
METHODOLOGY

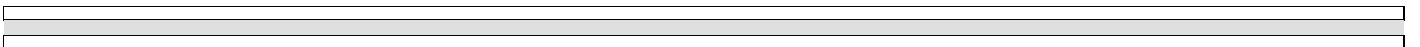
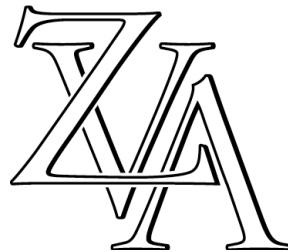
TARGET MARKET TABLES — Appendices One and Two —

An Analysis of Residential Market Potential

Grant County, Indiana

March, 2024

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Residential Market Analysis Across the Urban-to-Rural Transect

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METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

Grant County, Indiana

March, 2024

The technical analysis to determine the market potential for new housing units that could be constructed within Grant County included:

- The determination of the draw areas for new and existing housing units within Grant County, based on historical settlement patterns, the most recently available county-to-county migration data from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey for Grant County, as well as other market dynamics;
- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family, single-family attached and detached units);
- The composition of the potential housing market by lifestage (empty nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2023 income limits for less than 30 percent AMI, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 100 percent AMI, and above 100 percent AMI).

DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Analysis of migration, mobility, demographic and lifestyle characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing within Grant County.

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Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the delineation of those draw areas—the principal counties of origin for households that are likely to move to Grant County. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service and provide a clear representation of mobility patterns. The IRS household migration data have been supplemented by population migration and mobility data for the county from the most recent American Community Survey.

Historically, American households, more than any other nation’s, have been extraordinarily mobile. In general, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households. Nationally, one lingering consequence of the Great Recession (officially December, 2007 through June, 2009) has been a considerable reduction in national mobility.

According to the American Community Survey, which measures population mobility, 14.2 percent of Grant County’s population either moved within or to the county between 2021 and 2022—a mobility rate slightly higher than the national average of 12.6 percent.

Appendix One, Table 1. Migration Trends

Analysis of Grant County migration and mobility patterns from 2016 through 2020—the most recent data available from the Internal Revenue Service—shows that the largest number of households moving to the county over the five-year study period occurred in 2016, when 1,420 households moved in. The lowest total over the study period was 1,055 households in 2018, however that number increased to 1,280 households in 2020.

Madison County, directly adjacent to the south, represented 6.6 percent to 8.5 percent of Grant County household migration; Delaware County, directly to the southeast and home to Muncie, represented 4.4 percent to 6.6 percent of Grant’s in-migration; Marion County, further to the southwest and consolidated with Indianapolis, made up 4.6 percent to 6.6 percent of households moving into Grant County; Howard County, directly to the west, represented 4.9 to 6.2 percent;

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and Wabash County, directly to the north, accounted for 3.7 percent to 5.3 percent of in-migration. (Reference Appendix One, Table 1.)

The number of households moving out of Grant County over the study period reached a five-year high in 2016, with 1,625 out-migrating households. In 2020, the lowest total of 1,200 households moved out of Grant County.

Following the same pattern as Grant County's in-migration, Madison County represented between 6.2 and 7.5 percent of households moving out of the county; Delaware County represented 3.9 to 5.6 percent; Marion County accounted for five to 7.9 percent; Howard County accounted for 4.9 to 6.7 percent; and Wabash County represented 3.7 to 5.4 percent of households moving out of Grant County.

Grant County's net migration—the difference between households moving into the county and those moving out—showed the highest net loss of 205 households in both 2016 and 2019. The lowest net loss of 160 households occurred in 2018. The only net gain—80 households—occurred in 2020.

NOTE: Although net migration provides insights into a county's historical ability to attract or retain households compared to other locations, it is those households likely to move into a county (gross in-migration) that represent that county's external market potential.

Based on county migration data, then, and supplemented by American Community Survey migration and mobility data, the draw areas for Grant County have been delineated as follows:

- The local draw area, covering households with the potential to move within Grant County.
- The regional draw area, covering households with the potential to move to Grant County from Madison, Delaware, Howard, and Wabash counties.
- The Marion County draw area, covering households with the potential to move to Grant County from Marion County.

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- The national draw area, covering households with the potential to move to Grant County from all other U.S. cities and counties, particularly those elsewhere in Indiana and the Midwest.

Migration Methodology:

County-to-county migration is based on the year-to-year changes in the addresses shown on the population of returns from the Internal Revenue Service Individual Master File system. Data on migration patterns by county, or county equivalent, for the entire United States, include inflows and outflows. The data include the number of returns (which can be used to approximate the number of households), and the median and average incomes reported on the returns. American Community Survey data are also used to clarify migration and mobility patterns for geographic units smaller than the county level.

2024 TARGET MARKET CLASSIFICATION OF GRANT COUNTY HOUSEHOLDS—

Demographic and geo-demographic data obtained from Claritas, Inc. provide the framework for the categorization of households into groups with common characteristics, not only by lifestage and demographic characteristics, but also by lifestyle preferences and socio-economic factors. An appendix containing detailed descriptions of each of these target market groups is provided along with the study.

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 40, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. The housing and lifestyle choices of the Millennials have had and will continue to have a profound effect on the nation as a whole and cities in particular. The leading edge of iGen, the next generation following the Millennials, also known as Generation Z, is now 27 years old and just beginning to have an impact on this lifestage's housing preferences.

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- Families, comprising both “traditional” families (married couples with one or more children) and “non-traditional” families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), primarily Generation X, born between 1965 and 1976. However, as the leading edge Millennials enter their 40s, they have begun to have children, thus moving into the family lifestage.
- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations. Because it is still the second largest generation in America, as the Boomer generation ages, it will continue its significant impact on the nation’s housing, particularly how Baby Boomers manage the consequences of aging. The oldest Generation Xers are now in their late-fifties, joining the Baby Boomers as empty nesters when their children leave home.

Appendix One, Table 2.

Target Market Classification—

According to Claritas, Inc., an estimated 26,135 households live in Grant County in 2024 (*reference* Appendix One, Table 2). Median income in the county is estimated at \$53,000, approximately 30 percent lower than the national median of \$75,800. The median reported value of owner-occupied dwelling units in the county is estimated at \$126,700, just under 61 percent below the national median of \$321,000. (The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

As characterized by lifestage, in 2024, 48.8 percent of the county’s households were empty nesters and retirees (represented in 19 of Zimmerman/Volk Associates’ older target market groups); 29.2 percent of the county’s households were characterized as traditional and non-traditional

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families (in 15 family market groups), and the remaining 21.9 percent were younger singles and couples (in 12 younger groups).

Residential Target Market Methodology:

The proprietary residential target market methodology, invented by Zimmerman/Volk Associates in 1988 and continually refined, is an analytical technique, using the PRIZM household clustering system, that establishes the optimum market position for residential development of any property—from a specific site to an entire political jurisdiction—through cluster analysis of households living within designated draw areas. In contrast to conventional supply/demand analysis—which is based on supply-side dynamics and baseline demographic projections—the residential target market analysis establishes the optimum market position derived from the housing and lifestyle preferences of households in the draw area and within the framework of the local housing market context. Because it is based on detailed and location-specific household data, the residential target market methodology can establish the optimum market position even in locations where no closely-comparable properties exist.

In residential target market methodology, clusters of households (usually between 10 and 15) are grouped according to a variety of significant “predictable variables,” ranging from basic demographic characteristics, such as income qualification and age, to less-frequently considered attributes known as “behaviors,” such as mobility rates, lifestage, and lifestyle patterns.

Mobility rates detail how frequently a household moves from one dwelling unit to another.

Lifestage denotes what stage of life the household is in, from initial household formation (typically when a young person moves out of his or her parents’ household into his or her own dwelling unit), through family formation (typically, marriage and children), empty-nesting (after the last adult child has left the household), to retirement (typically, no longer employed full time).

Lifestyle patterns reflect the ways households choose to live, *e.g.*, an urban lifestyle includes residing in a dwelling unit in a city or compact neighborhood, most likely high-density, and implies the ability

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to walk to more activities and locations than a suburban lifestyle, which is most likely lower-density and typically requires a vehicle to access non-residential locations.

Over the past 36 years, Zimmerman/Volk Associates has refined the analysis of these household clusters through the correlation of more than 500 data points related to housing preferences and consumer and lifestyle characteristics.

As a result of this process, Zimmerman/Volk Associates has categorized the housing and neighborhood propensities of 68 target market groups, the most affluent of which can afford the most expensive new ownership units and the least affluent are candidates for the least expensive existing rental apartments; a sizable percentage of the latter group require some form of housing assistance.

Once the draw areas for a study area have been defined, then—through field investigation, analysis of historical migration and development trends, and employment and commutation patterns—the households within those areas are quantified using the residential target market methodology. The potential market for new dwelling units is then determined by the correlation of a number of factors—including, but not limited to: household mobility rates; incomes; lifestyle characteristics and housing preferences; the location of the study area; and the current housing market context.

DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR GRANT COUNTY (MOBILITY ANALYSIS)—

The mobility tables, individually and in summaries, indicate the annual average number and type of households that have the potential to move within or to Grant County each year over the next five years. The total number of households with the potential to move from each county is derived from historical migration trends; the number of households from each group is calculated from each group's mobility rate.

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Appendix One, Table 3.

Internal Mobility (Households Moving within Grant County)—

Zimmerman/Volk Associates integrates U.S. Bureau of the Census data from the American Community Survey with data from Claritas Inc. to determine the number of households in each target market group that will move from one residence to another within a specific area or jurisdiction in a given year (internal mobility).

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 2,515 households of all incomes living in the county have the potential to move from one residence to another—rental or ownership, new or resale—within Grant County each year over the next five years.

An estimated 34.2 percent of these households are likely to be traditional and non-traditional families (in 12 target market groups); empty nesters and retirees are likely to account for 33.6 percent (in 18 market groups); and younger singles and couples are likely to account for 32.2 percent of households (in 12 groups).

Appendix One, Tables 4 and 5.

External Mobility (Households Moving to Grant County from Outside the County)—

The same sources of data are used to determine the number of households in each target market group that will move from one county to another. An annual average of 315 households of all incomes living in Madison, Delaware, Howard, and Wabash counties have the potential to move to Grant County each year over the next five years. (*Reference* Appendix One, Table 4.)

An estimated 46 percent of these households are likely to be younger singles and couples (in 10 younger groups); traditional and non-traditional families are likely to account for 30.2 percent (in eight family groups), and empty nesters and retirees are likely to account for 23.8 percent of households (in seven older groups).

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An annual average of 75 households of all incomes have the potential to move from a residence in Marion County to a residence in Grant County each year over the next five years. (*Reference Appendix One, Table 5.*)

Two thirds of these households are likely to be younger singles and couples (in seven market groups); 20 percent are likely to be traditional and non-traditional families (in three groups); and the remaining 13.3 are likely to be empty nesters and retirees (in two market groups).

Appendix One, Table 6.

National Mobility (Households Moving to Grant County from the Balance of the United States)—

An annual average of 850 households of all incomes living elsewhere in the United States have the potential to move to a residence in Grant County each year over the next five years.

An estimated 42.4 percent of these households are likely to be younger singles and couples (in all 17 younger market groups); another 33.5 are likely to be traditional and non-traditional families (in 24 family groups); and the remaining 24.1 percent are likely to be empty nesters and retirees (also in 24 groups).

Appendix One, Tables 7 through 14.

Annual Average Market Potential for Grant County—

Appendix One, Table 7 summarizes Appendix One, Tables 3 through 6. The numbers in the total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in Grant County each year over the next five years originating from households living in the designated draw areas. An annual average of 3,755 households of all incomes have the potential to move within or to the county each year over the next five years.

Younger singles and couples (in all 17 younger target market groups) are likely to account for 36.4 percent of the annual potential market; 33.4 percent are likely to be traditional and non-traditional families (in 24 market groups); and the remaining 30.2 percent are likely to be empty nesters and retirees (in 24 groups).

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As derived from the migration and mobility analyses, then, the distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in Grant County is shown on the table on the following page.

Annual Average Market Potential by Draw Area
Grant County, Indiana

Grant County:	67.0%
Regional Draw Area:	8.4%
Metropolitan Draw Area:	2.0%
Balance of the U.S.:	<u>22.6%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

The annual average 3,755 draw area households of all incomes that have the potential to move within or to the county each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Of these households, 40.1 percent (or 1,507 households) comprise the average annual potential market for new and existing rental units in the county. The remaining 59.9 percent (or 2,248 households) comprise the average annual potential market for new and existing for-sale (ownership) housing units. (*Reference Appendix One, Table 8.*)

Of the 2,248 buyer households, 14 percent (or 315 households) comprise the average annual market for new and existing multi-family for-sale units (condominium apartments); 20.2 percent (454 households) comprise the annual market for new and existing attached single-family (rowhouse/townhouse/duplex) units; and 65.8 percent (1,479 households) comprise the annual market for new and existing single-family detached houses. (*Reference Appendix One, Table 9.*)

The income limits in Grant County by household size and percent of median family income—based on the county’s median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2023, was \$71,100 for a family of four—are shown on the table on the following page.

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Fiscal Year 2023 Income Limits
Grant County, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$16,600	\$27,650	\$44,200
Two	\$19,720	\$31,600	\$50,500
Three	\$24,860	\$35,550	\$56,800
Four	\$30,000	\$39,450	\$63,100
Five	\$35,140	\$42,650	\$68,150
Six	\$40,280	\$45,800	\$73,200
Seven	\$45,420	\$48,950	\$78,250
Eight	\$50,560	\$52,100	\$83,300

SOURCE: U.S. Department of Housing and Urban Development.

This study is examining the incomes and financial capabilities of the potential housing market based on income distributions at less than 30 percent AMI, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 100 percent AMI, and above 100 percent AMI. The incomes of households at 60 and 100 percent of median are shown on the following table:

Additional Income Limits
Grant County, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	\$33,150	\$49,800
Two	\$37,900	\$56,900
Three	\$42,650	\$64,000
Four	\$47,350	\$71,100
Five	\$51,150	\$76,800
Six	\$54,950	\$82,500
Seven	\$58,750	\$88,200
Eight	\$62,550	\$93,900

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

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The 1,507 renter households have been grouped by income, using income limits derived from the preceding tables, as follows (*reference* Appendix One, Table 10):

Renter Households By Income
Grant County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	319	21.2%
Between 30% and 60% AMI	284	18.8%
Between 60% and 80% AMI	187	12.4%
Between 80% and 100% AMI	78	5.2%
Above 100% AMI	<u>639</u>	<u>42.4%</u>
Total:	1,507	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

As noted above, the remaining 59.9 percent of the average annual potential market (or 2,248 households) comprise the market for new and existing for-sale (ownership) housing units in the county. These households have also been grouped by income, as detailed on the following table (*see* Appendix One, Table 11):

Owner Households By Income
Grant County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	394	17.5%
Between 30% and 60% AMI	387	17.2%
Between 60% and 80% AMI	270	12.0%
Between 80% and 100% AMI	114	5.1%
Above 100% AMI	<u>1,083</u>	<u>48.2%</u>
Total:	2,248	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

Of the 2,248 potential owner households, 315 households (14 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the table following this page (*see also* Appendix One, Table 12).

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Multi-Family Owner Households By Income
Grant County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30 AMI	57	18.1%
Between 30% and 60% AMI	56	17.8%
Between 60% and 80% AMI	34	10.8%
Between 80% and 100% AMI	14	4.4%
Over 100% AMI	<u>154</u>	<u>48.9%</u>
Total:	315	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

Of the 2,248 potential owner households, 454 households (20.2 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes/triplexes) and have also been grouped by income as shown on the following table (*see* Appendix One, Table 13):

Single-Family Attached Owner Households By Income
Grant County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	84	18.5%
Between 30% and 60% AMI	80	17.6%
Between 60% and 80% AMI	54	11.9%
Between 80% and 100% AMI	20	4.4%
Over 100% AMI	<u>216</u>	<u>47.6%</u>
Total:	454	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

Of the 2,248 potential owner households, 1,479 households (65.8 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the table following this page (*reference* Appendix One, Table 14).

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Single-Family Detached Owner Households By Income
Grant County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	253	17.1%
Between 30% and 60% AMI	251	17.0%
Between 60% and 80% AMI	182	12.3%
Between 80% and 100% AMI	80	5.4%
Over 100% AMI	<u>713</u>	<u>48.2%</u>
Total:	1,479	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

—Target Market Data—

Target market data are based on the PRIZM household clustering system developed by Claritas, Inc., and modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary residential target market methodology. Target market data provides the number of households by cluster aggregated into the three main demographic categories—empty nesters and retirees; traditional and non-traditional families; and younger singles and couples.

Zimmerman/Volk Associates’ target market classifications are updated annually to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*, a move from one neighborhood condition to another. However, these changes of classification can also reflect an alteration in one or more of three additional basic characteristics:

- Age;
- Household composition; and/or
- Economic status.

Age, of course, is the most predictable, and easily-defined of these changes. Household composition has also been relatively easy to define; recently, with the growth of non-traditional households, however, definitions of a family have had to be expanded and parsed into more highly-refined

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segments. Economic status remains clearly defined through measures of annual income and household wealth.

A change in classification is rarely induced by a change in just one of the four basic characteristics. This is one reason that the target household categories are so highly refined: they take in multiple characteristics. Even so, there are some rough equivalents in household types as they move from one neighborhood condition to another. There is, for example, a correlation between *Full-Nest Suburbanites* and *Full-Nest Exurbanites*; if a *Full-Nest Suburbanite* household moves to the exurbs, they become a *Full-Nest Exurbanite* household, if the move is not accompanied by a significant change in socio-economic status. In contrast, if a *Full-Nest Suburbanite* household moves within the metropolitan suburbs, and also improves their socio-economic standing, that household would likely be characterized as *Nouveau Money* or *Corporate Establishment*.

Household Classification Methodology:

Household classifications were originally based on the PRIZM geo-demographic segmentation system that was established by Claritas in 1974 and then replaced by PRIZM NE clustering system in 2005. The PRIZM PREMIER system now in place was updated in 2016 to include 68 household groups, each ranging between one and two and a half million households. The revised household classifications are based on PRIZM which was developed through unique classification and regression trees delineating 68 specific clusters of American households. The system is now accurate to the individual household level, adding self-reported and list-based household data to geo-demographic information. The process applies hundreds of demographic variables to nearly 10,000 “behaviors.”

Over the past 35 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company’s proprietary residential target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names.



Appendix One Tables



Gross Annual Household In-Migration

Grant County, Indiana
2016, 2017, 2018, 2019, 2020

County of Origin 2016 2017 2018 2019 2020	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Madison	120	8.5%	75	7.0%	70	6.6%	85	7.5%	95	7.4%
Delaware	80	5.6%	65	6.0%	60	5.7%	50	4.4%	85	6.6%
Marion	65	4.6%	60	5.6%	70	6.6%	65	5.8%	80	6.3%
Howard	70	4.9%	65	6.0%	65	6.2%	60	5.3%	75	5.9%
Wabash	75	5.3%	40	3.7%	55	5.2%	50	4.4%	65	5.1%
Miami	55	3.9%	70	6.5%	45	4.3%	60	5.3%	60	4.7%
Allen	50	3.5%	50	4.7%	40	3.8%	55	4.9%	55	4.3%
Huntington	45	3.2%	40	3.7%	35	3.3%	45	4.0%	55	4.3%
Blackford	60	4.2%	60	5.6%	55	5.2%	45	4.0%	45	3.5%
Hamilton	45	3.2%	30	2.8%	35	3.3%	25	2.2%	40	3.1%
All Other Counties	755	53.2%	520	48.4%	525	49.8%	590	52.2%	625	48.8%
Total In-Migration:	1,420	100.0%	1,075	100.0%	1,055	100.0%	1,130	100.0%	1,280	100.0%

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
 Zimmerman/Volk Associates, Inc.

Gross Annual Household Out-Migration
Grant County, Indiana
2016, 2017, 2018, 2019, 2020

Destination County 2016 2017 2018 2019 2020	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Madison	100	6.2%	95	7.5%	75	6.2%	95	7.1%	80	6.7%
Delaware	90	5.5%	50	3.9%	65	5.3%	75	5.6%	65	5.4%
Marion	110	6.8%	100	7.9%	70	5.8%	85	6.4%	60	5.0%
Howard	80	4.9%	70	5.5%	75	6.2%	90	6.7%	80	6.7%
Wabash	60	3.7%	50	3.9%	60	4.9%	60	4.5%	65	5.4%
Miami	75	4.6%	45	3.5%	50	4.1%	45	3.4%	50	4.2%
Allen	85	5.2%	60	4.7%	65	5.3%	60	4.5%	70	5.8%
Huntington	70	4.3%	40	3.1%	40	3.3%	50	3.7%	45	3.8%
Blackford	50	3.1%	45	3.5%	45	3.7%	45	3.4%	40	3.3%
Hamilton	90	5.5%	65	5.1%	45	3.7%	70	5.2%	50	4.2%
All Other Counties	815	50.2%	650	51.2%	625	51.4%	660	49.4%	595	49.6%
Total Out-Migration:	1,625	100.0%	1,270	100.0%	1,215	100.0%	1,335	100.0%	1,200	100.0%

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
 Zimmerman/Volk Associates, Inc.

Net Annual Household Migration*Grant County, Indiana***2016, 2017, 2018, 2019, 2020**

County 2016 2017 2018 2019 2020
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Madison	20	-20	-5	-10	15
Delaware	-10	15	-5	-25	20
Marion	-45	-40	0	-20	20
Howard	-10	-5	-10	-30	-5
Wabash	15	-10	-5	-10	0
Miami	-20	25	-5	15	10
Allen	-35	-10	-25	-5	-15
Huntington	-25	0	-5	-5	10
Blackford	10	15	10	0	5
Hamilton	-45	-35	-10	-45	-10
All Other Counties	-60	-130	-100	-70	30
Total Net Migration:	-205	-195	-160	-205	80

NOTE: All numbers have been rounded to the nearest five.

SOURCE: Internal Revenue Service;
Zimmerman/Volk Associates, Inc.

2024 Household Classification by Market Groups
Grant County, Indiana

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
Empty Nesters & Retirees	12,760	48.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,990	11.4%
<i>Metropolitan Suburbs</i>	620	2.4%
<i>Town & Country/Exurbs</i>	9,150	35.0%
Traditional & Non-Traditional Families	7,640	29.2%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,550	5.9%
<i>Metropolitan Suburbs</i>	130	0.5%
<i>Town & Country/Exurbs</i>	5,960	22.8%
Younger Singles & Couples	5,735	21.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,340	5.1%
<i>Metropolitan Suburbs</i>	700	2.7%
<i>Town & Country/Exurbs</i>	3,695	14.1%
Total:	26,135	100.0%
2024 Estimated Median Income:	\$53,000	
2024 Estimated National Median Income:	\$75,800	
2024 Estimated Median Home Value:	\$126,700	
2024 Estimated National Median Home Value:	\$321,000	

2024 Household Classification by Market Groups

Grant County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	12,760	48.8%		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	115	0.4%	\$80,300	\$201,000
Blue-Collar Retirees	340	1.3%	\$50,600	\$109,000
Middle-Class Move-Downs	145	0.6%	\$48,500	\$146,100
Hometown Seniors	1,935	7.4%	\$36,600	\$81,900
Second City Seniors	455	1.7%	\$31,900	\$96,200
<i>Subtotal:</i>	<u>2,990</u>	<u>11.4%</u>		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	10	0.0%	\$93,100	\$270,000
Mainstream Empty Nesters	155	0.6%	\$67,400	\$159,300
Middle-American Retirees	455	1.7%	\$66,200	\$166,400
<i>Subtotal:</i>	<u>620</u>	<u>2.4%</u>		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	320	1.2%	\$99,100	\$380,600
Pillars of the Community	270	1.0%	\$90,000	\$193,800
New Empty Nesters	90	0.3%	\$89,000	\$336,600
Traditional Couples	370	1.4%	\$87,000	\$256,300
RV Retirees	1,390	5.3%	\$75,000	\$163,000
Country Couples	1,210	4.6%	\$67,000	\$160,000
Hometown Retirees	730	2.8%	\$59,300	\$121,500
Heartland Retirees	570	2.2%	\$57,700	\$152,600
Village Elders	930	3.6%	\$46,000	\$119,700
Small-Town Seniors	2,025	7.7%	\$45,200	\$96,000
Back Country Seniors	1,245	4.8%	\$42,600	\$91,000
<i>Subtotal:</i>	<u>9,150</u>	<u>35.0%</u>		

2024 Household Classification by Market Groups
Grant County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	7,640	29.2%		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	15	0.1%	\$91,900	\$274,300
Multi-Ethnic Families	90	0.3%	\$72,000	\$184,800
Uptown Families	200	0.8%	\$67,600	\$165,100
In-Town Families	1,245	4.8%	\$43,700	\$91,700
New American Strivers	0	0.0%		
<i>Subtotal:</i>	<u>1,550</u>	<u>5.9%</u>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	35	0.1%	\$99,600	\$278,400
Fiber-Optic Families	10	0.0%	\$91,600	\$206,900
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	85	0.3%	\$70,200	\$166,400
<i>Subtotal:</i>	<u>130</u>	<u>0.5%</u>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	130	0.5%	\$95,300	\$195,700
Full-Nest Exurbanites	190	0.7%	\$93,700	\$262,300
Rural Families	2,160	8.3%	\$76,100	\$157,700
Traditional Families	225	0.9%	\$70,600	\$171,200
Small-Town Families	600	2.3%	\$71,600	\$189,200
Four-by-Four Families	695	2.7%	\$70,900	\$163,500
Rustic Families	1,680	6.4%	\$59,800	\$117,900
Hometown Families	280	1.1%	\$47,800	\$119,400
<i>Subtotal:</i>	<u>5,960</u>	<u>22.8%</u>		

2024 Household Classification by Market Groups
Grant County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	5,735	21.9%		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	130	0.5%	\$71,900	\$271,500
Small-City Singles	920	3.5%	\$43,100	\$87,200
Twentysomethings	45	0.2%	\$39,800	\$164,900
Second-City Strivers	95	0.4%	\$41,200	\$131,900
Multi-Ethnic Singles	150	0.6%	\$26,600	\$82,500
<i>Subtotal:</i>	<u>1,340</u>	<u>5.1%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	20	0.1%	\$73,400	\$286,500
Suburban Achievers	530	2.0%	\$48,700	\$100,400
Suburban Strivers	150	0.6%	\$45,600	\$127,500
<i>Subtotal:</i>	<u>700</u>	<u>2.7%</u>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	1,635	6.3%	\$49,700	\$101,500
Blue-Collar Traditionalists	790	3.0%	\$47,600	\$93,700
Rural Couples	610	2.3%	\$38,400	\$82,400
Rural Strivers	660	2.5%	\$31,700	\$81,500
<i>Subtotal:</i>	<u>3,695</u>	<u>14.1%</u>		

**Annual Average Number Of Households With The Potential
To Move Within Grant County Each Year Over The Next Five Years**
Grant County, Indiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	12,760	845	33.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,990	145	5.8%
<i>Metropolitan Suburbs</i>	620	45	1.8%
<i>Town & Country/Exurbs</i>	9,150	655	26.0%
Traditional & Non-Traditional Families	7,640	860	34.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,550	215	8.5%
<i>Metropolitan Suburbs</i>	130	5	0.2%
<i>Town & Country/Exurbs</i>	5,960	640	25.4%
Younger Singles & Couples	5,735	810	32.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,340	245	9.7%
<i>Metropolitan Suburbs</i>	700	80	3.2%
<i>Town & Country/Exurbs</i>	3,695	485	19.3%
Total:	26,135	2,515	100.0%

**Annual Average Number Of Households With The Potential
To Move Within Grant County Each Year Over The Next Five Years**
Grant County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	12,760	845	33.6%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	115	5	0.2%
Blue-Collar Retirees	340	25	1.0%
Middle-Class Move-Downs	145	5	0.2%
Hometown Seniors	1,935	45	1.8%
Second City Seniors	455	65	2.6%
<i>Subtotal:</i>	<u>2,990</u>	<u>145</u>	<u>5.8%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	10	0	0.0%
Mainstream Empty Nesters	155	15	0.6%
Middle-American Retirees	455	30	1.2%
<i>Subtotal:</i>	<u>620</u>	<u>45</u>	<u>1.8%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	320	15	0.6%
Pillars of the Community	270	15	0.6%
New Empty Nesters	90	5	0.2%
Traditional Couples	370	15	0.6%
RV Retirees	1,390	65	2.6%
Country Couples	1,210	75	3.0%
Hometown Retirees	730	40	1.6%
Heartland Retirees	570	25	1.0%
Village Elders	930	60	2.4%
Small-Town Seniors	2,025	240	9.5%
Back Country Seniors	1,245	100	4.0%
<i>Subtotal:</i>	<u>9,150</u>	<u>655</u>	<u>26.0%</u>

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within Grant County Each Year Over The Next Five Years**
Grant County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	7,640	860	34.2%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	15	0	0.0%
Multi-Ethnic Families	90	10	0.4%
Uptown Families	200	25	1.0%
In-Town Families	1,245	180	7.2%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>1,550</u>	<u>215</u>	<u>8.5%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	35	0	0.0%
Fiber-Optic Families	10	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	85	5	0.2%
<i>Subtotal:</i>	<u>130</u>	<u>5</u>	<u>0.2%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	130	10	0.4%
Full-Nest Exurbanites	190	15	0.6%
Rural Families	2,160	150	6.0%
Traditional Families	225	15	0.6%
Small-Town Families	600	95	3.8%
Four-by-Four Families	695	100	4.0%
Rustic Families	1,680	190	7.6%
Hometown Families	280	65	2.6%
<i>Subtotal:</i>	<u>5,960</u>	<u>640</u>	<u>25.4%</u>

**Annual Average Number Of Households With The Potential
To Move Within Grant County Each Year Over The Next Five Years**
Grant County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	5,735	810	32.2%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	130	15	0.6%
Small-City Singles	920	160	6.4%
Twentysomethings	45	15	0.6%
Second-City Strivers	95	20	0.8%
Multi-Ethnic Singles	150	35	1.4%
<i>Subtotal:</i>	<u>1,340</u>	<u>245</u>	<u>9.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	20	5	0.2%
Suburban Achievers	530	35	1.4%
Suburban Strivers	150	40	1.6%
<i>Subtotal:</i>	<u>700</u>	<u>80</u>	<u>3.2%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,635	110	4.4%
Blue-Collar Traditionalists	790	85	3.4%
Rural Couples	610	120	4.8%
Rural Strivers	660	170	6.8%
<i>Subtotal:</i>	<u>3,695</u>	<u>485</u>	<u>19.3%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 4
*Madison County, Indiana, Delaware County, Indiana,
Howard County, Indiana, Wabash County, Indiana*

<u>Household Type / Geographic Designation</u>	<u>Madison County</u>	<u>Delaware County</u>	<u>Howard County</u>	<u>Wabash County</u>	<u>Total</u>
Empty Nesters & Retirees	25	5	15	30	75
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	5	0	5	0	10
<i>Metropolitan Suburbs</i>	5	0	5	0	10
<i>Town & Country/Exurbs</i>	15	5	5	30	55
Traditional & Non-Traditional Families	35	10	25	25	95
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	5	0	10	0	15
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	30	10	15	25	80
Younger Singles & Couples	40	60	35	10	145
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	20	35	30	0	85
<i>Metropolitan Suburbs</i>	5	10	0	0	15
<i>Town & Country/Exurbs</i>	15	15	5	10	45
Total:	100	75	75	65	315
Percent:	31.7%	23.8%	23.8%	20.6%	100.0%

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 4

Madison County, Indiana, Delaware County, Indiana,

Howard County, Indiana, Wabash County, Indiana

	<i>Madison County</i>	<i>Delaware County</i>	<i>Howard County</i>	<i>Wabash County</i>	Total
Empty Nesters & Retirees	25	5	15	30	75
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	0	0
Urban Establishment	0	0	0	0	0
Multi-Ethnic Empty Nesters	0	0	0	0	0
Cosmopolitan Couples	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	0	0	0	0	0
Blue-Collar Retirees	0	0	0	0	0
Middle-Class Move-Downs	0	0	0	0	0
Hometown Seniors	0	0	0	0	0
Second City Seniors	5	0	5	0	10
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>5</u>	<u>0</u>	<u>10</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	0	0
Old Money	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0
Suburban Establishment	0	0	0	0	0
Mainstream Empty Nesters	0	0	0	0	0
Middle-American Retirees	5	0	5	0	10
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>5</u>	<u>0</u>	<u>10</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	0	0	0	0	0
Pillars of the Community	0	0	0	0	0
New Empty Nesters	0	0	0	0	0
Traditional Couples	0	0	0	0	0
RV Retirees	0	0	0	5	5
Country Couples	5	0	0	5	10
Hometown Retirees	0	0	0	0	0
Heartland Retirees	0	0	0	0	0
Village Elders	0	0	0	5	5
Small-Town Seniors	10	5	5	10	30
Back Country Seniors	0	0	0	5	5
<i>Subtotal:</i>	<u>15</u>	<u>5</u>	<u>5</u>	<u>30</u>	<u>55</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 4

Madison County, Indiana, Delaware County, Indiana,

Howard County, Indiana, Wabash County, Indiana

	<i>Madison County</i>	<i>Delaware County</i>	<i>Howard County</i>	<i>Wabash County</i>	Total
Traditional & Non-Traditional Families	35	10	25	25	95
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0
Inner-City Families	0	0	0	0	0
Single-Parent Families	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	0	0
Multi-Ethnic Families	0	0	0	0	0
Uptown Families	5	0	5	0	10
In-Town Families	0	0	0	0	0
New American Strivers	0	0	5	0	5
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>15</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	0	0
Nouveau Money	0	0	0	0	0
Button-Down Families	0	0	0	0	0
Fiber-Optic Families	0	0	0	0	0
Late-Nest Suburbanites	0	0	0	0	0
Full-Nest Suburbanites	0	0	0	0	0
Kids 'r' Us	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	0	0	0	0	0
New Town Families	0	0	0	0	0
Full-Nest Exurbanites	5	0	0	0	5
Rural Families	5	5	5	5	20
Traditional Families	0	0	0	0	0
Small-Town Families	5	0	5	5	15
Four-by-Four Families	5	0	0	5	10
Rustic Families	5	5	5	5	20
Hometown Families	5	0	0	5	10
<i>Subtotal:</i>	<u>30</u>	<u>10</u>	<u>15</u>	<u>25</u>	<u>80</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 4

Madison County, Indiana, Delaware County, Indiana,

Howard County, Indiana, Wabash County, Indiana

	<i>Madison County</i>	<i>Delaware County</i>	<i>Howard County</i>	<i>Wabash County</i>	Total
Younger Singles & Couples	40	60	35	10	145
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	0	0
New Bohemians	0	0	0	0	0
Cosmopolitan Elite	0	0	0	0	0
Downtown Couples	0	0	0	0	0
Downtown Proud	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	0	0	0
Small-City Singles	10	10	15	0	35
Twentysomethings	0	5	5	0	10
Second-City Strivers	0	0	5	0	5
Multi-Ethnic Singles	10	20	5	0	35
<i>Subtotal:</i>	<u>20</u>	<u>35</u>	<u>30</u>	<u>0</u>	<u>85</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	0	0	0	0
Suburban Achievers	0	5	0	0	5
Suburban Strivers	5	5	0	0	10
<i>Subtotal:</i>	<u>5</u>	<u>10</u>	<u>0</u>	<u>0</u>	<u>15</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	5	0	0	5	10
Blue-Collar Traditionalists	0	5	0	0	5
Rural Couples	5	5	5	0	15
Rural Strivers	5	5	0	5	15
<i>Subtotal:</i>	<u>15</u>	<u>15</u>	<u>5</u>	<u>10</u>	<u>45</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Marion County, Indiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	110,230	10	13.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	49,110	5	6.7%
<i>Metropolitan Suburbs</i>	56,540	5	6.7%
<i>Town & Country/Exurbs</i>	4,580	0	0.0%
Traditional & Non-Traditional Families	143,710	15	20.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	61,040	10	13.3%
<i>Metropolitan Suburbs</i>	71,065	5	6.7%
<i>Town & Country/Exurbs</i>	11,605	0	0.0%
Younger Singles & Couples	143,830	50	66.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	89,340	35	46.7%
<i>Metropolitan Suburbs</i>	53,445	15	20.0%
<i>Town & Country/Exurbs</i>	1,045	0	0.0%
Total:	397,770	75	100.0%

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Marion County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	110,230	10	13.3%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	5,325	0	0.0%
Blue-Collar Retirees	10,645	0	0.0%
Middle-Class Move-Downs	3,470	0	0.0%
Hometown Seniors	16,730	0	0.0%
Second City Seniors	12,940	5	6.7%
<i>Subtotal:</i>	<u>49,110</u>	<u>5</u>	<u>6.7%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	3,070	0	0.0%
Old Money	1,850	0	0.0%
Affluent Empty Nesters	2,955	0	0.0%
Suburban Establishment	9,400	0	0.0%
Mainstream Empty Nesters	20,940	5	6.7%
Middle-American Retirees	18,325	0	0.0%
<i>Subtotal:</i>	<u>56,540</u>	<u>5</u>	<u>6.7%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	1,275	0	0.0%
Pillars of the Community	825	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	560	0	0.0%
RV Retirees	70	0	0.0%
Country Couples	1,145	0	0.0%
Hometown Retirees	30	0	0.0%
Heartland Retirees	5	0	0.0%
Village Elders	190	0	0.0%
Small-Town Seniors	465	0	0.0%
Back Country Seniors	15	0	0.0%
<i>Subtotal:</i>	<u>4,580</u>	<u>0</u>	<u>0.0%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Marion County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	143,710	15	20.0%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	8,410	0	0.0%
Multi-Ethnic Families	7,370	0	0.0%
Uptown Families	15,490	5	6.7%
In-Town Families	8,570	0	0.0%
New American Strivers	21,200	5	6.7%
<i>Subtotal:</i>	<u>61,040</u>	<u>10</u>	<u>13.3%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2,805	0	0.0%
Nouveau Money	5,450	0	0.0%
Button-Down Families	11,065	0	0.0%
Fiber-Optic Families	9,610	0	0.0%
Late-Nest Suburbanites	12,040	0	0.0%
Full-Nest Suburbanites	10,275	0	0.0%
Kids 'r' Us	19,820	5	6.7%
<i>Subtotal:</i>	<u>71,065</u>	<u>5</u>	<u>6.7%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1,430	0	0.0%
New Town Families	1,365	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	395	0	0.0%
Traditional Families	3,965	0	0.0%
Small-Town Families	2,070	0	0.0%
Four-by-Four Families	1,385	0	0.0%
Rustic Families	160	0	0.0%
Hometown Families	835	0	0.0%
<i>Subtotal:</i>	<u>11,605</u>	<u>0</u>	<u>0.0%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Marion County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	143,830	50	66.7%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	14,130	5	6.7%
Small-City Singles	16,595	5	6.7%
Twentysomethings	25,165	15	20.0%
Second-City Strivers	16,925	5	6.7%
Multi-Ethnic Singles	16,525	5	6.7%
<i>Subtotal:</i>	<u>89,340</u>	<u>35</u>	<u>46.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	14,900	5	6.7%
Suburban Achievers	20,390	0	0.0%
Suburban Strivers	18,155	10	13.3%
<i>Subtotal:</i>	<u>53,445</u>	<u>15</u>	<u>20.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	680	0	0.0%
Blue-Collar Traditionalists	10	0	0.0%
Rural Couples	60	0	0.0%
Rural Strivers	295	0	0.0%
<i>Subtotal:</i>	<u>1,045</u>	<u>0</u>	<u>0.0%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Balance of the United States

Household Type/ Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	205	24.1%
<i>Metropolitan Cities</i>	30	3.5%
<i>Small Cities/Satellite Cities</i>	35	4.1%
<i>Metropolitan Suburbs</i>	45	5.3%
<i>Town & Country/Exurbs</i>	95	11.2%
Traditional & Non-Traditional Families	285	33.5%
<i>Metropolitan Cities</i>	30	3.5%
<i>Small Cities/Satellite Cities</i>	70	8.2%
<i>Metropolitan Suburbs</i>	45	5.3%
<i>Town & Country/Exurbs</i>	140	16.5%
Younger Singles & Couples	360	42.4%
<i>Metropolitan Cities</i>	95	11.2%
<i>Small Cities/Satellite Cities</i>	110	12.9%
<i>Metropolitan Suburbs</i>	70	8.2%
<i>Town & Country/Exurbs</i>	85	10.0%
Total:	850	100.0%

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Balance of the United States

	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	205	24.1%
<i>Metropolitan Cities</i>		
The Social Register	0	0.0%
Urban Establishment	10	1.2%
Multi-Ethnic Empty Nesters	5	0.6%
Cosmopolitan Couples	15	1.8%
<i>Subtotal:</i>	<u>30</u>	<u>3.5%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	5	0.6%
Blue-Collar Retirees	10	1.2%
Middle-Class Move-Downs	5	0.6%
Hometown Seniors	5	0.6%
Second City Seniors	10	1.2%
<i>Subtotal:</i>	<u>35</u>	<u>4.1%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	5	0.6%
Old Money	0	0.0%
Affluent Empty Nesters	5	0.6%
Suburban Establishment	10	1.2%
Mainstream Empty Nesters	10	1.2%
Middle-American Retirees	15	1.8%
<i>Subtotal:</i>	<u>45</u>	<u>5.3%</u>
<i>Town & Country/Exurbs</i>		
Small-Town Patriarchs	5	0.6%
Pillars of the Community	5	0.6%
New Empty Nesters	5	0.6%
Traditional Couples	5	0.6%
RV Retirees	10	1.2%
Country Couples	10	1.2%
Hometown Retirees	5	0.6%
Heartland Retirees	5	0.6%
Village Elders	5	0.6%
Small-Town Seniors	20	2.4%
Back Country Seniors	20	2.4%
<i>Subtotal:</i>	<u>95</u>	<u>11.2%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Balance of the United States

	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	285	33.5%
<i>Metropolitan Cities</i>		
e-Type Families	5	0.6%
Multi-Cultural Families	0	0.0%
Inner-City Families	10	1.2%
Single-Parent Families	15	1.8%
<i>Subtotal:</i>	<u>30</u>	<u>3.5%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	5	0.6%
Multi-Ethnic Families	10	1.2%
Uptown Families	15	1.8%
In-Town Families	15	1.8%
New American Strivers	25	2.9%
<i>Subtotal:</i>	<u>70</u>	<u>8.2%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	5	0.6%
Nouveau Money	5	0.6%
Button-Down Families	5	0.6%
Fiber-Optic Families	5	0.6%
Late-Nest Suburbanites	10	1.2%
Full-Nest Suburbanites	5	0.6%
Kids 'r' Us	10	1.2%
<i>Subtotal:</i>	<u>45</u>	<u>5.3%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	10	1.2%
New Town Families	5	0.6%
Full-Nest Exurbanites	15	1.8%
Rural Families	15	1.8%
Traditional Families	5	0.6%
Small-Town Families	20	2.4%
Four-by-Four Families	15	1.8%
Rustic Families	35	4.1%
Hometown Families	20	2.4%
<i>Subtotal:</i>	<u>140</u>	<u>16.5%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Balance of the United States

	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	360	42.4%
<i>Metropolitan Cities</i>		
New Power Couples	5	0.6%
New Bohemians	35	4.1%
Cosmopolitan Elite	5	0.6%
Downtown Couples	20	2.4%
Downtown Proud	30	3.5%
<i>Subtotal:</i>	<u>95</u>	<u>11.2%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	15	1.8%
Small-City Singles	20	2.4%
Twentysomethings	35	4.1%
Second-City Strivers	20	2.4%
Multi-Ethnic Singles	20	2.4%
<i>Subtotal:</i>	<u>110</u>	<u>12.9%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	20	2.4%
Suburban Achievers	10	1.2%
Suburban Strivers	40	4.7%
<i>Subtotal:</i>	<u>70</u>	<u>8.2%</u>
<i>Town & Country/Exurbs</i>		
Hometown Sweethearts	10	1.2%
Blue-Collar Traditionalists	15	1.8%
Rural Couples	35	4.1%
Rural Strivers	25	2.9%
<i>Subtotal:</i>	<u>85</u>	<u>10.0%</u>

**Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years**

Summary: Appendix One, Tables 3 Through 6

Grant County, Regional Draw Area,

Marion County, and Balance of the United States

<u>Household Type/ Geographic Designation</u>	<u>Grant County</u>	<u>Regional Draw Area</u>	<u>Marion County</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	845	75	10	205	1,135
<i>Metropolitan Cities</i>	0	0	0	30	30
<i>Small Cities/Satellite Cities</i>	145	10	5	35	195
<i>Metropolitan Suburbs</i>	45	10	5	45	105
<i>Town & Country/Exurbs</i>	655	55	0	95	805
Traditional & Non-Traditional Families	860	95	15	285	1,255
<i>Metropolitan Cities</i>	0	0	0	30	30
<i>Small Cities/Satellite Cities</i>	215	15	10	70	310
<i>Metropolitan Suburbs</i>	5	0	5	45	55
<i>Town & Country/Exurbs</i>	640	80	0	140	860
Younger Singles & Couples	810	145	50	360	1,365
<i>Metropolitan Cities</i>	0	0	0	95	95
<i>Small Cities/Satellite Cities</i>	245	85	35	110	475
<i>Metropolitan Suburbs</i>	80	15	15	70	180
<i>Town & Country/Exurbs</i>	485	45	0	85	615
Total:	2,515	315	75	850	3,755
Percent:	67.0%	8.4%	2.0%	22.6%	100.0%

**Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years**

Summary: Appendix One, Tables 3 Through 6

Grant County, Regional Draw Area,

Marion County, and Balance of the United States

	<u>Grant County</u>	<u>Regional Draw Area</u>	<u>Marion County</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	845	75	10	205	1,135
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	0	0
Urban Establishment	0	0	0	10	10
Multi-Ethnic Empty Nesters	0	0	0	5	5
Cosmopolitan Couples	0	0	0	15	15
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>30</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	5	0	0	5	10
Blue-Collar Retirees	25	0	0	10	35
Middle-Class Move-Downs	5	0	0	5	10
Hometown Seniors	45	0	0	5	50
Second City Seniors	65	10	5	10	90
<i>Subtotal:</i>	<u>145</u>	<u>10</u>	<u>5</u>	<u>35</u>	<u>195</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	5	5
Old Money	0	0	0	0	0
Affluent Empty Nesters	0	0	0	5	5
Suburban Establishment	0	0	0	10	10
Mainstream Empty Nesters	15	0	5	10	30
Middle-American Retirees	30	10	0	15	55
<i>Subtotal:</i>	<u>45</u>	<u>10</u>	<u>5</u>	<u>45</u>	<u>105</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	15	0	0	5	20
Pillars of the Community	15	0	0	5	20
New Empty Nesters	5	0	0	5	10
Traditional Couples	15	0	0	5	20
RV Retirees	65	5	0	10	80
Country Couples	75	10	0	10	95
Hometown Retirees	40	0	0	5	45
Heartland Retirees	25	0	0	5	30
Village Elders	60	5	0	5	70
Small-Town Seniors	240	30	0	20	290
Back Country Seniors	100	5	0	20	125
<i>Subtotal:</i>	<u>655</u>	<u>55</u>	<u>0</u>	<u>95</u>	<u>805</u>

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years**

Summary: Appendix One, Tables 3 Through 6

Grant County, Regional Draw Area,

Marion County, and Balance of the United States

	<u>Grant County</u>	<u>Regional Draw Area</u>	<u>Marion County</u>	<u>Balance of U.S.</u>	<u>Total</u>
Traditional & Non-Traditional Families	860	95	15	285	1,255
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	5	5
Multi-Cultural Families	0	0	0	0	0
Inner-City Families	0	0	0	10	10
Single-Parent Families	0	0	0	15	15
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>30</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	5	5
Multi-Ethnic Families	10	0	0	10	20
Uptown Families	25	10	5	15	55
In-Town Families	180	0	0	15	195
New American Strivers	0	5	5	25	35
<i>Subtotal:</i>	<u>215</u>	<u>15</u>	<u>10</u>	<u>70</u>	<u>310</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	5	5
Nouveau Money	0	0	0	5	5
Button-Down Families	0	0	0	5	5
Fiber-Optic Families	0	0	0	5	5
Late-Nest Suburbanites	0	0	0	10	10
Full-Nest Suburbanites	0	0	0	5	5
Kids 'r' Us	5	0	5	10	20
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>5</u>	<u>45</u>	<u>55</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	0	0	0	10	10
New Town Families	10	0	0	5	15
Full-Nest Exurbanites	15	5	0	15	35
Rural Families	150	20	0	15	185
Traditional Families	15	0	0	5	20
Small-Town Families	95	15	0	20	130
Four-by-Four Families	100	10	0	15	125
Rustic Families	190	20	0	35	245
Hometown Families	65	10	0	20	95
<i>Subtotal:</i>	<u>640</u>	<u>80</u>	<u>0</u>	<u>140</u>	<u>860</u>

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years**

Summary: Appendix One, Tables 3 Through 6

Grant County, Regional Draw Area,

Marion County, and Balance of the United States

	<u>Grant County</u>	<u>Regional Draw Area</u>	<u>Marion County</u>	<u>Balance of U.S.</u>	<u>Total</u>
Younger Singles & Couples	810	145	50	360	1,365
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	5	5
New Bohemians	0	0	0	35	35
Cosmopolitan Elite	0	0	0	5	5
Downtown Couples	0	0	0	20	20
Downtown Proud	0	0	0	30	30
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>95</u>	<u>95</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	15	0	5	15	35
Small-City Singles	160	35	5	20	220
Twentysomethings	15	10	15	35	75
Second-City Strivers	20	5	5	20	50
Multi-Ethnic Singles	35	35	5	20	95
<i>Subtotal:</i>	<u>245</u>	<u>85</u>	<u>35</u>	<u>110</u>	<u>475</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	5	0	5	20	30
Suburban Achievers	35	5	0	10	50
Suburban Strivers	40	10	10	40	100
<i>Subtotal:</i>	<u>80</u>	<u>15</u>	<u>15</u>	<u>70</u>	<u>180</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	110	10	0	10	130
Blue-Collar Traditionalists	85	5	0	15	105
Rural Couples	120	15	0	35	170
Rural Strivers	170	15	0	25	210
<i>Subtotal:</i>	<u>485</u>	<u>45</u>	<u>0</u>	<u>85</u>	<u>615</u>

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

<u>Household Type / Geographic Designation</u>	<u>Potential Renters</u>	<u>Potential Owners</u>	<u>Total</u>
Empty Nesters & Retirees	371	764	1,135
<i>Metropolitan Cities</i>	21	9	30
<i>Small Cities/Satellite Cities</i>	103	92	195
<i>Metropolitan Suburbs</i>	33	72	105
<i>Town & Country/Exurbs</i>	214	591	805
Traditional & Non-Traditional Families	429	826	1,255
<i>Metropolitan Cities</i>	18	12	30
<i>Small Cities/Satellite Cities</i>	142	168	310
<i>Metropolitan Suburbs</i>	17	38	55
<i>Town & Country/Exurbs</i>	252	608	860
Younger Singles & Couples	707	658	1,365
<i>Metropolitan Cities</i>	69	26	95
<i>Small Cities/Satellite Cities</i>	297	178	475
<i>Metropolitan Suburbs</i>	101	79	180
<i>Town & Country/Exurbs</i>	240	375	615
Total:	1,507	2,248	3,755
Percent:	40.1%	59.9%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years

*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

Empty Nesters & Retirees	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
Urban Establishment	7	3	10
Multi-Ethnic Empty Nesters	2	3	5
Cosmopolitan Couples	12	3	15
<i>Subtotal:</i>	<u>21</u>	<u>9</u>	<u>30</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	2	8	10
Blue-Collar Retirees	11	24	35
Middle-Class Move-Downs	2	8	10
Hometown Seniors	22	28	50
Second City Seniors	66	24	90
<i>Subtotal:</i>	<u>103</u>	<u>92</u>	<u>195</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	1	4	5
Affluent Empty Nesters	1	4	5
Suburban Establishment	2	8	10
Mainstream Empty Nesters	11	19	30
Middle-American Retirees	18	37	55
<i>Subtotal:</i>	<u>33</u>	<u>72</u>	<u>105</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	3	17	20
Pillars of the Community	3	17	20
New Empty Nesters	2	8	10
Traditional Couples	3	17	20
RV Retirees	13	67	80
Country Couples	22	73	95
Hometown Retirees	8	37	45
Heartland Retirees	5	25	30
Village Elders	20	50	70
Small-Town Seniors	104	186	290
Back Country Seniors	31	94	125
<i>Subtotal:</i>	<u>214</u>	<u>591</u>	<u>805</u>
Total:	371	764	1,135
Percent:	32.7%	67.3%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years

*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

Traditional & Non-Traditional Families	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
Metropolitan Cities			
e-Type Families	2	3	5
Inner-City Families	6	4	10
Single-Parent Families	10	5	15
<i>Subtotal:</i>	<u>18</u>	<u>12</u>	<u>30</u>
Small Cities/Satellite Cities			
Unibox Transferees	2	3	5
Multi-Ethnic Families	8	12	20
Uptown Families	23	32	55
In-Town Families	82	113	195
New American Strivers	27	8	35
<i>Subtotal:</i>	<u>142</u>	<u>168</u>	<u>310</u>
Metropolitan Suburbs			
Corporate Establishment	1	4	5
Nouveau Money	1	4	5
Button-Down Families	1	4	5
Fiber-Optic Families	1	4	5
Late-Nest Suburbanites	4	6	10
Full-Nest Suburbanites	2	3	5
Kids 'r' Us	7	13	20
<i>Subtotal:</i>	<u>17</u>	<u>38</u>	<u>55</u>
Town & Country/Exurbs			
Ex-Urban Elite	1	9	10
New Town Families	2	13	15
Full-Nest Exurbanites	5	30	35
Rural Families	34	151	185
Traditional Families	4	16	20
Small-Town Families	57	73	130
Four-by-Four Families	36	89	125
Rustic Families	55	190	245
Hometown Families	58	37	95
<i>Subtotal:</i>	<u>252</u>	<u>608</u>	<u>860</u>
Total:	429	826	1,255
Percent:	34.2%	65.8%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years

*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
Metropolitan Cities			
New Power Couples	2	3	5
New Bohemians	28	7	35
Cosmopolitan Elite	2	3	5
Downtown Couples	11	9	20
Downtown Proud	26	4	30
<i>Subtotal:</i>	<u>69</u>	<u>26</u>	<u>95</u>
Small Cities/Satellite Cities			
The VIPs	23	12	35
Small-City Singles	100	120	220
Twentysomethings	61	14	75
Second-City Strivers	40	10	50
Multi-Ethnic Singles	73	22	95
<i>Subtotal:</i>	<u>297</u>	<u>178</u>	<u>475</u>
Metropolitan Suburbs			
Fast-Track Professionals	25	5	30
Suburban Achievers	18	32	50
Suburban Strivers	58	42	100
<i>Subtotal:</i>	<u>101</u>	<u>79</u>	<u>180</u>
Town & Country/Exurbs			
Hometown Sweethearts	42	88	130
Blue-Collar Traditionalists	23	82	105
Rural Couples	59	111	170
Rural Strivers	116	94	210
<i>Subtotal:</i>	<u>240</u>	<u>375</u>	<u>615</u>
Total:	707	658	1,365
Percent:	51.8%	48.2%	100.0%

Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

Household Type/ Geographic Designation	.. Multi-Family Single-Family		Total
	 Attached Detached	
Empty Nesters & Retirees				
	99	134	531	764
<i>Metropolitan Cities</i>	4	3	2	9
<i>Small Cities/Satellite Cities</i>	20	21	51	92
<i>Metropolitan Suburbs</i>	8	13	51	72
<i>Town & Country/Exurbs</i>	67	97	427	591
Traditional & Non-Traditional Families				
	97	154	575	826
<i>Metropolitan Cities</i>	3	4	5	12
<i>Small Cities/Satellite Cities</i>	20	40	108	168
<i>Metropolitan Suburbs</i>	3	9	26	38
<i>Town & Country/Exurbs</i>	71	101	436	608
Younger Singles & Couples				
	119	166	373	658
<i>Metropolitan Cities</i>	11	8	7	26
<i>Small Cities/Satellite Cities</i>	37	51	90	178
<i>Metropolitan Suburbs</i>	15	23	41	79
<i>Town & Country/Exurbs</i>	56	84	235	375
Total:	315	454	1,479	2,248
Percent:	14.0%	20.2%	65.8%	100.0%

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
Grant County, Regional Draw Area,
Marion County, and Balance of the United States

Empty Nesters & Retirees	.. Multi-Family Single-Family		Total
		 Attached Detached	
Metropolitan Cities					
Urban Establishment	2		1	0	3
Multi-Ethnic Empty Nesters	0		1	2	3
Cosmopolitan Couples	2		1	0	3
<i>Subtotal:</i>	<u>4</u>		<u>3</u>	<u>2</u>	<u>9</u>
Small Cities/Satellite Cities					
Second City Establishment	1		1	6	8
Blue-Collar Retirees	3		5	16	24
Middle-Class Move-Downs	2		2	4	8
Hometown Seniors	4		6	18	28
Second City Seniors	10		7	7	24
<i>Subtotal:</i>	<u>20</u>		<u>21</u>	<u>51</u>	<u>92</u>
Metropolitan Suburbs					
The One Percenters	0		0	4	4
Affluent Empty Nesters	0		0	4	4
Suburban Establishment	1		1	6	8
Mainstream Empty Nesters	3		5	11	19
Middle-American Retirees	4		7	26	37
<i>Subtotal:</i>	<u>8</u>		<u>13</u>	<u>51</u>	<u>72</u>
Town & Country/Exurbs					
Small-Town Patriarchs	1		2	14	17
Pillars of the Community	1		2	14	17
New Empty Nesters	0		1	7	8
Traditional Couples	1		2	14	17
RV Retirees	5		6	56	67
Country Couples	7		11	55	73
Hometown Retirees	3		4	30	37
Heartland Retirees	2		3	20	25
Village Elders	10		12	28	50
Small-Town Seniors	24		38	124	186
Back Country Seniors	13		16	65	94
<i>Subtotal:</i>	<u>67</u>		<u>97</u>	<u>427</u>	<u>591</u>
Total:	99		134	531	764
Percent:	13.0%		17.5%	69.5%	100.0%

Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

Traditional & Non-Traditional Families	<i>.. Multi-Family ..</i>	<i>..... Single-Family</i>		Total
		<i>.... Attached</i>	<i>.... Detached</i>	
Metropolitan Cities				
e-Type Families	1	1	1	3
Inner-City Families	1	1	2	4
Single-Parent Families	1	2	2	5
<i>Subtotal:</i>	<u>3</u>	<u>4</u>	<u>5</u>	<u>12</u>
Small Cities/Satellite Cities				
Unibox Transferees	0	1	2	3
Multi-Ethnic Families	1	2	9	12
Uptown Families	5	8	19	32
In-Town Families	12	25	76	113
New American Strivers	2	4	2	8
<i>Subtotal:</i>	<u>20</u>	<u>40</u>	<u>108</u>	<u>168</u>
Metropolitan Suburbs				
Corporate Establishment	0	1	3	4
Nouveau Money	0	1	3	4
Button-Down Families	0	0	4	4
Fiber-Optic Families	0	1	3	4
Late-Nest Suburbanites	1	2	3	6
Full-Nest Suburbanites	1	1	1	3
Kids 'r' Us	1	3	9	13
<i>Subtotal:</i>	<u>3</u>	<u>9</u>	<u>26</u>	<u>38</u>
Town & Country/Exurbs				
Ex-Urban Elite	0	1	8	9
New Town Families	0	1	12	13
Full-Nest Exurbanites	2	3	25	30
Rural Families	13	18	120	151
Traditional Families	1	2	13	16
Small-Town Families	16	19	38	73
Four-by-Four Families	8	15	66	89
Rustic Families	22	29	139	190
Hometown Families	9	13	15	37
<i>Subtotal:</i>	<u>71</u>	<u>101</u>	<u>436</u>	<u>608</u>
Total:	97	154	575	826
Percent:	11.7%	18.6%	69.6%	100.0%

Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

Younger Singles & Couples	<i>.. Multi-Family ..</i>	<i>..... Single-Family</i>		Total
		<i>.... Attached</i>	<i>.... Detached</i>	
<i>Metropolitan Cities</i>				
New Power Couples	1	1	1	3
New Bohemians	5	2	0	7
Cosmopolitan Elite	1	1	1	3
Downtown Couples	2	3	4	9
Downtown Proud	2	1	1	4
<i>Subtotal:</i>	<u>11</u>	<u>8</u>	<u>7</u>	<u>26</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	5	4	3	12
Small-City Singles	14	29	77	120
Twentysomethings	7	5	2	14
Second-City Strivers	4	4	2	10
Multi-Ethnic Singles	7	9	6	22
<i>Subtotal:</i>	<u>37</u>	<u>51</u>	<u>90</u>	<u>178</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	3	2	0	5
Suburban Achievers	3	7	22	32
Suburban Strivers	9	14	19	42
<i>Subtotal:</i>	<u>15</u>	<u>23</u>	<u>41</u>	<u>79</u>
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	10	17	61	88
Blue-Collar Traditionalists	11	14	57	82
Rural Couples	18	25	68	111
Rural Strivers	17	28	49	94
<i>Subtotal:</i>	<u>56</u>	<u>84</u>	<u>235</u>	<u>375</u>
Total:	119	166	373	658
Percent:	18.1%	25.2%	56.7%	100.0%

Renter Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

Household Type/ Geographic DesignationRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	70	67	45	17	172	371
<i>Metropolitan Cities</i>	2	3	2	0	14	21
<i>Small Cities/Satellite Cities</i>	29	22	13	5	34	103
<i>Metropolitan Suburbs</i>	3	3	3	2	22	33
<i>Town & Country/Exurbs</i>	36	39	27	10	102	214
Traditional & Non-Traditional Families	96	77	52	23	181	429
<i>Metropolitan Cities</i>	5	3	2	1	7	18
<i>Small Cities/Satellite Cities</i>	40	32	18	7	45	142
<i>Metropolitan Suburbs</i>	1	1	1	0	14	17
<i>Town & Country/Exurbs</i>	50	41	31	15	115	252
Younger Singles & Couples	153	140	90	38	286	707
<i>Metropolitan Cities</i>	11	9	6	3	40	69
<i>Small Cities/Satellite Cities</i>	69	62	39	16	111	297
<i>Metropolitan Suburbs</i>	16	16	13	6	50	101
<i>Town & Country/Exurbs</i>	57	53	32	13	85	240
Total:	319	284	187	78	639	1,507
Percent:	21.2%	18.8%	12.4%	5.2%	42.4%	100.0%

Renter Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

Empty Nesters & RetireesRenter Income Bands.....					<u>Total</u>
	<u>Below 30% AMI</u>	<u>30% to 60% AMI</u>	<u>60% to 80% AMI</u>	<u>80% to 100% AMI</u>	<u>Above 100% AMI</u>	
<i>Metropolitan Cities</i>						
Urban Establishment	0	1	1	0	5	7
Multi-Ethnic Empty Nesters	0	0	0	0	2	2
Cosmopolitan Couples	2	2	1	0	7	12
<i>Subtotal:</i>	<u>2</u>	<u>3</u>	<u>2</u>	<u>0</u>	<u>14</u>	<u>21</u>
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	0	2	2
Blue-Collar Retirees	2	2	2	1	4	11
Middle-Class Move-Downs	0	0	0	0	2	2
Hometown Seniors	6	5	3	1	7	22
Second City Seniors	21	15	8	3	19	66
<i>Subtotal:</i>	<u>29</u>	<u>22</u>	<u>13</u>	<u>5</u>	<u>34</u>	<u>103</u>
<i>Metropolitan Suburbs</i>						
The One Percenters	0	0	0	0	1	1
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	0	0	0	0	2	2
Mainstream Empty Nesters	1	1	1	1	7	11
Middle-American Retirees	2	2	2	1	11	18
<i>Subtotal:</i>	<u>3</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>22</u>	<u>33</u>
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	3	3
Pillars of the Community	0	0	0	0	3	3
New Empty Nesters	0	0	0	0	2	2
Traditional Couples	0	0	0	0	3	3
RV Retirees	1	2	1	1	8	13
Country Couples	2	3	2	1	14	22
Hometown Retirees	1	1	1	0	5	8
Heartland Retirees	1	1	1	0	2	5
Village Elders	4	4	3	1	8	20
Small-Town Seniors	20	21	15	5	43	104
Back Country Seniors	7	7	4	2	11	31
<i>Subtotal:</i>	<u>36</u>	<u>39</u>	<u>27</u>	<u>10</u>	<u>102</u>	<u>214</u>
Total:	70	67	45	17	172	371
Percent:	18.9%	18.1%	12.1%	4.6%	46.4%	100.0%

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

Traditional & Non-Traditional FamiliesRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Metropolitan Cities						
e-Type Families	0	0	0	0	2	2
Inner-City Families	2	1	1	0	2	6
Single-Parent Families	3	2	1	1	3	10
<i>Subtotal:</i>	5	3	2	1	7	18
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	2	2
Multi-Ethnic Families	1	1	1	0	5	8
Uptown Families	4	4	3	1	11	23
In-Town Families	25	18	11	5	23	82
New American Strivers	10	9	3	1	4	27
<i>Subtotal:</i>	40	32	18	7	45	142
Metropolitan Suburbs						
Corporate Establishment	0	0	0	0	1	1
Nouveau Money	0	0	0	0	1	1
Button-Down Families	0	0	0	0	1	1
Fiber-Optic Families	0	0	0	0	1	1
Late-Nest Suburbanites	0	0	0	0	4	4
Full-Nest Suburbanites	0	0	0	0	2	2
Kids 'r' Us	1	1	1	0	4	7
<i>Subtotal:</i>	1	1	1	0	14	17
Town & Country/Exurbs						
Ex-Urban Elite	0	0	0	0	1	1
New Town Families	0	0	0	0	2	2
Full-Nest Exurbanites	1	1	0	0	3	5
Rural Families	5	5	4	2	18	34
Traditional Families	1	1	0	0	2	4
Small-Town Families	10	8	7	3	29	57
Four-by-Four Families	6	5	4	2	19	36
Rustic Families	11	9	8	4	23	55
Hometown Families	16	12	8	4	18	58
<i>Subtotal:</i>	50	41	31	15	115	252
Total:	96	77	52	23	181	429
Percent:	22.4%	17.9%	12.1%	5.4%	42.2%	100.0%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

Younger Singles & CouplesRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Metropolitan Cities						
New Power Couples	0	0	0	0	2	2
New Bohemians	3	2	2	1	20	28
Cosmopolitan Elite	0	0	0	0	2	2
Downtown Couples	2	2	1	1	5	11
Downtown Proud	6	5	3	1	11	26
<i>Subtotal:</i>	11	9	6	3	40	69
Small Cities/Satellite Cities						
The VIPs	2	2	2	1	16	23
Small-City Singles	18	21	15	6	40	100
Twentysomethings	15	11	8	4	23	61
Second-City Strivers	9	8	6	2	15	40
Multi-Ethnic Singles	25	20	8	3	17	73
<i>Subtotal:</i>	69	62	39	16	111	297
Metropolitan Suburbs						
Fast-Track Professionals	2	2	2	1	18	25
Suburban Achievers	3	3	3	1	8	18
Suburban Strivers	11	11	8	4	24	58
<i>Subtotal:</i>	16	16	13	6	50	101
Town & Country/Exurbs						
Hometown Sweethearts	6	7	6	3	20	42
Blue-Collar Traditionalists	3	4	3	1	12	23
Rural Couples	14	13	8	3	21	59
Rural Strivers	34	29	15	6	32	116
<i>Subtotal:</i>	57	53	32	13	85	240
Total:	153	140	90	38	286	707
Percent:	21.6%	19.8%	12.7%	5.4%	40.5%	100.0%

Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

Household Type/ Geographic DesignationOwnership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	113	129	93	33	396	764
<i>Metropolitan Cities</i>	0	0	0	0	9	9
<i>Small Cities/Satellite Cities</i>	19	19	13	2	39	92
<i>Metropolitan Suburbs</i>	6	9	6	2	49	72
<i>Town & Country/Exurbs</i>	88	101	74	29	299	591
Traditional & Non-Traditional Families	153	126	93	46	408	826
<i>Metropolitan Cities</i>	3	0	0	0	9	12
<i>Small Cities/Satellite Cities</i>	45	35	20	9	59	168
<i>Metropolitan Suburbs</i>	1	1	1	1	34	38
<i>Town & Country/Exurbs</i>	104	90	72	36	306	608
Younger Singles & Couples	128	132	84	35	279	658
<i>Metropolitan Cities</i>	3	2	0	0	21	26
<i>Small Cities/Satellite Cities</i>	35	36	24	8	75	178
<i>Metropolitan Suburbs</i>	13	14	10	4	38	79
<i>Town & Country/Exurbs</i>	77	80	50	23	145	375
Total:	394	387	270	114	1,083	2,248
Percent:	17.5%	17.2%	12.0%	5.1%	48.2%	100.0%

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

Empty Nesters & RetireesOwnership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Metropolitan Cities						
Urban Establishment	0	0	0	0	3	3
Multi-Ethnic Empty Nesters	0	0	0	0	3	3
Cosmopolitan Couples	0	0	0	0	3	3
<i>Subtotal:</i>	0	0	0	0	9	9
Small Cities/Satellite Cities						
Second City Establishment	0	1	1	0	6	8
Blue-Collar Retirees	3	5	3	1	12	24
Middle-Class Move-Downs	1	1	1	0	5	8
Hometown Seniors	8	6	5	1	8	28
Second City Seniors	7	6	3	0	8	24
<i>Subtotal:</i>	19	19	13	2	39	92
Metropolitan Suburbs						
The One Percenters	0	0	0	0	4	4
Affluent Empty Nesters	0	0	0	0	4	4
Suburban Establishment	0	1	0	0	7	8
Mainstream Empty Nesters	2	2	2	1	12	19
Middle-American Retirees	4	6	4	1	22	37
<i>Subtotal:</i>	6	9	6	2	49	72
Town & Country/Exurbs						
Small-Town Patriarchs	1	1	1	0	14	17
Pillars of the Community	1	1	1	1	13	17
New Empty Nesters	1	1	1	0	5	8
Traditional Couples	1	1	1	1	13	17
RV Retirees	6	9	8	3	41	67
Country Couples	8	11	8	4	42	73
Hometown Retirees	3	6	5	2	21	37
Heartland Retirees	2	3	3	1	16	25
Village Elders	9	10	7	3	21	50
Small-Town Seniors	36	38	26	9	77	186
Back Country Seniors	20	20	13	5	36	94
<i>Subtotal:</i>	88	101	74	29	299	591
Total:	113	129	93	33	396	764
Percent:	14.8%	16.9%	12.2%	4.3%	51.8%	100.0%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

Traditional & Non-Traditional FamiliesOwnership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
e-Type Families	0	0	0	0	3	3
Inner-City Families	1	0	0	0	3	4
Single-Parent Families	2	0	0	0	3	5
<i>Subtotal:</i>	3	0	0	0	9	12
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	3	3
Multi-Ethnic Families	1	1	1	1	8	12
Uptown Families	5	5	4	2	16	32
In-Town Families	35	26	15	6	31	113
New American Strivers	4	3	0	0	1	8
<i>Subtotal:</i>	45	35	20	9	59	168
<i>Metropolitan Suburbs</i>						
Corporate Establishment	0	0	0	0	4	4
Nouveau Money	0	0	0	0	4	4
Button-Down Families	0	0	0	0	4	4
Fiber-Optic Families	0	0	0	0	4	4
Late-Nest Suburbanites	0	0	0	0	6	6
Full-Nest Suburbanites	0	0	0	0	3	3
Kids 'r' Us	1	1	1	1	9	13
<i>Subtotal:</i>	1	1	1	1	34	38
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	0	0	0	9	9
New Town Families	1	1	1	1	9	13
Full-Nest Exurbanites	3	3	2	1	21	30
Rural Families	23	20	17	9	82	151
Traditional Families	2	2	2	1	9	16
Small-Town Families	12	10	8	4	39	73
Four-by-Four Families	13	13	11	5	47	89
Rustic Families	40	33	26	12	79	190
Hometown Families	10	8	5	3	11	37
<i>Subtotal:</i>	104	90	72	36	306	608
Total:	153	126	93	46	408	826
Percent:	18.5%	15.3%	11.3%	5.6%	49.4%	100.0%

SOURCE: Claritas, Inc.;
 Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

Younger Singles & CouplesOwnership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
New Power Couples	0	0	0	0	3	3
New Bohemians	1	0	0	0	6	7
Cosmopolitan Elite	0	0	0	0	3	3
Downtown Couples	2	2	0	0	5	9
Downtown Proud	0	0	0	0	4	4
<i>Subtotal:</i>	<u>3</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>21</u>	<u>26</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	1	0	0	11	12
Small-City Singles	22	25	17	8	48	120
Twentysomethings	4	2	2	0	6	14
Second-City Strivers	2	2	2	0	4	10
Multi-Ethnic Singles	7	6	3	0	6	22
<i>Subtotal:</i>	<u>35</u>	<u>36</u>	<u>24</u>	<u>8</u>	<u>75</u>	<u>178</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	0	0	5	5
Suburban Achievers	4	6	4	1	17	32
Suburban Strivers	9	8	6	3	16	42
<i>Subtotal:</i>	<u>13</u>	<u>14</u>	<u>10</u>	<u>4</u>	<u>38</u>	<u>79</u>
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	12	16	12	6	42	88
Blue-Collar Traditionalists	12	16	12	6	36	82
Rural Couples	26	25	14	6	40	111
Rural Strivers	27	23	12	5	27	94
<i>Subtotal:</i>	<u>77</u>	<u>80</u>	<u>50</u>	<u>23</u>	<u>145</u>	<u>375</u>
Total:	128	132	84	35	279	658
Percent:	19.5%	20.1%	12.8%	5.3%	42.4%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

Household Type/ Geographic DesignationMulti-Family Ownership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	15	17	10	3	54	99
<i>Metropolitan Cities</i>	0	0	0	0	4	4
<i>Small Cities/Satellite Cities</i>	4	4	2	0	10	20
<i>Metropolitan Suburbs</i>	0	1	0	0	7	8
<i>Town & Country/Exurbs</i>	11	12	8	3	33	67
Traditional & Non-Traditional Families	19	16	11	5	46	97
<i>Metropolitan Cities</i>	0	0	0	0	3	3
<i>Small Cities/Satellite Cities</i>	6	5	3	1	5	20
<i>Metropolitan Suburbs</i>	0	0	0	0	3	3
<i>Town & Country/Exurbs</i>	13	11	8	4	35	71
Younger Singles & Couples	23	23	13	6	54	119
<i>Metropolitan Cities</i>	1	0	0	0	10	11
<i>Small Cities/Satellite Cities</i>	8	8	5	1	15	37
<i>Metropolitan Suburbs</i>	2	3	1	1	8	15
<i>Town & Country/Exurbs</i>	12	12	7	4	21	56
Total:	57	56	34	14	154	315
Percent:	18.1%	17.8%	10.8%	4.4%	48.9%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

.....Multi-Family Ownership Income Bands.....						
Empty Nesters & Retirees	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	0	2	2
Cosmopolitan Couples	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	4	4
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	0	1	0	0	2	3
Middle-Class Move-Downs	0	0	0	0	2	2
Hometown Seniors	1	1	1	0	1	4
Second City Seniors	3	2	1	0	4	10
<i>Subtotal:</i>	4	4	2	0	10	20
<i>Metropolitan Suburbs</i>						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	0	0	0	0	3	3
Middle-American Retirees	0	1	0	0	3	4
<i>Subtotal:</i>	0	1	0	0	7	8
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	1	1
Pillars of the Community	0	0	0	0	1	1
Traditional Couples	0	0	0	0	1	1
RV Retirees	0	1	1	0	3	5
Country Couples	1	1	1	0	4	7
Hometown Retirees	0	0	0	0	3	3
Heartland Retirees	0	0	0	0	2	2
Village Elders	2	2	1	1	4	10
Small-Town Seniors	5	5	3	1	10	24
Back Country Seniors	3	3	2	1	4	13
<i>Subtotal:</i>	11	12	8	3	33	67
Total:	15	17	10	3	54	99
Percent:	15.2%	17.2%	10.1%	3.0%	54.5%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

.....Multi-Family Ownership Income Bands.....						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
e-Type Families	0	0	0	0	1	1
Inner-City Families	0	0	0	0	1	1
Single-Parent Families	0	0	0	0	1	1
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>3</u>
<i>Small Cities/Satellite Cities</i>						
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	1	1	1	0	2	5
In-Town Families	4	3	2	1	2	12
New American Strivers	1	1	0	0	0	2
<i>Subtotal:</i>	<u>6</u>	<u>5</u>	<u>3</u>	<u>1</u>	<u>5</u>	<u>20</u>
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	0	1	1
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	0	0	0	0	1	1
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>3</u>
<i>Town & Country/Exurbs</i>						
Full-Nest Exurbanites	0	0	0	0	2	2
Rural Families	2	2	1	1	7	13
Traditional Families	0	0	0	0	1	1
Small-Town Families	3	2	2	1	8	16
Four-by-Four Families	1	1	1	0	5	8
Rustic Families	5	4	3	1	9	22
Hometown Families	2	2	1	1	3	9
<i>Subtotal:</i>	<u>13</u>	<u>11</u>	<u>8</u>	<u>4</u>	<u>35</u>	<u>71</u>
Total:	19	16	11	5	46	97
Percent:	19.6%	16.5%	11.3%	5.2%	47.4%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
 Marion County, and Balance of the United States*

.....Multi-Family Ownership Income Bands.....						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
New Power Couples	0	0	0	0	1	1
New Bohemians	1	0	0	0	4	5
Cosmopolitan Elite	0	0	0	0	1	1
Downtown Couples	0	0	0	0	2	2
Downtown Proud	0	0	0	0	2	2
<i>Subtotal:</i>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>11</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	1	0	0	4	5
Small-City Singles	3	3	2	1	5	14
Twentysomethings	2	1	1	0	3	7
Second-City Strivers	1	1	1	0	1	4
Multi-Ethnic Singles	2	2	1	0	2	7
<i>Subtotal:</i>	<u>8</u>	<u>8</u>	<u>5</u>	<u>1</u>	<u>15</u>	<u>37</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	0	0	3	3
Suburban Achievers	0	1	0	0	2	3
Suburban Strivers	2	2	1	1	3	9
<i>Subtotal:</i>	<u>2</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>8</u>	<u>15</u>
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	1	2	1	1	5	10
Blue-Collar Traditionalists	2	2	2	1	4	11
Rural Couples	4	4	2	1	7	18
Rural Strivers	5	4	2	1	5	17
<i>Subtotal:</i>	<u>12</u>	<u>12</u>	<u>7</u>	<u>4</u>	<u>21</u>	<u>56</u>
Total:	23	23	13	6	54	119
Percent:	19.3%	19.3%	10.9%	5.0%	45.4%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....

Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Empty Nesters & Retirees						
	21	23	17	5	68	134
<i>Metropolitan Cities</i>	0	0	0	0	3	3
<i>Small Cities/Satellite Cities</i>	5	4	3	0	9	21
<i>Metropolitan Suburbs</i>	2	2	2	0	7	13
<i>Town & Country/Exurbs</i>	14	17	12	5	49	97
Traditional & Non-Traditional Families						
	30	23	16	8	77	154
<i>Metropolitan Cities</i>	1	0	0	0	3	4
<i>Small Cities/Satellite Cities</i>	11	8	4	2	15	40
<i>Metropolitan Suburbs</i>	0	0	0	0	9	9
<i>Town & Country/Exurbs</i>	18	15	12	6	50	101
Younger Singles & Couples						
	33	34	21	7	71	166
<i>Metropolitan Cities</i>	1	1	0	0	6	8
<i>Small Cities/Satellite Cities</i>	10	10	7	2	22	51
<i>Metropolitan Suburbs</i>	4	4	3	1	11	23
<i>Town & Country/Exurbs</i>	18	19	11	4	32	84
Total:	84	80	54	20	216	454
Percent:	18.5%	17.6%	11.9%	4.4%	47.6%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
Grant County, Regional Draw Area,
Marion County, and Balance of the United States

.....Single-Family Attached Ownership Income Bands.....						
Empty Nesters & Retirees	Below	30% to	60% to	80% to	Above	Total
	30% AMI	60% AMI	80% AMI	100% AMI	100% AMI	
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	0	1	1
Multi-Ethnic Empty Nesters	0	0	0	0	1	1
Cosmopolitan Couples	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	3	3
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	1	1	1	0	2	5
Middle-Class Move-Downs	0	0	0	0	2	2
Hometown Seniors	2	1	1	0	2	6
Second City Seniors	2	2	1	0	2	7
<i>Subtotal:</i>	5	4	3	0	9	21
<i>Metropolitan Suburbs</i>						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	1	1	1	0	2	5
Middle-American Retirees	1	1	1	0	4	7
<i>Subtotal:</i>	2	2	2	0	7	13
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	2	2
Pillars of the Community	0	0	0	0	2	2
New Empty Nesters	0	0	0	0	1	1
Traditional Couples	0	0	0	0	2	2
RV Retirees	1	1	1	0	3	6
Country Couples	1	2	1	1	6	11
Hometown Retirees	0	1	1	0	2	4
Heartland Retirees	0	0	0	0	3	3
Village Elders	2	2	2	1	5	12
Small-Town Seniors	7	8	5	2	16	38
Back Country Seniors	3	3	2	1	7	16
<i>Subtotal:</i>	14	17	12	5	49	97
Total:	21	23	17	5	68	134
Percent:	15.7%	17.2%	12.7%	3.7%	50.7%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
Grant County, Regional Draw Area,
Marion County, and Balance of the United States

.....Single-Family Attached Ownership Income Bands.....						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Metropolitan Cities						
e-Type Families	0	0	0	0	1	1
Inner-City Families	0	0	0	0	1	1
Single-Parent Families	1	0	0	0	1	2
<i>Subtotal:</i>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>4</u>
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	1	1
Multi-Ethnic Families	0	0	0	0	2	2
Uptown Families	1	1	1	1	4	8
In-Town Families	8	6	3	1	7	25
New American Strivers	2	1	0	0	1	4
<i>Subtotal:</i>	<u>11</u>	<u>8</u>	<u>4</u>	<u>2</u>	<u>15</u>	<u>40</u>
Metropolitan Suburbs						
Corporate Establishment	0	0	0	0	1	1
Nouveau Money	0	0	0	0	1	1
Fiber-Optic Families	0	0	0	0	1	1
Late-Nest Suburbanites	0	0	0	0	2	2
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	0	0	0	0	3	3
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>9</u>	<u>9</u>
Town & Country/Exurbs						
Ex-Urban Elite	0	0	0	0	1	1
New Town Families	0	0	0	0	1	1
Full-Nest Exurbanites	0	0	0	0	3	3
Rural Families	3	2	2	1	10	18
Traditional Families	0	0	0	0	2	2
Small-Town Families	3	3	2	1	10	19
Four-by-Four Families	2	2	2	1	8	15
Rustic Families	6	5	4	2	12	29
Hometown Families	4	3	2	1	3	13
<i>Subtotal:</i>	<u>18</u>	<u>15</u>	<u>12</u>	<u>6</u>	<u>50</u>	<u>101</u>
Total:	30	23	16	8	77	154
Percent:	19.5%	14.9%	10.4%	5.2%	50.0%	100.0%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
New Power Couples	0	0	0	0	1	1
New Bohemians	0	0	0	0	2	2
Cosmopolitan Elite	0	0	0	0	1	1
Downtown Couples	1	1	0	0	1	3
Downtown Proud	0	0	0	0	1	1
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>6</u>	<u>8</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	0	0	4	4
Small-City Singles	5	6	4	2	12	29
Twentysomethings	1	1	1	0	2	5
Second-City Strivers	1	1	1	0	1	4
Multi-Ethnic Singles	3	2	1	0	3	9
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>7</u>	<u>2</u>	<u>22</u>	<u>51</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	0	0	2	2
Suburban Achievers	1	1	1	0	4	7
Suburban Strivers	3	3	2	1	5	14
<i>Subtotal:</i>	<u>4</u>	<u>4</u>	<u>3</u>	<u>1</u>	<u>11</u>	<u>23</u>
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	2	3	2	1	9	17
Blue-Collar Traditionalists	2	3	2	1	6	14
Rural Couples	6	6	3	1	9	25
Rural Strivers	8	7	4	1	8	28
<i>Subtotal:</i>	<u>18</u>	<u>19</u>	<u>11</u>	<u>4</u>	<u>32</u>	<u>84</u>
Total:	33	34	21	7	71	166
Percent:	19.9%	20.5%	12.7%	4.2%	42.8%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

.Single-Family Detached Ownership Income Bands						
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<u>Total</u>
Empty Nesters & Retirees	77	89	66	25	274	531
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	10	11	8	2	20	51
<i>Metropolitan Suburbs</i>	4	6	4	2	35	51
<i>Town & Country/Exurbs</i>	63	72	54	21	217	427
Traditional & Non-Traditional Families	104	87	66	33	285	575
<i>Metropolitan Cities</i>	2	0	0	0	3	5
<i>Small Cities/Satellite Cities</i>	28	22	13	6	39	108
<i>Metropolitan Suburbs</i>	1	1	1	1	22	26
<i>Town & Country/Exurbs</i>	73	64	52	26	221	436
Younger Singles & Couples	72	75	50	22	154	373
<i>Metropolitan Cities</i>	1	1	0	0	5	7
<i>Small Cities/Satellite Cities</i>	17	18	12	5	38	90
<i>Metropolitan Suburbs</i>	7	7	6	2	19	41
<i>Town & Country/Exurbs</i>	47	49	32	15	92	235
Total:	253	251	182	80	713	1,479
Percent:	17.1%	17.0%	12.3%	5.4%	48.2%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
Empty Nesters & Retirees	Below	30% to	60% to	80% to	Above	Total
	30% AMI	60% AMI	80% AMI	100% AMI	100% AMI	
<i>Metropolitan Cities</i>						
Multi-Ethnic Empty Nesters	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	1	1	0	4	6
Blue-Collar Retirees	2	3	2	1	8	16
Middle-Class Move-Downs	1	1	1	0	1	4
Hometown Seniors	5	4	3	1	5	18
Second City Seniors	2	2	1	0	2	7
<i>Subtotal:</i>	10	11	8	2	20	51
<i>Metropolitan Suburbs</i>						
The One Percenters	0	0	0	0	4	4
Affluent Empty Nesters	0	0	0	0	4	4
Suburban Establishment	0	1	0	0	5	6
Mainstream Empty Nesters	1	1	1	1	7	11
Middle-American Retirees	3	4	3	1	15	26
<i>Subtotal:</i>	4	6	4	2	35	51
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	1	1	1	0	11	14
Pillars of the Community	1	1	1	1	10	14
New Empty Nesters	1	1	1	0	4	7
Traditional Couples	1	1	1	1	10	14
RV Retirees	5	7	6	3	35	56
Country Couples	6	8	6	3	32	55
Hometown Retirees	3	5	4	2	16	30
Heartland Retirees	2	3	3	1	11	20
Village Elders	5	6	4	1	12	28
Small-Town Seniors	24	25	18	6	51	124
Back Country Seniors	14	14	9	3	25	65
<i>Subtotal:</i>	63	72	54	21	217	427
Total:	77	89	66	25	274	531
Percent:	14.5%	16.8%	12.4%	4.7%	51.6%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
*Grant County, Regional Draw Area,
Marion County, and Balance of the United States*

. Single-Family Detached Ownership Income Bands						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
e-Type Families	0	0	0	0	1	1
Inner-City Families	1	0	0	0	1	2
Single-Parent Families	1	0	0	0	1	2
<i>Subtotal:</i>	2	0	0	0	3	5
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	2	2
Multi-Ethnic Families	1	1	1	1	5	9
Uptown Families	3	3	2	1	10	19
In-Town Families	23	17	10	4	22	76
New American Strivers	1	1	0	0	0	2
<i>Subtotal:</i>	28	22	13	6	39	108
<i>Metropolitan Suburbs</i>						
Corporate Establishment	0	0	0	0	3	3
Nouveau Money	0	0	0	0	3	3
Button-Down Families	0	0	0	0	4	4
Fiber-Optic Families	0	0	0	0	3	3
Late-Nest Suburbanites	0	0	0	0	3	3
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	1	1	1	1	5	9
<i>Subtotal:</i>	1	1	1	1	22	26
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	0	0	0	8	8
New Town Families	1	1	1	1	8	12
Full-Nest Exurbanites	3	3	2	1	16	25
Rural Families	18	16	14	7	65	120
Traditional Families	2	2	2	1	6	13
Small-Town Families	6	5	4	2	21	38
Four-by-Four Families	10	10	8	4	34	66
Rustic Families	29	24	19	9	58	139
Hometown Families	4	3	2	1	5	15
<i>Subtotal:</i>	73	64	52	26	221	436
Total:	104	87	66	33	285	575
Percent:	18.1%	15.1%	11.5%	5.7%	49.6%	100.0%

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Grant County Each Year Over The Next Five Years
Grant County, Regional Draw Area,
Marion County, and Balance of the United States

.....Single-Family Detached Ownership Income Bands.....						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
New Power Couples	0	0	0	0	1	1
Cosmopolitan Elite	0	0	0	0	1	1
Downtown Couples	1	1	0	0	2	4
Downtown Proud	0	0	0	0	1	1
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>5</u>	<u>7</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	0	0	3	3
Small-City Singles	14	16	11	5	31	77
Twentysomethings	1	0	0	0	1	2
Second-City Strivers	0	0	0	0	2	2
Multi-Ethnic Singles	2	2	1	0	1	6
<i>Subtotal:</i>	<u>17</u>	<u>18</u>	<u>12</u>	<u>5</u>	<u>38</u>	<u>90</u>
<i>Metropolitan Suburbs</i>						
Suburban Achievers	3	4	3	1	11	22
Suburban Strivers	4	3	3	1	8	19
<i>Subtotal:</i>	<u>7</u>	<u>7</u>	<u>6</u>	<u>2</u>	<u>19</u>	<u>41</u>
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	9	11	9	4	28	61
Blue-Collar Traditionalists	8	11	8	4	26	57
Rural Couples	16	15	9	4	24	68
Rural Strivers	14	12	6	3	14	49
<i>Subtotal:</i>	<u>47</u>	<u>49</u>	<u>32</u>	<u>15</u>	<u>92</u>	<u>235</u>
Total:	72	75	50	22	154	373
Percent:	19.3%	20.1%	13.4%	5.9%	41.3%	100.0%

Appendix Two Tables



**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Madison County, Indiana

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	24,895	25	25.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,280	5	5.0%
<i>Metropolitan Suburbs</i>	2,560	5	5.0%
<i>Town & Country/Exurbs</i>	16,055	15	15.0%
Traditional & Non-Traditional Families	15,835	35	35.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,065	5	5.0%
<i>Metropolitan Suburbs</i>	655	0	0.0%
<i>Town & Country/Exurbs</i>	13,115	30	30.0%
Younger Singles & Couples	12,845	40	40.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,350	20	20.0%
<i>Metropolitan Suburbs</i>	2,330	5	5.0%
<i>Town & Country/Exurbs</i>	5,165	15	15.0%
Total:	53,575	100	100.0%

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Madison County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	24,895	25	25.0%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	280	0	0.0%
Blue-Collar Retirees	1,115	0	0.0%
Middle-Class Move-Downs	520	0	0.0%
Hometown Seniors	3,395	0	0.0%
Second City Seniors	970	5	5.0%
<i>Subtotal:</i>	<u>6,280</u>	<u>5</u>	<u>5.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	140	0	0.0%
Suburban Establishment	60	0	0.0%
Mainstream Empty Nesters	670	0	0.0%
Middle-American Retirees	1,690	5	5.0%
<i>Subtotal:</i>	<u>2,560</u>	<u>5</u>	<u>5.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	855	0	0.0%
Pillars of the Community	805	0	0.0%
New Empty Nesters	800	0	0.0%
Traditional Couples	900	0	0.0%
RV Retirees	1,675	0	0.0%
Country Couples	3,670	5	5.0%
Hometown Retirees	775	0	0.0%
Heartland Retirees	730	0	0.0%
Village Elders	1,360	0	0.0%
Small-Town Seniors	3,555	10	10.0%
Back Country Seniors	930	0	0.0%
<i>Subtotal:</i>	<u>16,055</u>	<u>15</u>	<u>15.0%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Madison County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	15,835	35	35.0%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	5	0	0.0%
Multi-Ethnic Families	155	0	0.0%
Uptown Families	1,105	5	5.0%
In-Town Families	315	0	0.0%
New American Strivers	485	0	0.0%
<i>Subtotal:</i>	<u>2,065</u>	<u>5</u>	<u>5.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	5	0	0.0%
Nouveau Money	25	0	0.0%
Button-Down Families	85	0	0.0%
Fiber-Optic Families	25	0	0.0%
Late-Nest Suburbanites	70	0	0.0%
Full-Nest Suburbanites	45	0	0.0%
Kids 'r' Us	400	0	0.0%
<i>Subtotal:</i>	<u>655</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	10	0	0.0%
New Town Families	485	0	0.0%
Full-Nest Exurbanites	1,720	5	5.0%
Rural Families	2,270	5	5.0%
Traditional Families	1,165	0	0.0%
Small-Town Families	1,895	5	5.0%
Four-by-Four Families	1,885	5	5.0%
Rustic Families	3,090	5	5.0%
Hometown Families	595	5	5.0%
<i>Subtotal:</i>	<u>13,115</u>	<u>30</u>	<u>30.0%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Madison County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	12,845	40	40.0%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	410	0	0.0%
Small-City Singles	2,185	10	10.0%
Twentysomethings	235	0	0.0%
Second-City Strivers	360	0	0.0%
Multi-Ethnic Singles	2,160	10	10.0%
<i>Subtotal:</i>	<u>5,350</u>	<u>20</u>	<u>20.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	140	0	0.0%
Suburban Achievers	1,570	0	0.0%
Suburban Strivers	620	5	5.0%
<i>Subtotal:</i>	<u>2,330</u>	<u>5</u>	<u>5.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	3,045	5	5.0%
Blue-Collar Traditionalists	535	0	0.0%
Rural Couples	670	5	5.0%
Rural Strivers	915	5	5.0%
<i>Subtotal:</i>	<u>5,165</u>	<u>15</u>	<u>15.0%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Delaware County, Indiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	15,895	5	6.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,150	0	0.0%
<i>Metropolitan Suburbs</i>	2,415	0	0.0%
<i>Town & Country/Exurbs</i>	7,330	5	6.7%
Traditional & Non-Traditional Families	11,595	10	13.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,480	0	0.0%
<i>Metropolitan Suburbs</i>	1,440	0	0.0%
<i>Town & Country/Exurbs</i>	7,675	10	13.3%
Younger Singles & Couples	18,060	60	80.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	9,770	35	46.7%
<i>Metropolitan Suburbs</i>	3,330	10	13.3%
<i>Town & Country/Exurbs</i>	4,960	15	20.0%
Total:	45,550	75	100.0%

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Delaware County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	15,895	5	6.7%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	490	0	0.0%
Blue-Collar Retirees	1,490	0	0.0%
Middle-Class Move-Downs	415	0	0.0%
Hometown Seniors	3,025	0	0.0%
Second City Seniors	730	0	0.0%
<i>Subtotal:</i>	<u>6,150</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	350	0	0.0%
Mainstream Empty Nesters	1,115	0	0.0%
Middle-American Retirees	950	0	0.0%
<i>Subtotal:</i>	<u>2,415</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	235	0	0.0%
Pillars of the Community	425	0	0.0%
New Empty Nesters	70	0	0.0%
Traditional Couples	465	0	0.0%
RV Retirees	1,430	0	0.0%
Country Couples	615	0	0.0%
Hometown Retirees	835	0	0.0%
Heartland Retirees	470	0	0.0%
Village Elders	385	0	0.0%
Small-Town Seniors	1,410	5	6.7%
Back Country Seniors	990	0	0.0%
<i>Subtotal:</i>	<u>7,330</u>	<u>5</u>	<u>6.7%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Delaware County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	11,595	10	13.3%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	285	0	0.0%
Multi-Ethnic Families	55	0	0.0%
Uptown Families	885	0	0.0%
In-Town Families	890	0	0.0%
New American Strivers	365	0	0.0%
<i>Subtotal:</i>	<u>2,480</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	610	0	0.0%
Fiber-Optic Families	335	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	495	0	0.0%
<i>Subtotal:</i>	<u>1,440</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	170	0	0.0%
New Town Families	715	0	0.0%
Full-Nest Exurbanites	175	0	0.0%
Rural Families	2,590	5	6.7%
Traditional Families	365	0	0.0%
Small-Town Families	570	0	0.0%
Four-by-Four Families	500	0	0.0%
Rustic Families	2,335	5	6.7%
Hometown Families	255	0	0.0%
<i>Subtotal:</i>	<u>7,675</u>	<u>10</u>	<u>13.3%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Delaware County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	18,060	60	80.0%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	590	0	0.0%
Small-City Singles	3,460	10	13.3%
Twentysomethings	855	5	6.7%
Second-City Strivers	500	0	0.0%
Multi-Ethnic Singles	4,365	20	26.7%
<i>Subtotal:</i>	<u>9,770</u>	<u>35</u>	<u>46.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	70	0	0.0%
Suburban Achievers	2,410	5	6.7%
Suburban Strivers	850	5	6.7%
<i>Subtotal:</i>	<u>3,330</u>	<u>10</u>	<u>13.3%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,590	0	0.0%
Blue-Collar Traditionalists	1,470	5	6.7%
Rural Couples	965	5	6.7%
Rural Strivers	935	5	6.7%
<i>Subtotal:</i>	<u>4,960</u>	<u>15</u>	<u>20.0%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Howard County, Indiana

Household Type / Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees			
	16,965	15	20.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,910	5	6.7%
<i>Metropolitan Suburbs</i>	2,740	5	6.7%
<i>Town & Country/Exurbs</i>	8,315	5	6.7%
Traditional & Non-Traditional Families			
	10,405	25	33.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,095	10	13.3%
<i>Metropolitan Suburbs</i>	980	0	0.0%
<i>Town & Country/Exurbs</i>	6,330	15	20.0%
Younger Singles & Couples			
	8,600	35	46.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,665	30	40.0%
<i>Metropolitan Suburbs</i>	1,555	0	0.0%
<i>Town & Country/Exurbs</i>	2,380	5	6.7%
Total:	35,970	75	100.0%

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Howard County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	16,965	15	20.0%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	470	0	0.0%
Blue-Collar Retirees	1,170	0	0.0%
Middle-Class Move-Downs	665	0	0.0%
Hometown Seniors	2,605	0	0.0%
Second City Seniors	1,000	5	6.7%
<i>Subtotal:</i>	<u>5,910</u>	<u>5</u>	<u>6.7%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	195	0	0.0%
Mainstream Empty Nesters	845	0	0.0%
Middle-American Retirees	1,700	5	6.7%
<i>Subtotal:</i>	<u>2,740</u>	<u>5</u>	<u>6.7%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	615	0	0.0%
Pillars of the Community	760	0	0.0%
New Empty Nesters	595	0	0.0%
Traditional Couples	700	0	0.0%
RV Retirees	1,100	0	0.0%
Country Couples	1,145	0	0.0%
Hometown Retirees	530	0	0.0%
Heartland Retirees	555	0	0.0%
Village Elders	595	0	0.0%
Small-Town Seniors	1,210	5	6.7%
Back Country Seniors	510	0	0.0%
<i>Subtotal:</i>	<u>8,315</u>	<u>5</u>	<u>6.7%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Howard County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	10,405	25	33.3%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	10	0	0.0%
Multi-Ethnic Families	170	0	0.0%
Uptown Families	1,005	5	6.7%
In-Town Families	605	0	0.0%
New American Strivers	1,305	5	6.7%
<i>Subtotal:</i>	<u>3,095</u>	<u>10</u>	<u>13.3%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	290	0	0.0%
Fiber-Optic Families	110	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	580	0	0.0%
<i>Subtotal:</i>	<u>980</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	470	0	0.0%
Full-Nest Exurbanites	705	0	0.0%
Rural Families	1,790	5	6.7%
Traditional Families	785	0	0.0%
Small-Town Families	605	5	6.7%
Four-by-Four Families	625	0	0.0%
Rustic Families	1,125	5	6.7%
Hometown Families	225	0	0.0%
<i>Subtotal:</i>	<u>6,330</u>	<u>15</u>	<u>20.0%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**
Howard County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	8,600	35	46.7%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	200	0	0.0%
Small-City Singles	2,725	15	20.0%
Twentysomethings	440	5	6.7%
Second-City Strivers	515	5	6.7%
Multi-Ethnic Singles	785	5	6.7%
<i>Subtotal:</i>	<u>4,665</u>	<u>30</u>	<u>40.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	150	0	0.0%
Suburban Achievers	1,060	0	0.0%
Suburban Strivers	345	0	0.0%
<i>Subtotal:</i>	<u>1,555</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,225	0	0.0%
Blue-Collar Traditionalists	360	0	0.0%
Rural Couples	475	5	6.7%
Rural Strivers	320	0	0.0%
<i>Subtotal:</i>	<u>2,380</u>	<u>5</u>	<u>6.7%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Wabash County, Indiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	6,540	30	46.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	6,540	30	46.2%
Traditional & Non-Traditional Families	4,110	25	38.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	4,110	25	38.5%
Younger Singles & Couples	2,040	10	15.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	2,040	10	15.4%
Total:	12,690	65	100.0%

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Wabash County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	6,540	30	46.2%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	150	0	0.0%
Pillars of the Community	125	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	280	0	0.0%
RV Retirees	1,380	5	7.7%
Country Couples	845	5	7.7%
Hometown Retirees	665	0	0.0%
Heartland Retirees	475	0	0.0%
Village Elders	695	5	7.7%
Small-Town Seniors	1,395	10	15.4%
Back Country Seniors	530	5	7.7%
<i>Subtotal:</i>	<u>6,540</u>	<u>30</u>	<u>46.2%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Wabash County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	4,110	25	38.5%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	150	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	1,500	5	7.7%
Traditional Families	45	0	0.0%
Small-Town Families	700	5	7.7%
Four-by-Four Families	550	5	7.7%
Rustic Families	890	5	7.7%
Hometown Families	275	5	7.7%
<i>Subtotal:</i>	<u>4,110</u>	<u>25</u>	<u>38.5%</u>

**Annual Average Number Of Households With The Potential
To Move To Grant County Each Year Over The Next Five Years**

Wabash County, Indiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	2,040	10	15.4%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,340	5	7.7%
Blue-Collar Traditionalists	260	0	0.0%
Rural Couples	180	0	0.0%
Rural Strivers	260	5	7.7%
<i>Subtotal:</i>	<u>2,040</u>	<u>10</u>	<u>15.4%</u>



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Residential Market Analysis Across the Urban-to-Rural Transect

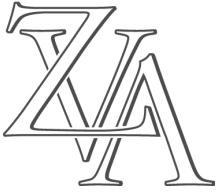
ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the proprietary Residential Target Market Methodology™ employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.





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Residential Market Analysis Across the Urban-to-Rural Transect

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