



PILOT
PROPERTY GROUP

**WINDWATER DEVELOPMENT PROJECT
SWC I-69 & LAPEER RD. (M-24) LAPEER, MI 48446**

PROPERTY HIGHLIGHTS:

- Approved 227 Acre Planned Urban Development (PUD)
- Residential, Multi-Family & Commercial Sites Available
- All Utilities Available
- Excellent Highway Visibility
- Three Access Points To Development
- Curb Cuts Approved by MDOT
- Environmental Remediation Complete
- Ownership Group Flexible With Developer Criteria
- Contact Broker for additional information



PROPERTY SUMMARY:

WINDWATER is an approved PUD with approximately 468 multi-family units and 700,000 SF of commercial available. The Property can accommodate big box anchored retail, Neighbored retail, hospitality, assisted living and residential uses. The Property is located on the SWC of I-69 and M-24 which provides easy highway access from all directions. Ownership will split per Developers Sector of expertise.

AGENT CONTACT INFO

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Matching the right people to the right place.



Matching the right people to the right place.

WINDWATER PUD
Lapeer, MI, USA

Demographic Analysis



Demographic Analysis Report

FOR
WINDWATER PUD
LAPEER, MI, USA

Prepared by
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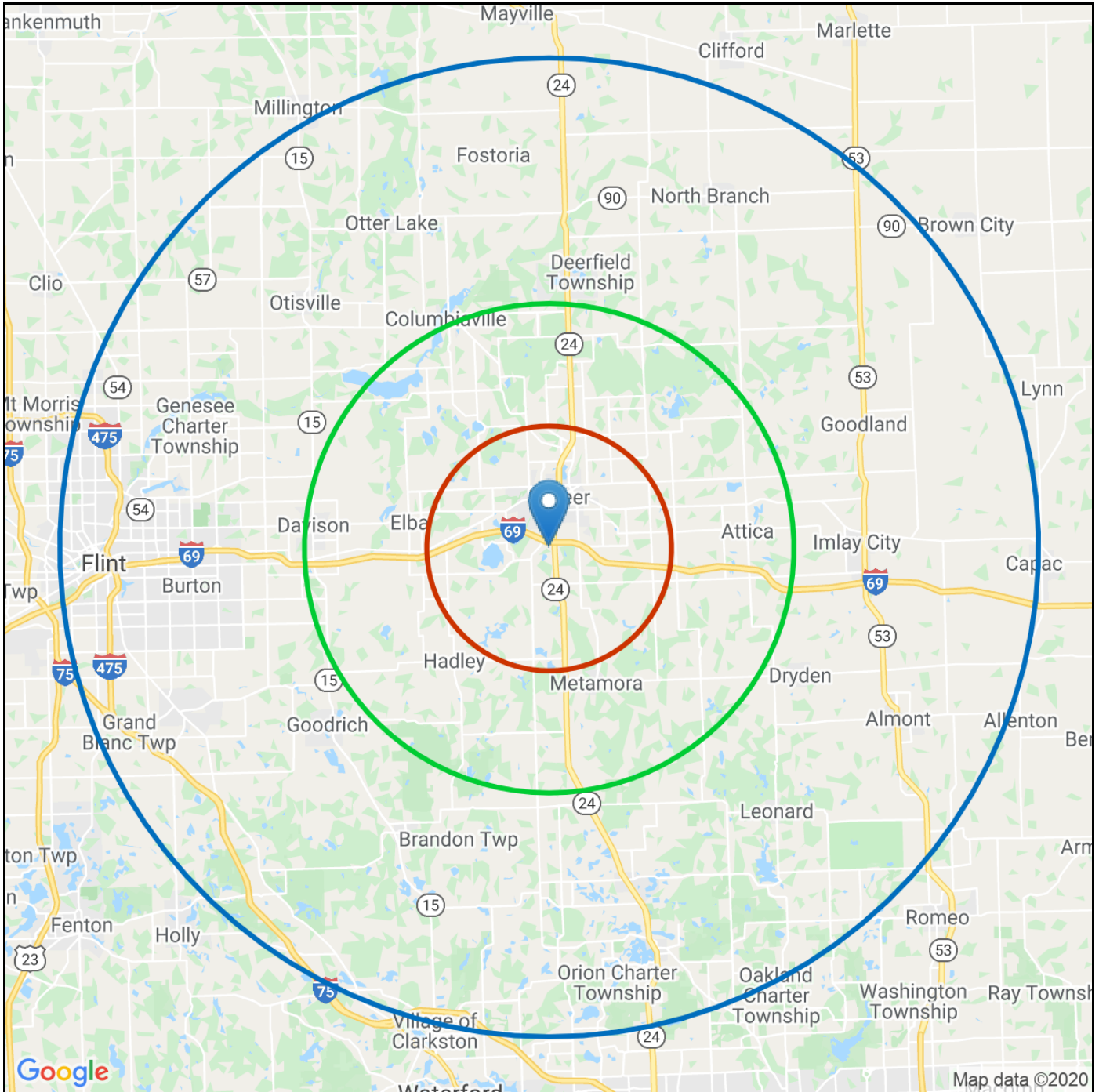
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Demographic Analysis

Location/Study Area Map (Rings: 5, 10, 20 mile radius)



Demographic Analysis

Executive Summary (Rings: 5, 10, 20 mile radius)

	5 mile	10 mile	20 mile
Population			
2000 Population	23,862	63,090	437,009
2010 Population	23,640	62,645	433,115
2019 Population	23,853	63,193	431,550
2024 Population	24,059	63,523	432,328
2000-2010 Annual Rate	-0.09%	-0.07%	-0.09%
2010-2019 Annual Rate	0.10%	0.09%	-0.04%
2019-2024 Annual Rate	0.17%	0.10%	0.04%
2019 Male Population	50.7%	50.1%	49.4%
2019 Female Population	49.3%	49.9%	50.6%
2019 Median Age	43.1	44.9	40.9

In the identified area, the current year population is 431,550. In 2010, the Census count in the area was 433,115. The rate of change since 2010 was -0.04% annually. The five-year projection for the population in the area is 432,328 representing a change of 0.04% annually from 2019 to 2024. Currently, the population is 49.4% male and 50.6% female.

Median Age

The median age in this area is 43.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	92.5%	94.4%	82.0%
2019 Black Alone	3.4%	1.8%	12.6%
2019 American Indian/Alaska Native Alone	0.7%	0.6%	0.5%
2019 Asian Alone	1.1%	0.7%	1.3%
2019 Pacific Islander Alone	0.0%	0.0%	0.0%
2019 Other Race	0.5%	0.6%	1.0%
2019 Two or More Races	1.8%	1.8%	2.7%
2019 Hispanic Origin (Any Race)	3.4%	3.3%	4.2%

Persons of Hispanic origin represent 4.2% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 36.7 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	70	84	93
2000 Households	8,698	22,942	162,917
2010 Households	9,045	23,998	165,536
2019 Total Households	9,275	24,529	166,121
2024 Total Households	9,443	24,831	166,889
2000-2010 Annual Rate	0.39%	0.45%	0.16%
2010-2019 Annual Rate	0.27%	0.24%	0.04%
2019-2024 Annual Rate	0.36%	0.25%	0.09%
2019 Average Household Size	2.41	2.51	2.56

The household count in this area has changed from 165,536 in 2010 to 166,121 in the current year, a change of 0.04% annually. The five-year projection of households is 166,889, a change of 0.09% annually from the current year total. Average household size is currently 2.56, compared to 2.58 in the year 2010. The number of families in the current year is 114,315 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.



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Demographic Analysis

Executive Summary (Rings: 5, 10, 20 mile radius)

	5 mile	10 mile	20 mile
Mortgage Income			
2019 Percent of Income for Mortgage	16.0%	15.1%	14.9%
Median Household Income			
2019 Median Household Income	\$50,988	\$56,881	\$55,429
2024 Median Household Income	\$56,337	\$63,434	\$63,039
2019-2024 Annual Rate	2.02%	2.20%	2.61%
Average Household Income			
2019 Average Household Income	\$67,982	\$74,262	\$77,632
2024 Average Household Income	\$77,046	\$84,516	\$90,110
2019-2024 Annual Rate	2.53%	2.62%	3.03%
Per Capita Income			
2019 Per Capita Income	\$26,482	\$28,762	\$29,821
2024 Per Capita Income	\$30,286	\$32,961	\$34,704
2019-2024 Annual Rate	2.72%	2.76%	3.08%

Households by income

Current median household income is \$55,429 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$63,039 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$77,632 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$90,110 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$29,821 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$34,704 in five years, compared to \$36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	142	147	134
2000 Total Housing Units	9,183	24,369	176,355
2000 Owner Occupied Housing Units	6,528	18,974	124,432
2000 Renter Occupied Housing Units	2,170	3,968	38,485
2000 Vacant Housing Units	485	1,427	13,438
2010 Total Housing Units	10,034	26,351	186,923
2010 Owner Occupied Housing Units	6,669	19,330	123,705
2010 Renter Occupied Housing Units	2,376	4,668	41,831
2010 Vacant Housing Units	989	2,353	21,387
2019 Total Housing Units	10,310	27,159	189,205
2019 Owner Occupied Housing Units	7,189	20,381	127,924
2019 Renter Occupied Housing Units	2,085	4,148	38,198
2019 Vacant Housing Units	1,035	2,630	23,084
2024 Total Housing Units	10,495	27,562	191,766
2024 Owner Occupied Housing Units	7,378	20,772	129,872
2024 Renter Occupied Housing Units	2,065	4,059	37,017
2024 Vacant Housing Units	1,052	2,731	24,877

Currently, 67.6% of the 189,205 housing units in the area are owner occupied; 20.2%, renter occupied; and 12.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 186,923 housing units in the area - 66.2% owner occupied, 22.4% renter occupied, and 11.4% vacant. The annual rate of change in housing units since 2010 is 0.54%. Median home value in the area is \$169,267, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 2.85% annually to \$194,778.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

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Demographic Analysis

Demographic and Income (Ring: 5 mile radius)

Summary	Census 2010	2019	2024
Population	23,640	23,853	24,059
Households	9,045	9,275	9,443
Families	6,132	6,186	6,259
Average Household Size	2.45	2.41	2.39
Owner Occupied Housing Units	6,669	7,189	7,378
Renter Occupied Housing Units	2,376	2,085	2,065
Median Age	41.1	43.1	43.9
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.17%	0.27%	0.77%
Households	0.36%	0.32%	0.75%
Families	0.23%	0.21%	0.68%
Owner HHs	0.52%	0.51%	0.92%
Median Household Income	2.02%	2.57%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	979	10.6%	808	8.6%
\$15,000 - \$24,999	722	7.8%	635	6.7%
\$25,000 - \$34,999	880	9.5%	809	8.6%
\$35,000 - \$49,999	1,959	21.1%	1,908	20.2%
\$50,000 - \$74,999	1,652	17.8%	1,678	17.8%
\$75,000 - \$99,999	1,233	13.3%	1,303	13.8%
\$100,000 - \$149,999	1,159	12.5%	1,400	14.8%
\$150,000 - \$199,999	512	5.5%	688	7.3%
\$200,000+	178	1.9%	215	2.3%

Median Household Income	\$50,988	\$56,337
Average Household Income	\$67,982	\$77,046
Per Capita Income	\$26,482	\$30,286

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,250	5.3%	1,159	4.9%	1,139	4.7%
5 - 9	1,430	6.0%	1,251	5.2%	1,237	5.1%
10 - 14	1,636	6.9%	1,347	5.6%	1,333	5.5%
15 - 19	1,879	7.9%	1,586	6.6%	1,521	6.3%
20 - 24	1,322	5.6%	1,438	6.0%	1,294	5.4%
25 - 34	2,511	10.6%	2,964	12.4%	3,002	12.5%
35 - 44	3,089	13.1%	2,703	11.3%	2,798	11.6%
45 - 54	3,951	16.7%	3,331	14.0%	3,011	12.5%
55 - 64	3,074	13.0%	3,683	15.4%	3,576	14.9%
65 - 74	1,853	7.8%	2,571	10.8%	2,923	12.1%
75 - 84	1,112	4.7%	1,245	5.2%	1,636	6.8%
85+	534	2.3%	574	2.4%	591	2.5%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	22,209	93.9%	22,057	92.5%	22,033	91.6%
Black Alone	718	3.0%	820	3.4%	872	3.6%
American Indian Alone	145	0.6%	157	0.7%	171	0.7%
Asian Alone	133	0.6%	258	1.1%	339	1.4%
Pacific Islander Alone	3	0.0%	3	0.0%	4	0.0%
Some Other Race Alone	99	0.4%	120	0.5%	133	0.6%
Two or More Races	334	1.4%	438	1.8%	506	2.1%
Hispanic Origin (Any Race)	687	2.9%	821	3.4%	923	3.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



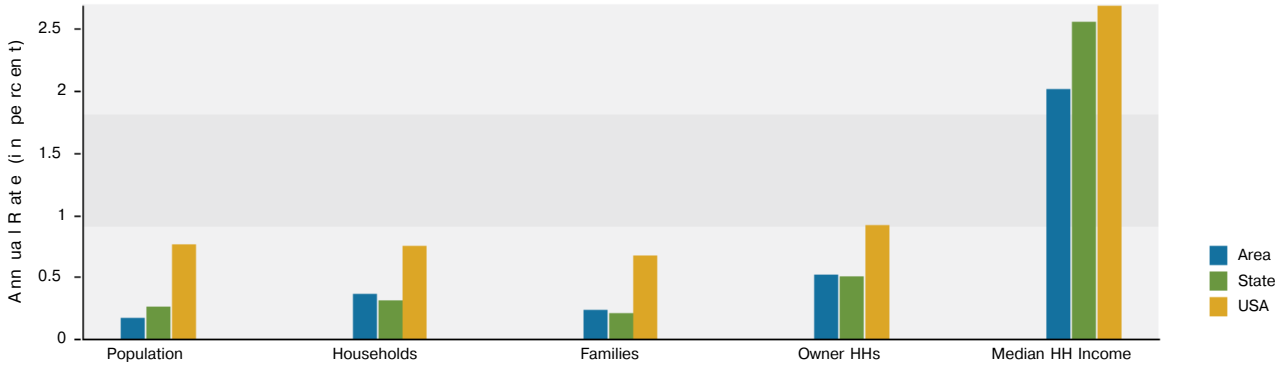
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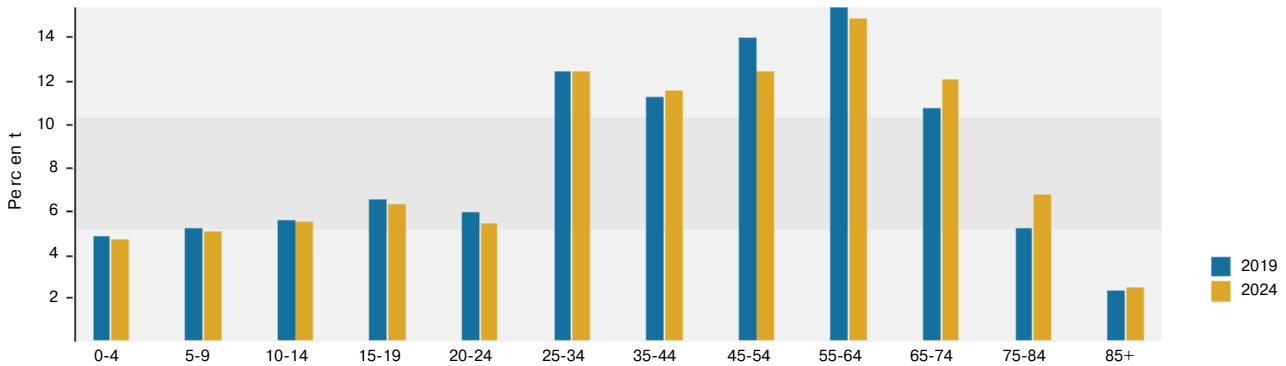
Demographic Analysis

Demographic and Income (Ring: 5 mile radius)

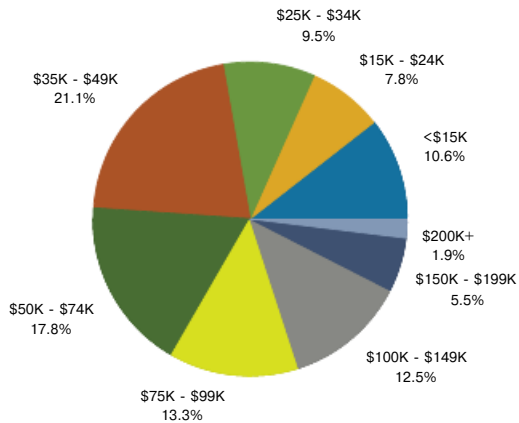
Trends 2019-2024



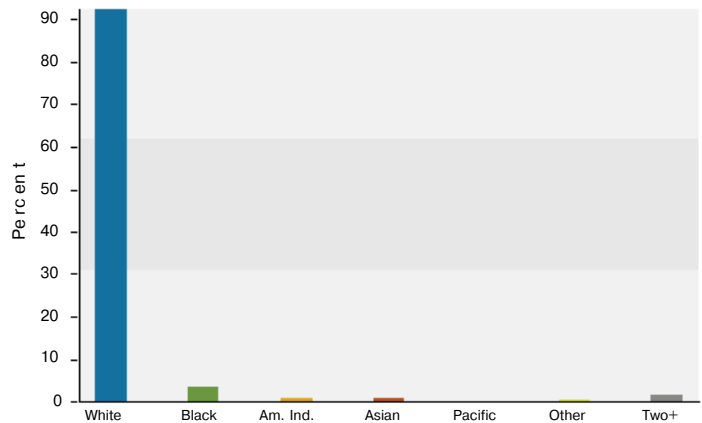
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 3.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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Demographic Analysis

Demographic and Income (Ring: 10 mile radius)

Summary	Census 2010	2019	2024
Population	62,645	63,193	63,523
Households	23,998	24,529	24,831
Families	17,307	17,431	17,559
Average Household Size	2.54	2.51	2.49
Owner Occupied Housing Units	19,330	20,381	20,772
Renter Occupied Housing Units	4,668	4,148	4,059
Median Age	42.2	44.9	45.9
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.10%	0.27%	0.77%
Households	0.25%	0.32%	0.75%
Families	0.15%	0.21%	0.68%
Owner HHs	0.38%	0.51%	0.92%
Median Household Income	2.20%	2.57%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	1,987	8.1%	1,592	6.4%
\$15,000 - \$24,999	1,647	6.7%	1,395	5.6%
\$25,000 - \$34,999	2,262	9.2%	2,017	8.1%
\$35,000 - \$49,999	4,580	18.7%	4,347	17.5%
\$50,000 - \$74,999	4,895	20.0%	4,850	19.5%
\$75,000 - \$99,999	3,465	14.1%	3,608	14.5%
\$100,000 - \$149,999	3,644	14.9%	4,300	17.3%
\$150,000 - \$199,999	1,374	5.6%	1,888	7.6%
\$200,000+	676	2.8%	834	3.4%
Median Household Income	\$56,881		\$63,434	
Average Household Income	\$74,262		\$84,516	
Per Capita Income	\$28,762		\$32,961	

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,180	5.1%	2,941	4.7%	2,898	4.6%
5 - 9	3,940	6.3%	3,338	5.3%	3,252	5.1%
10 - 14	4,454	7.1%	3,739	5.9%	3,584	5.6%
15 - 19	4,763	7.6%	3,927	6.2%	3,770	5.9%
20 - 24	3,162	5.0%	3,400	5.4%	2,968	4.7%
25 - 34	6,054	9.7%	7,204	11.4%	7,211	11.4%
35 - 44	8,240	13.2%	7,121	11.3%	7,409	11.7%
45 - 54	10,946	17.5%	9,059	14.3%	8,107	12.8%
55 - 64	8,875	14.2%	10,385	16.4%	9,865	15.5%
65 - 74	5,264	8.4%	7,587	12.0%	8,717	13.7%
75 - 84	2,717	4.3%	3,289	5.2%	4,443	7.0%
85+	1,050	1.7%	1,203	1.9%	1,297	2.0%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	59,872	95.6%	59,676	94.4%	59,572	93.8%
Black Alone	986	1.6%	1,154	1.8%	1,232	1.9%
American Indian Alone	335	0.5%	356	0.6%	376	0.6%
Asian Alone	264	0.4%	473	0.7%	609	1.0%
Pacific Islander Alone	6	0.0%	7	0.0%	8	0.0%
Some Other Race Alone	328	0.5%	403	0.6%	444	0.7%
Two or More Races	854	1.4%	1,122	1.8%	1,280	2.0%
Hispanic Origin (Any Race)	1,726	2.8%	2,090	3.3%	2,343	3.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

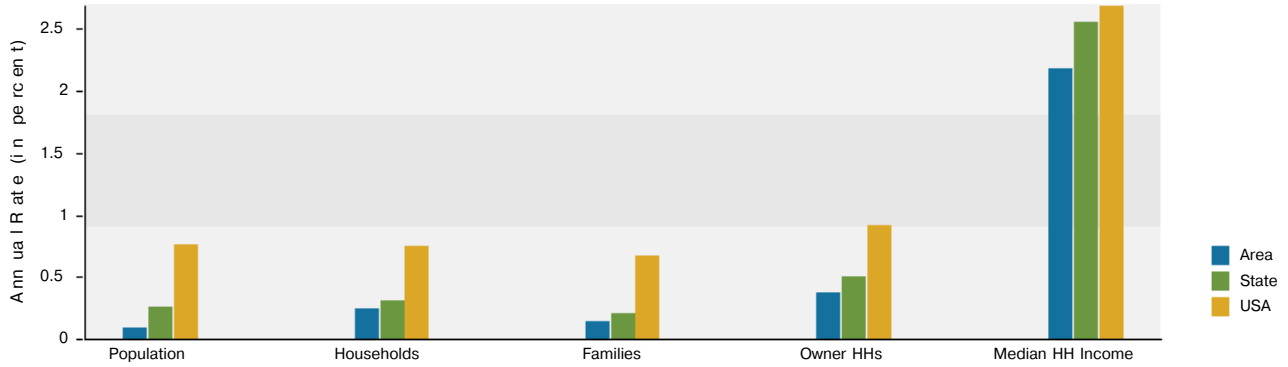
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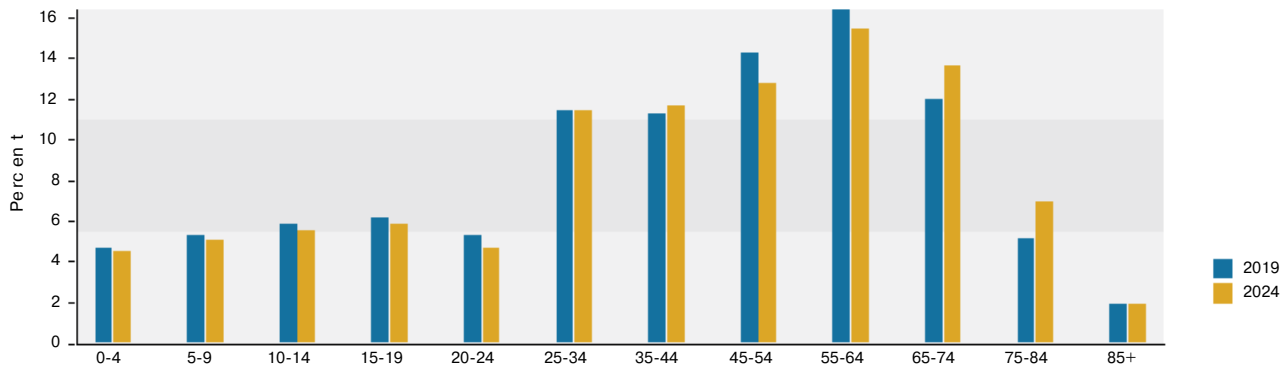
Demographic Analysis

Demographic and Income (Ring: 10 mile radius)

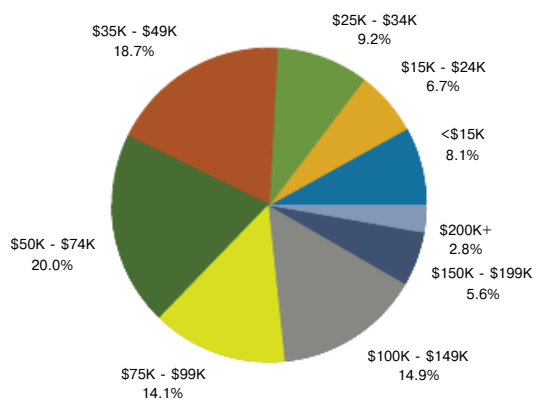
Trends 2019-2024



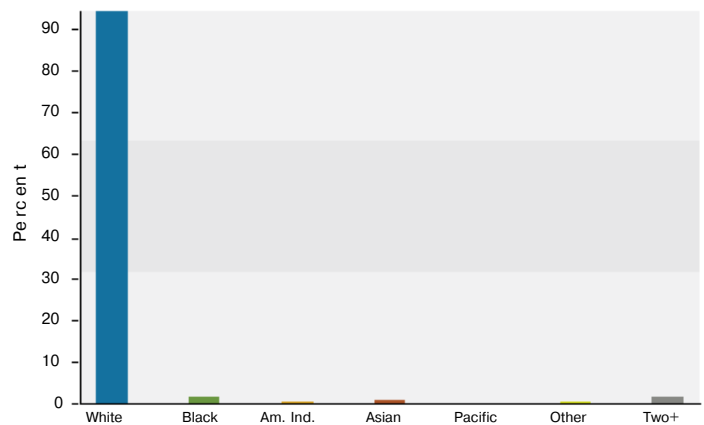
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 3.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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Demographic Analysis

Demographic and Income (Ring: 20 mile radius)

Summary	Census 2010		2019		2024	
Population	433,115		431,550		432,328	
Households	165,536		166,121		166,889	
Families	115,245		114,315		114,435	
Average Household Size	2.58		2.56		2.55	
Owner Occupied Housing Units	123,705		127,924		129,872	
Renter Occupied Housing Units	41,831		38,198		37,017	
Median Age	38.9		40.9		41.8	
Trends: 2019 - 2024 Annual Rate	Area		State		National	
Population	0.04%		0.27%		0.77%	
Households	0.09%		0.32%		0.75%	
Families	0.02%		0.21%		0.68%	
Owner HHs	0.30%		0.51%		0.92%	
Median Household Income	2.61%		2.57%		2.70%	
Households by Income	2019				2024	
	Number		Percent		Number	Percent
<\$15,000	20,181		12.1%		16,449	9.9%
\$15,000 - \$24,999	15,159		9.1%		12,915	7.7%
\$25,000 - \$34,999	14,516		8.7%		12,979	7.8%
\$35,000 - \$49,999	24,615		14.8%		23,335	14.0%
\$50,000 - \$74,999	29,415		17.7%		29,008	17.4%
\$75,000 - \$99,999	19,275		11.6%		19,745	11.8%
\$100,000 - \$149,999	24,869		15.0%		28,749	17.2%
\$150,000 - \$199,999	9,749		5.9%		13,205	7.9%
\$200,000+	8,342		5.0%		10,503	6.3%
Median Household Income	\$55,429		\$63,039		\$90,110	
Average Household Income	\$77,632		\$77,632		\$90,110	
Per Capita Income	\$29,821		\$34,704		\$34,704	
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	26,500	6.1%	23,825	5.5%	23,620	5.5%
5 - 9	30,352	7.0%	26,281	6.1%	25,393	5.9%
10 - 14	32,638	7.5%	28,729	6.7%	27,347	6.3%
15 - 19	33,614	7.8%	28,191	6.5%	27,342	6.3%
20 - 24	25,186	5.8%	25,057	5.8%	22,670	5.2%
25 - 34	46,839	10.8%	53,595	12.4%	52,900	12.2%
35 - 44	58,847	13.6%	51,119	11.8%	53,543	12.4%
45 - 54	71,942	16.6%	60,546	14.0%	54,763	12.7%
55 - 64	54,409	12.6%	64,196	14.9%	61,719	14.3%
65 - 74	30,081	6.9%	43,722	10.1%	50,482	11.7%
75 - 84	16,536	3.8%	19,096	4.4%	24,937	5.8%
85+	6,171	1.4%	7,193	1.7%	7,611	1.8%
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	355,530	82.1%	353,678	82.0%	353,060	81.7%
Black Alone	57,946	13.4%	54,312	12.6%	53,139	12.3%
American Indian Alone	2,085	0.5%	2,111	0.5%	2,140	0.5%
Asian Alone	4,024	0.9%	5,444	1.3%	6,414	1.5%
Pacific Islander Alone	77	0.0%	92	0.0%	102	0.0%
Some Other Race Alone	3,774	0.9%	4,397	1.0%	4,773	1.1%
Two or More Races	9,678	2.2%	11,516	2.7%	12,700	2.9%
Hispanic Origin (Any Race)	15,190	3.5%	17,913	4.2%	19,965	4.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



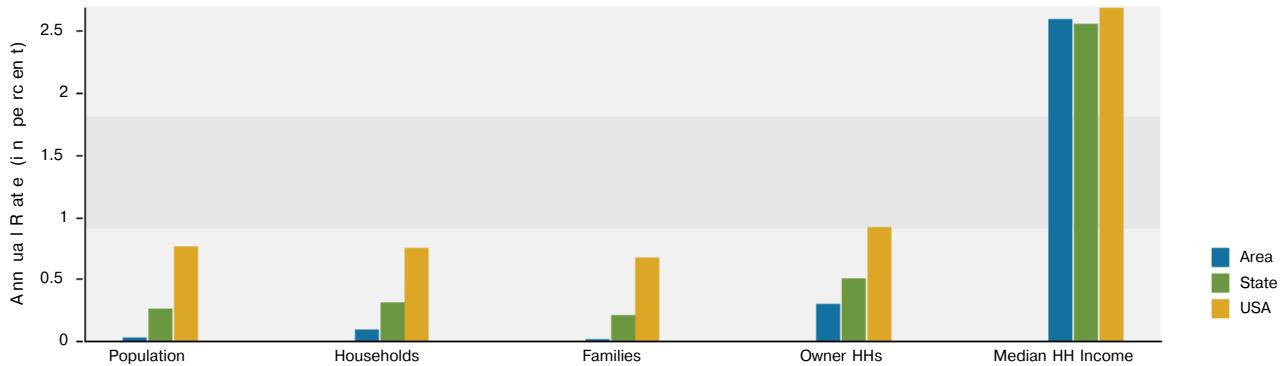
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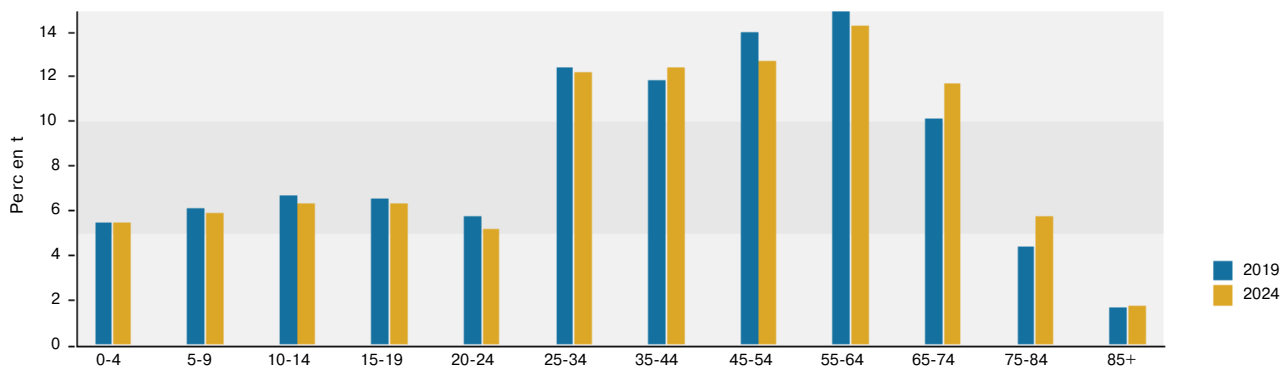
Demographic Analysis

Demographic and Income (Ring: 20 mile radius)

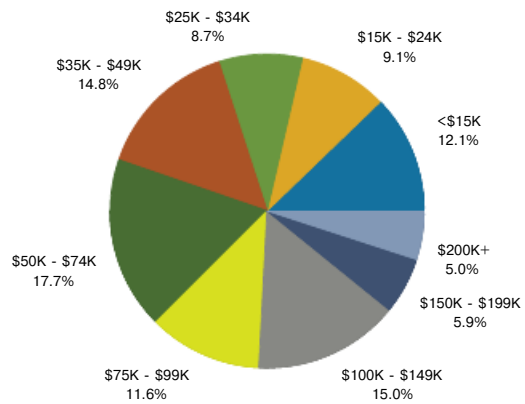
Trends 2019-2024



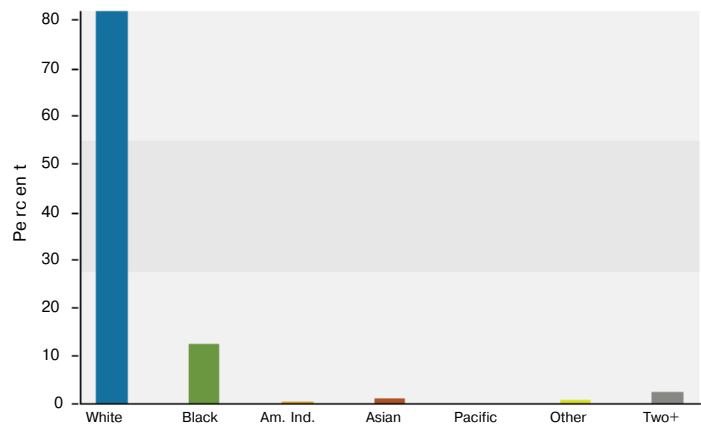
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

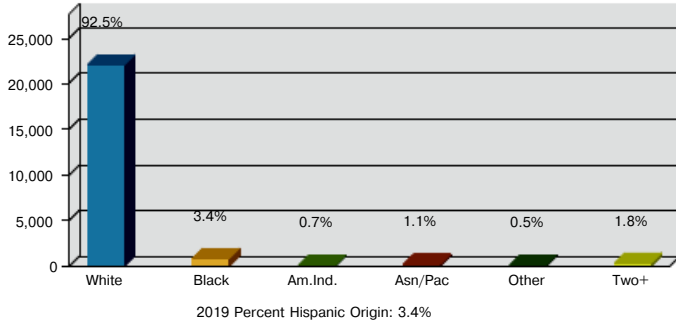
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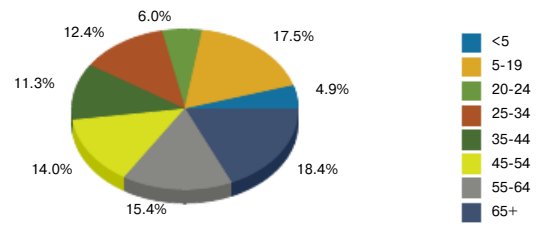
Demographic Analysis

Graphic Profile (Ring: 5 mile radius)

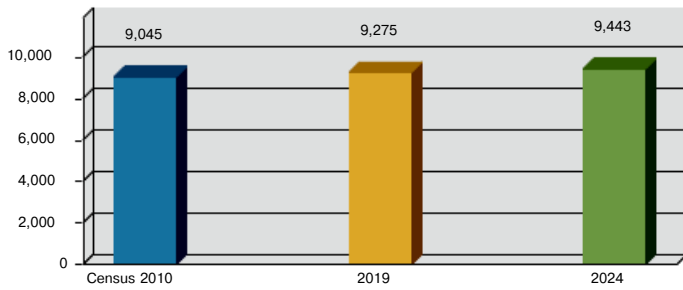
2019 Population by Race



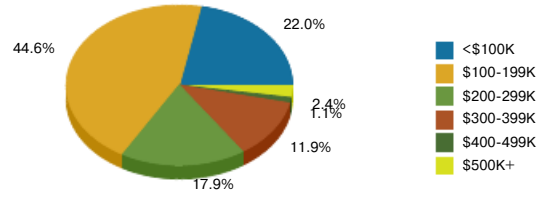
2019 Population by Age



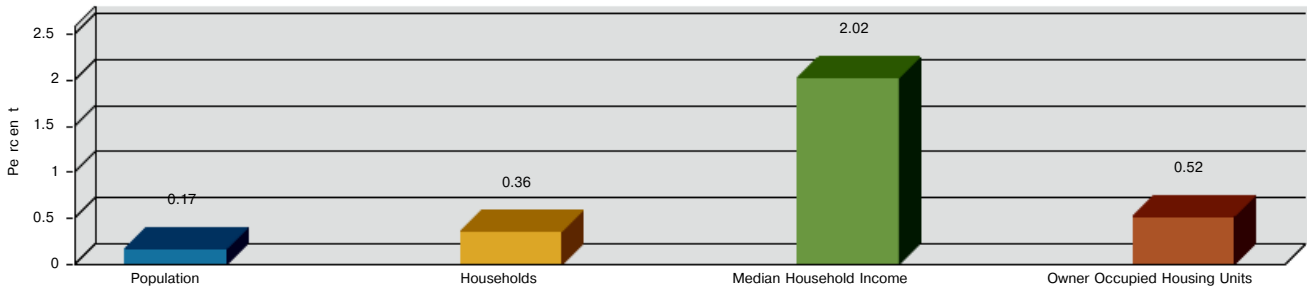
Households



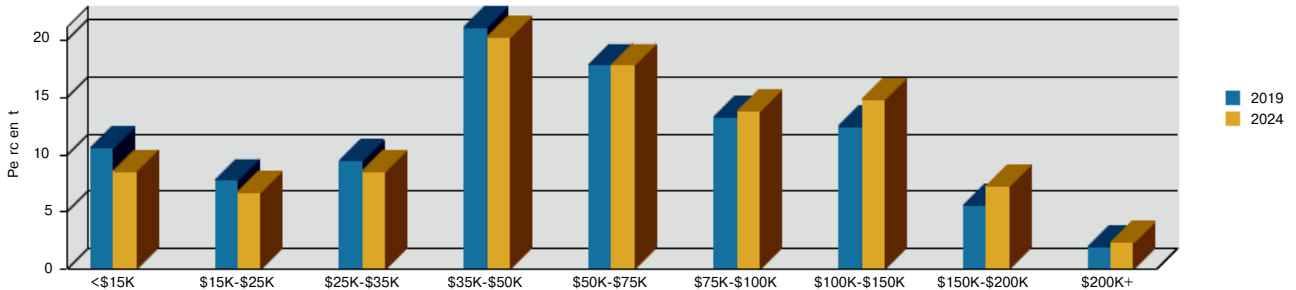
2019 Home Value



2019-2024 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



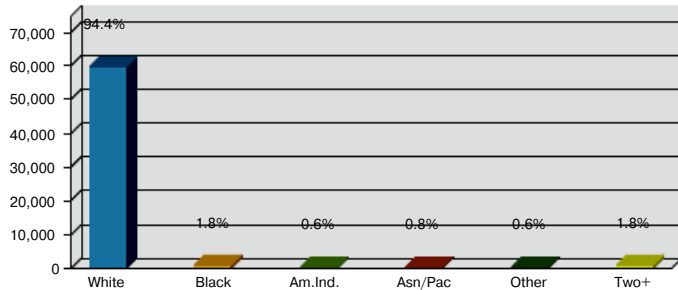
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Demographic Analysis

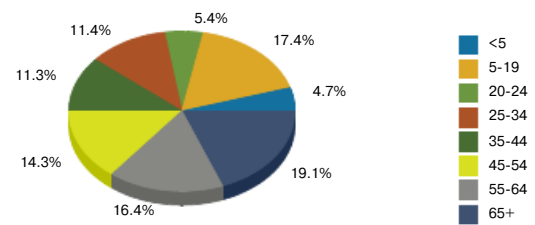
Graphic Profile (Ring: 10 mile radius)

2019 Population by Race

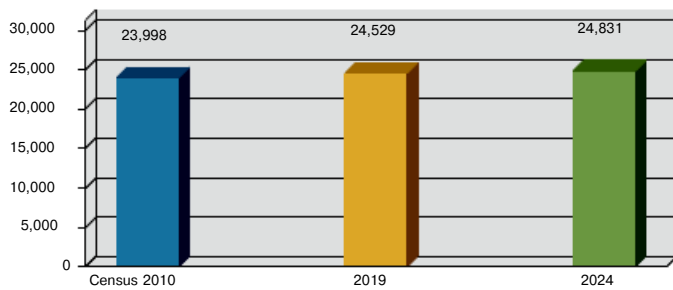


2019 Percent Hispanic Origin: 3.3%

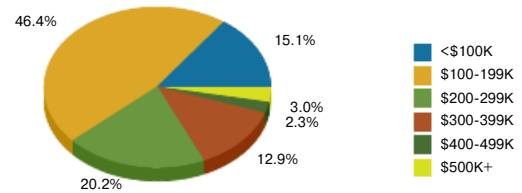
2019 Population by Age



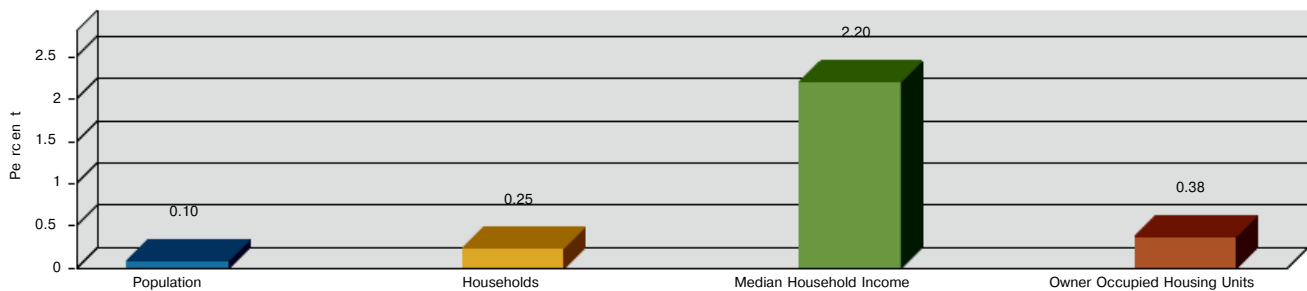
Households



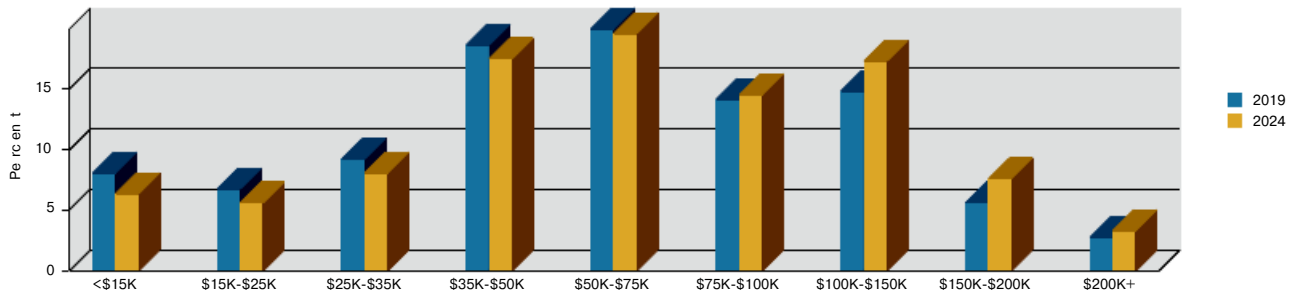
2019 Home Value



2019-2024 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



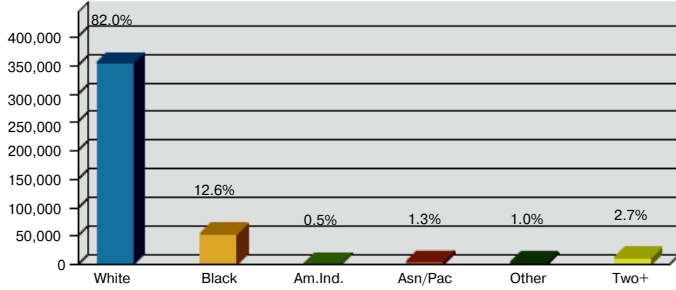
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Demographic Analysis

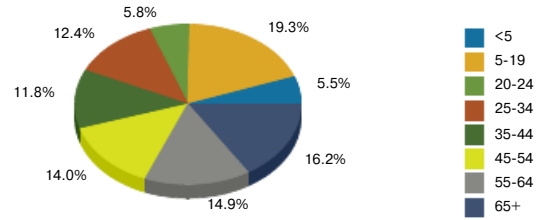
Graphic Profile (Ring: 20 mile radius)

2019 Population by Race

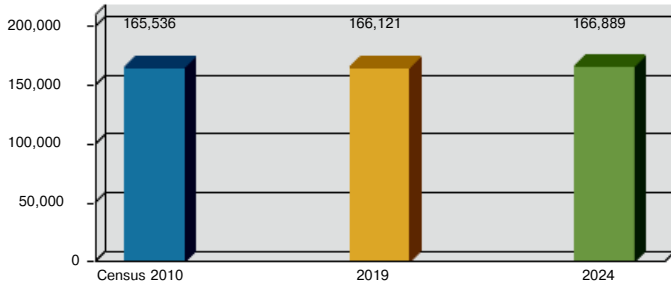


2019 Percent Hispanic Origin: 4.2%

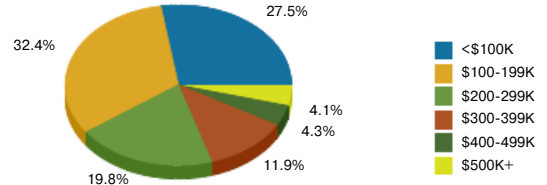
2019 Population by Age



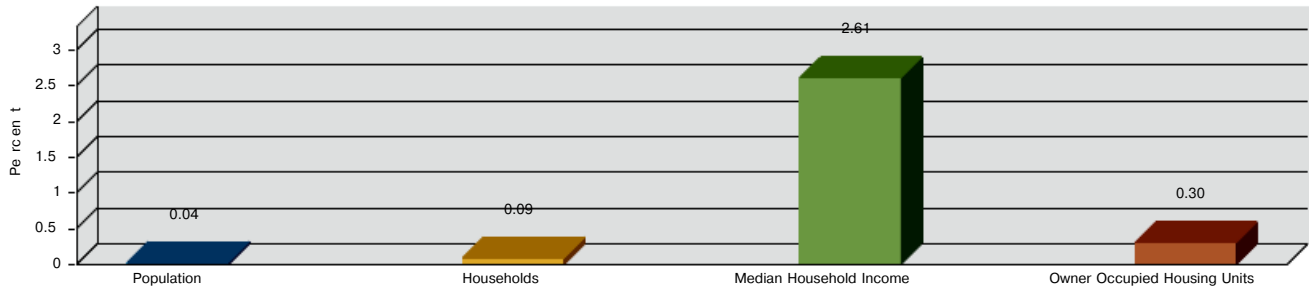
Households



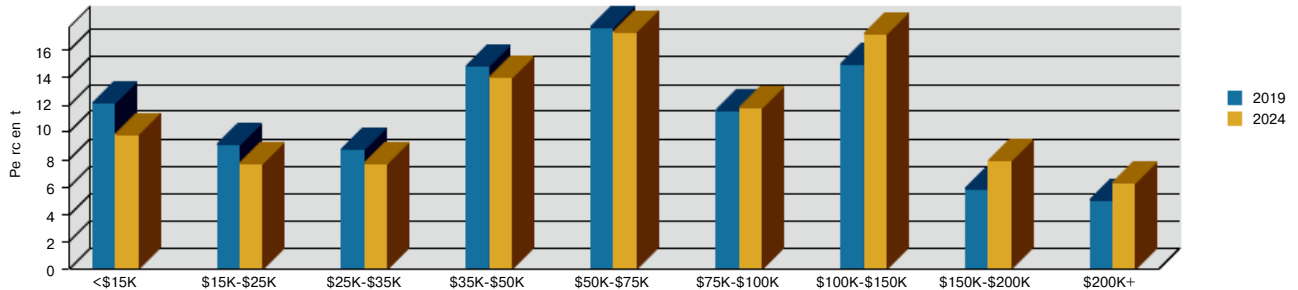
2019 Home Value



2019-2024 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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Demographic Analysis

Housing Profile (Ring: 5 mile radius)

Population		Households	
2010 Total Population	23,640	2019 Median Household Income	\$50,988
2019 Total Population	23,853	2024 Median Household Income	\$56,337
2024 Total Population	24,059	2019-2024 Annual Rate	2.02%
2019-2024 Annual Rate	0.17%		

Housing Units by Occupancy Status and Tenure	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	10,034	100.0%	10,310	100.0%	10,495	100.0%
Occupied	9,045	90.1%	9,274	90.0%	9,443	90.0%
Owner	6,669	66.5%	7,189	69.7%	7,378	70.3%
Renter	2,376	23.7%	2,085	20.2%	2,065	19.7%
Vacant	989	9.9%	1,035	10.0%	1,052	10.0%

Owner Occupied Housing Units by Value	2019		2024	
	Number	Percent	Number	Percent
Total	7,187	100.0%	7,378	100.0%
<\$50,000	987	13.7%	684	9.3%
\$50,000-\$99,999	593	8.3%	605	8.2%
\$100,000-\$149,999	1,432	19.9%	1,172	15.9%
\$150,000-\$199,999	1,774	24.7%	1,651	22.4%
\$200,000-\$249,999	741	10.3%	880	11.9%
\$250,000-\$299,999	547	7.6%	703	9.5%
\$300,000-\$399,999	856	11.9%	1,197	16.2%
\$400,000-\$499,999	82	1.1%	177	2.4%
\$500,000-\$749,999	118	1.6%	182	2.5%
\$750,000-\$999,999	22	0.3%	45	0.6%
\$1,000,000-\$1,499,999	0	0.0%	0	0.0%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	35	0.5%	82	1.1%
Median Value	\$166,390		\$187,190	
Average Value	\$192,570		\$233,864	

Census 2010 Housing Units	Number	Percent
Total	10,034	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	5,778	57.6%
Rural Housing Units	4,256	42.4%

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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Demographic Analysis

Housing Profile (Ring: 5 mile radius)

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	6,669	100.0%
Owned with a Mortgage/Loan	4,531	67.9%
Owned Free and Clear	2,138	32.1%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	1,019	100.0%
For Rent	342	33.6%
Rented- Not Occupied	14	1.4%
For Sale Only	270	26.5%
Sold - Not Occupied	37	3.6%
Seasonal/Recreational/Occasional Use	159	15.6%
For Migrant Workers	0	0.0%
Other Vacant	197	19.3%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	9,046	6,670	73.7%
15-24	291	82	28.2%
25-34	1,066	585	54.9%
35-44	1,574	1,109	70.5%
45-54	2,158	1,690	78.3%
55-64	1,754	1,468	83.7%
65-74	1,177	985	83.7%
75-84	731	559	76.5%
85+	295	192	65.1%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	9,045	6,669	73.7%
White Alone	8,804	6,525	74.1%
Black/African American Alone	27	11	40.7%
American Indian/Alaska Native Alone	47	29	61.7%
Asian Alone	40	30	75.0%
Pacific Islander Alone	1	1	100.0%
Other Race Alone	32	16	50.0%
Two or More Races	94	57	60.6%
Hispanic Origin	174	96	55.2%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	9,045	6,670	73.7%
1-Person	2,526	1,484	58.7%
2-Person	3,086	2,537	82.2%
3-Person	1,479	1,111	75.1%
4-Person	1,145	900	78.6%
5-Person	532	419	78.8%
6-Person	189	148	78.3%
7+ Person	88	71	80.7%

2019 Housing Affordability	
Housing Affordability Index	142
Percent of Income for Mortgage	16.0%

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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Demographic Analysis

Housing Profile (Ring: 10 mile radius)


Population		Households	
2010 Total Population	62,645	2019 Median Household Income	\$56,881
2019 Total Population	63,193	2024 Median Household Income	\$63,434
2024 Total Population	63,523	2019-2024 Annual Rate	2.20%
2019-2024 Annual Rate	0.10%		

Housing Units by Occupancy Status and Tenure	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	26,351	100.0%	27,159	100.0%	27,562	100.0%
Occupied	23,998	91.1%	24,529	90.3%	24,831	90.1%
Owner	19,330	73.4%	20,381	75.0%	20,772	75.4%
Renter	4,668	17.7%	4,148	15.3%	4,059	14.7%
Vacant	2,353	8.9%	2,630	9.7%	2,731	9.9%

Owner Occupied Housing Units by Value	2019		2024	
	Number	Percent	Number	Percent
Total	20,383	100.0%	20,772	100.0%
<\$50,000	1,556	7.6%	913	4.4%
\$50,000-\$99,999	1,529	7.5%	1,134	5.5%
\$100,000-\$149,999	4,598	22.6%	3,681	17.7%
\$150,000-\$199,999	4,867	23.9%	4,696	22.6%
\$200,000-\$249,999	2,368	11.6%	2,754	13.3%
\$250,000-\$299,999	1,747	8.6%	2,234	10.8%
\$300,000-\$399,999	2,631	12.9%	3,409	16.4%
\$400,000-\$499,999	474	2.3%	941	4.5%
\$500,000-\$749,999	356	1.7%	576	2.8%
\$750,000-\$999,999	154	0.8%	266	1.3%
\$1,000,000-\$1,499,999	43	0.2%	57	0.3%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	60	0.3%	111	0.5%
Median Value	\$175,770		\$199,595	
Average Value	\$209,656		\$248,130	

Census 2010 Housing Units	Number	Percent
Total	26,351	100.0%
In Urbanized Areas	3,939	14.9%
In Urban Clusters	5,882	22.3%
Rural Housing Units	16,529	62.7%

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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Demographic Analysis

Housing Profile (Ring: 10 mile radius)

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	19,330	100.0%
Owned with a Mortgage/Loan	13,608	70.4%
Owned Free and Clear	5,722	29.6%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	2,331	100.0%
For Rent	556	23.9%
Rented- Not Occupied	26	1.1%
For Sale Only	571	24.5%
Sold - Not Occupied	99	4.2%
Seasonal/Recreational/Occasional Use	530	22.7%
For Migrant Workers	0	0.0%
Other Vacant	549	23.6%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	23,998	19,329	80.5%
15-24	526	180	34.2%
25-34	2,489	1,572	63.2%
35-44	4,135	3,216	77.8%
45-54	5,934	5,046	85.0%
55-64	5,083	4,485	88.2%
65-74	3,327	2,912	87.5%
75-84	1,836	1,482	80.7%
85+	668	436	65.3%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	23,998	19,331	80.6%
White Alone	23,405	18,940	80.9%
Black/African American Alone	112	60	53.6%
American Indian/Alaska Native Alone	114	79	69.3%
Asian Alone	68	52	76.5%
Pacific Islander Alone	3	3	100.0%
Other Race Alone	99	57	57.6%
Two or More Races	197	140	71.1%
Hispanic Origin	438	274	62.6%

Census 2010 Occupied Housing Units by Size and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	23,999	19,330	80.5%
1-Person	5,668	3,645	64.3%
2-Person	8,721	7,661	87.8%
3-Person	3,957	3,251	82.2%
4-Person	3,324	2,818	84.8%
5-Person	1,494	1,253	83.9%
6-Person	560	466	83.2%
7+ Person	275	236	85.8%

2019 Housing Affordability	
Housing Affordability Index	147
Percent of Income for Mortgage	15.1%

Data Note: Persons of Hispanic Origin may be of any race. Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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Demographic Analysis

Housing Profile (Ring: 20 mile radius)

Population		Households	
2010 Total Population	433,115	2019 Median Household Income	\$55,429
2019 Total Population	431,550	2024 Median Household Income	\$63,039
2024 Total Population	432,328	2019-2024 Annual Rate	2.61%
2019-2024 Annual Rate	0.04%		

Housing Units by Occupancy Status and Tenure	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	186,923	100.0%	189,205	100.0%	191,766	100.0%
Occupied	165,536	88.6%	166,122	87.8%	166,889	87.0%
Owner	123,705	66.2%	127,924	67.6%	129,872	67.7%
Renter	41,831	22.4%	38,198	20.2%	37,017	19.3%
Vacant	21,387	11.4%	23,084	12.2%	24,877	13.0%

Owner Occupied Housing Units by Value	2019		2024	
	Number	Percent	Number	Percent
Total	127,914	100.0%	129,862	100.0%
<\$50,000	17,447	13.6%	13,977	10.8%
\$50,000-\$99,999	17,779	13.9%	14,385	11.1%
\$100,000-\$149,999	20,790	16.3%	18,483	14.2%
\$150,000-\$199,999	20,608	16.1%	20,195	15.6%
\$200,000-\$249,999	13,258	10.4%	14,107	10.9%
\$250,000-\$299,999	12,042	9.4%	13,894	10.7%
\$300,000-\$399,999	15,188	11.9%	18,128	14.0%
\$400,000-\$499,999	5,518	4.3%	9,251	7.1%
\$500,000-\$749,999	3,586	2.8%	5,034	3.9%
\$750,000-\$999,999	903	0.7%	1,344	1.0%
\$1,000,000-\$1,499,999	511	0.4%	691	0.5%
\$1,500,000-\$1,999,999	88	0.1%	116	0.1%
\$2,000,000+	196	0.2%	257	0.2%
Median Value	\$169,267		\$194,778	
Average Value	\$205,868		\$236,734	

Census 2010 Housing Units	Number	Percent
Total	186,923	100.0%
In Urbanized Areas	124,603	66.7%
In Urban Clusters	11,000	5.9%
Rural Housing Units	51,320	27.5%

Data Note: Persons of Hispanic Origin may be of any race. **Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.



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Demographic Analysis

Housing Profile (Ring: 20 mile radius)

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	123,705	100.0%
Owned with a Mortgage/Loan	87,696	70.9%
Owned Free and Clear	36,009	29.1%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	21,324	100.0%
For Rent	6,371	29.9%
Rented- Not Occupied	271	1.3%
For Sale Only	3,805	17.8%
Sold - Not Occupied	695	3.3%
Seasonal/Recreational/Occasional Use	1,869	8.8%
For Migrant Workers	45	0.2%
Other Vacant	8,268	38.8%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	165,537	123,707	74.7%
15-24	6,045	1,421	23.5%
25-34	20,797	10,889	52.4%
35-44	30,904	22,331	72.3%
45-54	40,181	32,048	79.8%
55-64	32,459	27,349	84.3%
65-74	19,441	16,878	86.8%
75-84	11,544	9,790	84.8%
85+	4,166	3,001	72.0%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	165,537	123,704	74.7%
White Alone	138,477	110,533	79.8%
Black/African American Alone	21,761	9,868	45.3%
American Indian/Alaska Native Alone	763	505	66.2%
Asian Alone	1,247	853	68.4%
Pacific Islander Alone	32	23	71.9%
Other Race Alone	1,092	670	61.4%
Two or More Races	2,165	1,252	57.8%
Hispanic Origin	4,008	2,523	62.9%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	165,536	123,705	74.7%
1-Person	41,682	25,724	61.7%
2-Person	54,985	44,753	81.4%
3-Person	27,722	21,050	75.9%
4-Person	23,767	19,085	80.3%
5-Person	11,083	8,573	77.4%
6-Person	3,950	2,889	73.1%
7+ Person	2,347	1,631	69.5%

2019 Housing Affordability	
Housing Affordability Index	134
Percent of Income for Mortgage	14.9%

Data Note: Persons of Hispanic Origin may be of any race. **Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

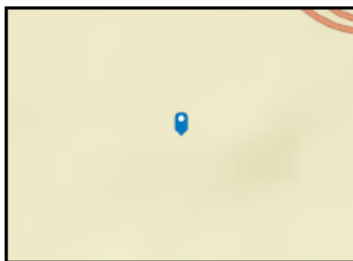
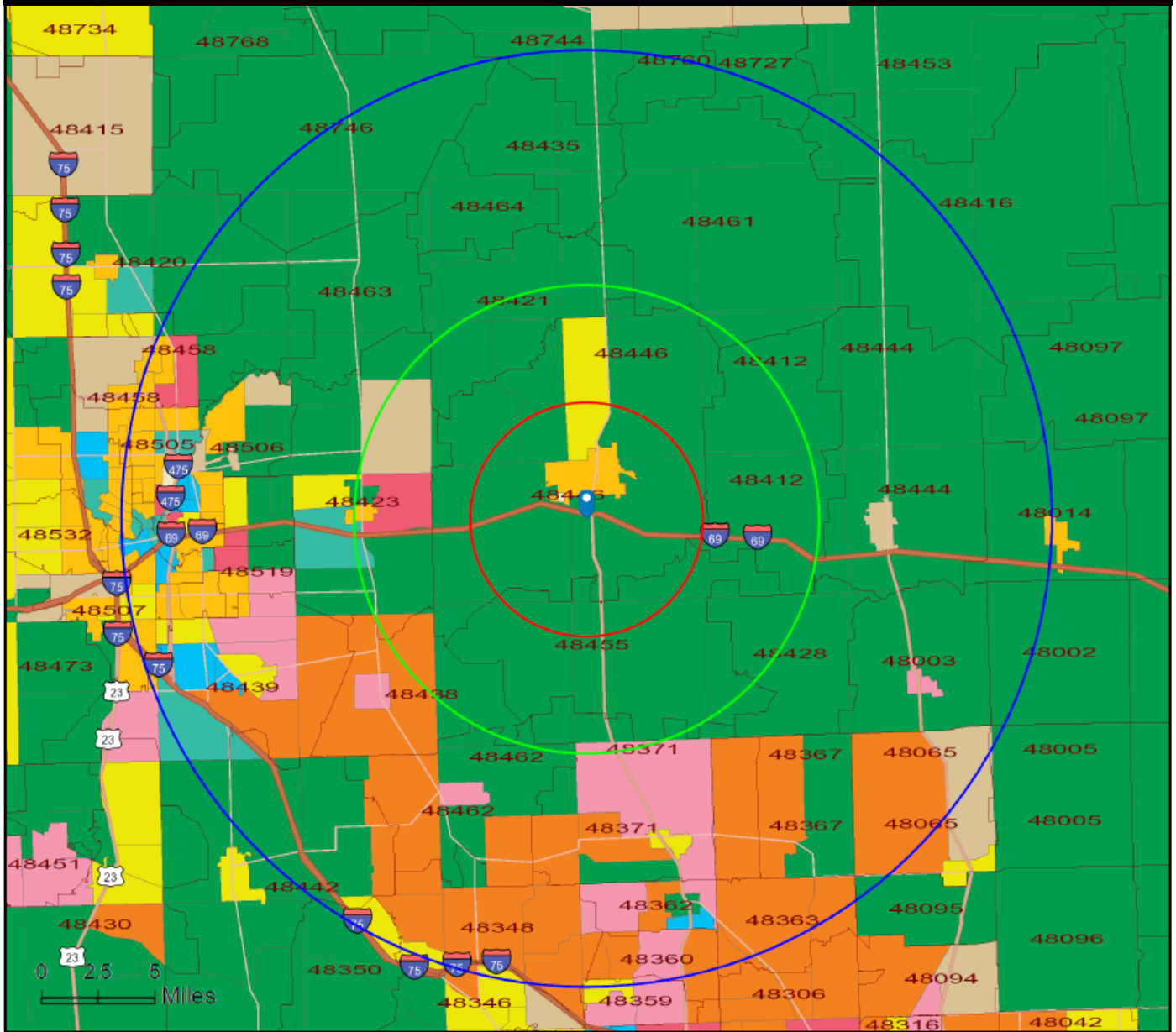


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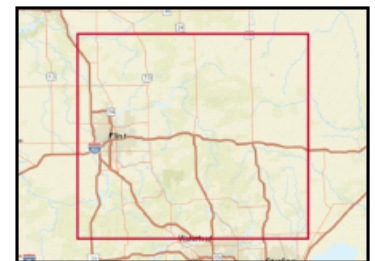
Demographic Analysis

Dominant Tapestry Map (Ring: 5 mile radius)



Tapestry LifeMode

- | | |
|---|--|
| <ul style="list-style-type: none"> ■ L1: Affluent Estates ■ L2: Upscale Avenues ■ L3: Uptown Individuals ■ L4: Family Landscapes ■ L5: GenXurban ■ L6: Cozy Country ■ L7: Ethnic Enclaves | <ul style="list-style-type: none"> ■ L8: Middle Ground ■ L9: Senior Styles ■ L10: Rustic Outposts ■ L11: Midtown Singles ■ L12: Hometown ■ L13: Next Wave ■ L14: Scholars and Patriots |
|---|--|



Source: Esri



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Demographic Analysis

Dominant Tapestry Map (Ring: 5 mile radius)

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- [Segment 1A \(Top Tier\)](#)
- [Segment 1B \(Professional Pride\)](#)
- [Segment 1C \(Boomburbs\)](#)
- [Segment 1D \(Savvy Suburbanites\)](#)
- [Segment 1E \(Exurbanites\)](#)
- [Segment 2A \(Urban Chic\)](#)
- [Segment 2B \(Pleasantville\)](#)
- [Segment 2C \(Pacific Heights\)](#)
- [Segment 2D \(Enterprising Professionals\)](#)
- [Segment 3A \(Laptops and Lattes\)](#)
- [Segment 3B \(Metro Renters\)](#)
- [Segment 3C \(Trendsetters\)](#)
- [Segment 4A \(Soccer Moms\)](#)
- [Segment 4B \(Home Improvement\)](#)
- [Segment 4C \(Middleburg\)](#)
- [Segment 5A \(Comfortable Empty Nesters\)](#)
- [Segment 5B \(In Style\)](#)
- [Segment 5C \(Parks and Rec\)](#)
- [Segment 5D \(Rustbelt Traditions\)](#)
- [Segment 5E \(Midlife Constants\)](#)
- [Segment 6A \(Green Acres\)](#)
- [Segment 6B \(Salt of the Earth\)](#)
- [Segment 6C \(The Great Outdoors\)](#)
- [Segment 6D \(Prairie Living\)](#)
- [Segment 6E \(Rural Resort Dwellers\)](#)
- [Segment 6F \(Heartland Communities\)](#)
- [Segment 7A \(Up and Coming Families\)](#)
- [Segment 7B \(Urban Villages\)](#)
- [Segment 7C \(American Dreamers\)](#)
- [Segment 7D \(Barrios Urbanos\)](#)
- [Segment 7E \(Valley Growers\)](#)
- [Segment 7F \(Southwestern Families\)](#)
- [Segment 8A \(City Lights\)](#)
- [Segment 8B \(Emerald City\)](#)
- [Segment 8C \(Bright Young Professionals\)](#)
- [Segment 8D \(Downtown Melting Pot\)](#)
- [Segment 8E \(Front Porches\)](#)
- [Segment 8F \(Old and Newcomers\)](#)
- [Segment 8G \(Hardscrabble Road\)](#)
- [Segment 9A \(Silver & Gold\)](#)
- [Segment 9B \(Golden Years\)](#)
- [Segment 9C \(The Elders\)](#)
- [Segment 9D \(Senior Escapes\)](#)
- [Segment 9E \(Retirement Communities\)](#)
- [Segment 9F \(Social Security Set\)](#)
- [Segment 10A \(Southern Satellites\)](#)
- [Segment 10B \(Rooted Rural\)](#)
- [Segment 10C \(Diners & Miners\)](#)
- [Segment 10D \(Down the Road\)](#)
- [Segment 10E \(Rural Bypasses\)](#)
- [Segment 11A \(City Strivers\)](#)
- [Segment 11B \(Young and Restless\)](#)
- [Segment 11C \(Metro Fusion\)](#)
- [Segment 11D \(Set to Impress\)](#)
- [Segment 11E \(City Commons\)](#)
- [Segment 12A \(Family Foundations\)](#)
- [Segment 12B \(Traditional Living\)](#)
- [Segment 12C \(Small Town Simplicity\)](#)
- [Segment 12D \(Modest Income Homes\)](#)
- [Segment 13A \(International Marketplace\)](#)
- [Segment 13B \(Las Casas\)](#)
- [Segment 13C \(NeWest Residents\)](#)
- [Segment 13D \(Fresh Ambitions\)](#)
- [Segment 13E \(High Rise Renters\)](#)
- [Segment 14A \(Military Proximity\)](#)
- [Segment 14B \(College Towns\)](#)
- [Segment 14C \(Dorms to Diplomas\)](#)
- [Segment 15 \(Unclassified\)](#)

Source: Esri

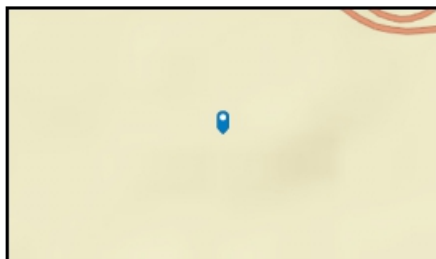
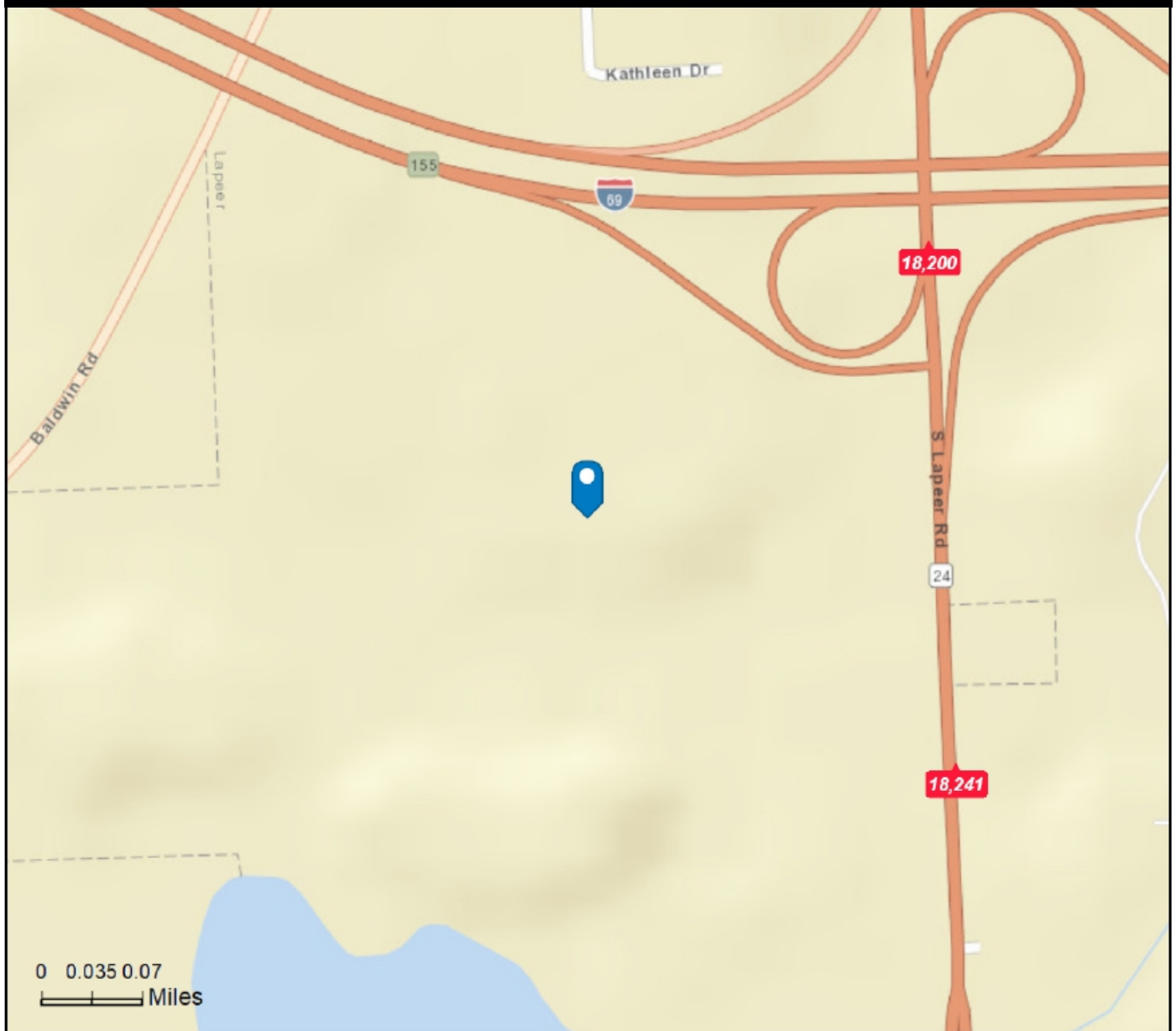


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Demographic Analysis

Traffic Count Map - Close-up



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: B©2019 Kalibrate Technologies (Q4 2019).

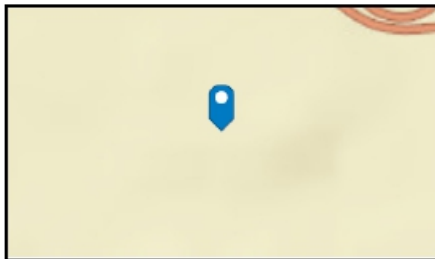
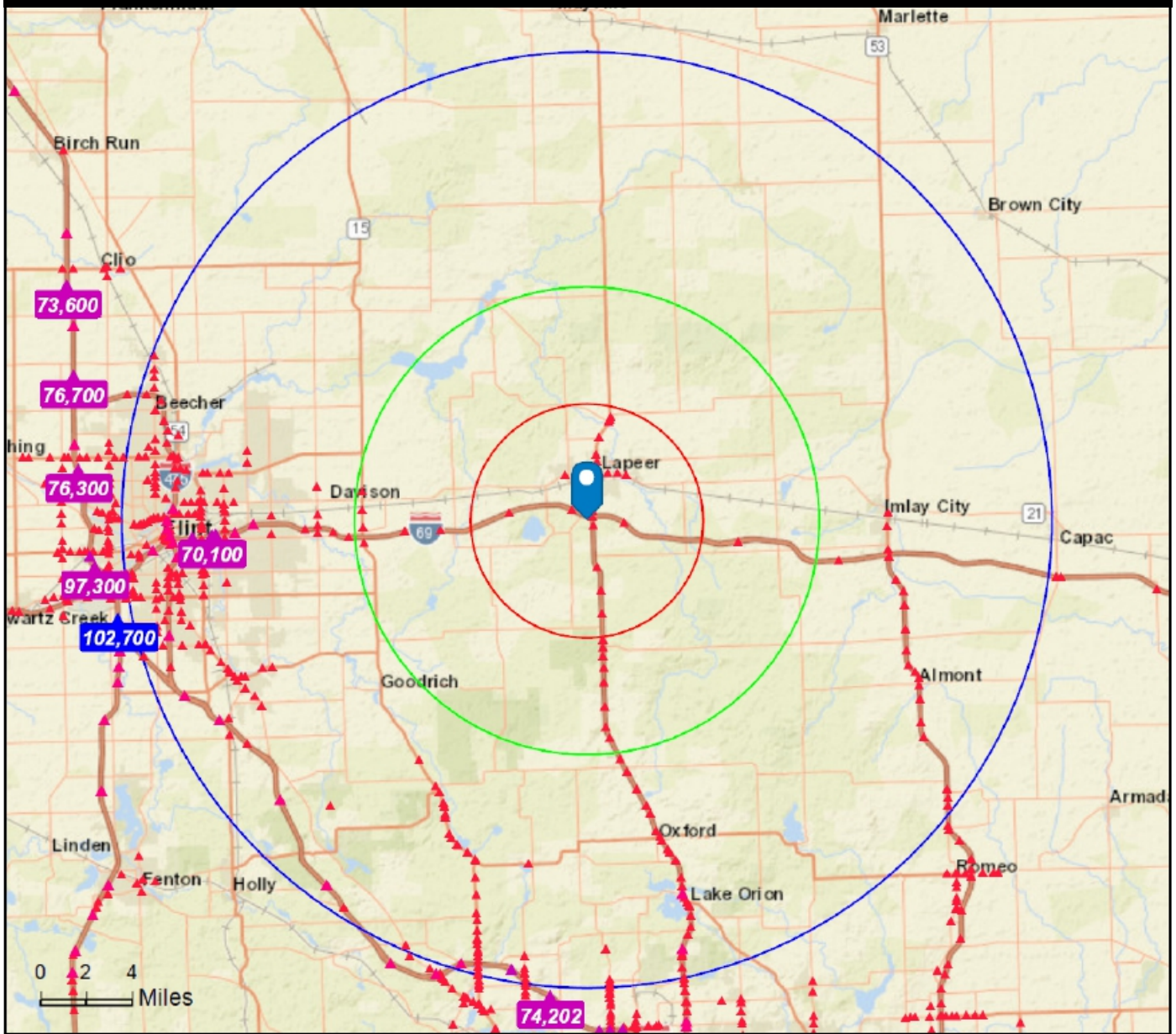


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Demographic Analysis

Traffic Count - Study Area (Rings: 5, 10, 20 mile radius)



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: B©2019 Kalibrate Technologies (Q4 2019).

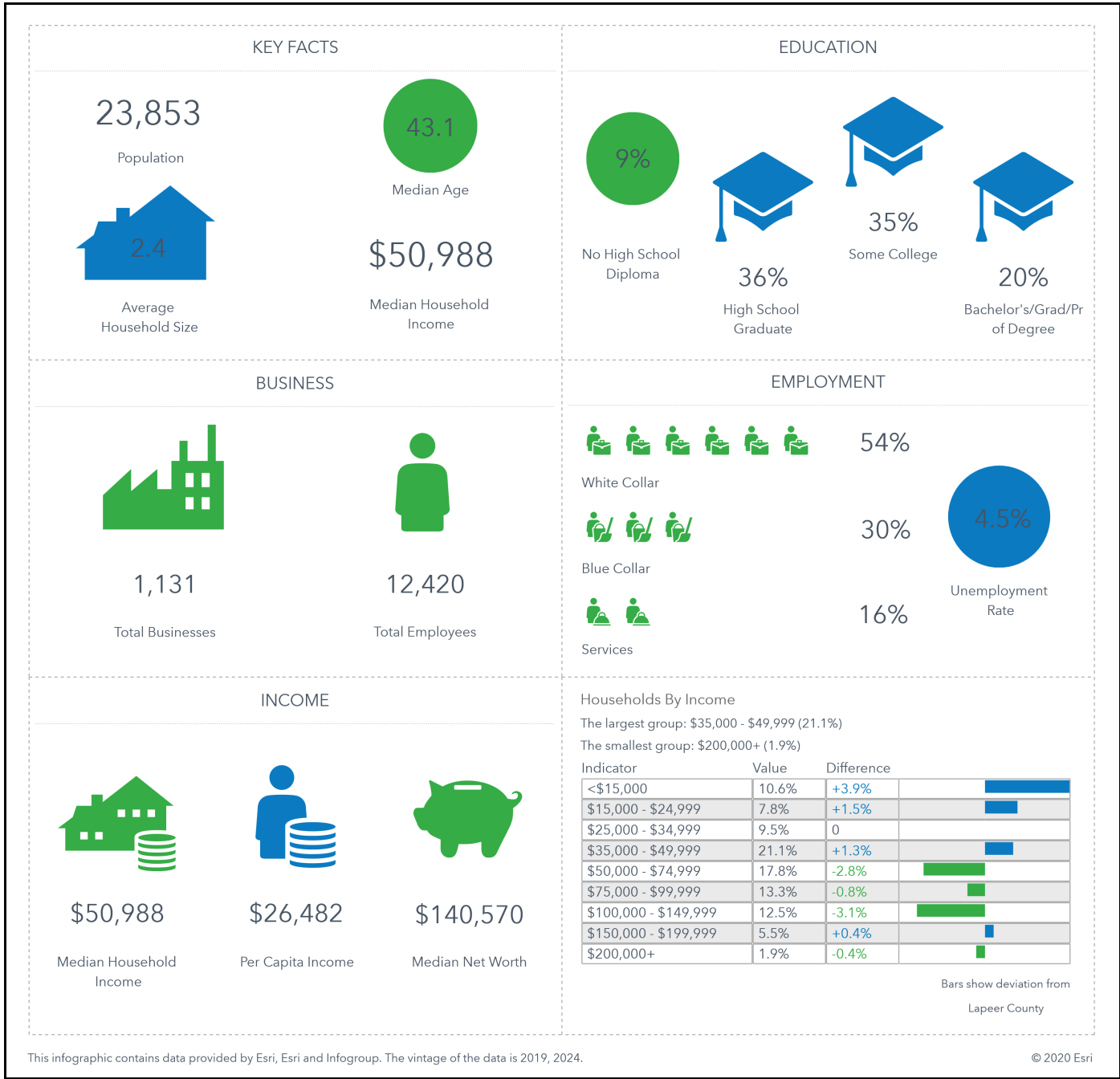


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Demographic Analysis

Infographic: Key Facts (Ring: 5 mile radius)



Demographic Analysis

Infographic: Key Facts (Ring: 10 mile radius)

KEY FACTS

- Population: 63,193
- Median Age: 44.9
- Average Household Size: 2.5
- Median Household Income: \$56,881

EDUCATION

- No High School Diploma: 7%
- High School Graduate: 33%
- Some College: 38%
- Bachelor's/Grad/Pr of Degree: 21%

BUSINESS

- Total Businesses: 2,069
- Total Employees: 19,308

EMPLOYMENT

- White Collar: 56%
- Blue Collar: 29%
- Services: 14%
- Unemployment Rate: 4.0%

INCOME

- Median Household Income: \$56,881
- Per Capita Income: \$28,762
- Median Net Worth: \$183,910

Households By Income

The largest group: \$50,000 - \$74,999 (20.0%)
The smallest group: \$200,000+ (2.8%)

Indicator	Value	Difference
<\$15,000	8.1%	-6.6%
\$15,000 - \$24,999	6.7%	-5.2%
\$25,000 - \$34,999	9.2%	-0.7%
\$35,000 - \$49,999	18.7%	+3.1%
\$50,000 - \$74,999	20.0%	+1.4%
\$75,000 - \$99,999	14.1%	+3.5%
\$100,000 - \$149,999	14.9%	+3.2%
\$150,000 - \$199,999	5.6%	+1.9%
\$200,000+	2.8%	-0.5%

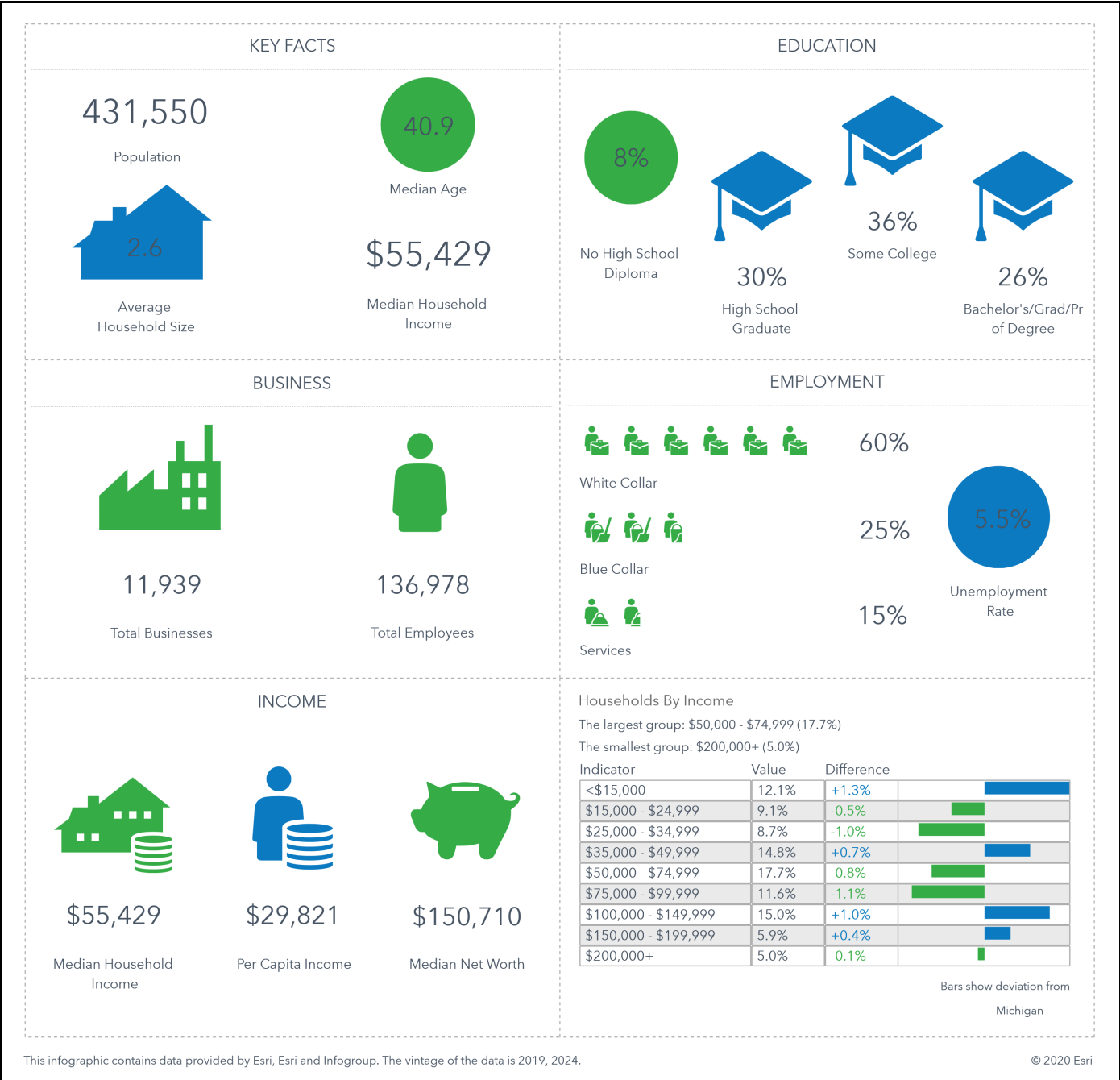
Bars show deviation from Genesee County

This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2019, 2024. © 2020 Esri

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Demographic Analysis

Infographic: Key Facts (Ring: 20 mile radius)



Demographic Analysis

Infographic: Community Profile (Ring: 5 mile radius)

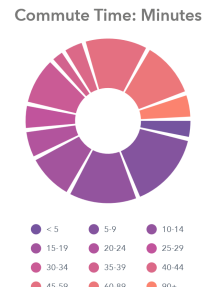
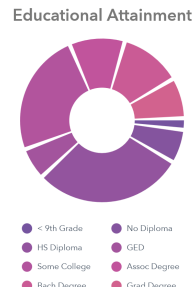
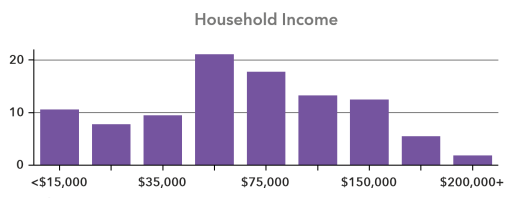
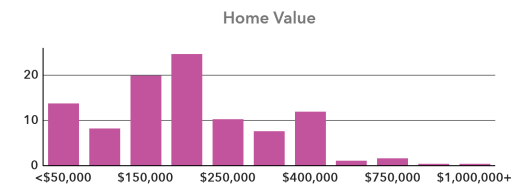
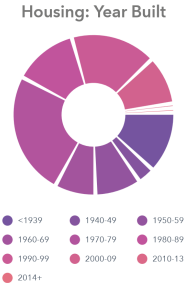
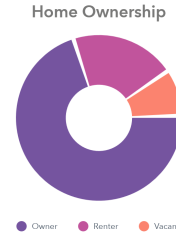
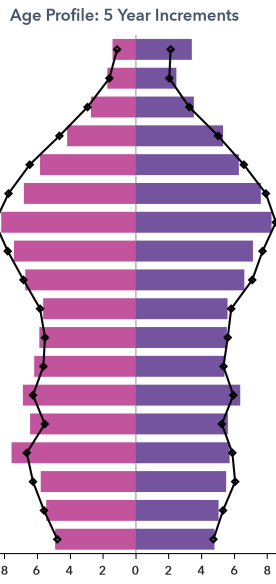
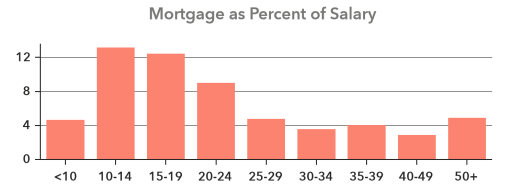
COMMUNITY PROFILE

Population Total	23,853	Pop Growth	0.2%	Average HH Size	2.4	Diversity Index	20.0	Median Age	43.1	Median HH Income	\$50,988	Median Net Worth	\$140,570	Median Home Value	\$166,390	Under 18	20%	Ages 18 to 65	63%	Aged 66+	17%
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15.7%
Service Workers

30.4%
Blue Collar Workers

53.9%
White Collar Worker



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023

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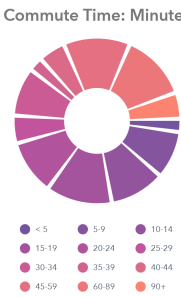
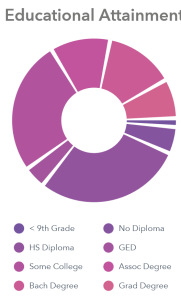
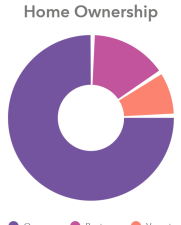
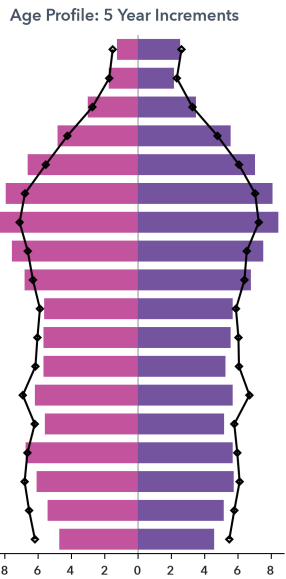
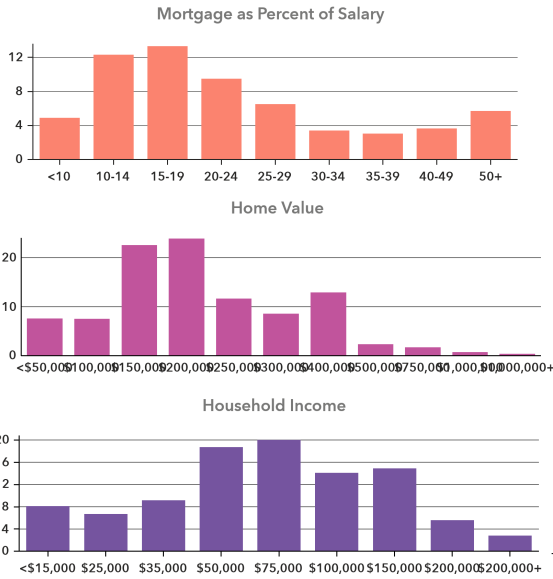
Demographic Analysis

Infographic: Community Profile (Ring: 10 mile radius)

COMMUNITY PROFILE

63,193 **0.1%** **2.5** **16.5** **44.9** **\$56,881** **\$183,910** **\$175,770** **20%** **63%** **18%**
 Population Total Pop Growth Average HH Size Diversity Index Median Age Median HH Income Median Net Worth Median Home Value Under 18 Ages 18 to 65 Aged 66+

14.3% **29.4%** **56.4%**
 Service Workers Blue Collar Workers White Collar Worker



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023



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Demographic Analysis

Infographic: Community Profile (Ring: 20 mile radius)

COMMUNITY PROFILE

431,550	0.0%	2.6	36.7	40.9	\$55,429	\$150,710	\$169,267	22%	63%	15%
Population Total	Pop Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Net Worth	Median Home Value	Under 18	Ages 18 to 65	Aged 66+



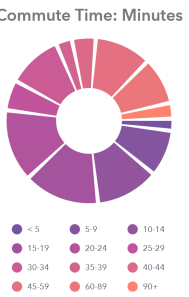
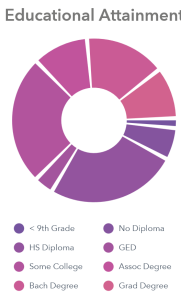
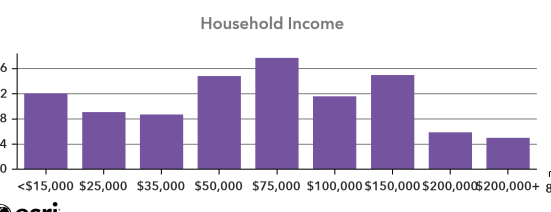
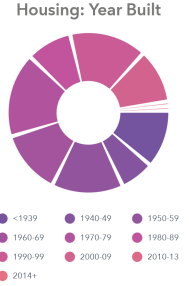
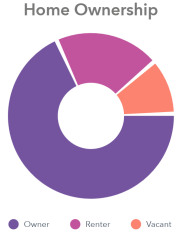
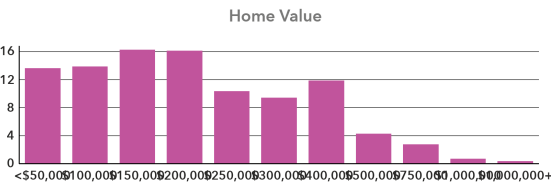
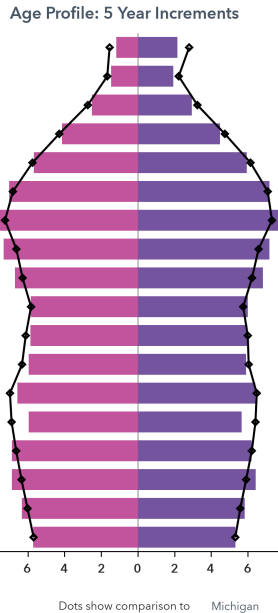
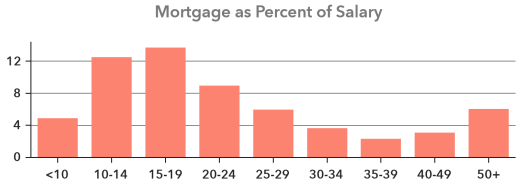
14.6%
Service Workers




25.0%
Blue Collar Workers



60.4%
White Collar Worker



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023



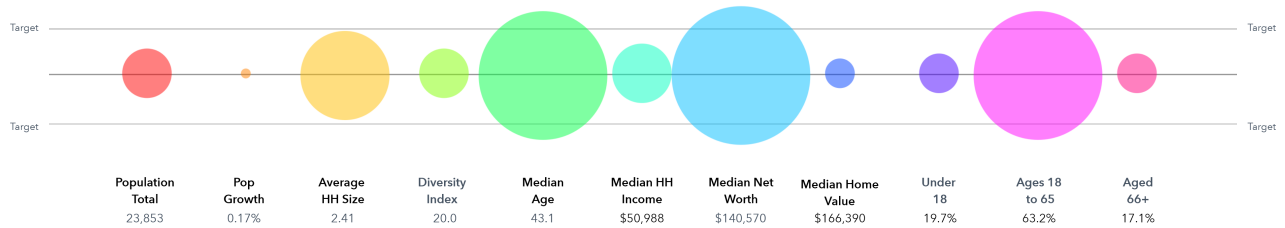
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Demographic Analysis

Infographic: Proportional Circles (Ring: 5 mile radius)

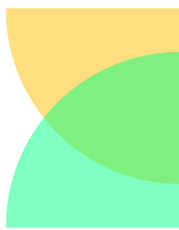
MARKET SUMMARY Lapeer, MI, USA 5-mile ring



No High School Diploma 9%

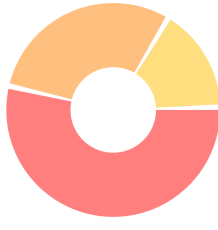


High School Graduate 36%



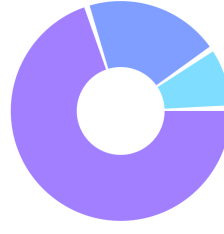
Bachelor's, Professional or Graduate Degree 20%
Some College 35%

Educational Attainment



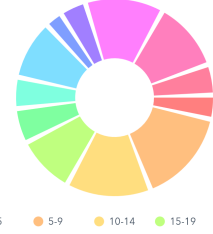
White Collar Blue Collar Services

Job Type



Owner Renter Vacant

Home Ownership

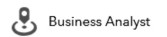


<5 5-9 10-14 15-19 20-24
25-29 30-34 35-39 40-44 45-59
60-89 90+

Commute Time



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2022.



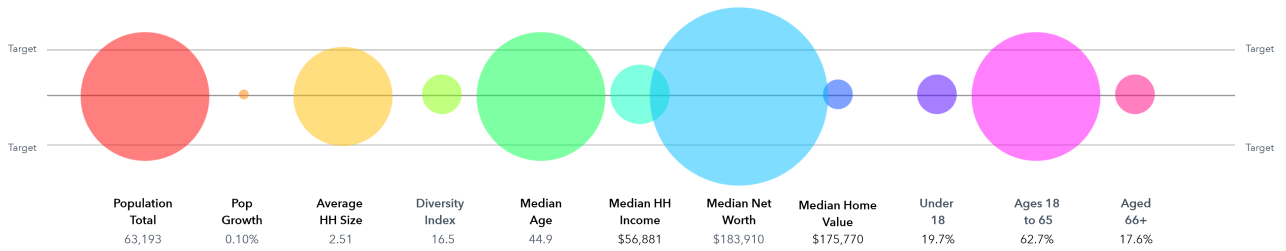
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Demographic Analysis

Infographic: Proportional Circles (Ring: 10 mile radius)

MARKET SUMMARY Lapeer, MI, USA 10-mile ring



No High School Diploma 7%



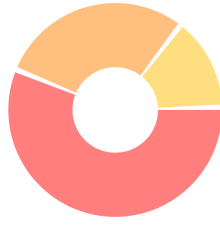
Bachelor's, Professional or Graduate Degree 21%

High School Graduate 33%

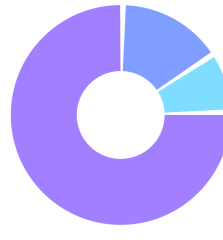


Some College 38%

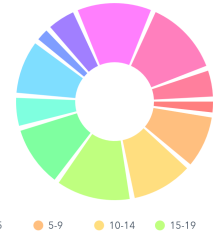
Educational Attainment



Job Type
White Collar Blue Collar Services



Home Ownership
Owner Renter Vacant

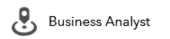


< 5 5-9 10-14 15-19 20-24
25-29 30-34 35-39 40-44 45-59
60-89 90+

Commute Time



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2022.



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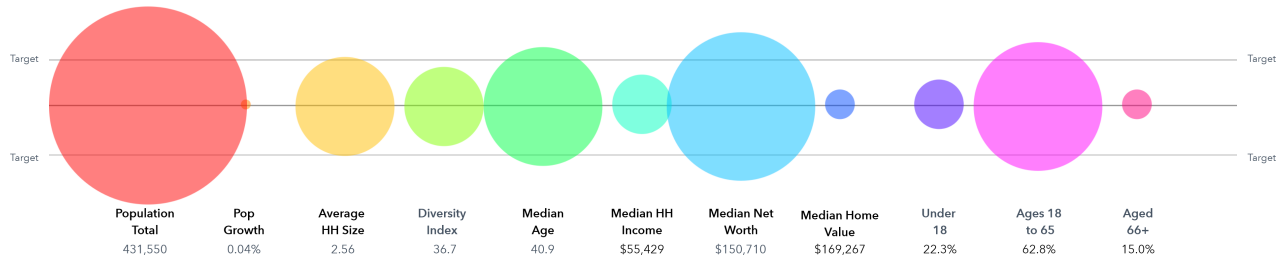


Demographic Analysis

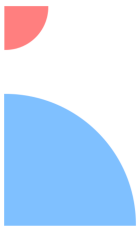
Infographic: Proportional Circles (Ring: 20 mile radius)

MARKET SUMMARY

Lapeer, MI, USA
20-mile ring



No High School Diploma 8%



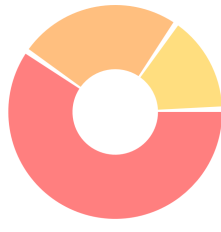
Bachelor's, Professional or Graduate Degree 26%

High School Graduate 30%



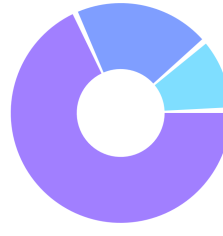
Some College 36%

Educational Attainment



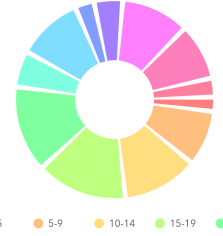
White Collar Blue Collar Services

Job Type



Owner Renter Vacant

Home Ownership

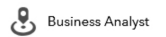


<5 5-9 10-14 15-19 20-24
25-29 30-34 35-39 40-44 45-59
60-89 90+

Commuter Time



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2022



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Infographic: Population Trends (Ring: 5 mile radius)

POPULATION TRENDS AND KEY INDICATORS

23,853	9,275	2.41	43.1	\$50,988	\$166,390	70	142	20
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

\$8,046
Avg Spent on Mortgage & Basics

16.0%
Percent of Income for Mortgage

POPULATION BY AGE

Under 18 (20%)	Ages 18 to 64 (62%)	Aged 65+ (18%)

POPULATION BY GENERATION

 8.4% Greatest Gen: Born 1945/Earlier	 25.4% Baby Boomer: Born 1946 to 1964	 20.7% Generation X: Born 1965 to 1980
 21.7% Millennial: Born 1981 to 1998	 20.9% Generation Z: Born 1999 to 2016	 2.8% Alpha: Born 2017 to Present

Historical Trends: Population

Income Distribution

Housing: Year Built

This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2016, 2019, 2024.
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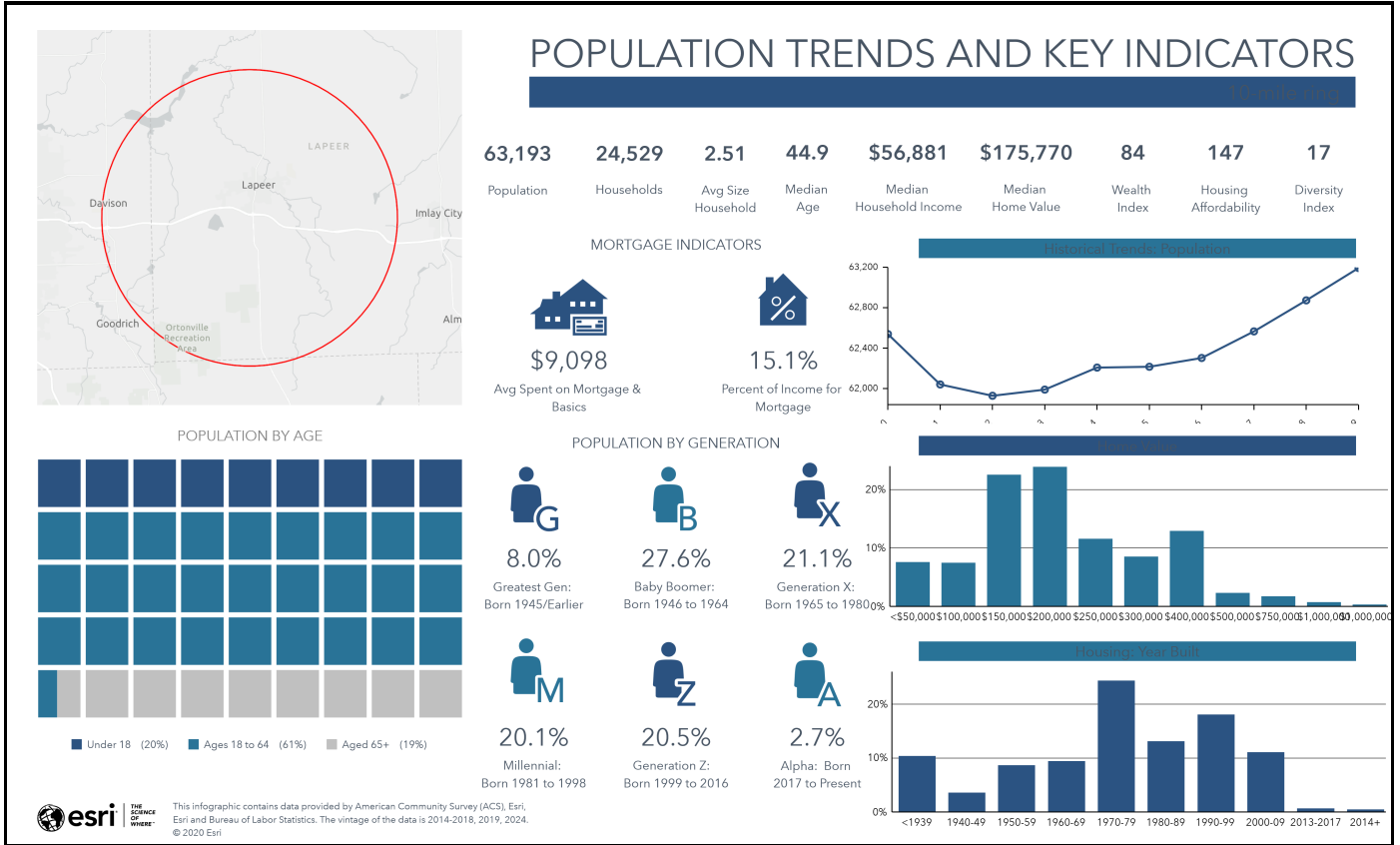
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Demographic Analysis

Infographic: Population Trends (Ring: 10 mile radius)



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Demographic Analysis

Infographic: Population Trends (Ring: 20 mile radius)

POPULATION TRENDS AND KEY INDICATORS

POPULATION BY AGE

Age Group	Percentage
Under 18	22%
Ages 18 to 64	62%
Aged 65+	16%

431,550	166,121	2.56	40.9	\$55,429	\$169,267	93	134	37
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

\$9,161
Avg Spent on Mortgage & Basics

14.9%
Percent of Income for Mortgage

POPULATION BY GENERATION

G	B	X
6.8%	24.3%	21.1%
Greatest Gen: Born 1945/Earlier	Baby Boomer: Born 1946 to 1964	Generation X: Born 1965 to 1980
M	Z	A
21.7%	22.8%	3.2%
Millennial: Born 1981 to 1998	Generation Z: Born 1999 to 2016	Alpha: Born 2017 to Present

Historical Home Population

Income Distribution

Housing Year Built

This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2014-2016, 2019, 2024. © 2020 Esri

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Report Date: June 24, 2020

Location Risk Analysis Report

FOR

WINDWATER PUD

I-69, LAPEER, MI 48446, USA

Prepared by
Tony Cavataio, Senior Associate



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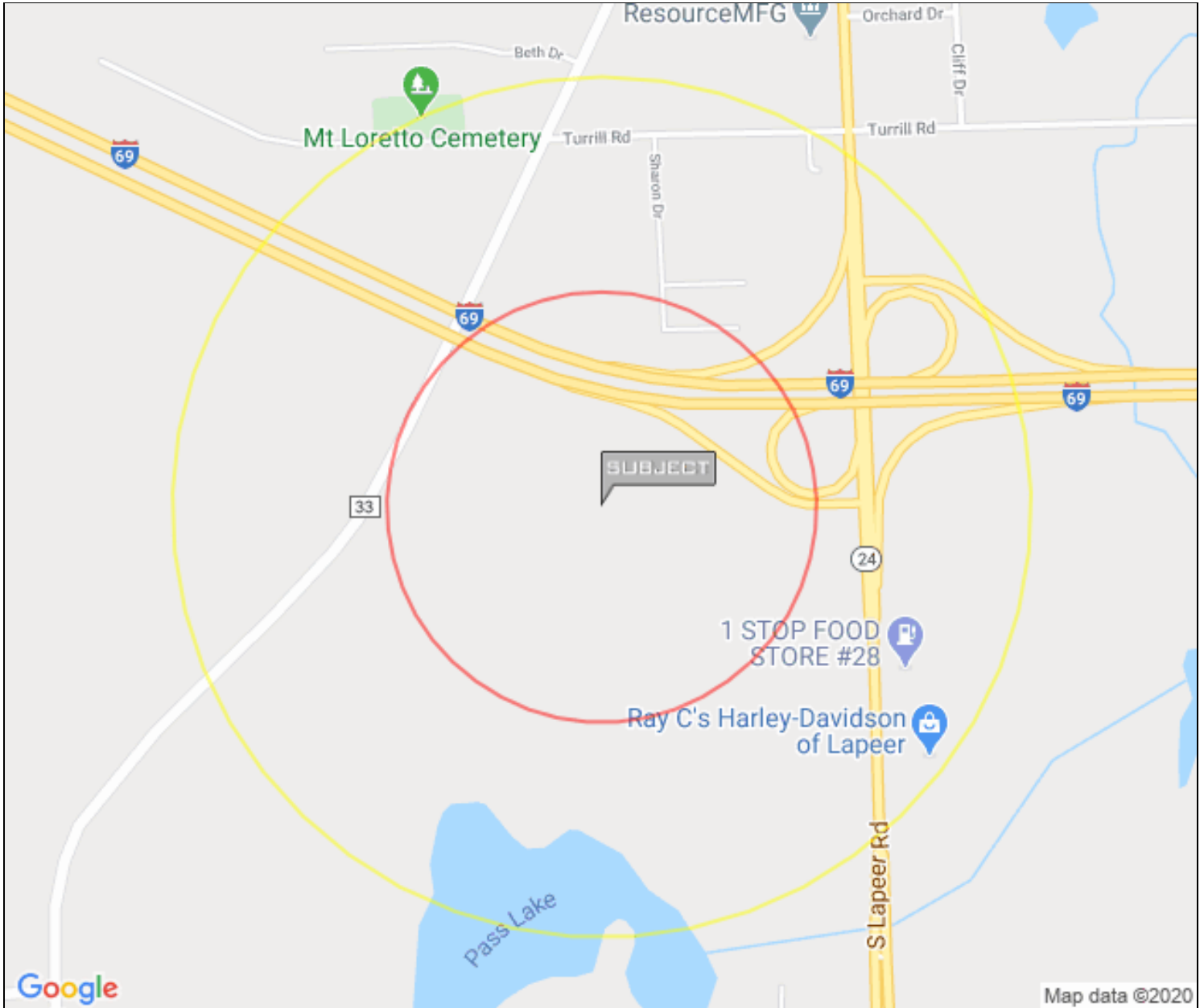
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LOCATION RISK ANALYSIS

WINDWATER PUD
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ENVIRONMENTAL RISK ANALYSIS



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Locations within 0.25 mile of Subject

There are no environmental hazards in our database within this area.

Locations within 0.50 mile of Subject

There are no environmental hazards in our database within this area.



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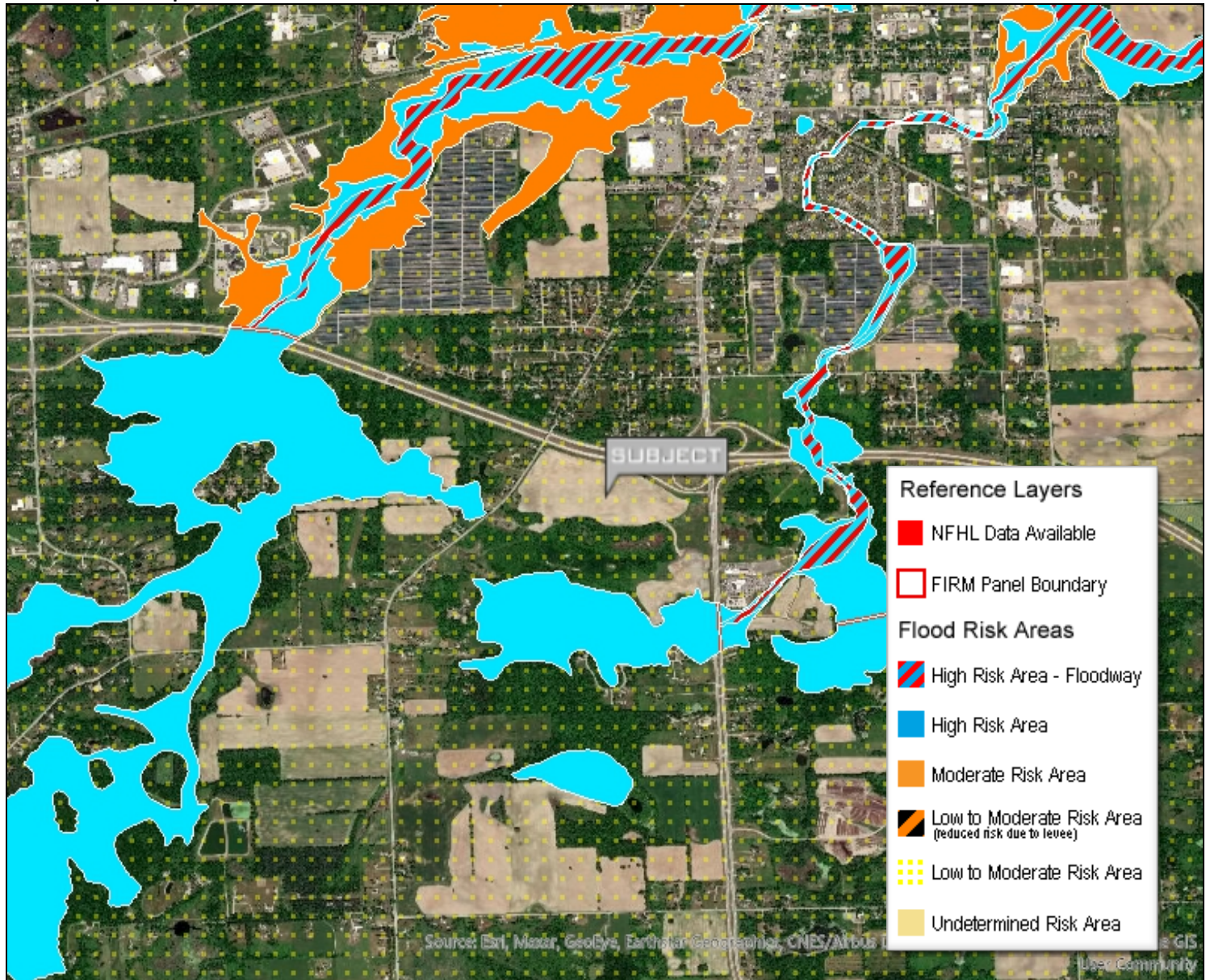
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Flood Risk Analysis

FEMA Map Last Updated: 2019-05-22



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Flood Hazard Designations

FEMA Map Last Updated: 2019-05-22

High Risk Area - Flood hazard areas identified on the Flood Insurance Rate Map are identified as a Special Flood Hazard Area (SFHA). SFHA are defined as the area that will be inundated by the flood event having a 1-percent chance of being equaled or exceeded in any given year. The 1-percent annual chance flood is also referred to as the base flood or 100-year flood. SFHAs are labeled as:

Zone A: Areas subject to inundation by the 1-percent-annual-chance flood event generally determined using approximate methodologies. Because detailed hydraulic analyses have not been performed, no Base Flood Elevations (BFEs) or flood depths are shown. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Zone AE and A1-30: Areas subject to inundation by the 1-percent-annual-chance flood event determined by detailed methods. Base Flood Elevations (BFEs) are shown. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Zone AH: Areas subject to inundation by 1-percent-annual-chance shallow flooding (usually areas of ponding) where average depths are between one and three feet. Base Flood Elevations (BFEs) derived from detailed hydraulic analyses are shown in this zone. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Zone AO: Areas subject to inundation by 1-percent-annual-chance shallow flooding (usually sheet flow on sloping terrain) where average depths are between one and three feet. Average flood depths derived from detailed hydraulic analyses are shown in this zone. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Some Zone AO have been designated in areas with high flood velocities such as alluvial fans and washes. Communities are encouraged to adopt more restrictive requirements for these areas.

Zone AR: Areas that result from the decertification of a previously accredited flood protection system that is determined to be in the process of being restored to provide base flood protection. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Zone A99: Areas subject to inundation by the 1-percent-annual-chance flood event, but which will ultimately be protected upon completion of an under-construction Federal flood protection system. These are areas of special flood hazard where enough progress has been made on the construction of a protection system, such as dikes, dams, and levees, to consider it complete for insurance rating purposes. Zone A99 may only be used when the flood protection system has reached specified statutory progress toward completion. No Base Flood Elevations (BFEs) or depths are shown. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Zone V: Areas along coasts subject to inundation by the 1-percent-annual-chance flood event with additional hazards associated with storm-induced waves. Because detailed hydraulic analyses have not been performed, no Base Flood Elevations (BFEs) or flood depths are shown. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Zone VE and V1-30: Areas subject to inundation by the 1-percent-annual-chance flood event with additional hazards due to storm-induced velocity wave action. Base Flood Elevations (BFEs) derived from detailed hydraulic analyses are shown. Mandatory flood insurance purchase requirements and floodplain management standards apply.

Moderate Risk Area - Labeled Zone B or Zone X, are the areas between the limits of the base flood and the 0.2-percent-annual-chance (or 500-year) flood.

Low to Moderate Risk Area - Labeled Zone C or Zone X, areas outside the SFHA and higher than the elevation of the 0.2-percent-annual-chance flood.



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Data Quality & Sources

The Environmental Risk Analysis is limited to the 25 environmental records closest to the subject property location. EPA, authorized or delegated states, tribal and local jurisdictions conduct compliance assurance and enforcement activities related to federal environmental laws. Each level of government works to ensure that information contained in national databases is accurate. The migration of data from many jurisdictions to multiple national program databases is a challenging task. Some state and local jurisdictions directly enter data to national databases, while others maintain their own databases and transfer data to EPA through batch processing. Under both approaches, steps are taken to ensure that the data are of the highest quality (e.g., each database maintains standards and procedures for ensuring data integrity on a day-to-day basis).

Data are continuously evaluated. Through periodic analysis, conference calls, and national meetings, database managers at all levels of government work to ensure quality information.

The facility locations displayed come from the FRS Spatial Coordinates tables. They are the best representative locations for the displayed facilities based on the accuracy of the collection method and quality assurance checks performed against each location. The North American Datum of 1983 is used to display all coordinates.

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