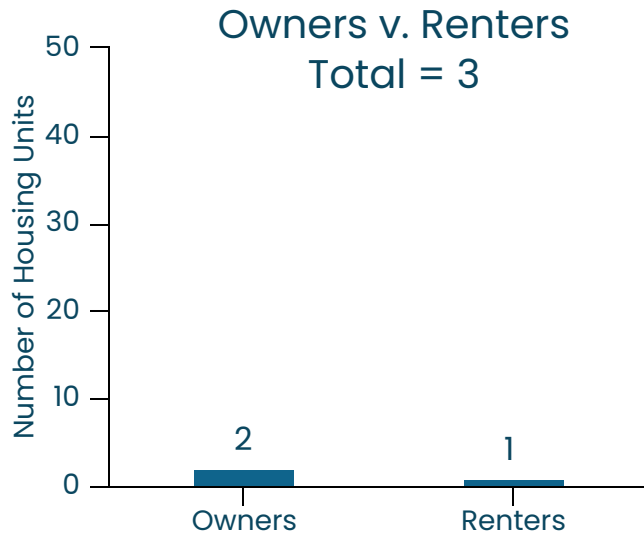
## Retain with Rehabs | Year 2025



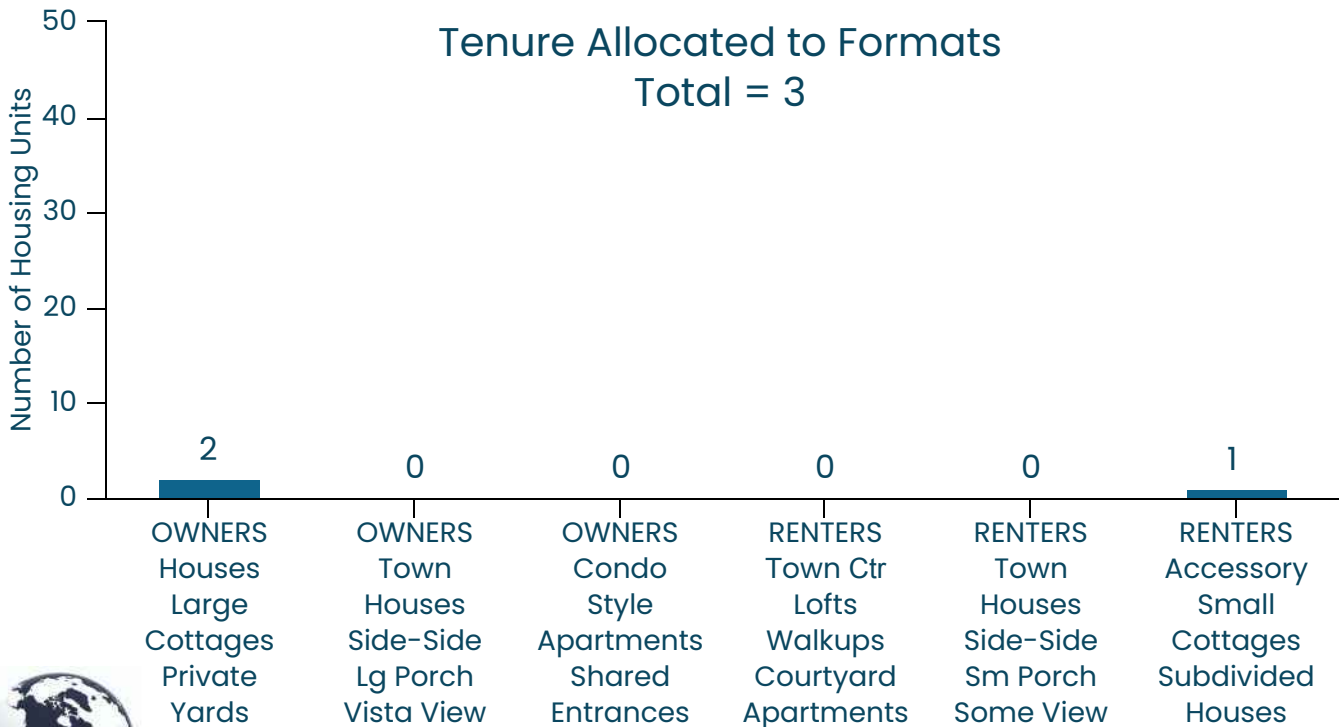
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Rome Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



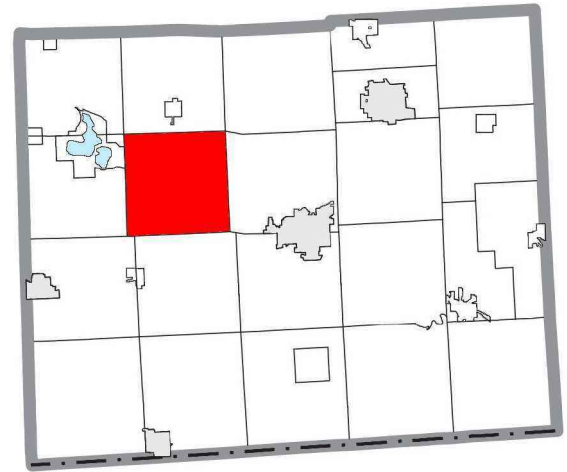
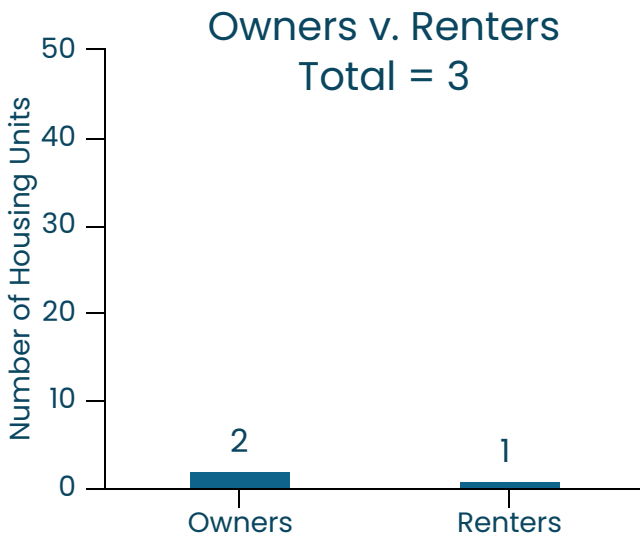
# Annual Market Potential | Rome Twp Capture with New Builds | Year 2025



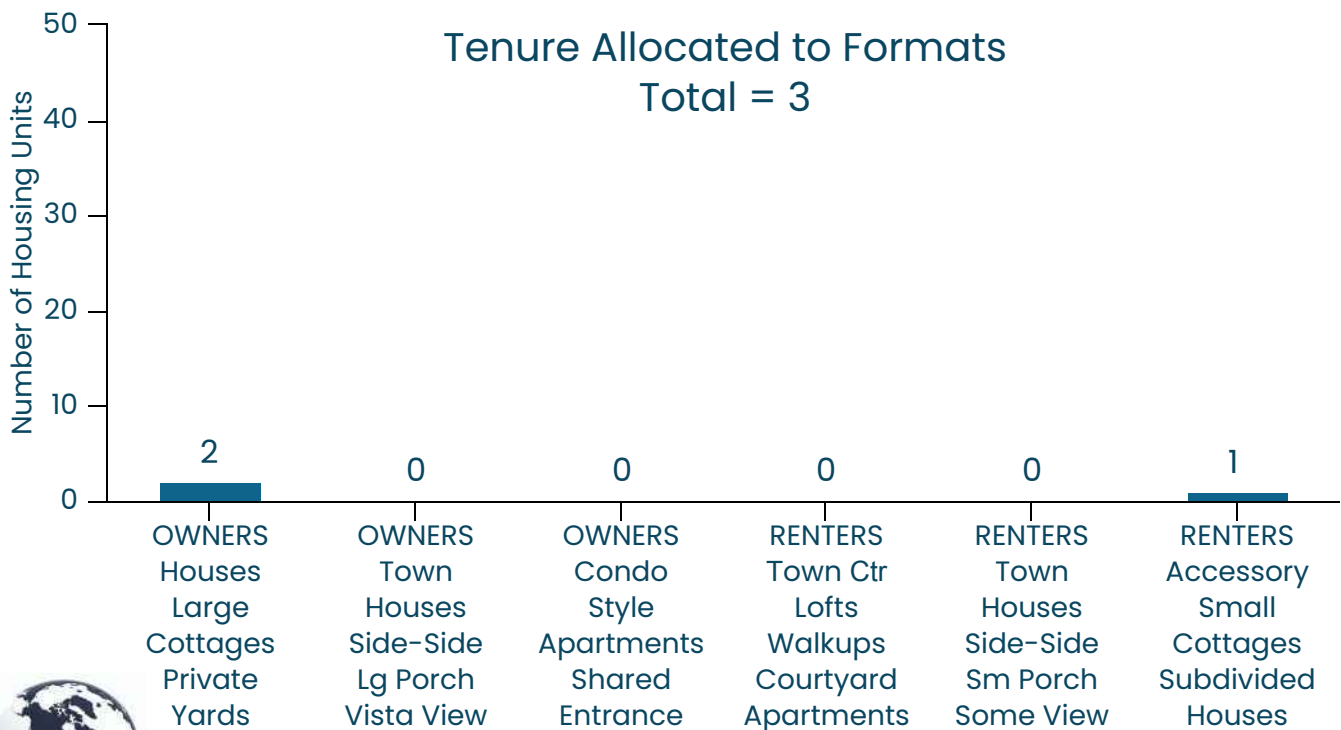
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Rome Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



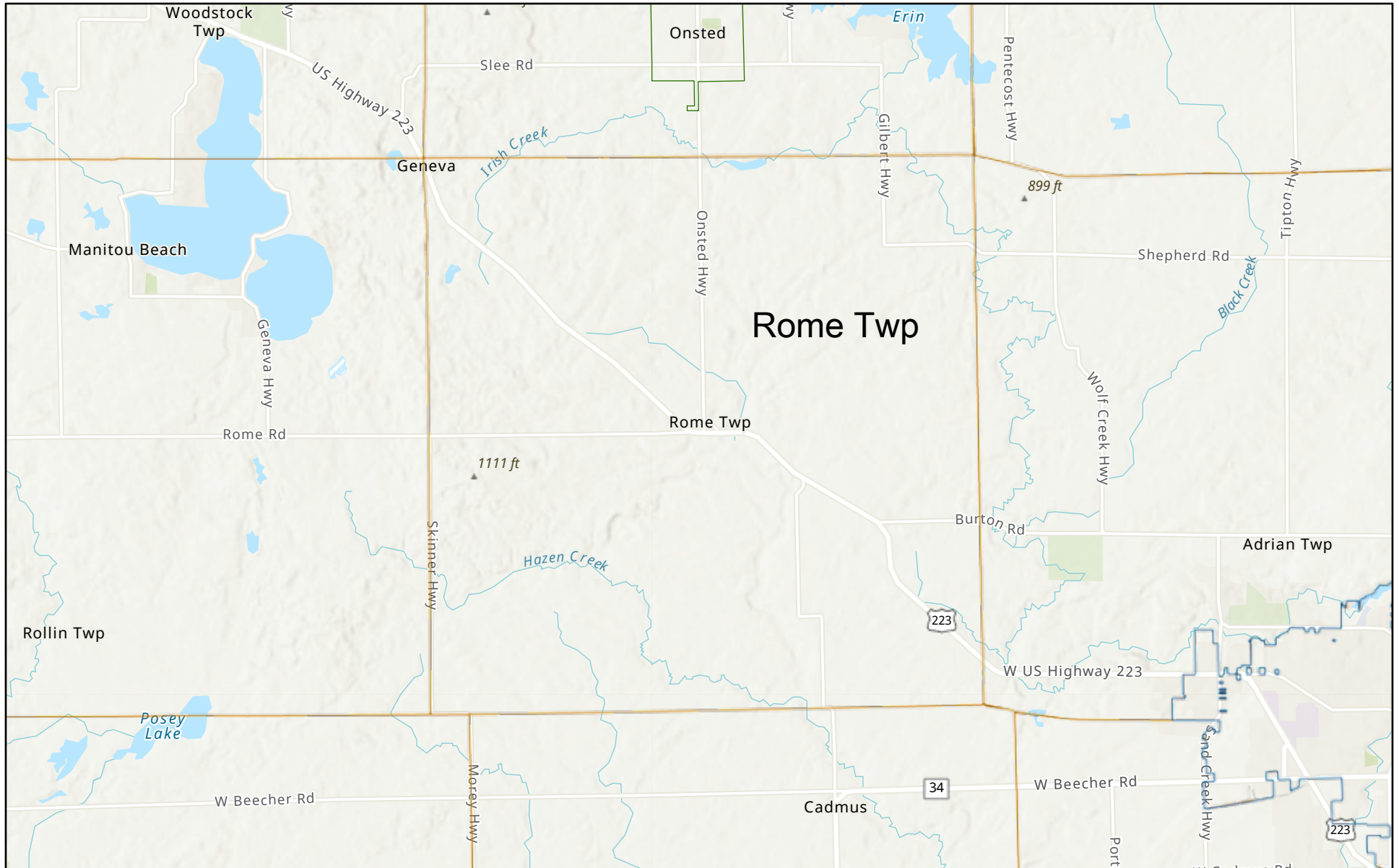
# Annual Market Potential | Rome Twp Intercept with New Builds | Year 2025



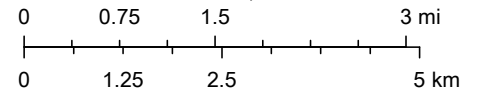
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Rome Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Regional Setting | Rome Township Lenawee County, Michigan | 2022

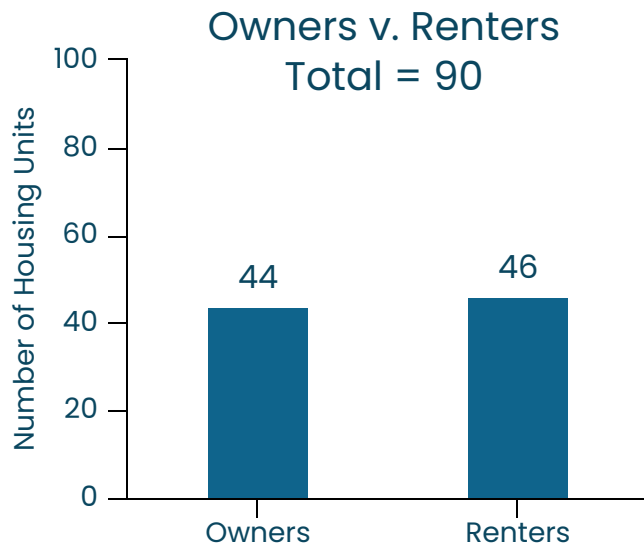


1:128,348

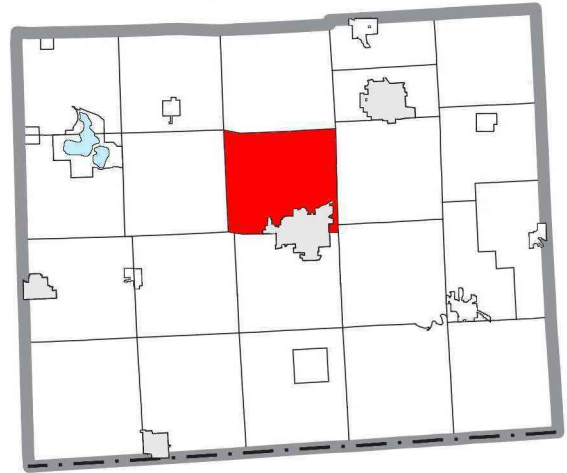


# Annual Market Potential | Adrian Twp

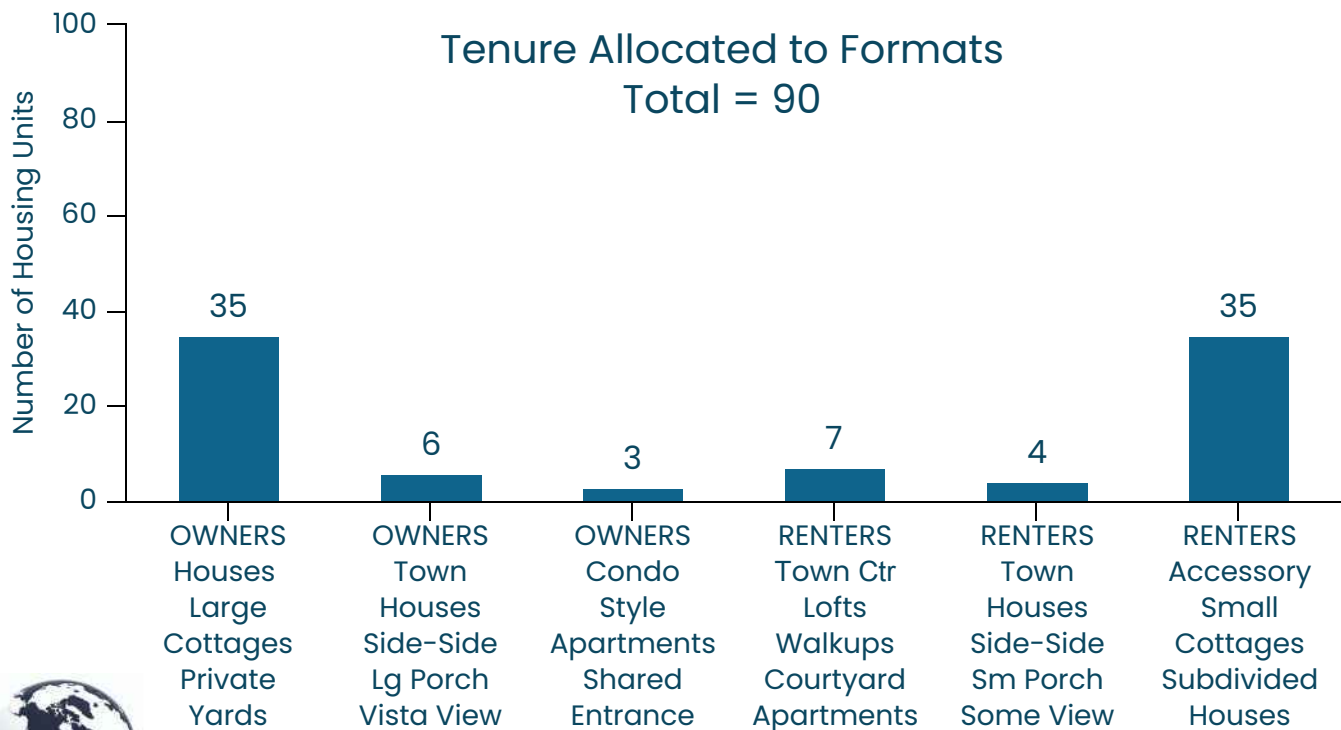
## Retain with Rehabs | Year 2025



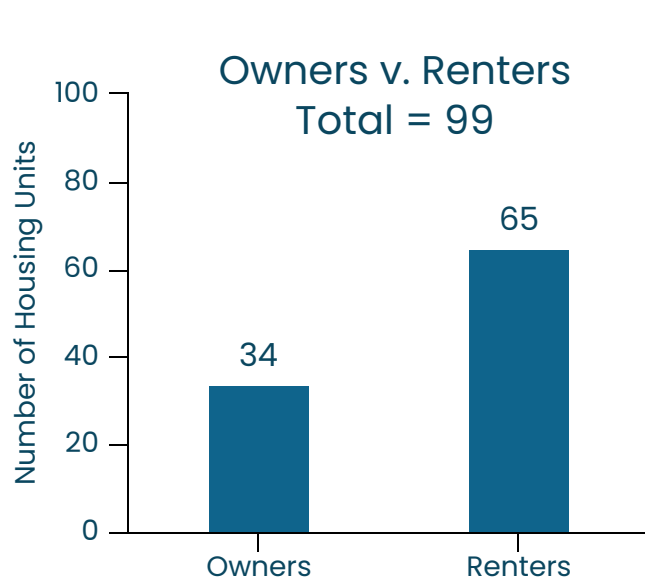
Note: Adrian Township excludes the City of Adrian.



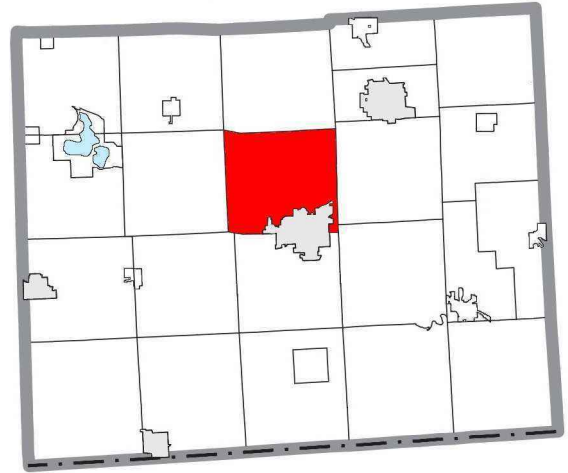
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Adrian Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



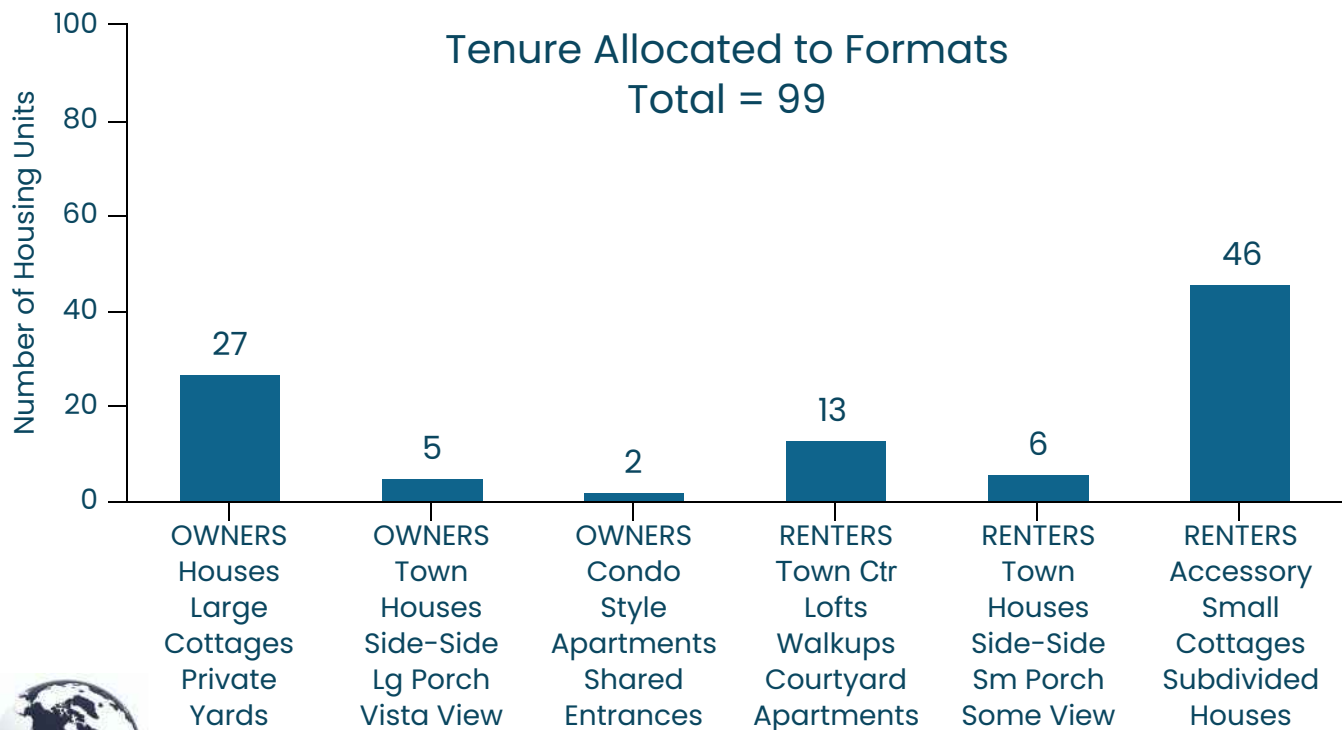
# Annual Market Potential | Adrian Twp Capture with New Builds | Year 2025



Note: Adrian Township excludes the City of Adrian.



Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Adrian Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

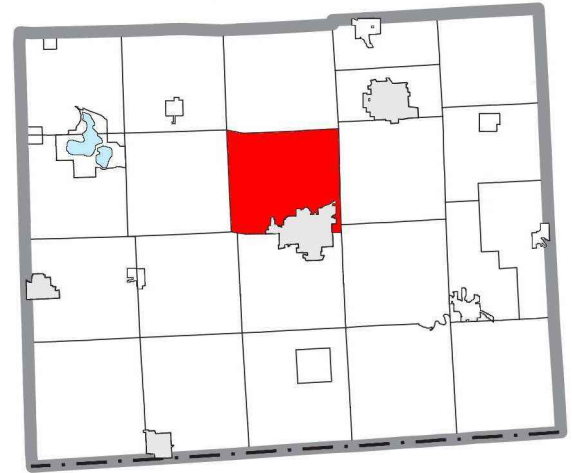
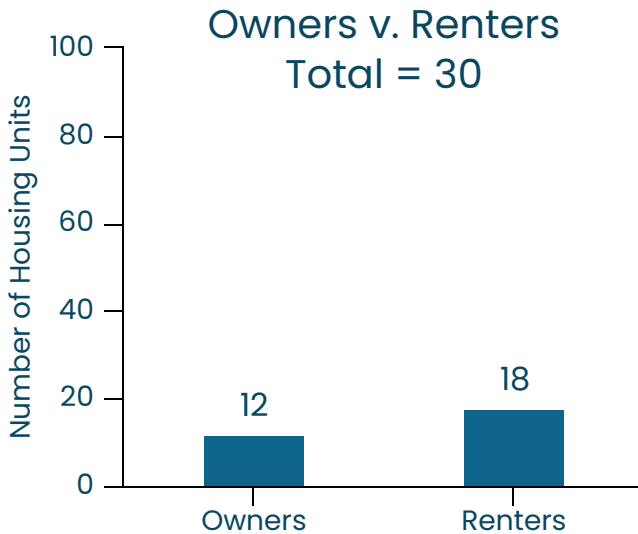


LandUseUSA  
UrbanStrategies

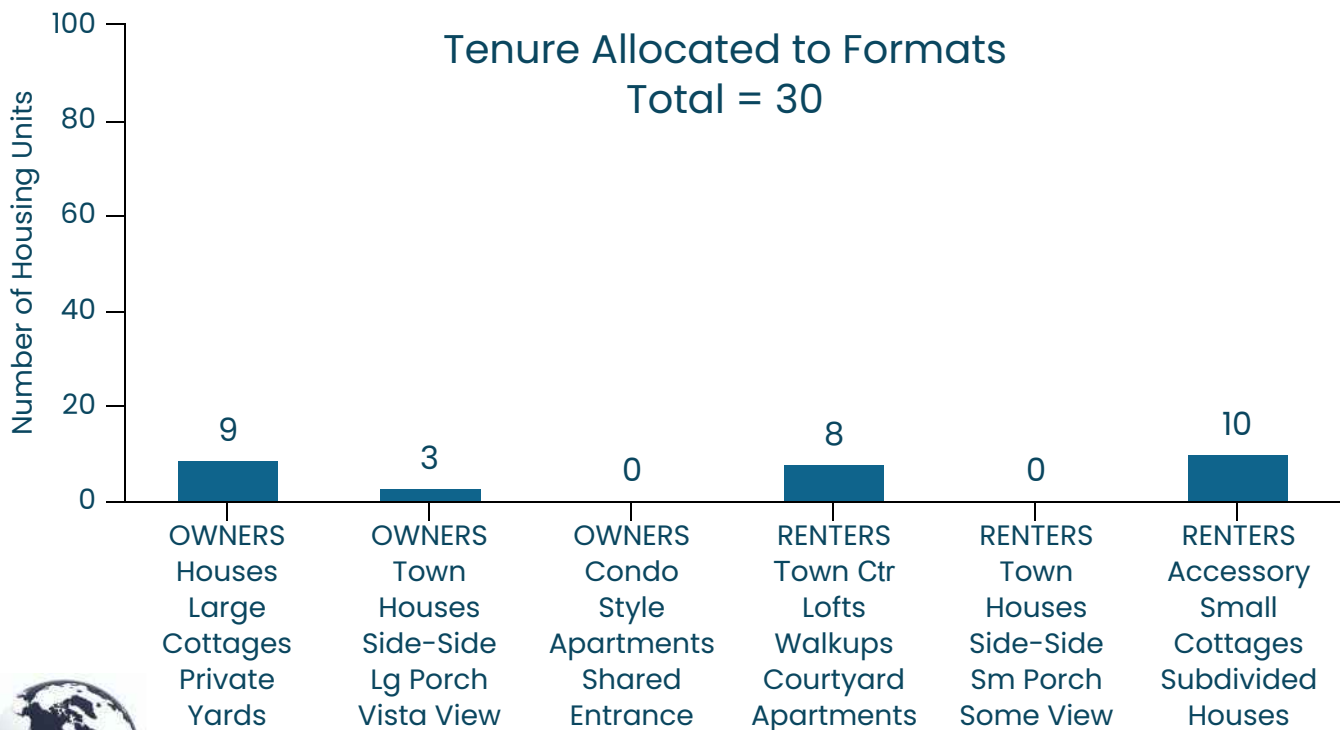
Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Adrian Twp Intercept with New Builds | Year 2025

Note: Adrian Township excludes the City of Adrian.



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Adrian Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



LandUseUSA  
UrbanStrategies

Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Adrian Twp

## Capture of New Owners | Year 2025



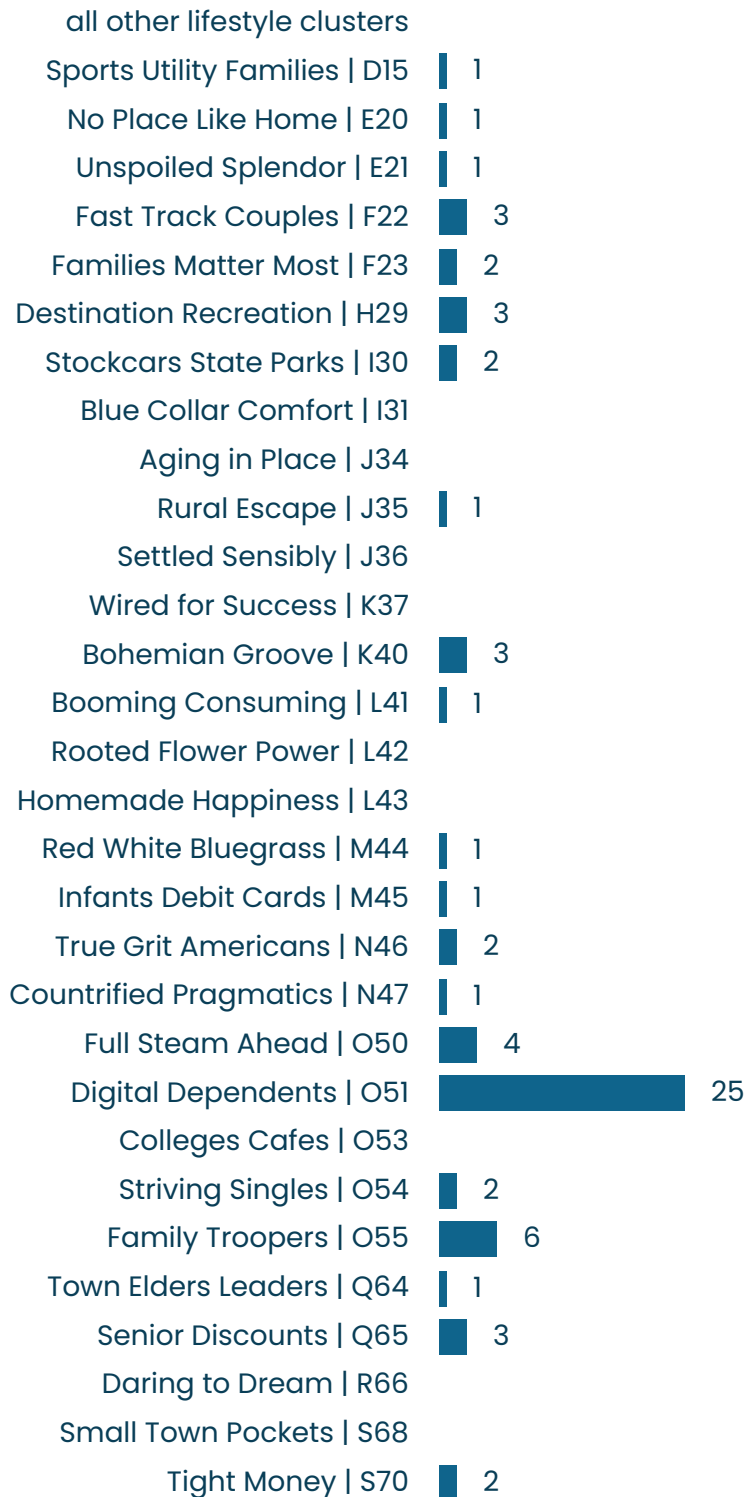
Total = 34  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Adrian Twp

## Capture of New Renters | Year 2025

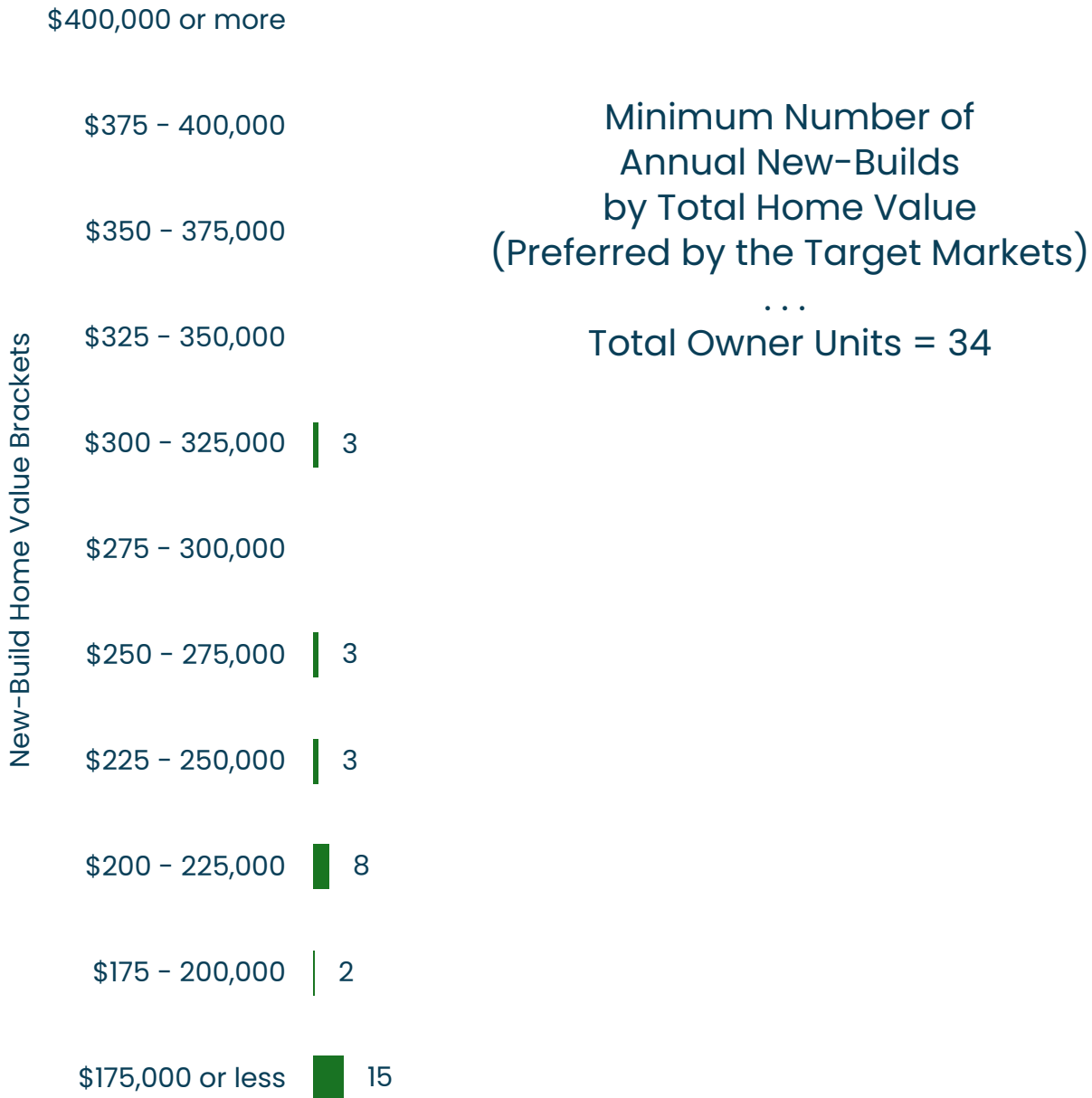


Total = 65  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Adrian Twp Capture with New-Builds | Year 2025

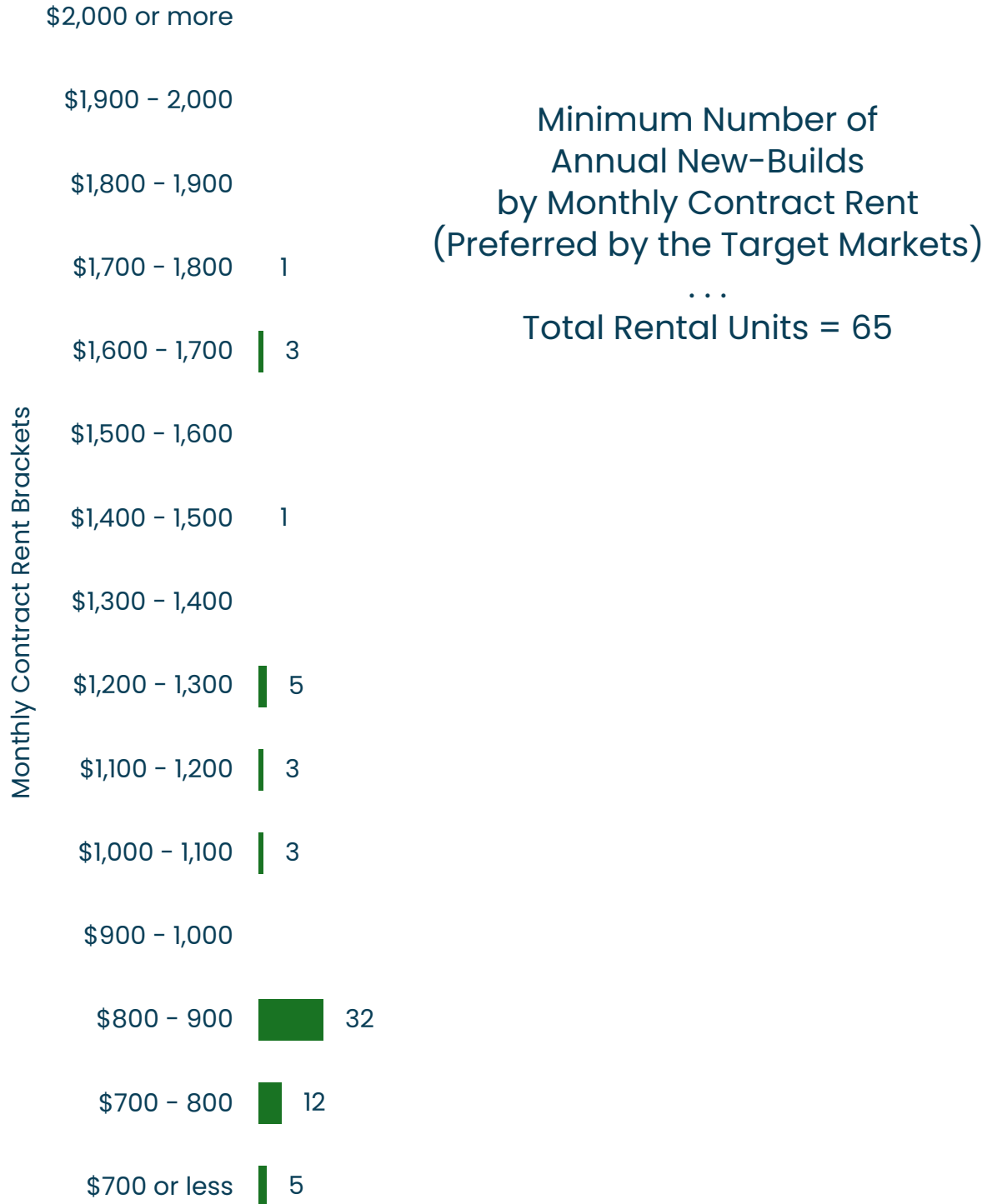


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

# Preferred Contract Rents | Adrian Twp Capture with New Builds | Year 2025



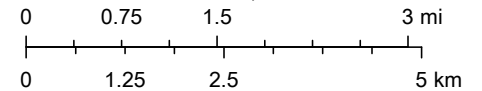
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



# Regional Setting | Adrian Township Lenawee County, Michigan | 2022



1:128,348

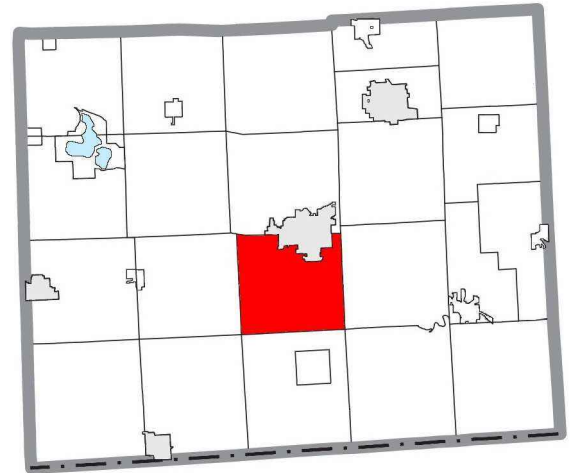
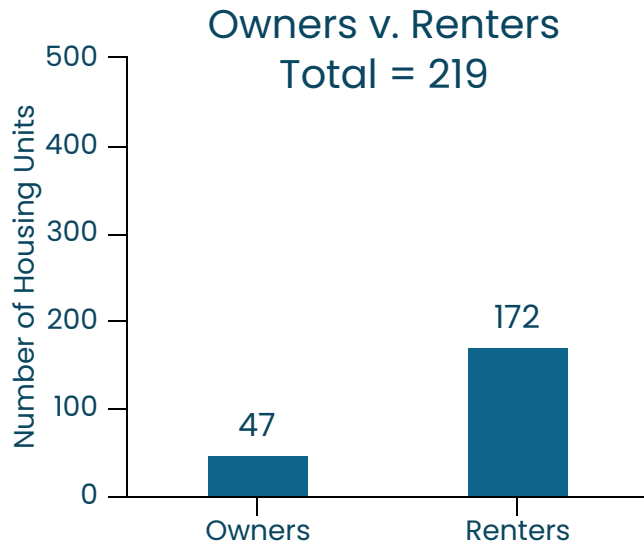


Province of Ontario, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, MIGDL -

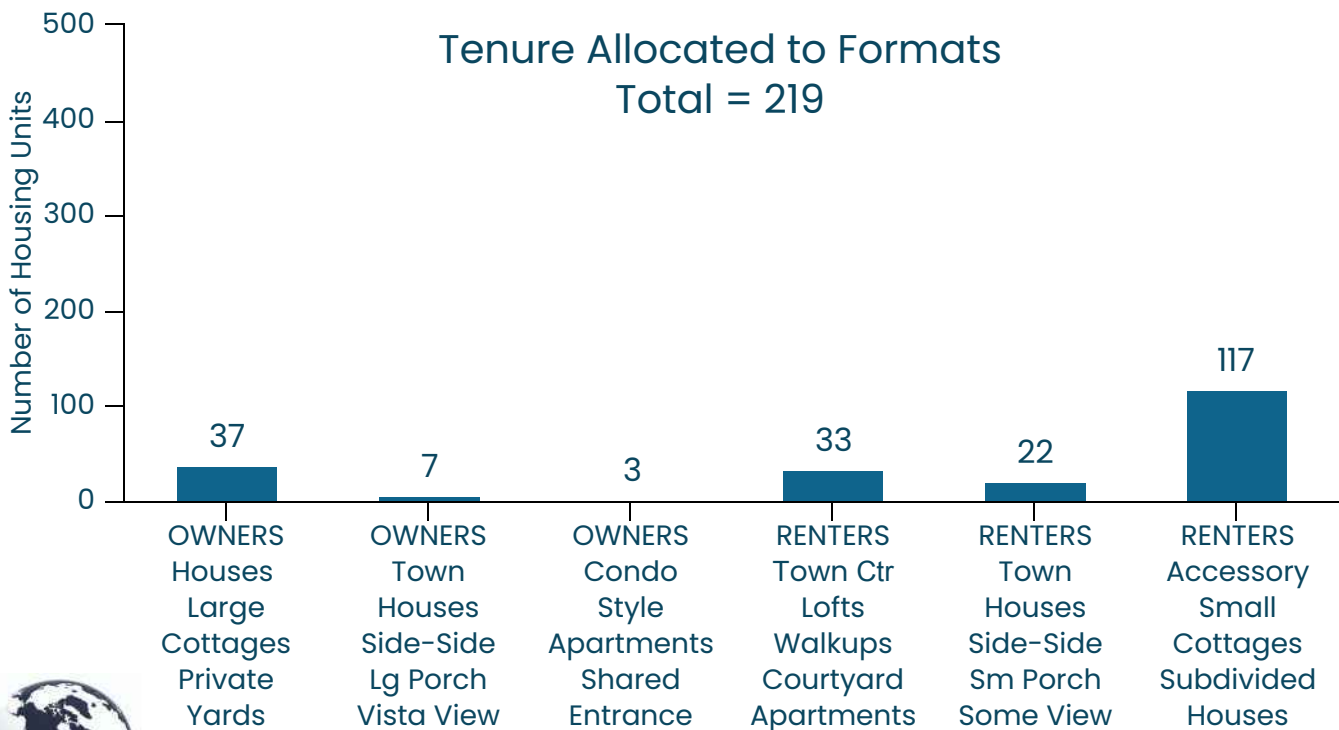
# Annual Market Potential | Madison Twp

## Retain with Rehabs | Year 2025

Note: Madison Township excludes the City of Adrian.

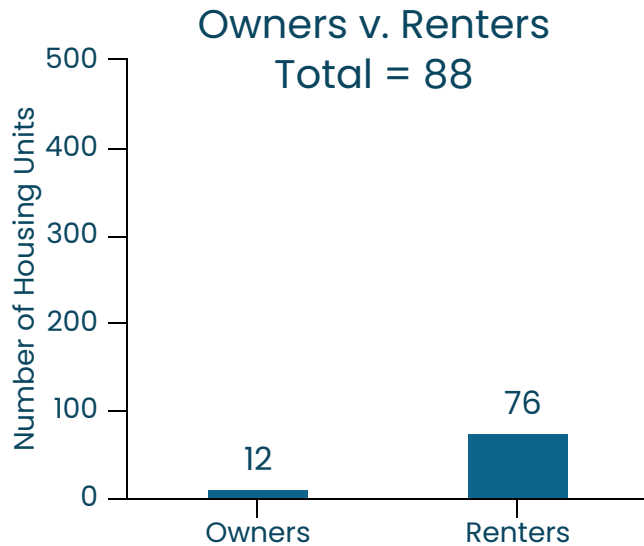


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Madison Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

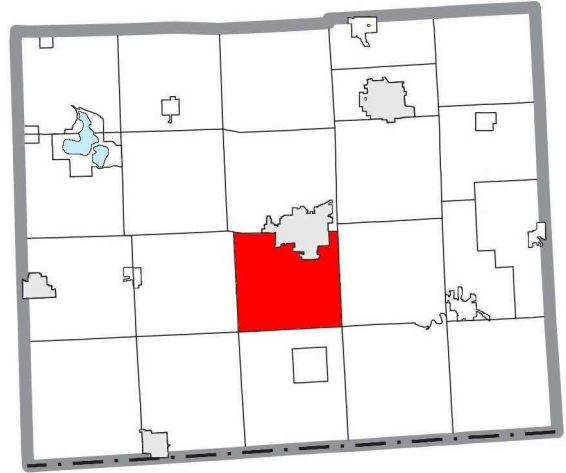


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.

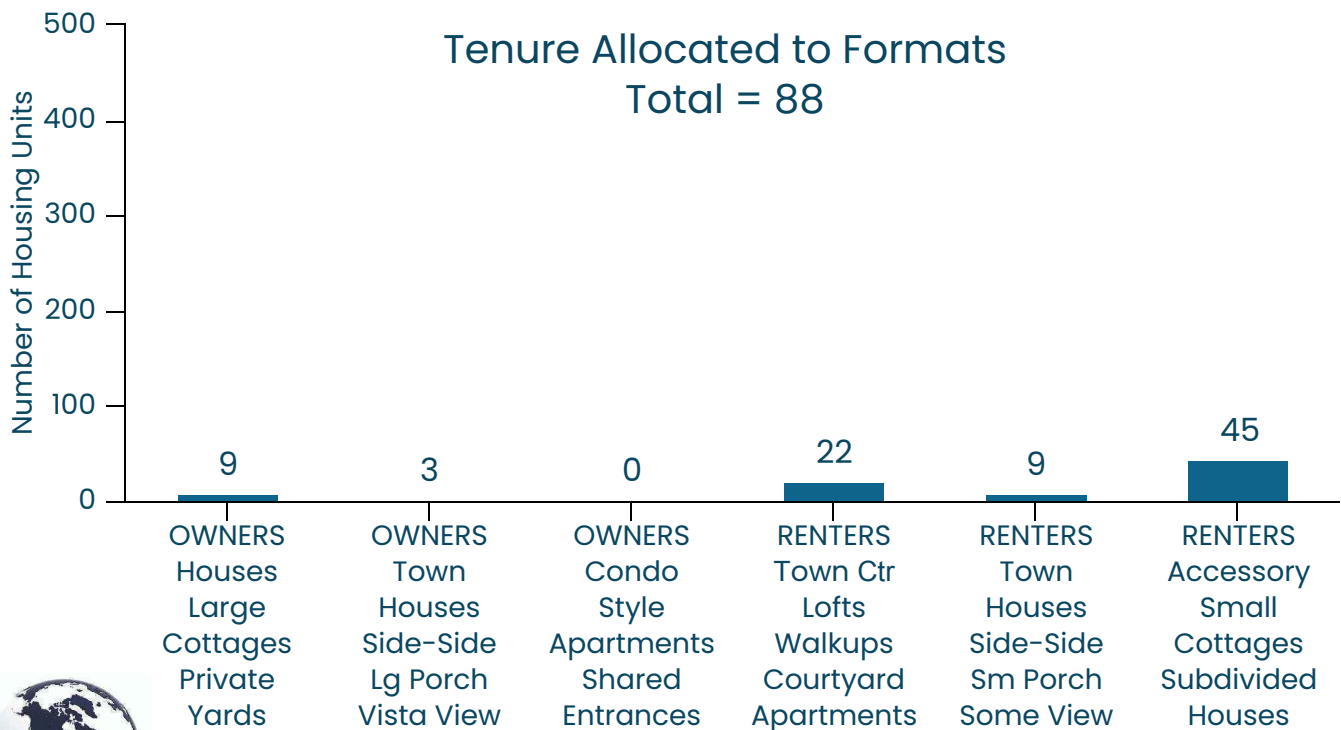
# Annual Market Potential | Madison Twp Capture with New Builds | Year 2025



Note: Madison Township excludes the City of Adrian.



Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Madison Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

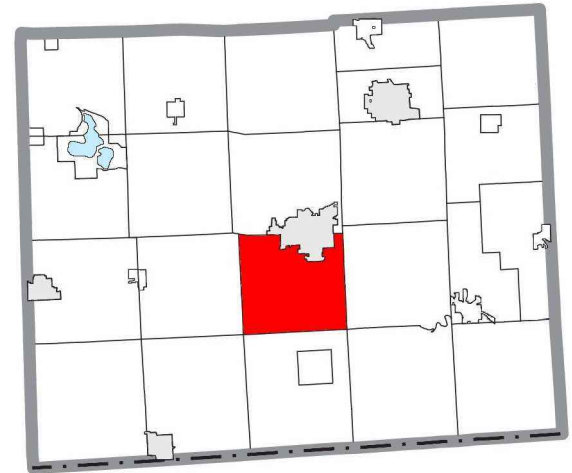
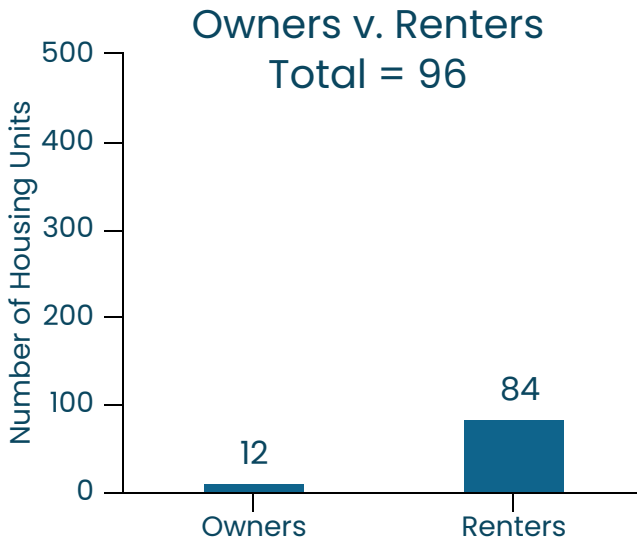


LandUseUSA  
UrbanStrategies

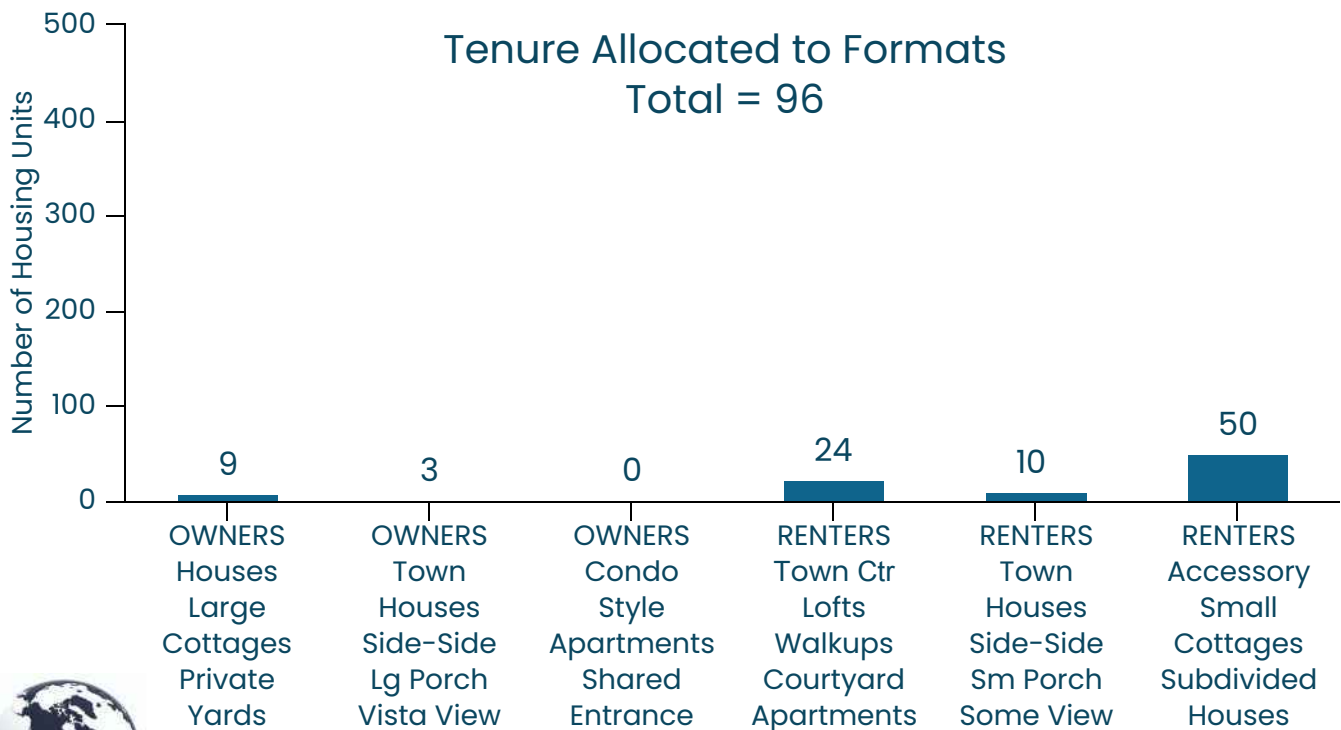
Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Madison Twp Intercept with New Builds | Year 2025

Note: Madison Township excludes the City of Adrian.



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Madison Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.





# Annual Market Potential | Madison Twp Capture of New Owners | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	1
Unspoiled Splendor   E21	1
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	1
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	1
Infants Debit Cards   M45	1
True Grit Americans   N46	1
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	2
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	1
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	1
Tight Money   S70	

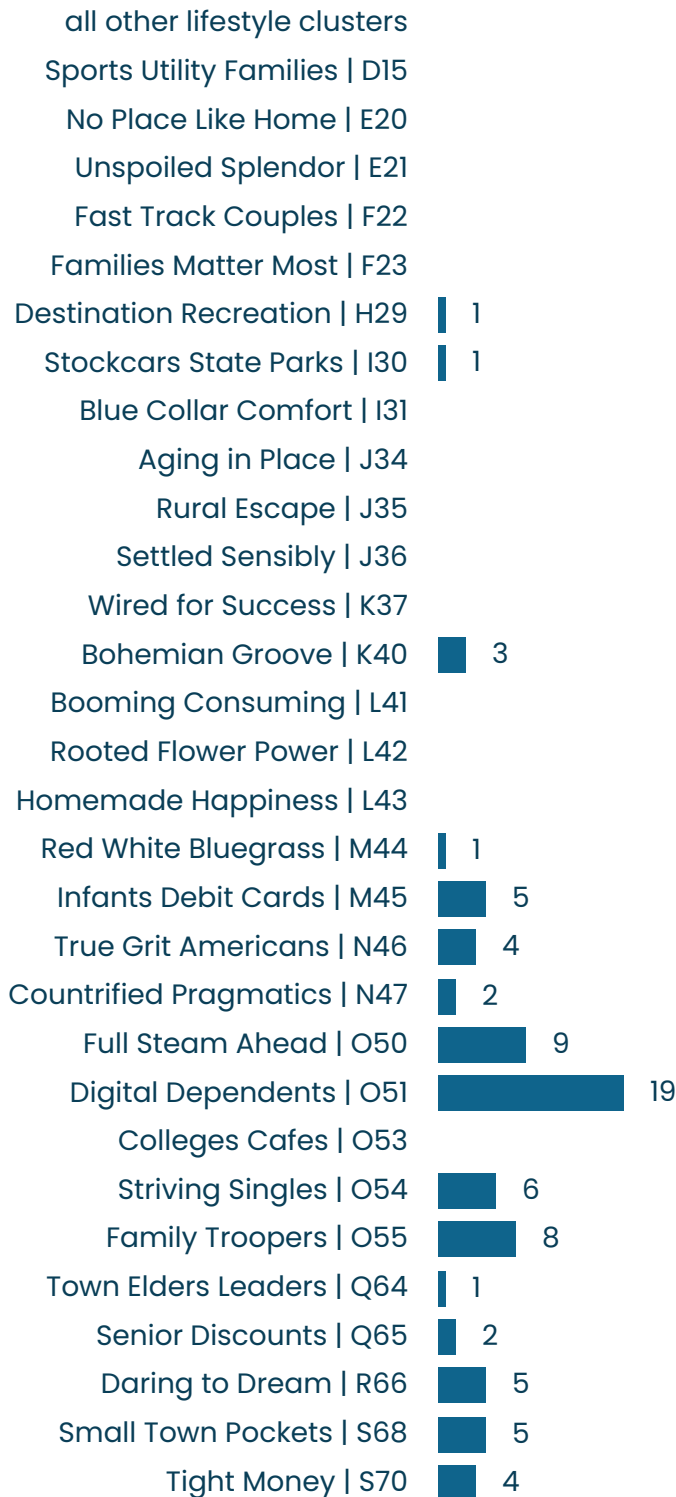
Total = 12  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Madison Twp

## Capture of New Renters | Year 2025

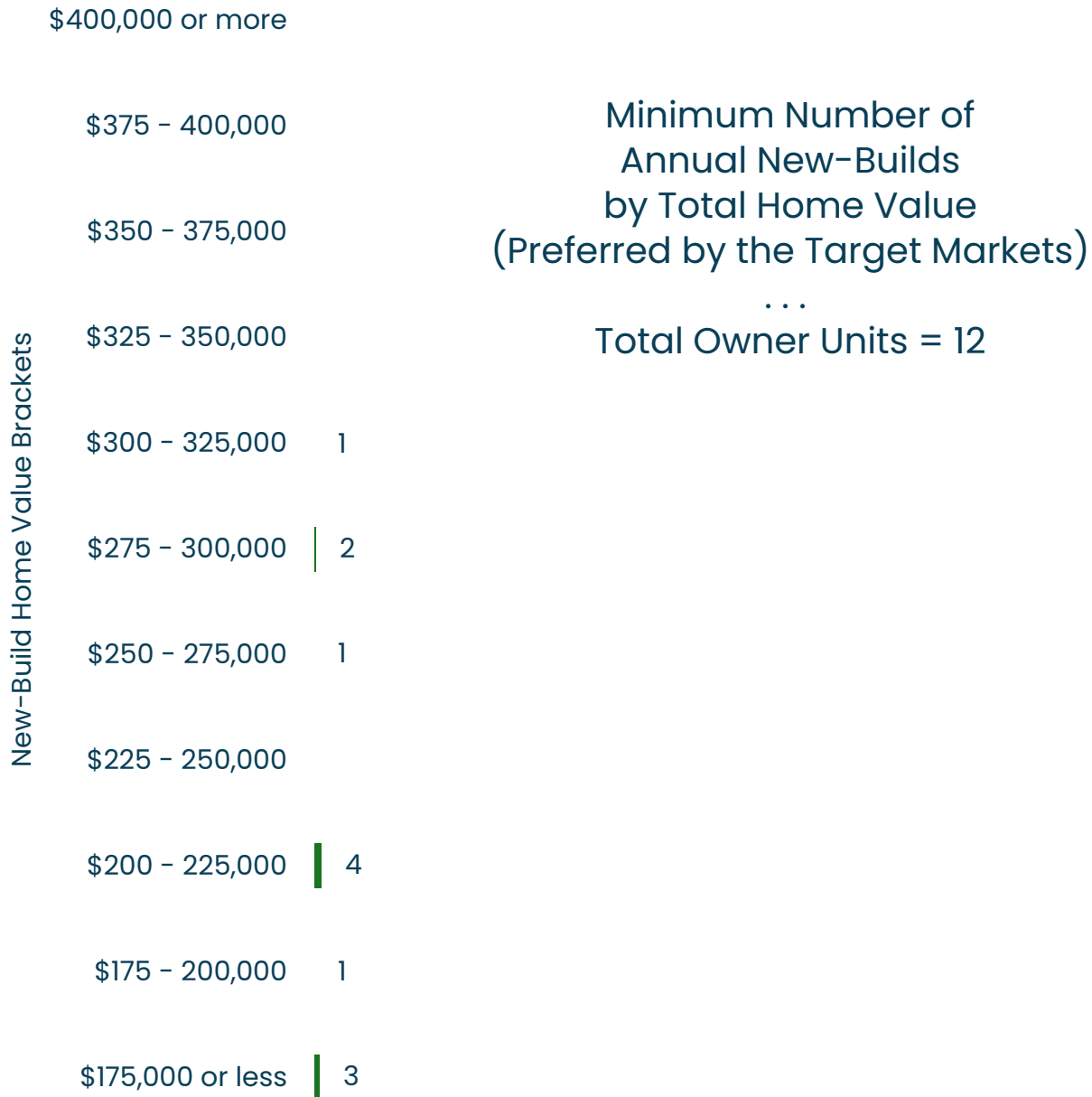


Total = 76  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Madison Twp Capture with New-Builds | Year 2025

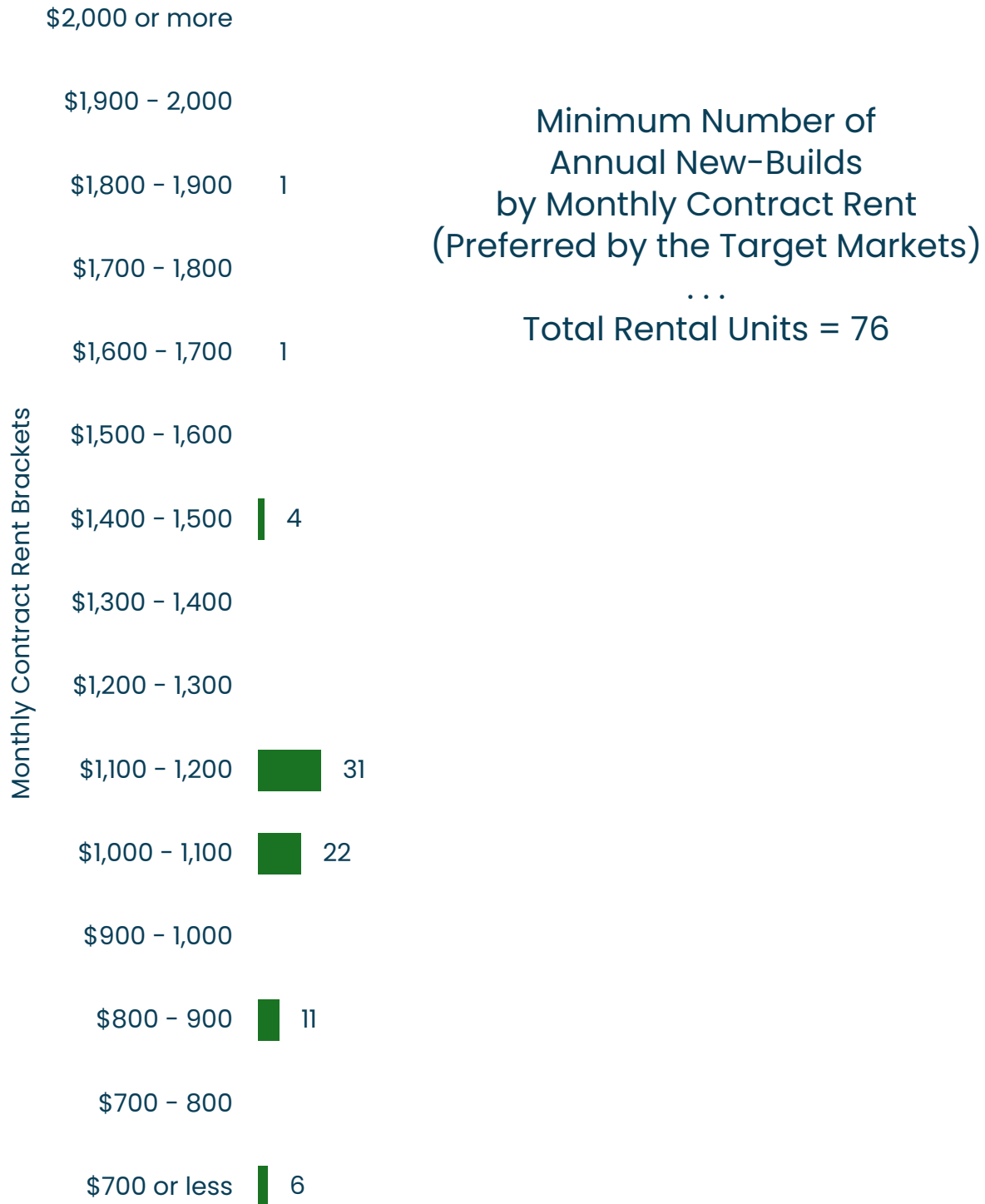


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

# Preferred Contract Rents | Madison Twp Capture with New Builds | Year 2025



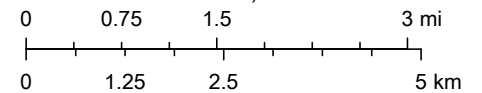
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



Regional Setting | Madison Township  
Lenawee County, Michigan | 2022

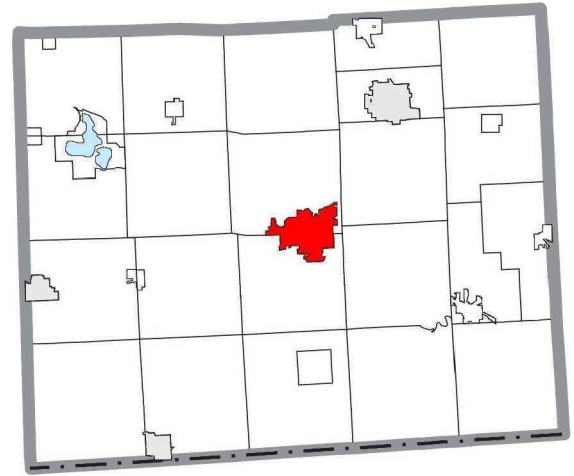
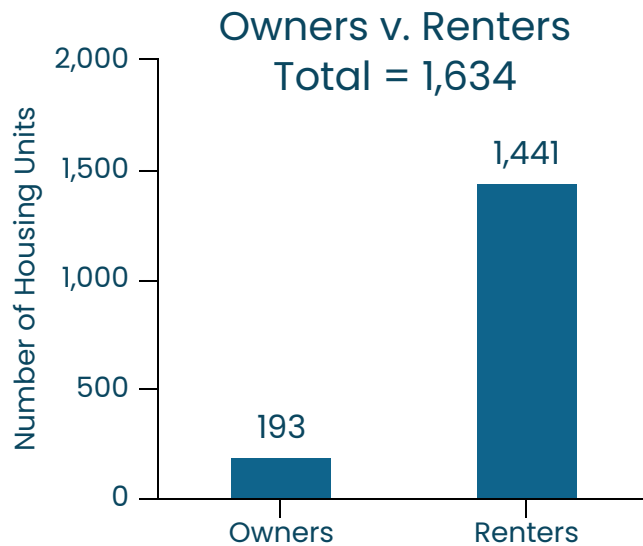


1:128,348

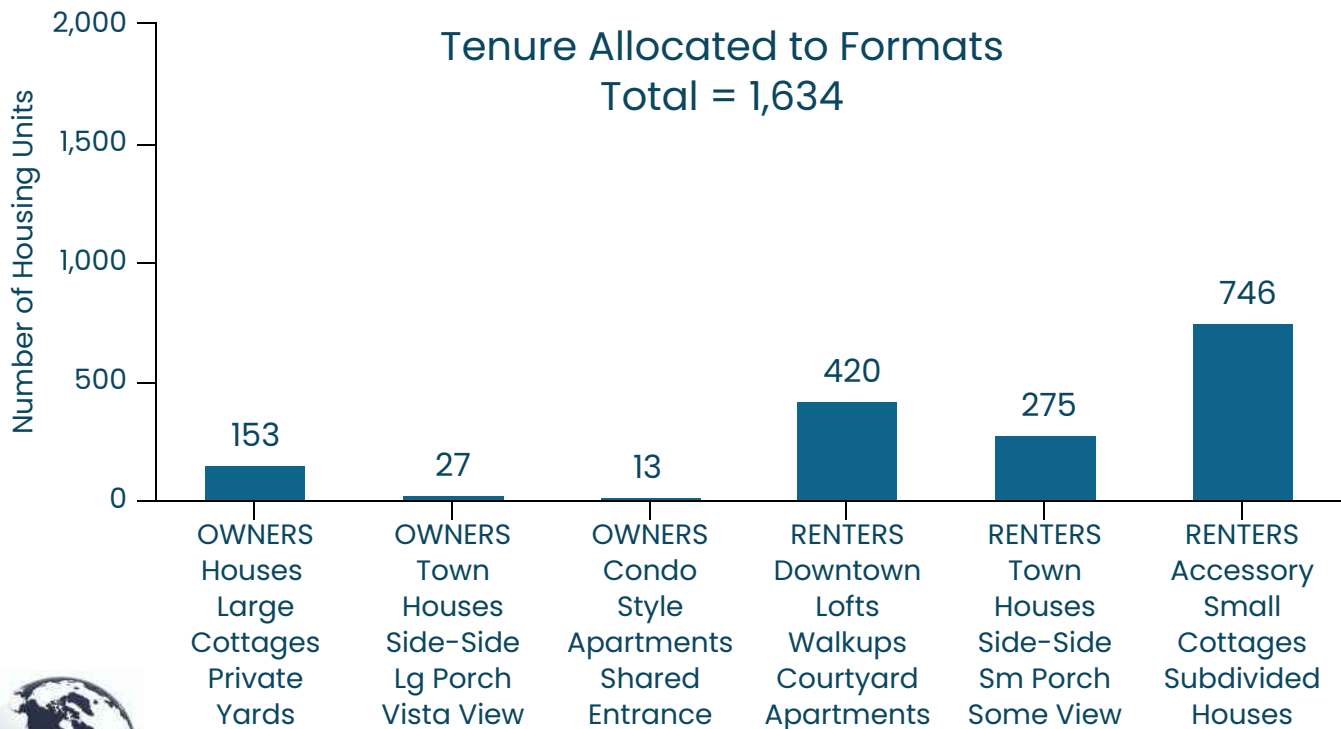


# Annual Market Potential | Adrian City

## Retain with Rehabs | Year 2025

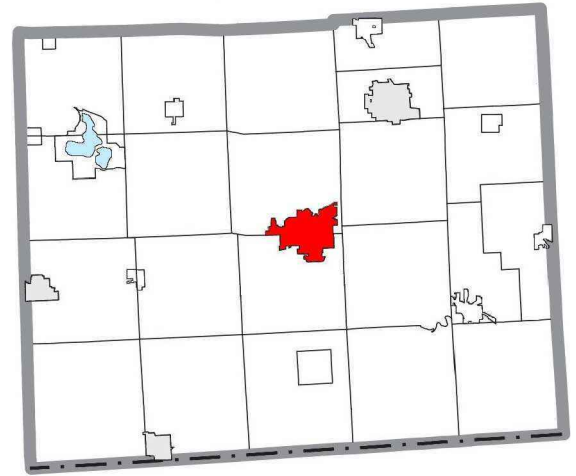
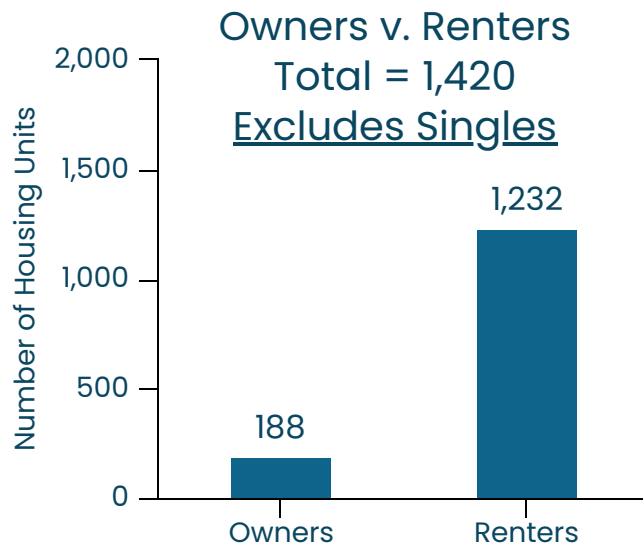


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the City of Adrian by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

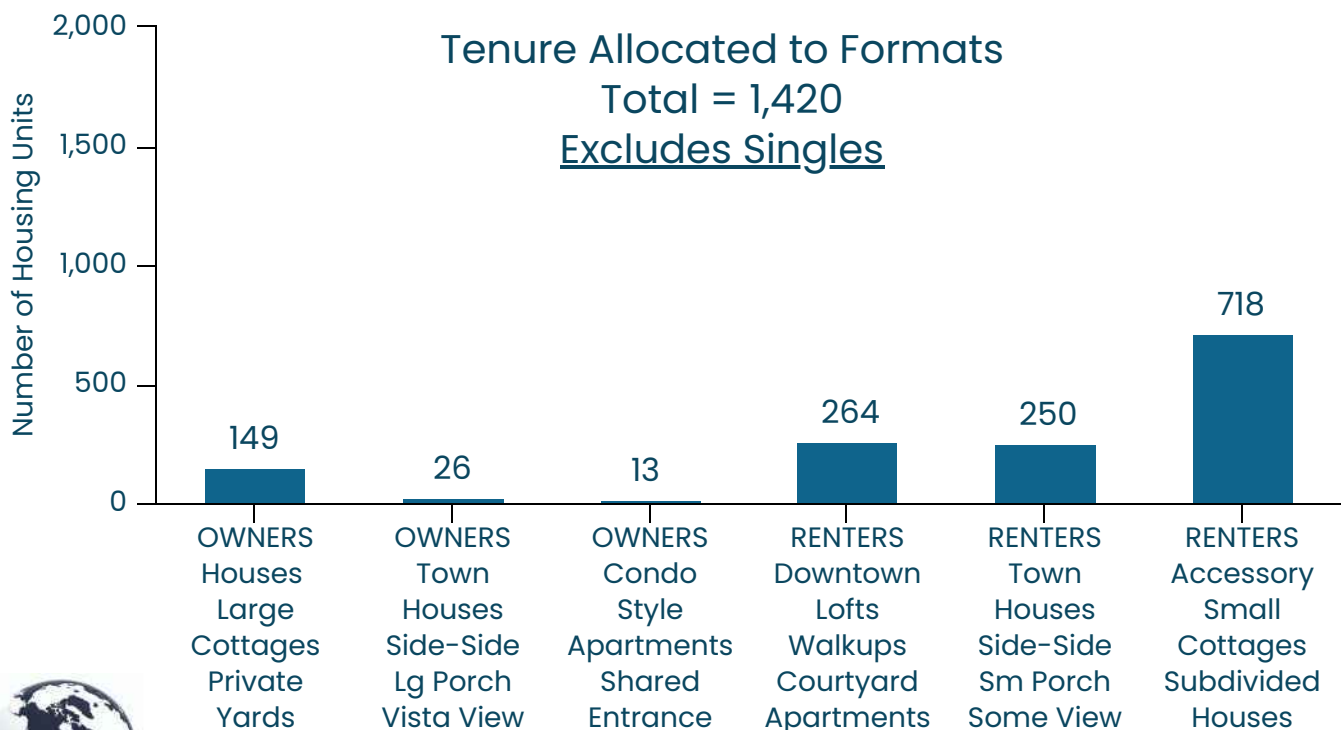


# Annual Market Potential | Adrian City

## Retain with Rehabs | Year 2025

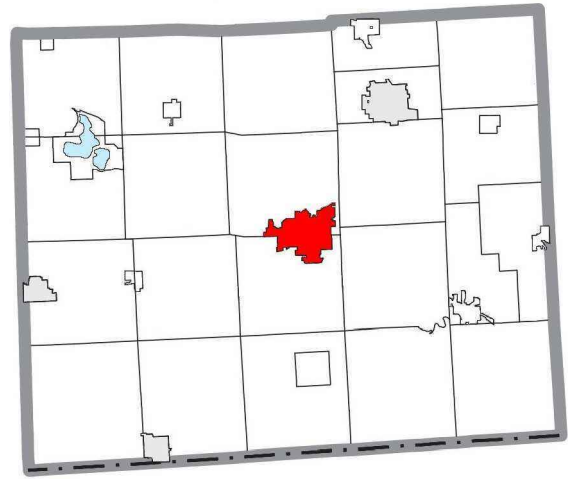
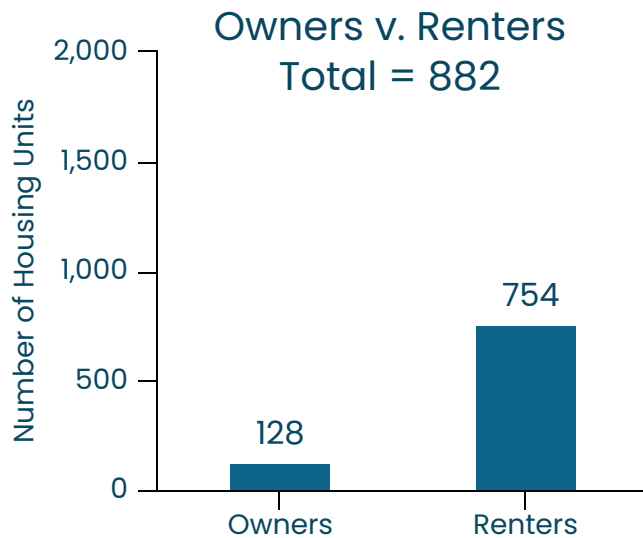


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the City of Adrian by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

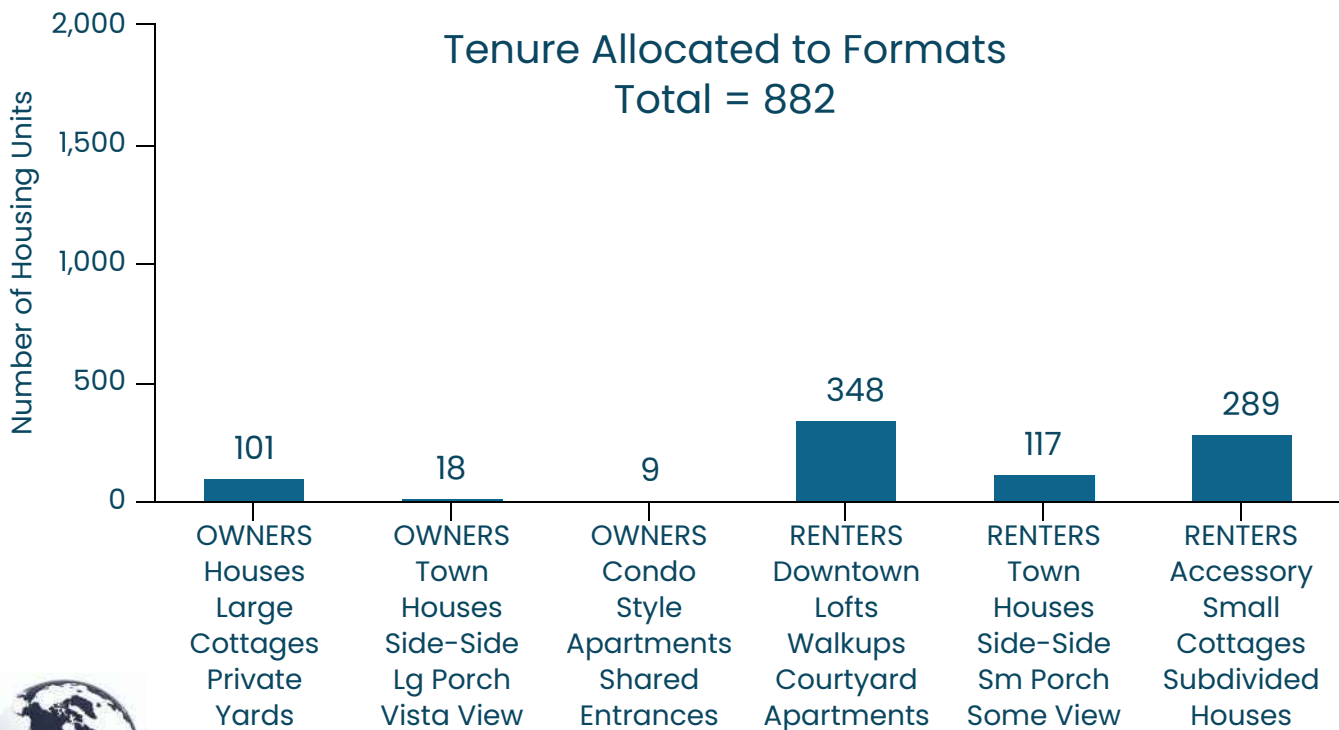


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023. Excludes Colleges & Cafes and Striving Singles.

# Annual Market Potential | Adrian City Capture with New Builds | Year 2025



Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the City of Adrian by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

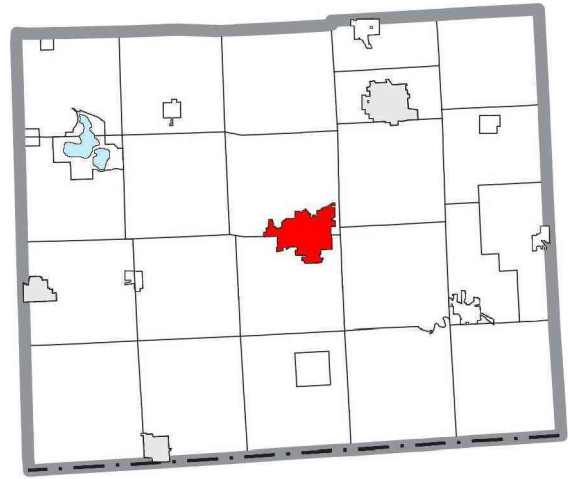
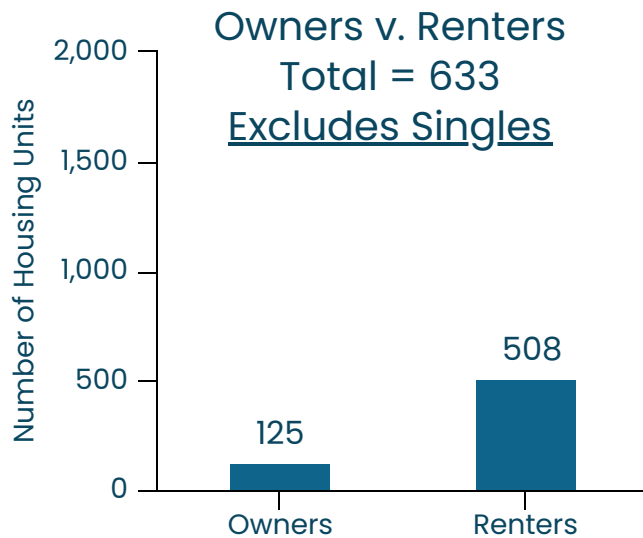


LandUseUSA  
UrbanStrategies

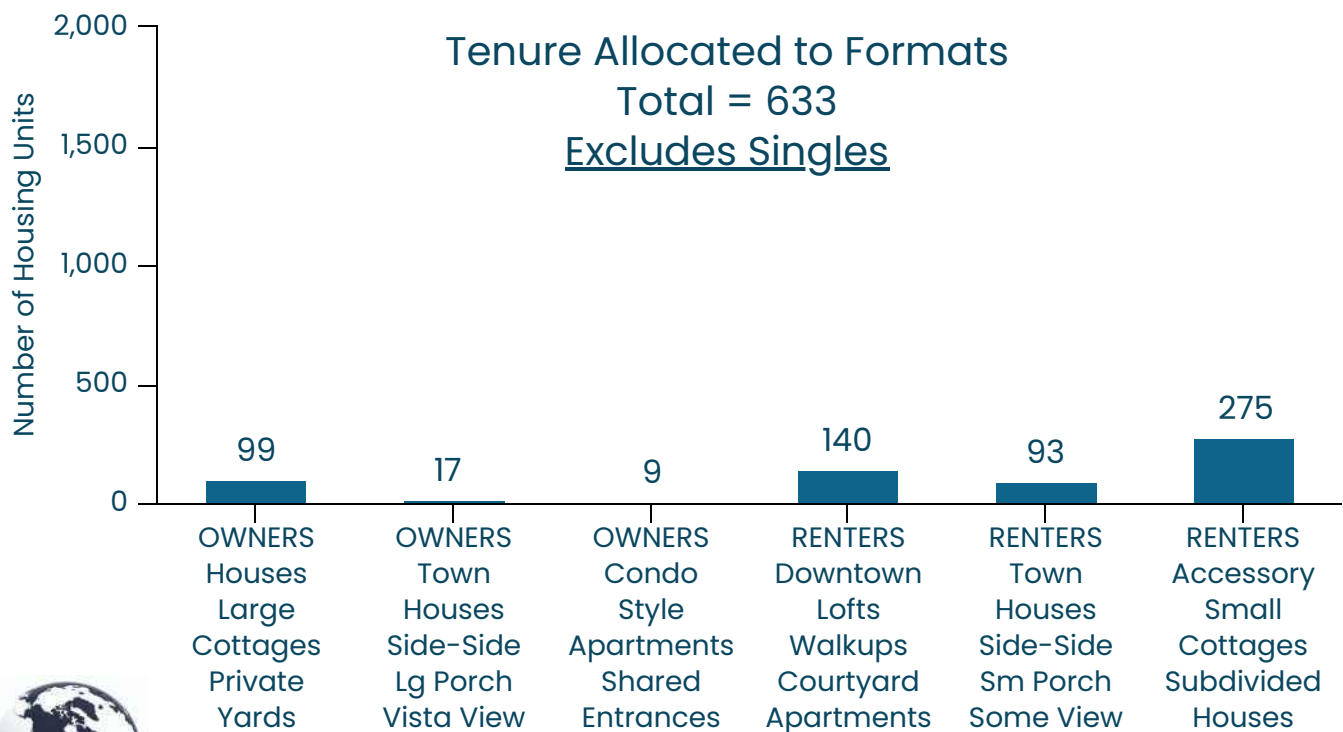
Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



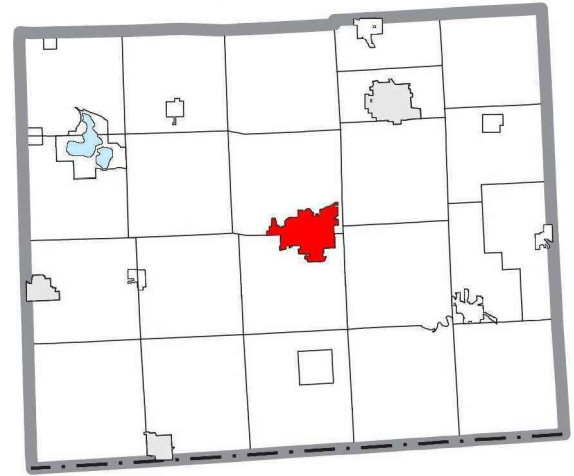
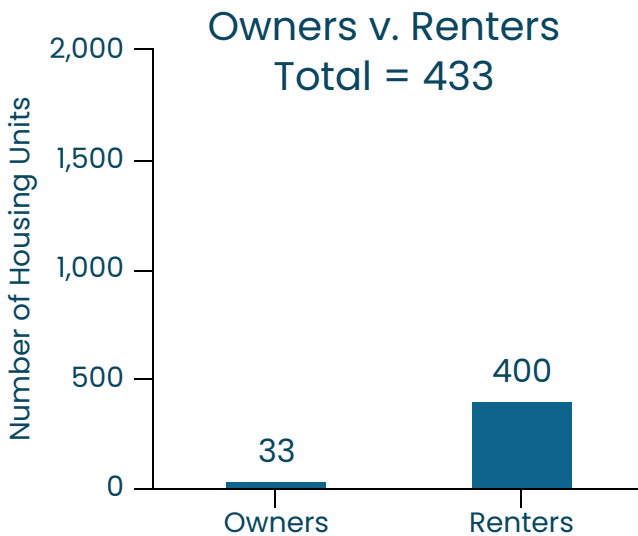
# Annual Market Potential | Adrian City Capture with New Builds | Year 2025



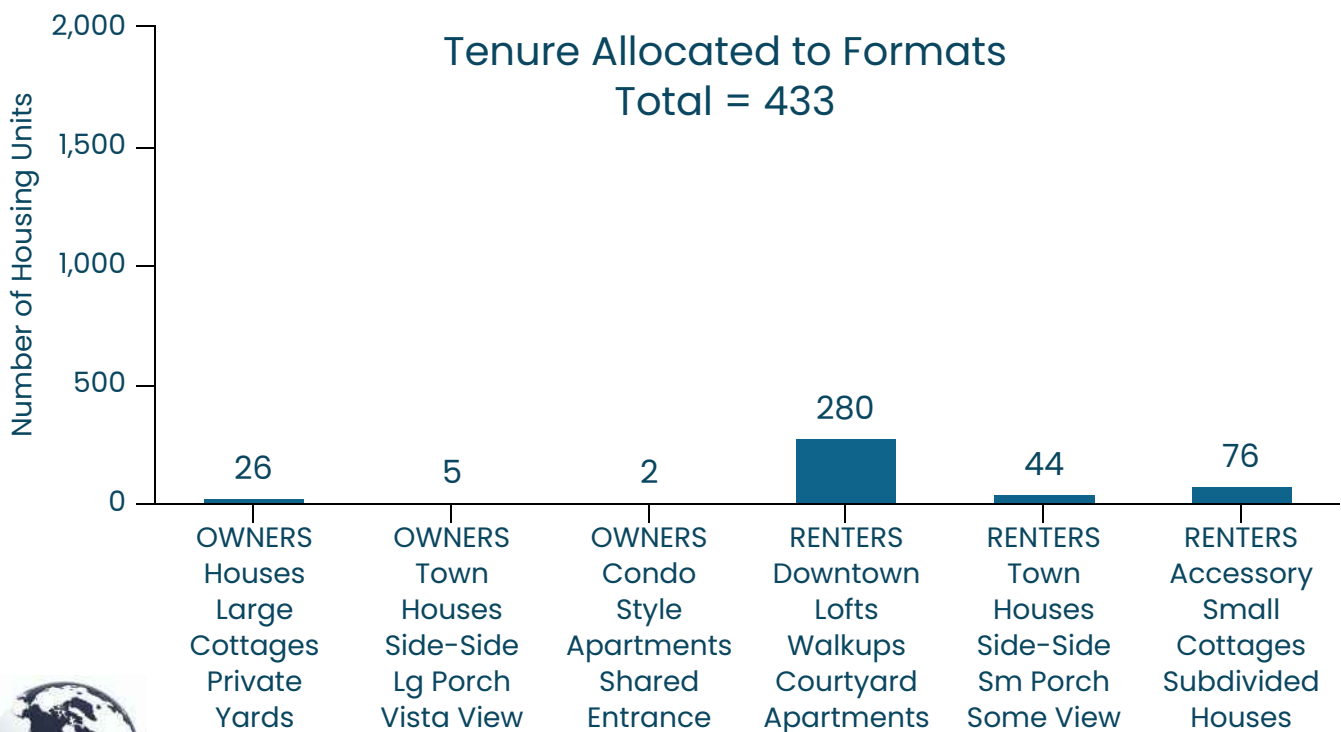
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the City of Adrian by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



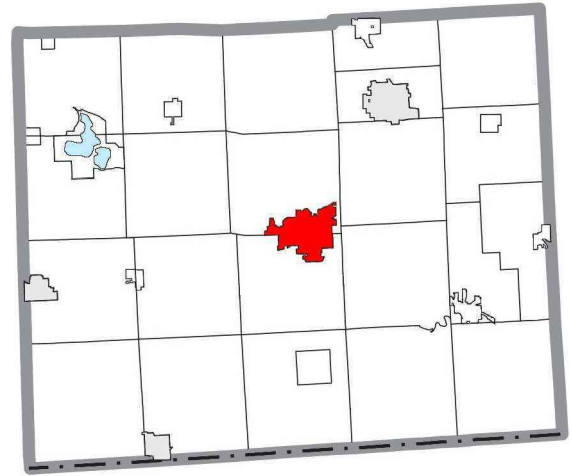
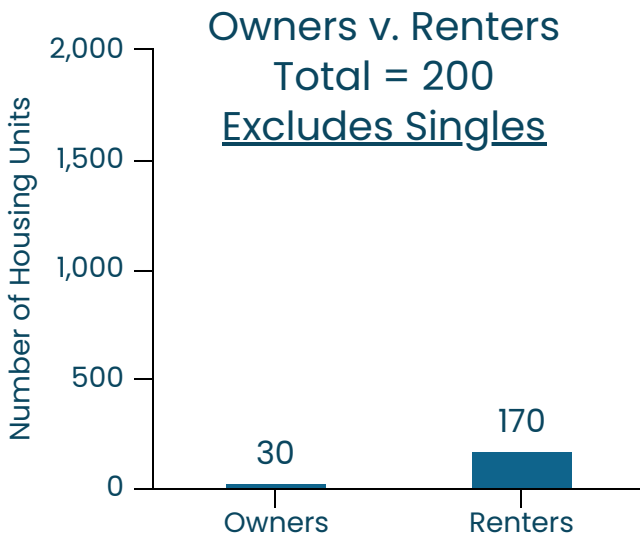
# Annual Market Potential | Adrian City Intercept with New Builds | Year 2025



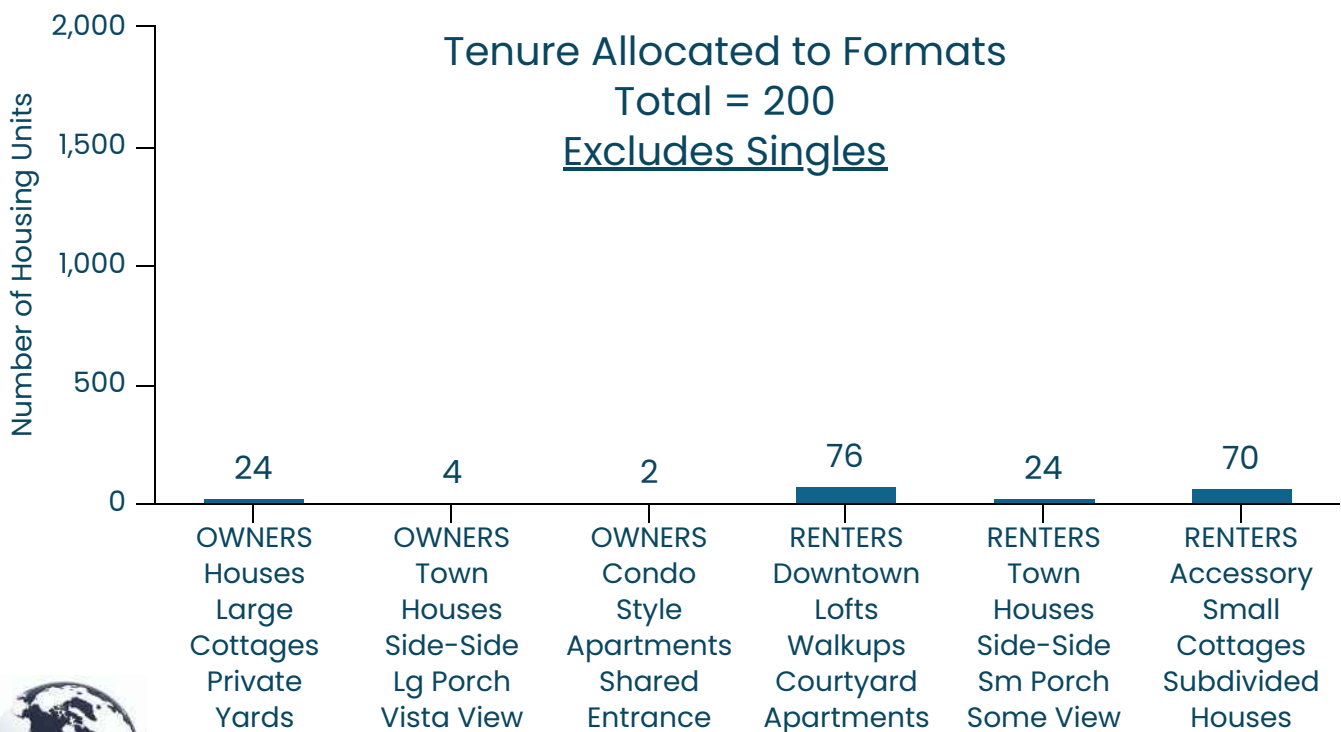
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the City of Adrian. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Adrian City Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the City of Adrian. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Adrian City Capture of New Owners | Year 2025

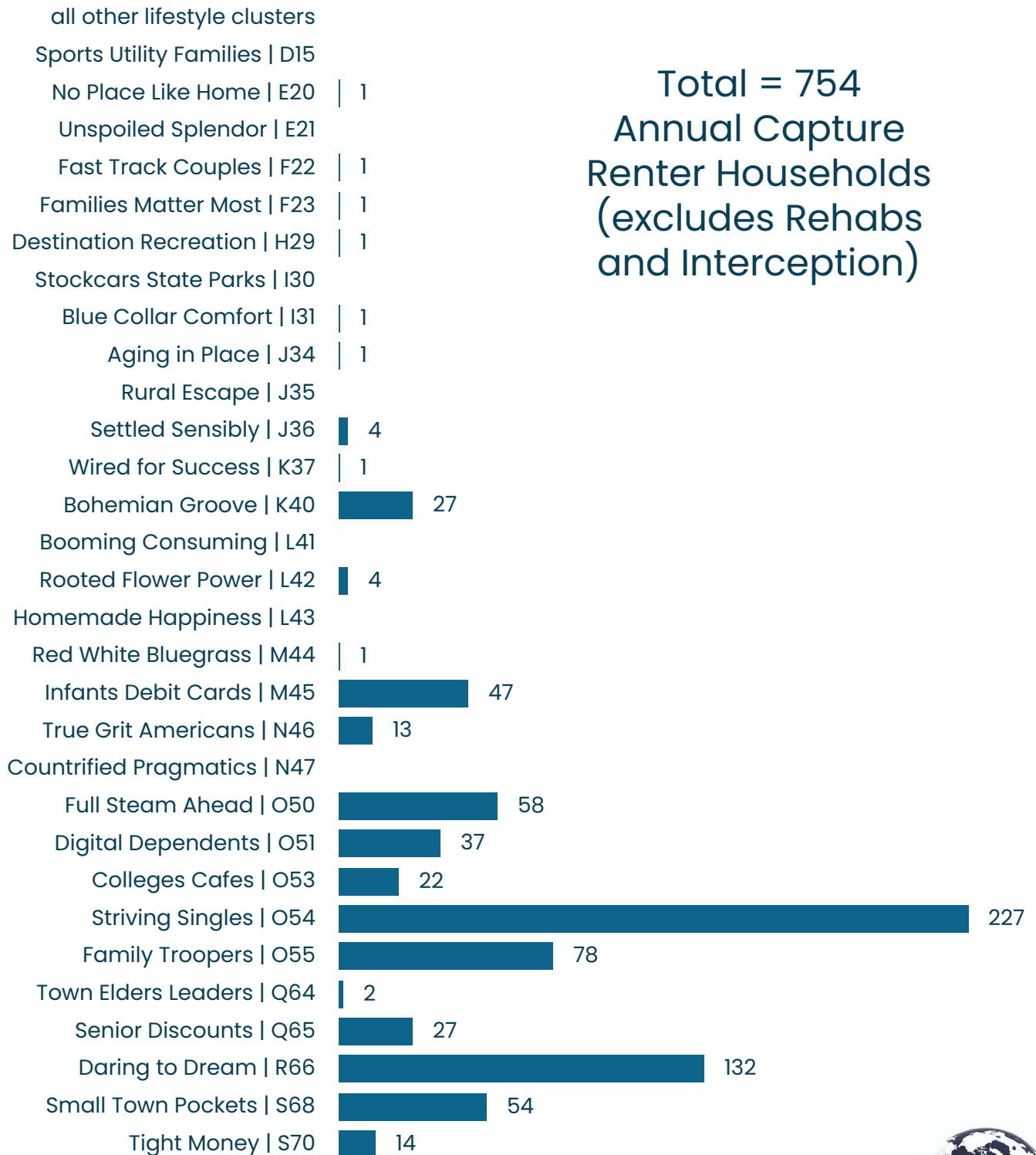
all other lifestyle clusters	
Sports Utility Families   D15	1
No Place Like Home   E20	3
Unspoiled Splendor   E21	1
Fast Track Couples   F22	2
Families Matter Most   F23	1
Destination Recreation   H29	1
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	3
Aging in Place   J34	2
Rural Escape   J35	1
Settled Sensibly   J36	11
Wired for Success   K37	
Bohemian Groove   K40	1
Booming Consuming   L41	
Rooted Flower Power   L42	6
Homemade Happiness   L43	1
Red White Bluegrass   M44	1
Infants Debit Cards   M45	27
True Grit Americans   N46	14
Countrified Pragmatics   N47	
Full Steam Ahead   O50	
Digital Dependents   O51	18
Colleges Cafes   O53	2
Striving Singles   O54	1
Family Troopers   O55	1
Town Elders Leaders   Q64	5
Senior Discounts   Q65	4
Daring to Dream   R66	2
Small Town Pockets   S68	18
Tight Money   S70	

Total = 128  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



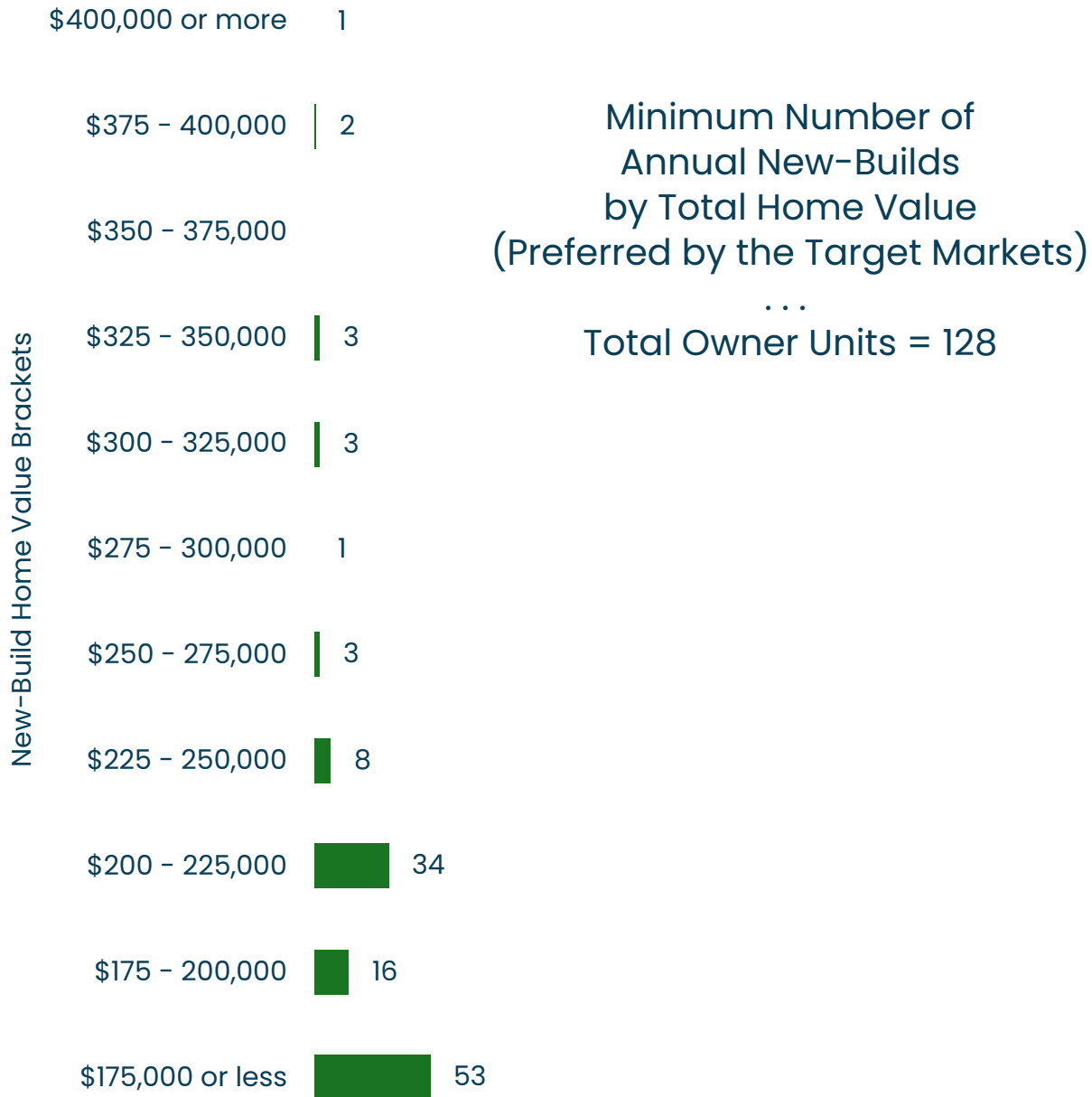
# Annual Market Potential | Adrian City Capture of New Renters | Year 2025



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Adrian City Capture with New-Builds | Year 2025

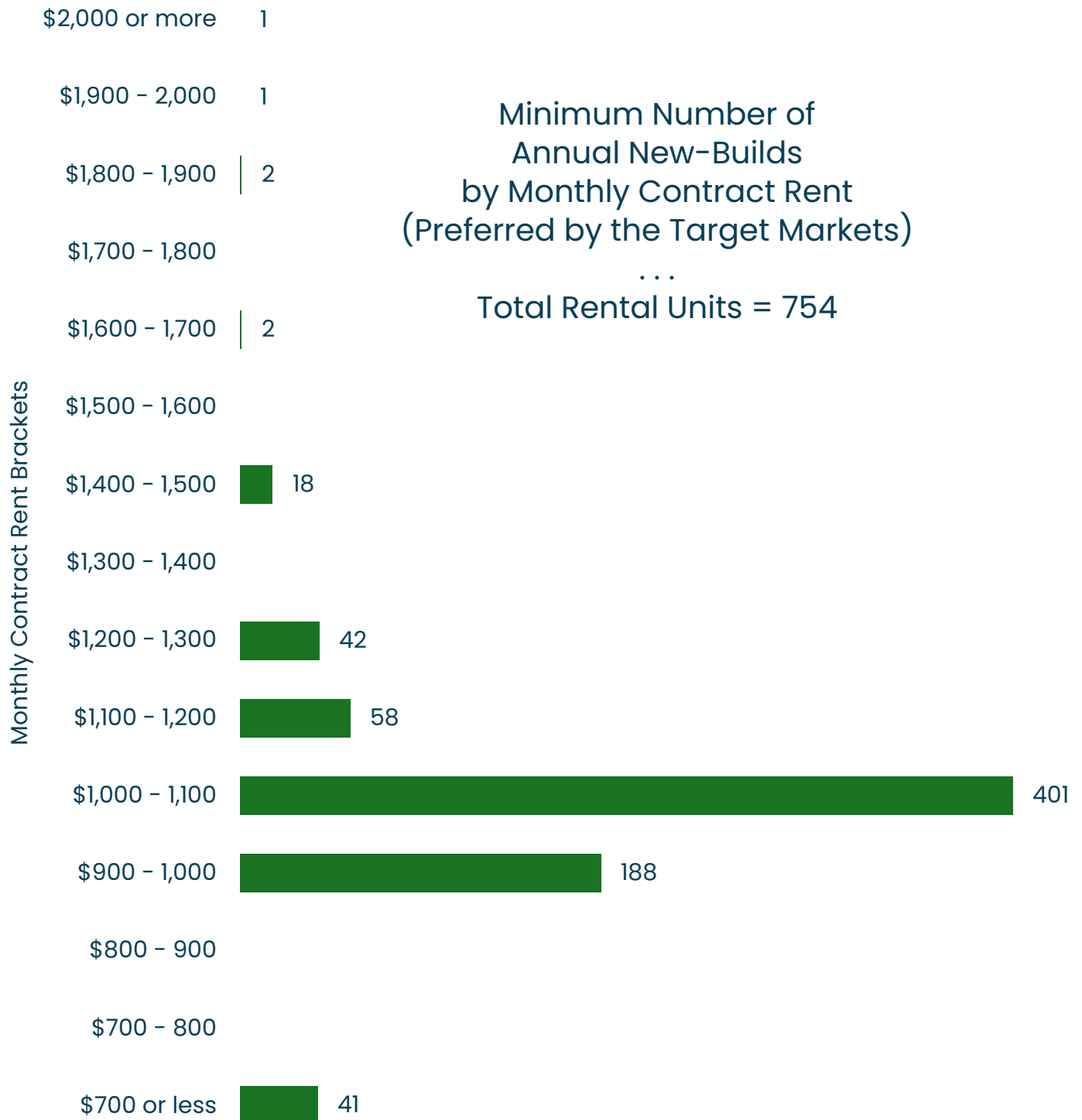


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

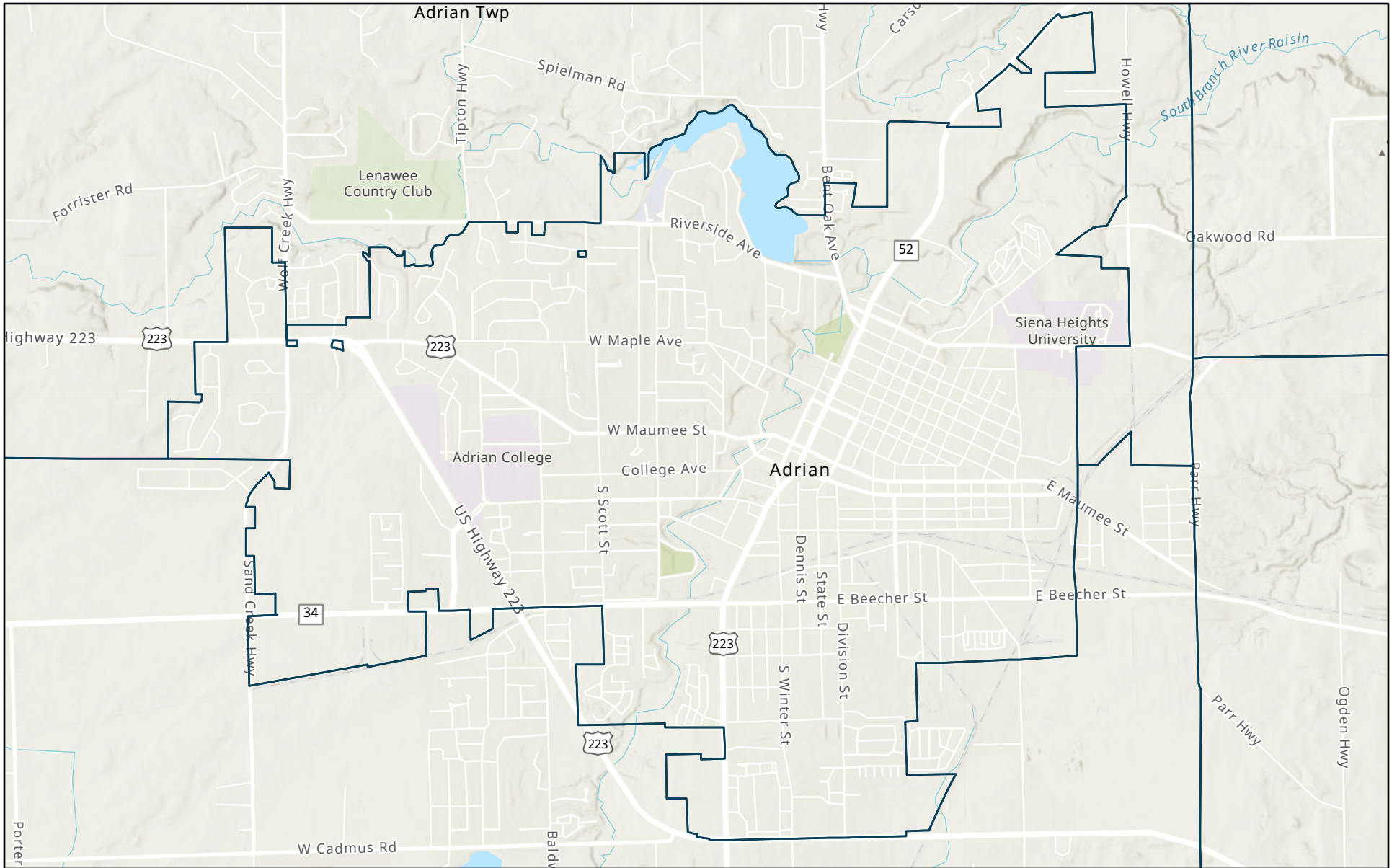
# Preferred Contract Rents | Adrian City Capture with New Builds | Year 2025



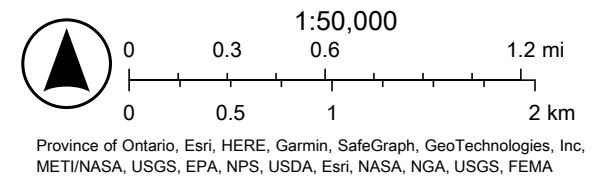
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



# Regional Setting | Adrian City Lenawee County, Michigan | 2022



4/7/2023





# Section 1-H

Palmyra Township

Blissfield Township

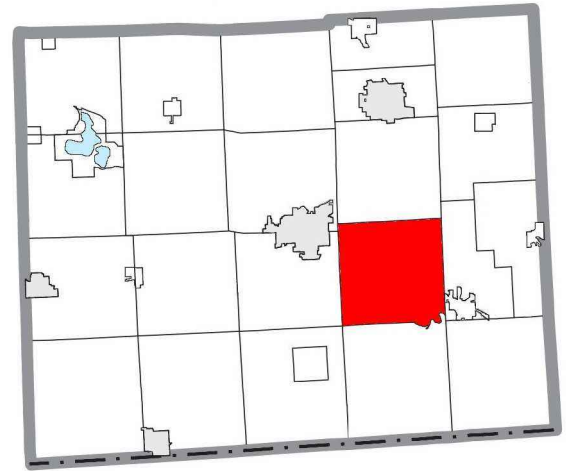
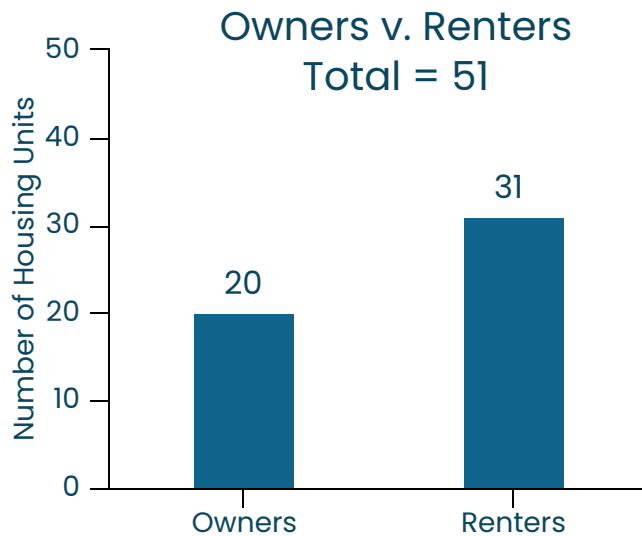
Blissfield Village

Deerfield Township

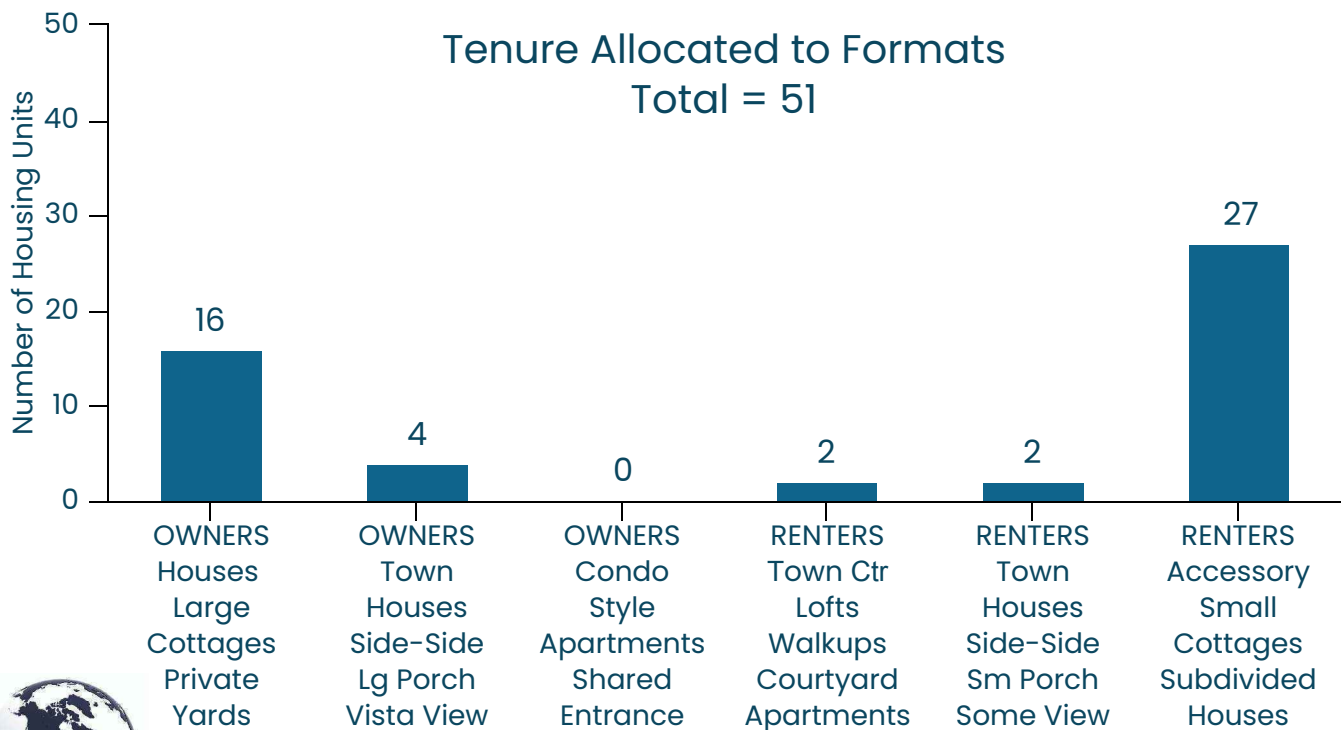
Deerfield Village

# Annual Market Potential | Palmyra Twp

## Retain with Rehabs | Year 2025

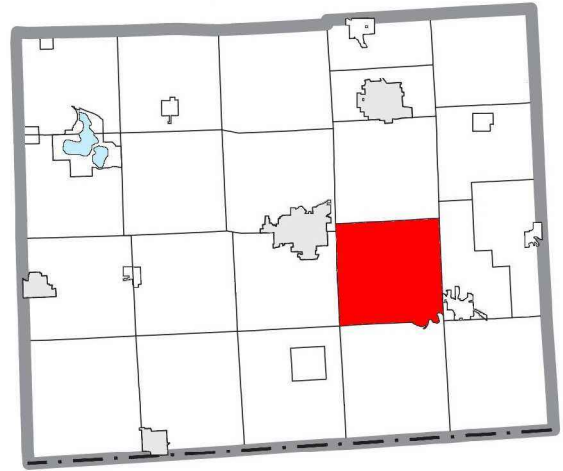
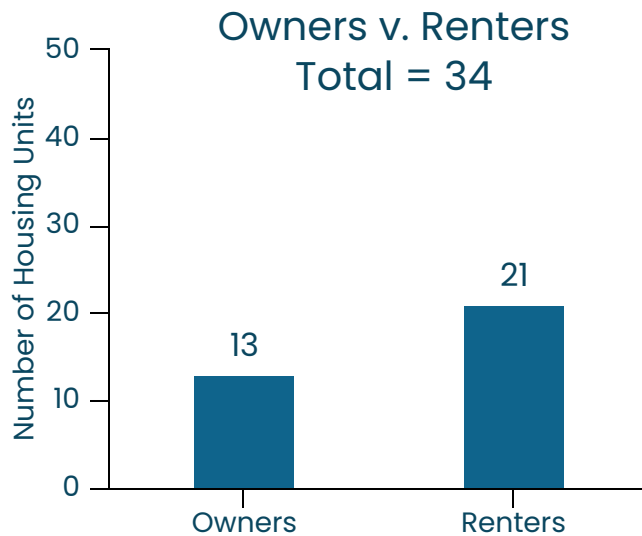


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Palmyra Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

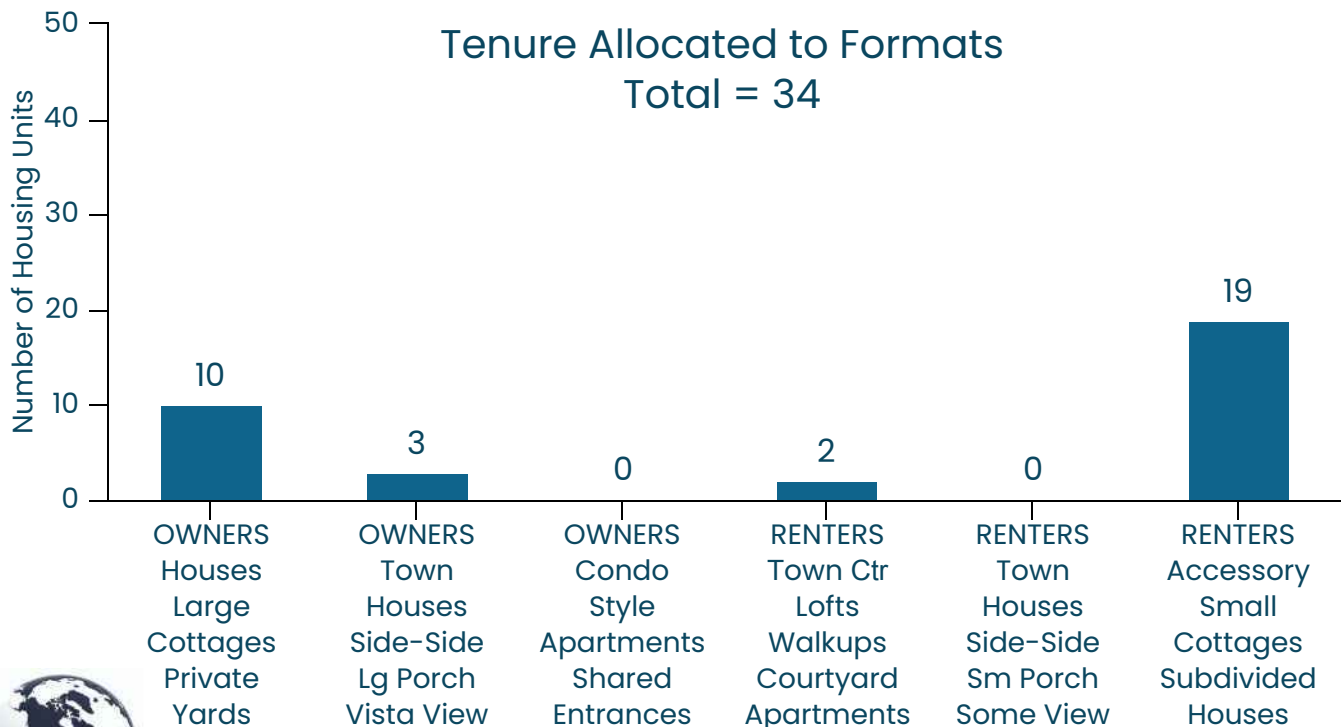


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

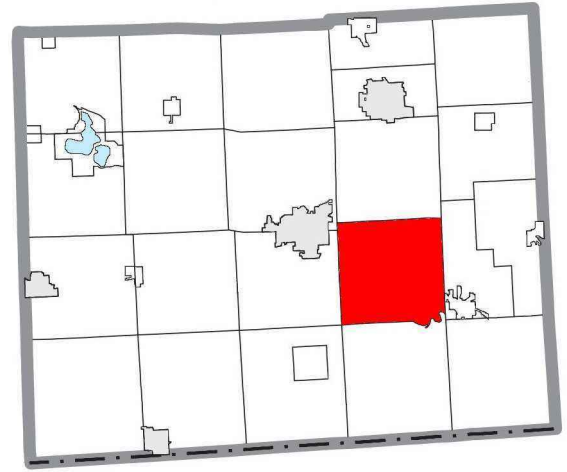
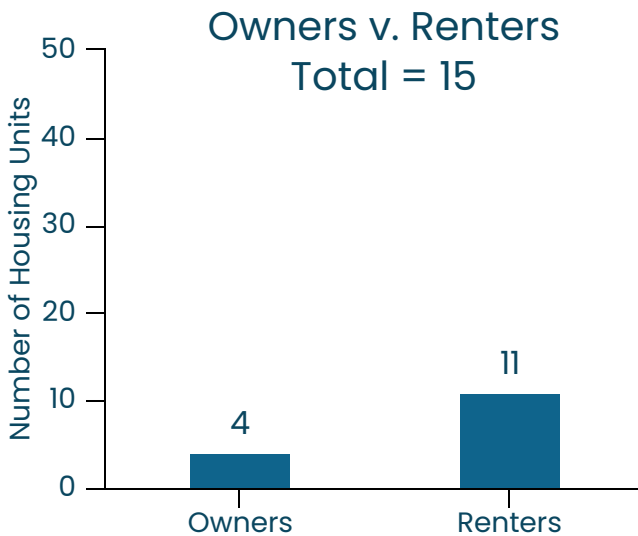
# Annual Market Potential | Palmyra Twp Capture with New Builds | Year 2025



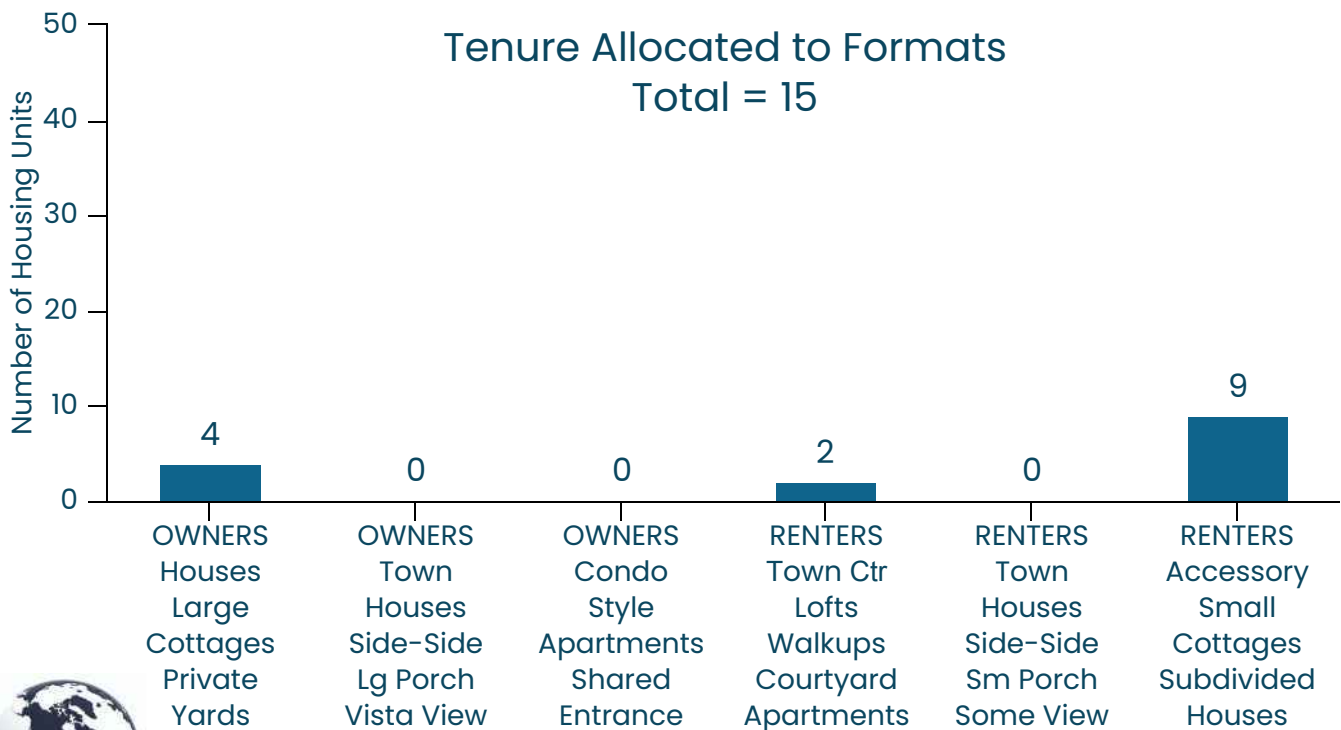
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Palmyra Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Palmyra Twp Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Palmyra Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Palmyra Twp

## Capture of New Owners | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	1
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	2
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	3
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	1
Red White Bluegrass   M44	1
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	3
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	1
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 13  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

# Annual Market Potential | Palmyra Twp

## Capture of New Renters | Year 2025

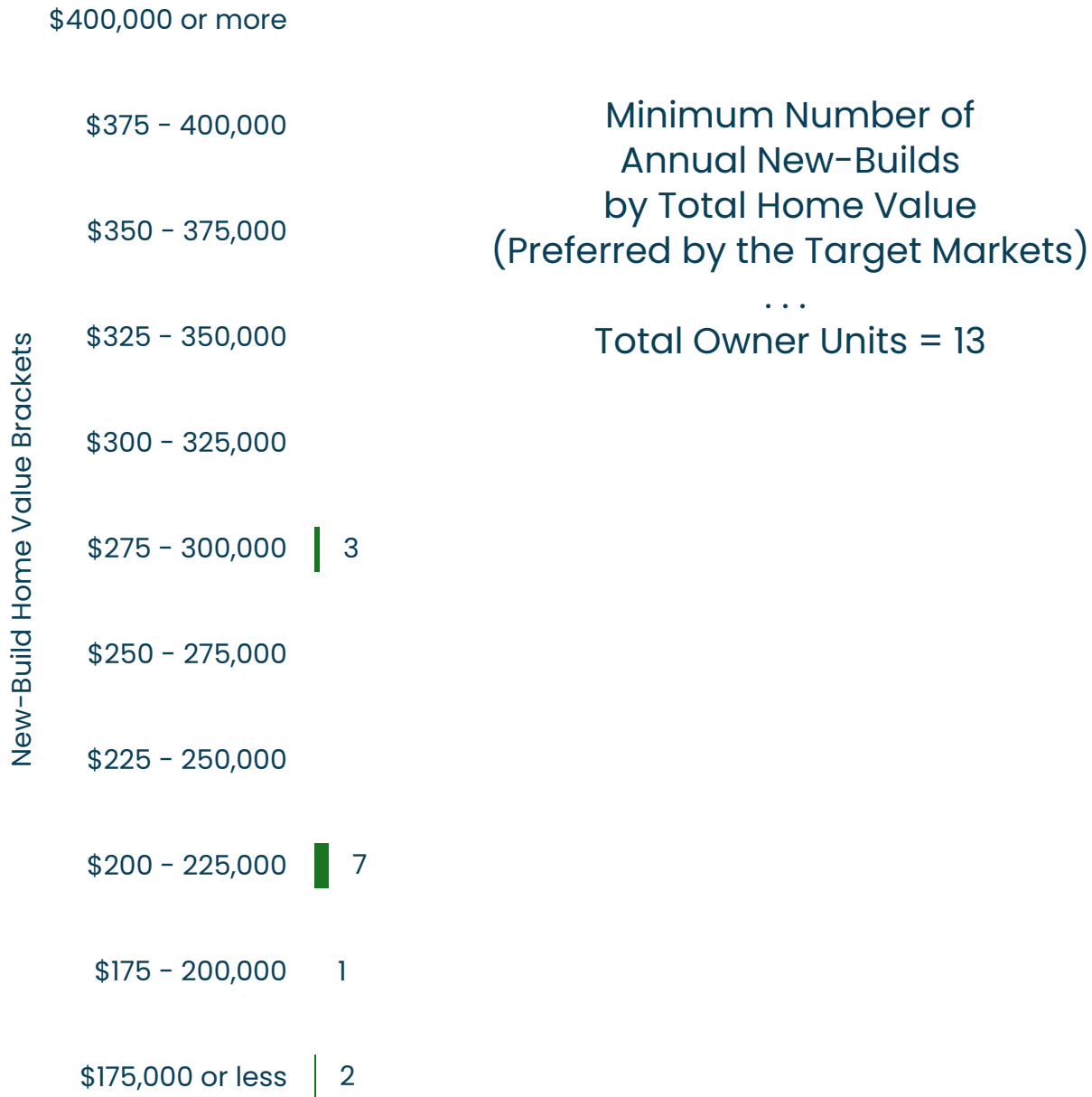


Total = 21  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Palmyra Twp Capture with New-Builds | Year 2025

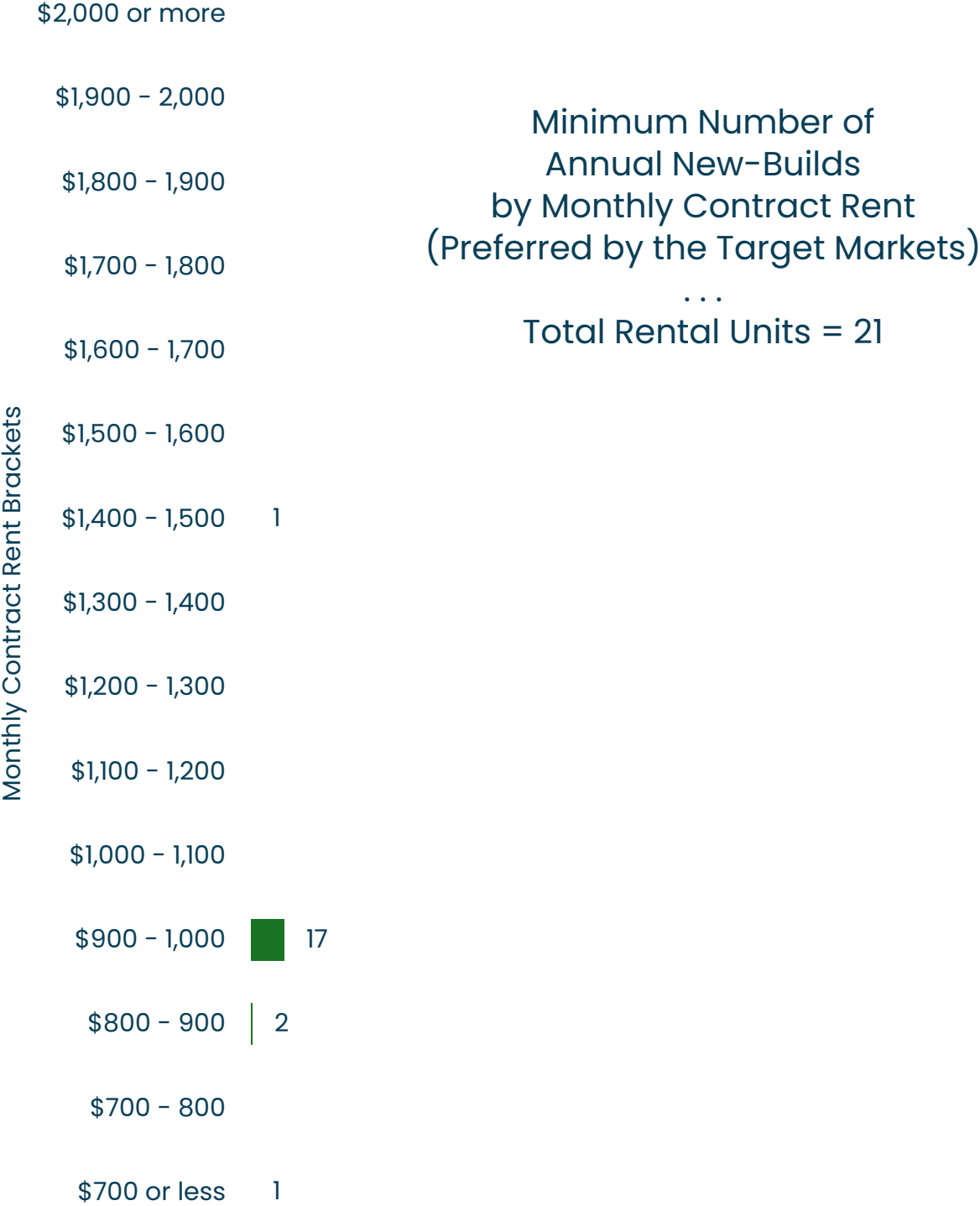


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

# Preferred Contract Rents | Palmyra Twp Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.

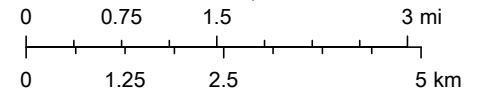




# Regional Setting | Palmyra Township Lenawee County, Michigan | 2022

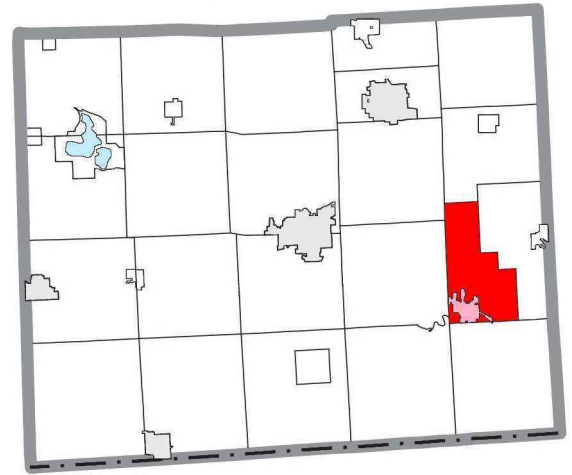
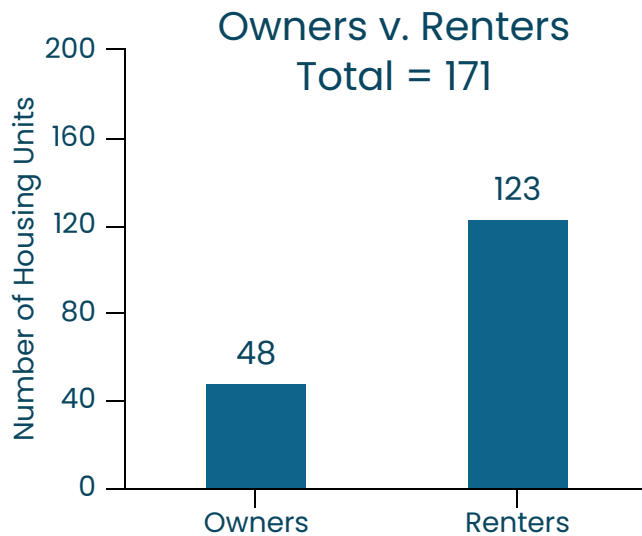


1:128,348

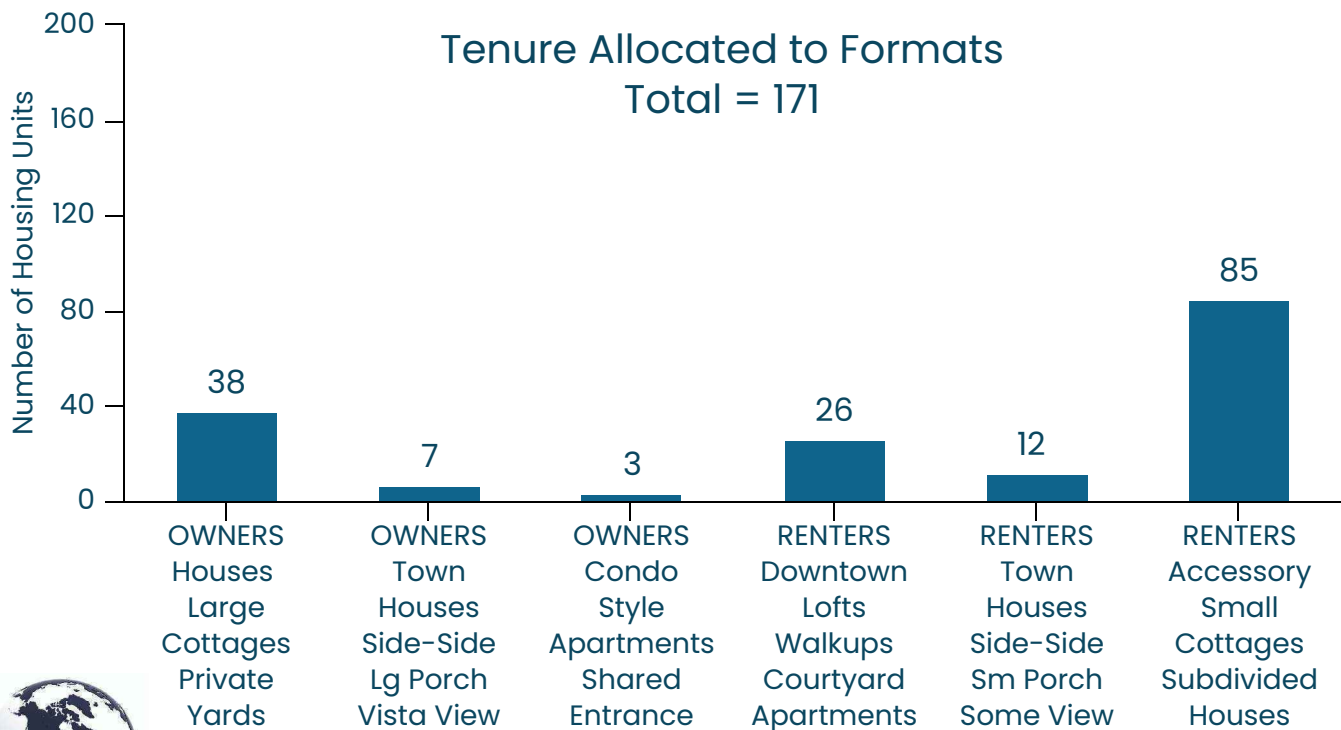


# Annual Market Potential | Blissfield Twp

## Retain with Rehabs | Year 2025

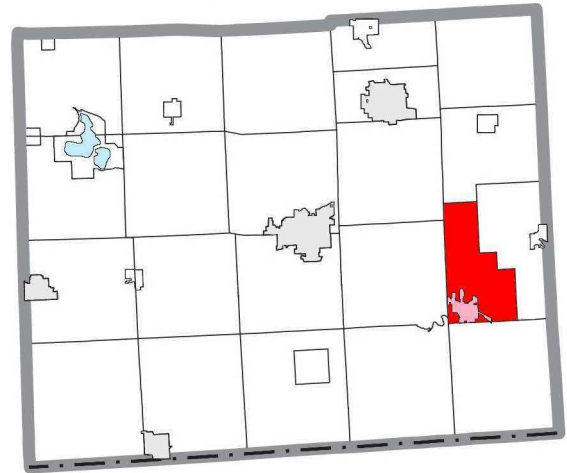
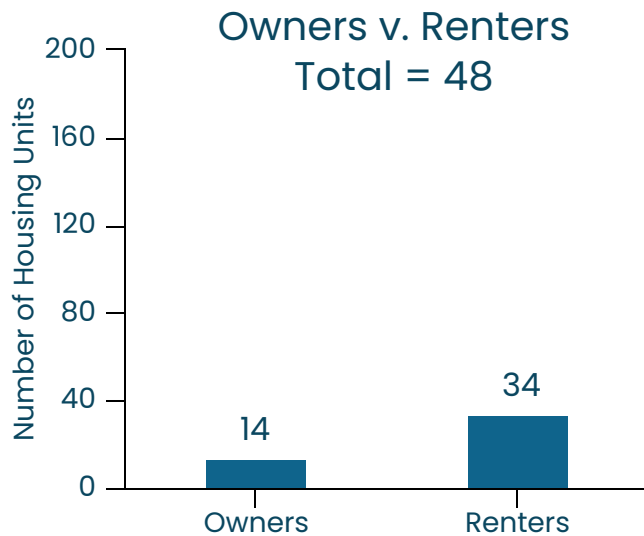


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Blissfield Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

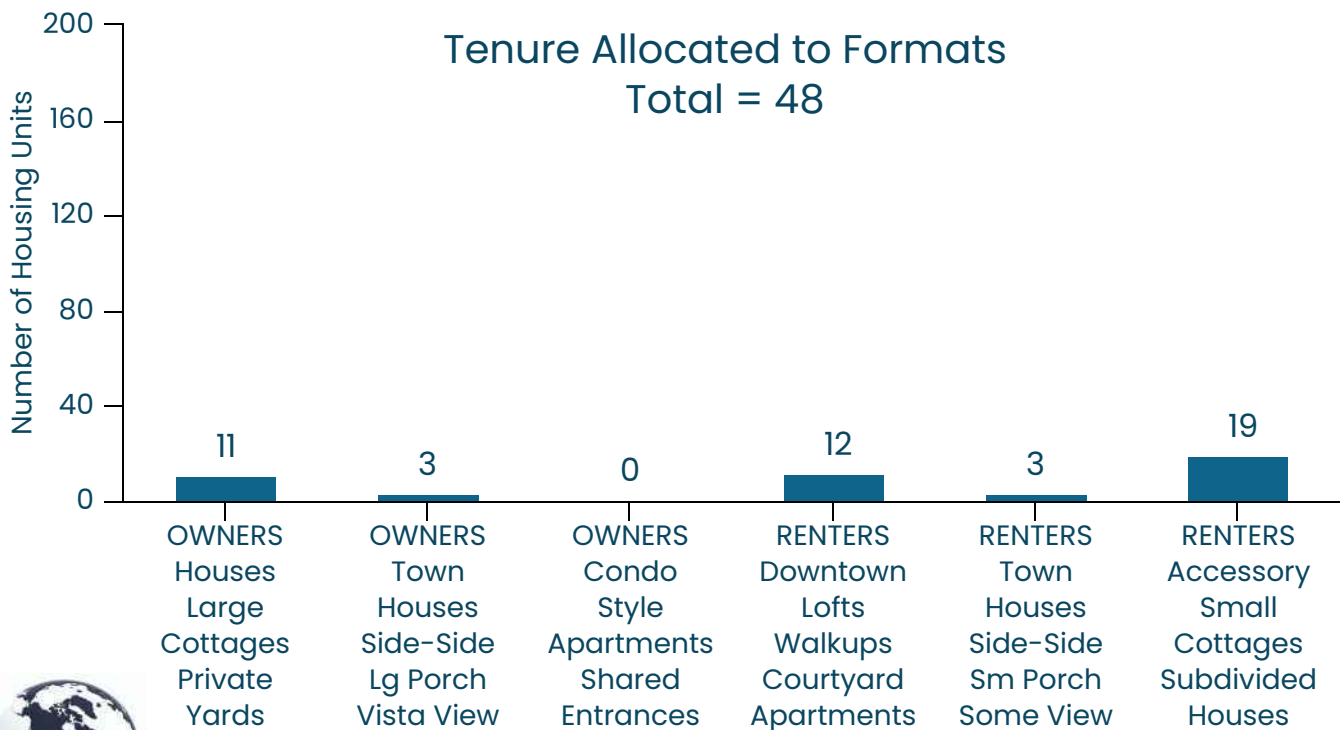


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.

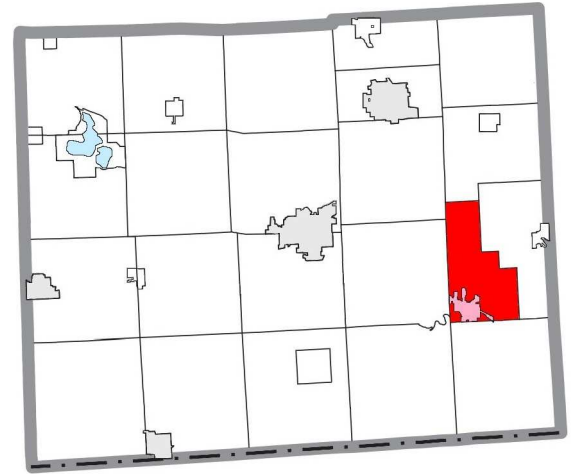
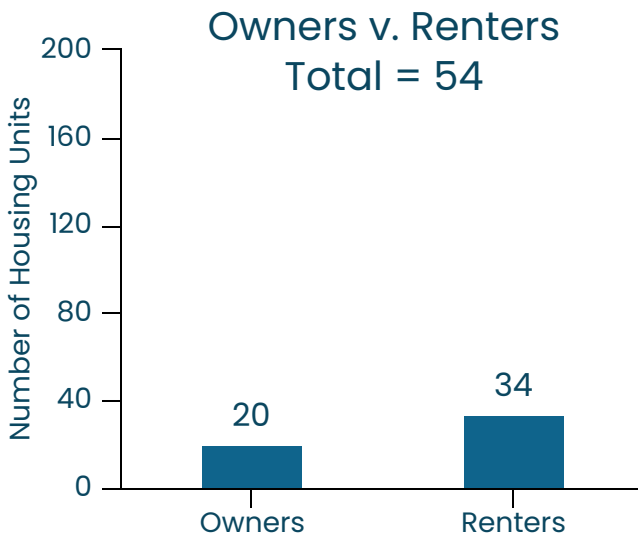
# Annual Market Potential | Blissfield Twp Capture with New Builds | Year 2025



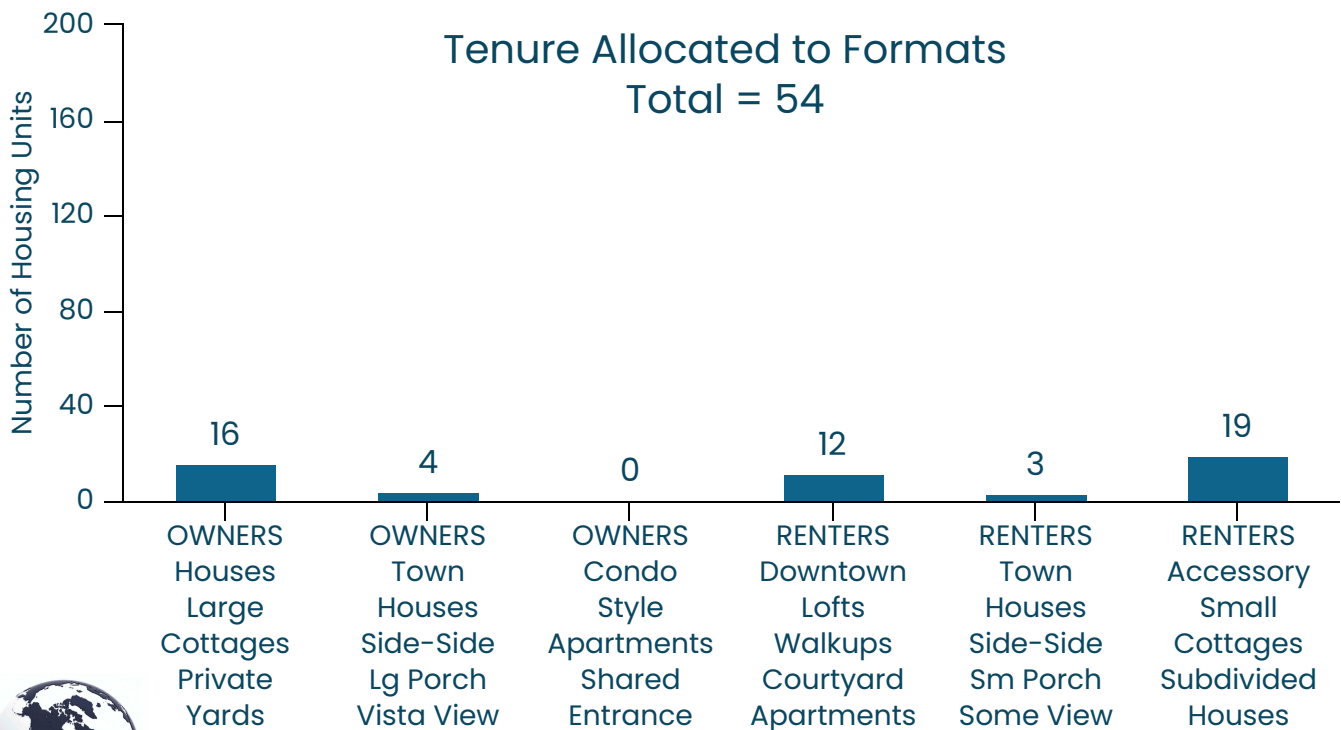
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Blissfield Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



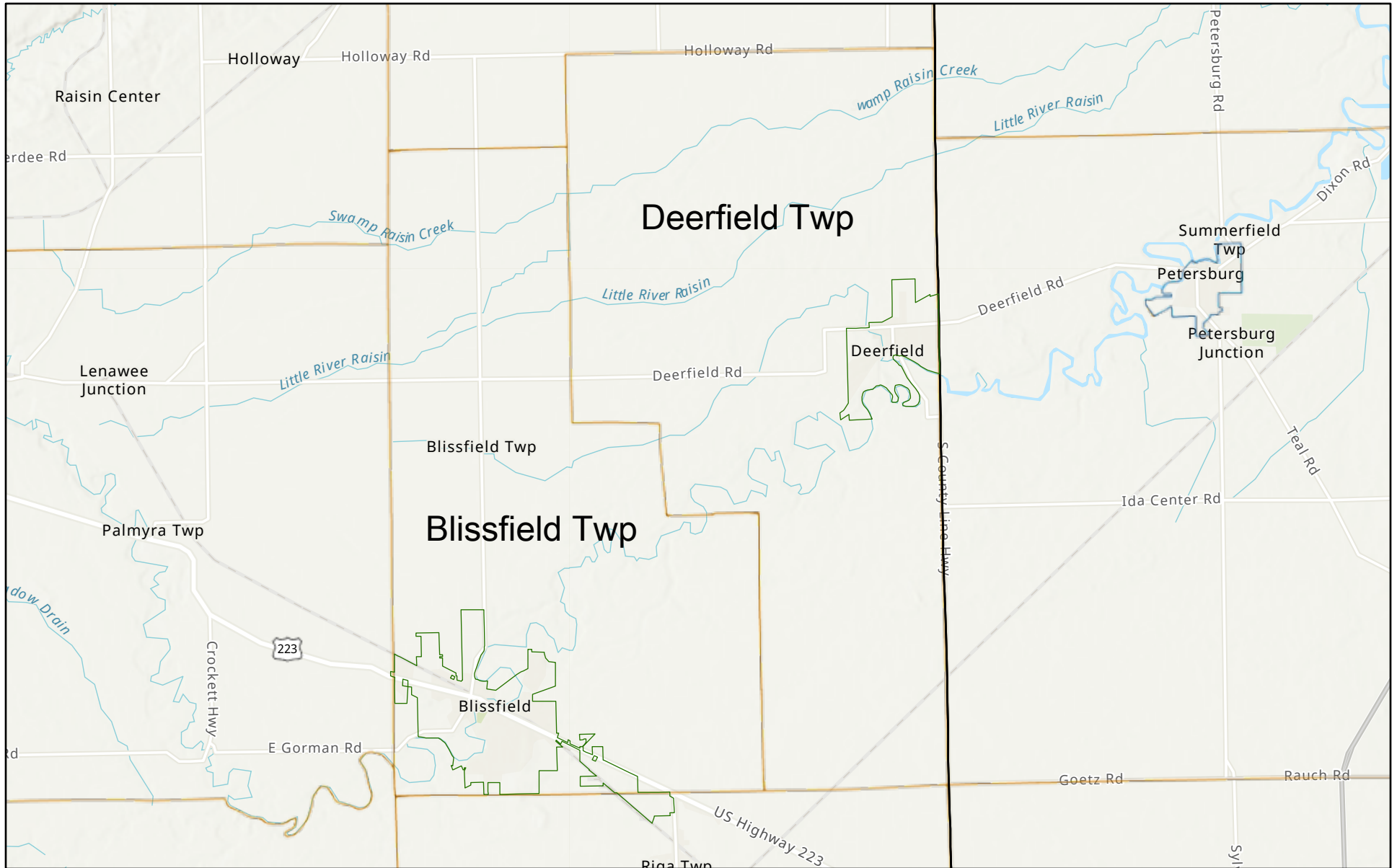
# Annual Market Potential | Blissfield Twp Intercept with New Builds | Year 2025



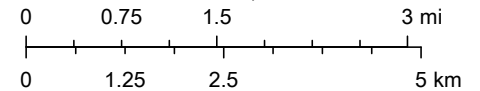
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Blissfield Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Regional Setting | Blissfield, Deerfield Twps  
Lenawee County, Michigan | 2022

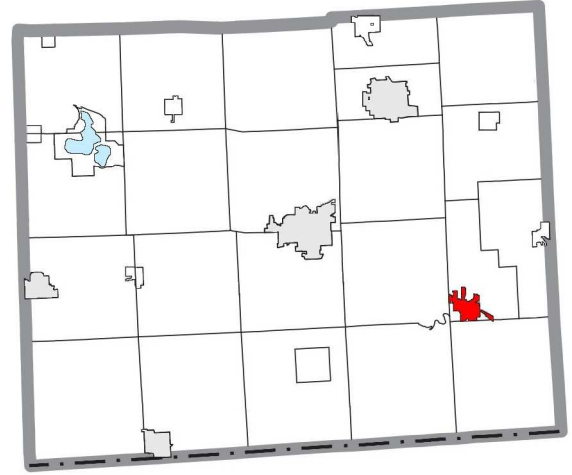
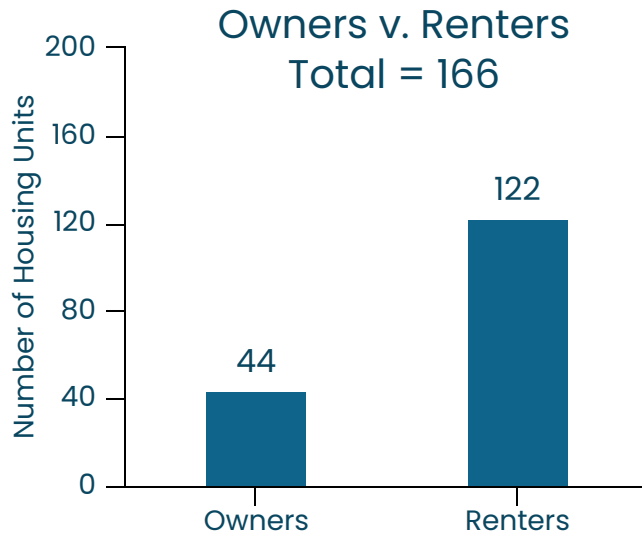


1:128,348

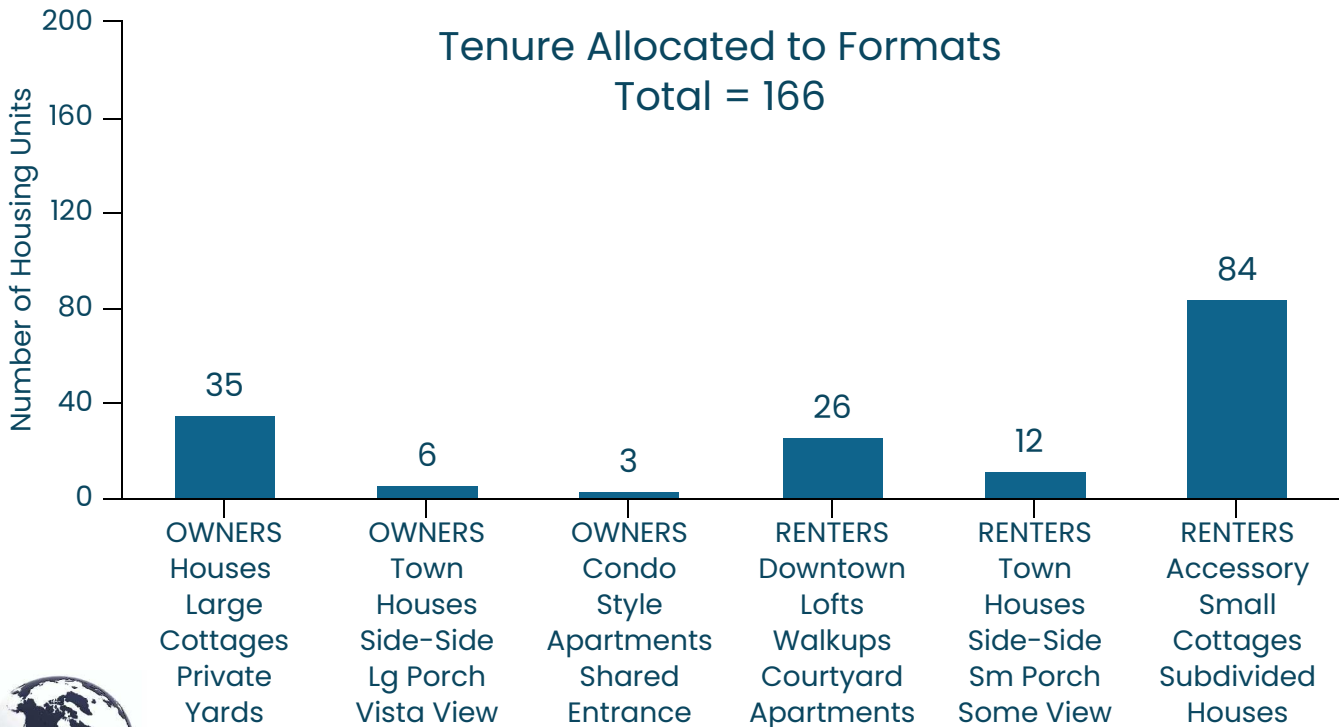


# Annual Market Potential | Blissfield Village

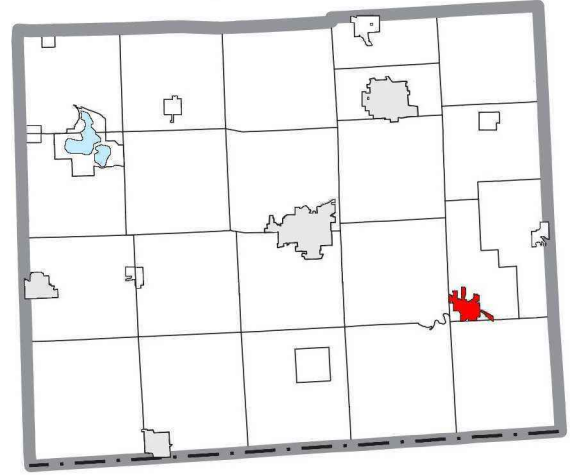
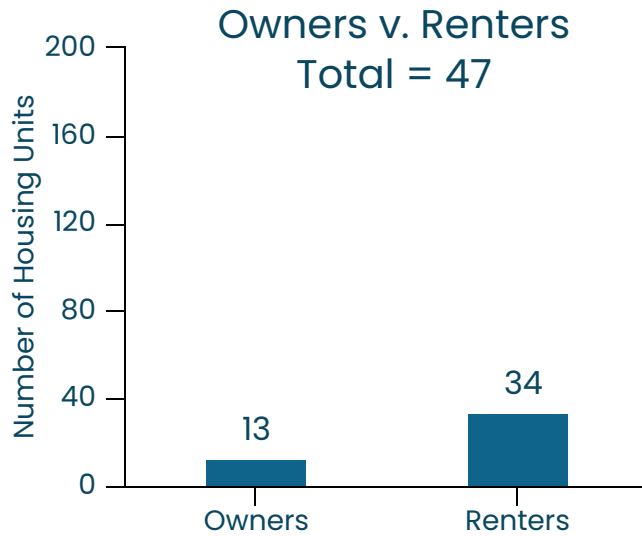
## Retain with Rehabs | Year 2025



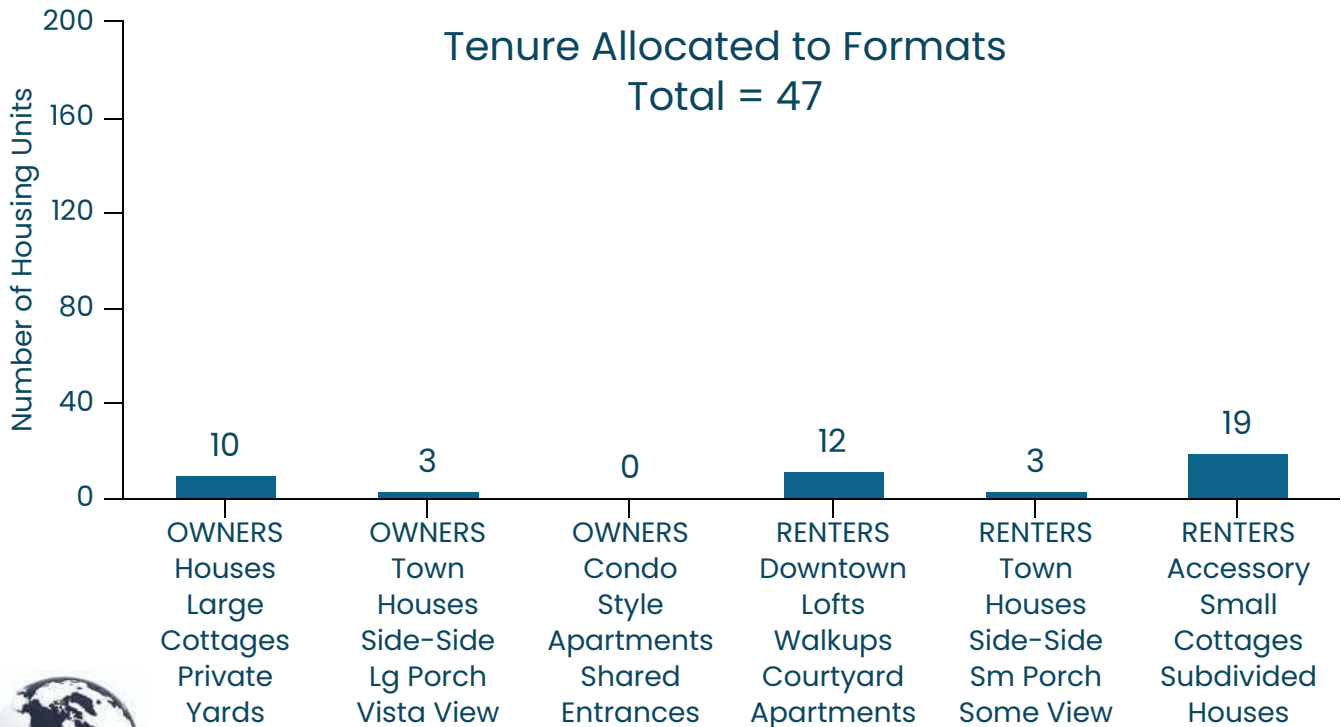
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Village of Blissfield by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



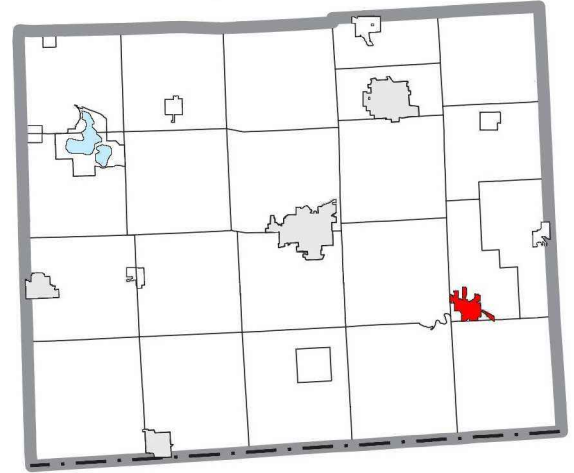
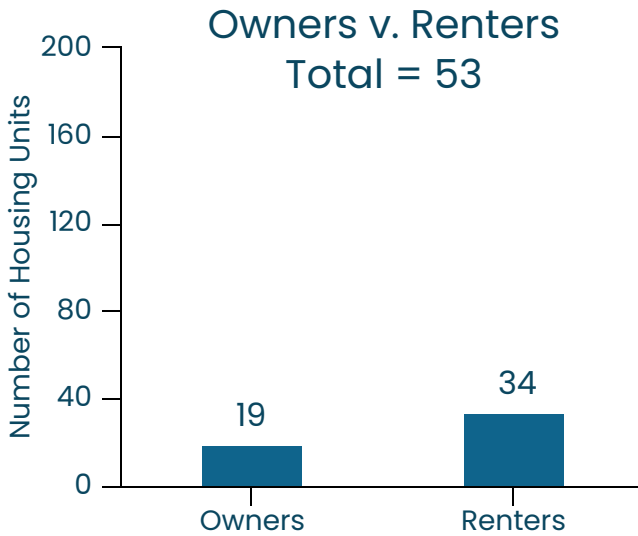
# Annual Market Potential | Blissfield Village Capture with New Builds | Year 2025



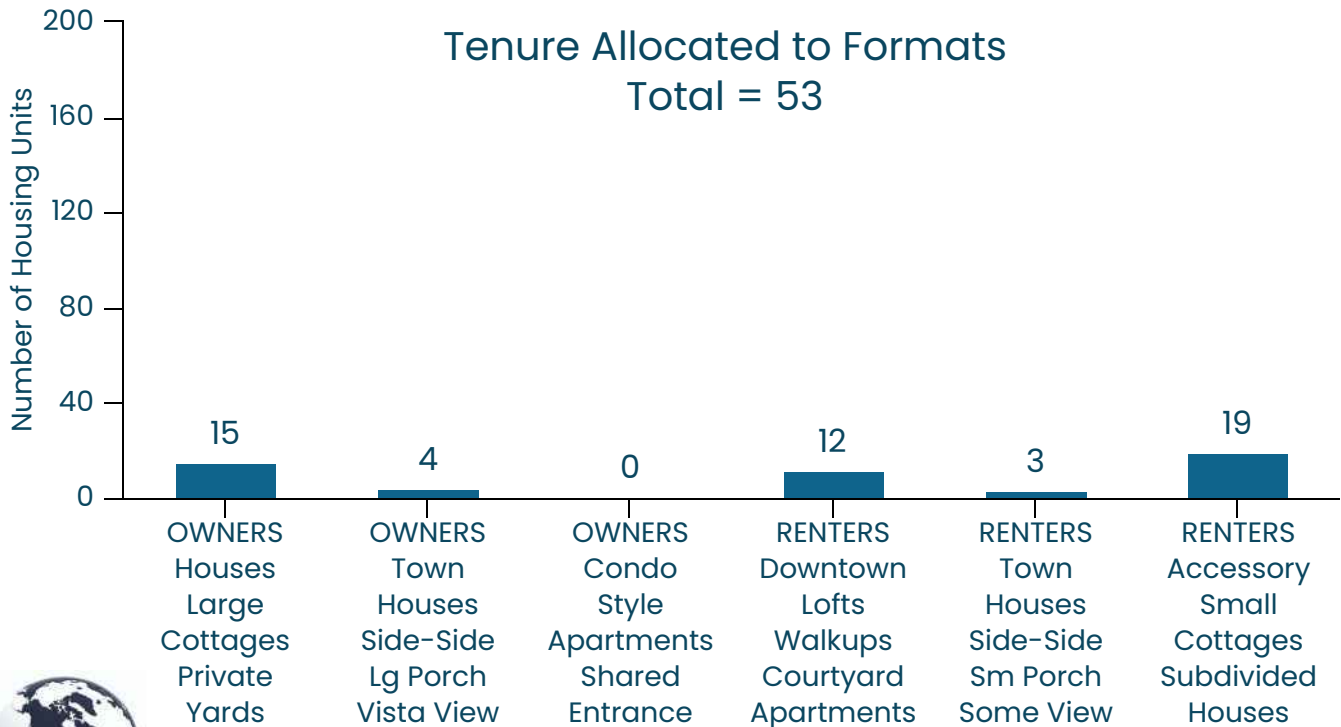
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Village of Blissfield by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Blissfield Village Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Village of Blissfield. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.





# Annual Market Potential | Blissfield Village Capture of New Owners | Year 2025

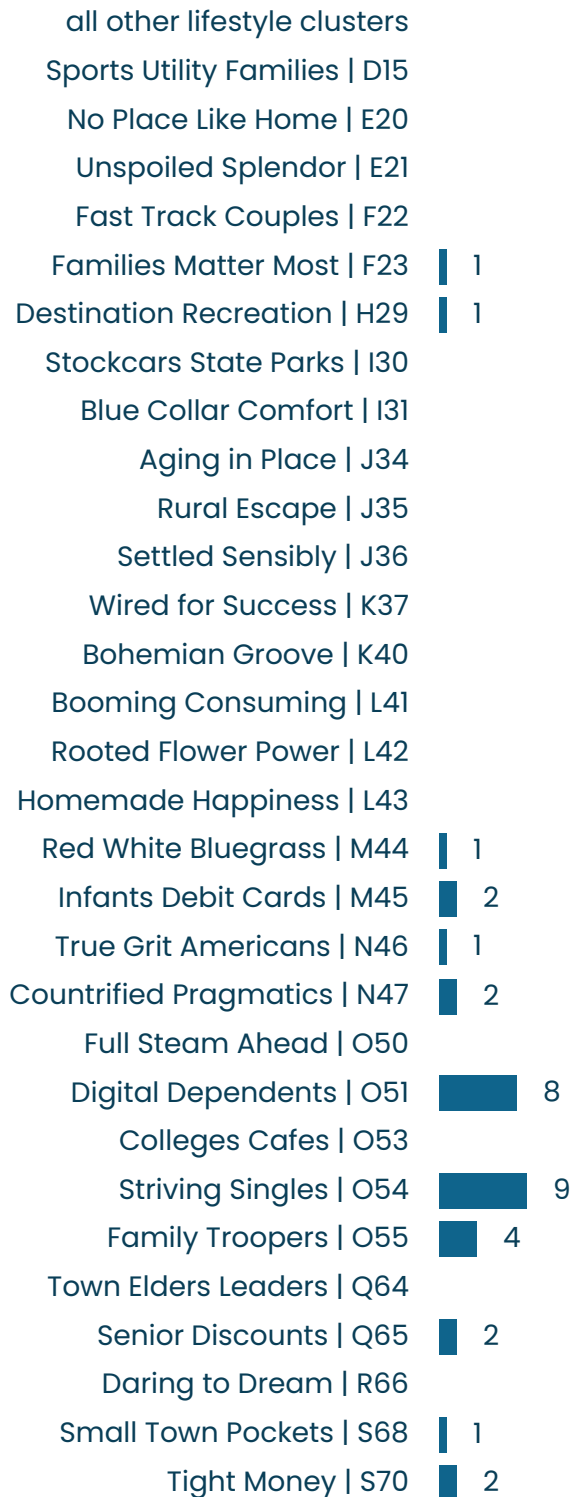
all other lifestyle clusters	
Sports Utility Families   D15	1
No Place Like Home   E20	1
Unspoiled Splendor   E21	1
Fast Track Couples   F22	
Families Matter Most   F23	1
Destination Recreation   H29	
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	1
Aging in Place   J34	
Rural Escape   J35	
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	1
Infants Debit Cards   M45	1
True Grit Americans   N46	1
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	2
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	1
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 13  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Blissfield Village Capture of New Renters | Year 2025

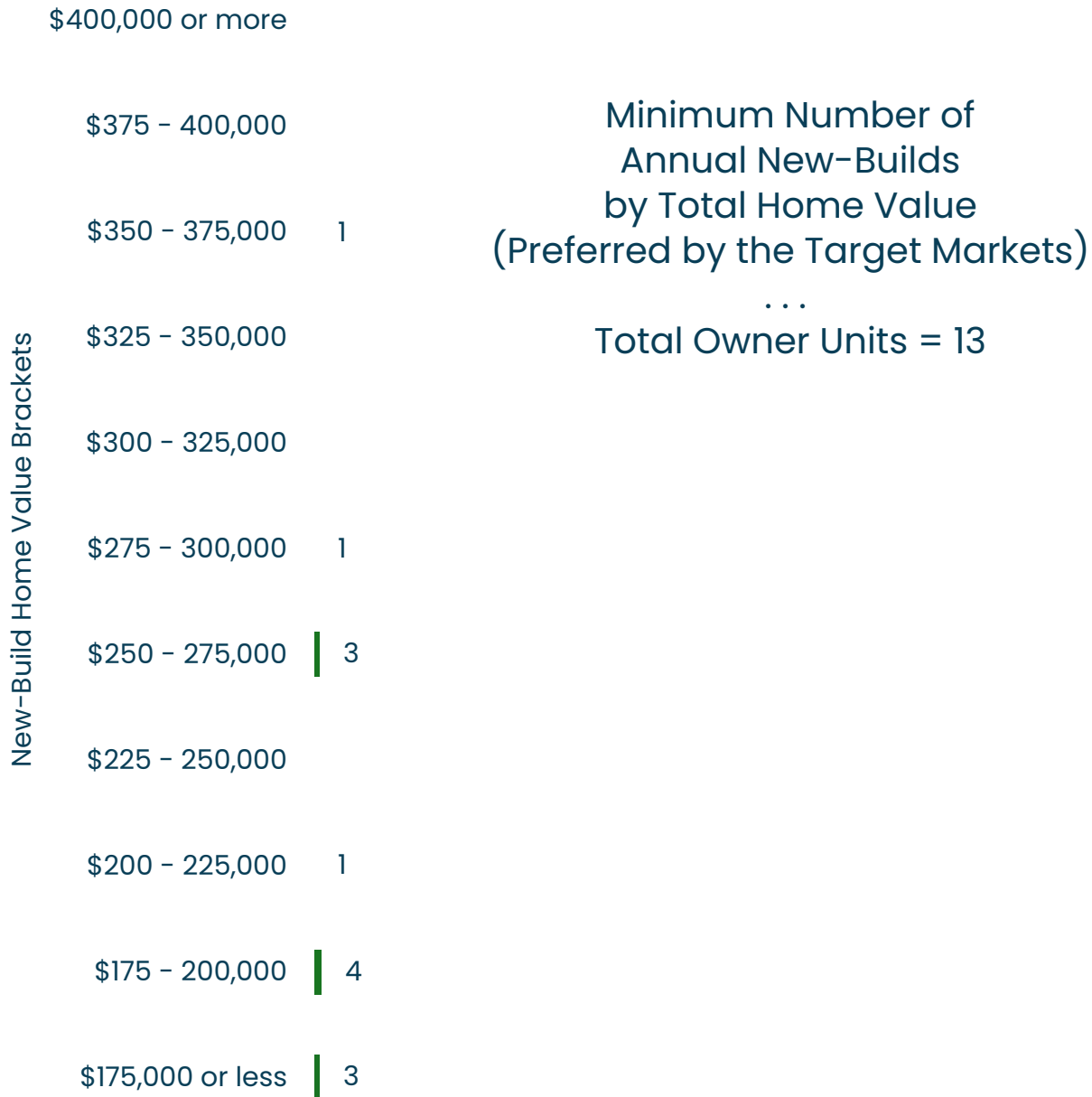


Total = 34  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Blissfield Village Capture with New-Builds | Year 2025

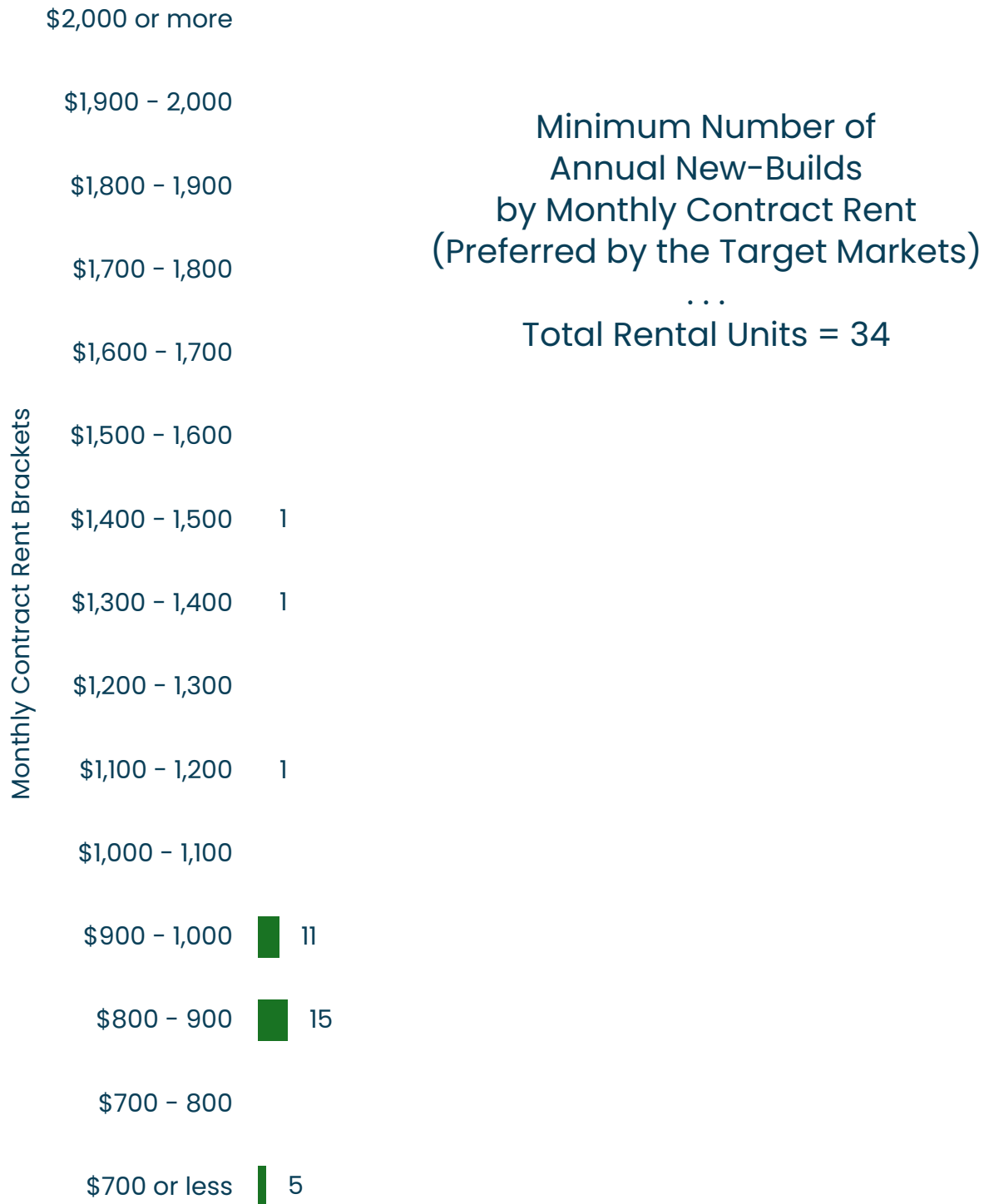


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

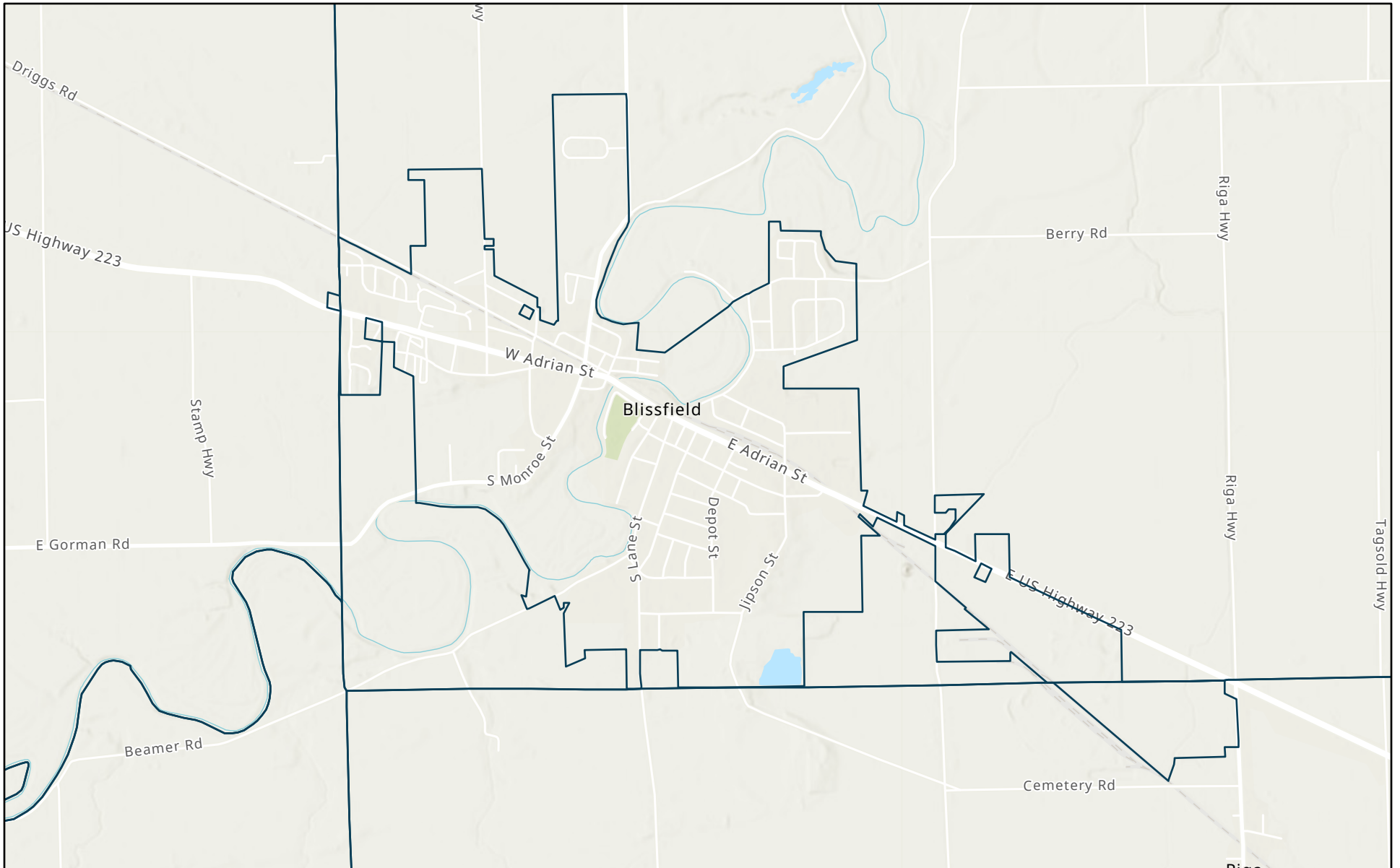
# Preferred Contract Rents | Blissfield Village Capture with New Builds | Year 2025



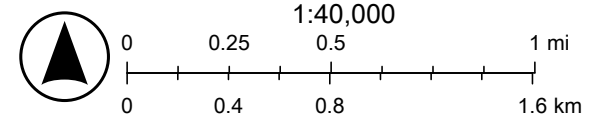
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



Regional Setting | Blissfield Village  
Lenawee County, Michigan | 2022



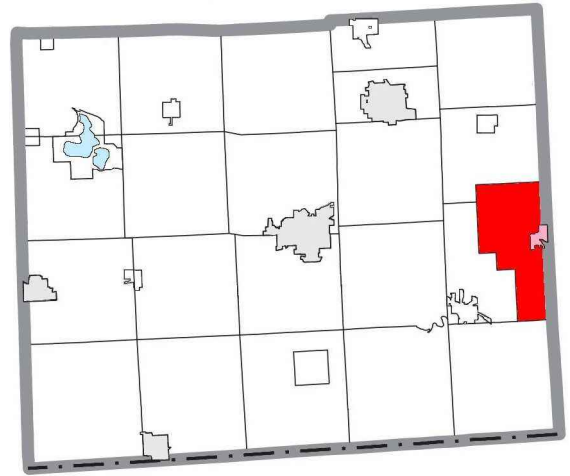
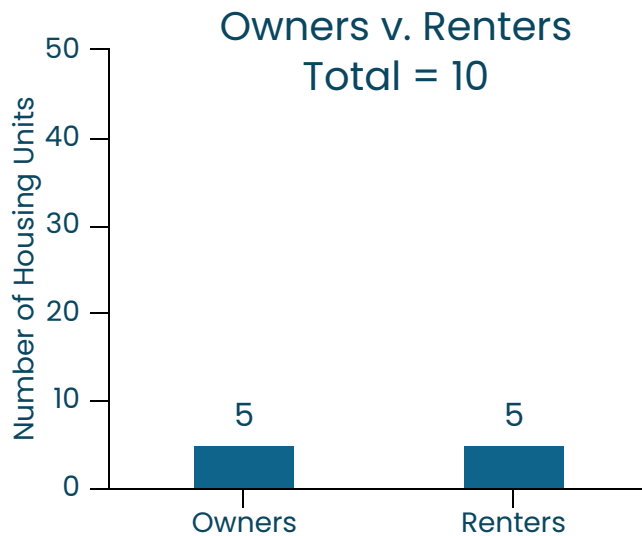
4/7/2023



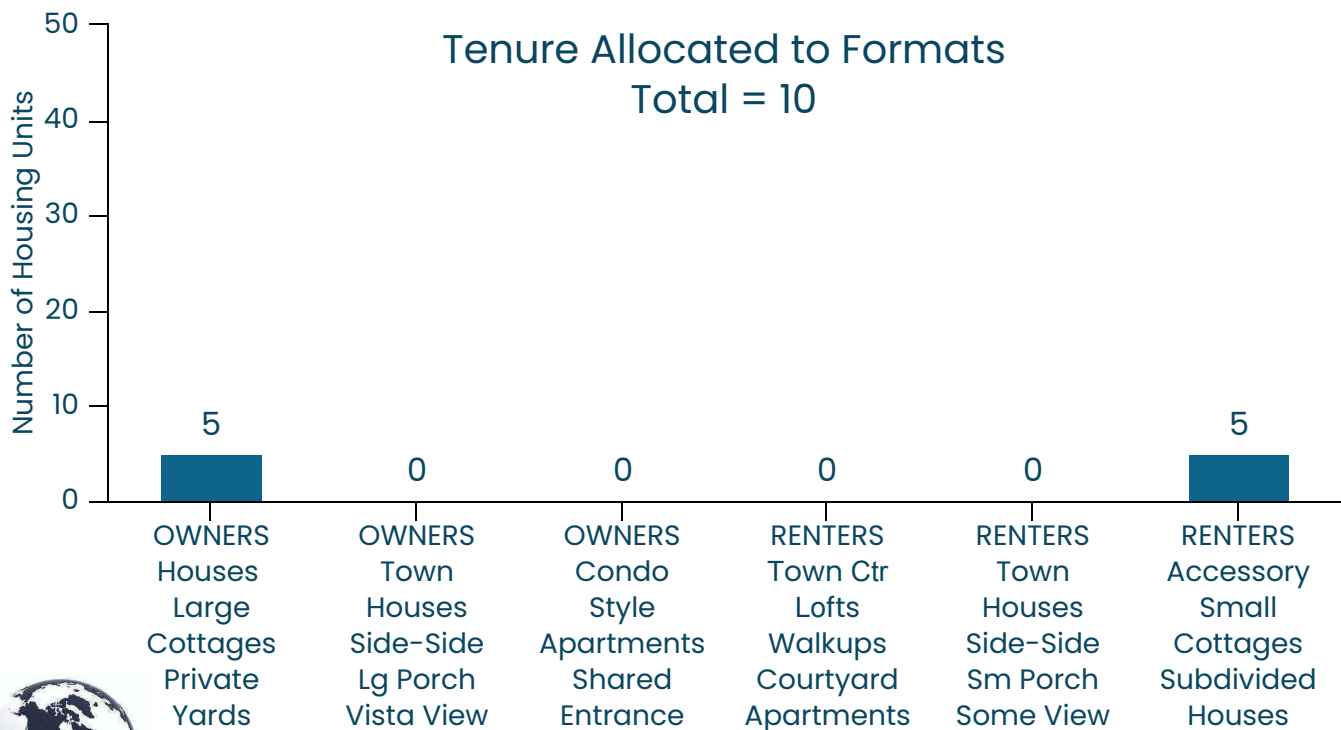
Province of Ontario, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, FEMA

# Annual Market Potential | Deerfield Twp

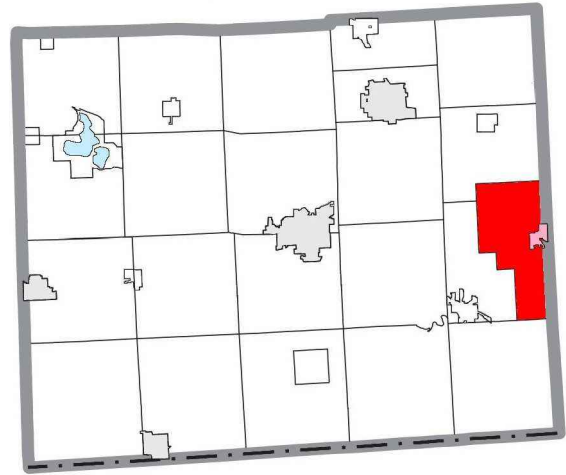
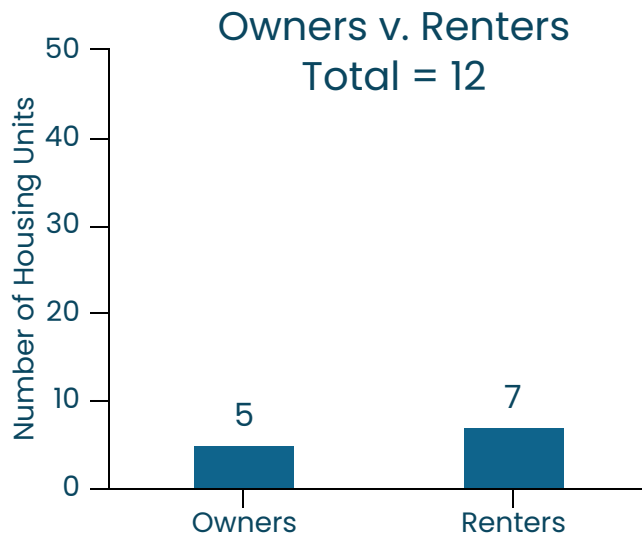
## Retain with Rehabs | Year 2025



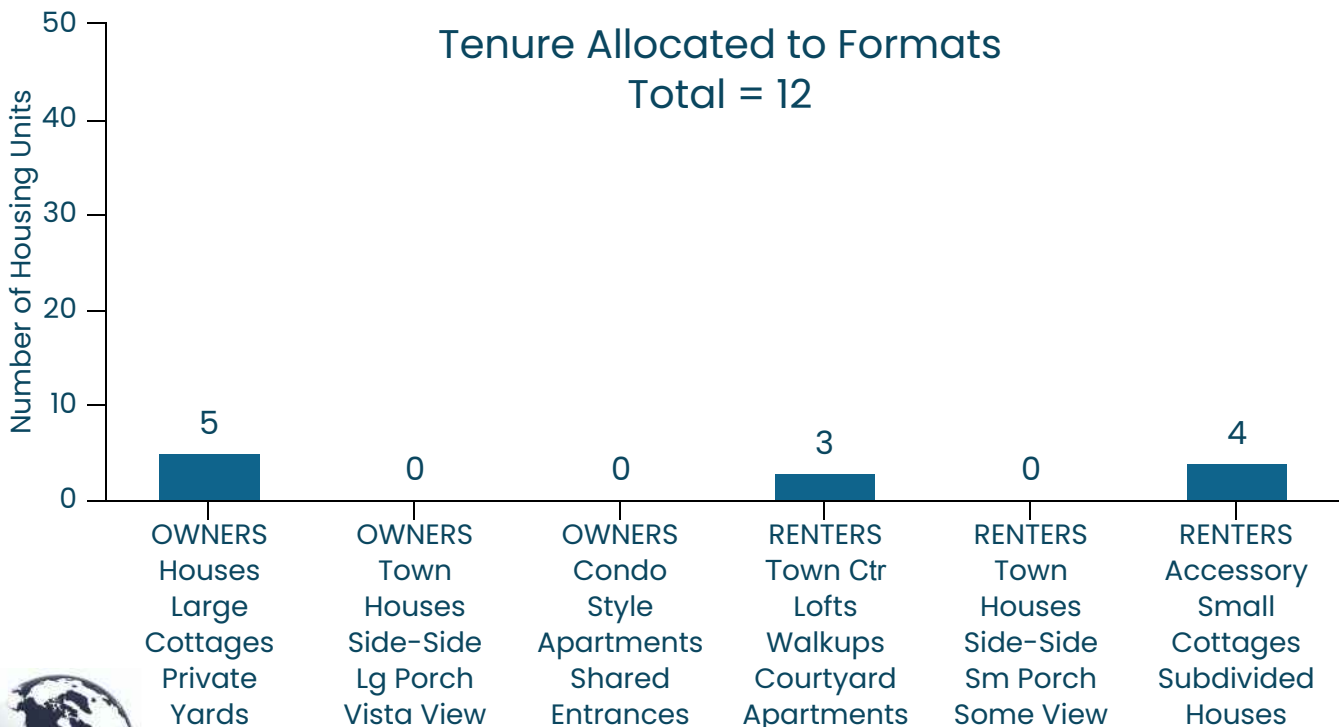
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Deerfield Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Deerfield Twp Capture with New Builds | Year 2025

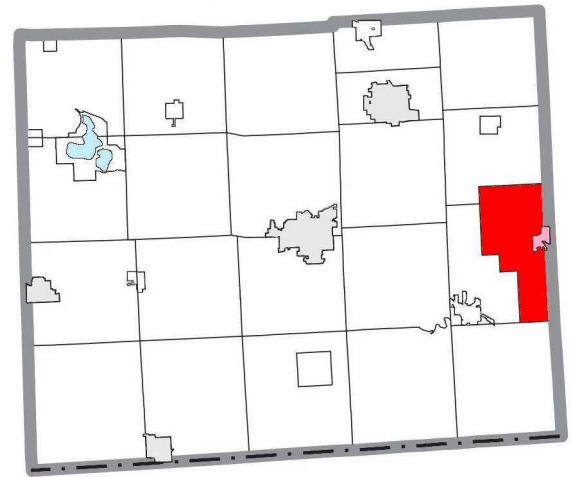
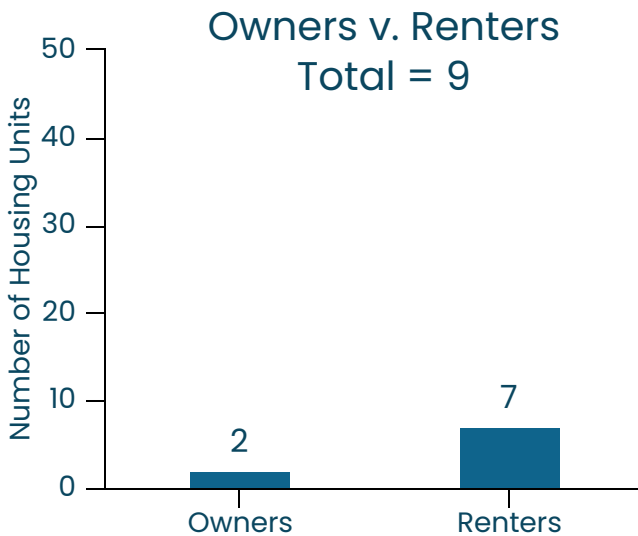


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Deerfield Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

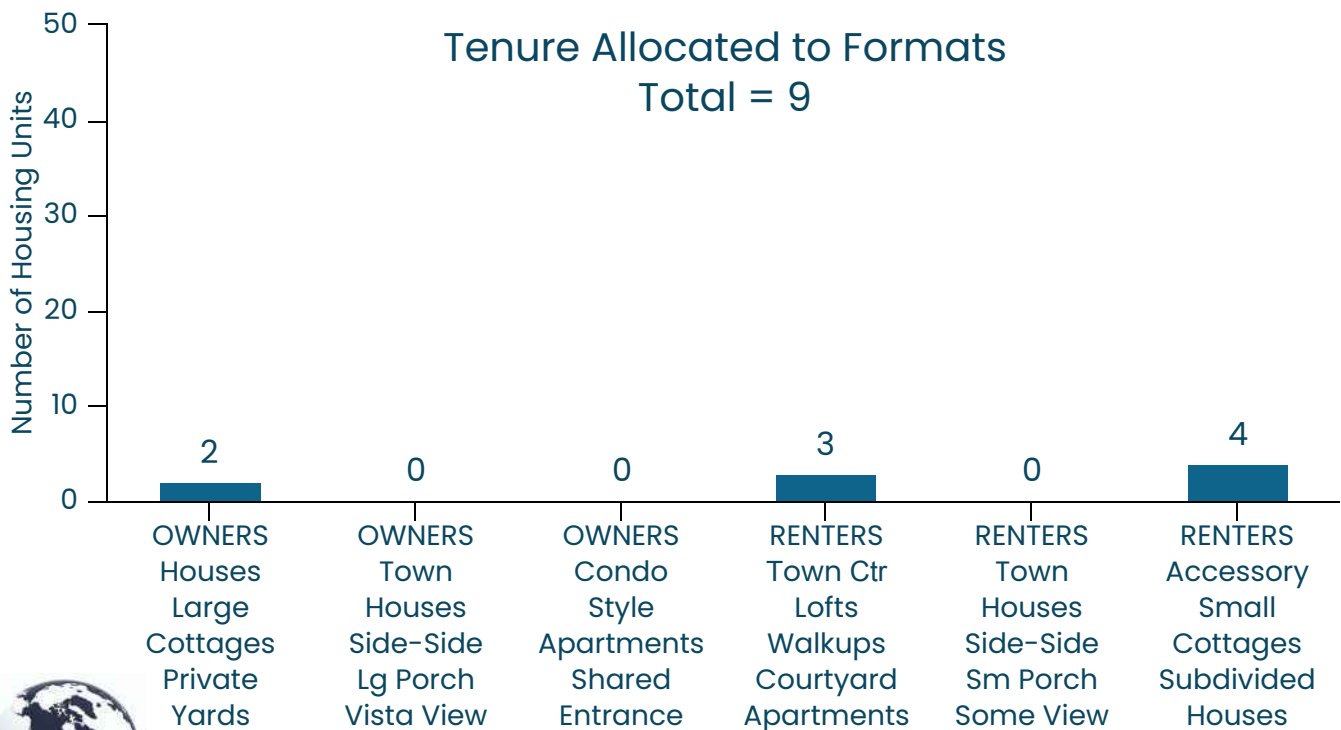


# Annual Market Potential | Deerfield Twp

## Intercept with New Builds | Year 2025

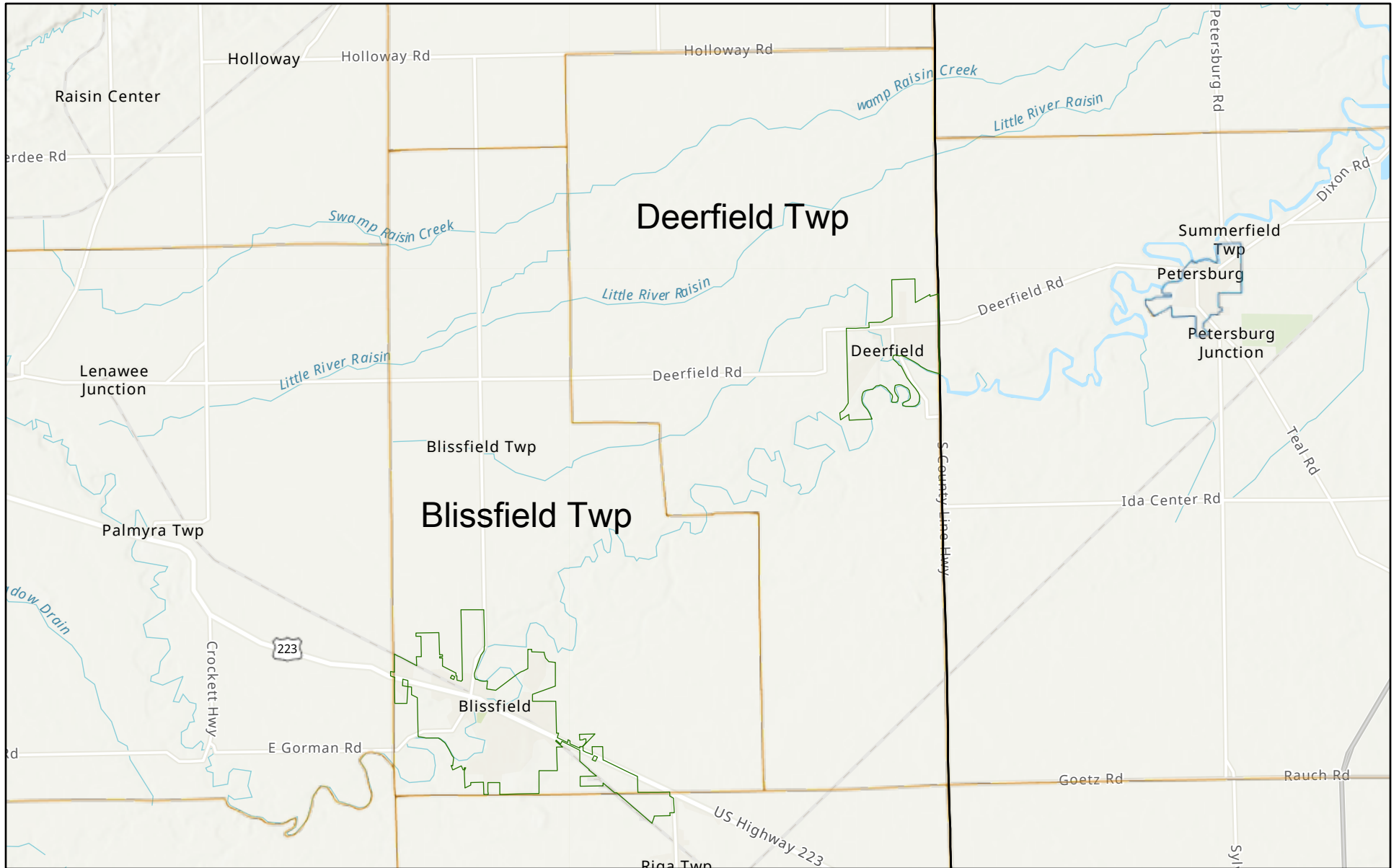


Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Deerfield Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

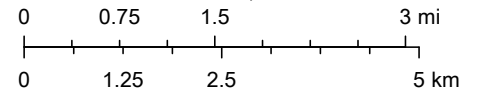




Regional Setting | Blissfield, Deerfield Twps  
Lenawee County, Michigan | 2022

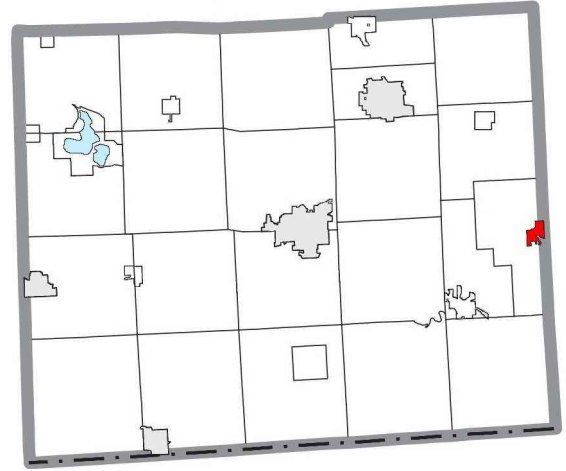
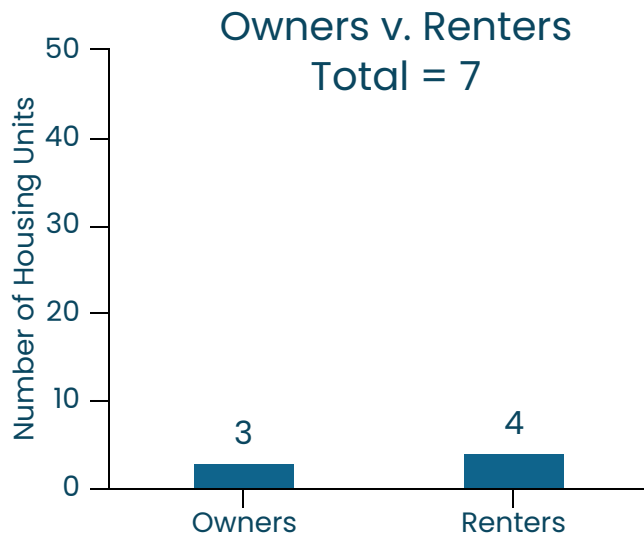


1:128,348

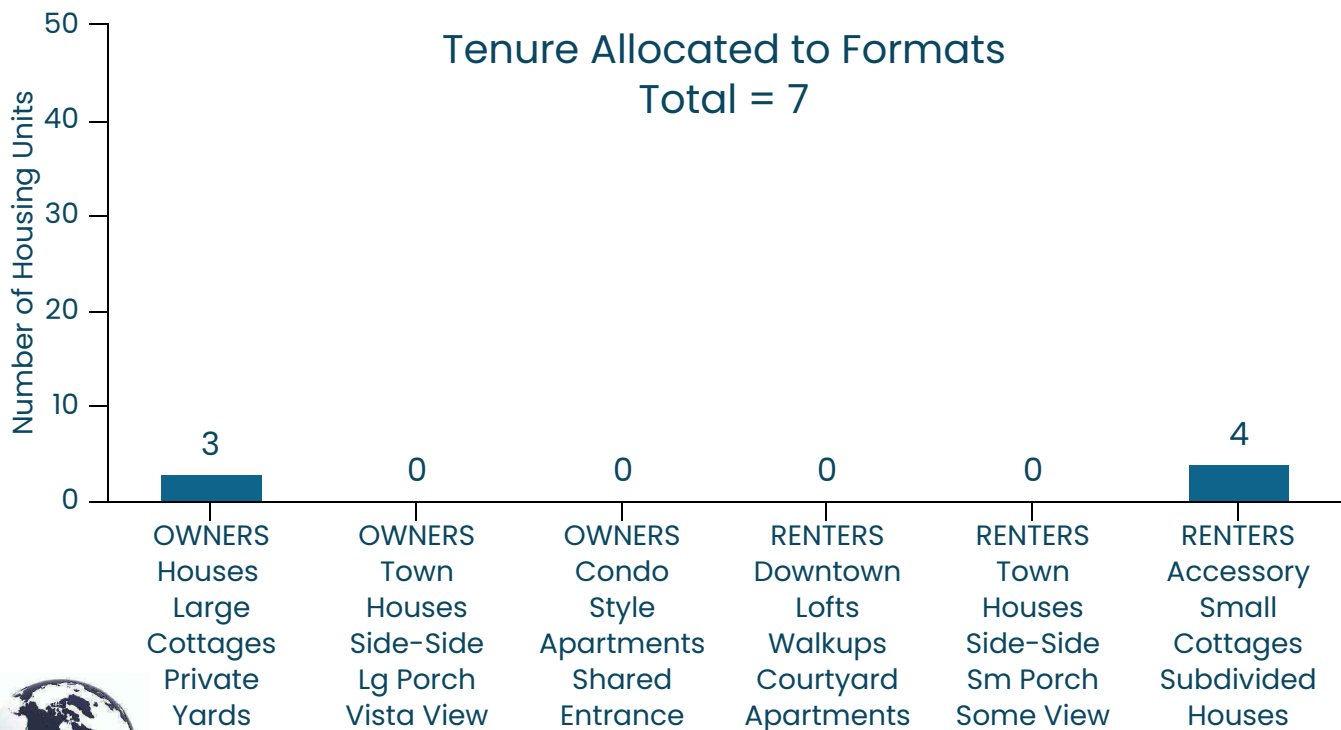


# Annual Market Potential | Deerfield Village

## Retain with Rehabs | Year 2025

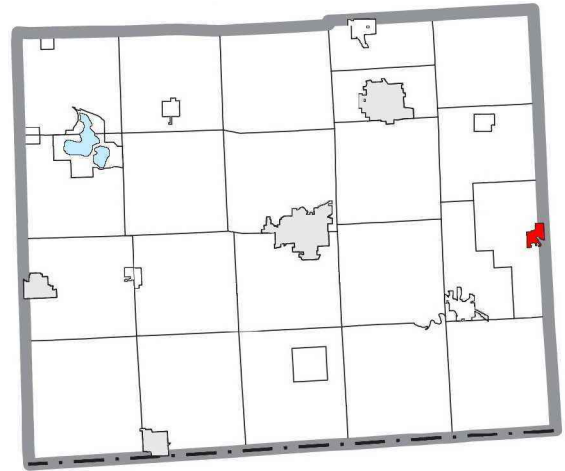
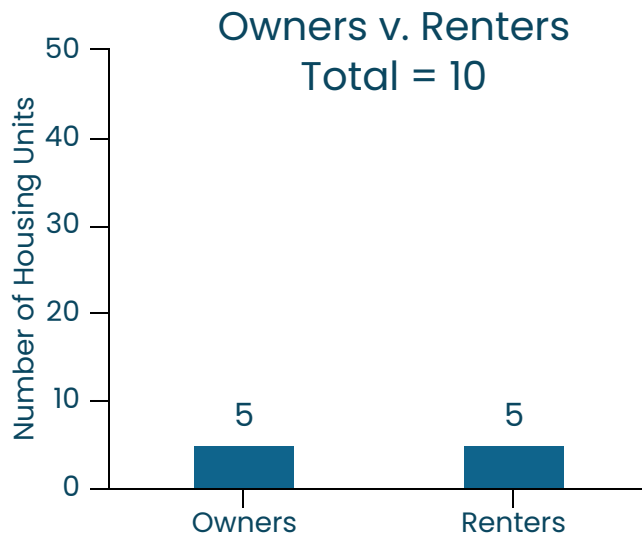


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Village of Deerfield by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

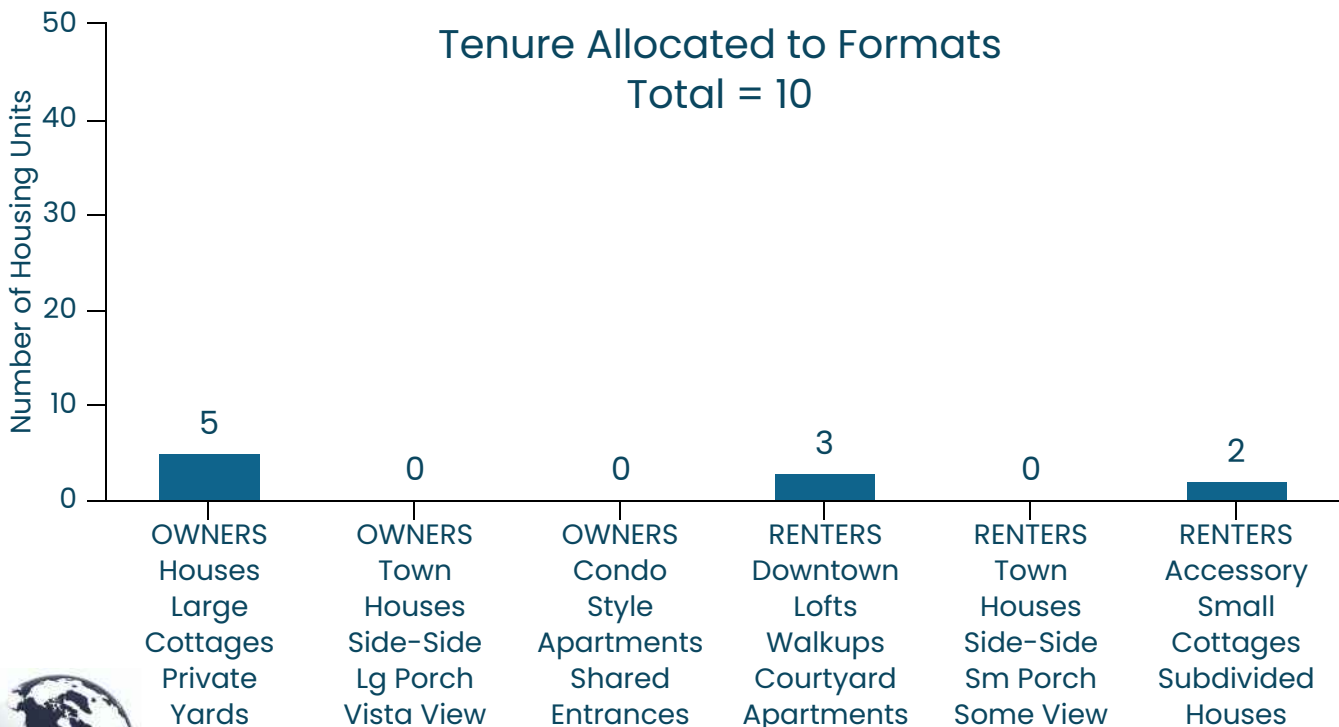


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

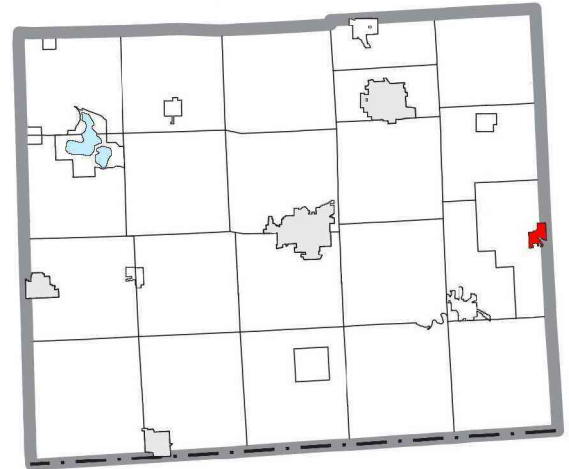
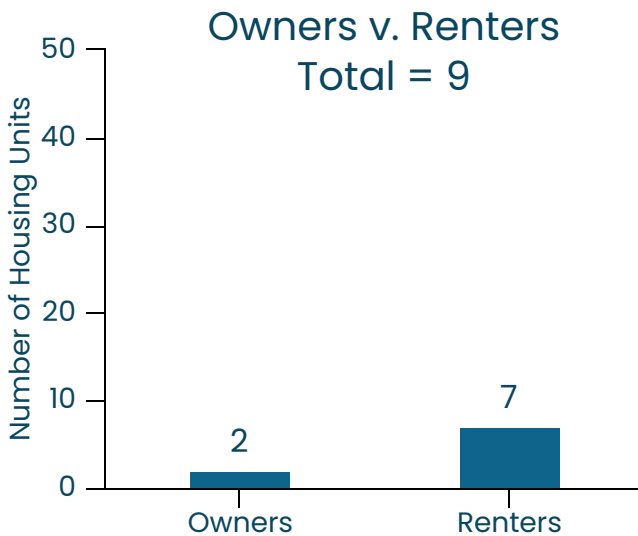
# Annual Market Potential | Deerfield Village Capture with New Builds | Year 2025



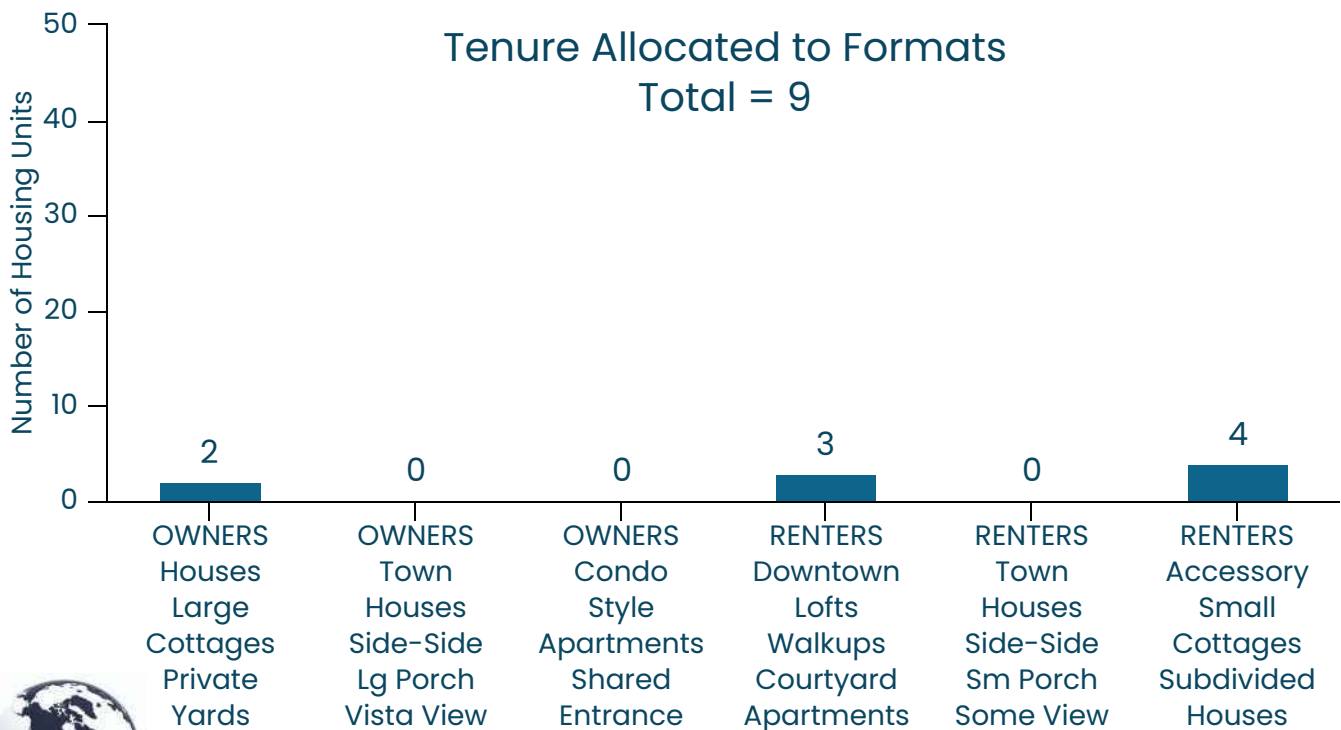
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Village of Deerfield by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Deerfield Village Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Village of Deerfield. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Deerfield Village Capture of New Owners | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	1
Unspoiled Splendor   E21	
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	1
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	1
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 5  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Deerfield Village Capture of New Renters | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	1
Infants Debit Cards   M45	
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	3
Digital Dependents   O51	1
Colleges Cafes   O53	
Striving Singles   O54	1
Family Troopers   O55	
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 7  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Preferred Home Values | Deerfield Village Capture with New-Builds | Year 2025

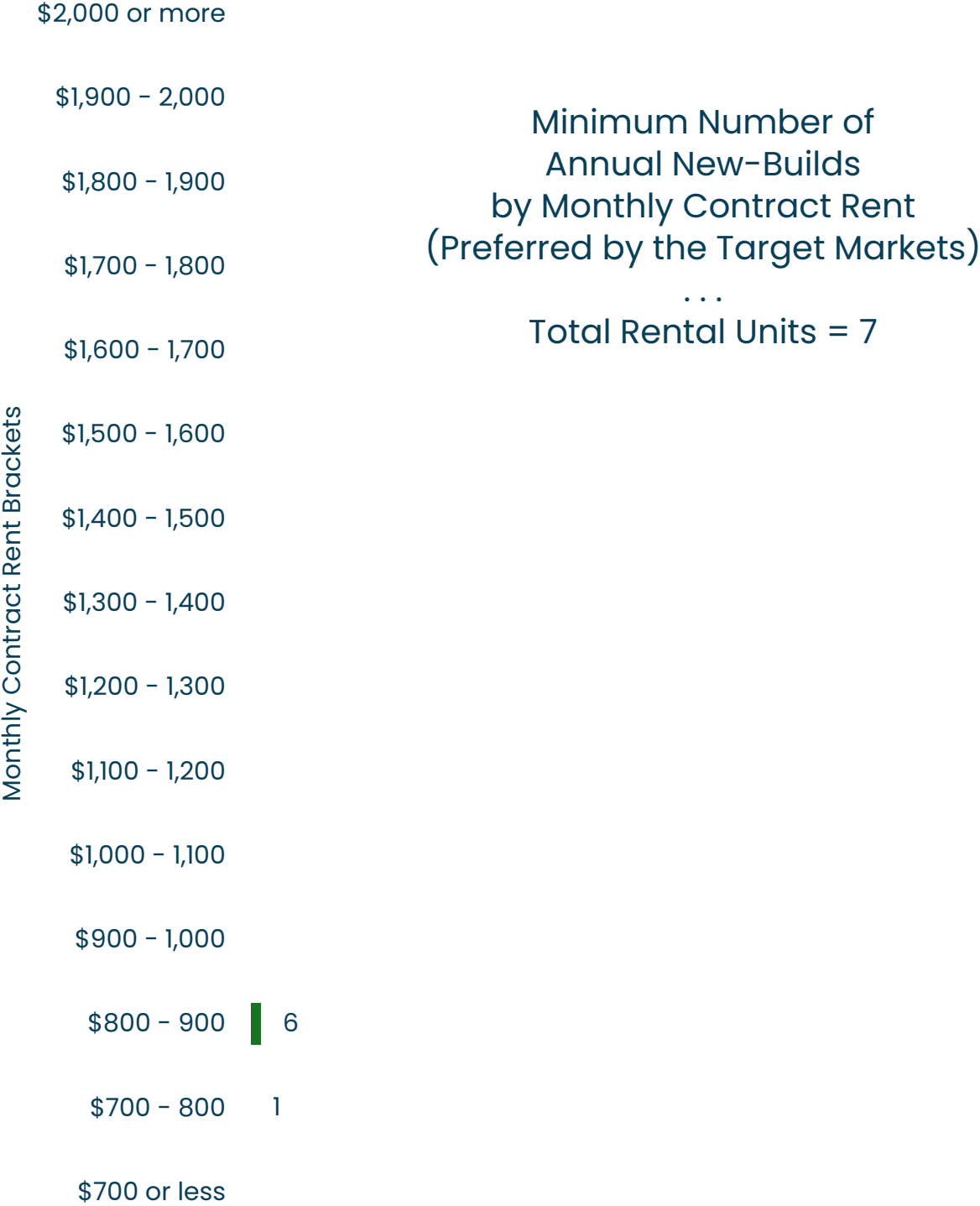
New-Build Home Value Brackets	Minimum Number of Annual New-Builds by Total Home Value (Preferred by the Target Markets)	
	Units	Total Owner Units = 5
\$400,000 or more		
\$375 - 400,000		
\$350 - 375,000		
\$325 - 350,000		
\$300 - 325,000		
\$275 - 300,000		
\$250 - 275,000	1	
\$225 - 250,000	1	
\$200 - 225,000		
\$175 - 200,000	2	
\$175,000 or less	1	

Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

# Preferred Contract Rents | Deerfield Village Capture with New Builds | Year 2025

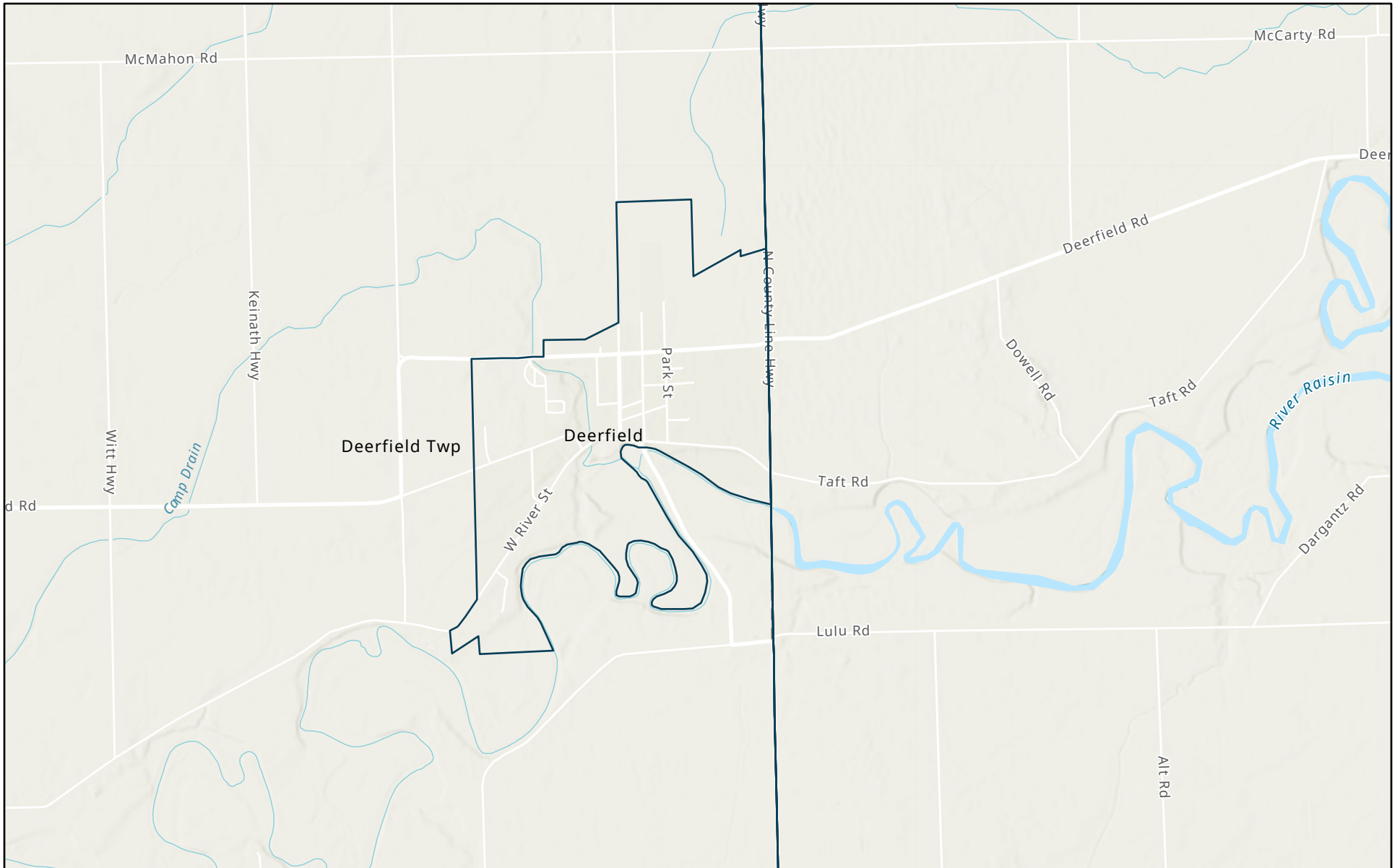


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.

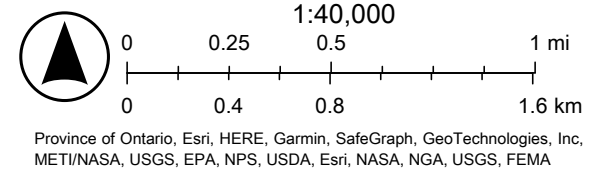




# Regional Setting | Deerfield Village Lenawee County, Michigan | 2022



4/7/2023



Province of Ontario, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, FEMA

# Section 1-I

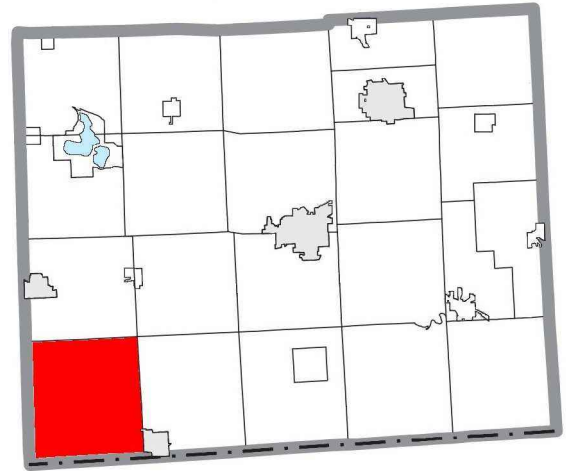
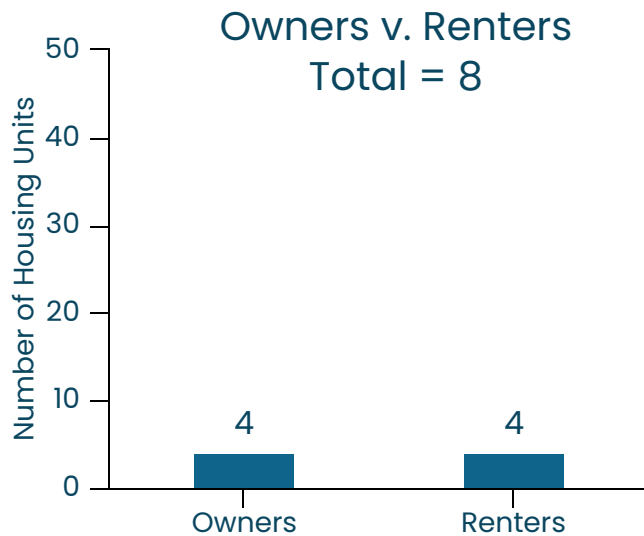
Medina Township

Seneca Township

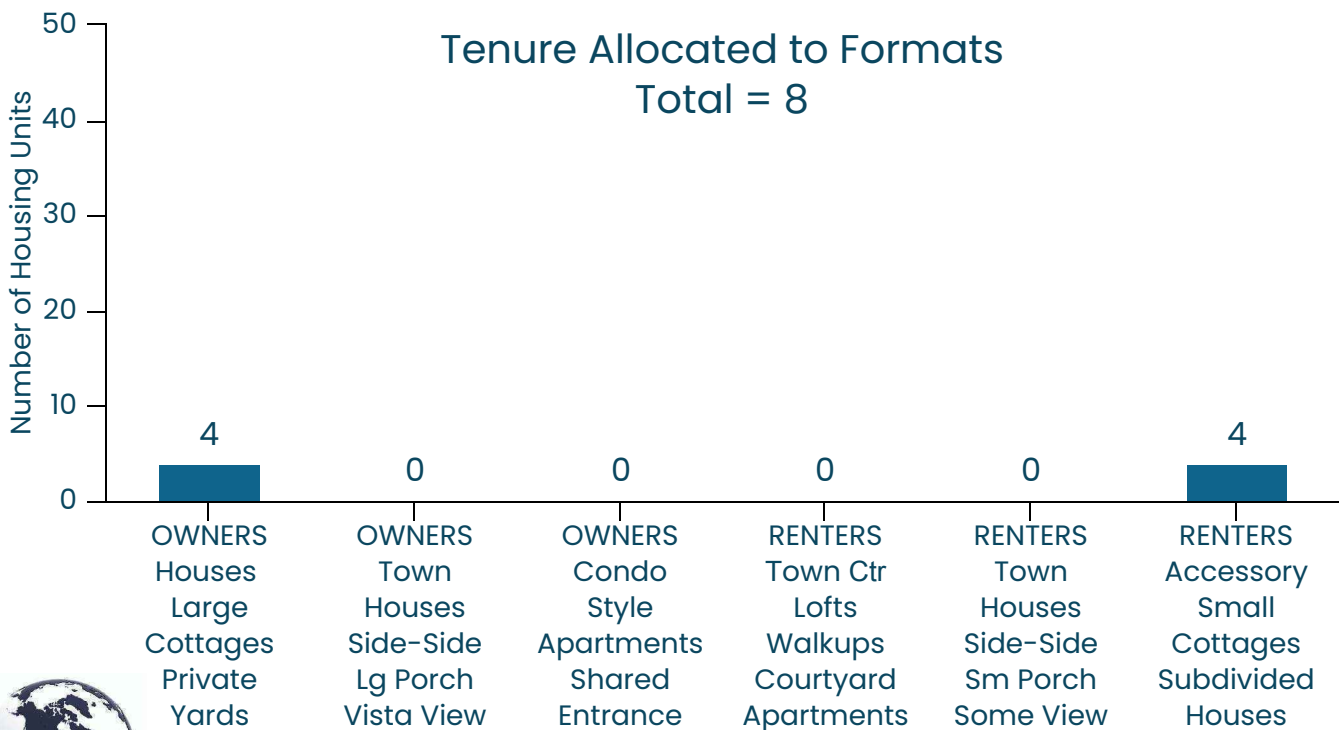
Morenci City

# Annual Market Potential | Medina Twp

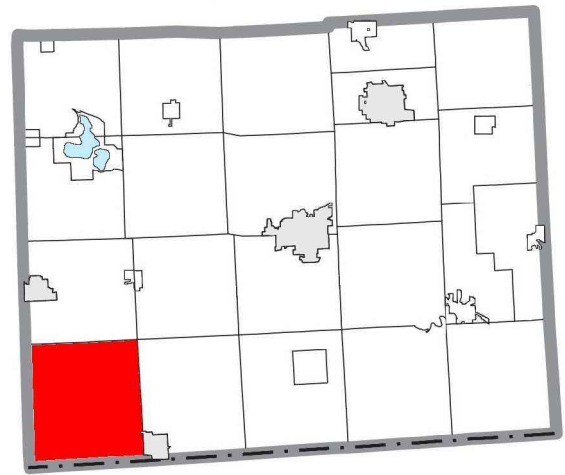
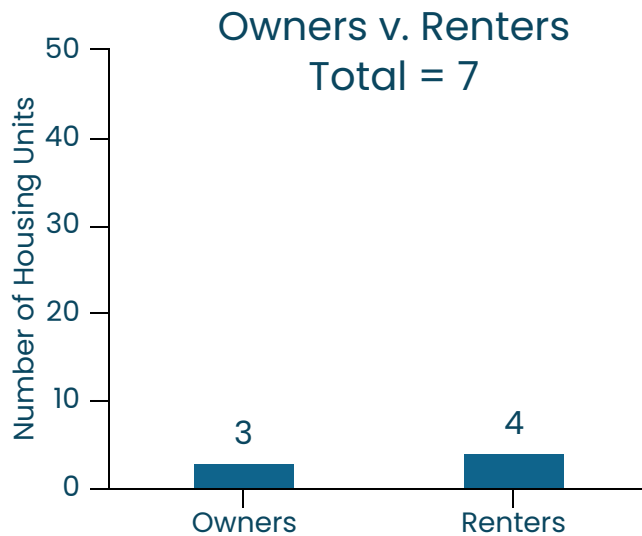
## Retain with Rehabs | Year 2025



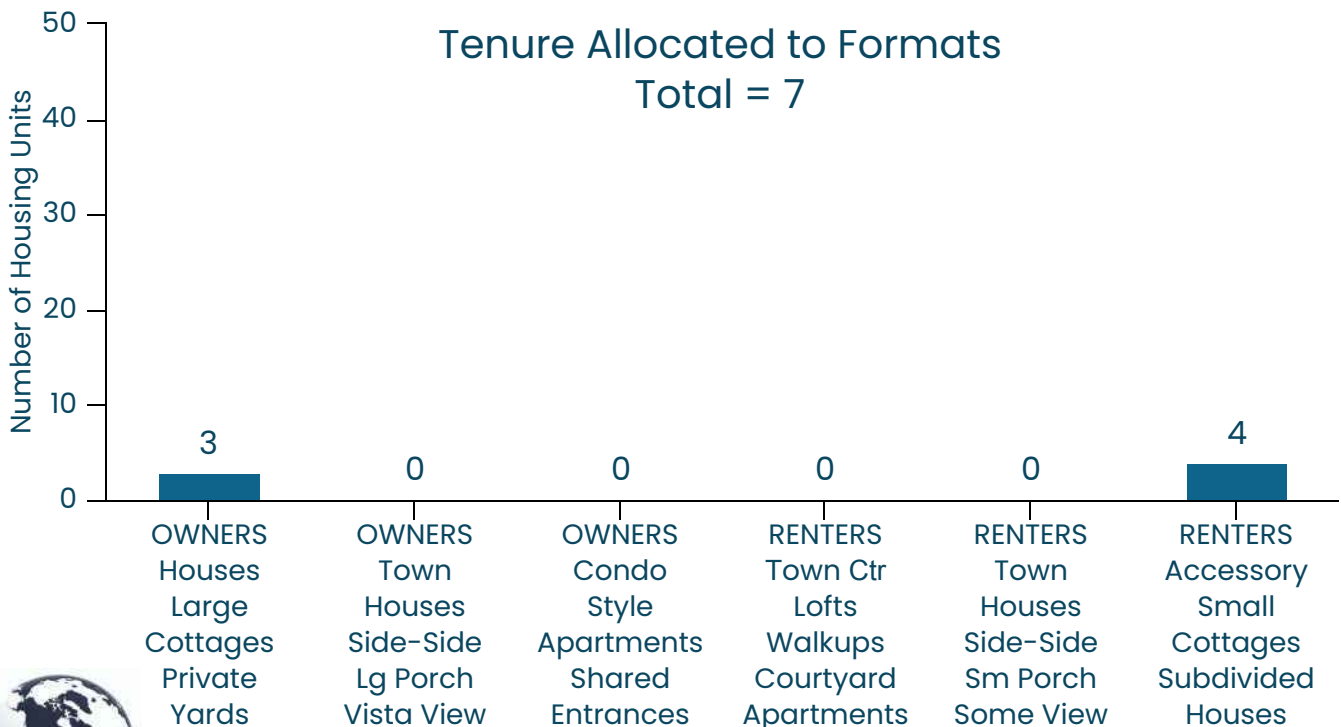
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Medina Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



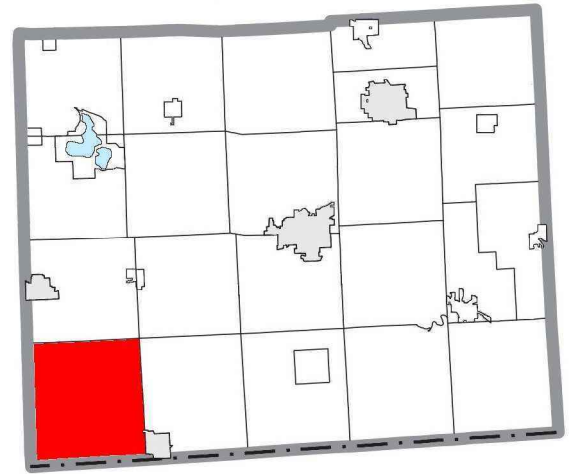
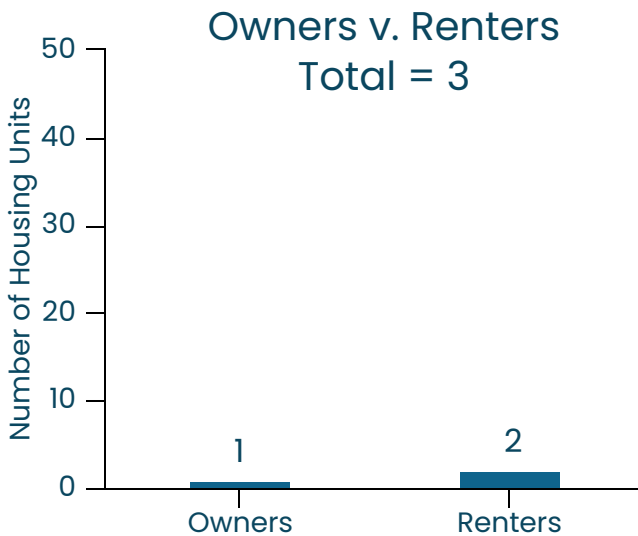
# Annual Market Potential | Medina Twp Capture with New Builds | Year 2025



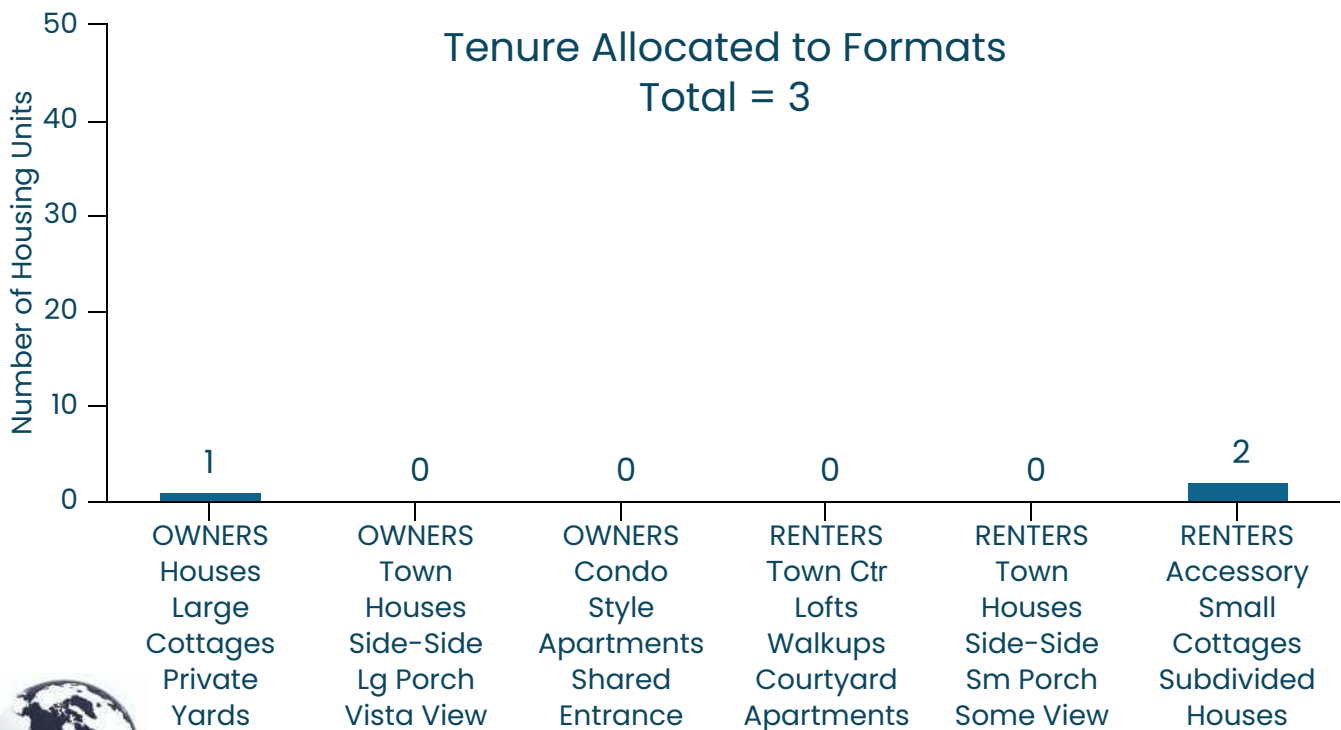
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Medina Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



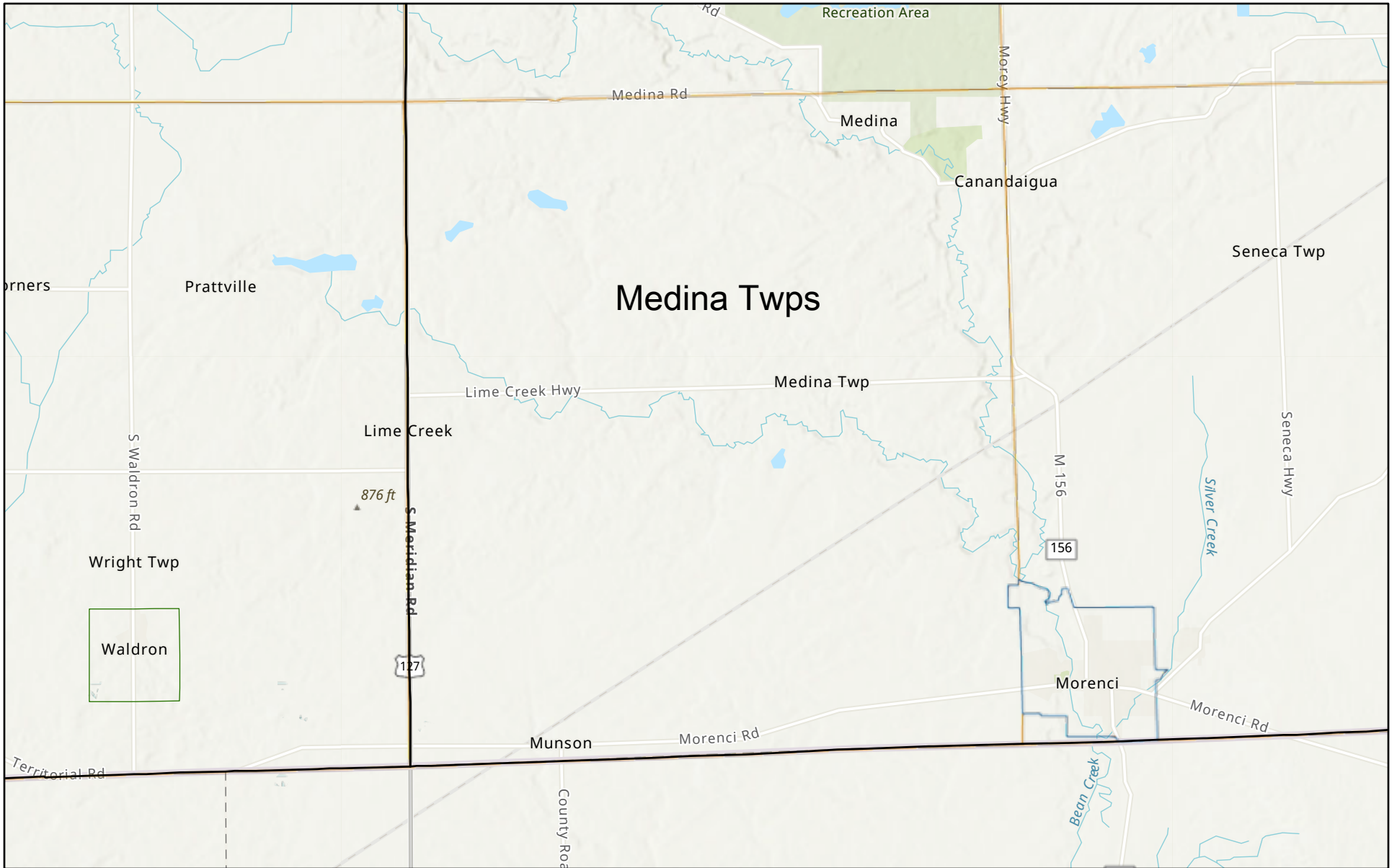
# Annual Market Potential | Medina Twp Intercept with New Builds | Year 2025



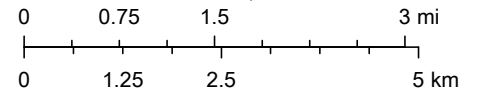
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Medina Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Regional Setting | Medina Township Lenawee County, Michigan | 2022



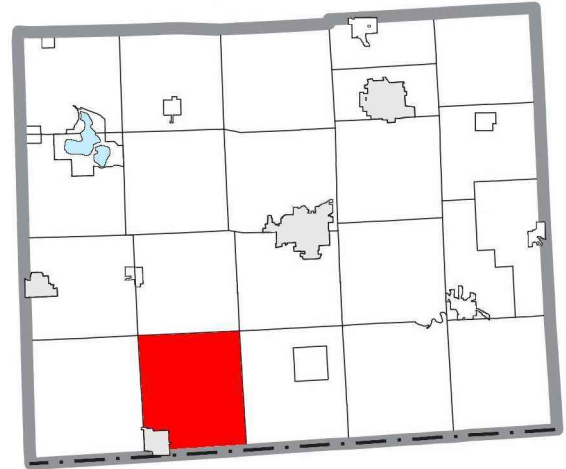
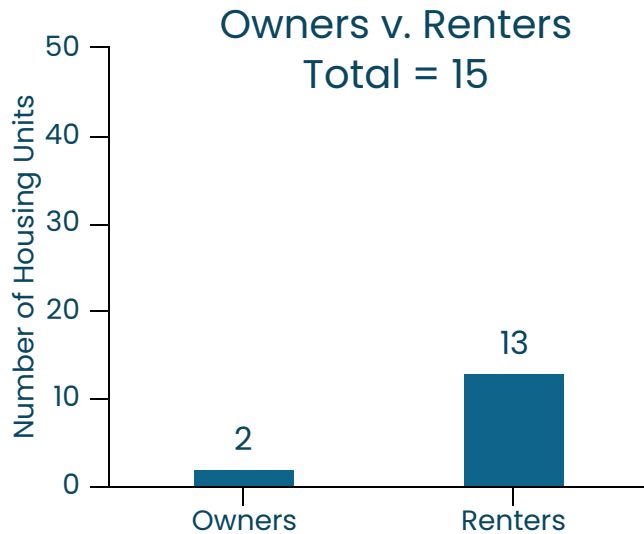
1:128,348



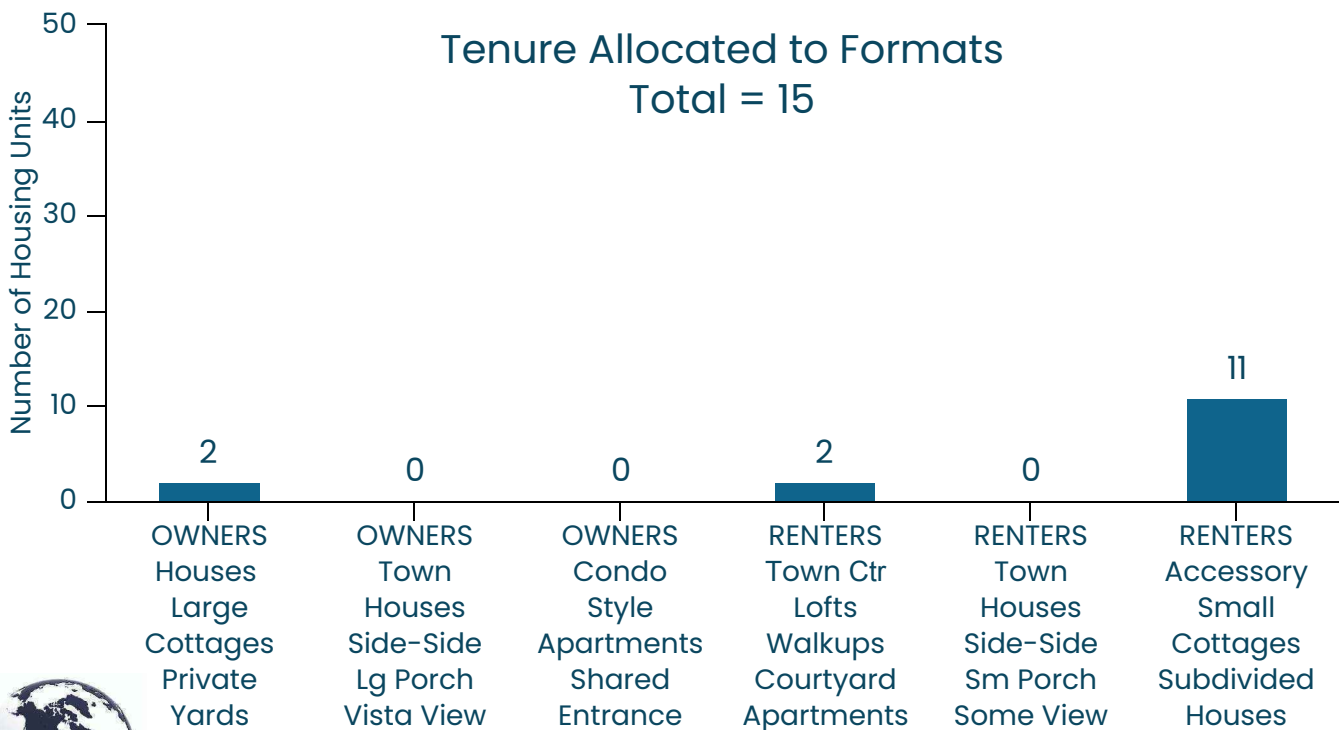
# Annual Market Potential | Seneca Twp

## Retain with Rehabs | Year 2025

Note: Seneca Township excludes the City of Morenci.



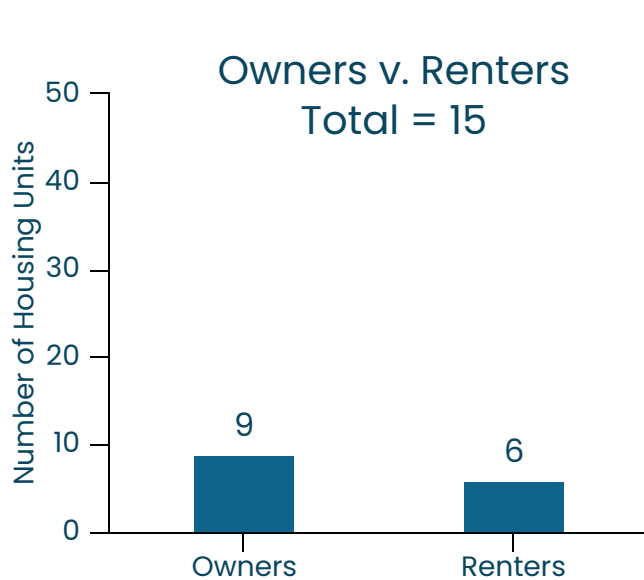
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Seneca Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



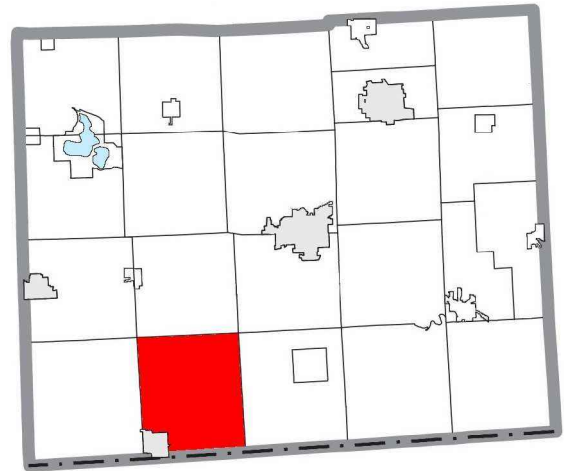
LandUseUSA  
UrbanStrategies

Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.

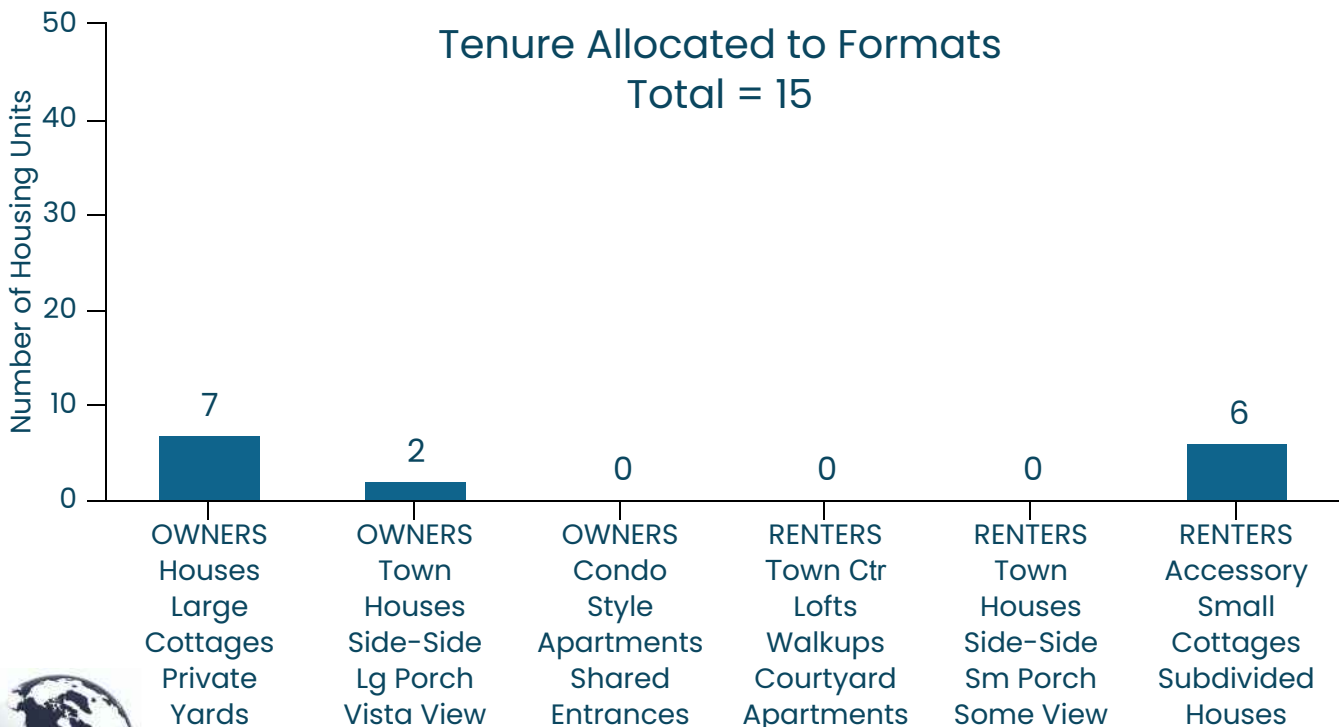
# Annual Market Potential | Seneca Twp Capture with New Builds | Year 2025



Note: Seneca Township excludes the City of Morenci.



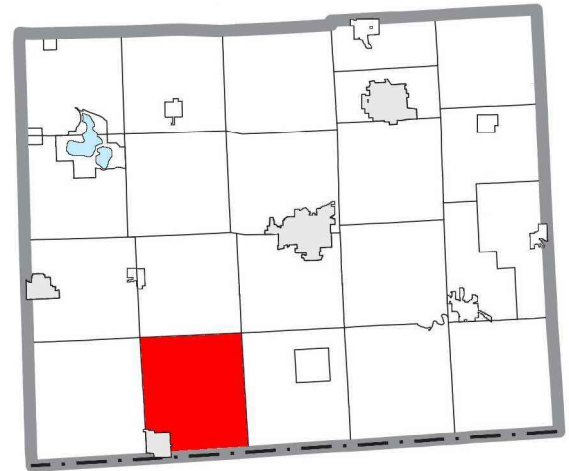
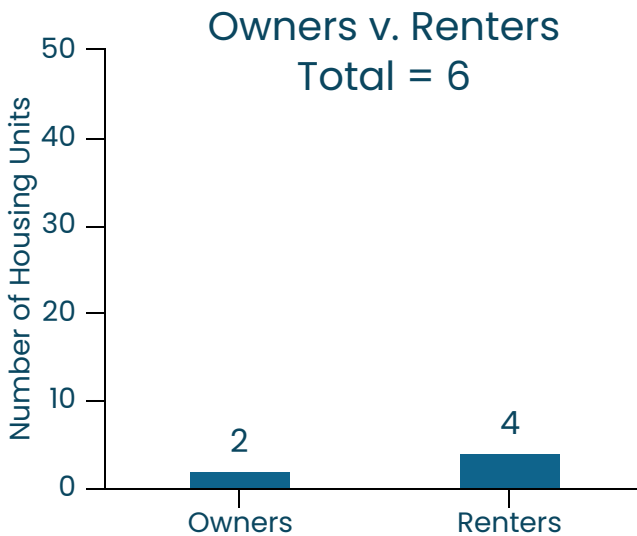
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Seneca Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



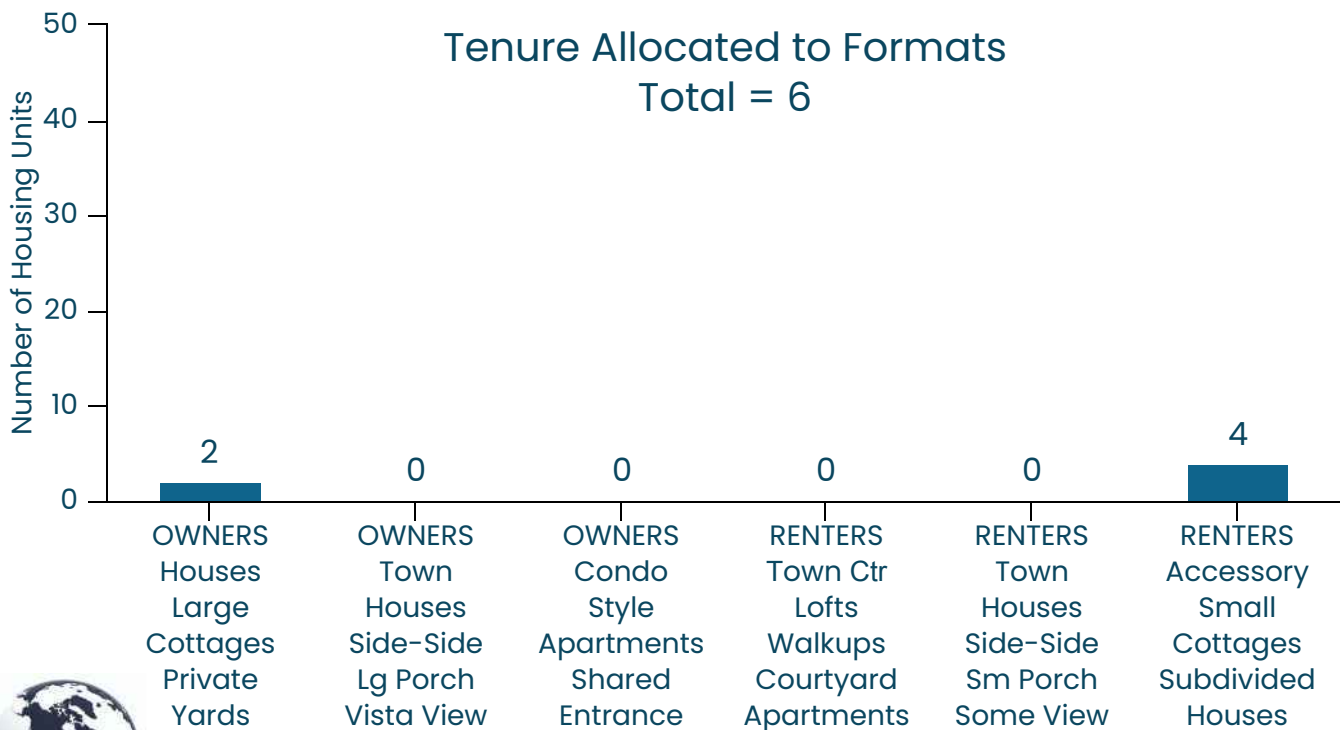


# Annual Market Potential | Seneca Twp Intercept with New Builds | Year 2025

Note: Seneca Township excludes the City of Morenci.



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Seneca Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.

# Annual Market Potential | Seneca Twp

## Capture of New Owners | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	2
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	1
Red White Bluegrass   M44	2
Infants Debit Cards   M45	1
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	1
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 9  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



LandUseUSA  
UrbanStrategies

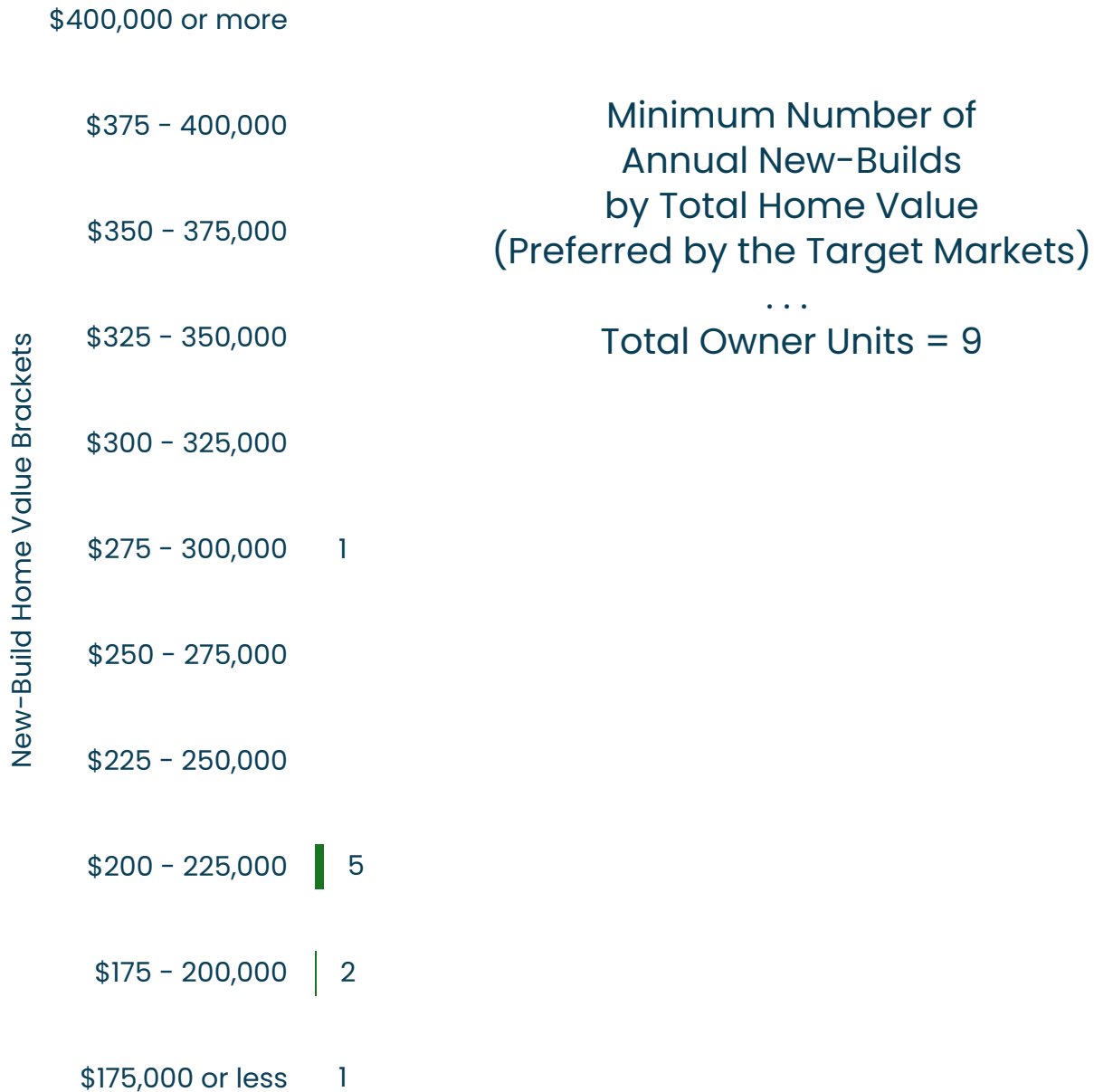
# Annual Market Potential | Seneca Twp

## Capture of New Renters | Year 2025

all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	
Unspoiled Splendor   E21	
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	
Settled Sensibly   J36	
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	
Red White Bluegrass   M44	1
Infants Debit Cards   M45	1
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	2
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	1
Town Elders Leaders   Q64	
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	
Tight Money   S70	

Total = 6  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

# Preferred Home Values | Seneca Twp Capture with New-Builds | Year 2025

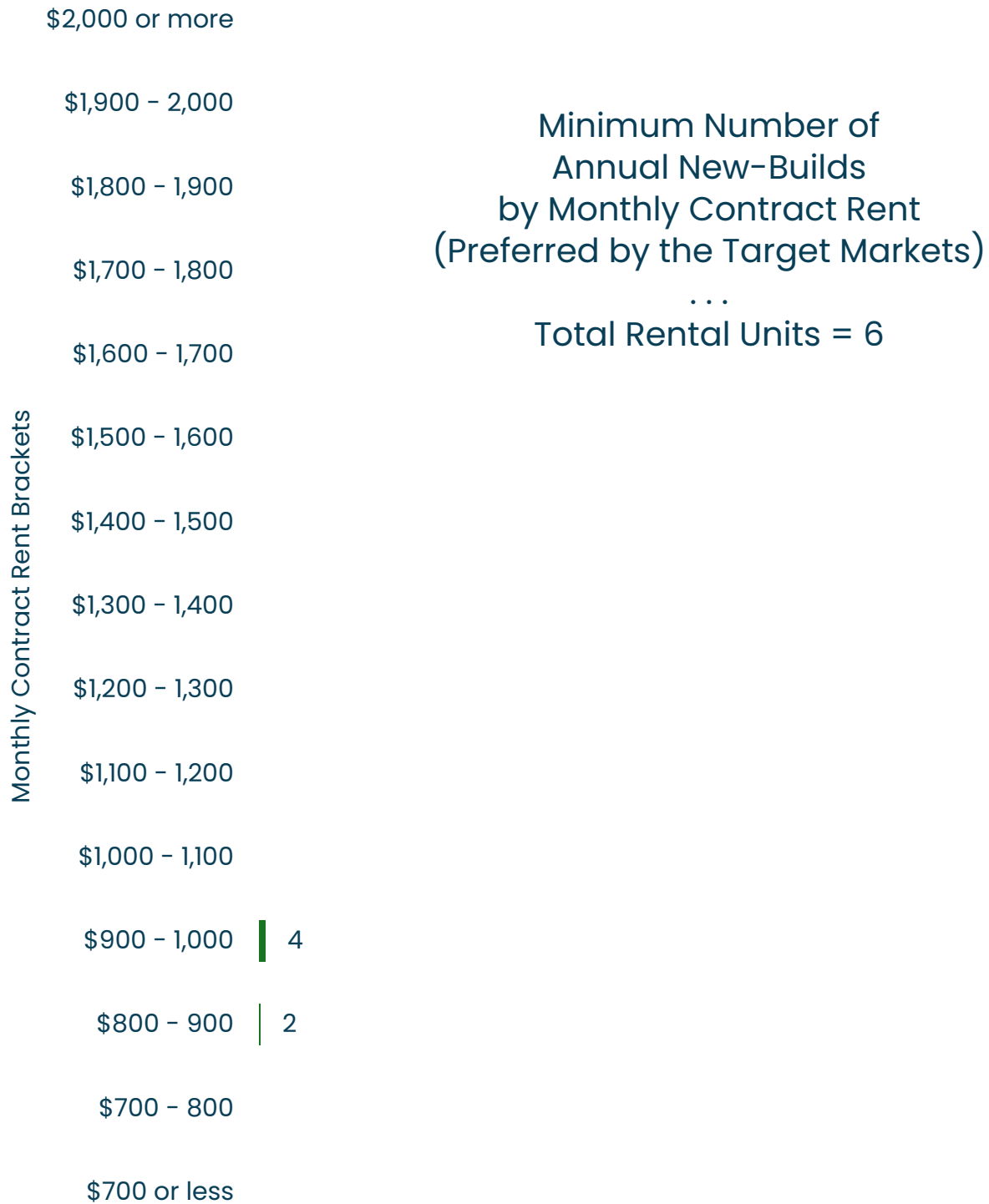


Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



**LandUseUSA**  
UrbanStrategies

# Preferred Contract Rents | Seneca Twp Capture with New Builds | Year 2025



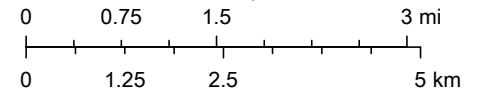
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



# Regional Setting | Seneca Township Lenawee County, Michigan | 2022

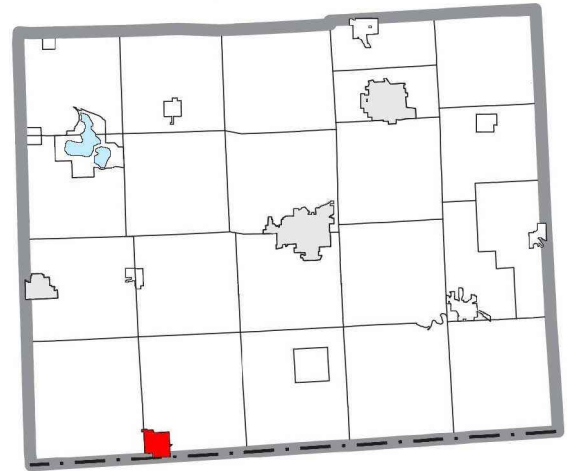
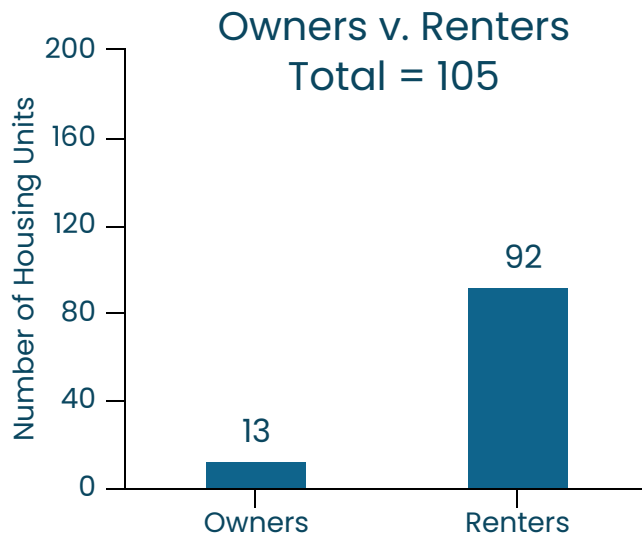


1:128,348

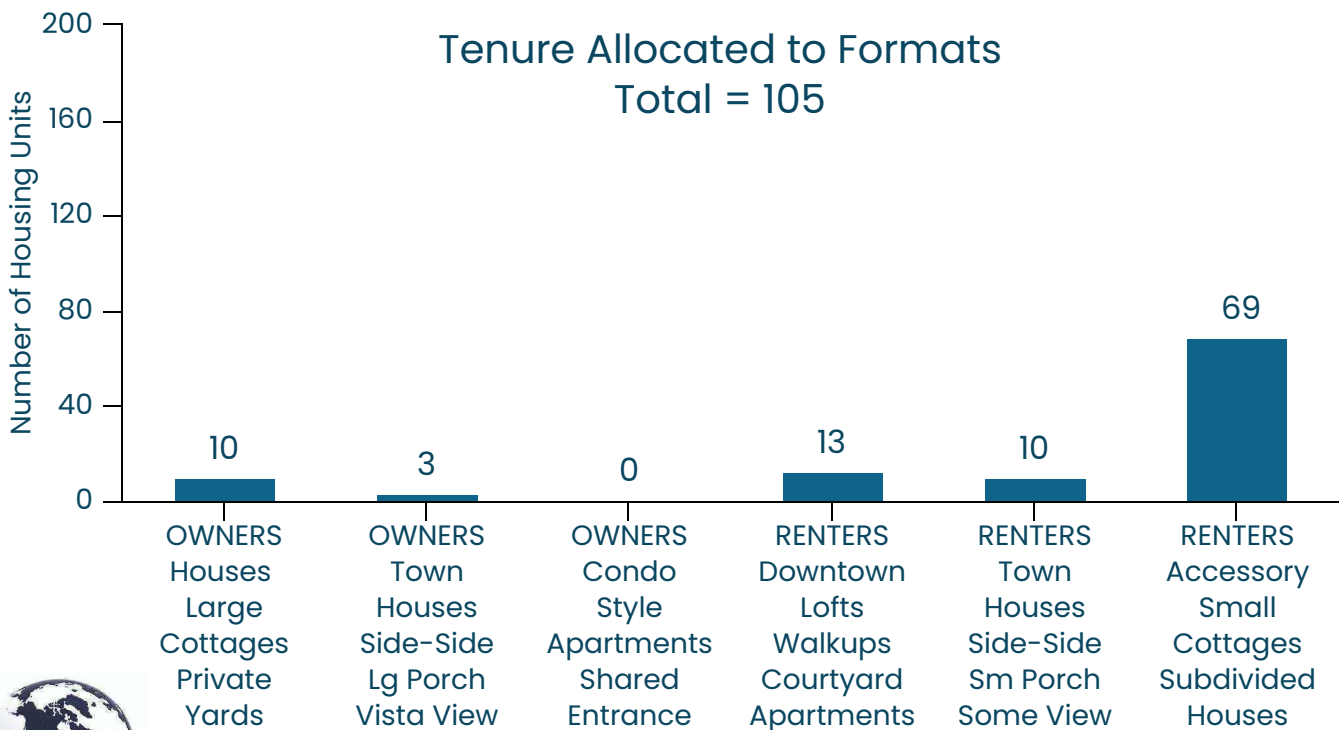


# Annual Market Potential | Morenci City

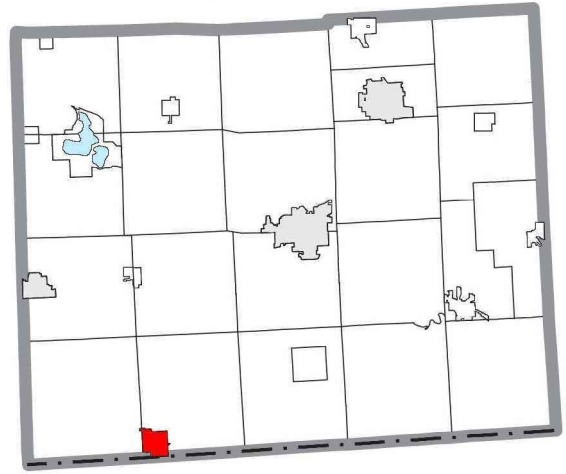
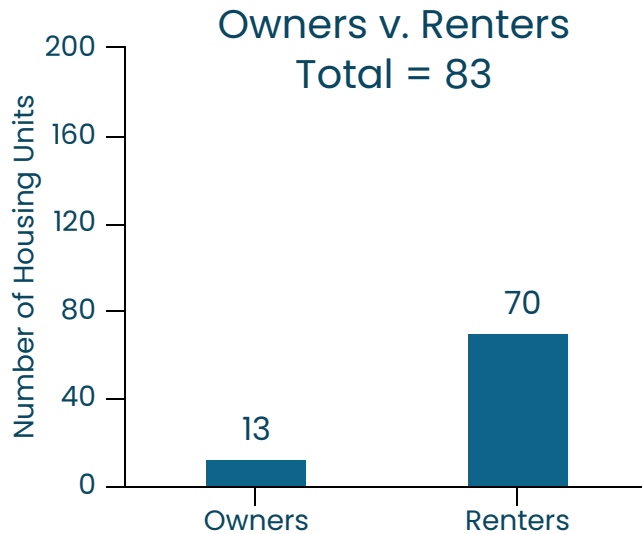
## Retain with Rehabs | Year 2025



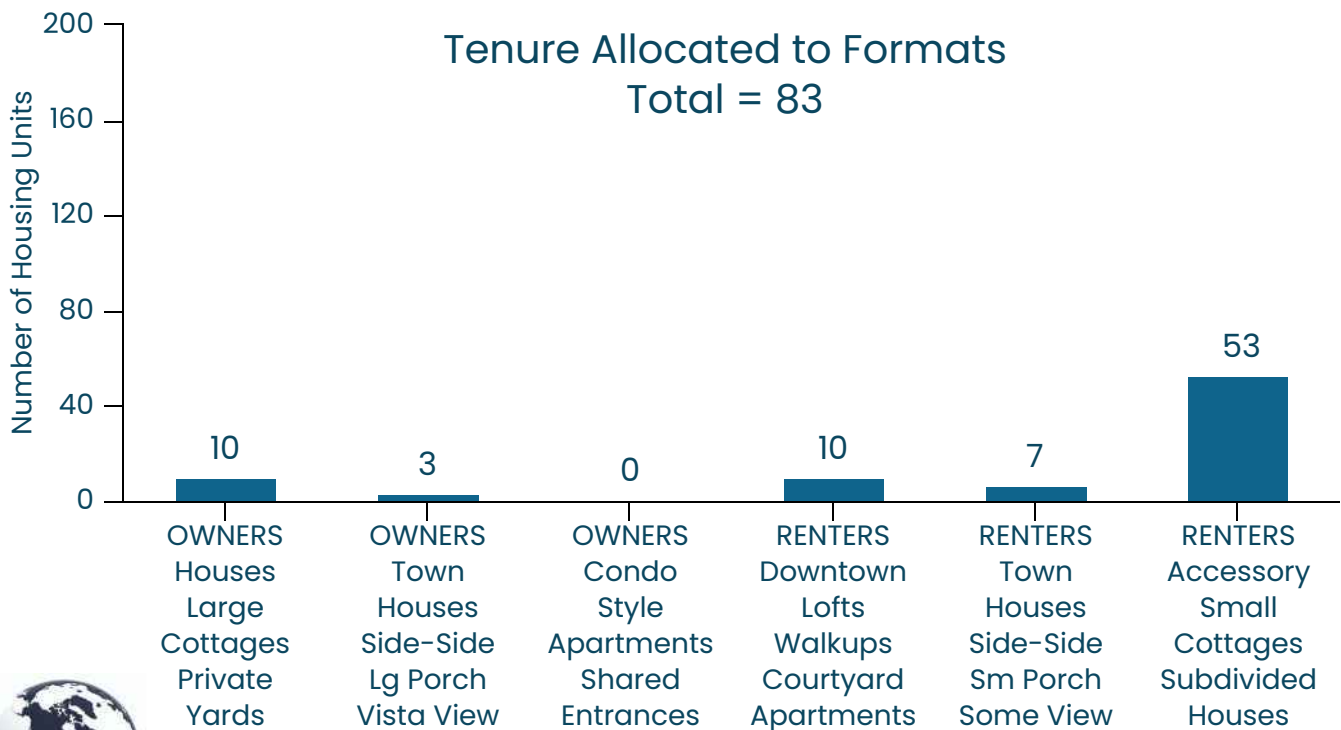
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the City of Morenci by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Morenci City Capture with New Builds | Year 2025

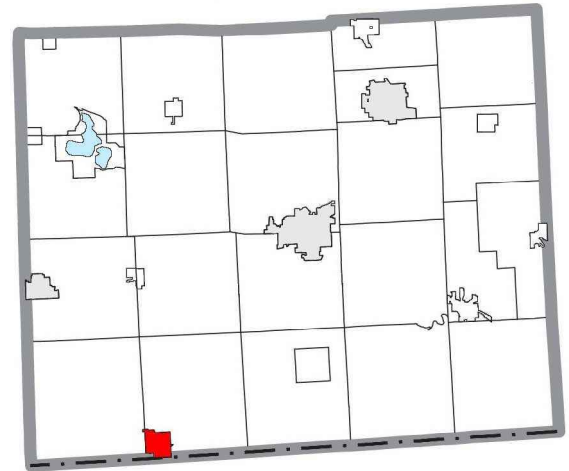
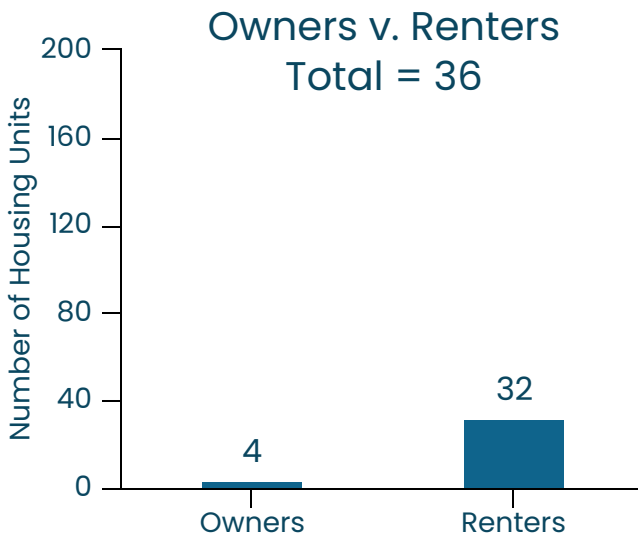


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the City of Morenci by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

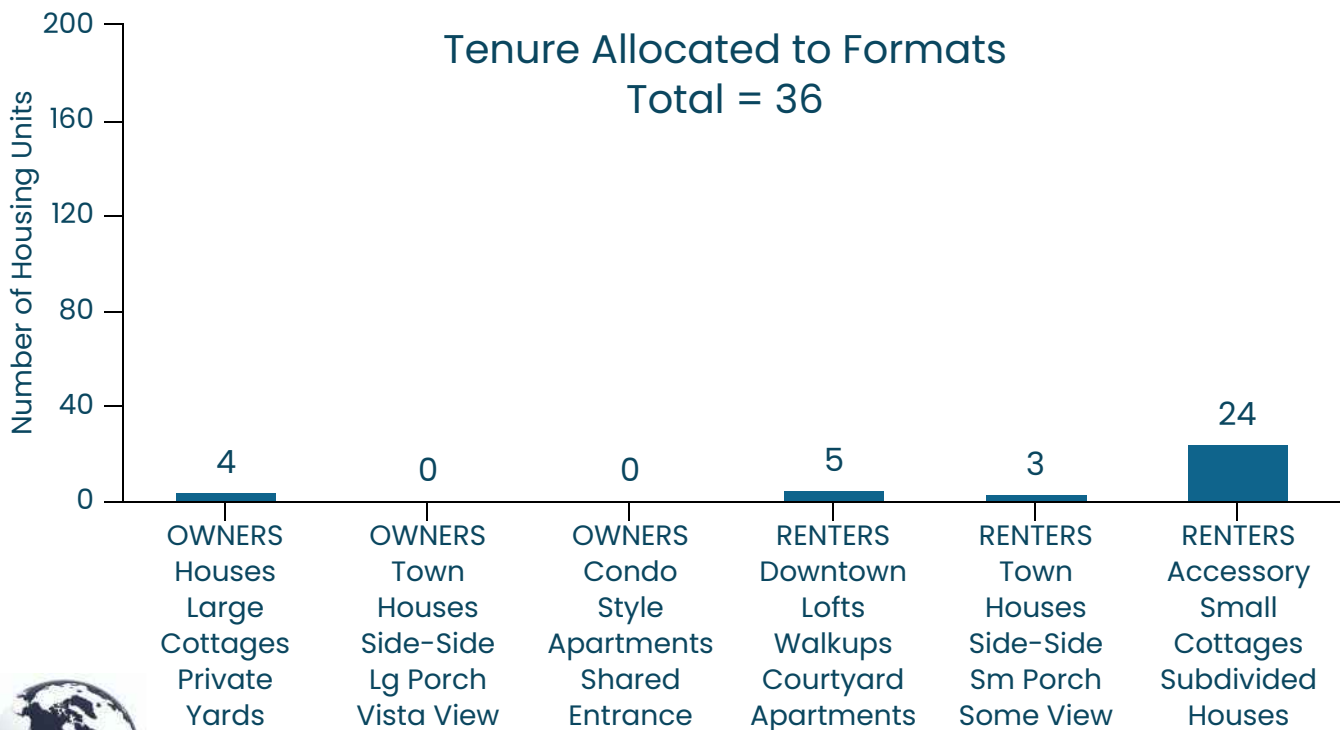




# Annual Market Potential | Morenci City Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the City of Morenci. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Morenci City Capture of New Owners | Year 2025

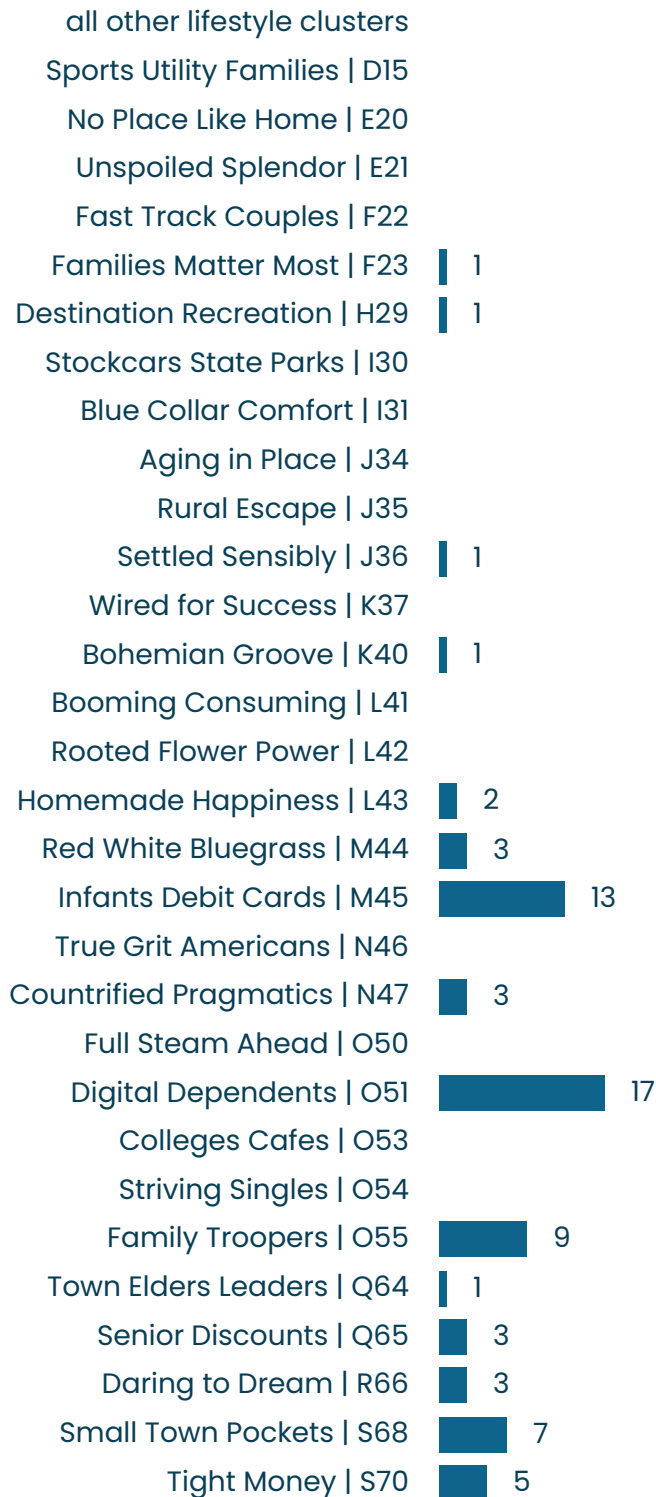
all other lifestyle clusters	
Sports Utility Families   D15	
No Place Like Home   E20	1
Unspoiled Splendor   E21	
Fast Track Couples   F22	
Families Matter Most   F23	
Destination Recreation   H29	
Stockcars State Parks   I30	1
Blue Collar Comfort   I31	
Aging in Place   J34	
Rural Escape   J35	1
Settled Sensibly   J36	1
Wired for Success   K37	
Bohemian Groove   K40	
Booming Consuming   L41	
Rooted Flower Power   L42	
Homemade Happiness   L43	1
Red White Bluegrass   M44	1
Infants Debit Cards   M45	2
True Grit Americans   N46	
Countrified Pragmatics   N47	1
Full Steam Ahead   O50	
Digital Dependents   O51	2
Colleges Cafes   O53	
Striving Singles   O54	
Family Troopers   O55	
Town Elders Leaders   Q64	1
Senior Discounts   Q65	
Daring to Dream   R66	
Small Town Pockets   S68	1
Tight Money   S70	

Total = 13  
Annual Capture  
Owner Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



# Annual Market Potential | Morenci City Capture of New Renters | Year 2025

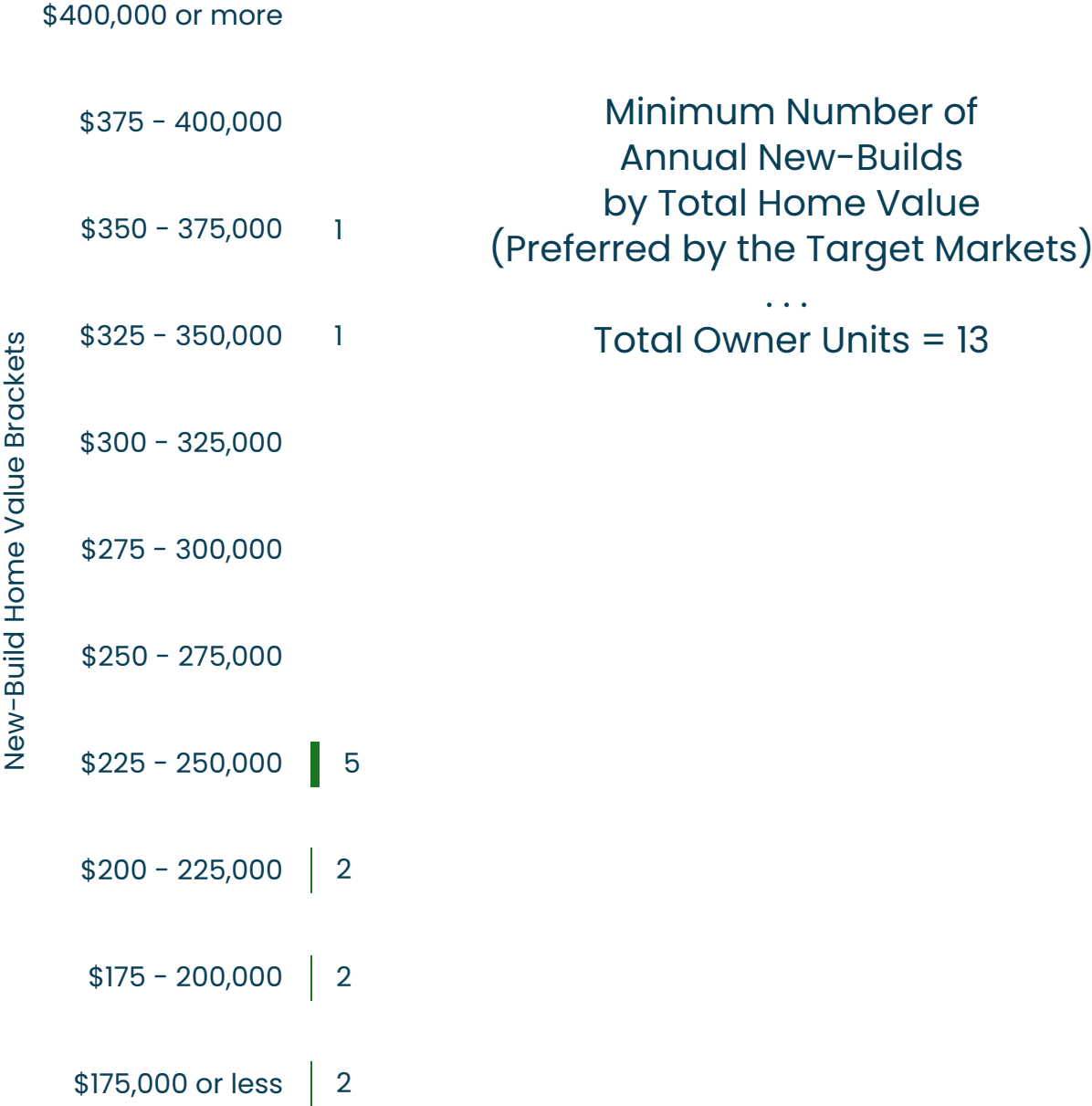


Total = 70  
Annual Capture  
Renter Households  
(excludes Rehabs  
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2021, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of Housing Lenawee; 2022 - 2023.



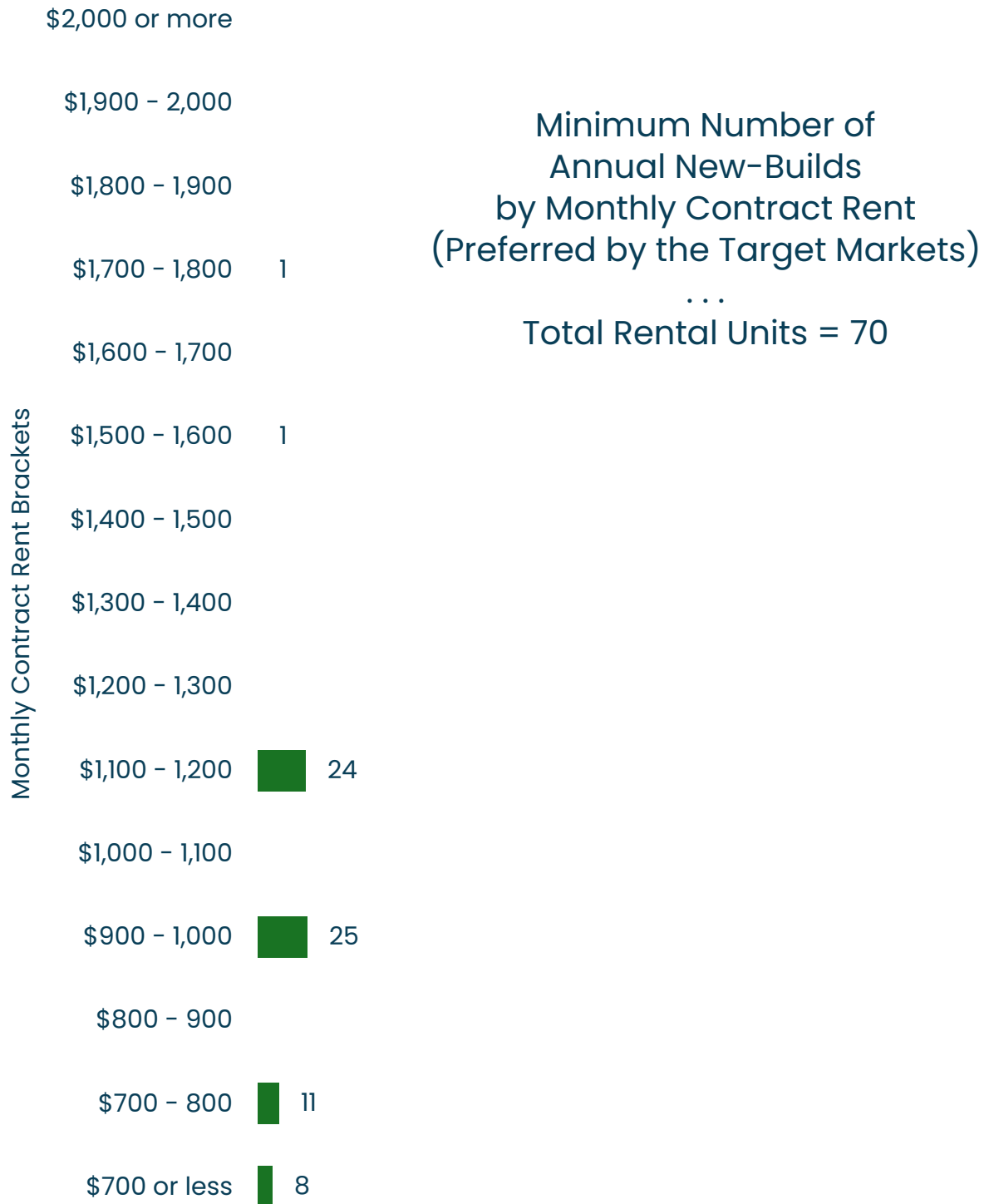
# Preferred Home Values | Morenci City Capture with New-Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee, Michigan; 2022 - 2023.



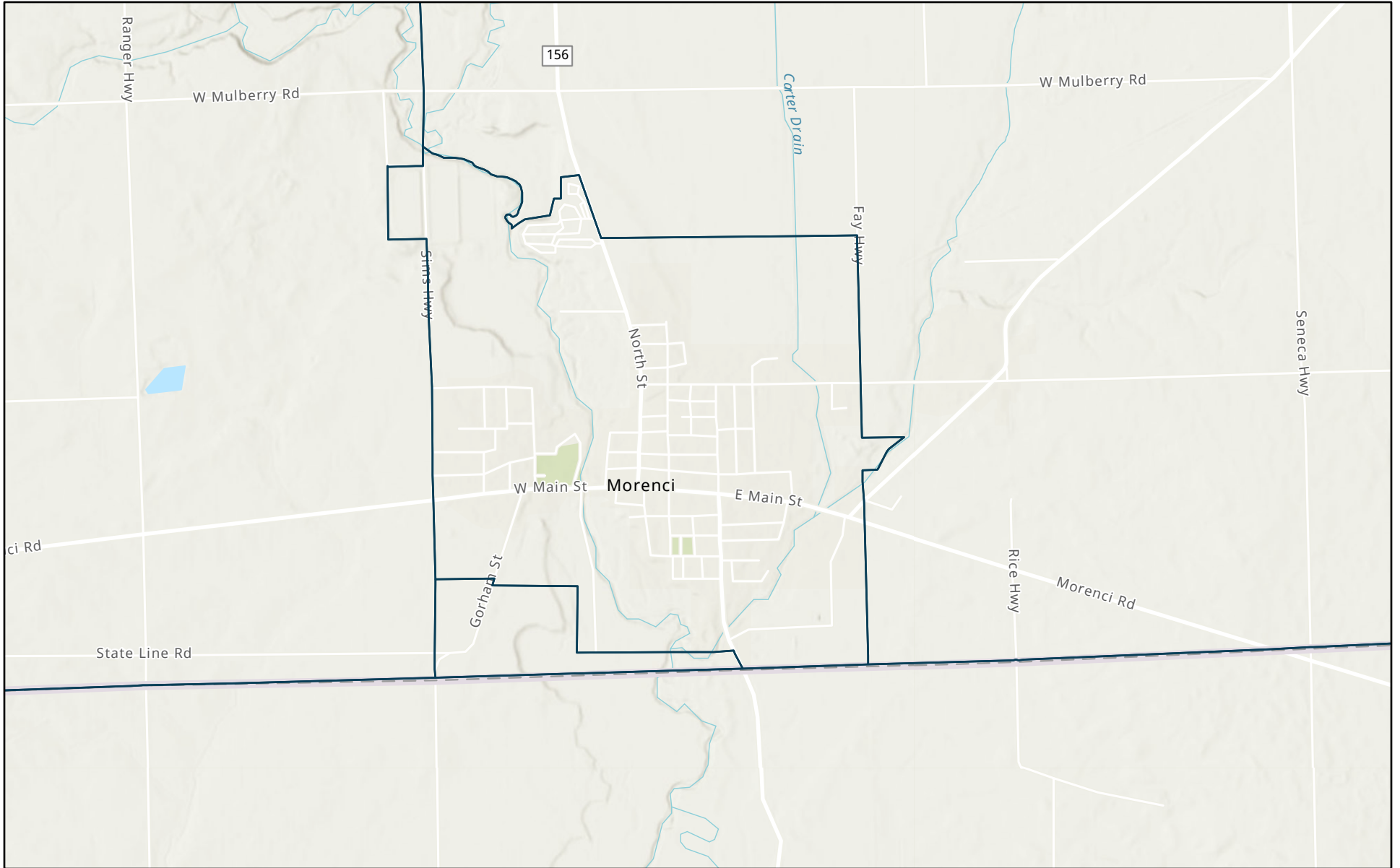
# Preferred Contract Rents | Morenci City Capture with New Builds | Year 2025



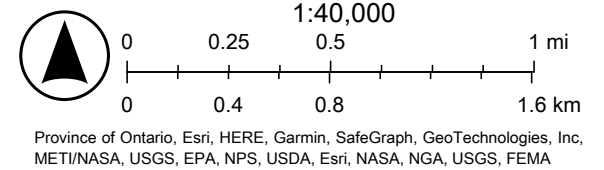
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



# Regional Setting | Morenci City Lenawee County, Michigan | 2022



4/7/2023



# Section 1-J

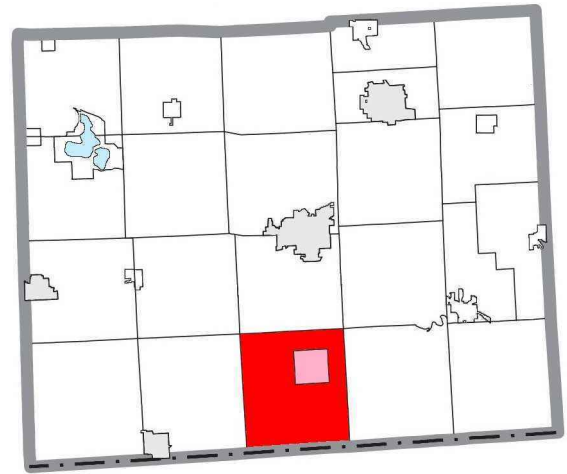
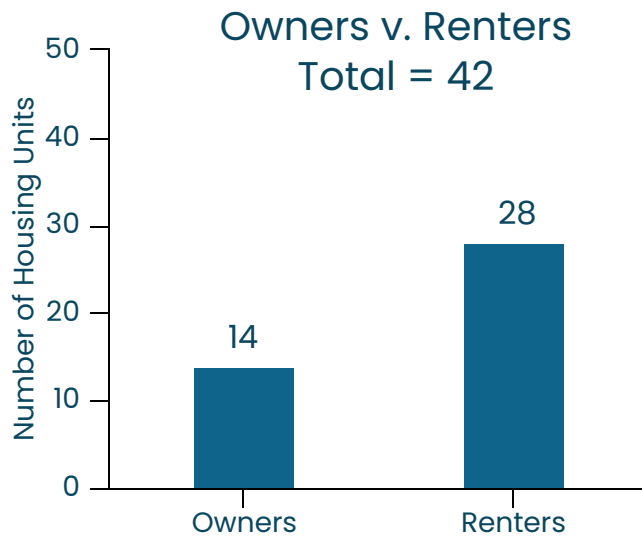
Fairfield Township

Ogden Township

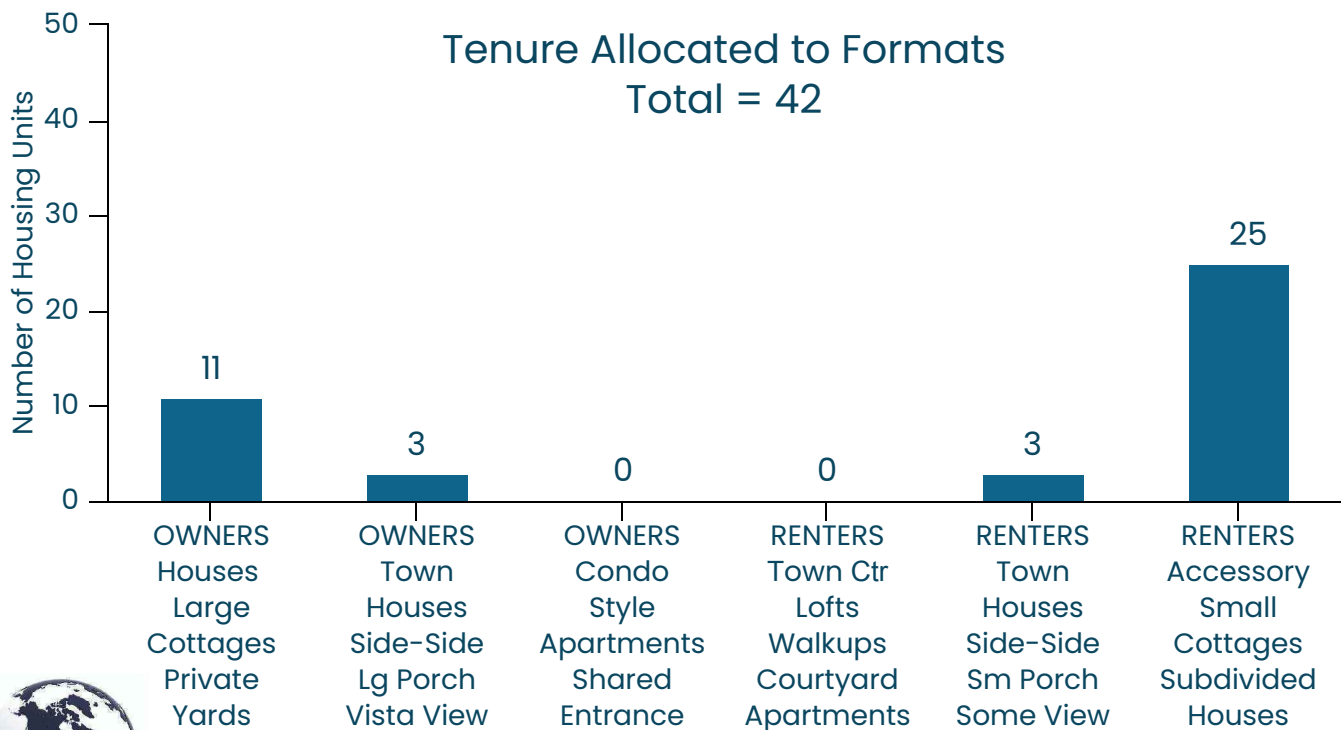
Riga Township

# Annual Market Potential | Fairfield Twp

## Retain with Rehabs | Year 2025



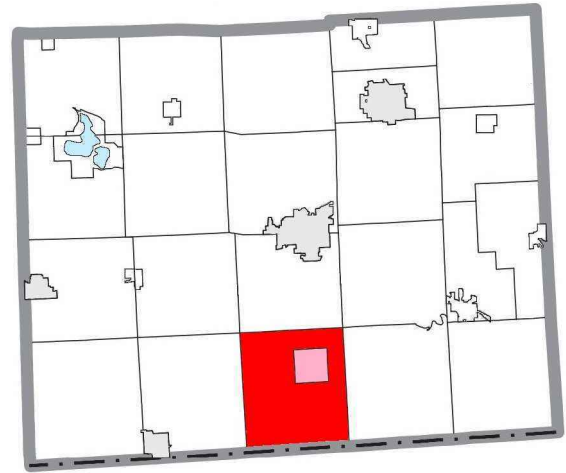
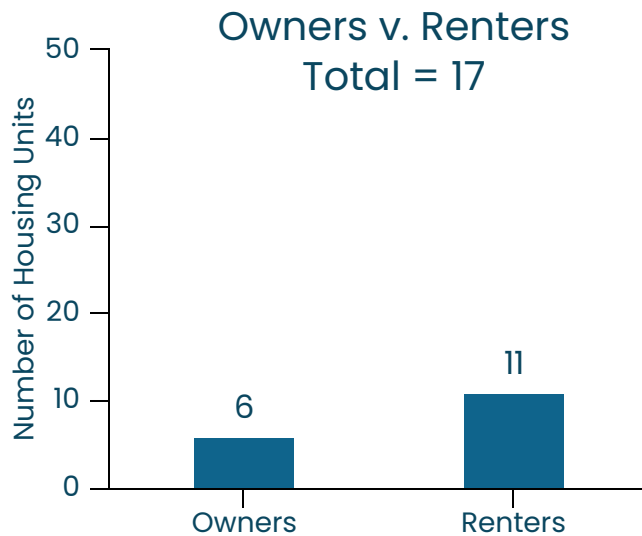
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Fairfield Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



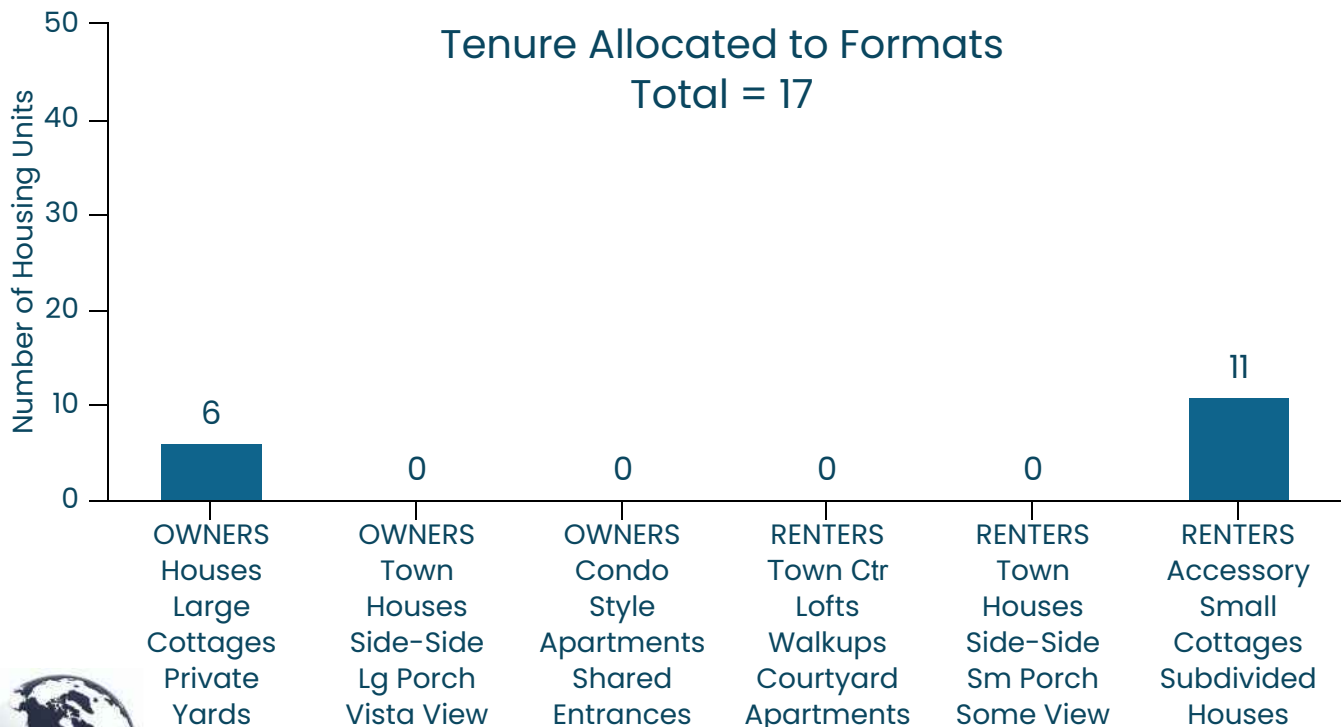
Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.



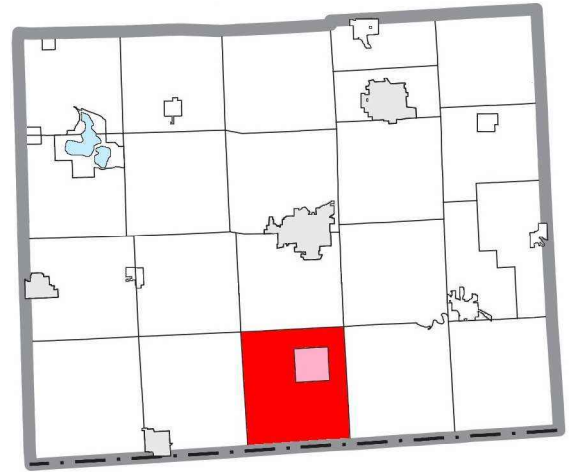
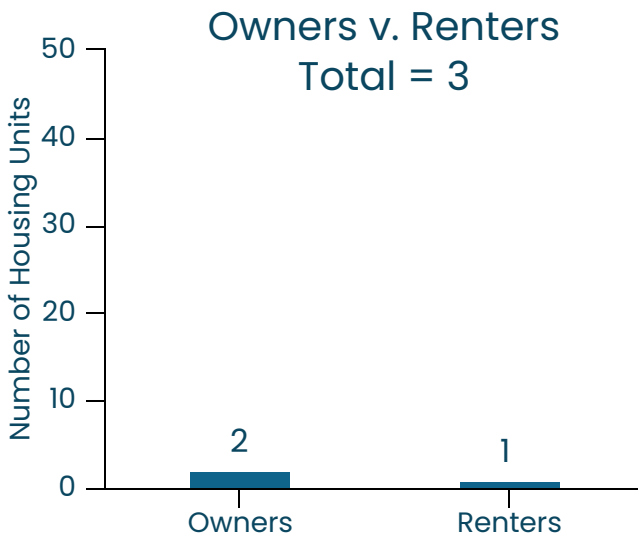
# Annual Market Potential | Fairfield Twp Capture with New Builds | Year 2025



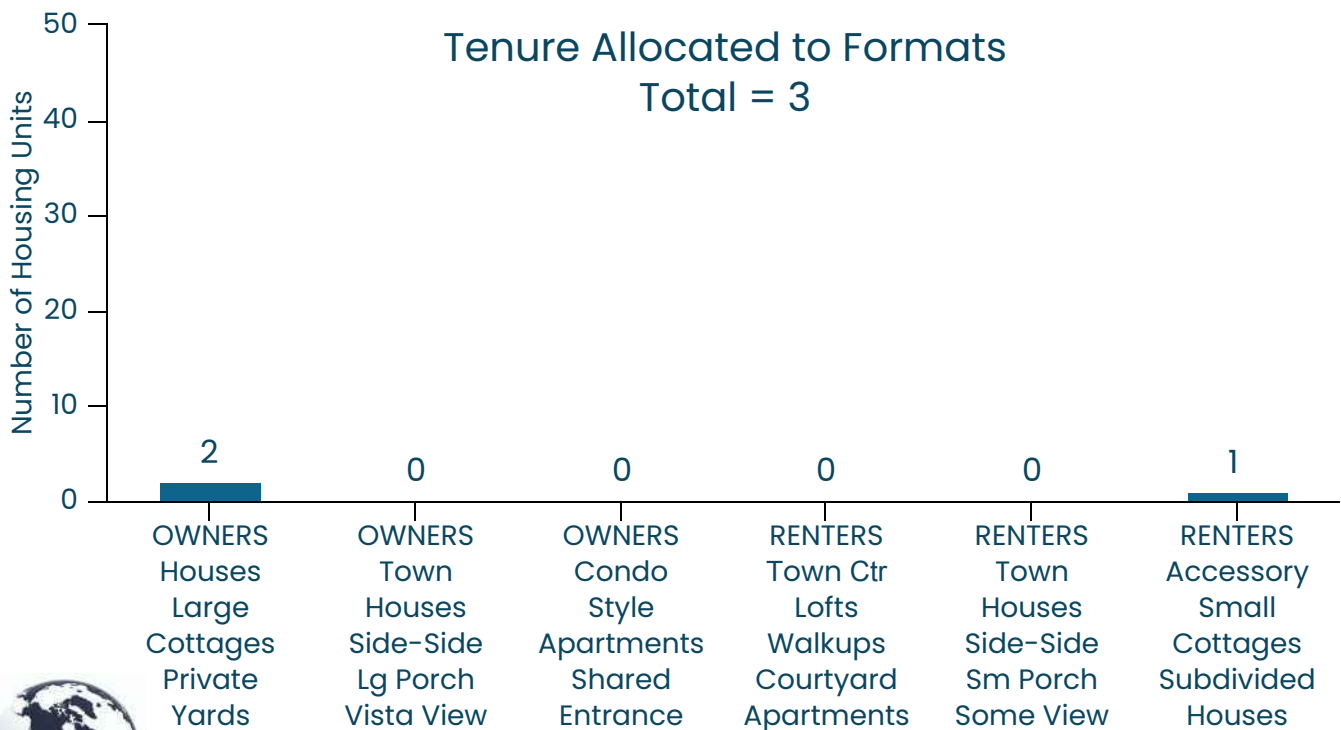
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Fairfield Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



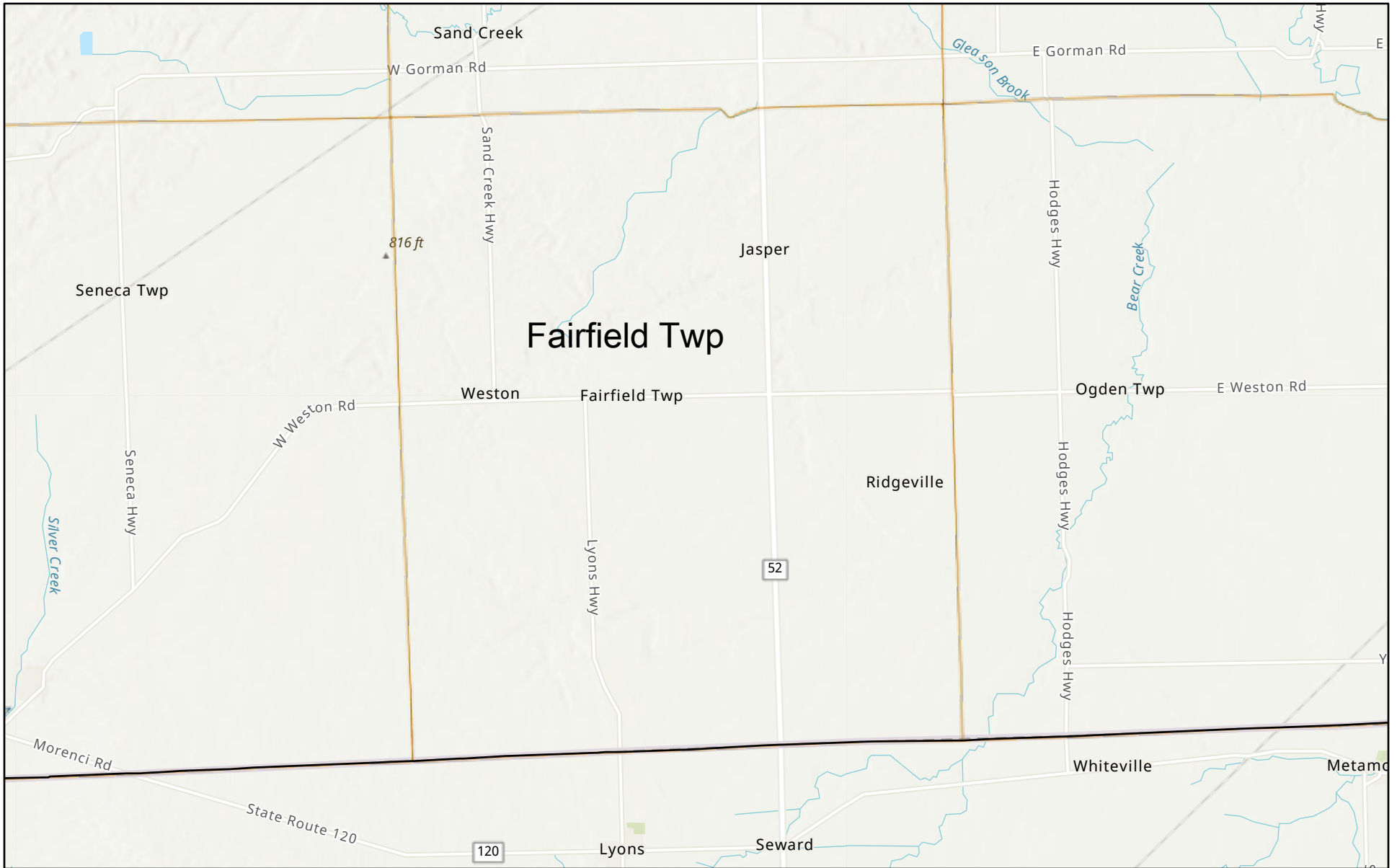
# Annual Market Potential | Fairfield Twp Intercept with New Builds | Year 2025



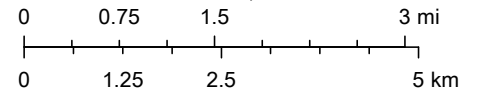
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Fairfield Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Regional Setting | Fairfield Township  
Lenawee County, Michigan | 2022



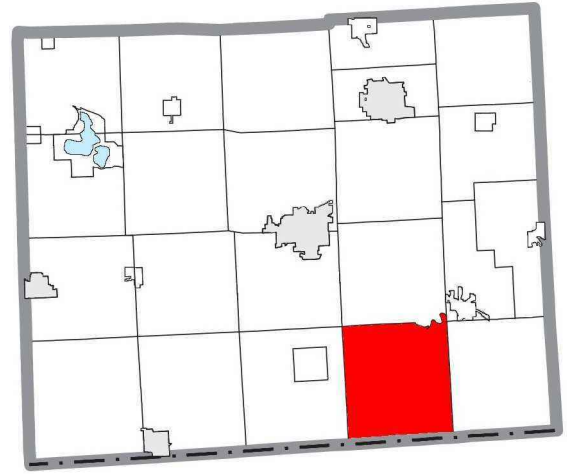
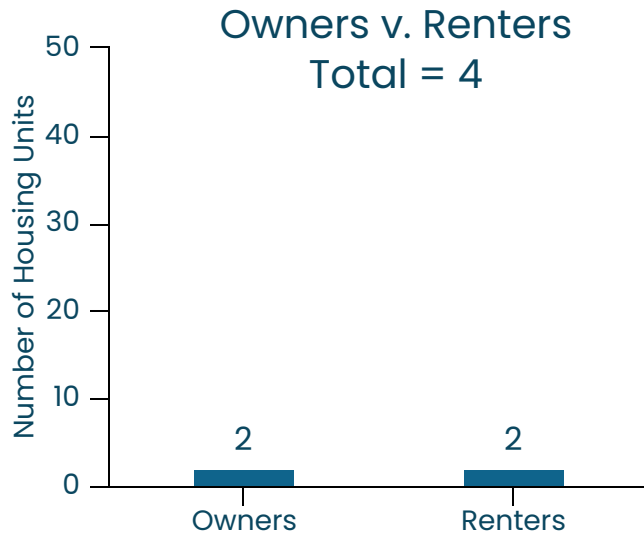
1:128,348



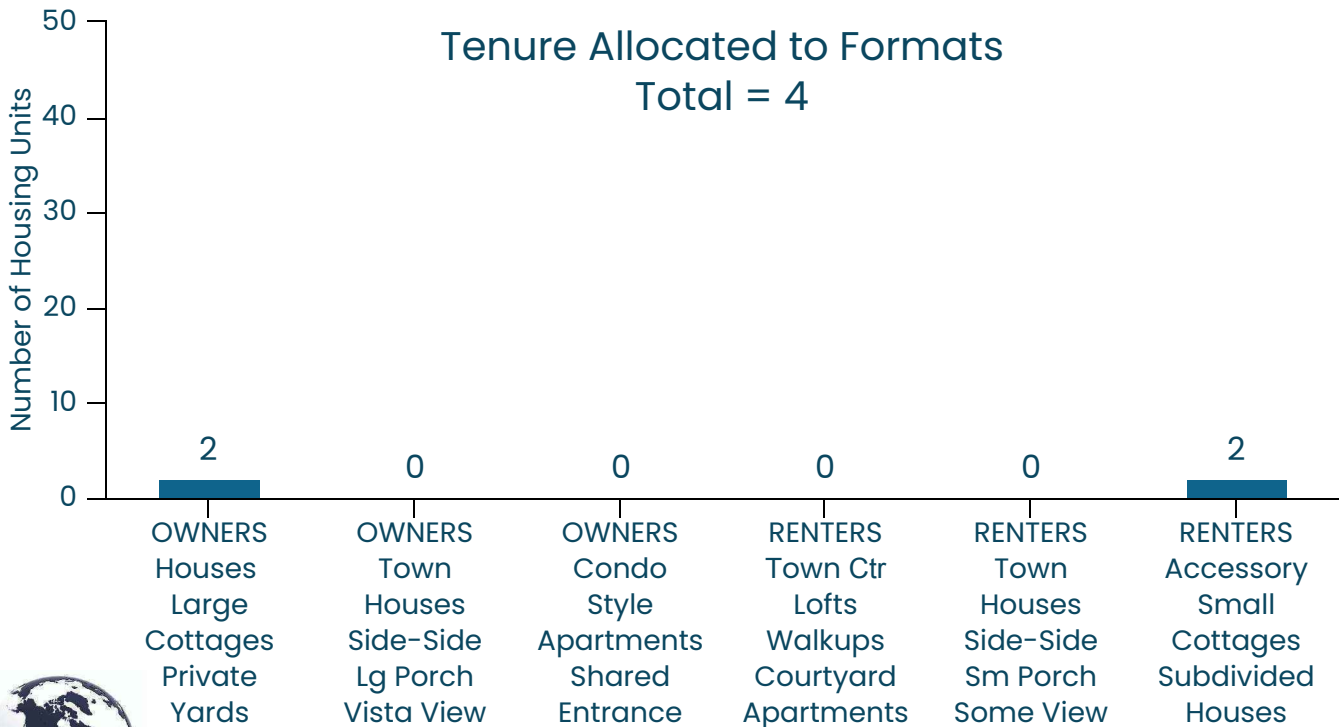
Province of Ontario, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS, MIGDL -

# Annual Market Potential | Ogden Twp

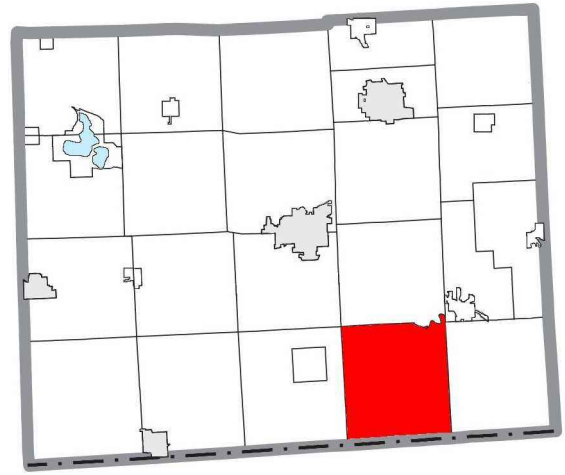
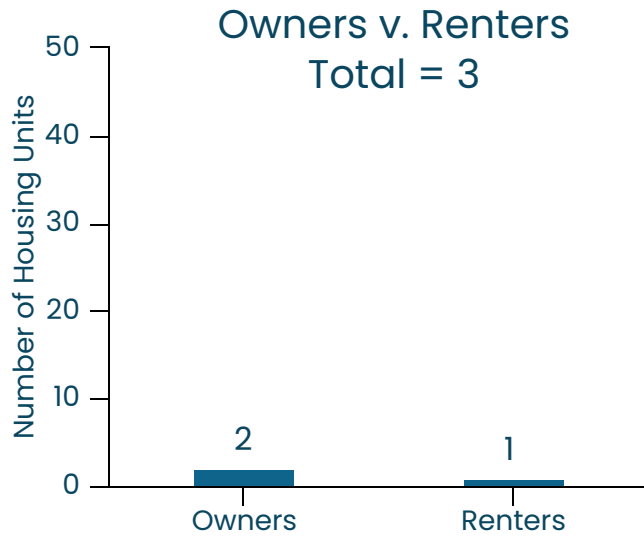
## Retain with Rehabs | Year 2025



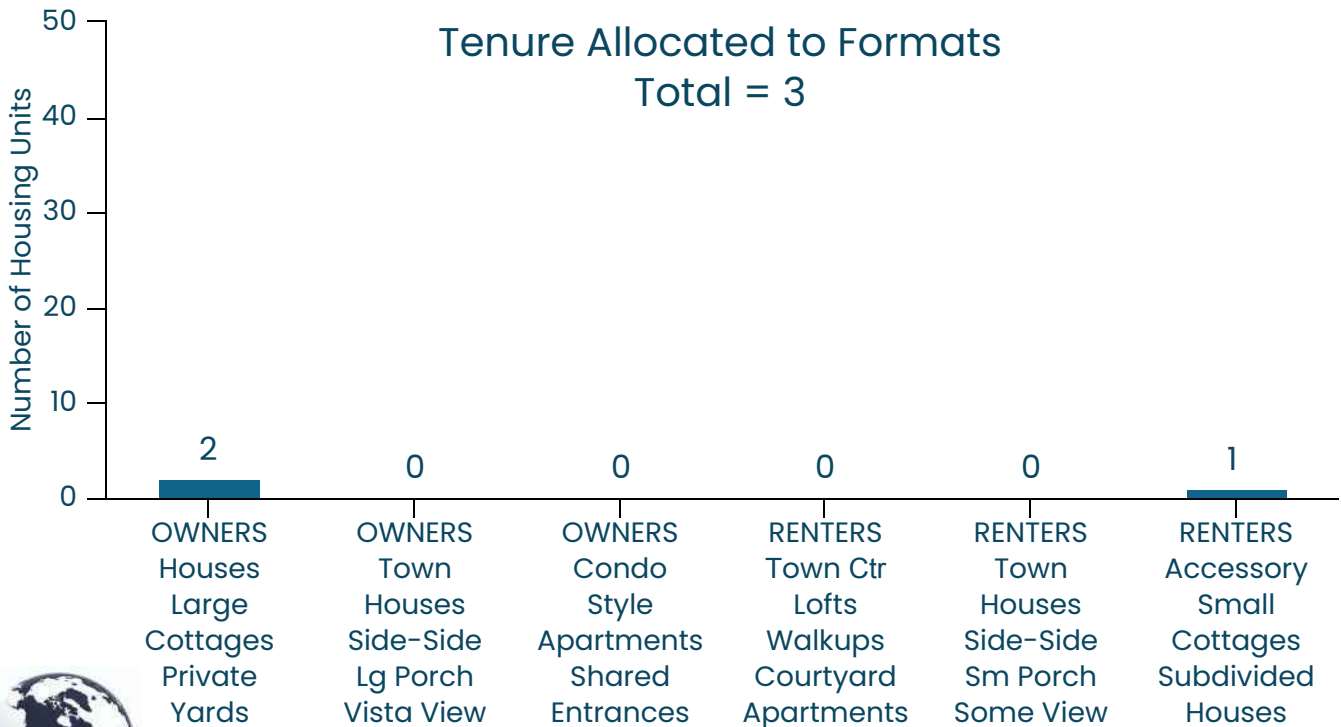
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Ogden Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



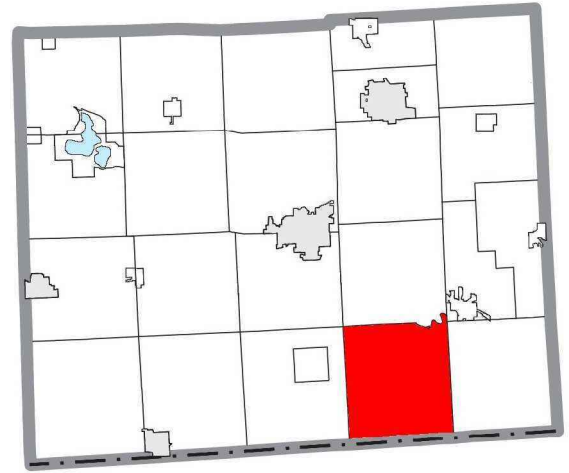
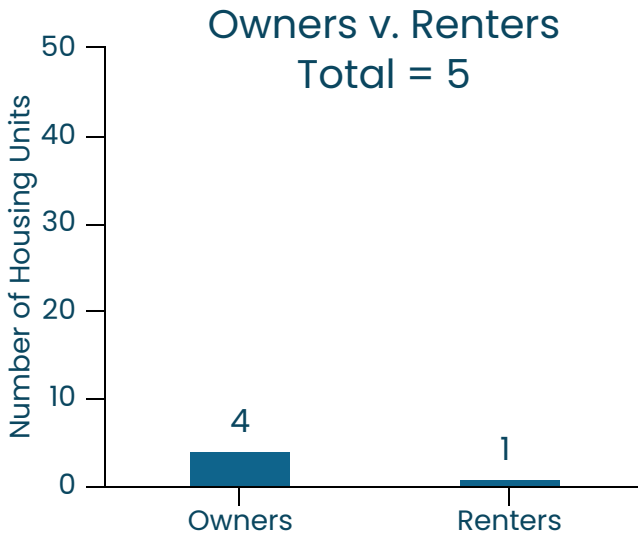
# Annual Market Potential | Ogden Twp Capture with New Builds | Year 2025



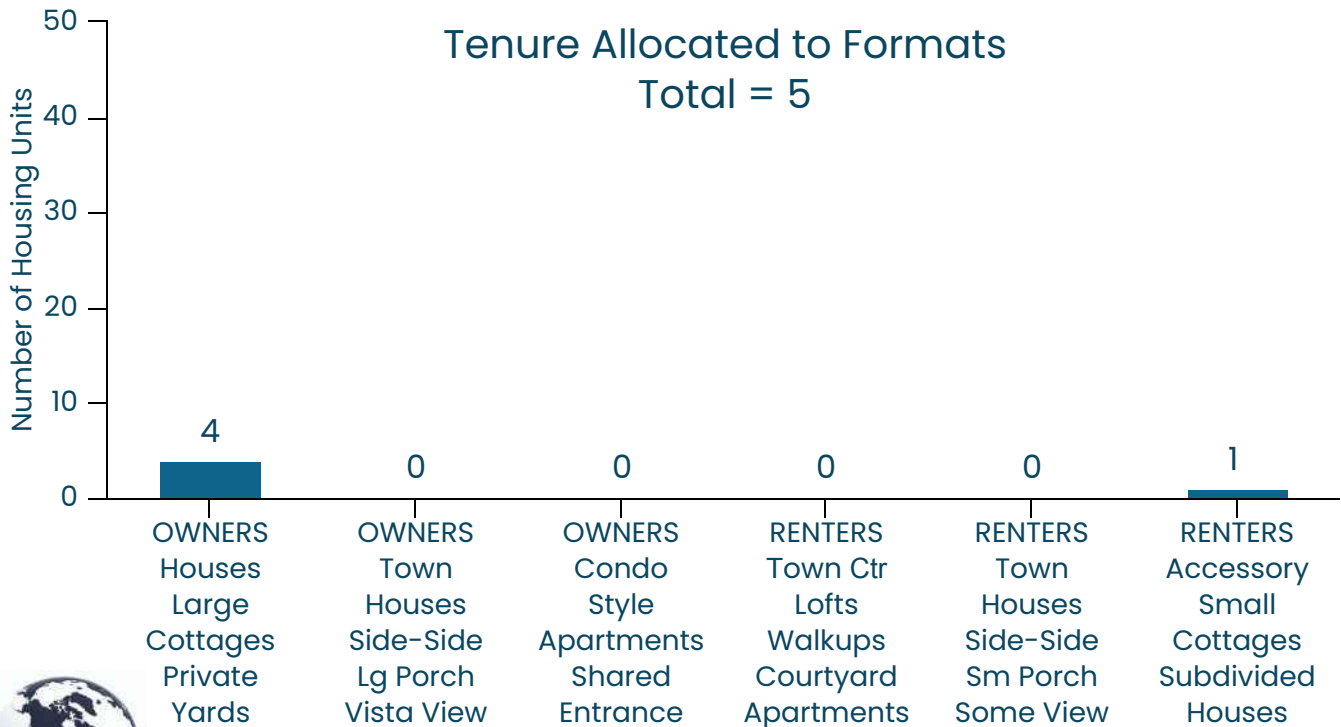
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Ogden Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Ogden Twp Intercept with New Builds | Year 2025



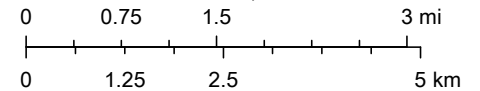
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Ogden Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Regional Setting | Ogden Township  
Lenawee County, Michigan | 2022

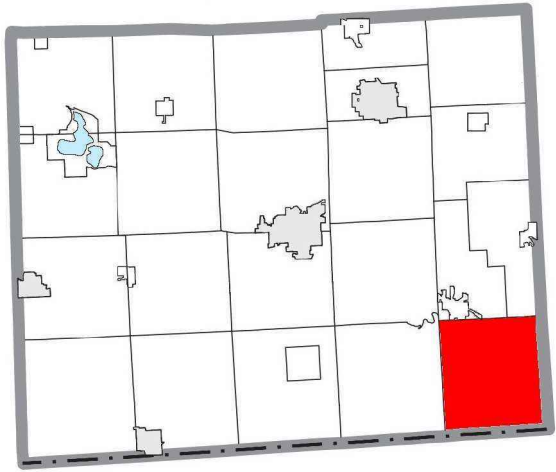
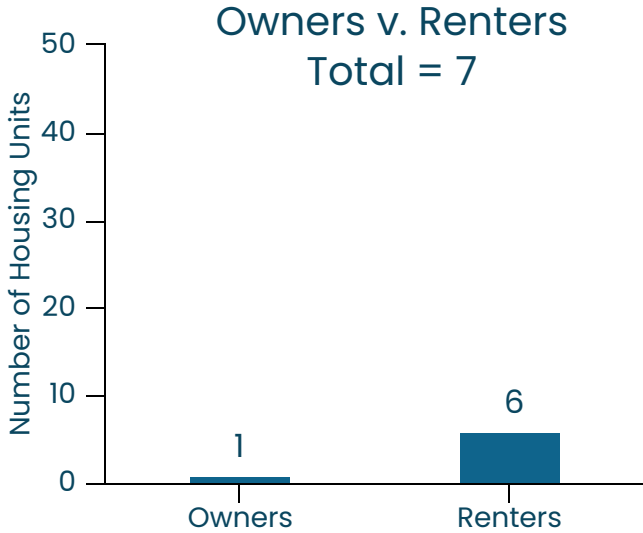


1:128,348

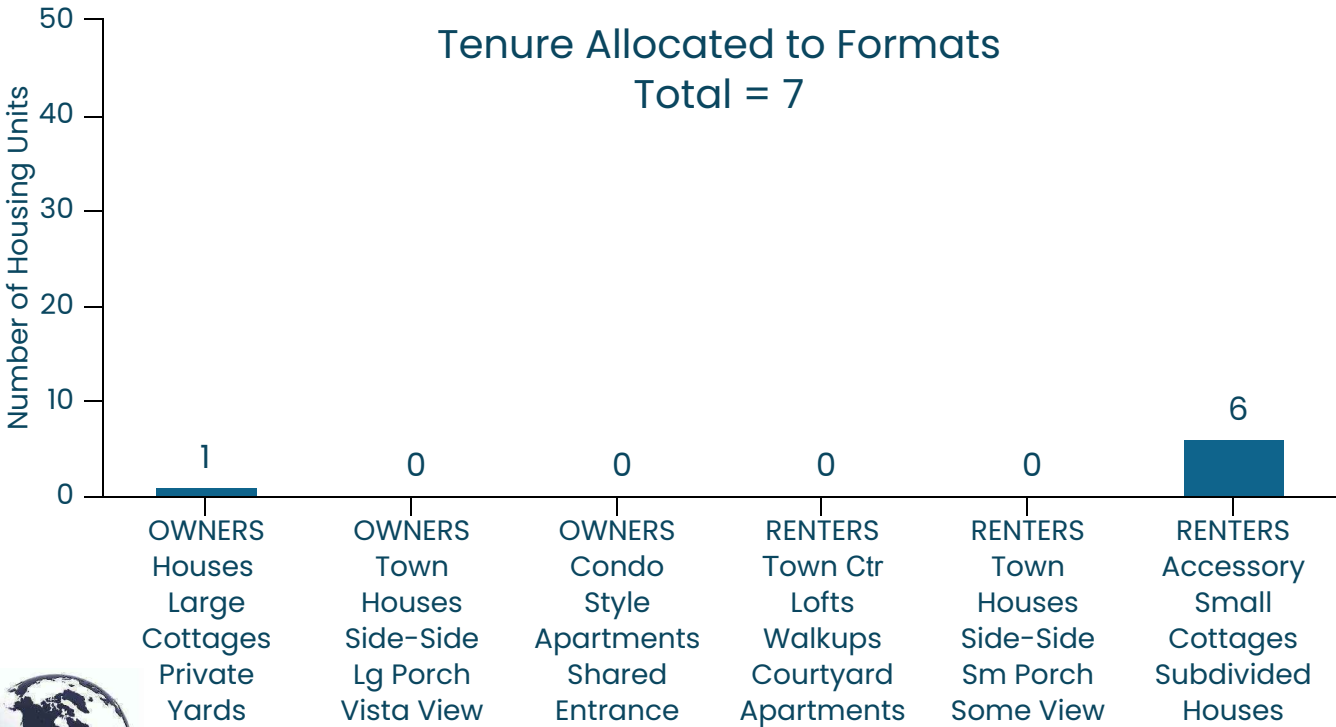


# Annual Market Potential | Riga Twp

## Retain with Rehabs | Year 2025

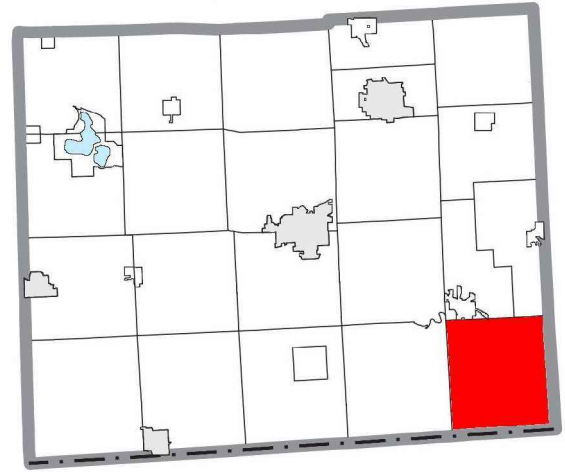
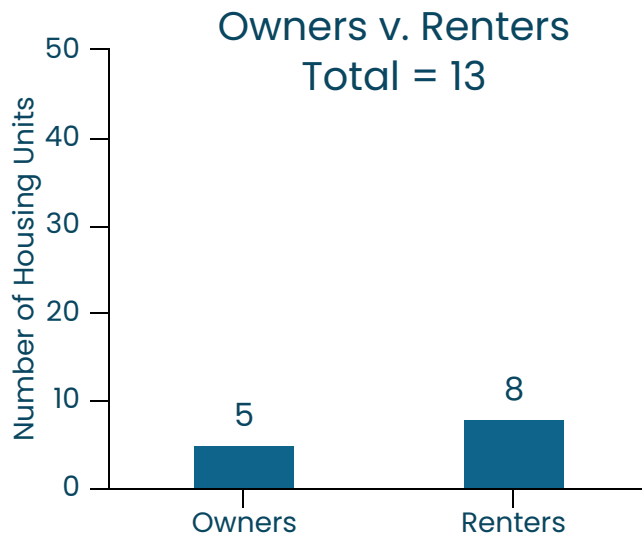


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within Riga Township by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

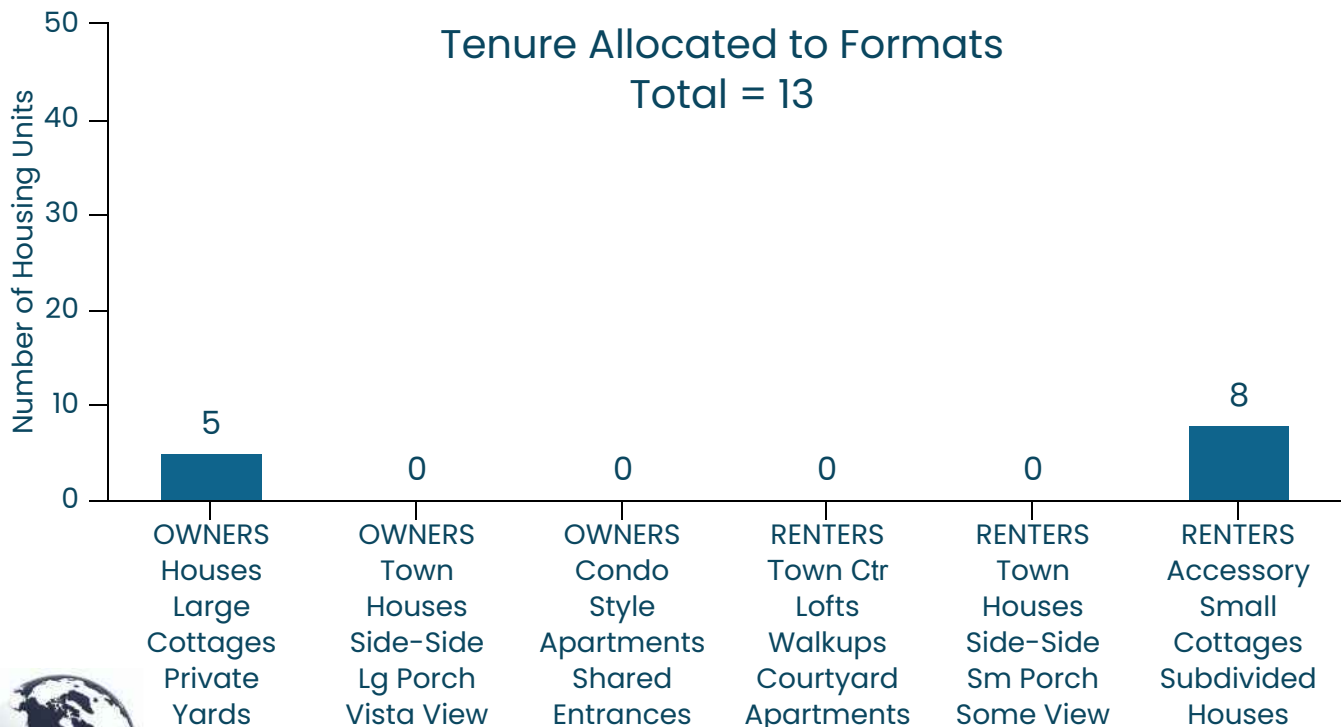




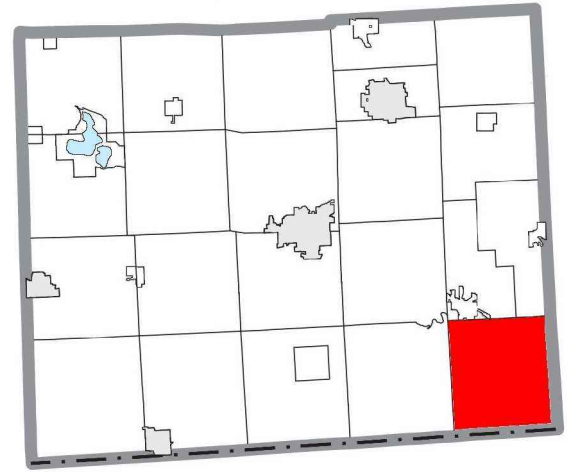
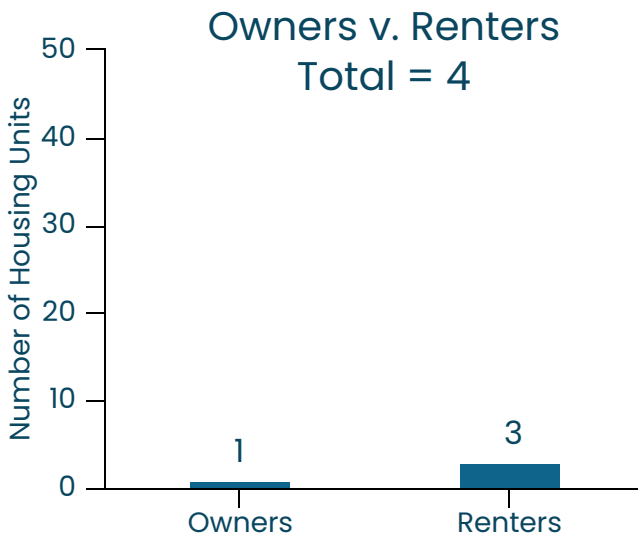
# Annual Market Potential | Riga Twp Capture with New Builds | Year 2025



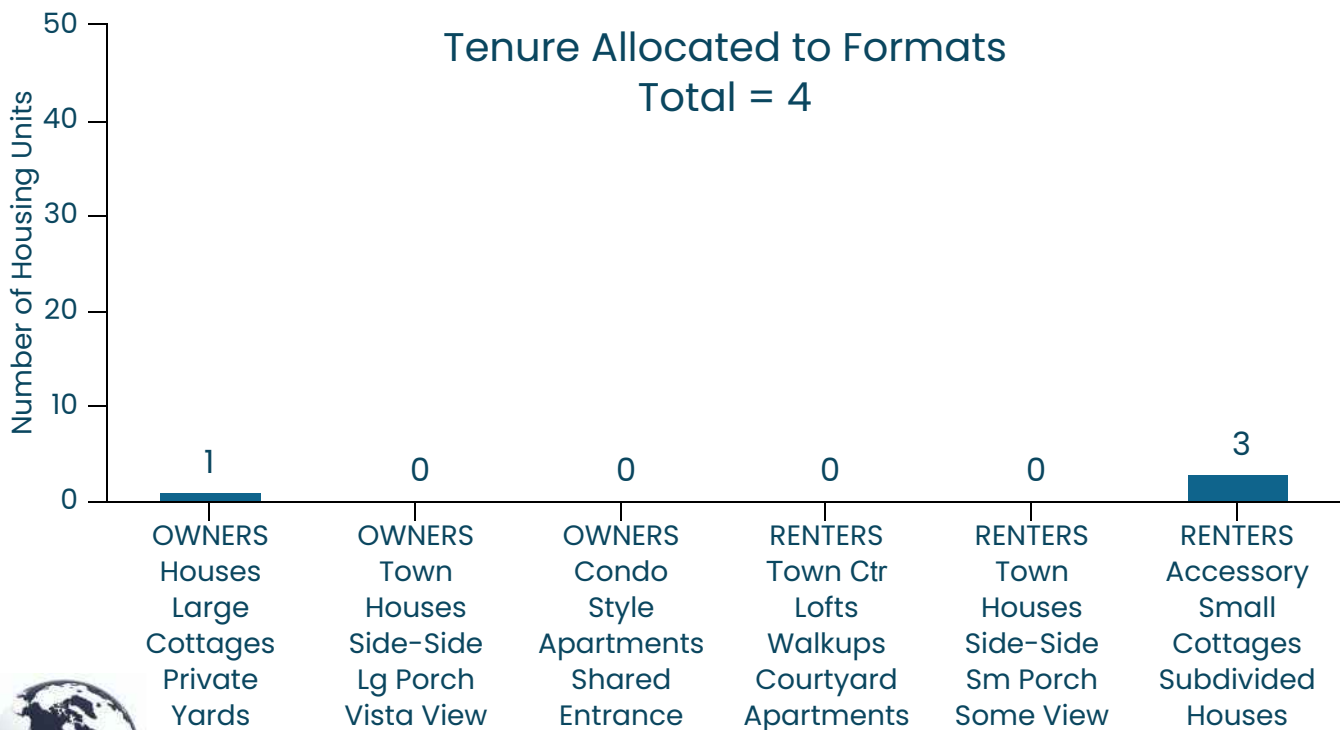
Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into Riga Township by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



# Annual Market Potential | Riga Twp Intercept with New Builds | Year 2025

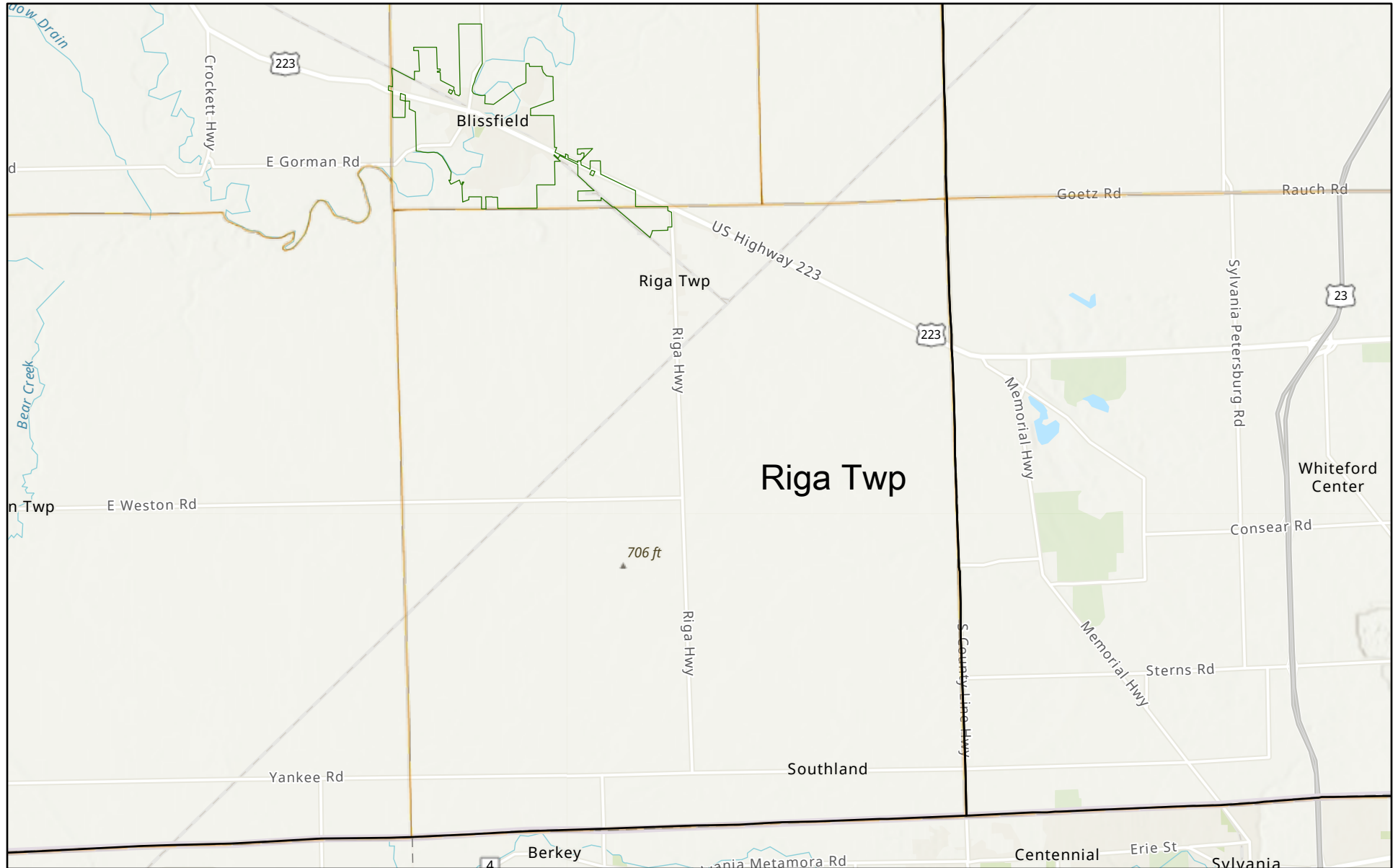


Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing Riga Township. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

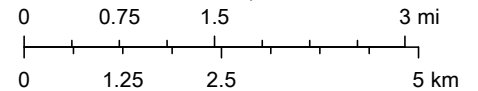


Source: Target market analysis and exhibit prepared by LandUseUSA on behalf of housing Lenawee; 2022 - 2023.

Regional Setting | Riga Township  
Lenawee County, Michigan | 2022



1:128,348

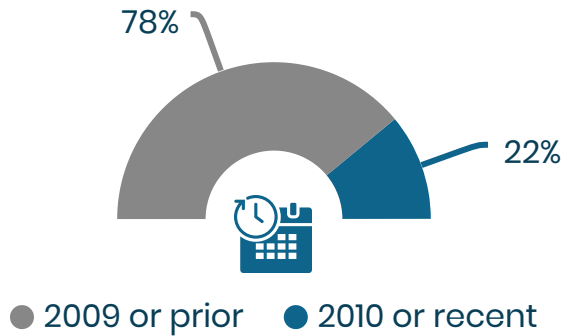


# Section 1-K

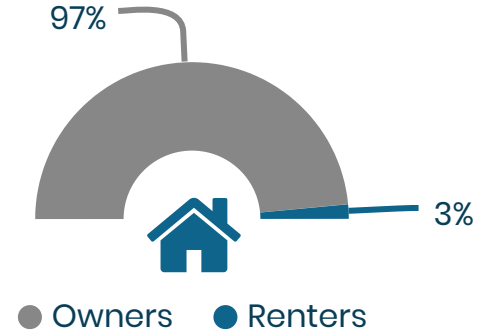
# Sports Utility Families | D15

Lifestyles and Housing Preferences | National Averages

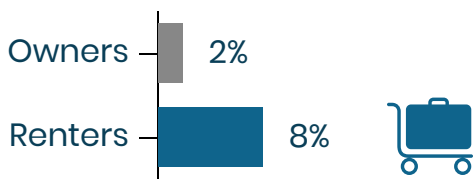
### Units by Decade Built



### Households by Tenure



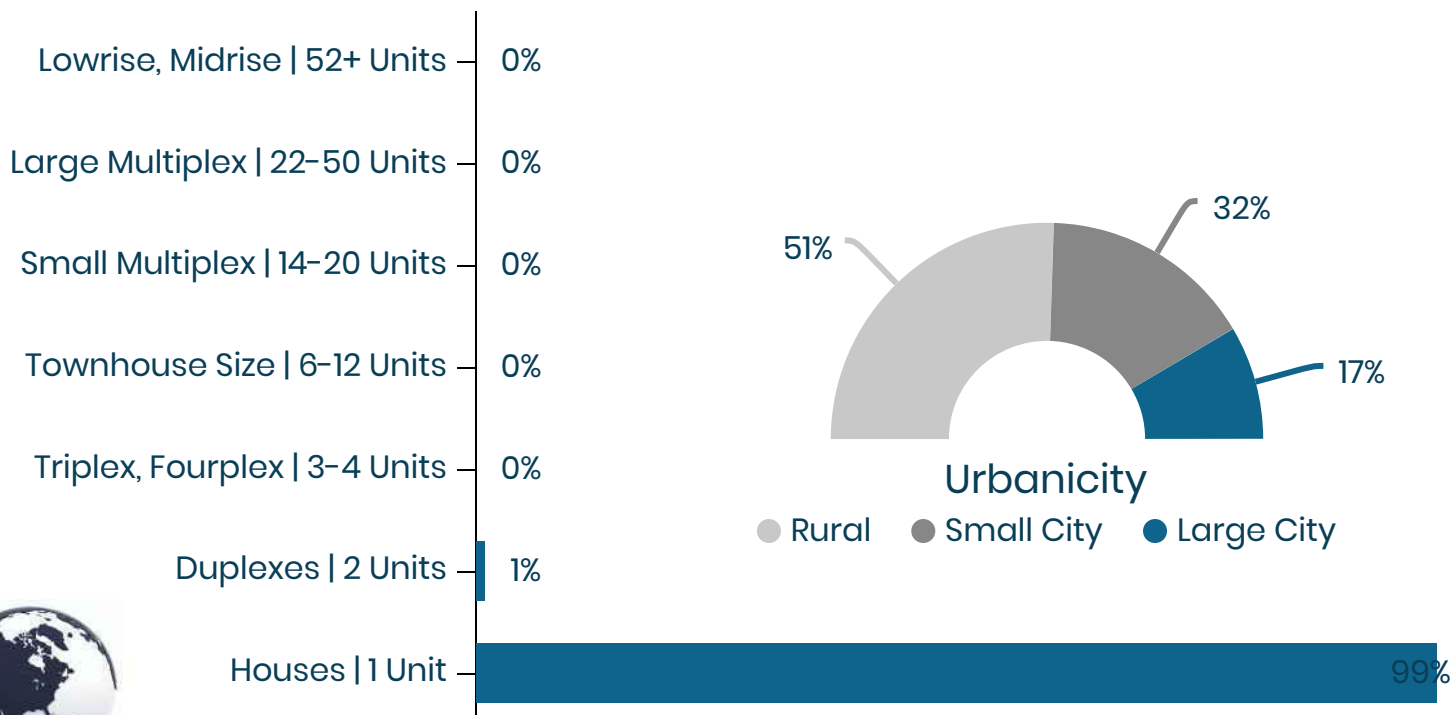
### Share that Moves each Year



### Median Household Income



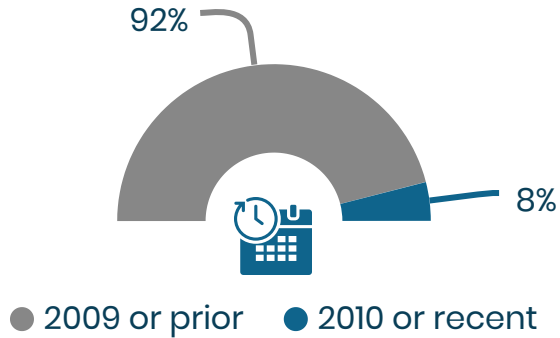
### Inclination for Units by Building Size and Urbanicity



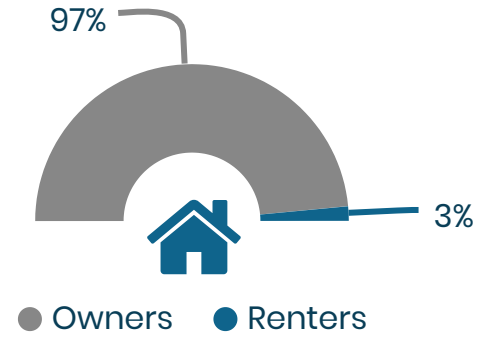
# No Place Like Home | E20

Lifestyles and Housing Preferences | National Averages

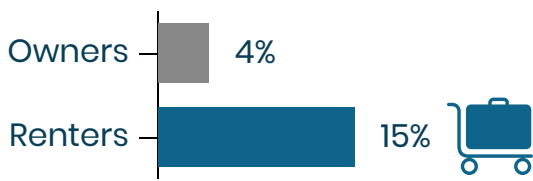
### Units by Decade Built



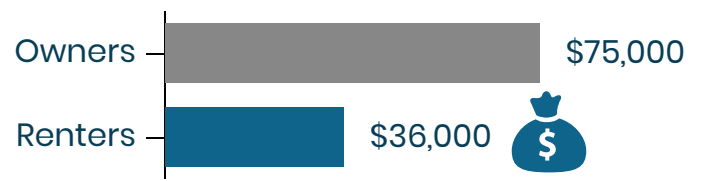
### Households by Tenure



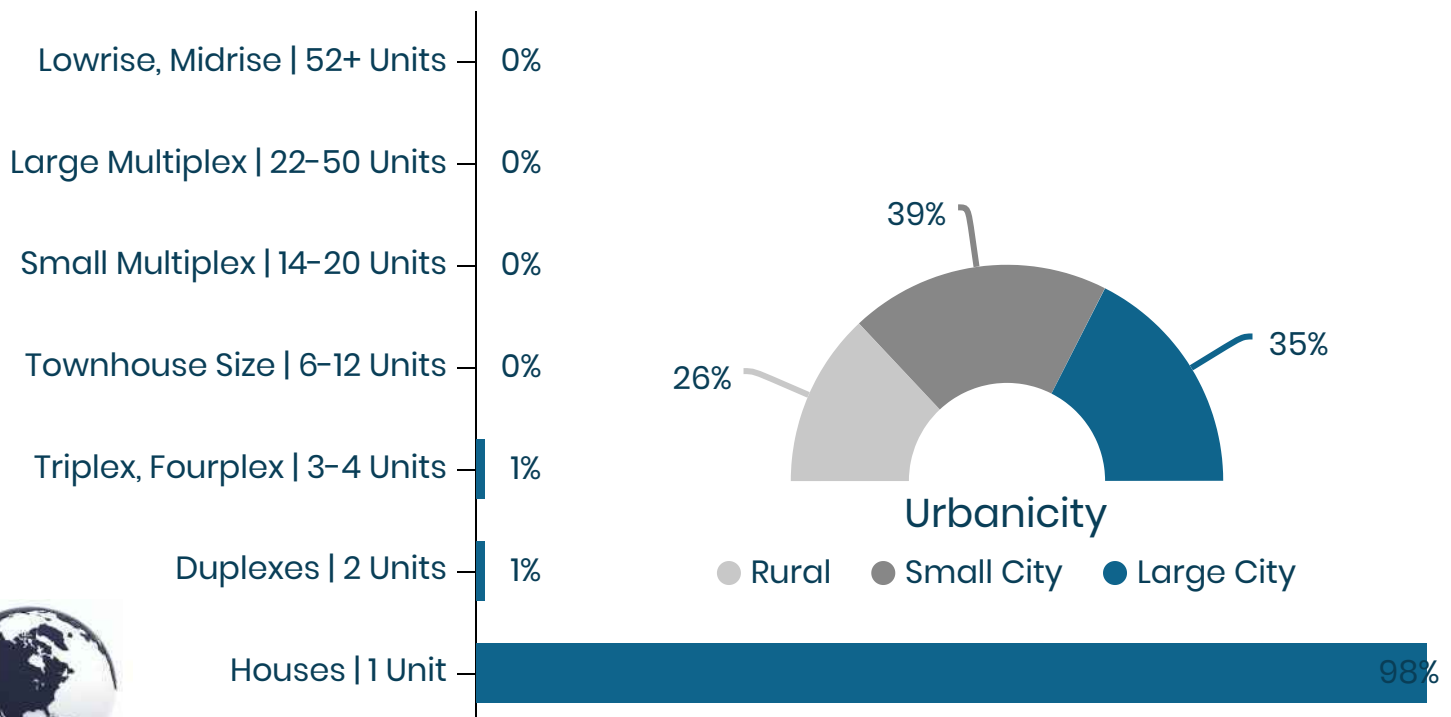
### Share that Moves each Year



### Median Household Income



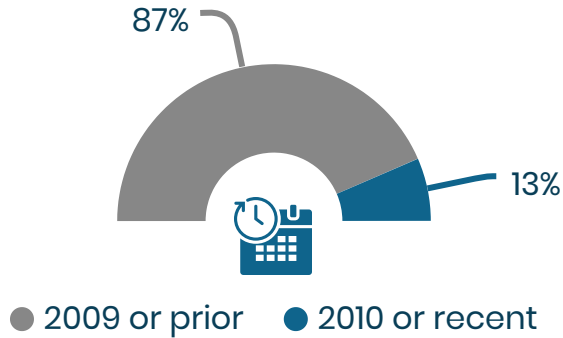
### Inclination for Units by Building Size and Urbanicity



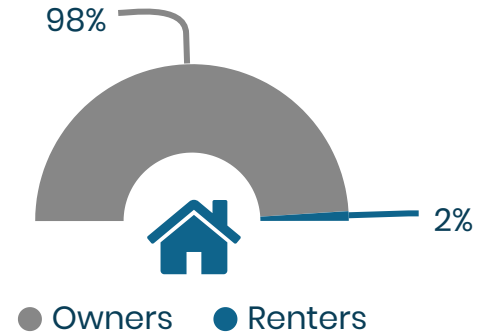
# Unspoiled Splendor | E21

Lifestyles and Housing Preferences | National Averages

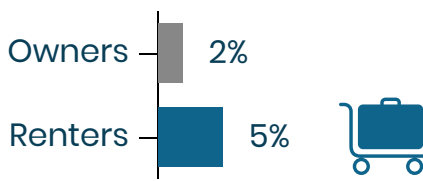
### Units by Decade Built



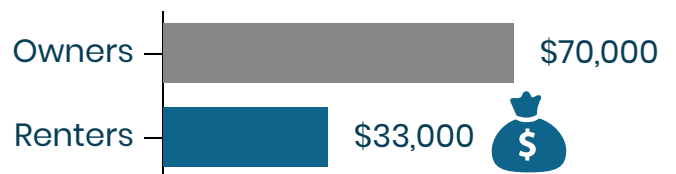
### Households by Tenure



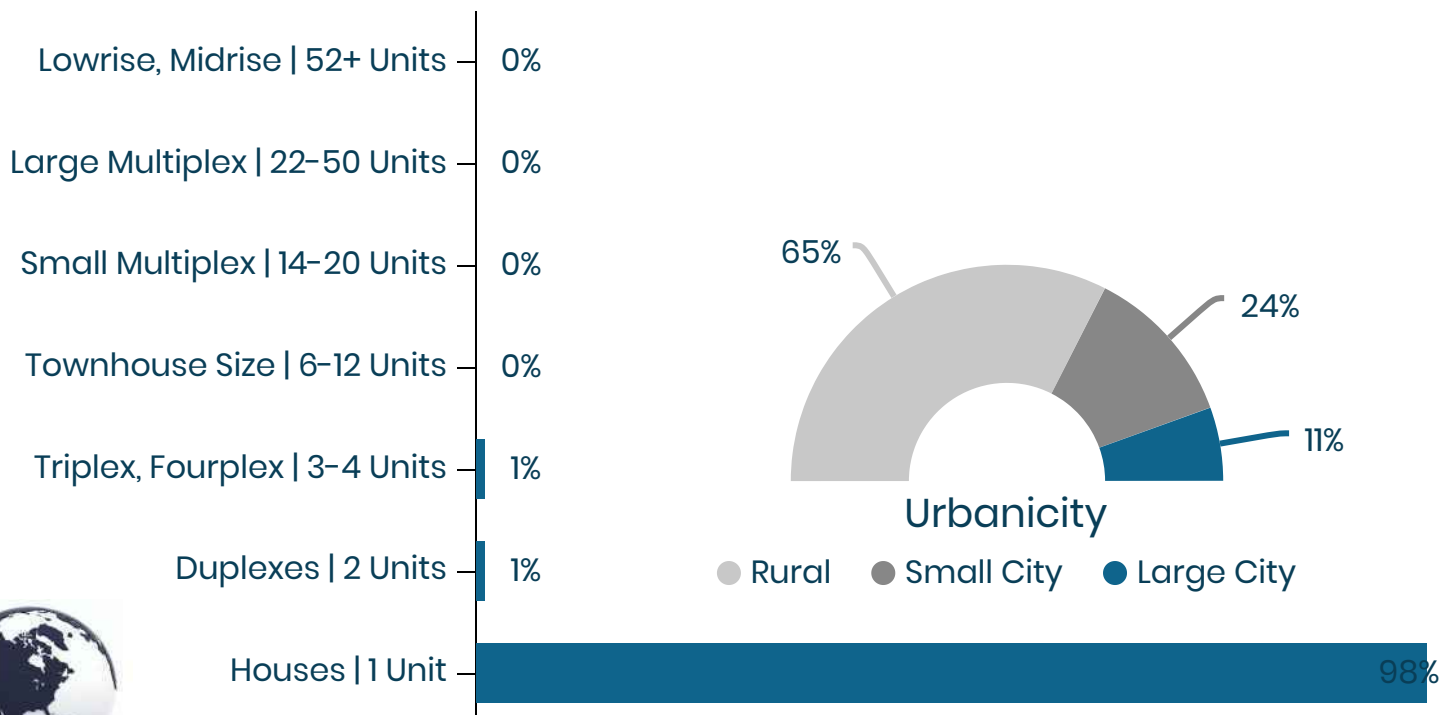
### Share that Moves each Year



### Median Household Income



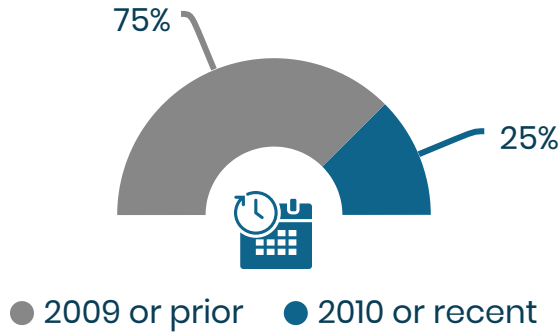
### Inclination for Units by Building Size and Urbanicity



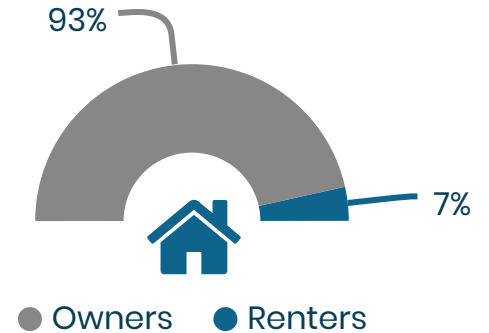
# Fast Track Couples | F22

Lifestyles and Housing Preferences | National Averages

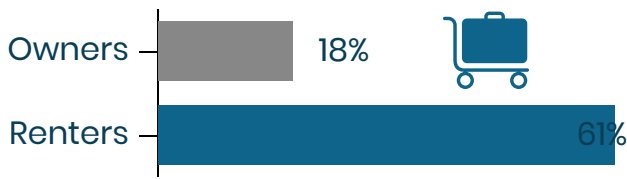
### Units by Decade Built



### Households by Tenure



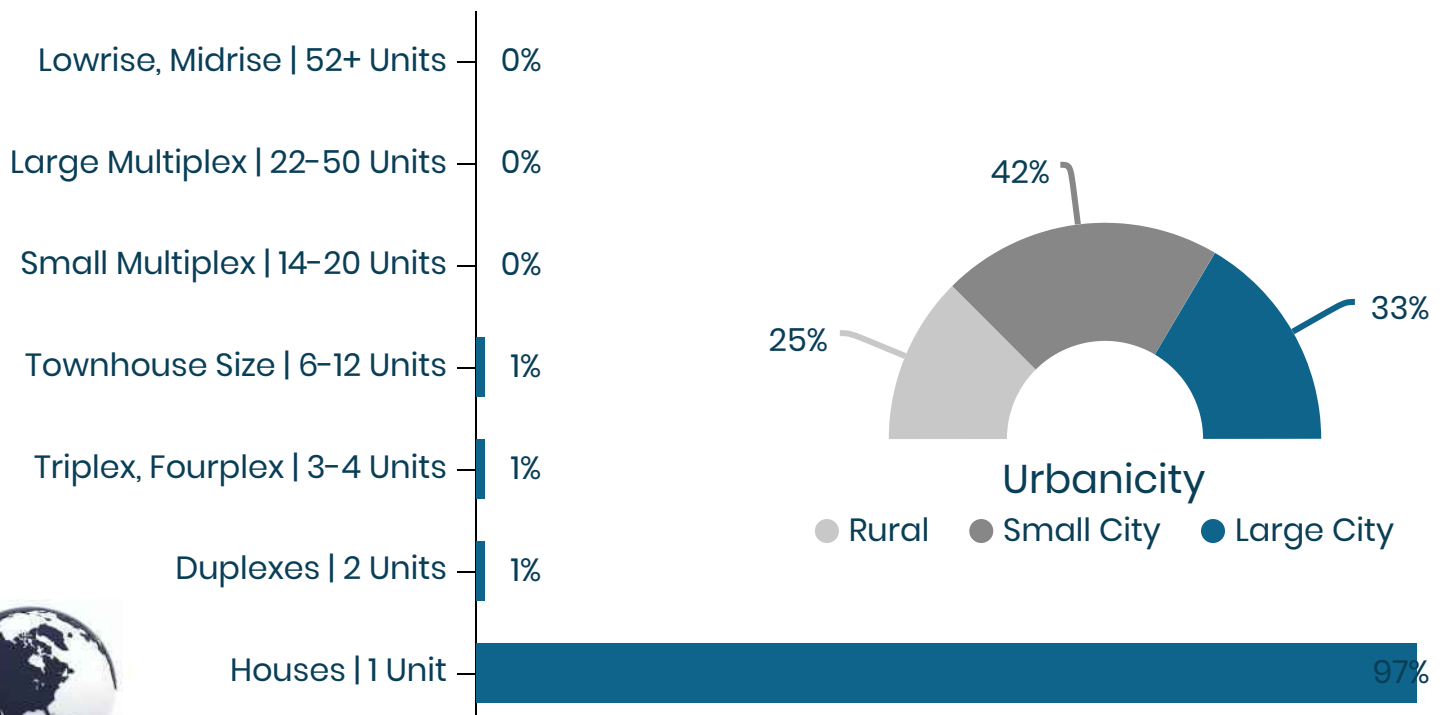
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity

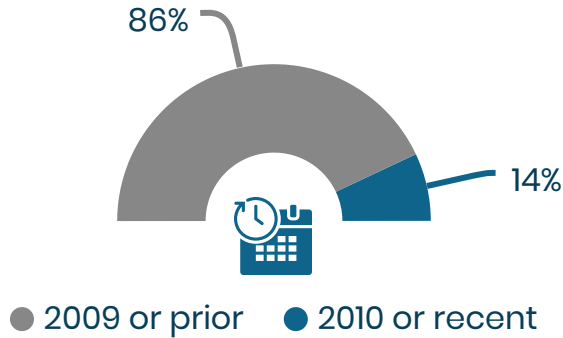




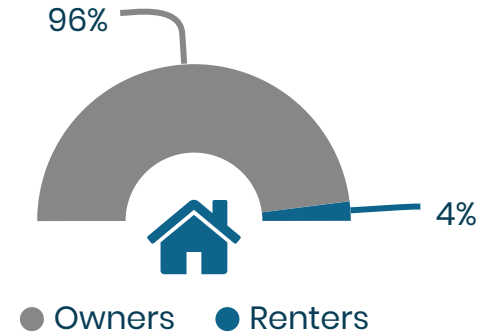
# Stockcars & State Parks | I30

Lifestyles and Housing Preferences | National Averages

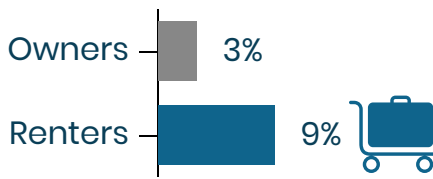
### Units by Decade Built



### Households by Tenure



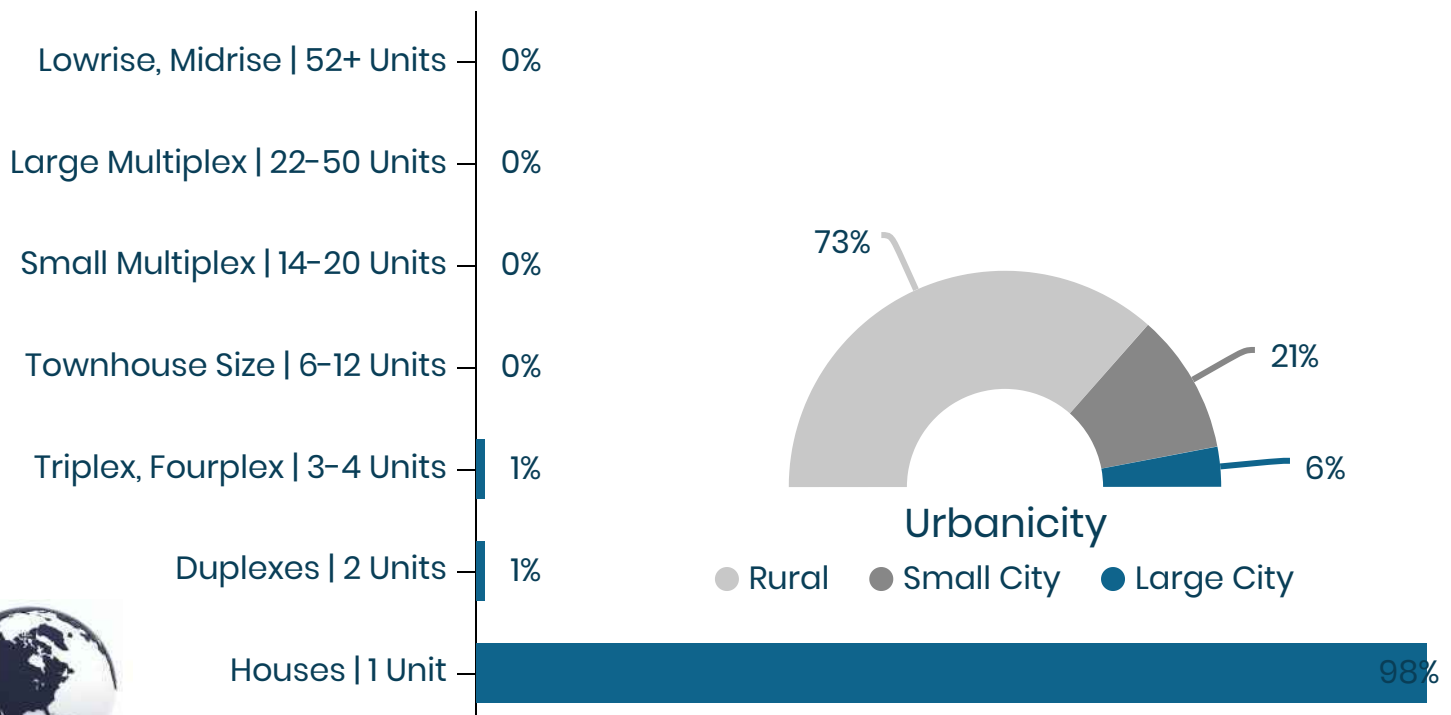
### Share that Moves each Year



### Median Household Income



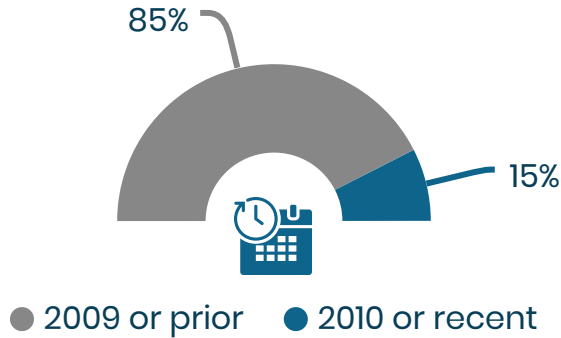
### Inclination for Units by Building Size and Urbanicity



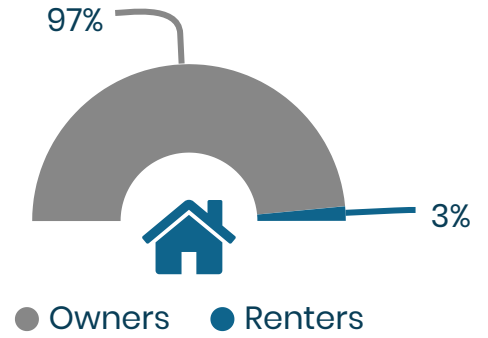
# Rural Escape | J35

Lifestyles and Housing Preferences | National Averages

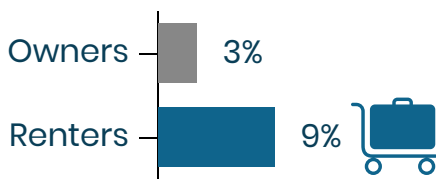
### Units by Decade Built



### Households by Tenure



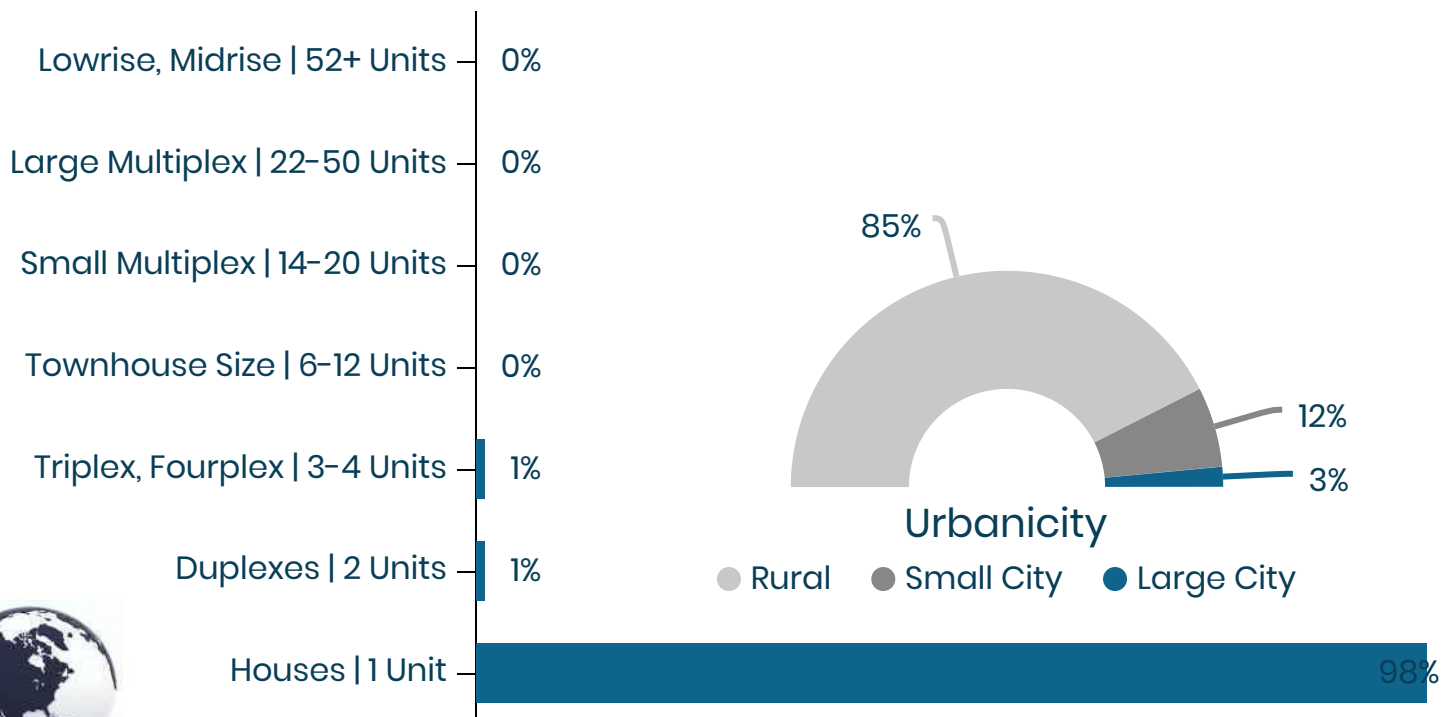
### Share that Moves each Year



### Median Household Income



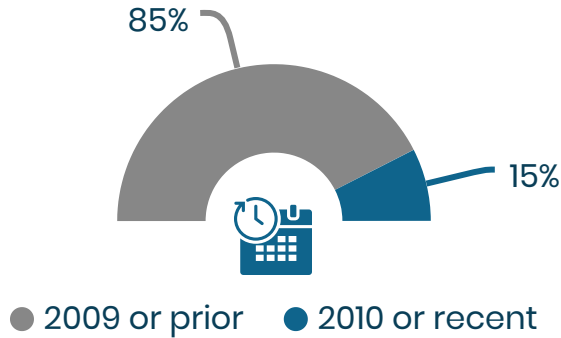
### Inclination for Units by Building Size and Urbanicity



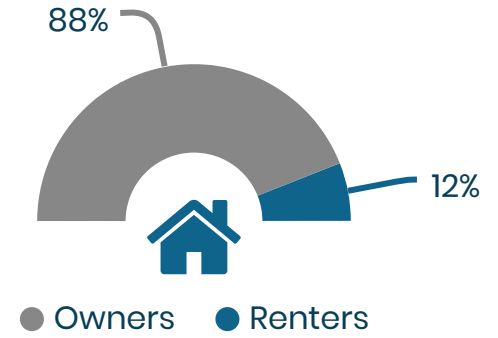
# Red, White & Bluegrass | M44

Lifestyles and Housing Preferences | National Averages

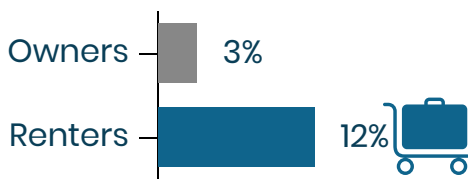
### Units by Decade Built



### Households by Tenure



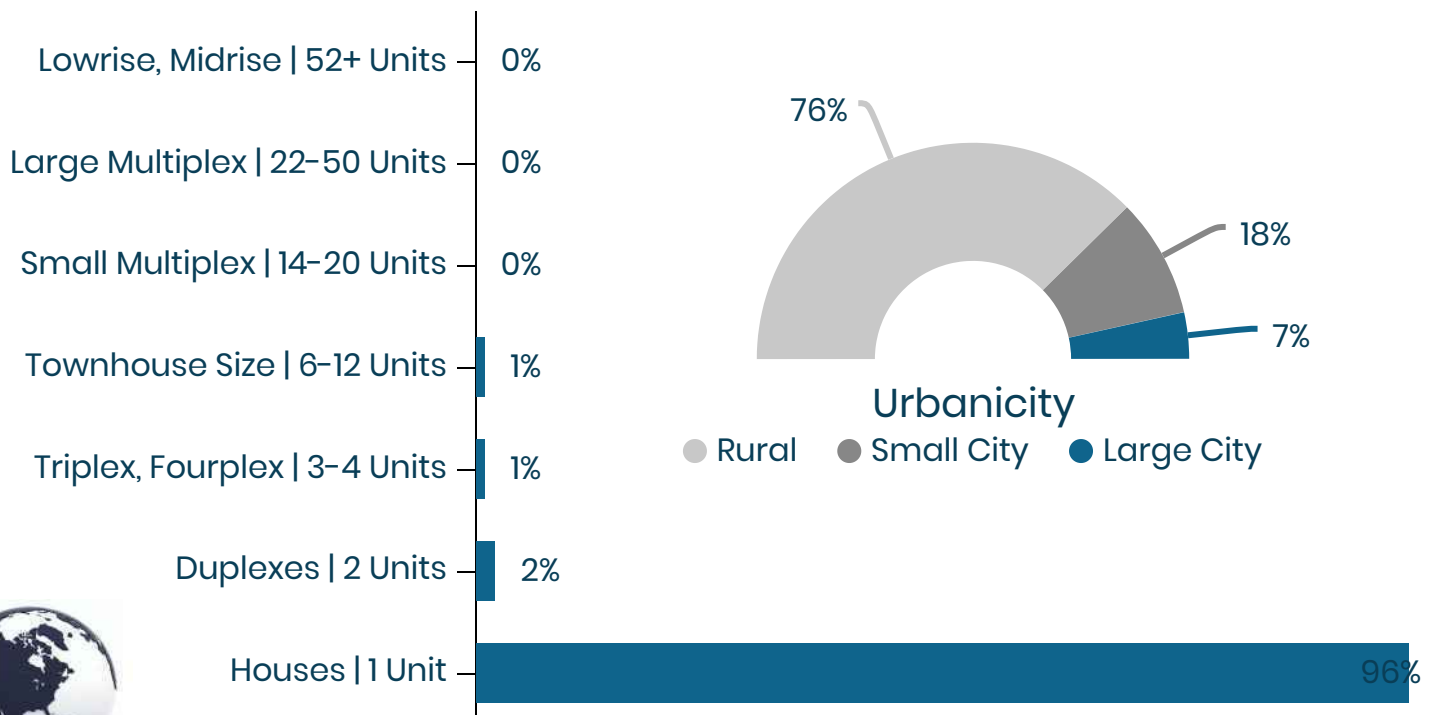
### Share that Moves each Year



### Median Household Income



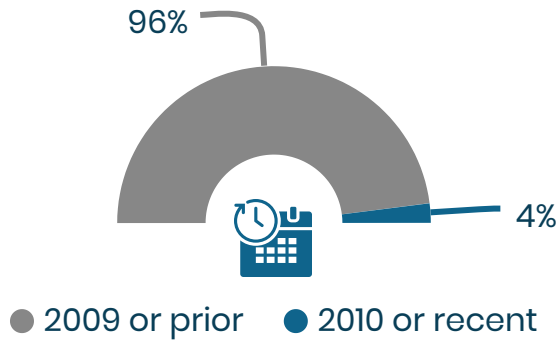
### Inclination for Units by Building Size and Urbanicity



# Infants & Debit Cards | M45

Lifestyles and Housing Preferences | National Averages

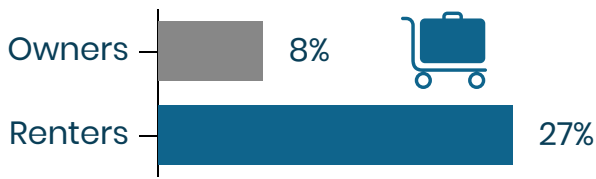
Units by Decade Built



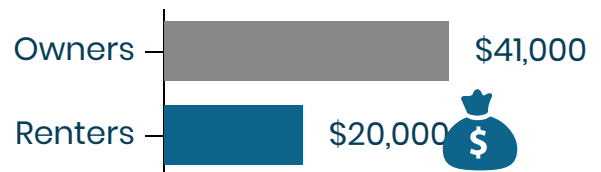
Households by Tenure



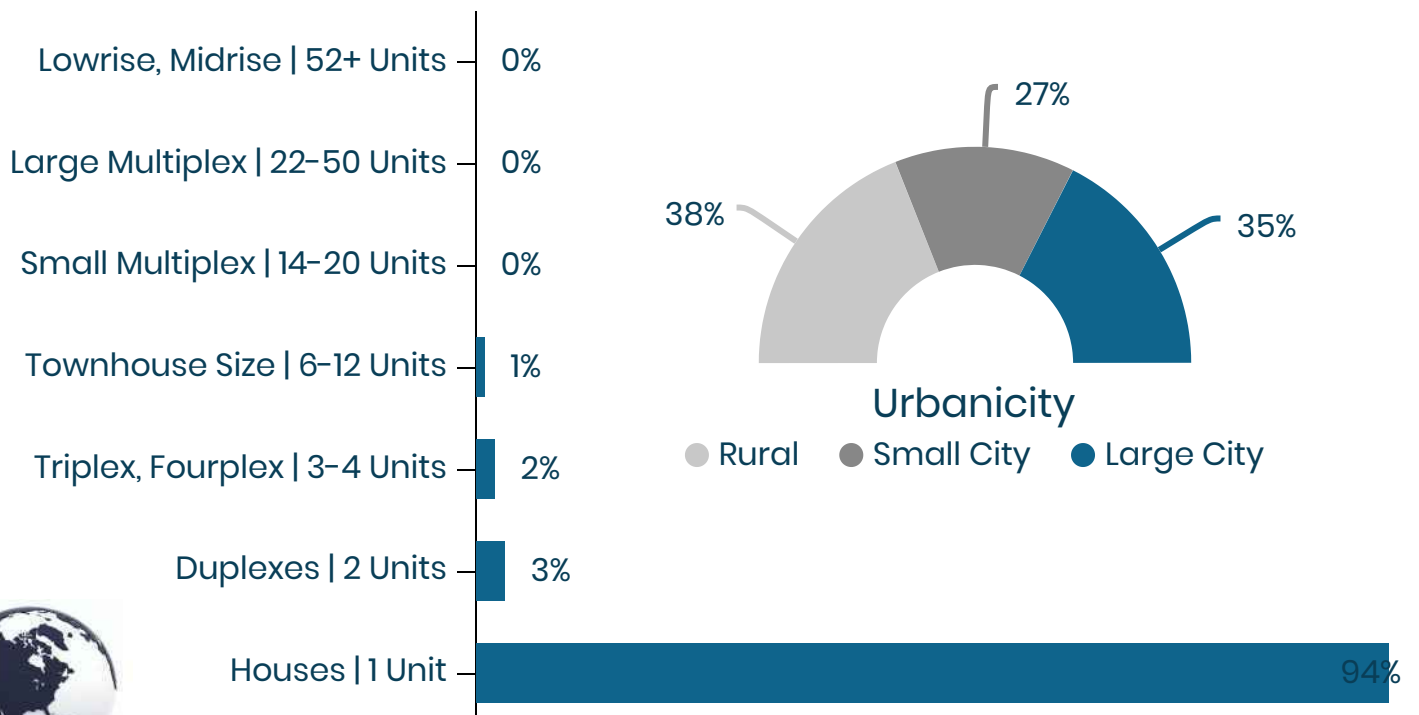
Share that Moves each Year



Median Household Income



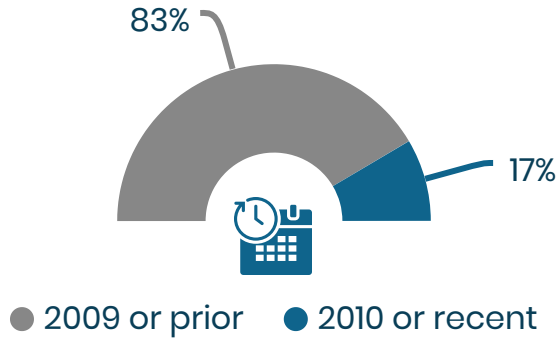
Inclination for Units by Building Size and Urbanicity



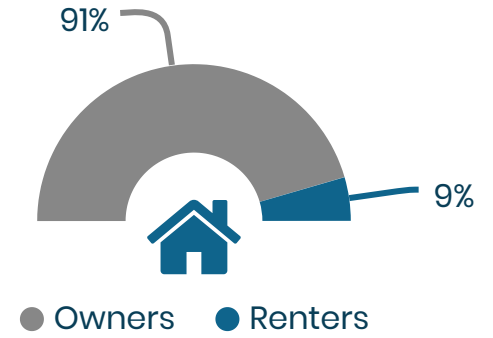
# Countrified Pragmatics | N47

Lifestyles and Housing Preferences | National Averages

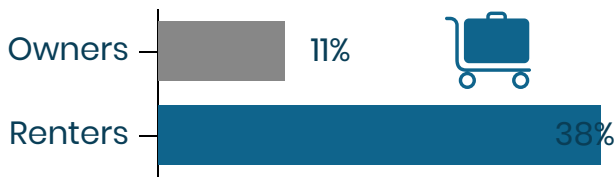
### Units by Decade Built



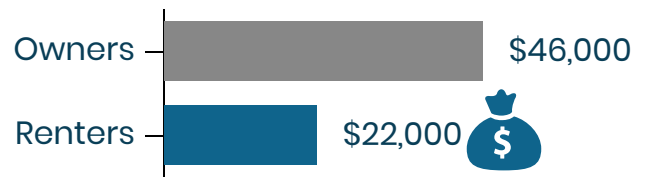
### Households by Tenure



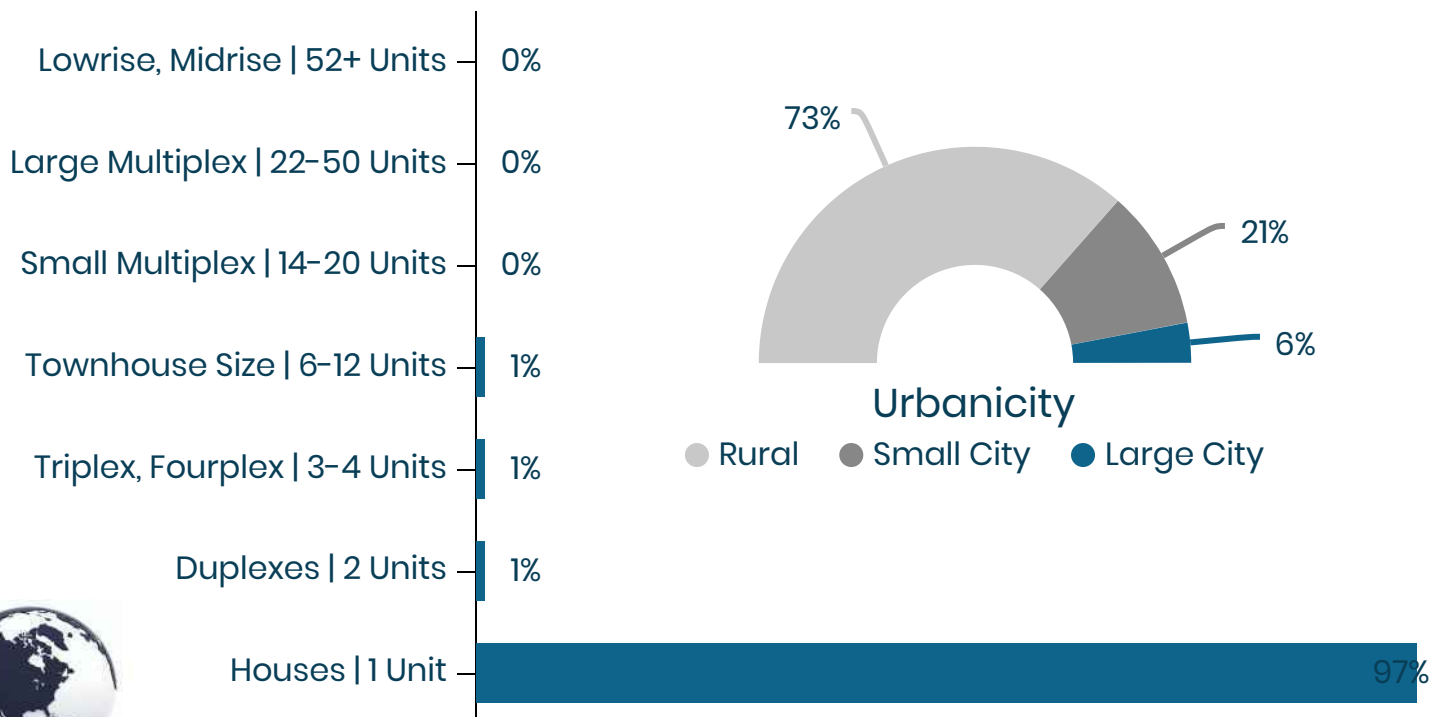
### Share that Moves each Year



### Median Household Income



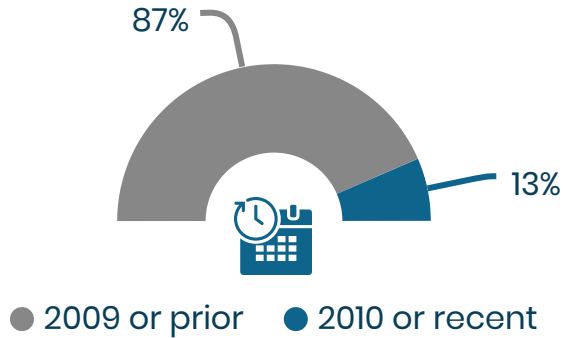
### Inclination for Units by Building Size and Urbanicity



# Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

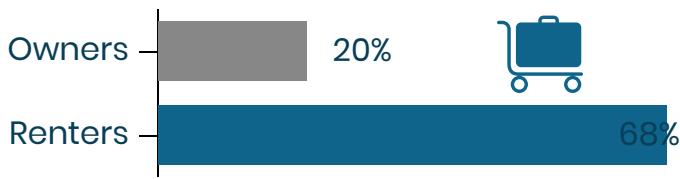
### Units by Decade Built



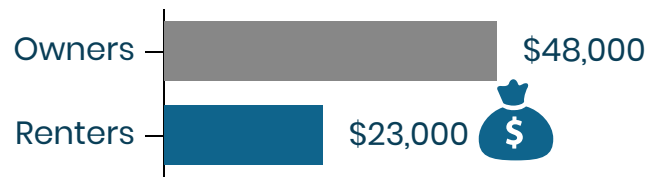
### Households by Tenure



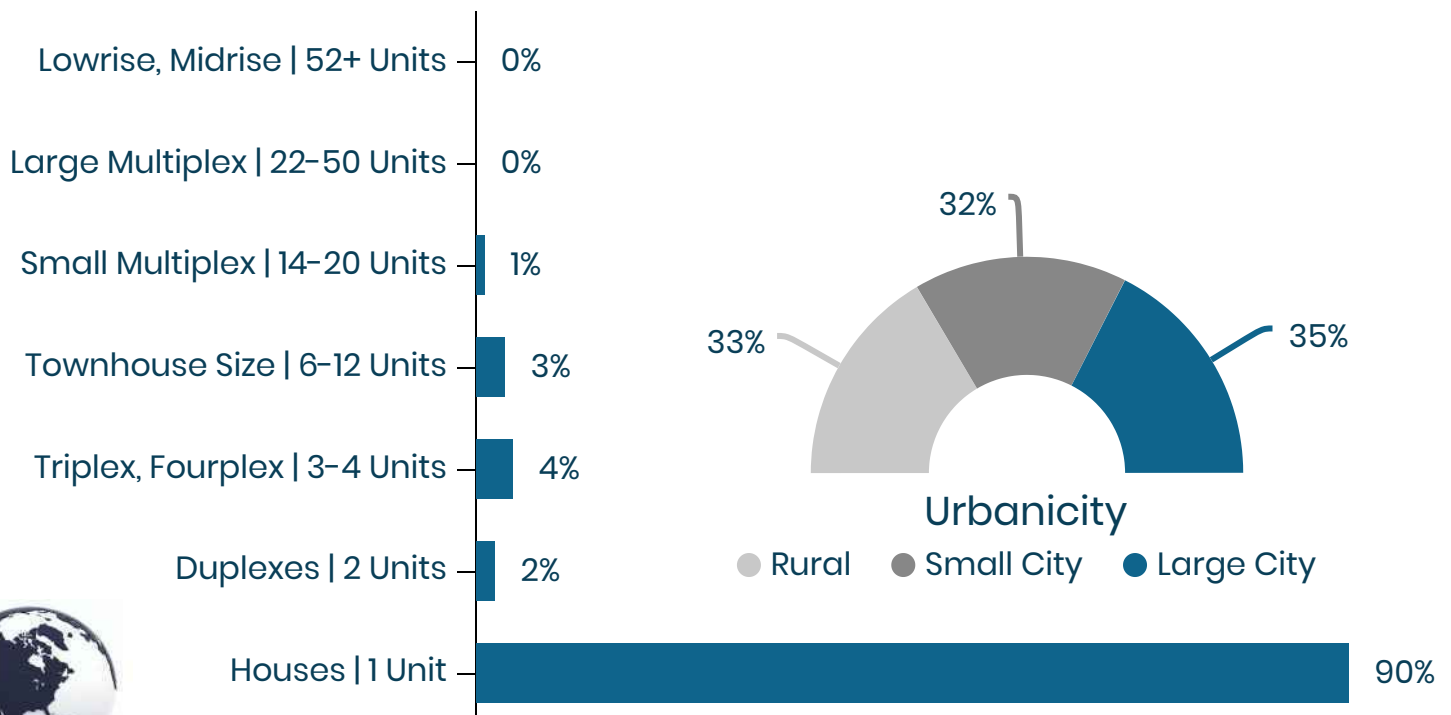
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity

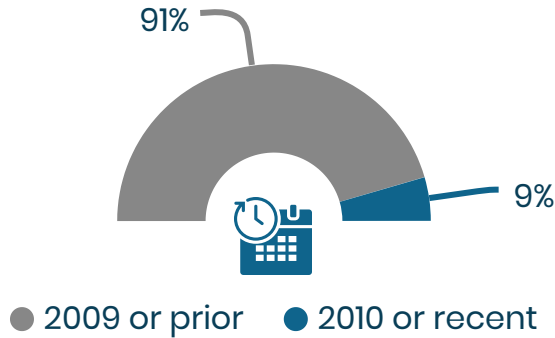


Source: Underlying data by Experian Decision Analytics; exhibit and analysis by LandUseUSA | Urban Strategies © 2020 with all rights reserved.

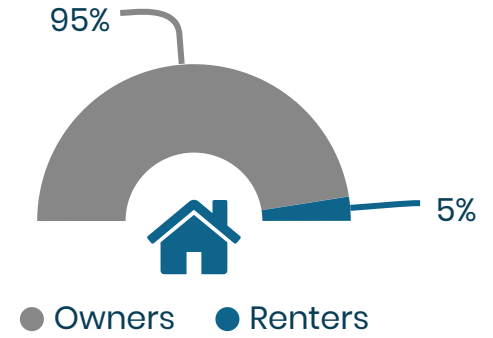
# Town Elders & Leaders | Q64

Lifestyles and Housing Preferences | National Averages

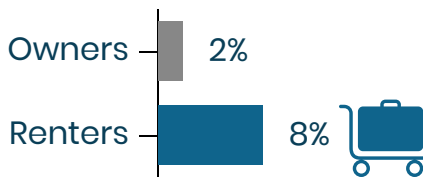
### Units by Decade Built



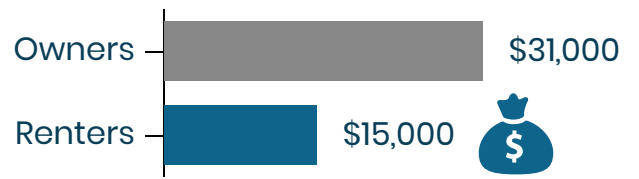
### Households by Tenure



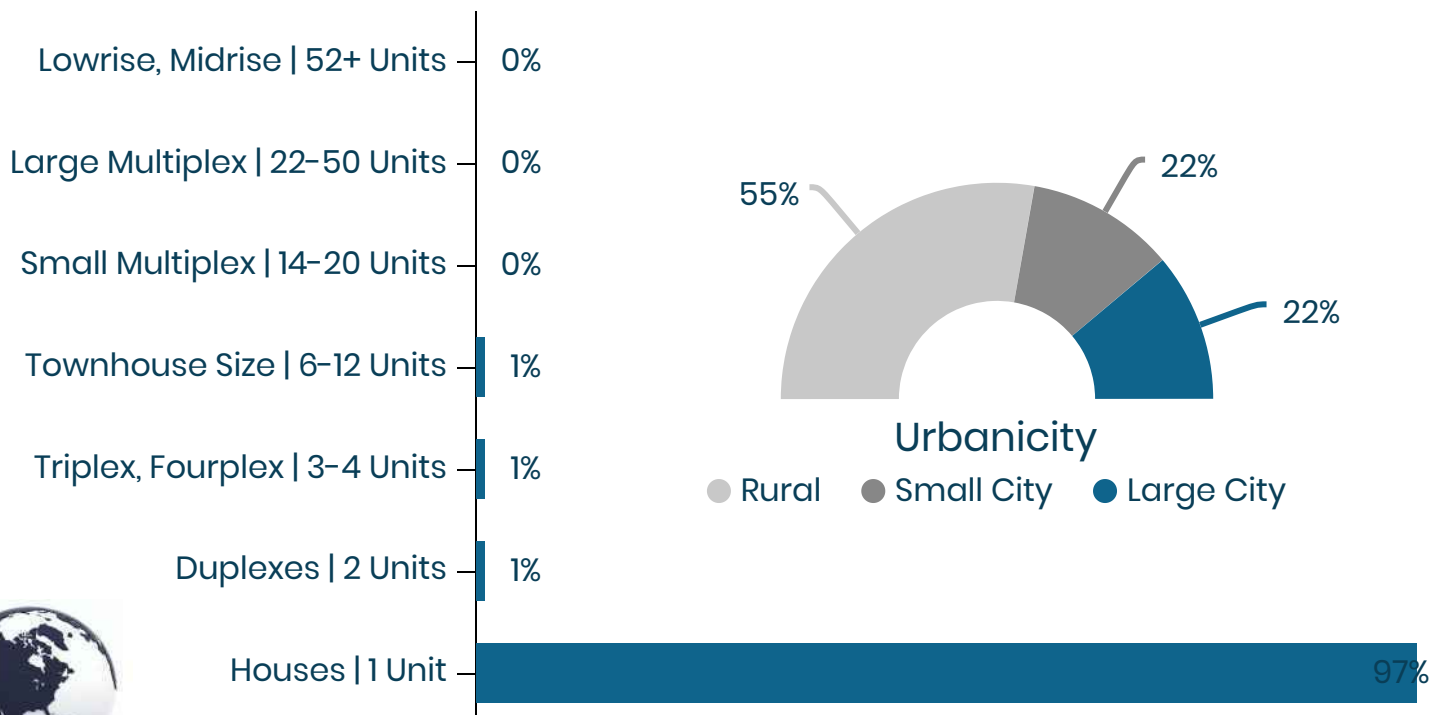
### Share that Moves each Year



### Median Household Income



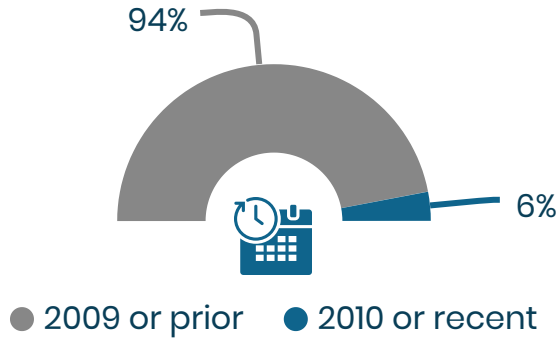
### Inclination for Units by Building Size and Urbanicity



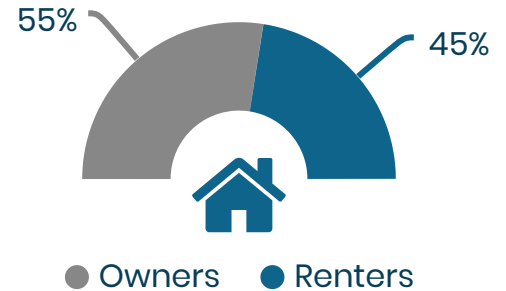
# Small Towns, Shallow Pockets | S68

Lifestyles and Housing Preferences | National Averages

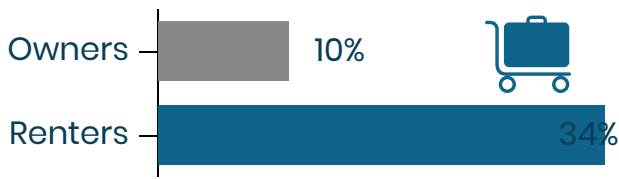
### Units by Decade Built



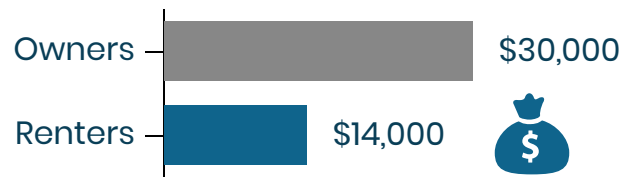
### Households by Tenure



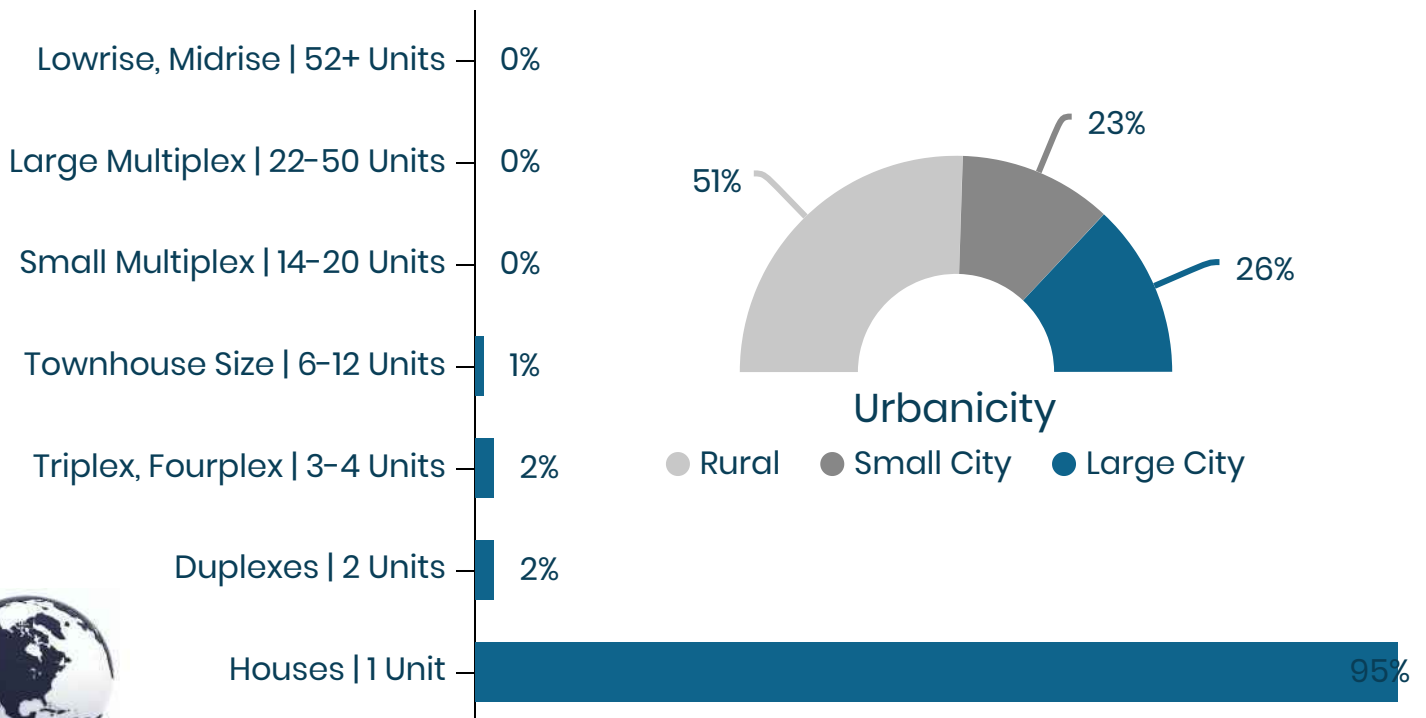
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



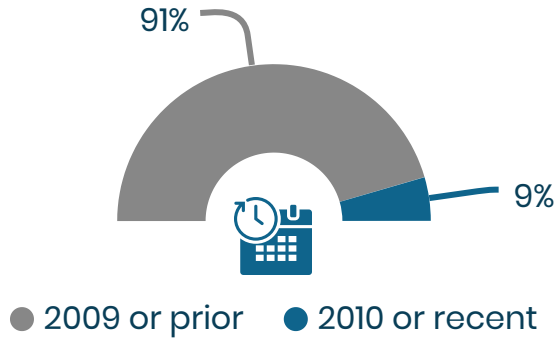


# Section 1-L

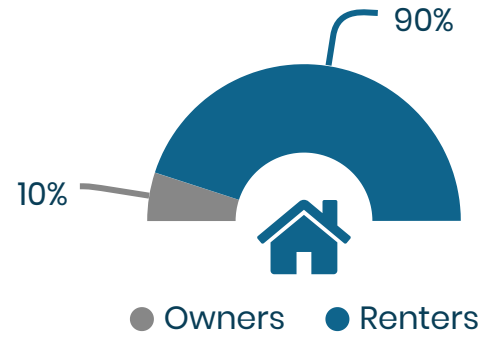
# Bohemian Groove | K40

Lifestyles and Housing Preferences | National Averages

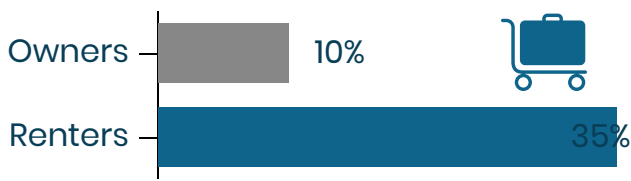
### Units by Decade Built



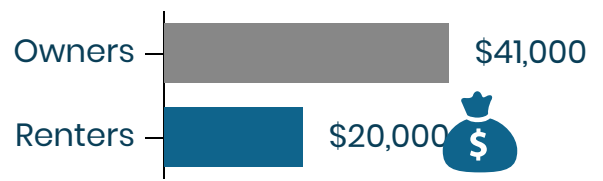
### Households by Tenure



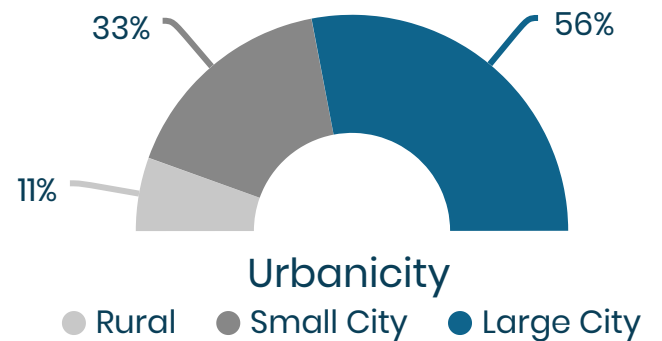
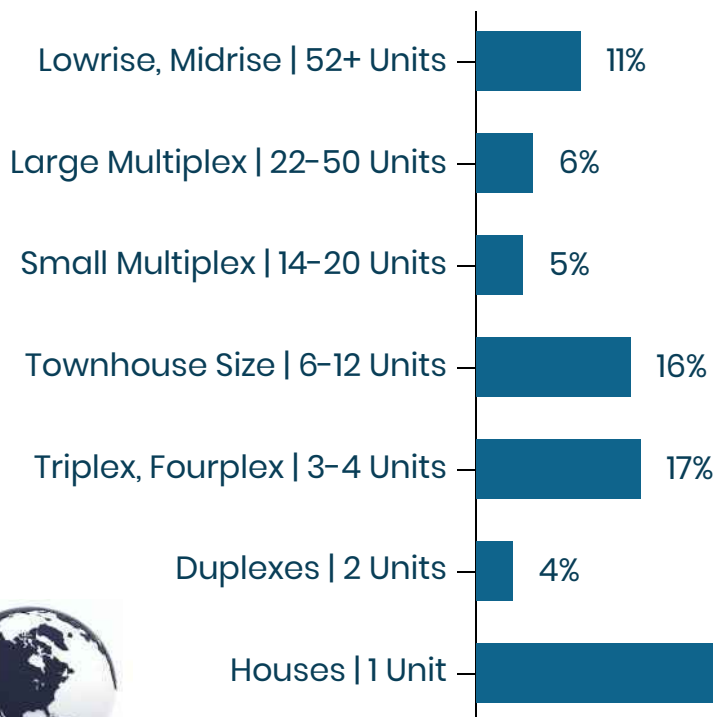
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity

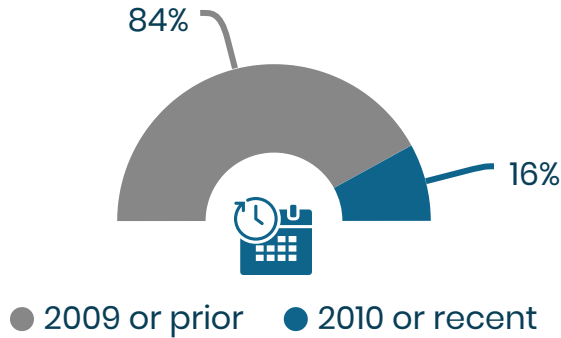


Source: Underlying data by Experian Decision Analytics; exhibit and analysis by LandUseUSA | Urban Strategies © 2020 with all rights reserved.

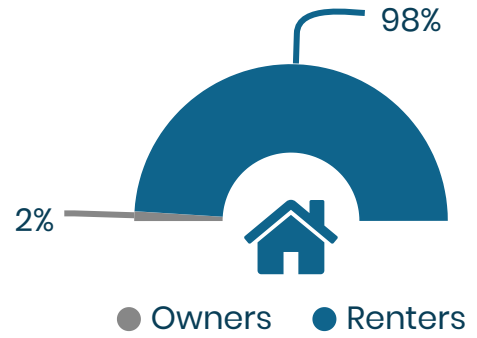
# Full Steam Ahead | O50

## Lifestyles and Housing Preferences | National Averages

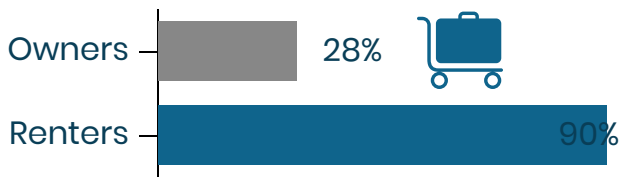
### Units by Decade Built



### Households by Tenure



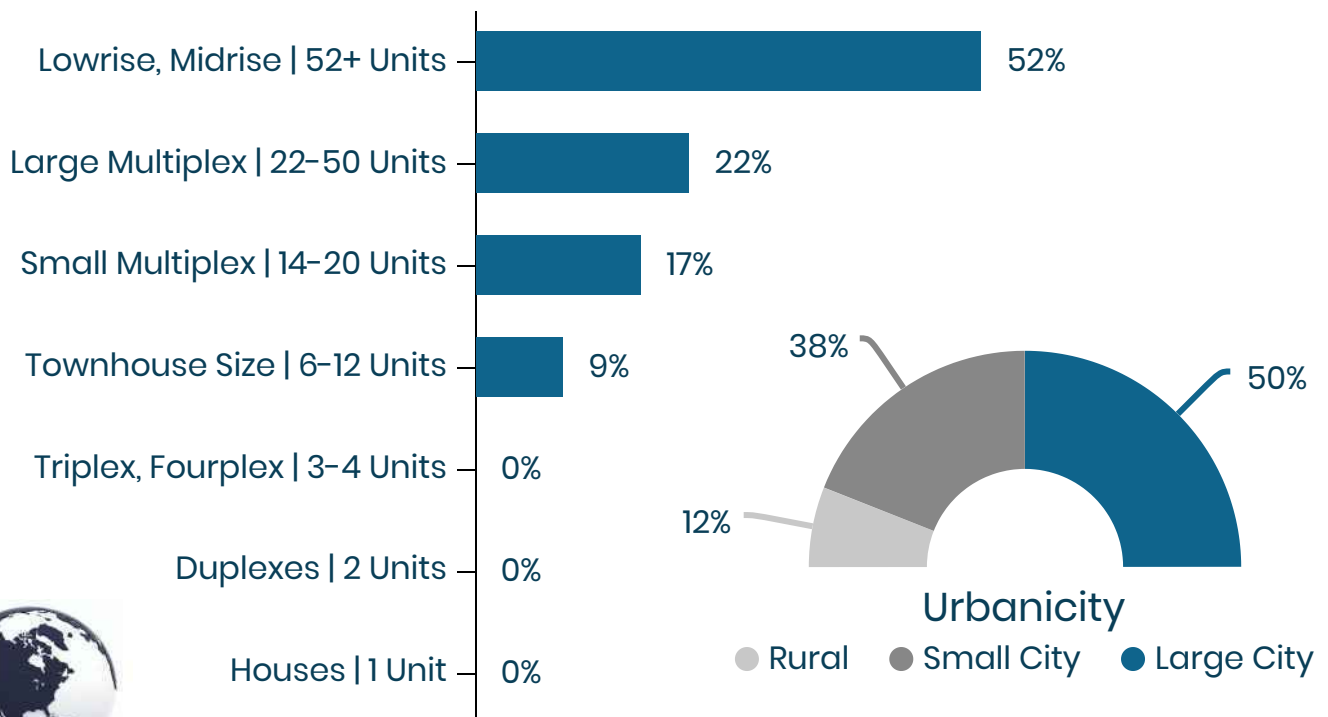
### Share that Moves each Year



### Median Household Income



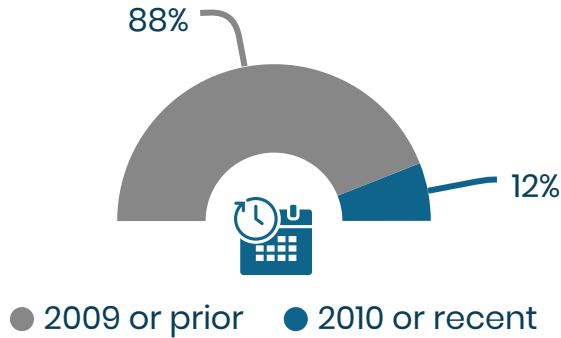
### Inclination for Units by Building Size and Urbanicity



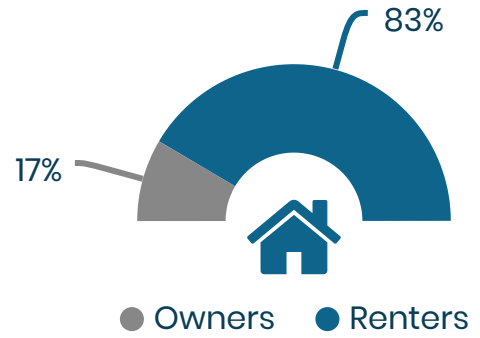
# College & University Affiliations | O53

Lifestyles and Housing Preferences | National Averages

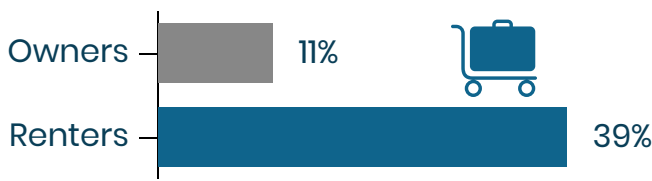
### Units by Decade Built



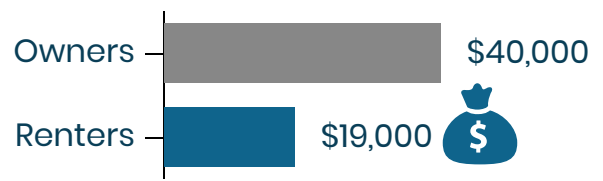
### Households by Tenure



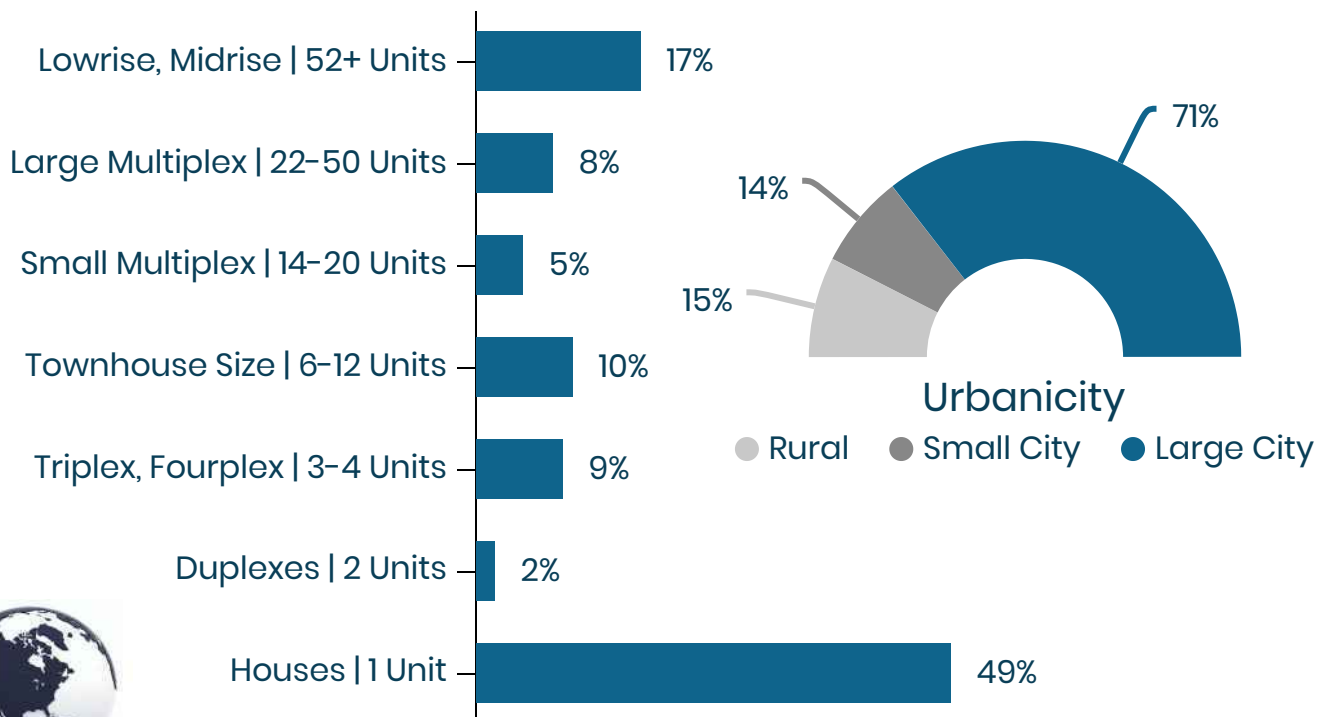
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity

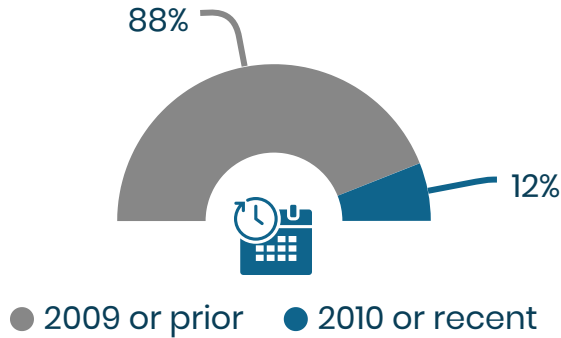


Source: Underlying data by Experian Decision Analytics; exhibit and analysis by LandUseUSA | Urban Strategies © 2020 with all rights reserved.

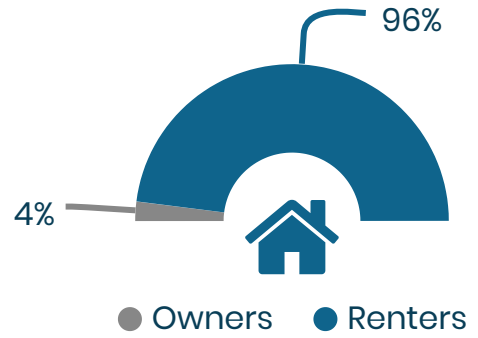
# Striving Single Scene | O54

Lifestyles and Housing Preferences | National Averages

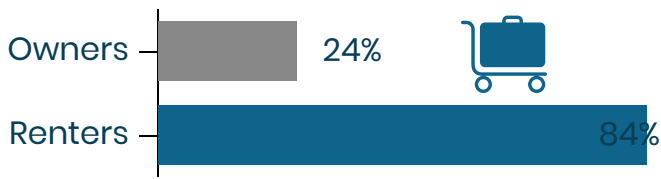
### Units by Decade Built



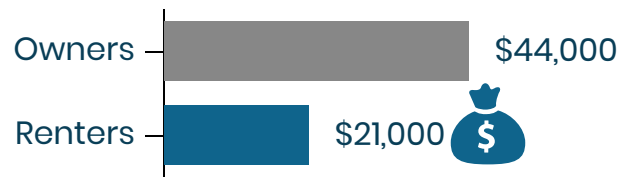
### Households by Tenure



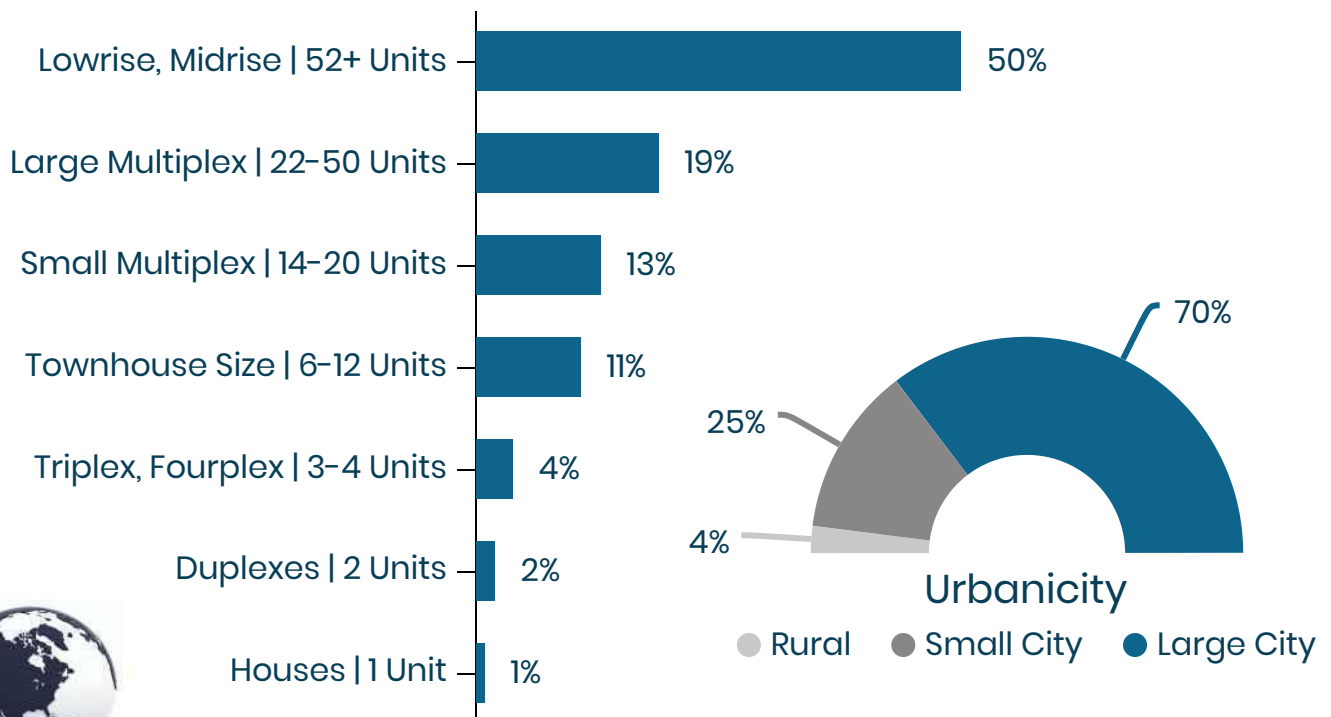
### Share that Moves each Year



### Median Household Income



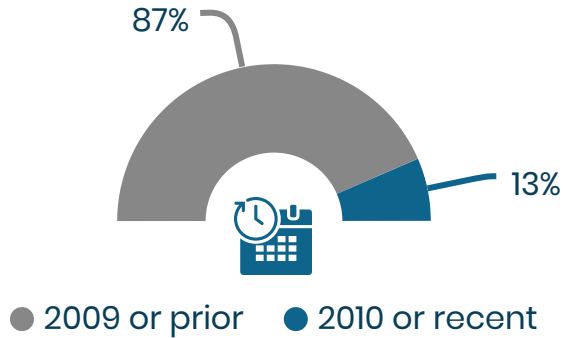
### Inclination for Units by Building Size and Urbanicity



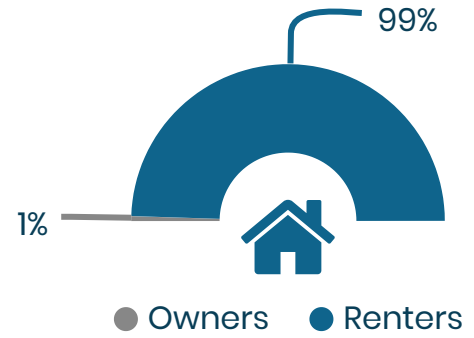
# Family Troopers | O55

Lifestyles and Housing Preferences | National Averages

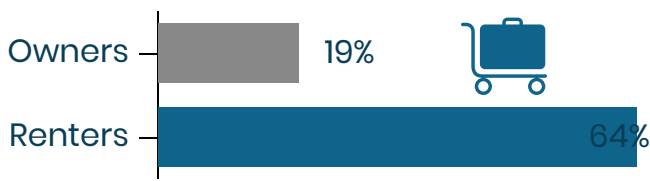
### Units by Decade Built



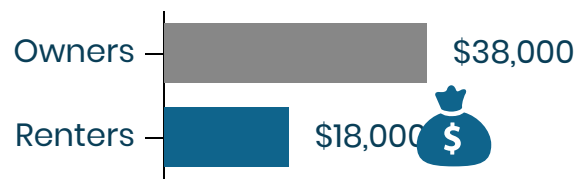
### Households by Tenure



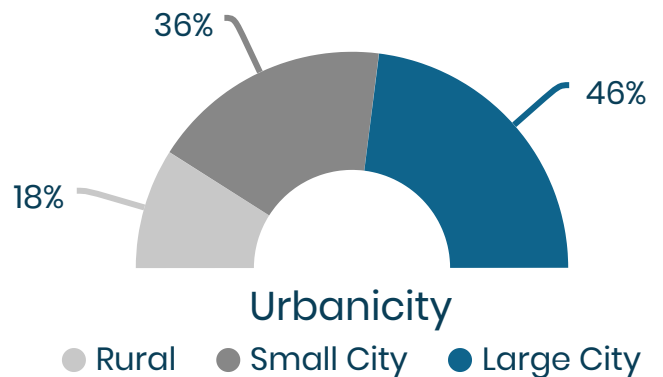
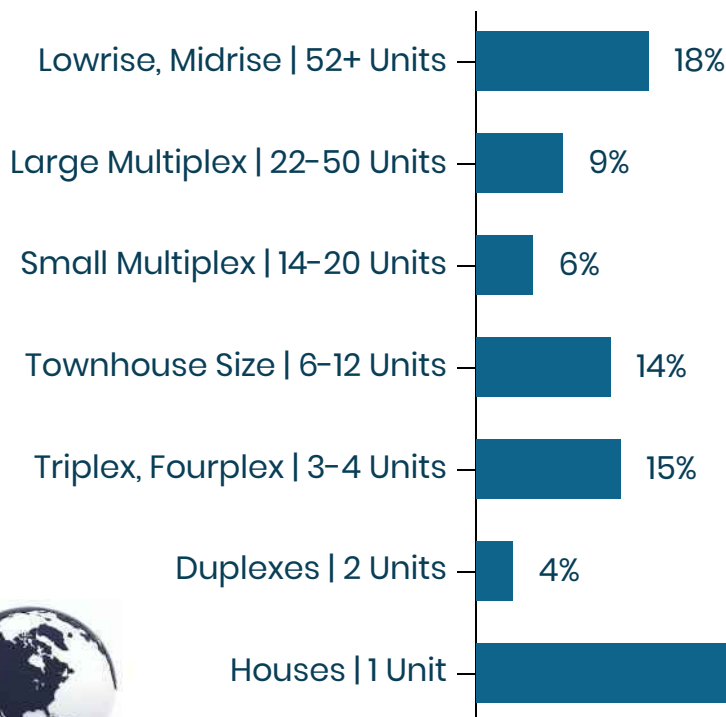
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity

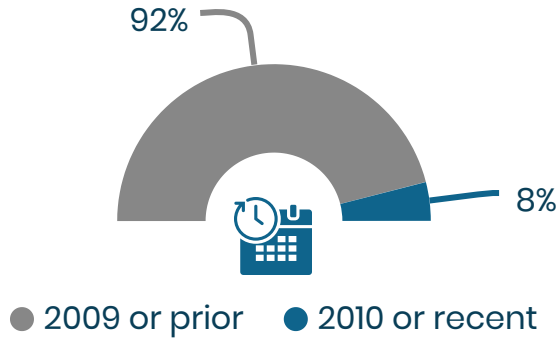


Source: Underlying data by Experian Decision Analytics; exhibit and analysis by LandUseUSA | Urban Strategies © 2020 with all rights reserved.

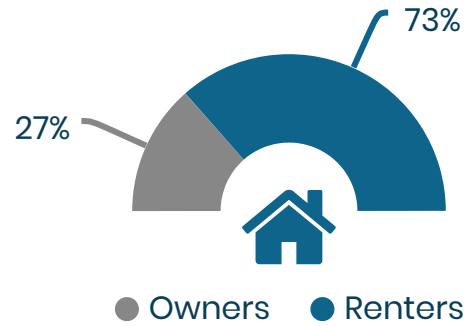
# Senior Discounts in Towers | Q65

Lifestyles and Housing Preferences | National Averages

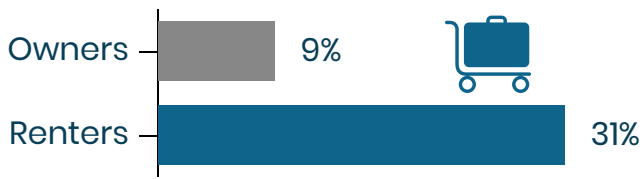
### Units by Decade Built



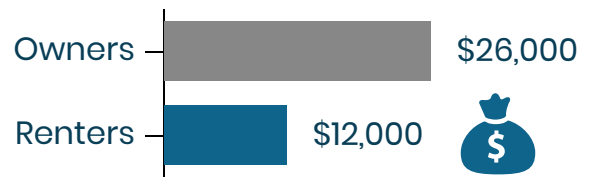
### Households by Tenure



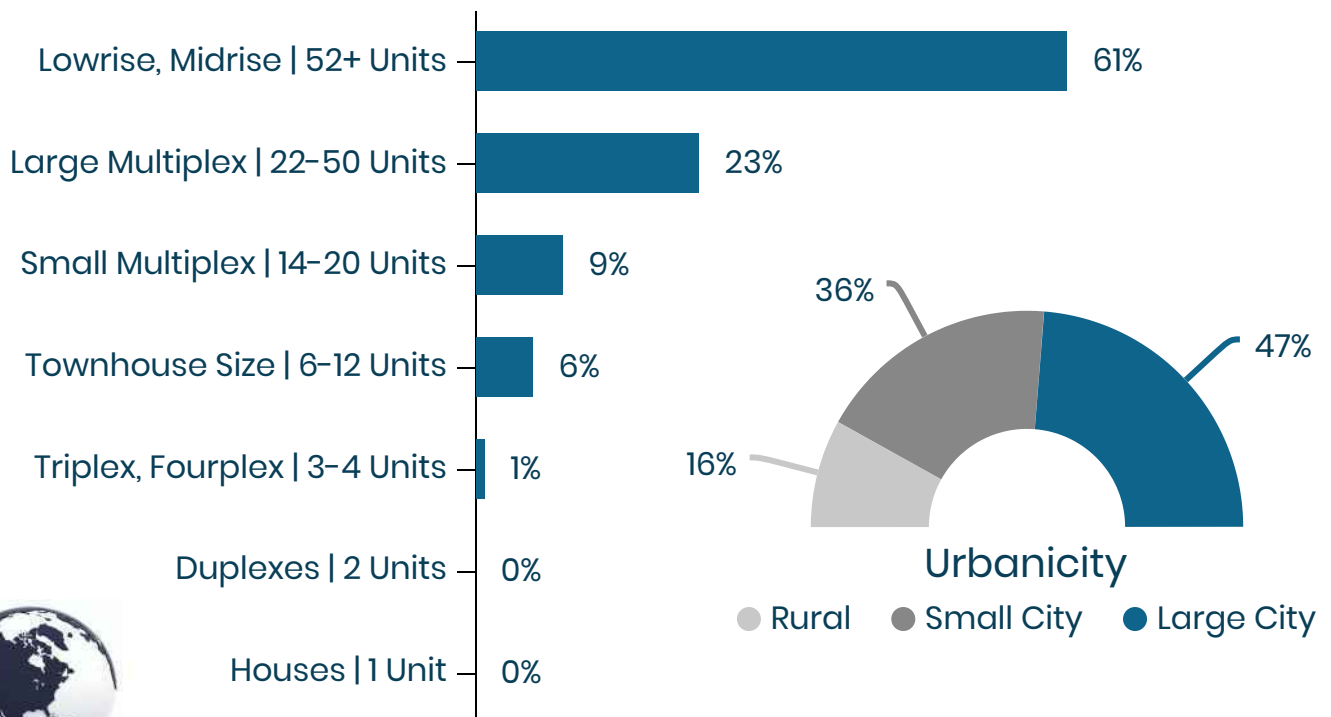
### Share that Moves each Year



### Median Household Income



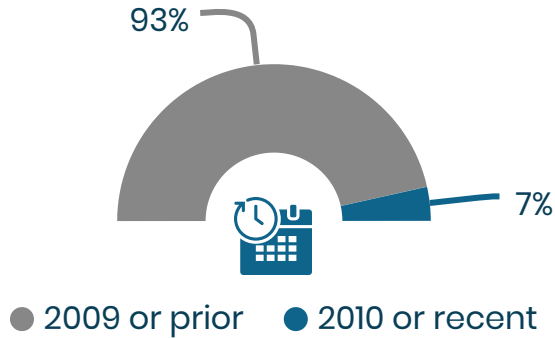
### Inclination for Units by Building Size and Urbanicity



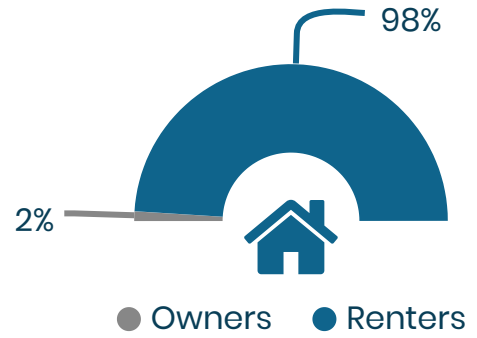
# Dare to Dream | R66

## Lifestyles and Housing Preferences | National Averages

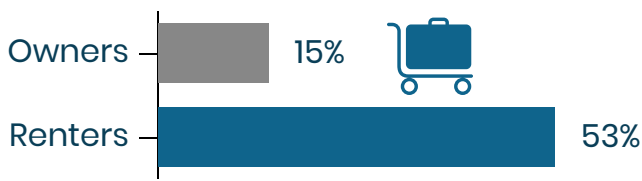
### Units by Decade Built



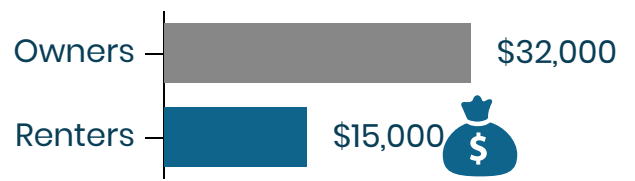
### Households by Tenure



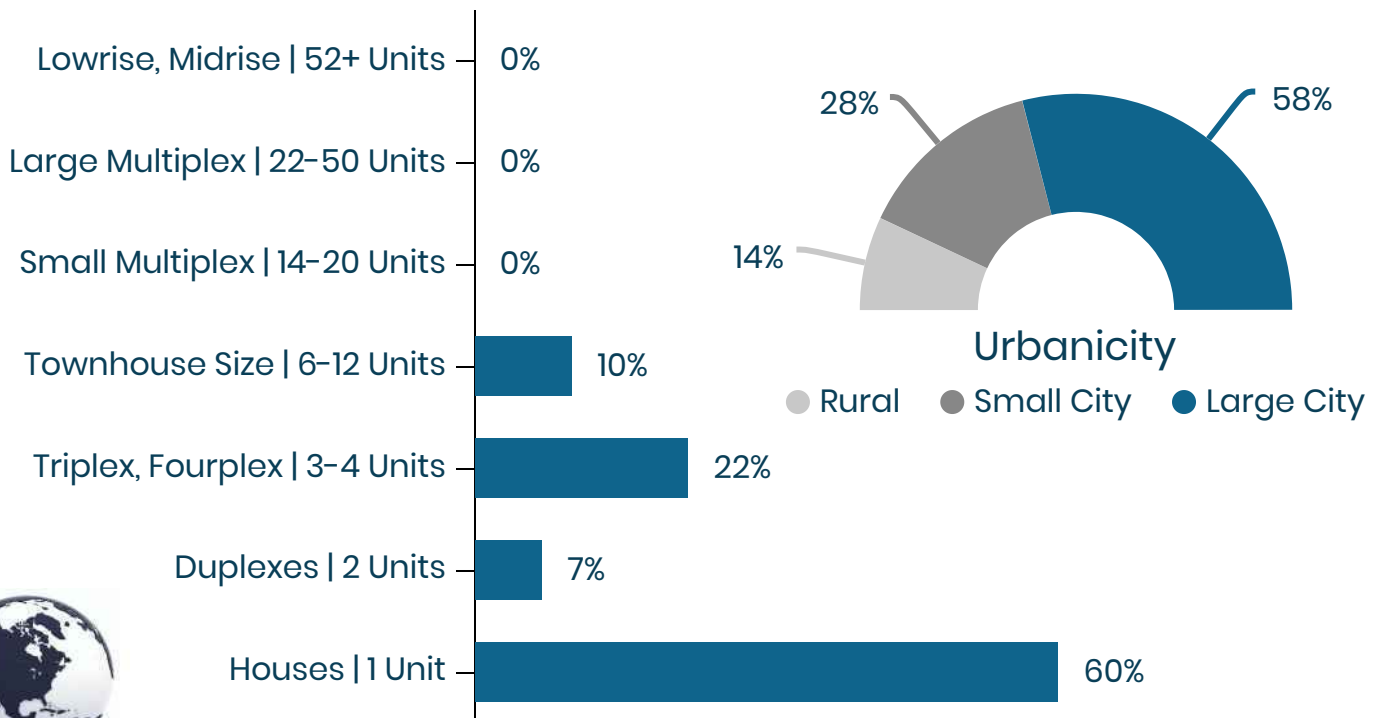
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity

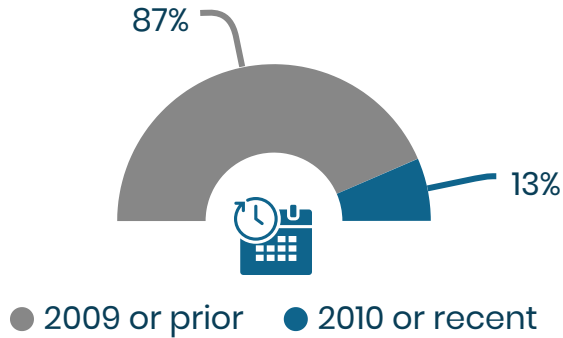




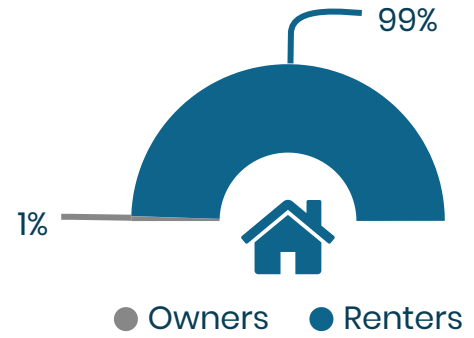
# Tight Money | S70

Lifestyles and Housing Preferences | National Averages

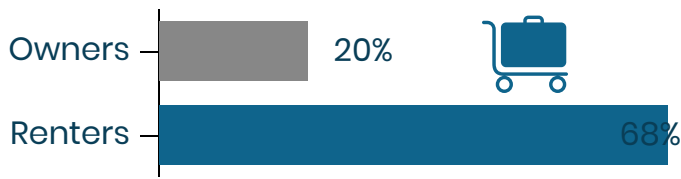
### Units by Decade Built



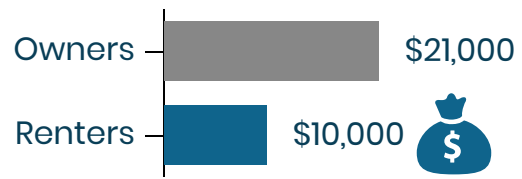
### Households by Tenure



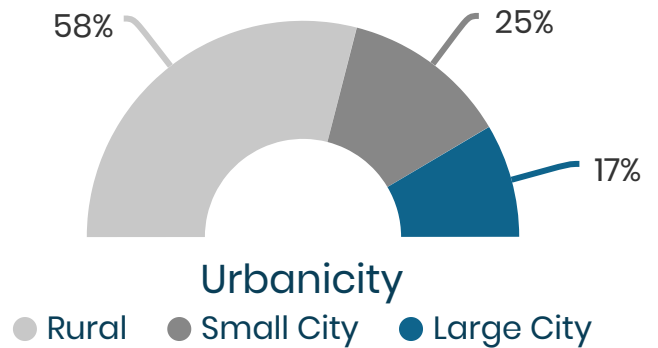
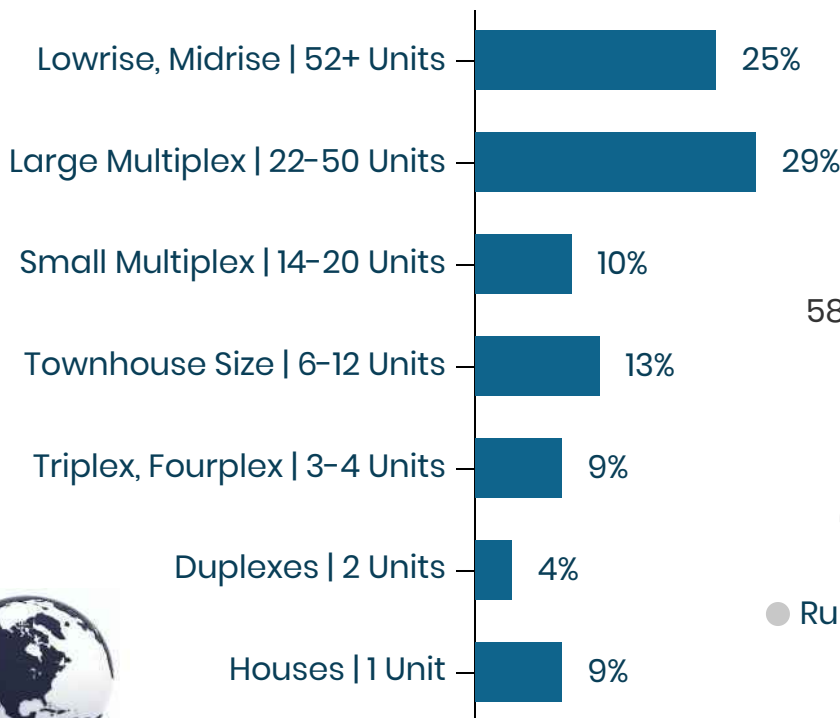
### Share that Moves each Year



### Median Household Income



### Inclination for Units by Building Size and Urbanicity



Source: Underlying data by Experian Decision Analytics; exhibit and analysis by LandUseUSA | Urban Strategies © 2020 with all rights reserved.

# Section 1-M

# 71 Lifestyle Clusters - The Categories

Experian Decision Analytics; 2022 - 2023

<b>A</b> Power Elite	A01	American Royalty
	A02	Platinum Prosperity
	A03	Kids and Cabernet
	A04	Picture Perfect Families
	A05	Couples with Clout
	A06	Jet Set Urbanites
<b>B</b> Flourishing Families	B07	Across the Ages
	B08	Babies and Bliss
	B09	Family Fun-tastic
	B10	Cosmopolitan Achievers
<b>C</b> Booming with Confidence	C11	Sophisticated City Dwellers
	C12	Golf Carts and Gourmets
	C13	Philanthropic Sophisticates
	C14	Boomers and Boomerangs
<b>D</b> Suburban Style	D15	Sport Utility Families
	D16	Settled in Suburbia
	D17	Cul de Sac Diversity
	D18	Suburban Nightlife
<b>E</b> Thriving Boomers	E19	Consummate Consumers
	E20	No Place Like Home
	E21	Unspoiled Splendor

<b>F</b> Promising Families	F22	Fast Track Couples
	F23	Families Matter Most
<b>G</b> Young City Solos	G24	Ambitious Singles
	G25	Urban Edge
<b>H</b> Bourgeois Melting Pot	H26	Progressive Assortment
	H27	Life of Leisure
	H28	Everyday Moderates
	H29	Destination Recreation
<b>I</b> Family Union	I30	Potlucks and the Great Outdoors
	I31	Hard Working Values
	I32	Steadfast Conventionalists
	I33	Balance and Harmony
<b>J</b> Autumn Years	J34	Suburban Sophisticates
	J35	Rural Escape
	J36	Settled and Sensible
<b>K</b> Significant Singles	K37	Wired for Success
	K38	Modern Blend
	K39	Metro Fusion
	K40	Bohemian Groove

Continued on the next page.

# 71 Lifestyle Clusters - The Categories

Experian Decision Analytics; 2019 - 2020

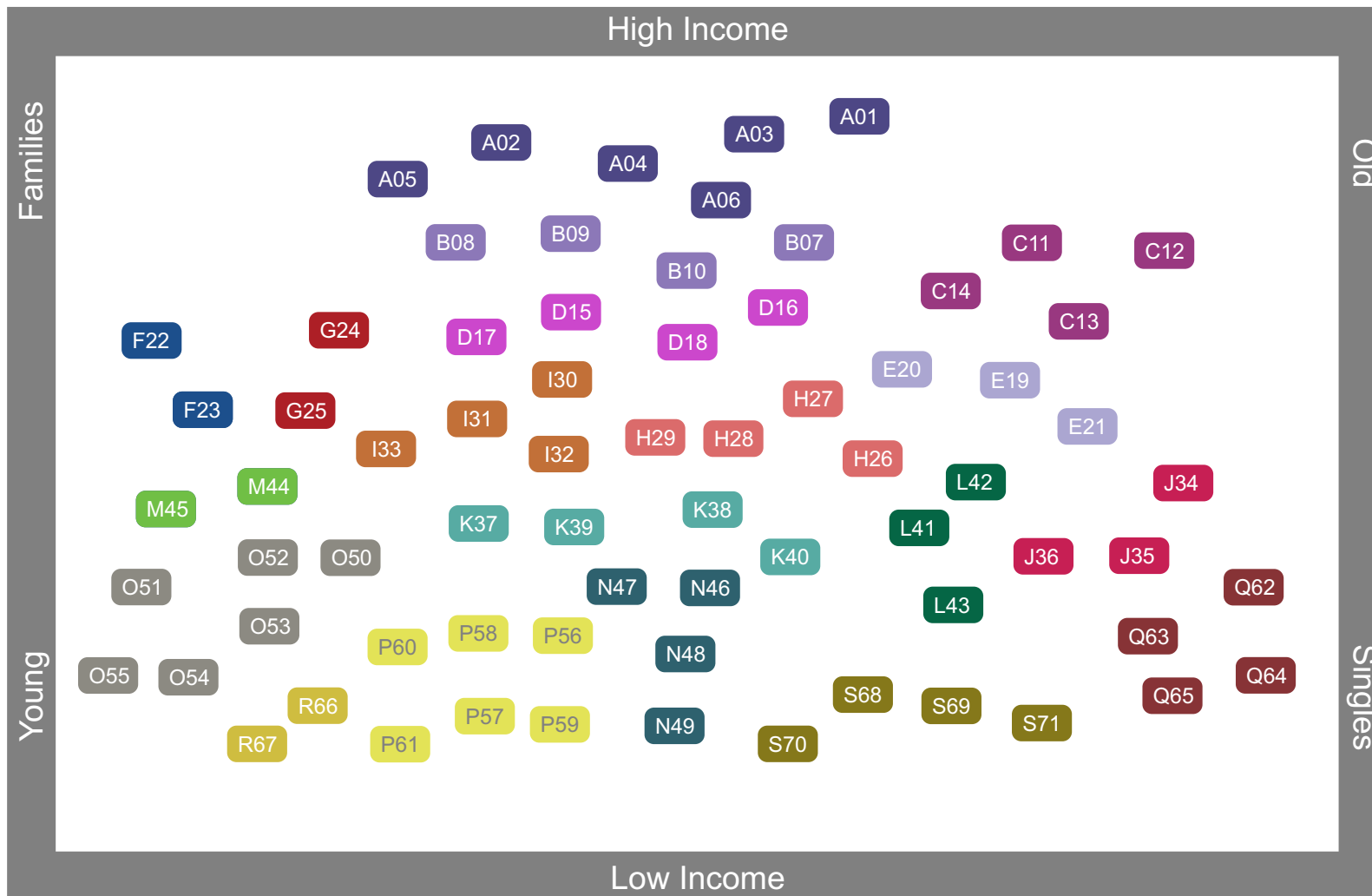
<b>L</b> Blue Sky Boomers	L41	Booming and Consuming
	L42	Rooted Flower Power
	L43	Homemade Happiness
<b>M</b> Families in Motion	M44	Creative Comfort
	M45	Growing and Expanding
<b>N</b> Pastoral Pride	N46	True Grit Americans
	N47	Countrified Pragmatics
	N48	Rural Southern Bliss
	N49	Touch of Tradition
<b>O</b> Singles and Starters	O50	Full Steam Ahead
	O51	Digital Savvy
	O52	Urban Ambition
	O53	Colleges and Cafes
	O54	Influenced by Influencers
	O55	Family Troopers

<b>P</b> Cultural Connections	P56	Mid-scale Medley
	P57	Modest Metro Means
	P58	Heritage Heights
	P59	Expanding Horizons
	P60	Striving Forward
	P61	Simple Beginnings
<b>Q</b> Golden Year Guardians	Q62	Enjoying Retirement
	Q63	Footloose and Family Free
	Q64	Established in Society
	Q65	Mature and Wise
<b>R</b> Aspirational Fusion	R66	Ambitious Dreamers
	R67	Passionate Parents
<b>S</b> Thrifty Habits	S68	Small Town Sophisticates
	S69	Urban Legacies
	S70	Thrifty Singles
	S71	Modest Retirees

# 71 Lifestyle Clusters - The Mosaic

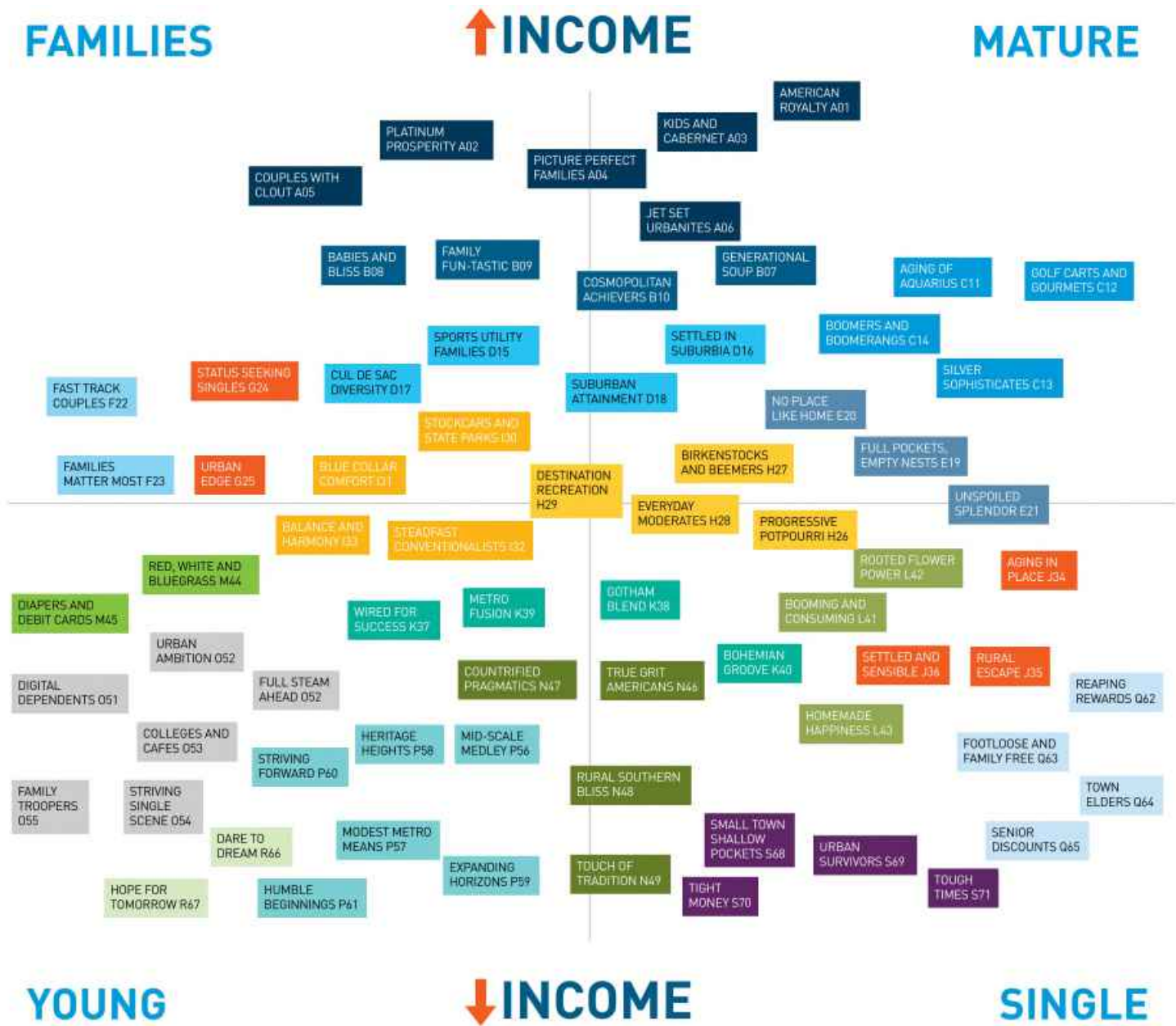
## Experian Decision Analytics; 2022 - 2023

The Mosaic USA family tree illustrates the major demographic and lifestyle polarities between the groups and types, and shows how the Mosaic types relate to each other.



# 71 Lifestyle Clusters - The Mosaic by Income

Experian Decision Analytics; 2022 - 2023



# 71 Lifestyle Clusters - The Mosaic Experian Decision Analytics; 2019 - 2020

## A POWER ELITE

**American Royalty A01**  
Age: 51-65 years, \$250k  
Single Family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Prestigious housing; Luxury living;  
Upscale cars; Healthy lifestyles;  
Charitable giving; World travelers

**Couples with Clout A05**  
Age: 36-45, \$175-\$199k  
Single family, 2  
Tech Use: Excellent  
Affluent; Designer-brand  
conscious; Politically conservative;  
Risk takers; Active social lives;  
Highly educated

**Jet Set Urbanites A06**  
Age: 51-65 years, \$250k  
Multi-family, 1  
Tech Use: Excellent  
Upscale urban living; Busy social  
lives; Highly educated; Supporter  
of fine arts; Avid *NY Times* readers;  
Politically liberal

**Kids and Cabernet A03**  
Age: 36-45, \$175-\$199k  
Single family, 5+  
Age of children: 10-12  
Tech Use: Below Average  
Affluent young families;  
Foodies; Politically conservative;  
Saving for college; PTA members;  
Family vacations

**Picture Perfect Families A04**  
Age: 46-50, \$125-149k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Wealthy households; Educated;  
Digitally plugged-in; PTA  
members; Practical priorities;  
Travel enthusiasts

**Platinum Prosperity A02**  
Age: 51-65 years, \$250k  
Single Family, 2  
Tech Use: Below Average  
Luxury products; Empty-nesters;  
Political donor; Country club  
members; Philanthropic;  
Investment-savvy

## B FLOURISHING FAMILIES

**Babies and Bliss B08**  
Age: 35-45, \$100-\$124k  
Single family, 5+  
Age of children: 4-6  
Tech Use: Above Average  
Athletic activities; Engaged  
Parenting; Child oriented  
purchases; Large families; High  
credit awareness; Online shoppers

**Cosmopolitan Achievers B10**  
Age: 51-65, \$75-99k  
Single family, 2  
Age of children: 13-18  
Tech Use: Excellent  
Bilingual; Luxury living; Family  
abroad; Status spenders;  
Economic literature;  
Progressive liberals

**Family Fun-tastic B09**  
Age: 36-45, \$75-99k  
Single Family, 5+  
Age of children: 13-18  
Tech Use: Above Average  
Bargain hunters; Comfortable  
spending; Saving for college;  
Charity donor; Sports fans;  
Active lifestyles

**Generational Soup B07**  
Age: 51-65, \$125-149k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Environmental donor; Outdoor  
hobbies; Fitness club members;  
Rooted in the suburbs;  
Multigenerational households;  
Affluent

## C BOOMING WITH CONFIDENCE

**Aging of Aquarius C11**  
Age: 51-65, \$75-99k  
Single family, 3  
Tech Use: Below Average  
Affluent; College sports fans;  
Upscale housing; Highly educated;  
Philanthropic; Savvy investor

**Boomers and Boomerangs C14**  
Age: 51-65, \$75-99k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Suburbanites; Middle-class  
families; Politically conservative;  
Big spenders; Charitable;  
Multigenerational households

**Golf Carts and Gourmets C12**  
Age: 66-75, \$100-124k  
Single family, 2  
Tech Use: Below Average  
Resort sports; Highly educated;  
Luxury living; Country club  
members; Financially savvy;  
Music lover

**Silver Sophisticates C13**  
Age: 66-75, \$175-199k  
Single family, 2  
Tech Use: Below Average  
Retiring in comfort; Experienced  
travelers; Art connoisseurs;  
Philanthropic; Retirement  
investments; Ecological lifestyles

## D SUBURBAN STYLE

**Cul de Sac Diversity D17**  
Age: 36-45, \$75-99k  
Single family, 2  
Age of children: 13-18  
Tech Use: Below Average  
Bilingual; Career-focused;  
2nd generation success; Saving  
for college; Outdoor activities;  
Professional sports fans

**Settled in Suburbia D16**  
Age: 46-50, \$75-99k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Comfortable lifestyles; Diverse  
investments; Confident consumers;  
Active kids; Movie-goers; Theme  
park vacations

**Sports Utility Families D15**  
Age: 36-45, \$75-99k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Suburb living; Comfortable  
spending; Athletic activities;  
Outdoor leisure; Saving for college;  
Soccer moms/dads

**Suburban Attainment D18**  
Age: 51-65, \$50-75k  
Single family, 3  
Age of children: 13-18  
Tech Use: Below Average  
Racially diverse; Politically liberal;  
Power shoppers; Active lifestyles;  
Jazz listeners; Brick and  
mortar shoppers

## E THRIVING BOOMERS

**Full Pockets, Empty Nests E19**  
Age: 51-65, \$50-74k  
Single family, 1  
Tech Use: Below Average  
Empty nesters; Highly educated;  
City dwellers; Environmental  
advocates; Well-traveled;  
Fitness minded

**No Place Like Home E20**  
Age: 51-65, \$75-99k  
Single family, 5+  
Age of children: 0-3  
Tech Use: Below Average  
Smart shoppers; Contribute to  
charities; Multi-generational  
homes; Tailgaters; Financially  
informed; Conservative values

**Unspoiled Splendor E21**  
Age: 51-65, \$50-74k  
Single family, 2  
Tech Use: Below Average  
Price conscious; Politically  
conservative; Do-it-yourselfers;  
NASCAR fanatics; Outdoor  
enthusiasts; Domestic travelers

## F PROMISING FAMILIES

**Fast Track Couples F22**  
Age: 31-35, \$100-124k  
Single family, 2  
Age of children: 0-3  
Tech Use: Above Average  
Credit aware; Comfortable spender;  
Active lifestyles; Tech savvy; Music  
lovers; Football fans

**Families Matter Most F23**  
Age: 31-35, \$75-99k  
Single family, 5+  
Age of children: 0-3  
Tech Use: Excellent  
Sprawling families; Family  
vacations; PTA parents; Child  
related purchases; Internet active;  
Credit revolver

## G YOUNG CITY SOLOS

**Status Seeking Singles G24**  
Age: 36-45, \$50-74k  
Single family, 1  
Tech Use: Above Average  
Single city dweller; Highly  
educated; Upwardly mobile;  
Professionals; Physically fit;  
Foodies

**Urban Edge G25**  
Age: 25-30, \$50-74k  
Multi-family: 101+, 1  
Tech Use: Above Average  
Progressive views; Urban-  
dwellers; Environmental  
advocates; Ambitious; Highly  
educated; Exercise enthusiasts

## H MIDDLE-CLASS MELTING POT

**Birkenstocks and Beemers H27**  
Age: 46-50, \$50-74k  
Single family, 1  
Age of children: 13-18  
Tech Use: Below Average  
Suburb living; Active investors;  
Comfortable spending; Yogis;  
Charitable giving; Outdoor  
activities

**Destination Recreation H29**  
Age: 36-45, \$50-74k  
Single family, 1  
Age of children: 13-18  
Tech Use: Below Average  
Risk takers; Entrepreneurial spirit;  
Money isn't everything;  
Sports focused; Outdoor  
recreation; Price conscious

**Everyday Moderates H28**  
Age: 51-65, \$50-74k  
Single family, 2  
Age of children: 13-18  
Tech Use: Excellent  
Credit aware; Comfortable  
living; Brand conscious; Fashion  
oriented; Financially alert;  
Middle of the road views

**Progressive Potpourri H26**  
Age: 51-65, \$50-74k  
Single family, 2  
Age of children: 13-18  
Tech Use: Below Average  
Bilingual; Ethnically diverse; Urban  
centric; Status spenders; Family  
abroad; Comfortable lifestyles

## I FAMILY UNION

**Balance and Harmony I33**  
Age: 36-45, \$50-74k  
Single family, 2  
Age of children: 10-12  
Tech Use: Excellent  
Bilingual households; Roots  
abroad; Blue-collar income;  
Athletic fitness; Soccer fans;  
Financially curious

**Blue Collar Comfort I31**  
Age: 36-45, \$50-74k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Excellent  
Multi-generational households;  
Patriotic; Middle class comfort;  
Older homes; Union workers;  
Bargain hunters

**Steadfast Conventionalists I32**  
Age: 51-65, \$50-74k  
Single family, 5+  
Age of children: 10-12  
Tech Use: Excellent  
Ethnically diverse; Foreign  
travelers; Family abroad;  
Limited investments; High school  
educated; Health conscious

**Stock Cars and State Parks I30**  
Age: 46-50, \$50-74k  
Single family, 5+  
Age of children: 13-18  
Tech Use: Below Average  
Country living; Outdoor activities;  
Blue-collar jobs; Family-centric  
activities; Conservative views;  
Motor sports fans

## J AUTUMN YEARS

**Aging in Place J34**  
Age: 66-75, \$50-74k  
Single family, 2  
Tech Use: Very Poor  
Retired; Fine arts appreciation;  
Financially secure; AARP  
members; Avid newspaper reader;  
Republican

**Rural Escape J35**  
Age: 66-75, \$35-49k  
Single family, 2  
Tech Use: Very Poor  
Country living; Modest educations;  
Risk adverse; Outdoor activities;  
Traditional media; Aftermarket  
buyers

**Settled and Sensible J36**  
Age: 51-65, \$50-74k  
Single family, 2  
Tech Use: Very Poor  
Humble living; Modest spending;  
Limited financial savings;  
Retired; Stable lifestyle;  
Limited internet activity

## K SIGNIFICANT SINGLES

**Bohemian Groove K40**  
Age: 51-65, <\$15k  
Single family, 1  
Tech Use: Very Poor  
Apartment dwellers; Single adults;  
Environmentally sympathetic;  
Modest living; Value-conscious  
shoppers; Eclectic interests

**Gotham Blend K38**  
Age: 51-65, \$50-74k  
Multi-family: 2 units, 1  
Tech Use: Excellent  
City lifestyle; Environmental donor;  
Bilingual; Aspirational consumers;  
Culturally diverse Newspaper  
readers

**Metro Fusion K39**  
Age: 36-45, \$50-74k  
Single family, 1  
Tech Use: Excellent  
City apartment living; Family  
abroad; Ethnically diverse; Modest  
investments; Digitally dependent;  
Youthful perseverance

**Wired for Success K37**  
Age: 36-45, \$35-49k  
Multi-family: 101+, 1  
Tech Use: Above Average  
Conspicuous consumption; Status  
seekers; Digital media gurus;  
Value education; Liberal  
household; Active lifestyles

## L BLUE SKY BOOMERS

**Booming and Consuming L41**  
Age: 51-65, \$50-74k  
Single family, 1  
Tech Use: Below Average  
Busy social lives; Diversified  
investments; Home and garden  
enthusiasts; Open-minded;  
Balanced shoppers;  
Disposable income

**Homemade Happiness L43**  
Age: 51-65, \$50-74k  
Single family, 1  
Tech Use: Very Poor  
Humble rural living; Hunting/  
fishing; Blue-collar and  
agricultural jobs; Cash not credit;  
Pragmatic shoppers; Traditional  
family values

**Rooted Flower Power L42**  
Age: 51-65, \$50-74k  
Single family, 1  
Tech Use: Above Average  
Philanthropist; Deeply rooted;  
Single adults; Bargain hunters;  
Liberal; Clubs and volunteering

## M FAMILIES IN MOTION

**Diapers and Debit Cards M45**  
Age: 31-35, \$35-49k  
Single family, 5+  
Age of children: 0-3  
Tech Use: Excellent  
Rural living; Home-based family  
activities; Enjoy bargain hunting;  
Middle of the road politics; Early  
childrearing years; Bowling and  
pool leagues

**Red, White and Bluegrass M44**  
Age: 36-45, \$50-74k  
Single family, 5+  
Age of children: 4-6  
Tech Use: Excellent  
Family-centered activities; Rural  
communities; Working-class  
lifestyles; Racing fan; Modest  
financial investments; Country life

## N PASTORAL PRIDE

**Countrified Pragmatics N47**  
Age: 51-65, \$35-49k  
Single family, 1  
Age of children: 13-18  
Tech Use: Excellent  
Remote rural communities;  
Patriotic; Independent streak;  
Modest housing; Active outdoor  
lifestyles; Risk takers

**Rural Southern Bliss N48**  
Age: 51-65, \$50-74k  
Single family, 5+  
Age of children: 0-3  
Tech Use: Excellent  
Fashionable; Limited discretionary  
spend; Aspirational;  
Multigenerational households;  
Modest educations; Status  
shoppers

**Touch of Tradition N49**  
Age: 36-45, \$35-49k  
Single family, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Frugal; Working-class sensibility;  
Home-based activities; Sports TV;  
Remote settings; Hunting/fishing

**True Grit Americans N46**  
Age: 36-45, \$50-74k  
Single family, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Rural residences; Live within  
means; Outdoor activities;  
After-market buyers; Practical  
priorities; Cowboy values

## O SINGLES

**Colleges and Cafes O53**  
Age: 19-24, <\$15k  
Multi-family: 101+ units, 1  
Tech Use: Very Poor  
University towns; Single adults;  
Risk takers; Active lifestyles;  
Politically disengaged;  
Well-educated

**Digital Dependents O51**  
Age: 25-30, \$35-49k  
Single family, 1  
Age of children: 0-3  
Tech Use: Excellent  
Ambitious; Appearances are  
important; Single adults;  
Outdoor activities; Music lovers;  
Digitally savvy

**Family Troopers O55**  
Age: 25-30, <\$15k  
Multi-family: 5-9 units, 2  
Age of children: 0-3  
Tech Use: Excellent  
Renters; Military base communities;  
Ethnically diverse; Children's  
activities; Limited educations;  
Active social lives

**Full Steam Ahead O50**  
Age: 36-45, <\$15k  
Multi-family: 101+ units, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Busy lives; Television fans; Single  
adults; Informed shopper; Leaning  
liberal; Competitive sports

**Striving Single Scene O54**  
Age: 25-30, <\$15k  
Multi-family: 101+ units, 1  
Tech Use: Excellent  
Career-driven; Urban-centric;  
Digitally dependent; Active social  
lives; Gym memberships; Music fan

**Urban Ambition O52**  
Age: 31-35, <\$15k  
Multi-family: 5-9 units, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Racially diverse; Singles and single  
parents; City apartment renters;  
Music hip; Technology adapting;  
Video games

## P CULTURAL CONNECTIONS

**Expanding Horizons P59**  
Age: 36-45, \$35-49k  
Single family, 5+  
Age of children: 10-12  
Tech Use: Excellent  
Blue-collar jobs; Bilingual;  
Style conscious; Budget  
constraints; Preteens and teens;  
Team sports

**Heritage Heights P58**  
Age: 36-45, <\$15k  
Multi-family: 2 units, 1  
Age of children: 13-18  
Tech Use: Excellent  
Ethnically eclectic; Fashion  
forward; Artistically inclined;  
Bilingual; Single parents;  
Appearances matter

**Humble Beginnings P61**  
Age: 36-45, <\$15k  
Multi-family: 101+ units, 1  
Age of children: 10-12  
Tech Use: Excellent  
Rental housing; Single parents;  
Bilingual; Driven to impress;  
Family abroad; Style on a budget

**Mid-scale Medley P56**  
Age: 36-45, \$50-74k  
Single family, 1  
Age of children: 13-18  
Tech Use: Below Average  
Modest living; Single adults;  
Trendsetters; Cash over credit;  
Outdoor leisure; Family abroad

**Modest Metro Means P57**  
Age: 51-65, <\$15k  
Multi-family: 2 units, 1  
Age of children: 13-18  
Tech Use: Very Poor  
Public transportation; Ethnically  
diverse; Single parents; Rental  
housing; TV watchers;  
Opportunity seekers

**Striving Forward P60**  
Age: 36-45, <\$15k  
Multi-family: 5-9 units, 1  
Age of children: 10-12  
Tech Use: Excellent  
Multi-ethnic; Ambitious;  
Single parents; Family activities;  
Active athletes; Fashionable

## Q GOLDEN YEAR GUARDIANS

**Footloose and Family Free Q63**  
Age: 76+, \$15-24k  
Single family, 1  
Tech Use: Below Average  
Retirees; Epicurean; Healthy living;  
Active social lives; Well-invested;  
Financially secure

**Reaping Rewards Q62**  
Age: 76+, \$35-49k  
Single family, 2  
Tech Use: Very Poor  
Retirees; Established credit;  
Cruise vacations; Daytime  
entertainment; Brand loyal;  
Republican supporter

**Town Elders Q64**  
Age: 76+, \$15-24k  
Single family, 1  
Tech Use: Very Poor  
Spiritual; Cautious money  
managers; Seniors; Home-  
centered activities; Health-related  
purchases; Rural lifestyle

**Senior Discounts Q65**  
Age: 76+, <\$15k  
Multi-family: 101+ units, 1  
Tech Use: Very Poor  
Discount shoppers; Retirement  
residences; TV entertainment;  
Active leisure lives; Active health  
maintenance; Avid newspaper  
readers

## R ASPIRATIONAL FUSION

**Dare to Dream R66**  
Age: 26-30, <\$15k  
Multi-family: 5-9 units, 1  
Age of children: 13-18  
Tech Use: Above Average  
Single parents; Apartment dweller;  
Bilingual; Brand-conscious; Team  
sports; Window-shoppers

**Hope for Tomorrow R67**  
Age: 19-24, <\$15k  
Single family, 1  
Age of children: 13-18  
Tech Use: Excellent  
Single parents; Striving for  
more; City living; Shopping as  
entertainment; Seeking approval;  
Cash not credit

## S ECONOMIC CHALLENGES

**Small Town Shallow Pockets S68**  
Age: 51-65, <\$15k  
Single family, 1  
Tech Use: Very Poor  
Modest spenders; Rural towns;  
Single, empty nesters; Frequent  
movers; Modest educations;  
Status seeking purchases

**Tight Money S70**  
Age: 36-45, <\$15k  
Multi-family: 20-49 units, 1  
Age of children: 13-18  
Tech Use: Excellent  
Rental housing; Rural towns;  
Blue-collar jobs; Simple lifestyles;  
Bargain hunters; Status shoppers

**Tough Times S71**  
Age: 51-65, <\$15k  
Multi-family: 101+ units, 1  
Tech Use: Excellent  
City renters; Ethnically diverse;  
Brand conscious; Aspirational;  
Limited budgets;  
Appearances matter

**Urban Survivors S69**  
Age: 51-65, <\$15k  
Single family, 1  
Age of children: 13-18  
Tech Use: Excellent  
Modest budgets; Racially  
diverse; Entrepreneurial spirit;  
Homeowners; Materialistic  
aspirations; Style on a budget

# Half of all Lifestyle Clusters | Nationwide

## A01 – J36 | Better-to-Upper Incomes

- A01 | American Royalty - Wealthy influential couples and families in prestigious communities - Suburbs.  
A02 | Platinum Prosperity - Wealthy and established empty-nesting couples - Suburbs.  
A03 | Children & Cabernet - Prosperous, middle-aged married couples focused on their children's lives - Suburbs.  
A04 | Picture Perfect Families - Established families of child-raising households in wealthy communities - Suburbs.  
A05 | Couples with Clout - Middle-aged childless couples living in affluent areas - Metros.  
A06 | Jet Set Urbanites - Mix of affluent singles and couples enjoying diverse neighborhoods - Urban.
- B07 | Generational Soup - Affluent couples and multi-generational families, wide range of lifestyles - Suburbs.  
B08 | Babies & Bliss - Middle-aged couples with large families and active lives - Suburbs.  
B09 | Family Funtastic - Upscale, middle-aged families with busy lives focused on older children - Satellite Cities.  
B10 | Cosmopolitan Achievers - Affluent middle-aged, established couples & families, dynamic lifestyles - Metros.
- C11 | Aging of Aquarius, Settled - Upscale boomer couples settled in detached houses - Cities, Nearby Suburbs.  
C12 | Golf Carts & Gourmets - Upscale retirees & empty-nesters in comfortable golf communities - Urban Edges.  
C13 | Silver Sophisticates - Mature, upscale couples & singles in larger detached houses - Suburbs.  
C14 | Boomers & Boomerangs - Baby boomer adults with young adult children sharing their house - Suburbs.
- D15 | Sports Utility Families - Upscale, multi-generational, middle-aged families, active lifestyles - Outer Suburbs.  
D16 | Settled in Suburbia - Upper-middle-income diverse families & empty nesters - Established Suburbs.  
D17 | Cul de Sac Diversity - Culturally diverse, middle-aged families settling into emerging communities - Suburbs.  
D18 | Suburban Attainment - Upper middle-class couples and families moving to newer communities - Suburbs.
- E19 | Full Pockets & Empty Nests - Empty-nesters, discretionary income and sophisticated lifestyles - Most Cities.  
E20 | No Place Like Home - Middle-to-upper income, multi-generational households, detached houses - Urban Edges.  
E21 | Unspoiled Splendor - Comfortably established baby boomer couples, detached houses - Small Cities, Rural.  
F22 | Fast Track Couples - Young, upwardly-mobile couples with active lifestyles - Inner Suburbs.  
F23 | Families Matter Most - Young, middle-to-upper income families with active, family-focused lives - Suburbs.
- G24 | Status Seeking Singles - Young, upwardly-mobile singles balancing work and leisure - Metros, Urban.  
G25 | Urban Edge - Younger, up-and-coming singles living big-city lifestyles - Largest Metros.
- H26 | Progressive Potpourri - Mature couples with comfortable and active lives - Suburbs.  
H27 | Birkenstocks & Beemers - Middle-to-upper income couples living leisurely lifestyles - Small Cities.  
H28 | Everyday Moderates - Multi-cultural couples & families choosing modest lifestyles - Suburbs to Mid-sized Cities.  
H29 | Destination Recreation - Middle-aged couples working hard to support active lifestyles - Small Cities, Suburbs.
- I30 | Stockcars & State Parks - Middle-income couples & families seeking affordable entertainment - Small Cities.  
I31 | Blue Collar Comfort - Middle-income families working solid, blue-collar jobs - Small Cities.  
I32 | Steadfast Conventionalists - Conventional Gen-X families in conventional detached houses - Coastal Cities.  
I33 | Balance & Harmony - Middle-income families with lively lifestyles - City-Centric Neighborhoods.
- J34 | Aging in Place Already - Middle-income seniors established in their homes, preferring to stay - Suburban.  
J35 | Rural Escape - Older, middle-income couples & singles, living modestly, comfortably - Small Cities, Rural Edges.  
J36 | Settled & Sensible - Older, middle-income, empty nest couples & singles living sensibly - City Neighborhoods.



# Half of all Lifestyle Clusters | Nationwide

## K37 – S71 | Lower-to-Moderate Incomes

- K37 | Wired for Success - Young, middle-income singles and couples living socially-active lives - Cities.
- K38 | Gotham Blend - Middle-aged, middle-income singles & couples with big city lifestyles - Urban, Large Cities.
- K39 | Metro Fusion - Middle-aged singles living active lifestyles with a wide range of backgrounds - Urban.
- K40 | Bohemian Groove - Older, unattached singles enjoying settled lives in detached houses - Urban Neighborhoods.
- L41 | Booming & Consuming - Older empty nester couples and singles enjoying relaxed lifestyles - Small Cities.
- L42 | Rooted Flower Power - Middle-income baby boomer singles & couples, rooted & nearing retirement - Suburban.
- L43 | Homemade Happiness - Middle-income baby boomers in detached houses - Small Cities, Rural.
- M44 | Red, White, Bluegrass - Middle-income families with diverse household dynamics - Rural.
- M45 | Infants and Debit Cards - Young, working families & single parents in small houses - Urban Neighborhoods.
- N46 | True Grit Americans - Older, middle-income households located in nation's mid-section - Small Cities, Rural.
- N47 | Countrified Pragmatics - Middle-income couples and singles with casual lifestyles - Rural.
- N48 | Rural Country Bliss - Middle-income, multi-generational families in the nation's south - Small Cities, Rural.
- N49 | Touch of Tradition - Working, middle-aged couples and singles in detached houses - Rural.
- O50 | Full Steam Ahead - Young and middle-aged singles on the move forward and upward - Mid-Sized Cities.
- O51 | Digital Dependents - Gen-X and Gen-Y singles living digitally-driven lifestyles - Urban.
- O52 | Urban Ambition - Gen-Y singles, some with children, moving into urban places - Mid-Sized Cities, Urban.
- O53 | Colleges & University Affiliates - Young singles, alumni, recent grads, staff connected to colleges - College Towns.
- O54 | Striving Single Scene - Young singles, upwardly mobile, aspiring in early careers - City Centers, Urban.
- O55 | Family Troopers - Families & single parents, with current or recent connections to the military - Nationwide.
- P56 | Mid-Scale Medley - Middle-aged, moderate-income singles, many starting over - Mid-Sized Cities.
- P57 | Modest Metro Means - Moderate-income singles settled in moderate communities - Inner-City Neighborhoods.
- P58 | Heritage Heights - Moderate-income singles & families settled in apartments - Urban, Compact Neighborhoods.
- P59 | Expanding Horizons - Middle-aged, middle-income families - Border Towns.
- P60 | Striving Forward - Moderate-income families & single parents in newer communities - Urban Edges.
- P61 | Humble Beginnings - Multi-cultural singles, some with children, starting in apartments - Inner-Cities, Urban.
- Q62 | Reaping Rewards - Retired couples and widowed singles living relaxed, quiet lives in detached houses - Suburban.
- Q63 | Footloose and Family Free - Older couples and widowed singles living active, comfortable lives - Urban Edges.
- Q64 | Town Elders & Leaders - Elders and community leaders settled into small houses and living frugally - Small Cities.
- Q65 | Senior Discounts & Towers - Low-income seniors in apartments with some rent assistance - Metros, City Edges.
- R66 | Daring to Dream - Aspiring young couples & singles, some with children, just starting out - Inner-City, Urban.
- R67 | Hoping Tomorrow - Hopeful, young, single parents with low-incomes, living in apartments - Mid-Sized Cities.
- S68 | Small Towns & Shallow Pockets - Older, low-income empty nesters & singles, tight budgets. - Small Satellite Cities.
- S69 | Urban Survivors - Older, low-income singles, some with children, settled & living modestly - Urban Neighborhoods.
- S70 | Tight Money - Middle-aged, low-income, unattached singles seeking to move upward - Small Cities, Urban Edges.
- S71 | Tough Times - Older, low-income singles, struggling to get by, apartments - Inner-Cities, Compact Neighborhoods.

# 71 Lifestyle Clusters - General Approach

## Experian Decision Analytics; 2022 - 2023

More than 300 data points have been used to build Mosaic USA. These have been selected as inputs to the classification on the basis of their coverage, quality, consistency and sustainability.

The data variables enable accurate identification and differentiation between a wide range of consumer characteristics and attributes. (See the list below.)

The data variables are updated quarterly to ensure continued accuracy in assignments of the Mosaic codes.

In general, they meet the following criteria:

- Allow the identification and description of consumer segments that are not necessarily distinguished solely by the use of census data.
- Ensure accuracy of Mosaic code by either household or neighborhood.
- Are updated regularly to ensure that changes are monitored.
- Improve differentiation and allow for the identification of a wide range of consumer behaviors.

### Characteristics and Attributes

Demographics	Socio-economics	Location	Financial measures	Property characteristics
Age	Education/qualifications	Urbanity/rurality	Income	Tenure
Marital status	Occupation	Means of transport	Credit behaviour	Property value
Household composition	Industry	Travel to work time	Owner of multiple homes	Number of rooms
Length of residency	Hours worked		Social security/assistance	Year built
Presence of children	Home business			Number of dwellings
Number of occupants	Vehicle ownership			Rent amount
Ethnicity				Group quarters
Language ability				

