
METHODOLOGY

TARGET MARKET TABLES — Appendices One through Three —

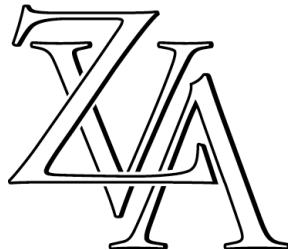
An Analysis of Residential Market Potential

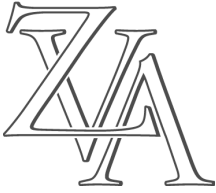
The West Central Indiana Region

Clay, Montgomery, Parke, Putnam,
Sullivan, Vermillion, and Vigo Counties, Indiana

June, 2023

Conducted by
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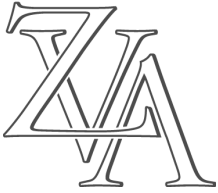
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Residential Market Analysis Across the Urban-to-Rural Transect

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Residential Market Analysis Across the Urban-to-Rural Transect

METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The West Central Indiana Region
*Clay, Montgomery, Parke, Putnam, Sullivan,
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The technical analysis to determine the market potential for new housing units within the West Central Indiana region included:

- Determination of the draw areas for new and existing housing units within the West Central Indiana region, 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 the counties within the region, 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 and 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 2022 income limits for below 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 West Central Indiana region includes Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana.

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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 the West Central Indiana Region.

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move within and to the region. 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 counties within the region 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, the West Central Indiana region—where 16.2 percent of the region’s population either moved within or to the region between 2020 and 2021—has a mobility rate considerably higher than the national rate of 12.8 percent.

Appendix One, Tables 1 and 2.

Migration Trends

Analysis of county-to-county migration and mobility patterns from 2015 through 2019 shows that the number of households moving into the region over the study period peaked at 4,995 households in 2016, up from 3,839 migrating households in 2015, and dropping to 4,212 households in 2019. Marion County, accounted for 9.7 to 11.1 percent of in-migrating households. Hendricks County, directly west of Marion County, represented approximately seven to nine percent of in-migration.

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Tippecanoe County—adjacent to the north of Montgomery County—accounted for 2.5 to 3.7 percent of in-migrating households. Greene County, south of Clay and east of Sullivan, represented between 3.1 and 3.6 percent of in-migration. Owen County, adjacent to the south and east of Putnam and Clay, comprised between 2.1 and 2.7 percent, while Fountain County—adjacent to Vermillion, Parke, and Montgomery—accounted for another 2.1 to three percent. No other county accounted for more than two percent of household migration into the region. All Illinois counties combined for an average of less than 200 households per year, with the top Illinois county, Vermilion, only accounting for an average of 50 households (between 0.5 and 1.7 percent share of annual movers into the region) per year moving into the region (*reference* Appendix One, Table 1).

Households moving out of the region also peaked in 2016 with 5,465 out-migrating households, up from 4,248 in 2015, and dropping to 4,308 out-migrating households by 2019. The lowest total of households moving out of the region was of 4,145 households in 2018. Marion County is consistently the top destination county for out-migrants, with approximately 10.2 to 11.4 percent of households, and Hendricks County accounts for 6.3 to 7.8 percent.

Net migration—the difference between households moving into the region and those moving out—has shown net losses throughout the study period, ranging from a loss of 473 households in 2017 then gradually decreasing to a loss of just 96 households in 2019.

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

County-to-county migration within the region shows that the number of households moving within the region across county borders over the study period grew to 1,985 households in 2016, from a low of 1,450 in-migrants in 2015. Vigo County was the top origin and destination for county-to-county migrants within the region, accounting for over a third of this type of migration. In terms of

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net migration, only Parke County consistently gained households from other counties in the region throughout the study period (*reference* Appendix One, Table 2).

Based on the IRS migration data for each of the counties of the region, then, and supplemented by American Community Survey data, the draw areas have been determined as follows:

- The internal draw area, by county: covering households who currently live in one of the counties in the region and with the potential to move within that same county.
- The regional draw area: covering households who currently live in one of the counties in the region with the potential to move across county borders within the region.
- The Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain counties draw area: covering households with the potential to move to the West Central Indiana region from Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain counties.
- The national draw area: covering households with the potential to move to the West Central Indiana region from all other U.S. counties.

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.

2023 TARGET MARKET CLASSIFICATION OF THE REGION'S HOUSEHOLDS—

Demographic and geo-demographic data obtained from Claritas, Inc. provide the framework for the categorization of households, not only by lifestage and demographic characteristics, but also by

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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. Through sheer numbers 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. Those in the leading edge of the Zoomers, also known as Generation Z, the next generation following the Millennials, are now 26 years old and having a noticeable impact on this lifestage's housing preferences.
- 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), still primarily Generation X, born between 1965 and 1976. However, the leading edge Millennials are now in their 40s, are marrying and having children, and are 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. It is now the third largest generation in America, but as the Boomer generation ages, it will continue to have a significant impact on the nation's housing, particularly how Baby Boomers manage the consequences of aging. The oldest Generation Xers are now in their mid-fifties, joining the Baby Boomers as empty nesters when their children leave home.

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Appendix One, Table 3; Appendix Two, Tables 1 through 7

Target Market Classification—

Appendix One, Table 3 details the number of households, median incomes and median reported values of owner-occupied dwelling units, and target market distribution of each of the seven counties in the West Central Indiana region, according to Claritas' 2023 estimates. Sullivan, Vermillion, and Parke counties each have fewer than 8,000 resident households, and three other counties—Clay, Putnam, and Montgomery—have between 10,000 and 16,000 households. Vigo County has the largest number of households, at 41,885.

None of the counties have a median income higher than the national median of \$73,300. Clay, Montgomery, Parke, Putnam, and Vermillion counties have median incomes between \$62,600 and \$68,700, the highest median income being in Putnam County. Sullivan County has a lower median income of \$56,100, and the lowest median income is in Vigo County with \$50,800.

None of the counties have median reported values of owner-occupied dwelling units even close to the national median of \$305,400. Putnam County also has the highest median home value, at \$205,600. Montgomery County has the second highest median home value of \$183,300. Home values in the remaining five counties range between \$117,400 in Vermillion County to \$137,600 in Clay County.

(NOTE: 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.)

By target market distribution, six of the seven counties had a plurality of households in the older lifestage, empty nesters and retirees. Putnam County had a slightly larger percentage of households (44 percent) in the family category than in empty nesters and retirees (42.7 percent). Younger singles and couples accounted for the smallest percentage of households in each county, except for Vigo County, where families comprised the smallest percentage of households at 28.8 percent.

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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).

Lifestyle patterns reflect the ways households choose to live, *e.g.*—an urban lifestyle includes residing in a dwelling unit in a town, most likely high-density, and implies the ability to walk to more activities and locations than a suburban lifestyle, which is most likely lower-density and typically requires an automobile to access non-residential locations.

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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 property 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 ANNUAL AVERAGE POTENTIAL MARKET FOR THE WEST CENTRAL INDIANA REGION (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 the West Central Indiana Region 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.

Appendix One, Tables 4 and 5; Appendix Two, Tables 8 through 14.

Internal Mobility (Households Moving within Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties)—

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

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target market group that will move from one residence to another within a specific county or jurisdiction in a given year (internal mobility).

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 3,770 households living in Clay, Montgomery, Parke, and Putnam Counties (*reference* Appendix One, Table 4) and an annual average of 6,235 households living in Sullivan, Vermillion, and Vigo Counties (*reference* Appendix One, Table 5) have the potential to move from one residence to another—rental or ownership, new or resale—within county borders each year over the next five years. The total for the region is therefore an annual average of 10,005 households that have the potential to move within county borders each year over the next five years.

(NOTE: Individual county mobility summarized on Appendix One, Table 4 is detailed for each of the four counties in Appendix Two, Tables 8 through 11; individual county mobility summarized on Appendix One, Table 5 is detailed for each of the three counties in Appendix Two, Tables 12 through 14.)

Appendix One, Tables 6 and 7; Appendix Three, Tables 1 through 7.

Internal Mobility (Households Moving within the West Central Indiana Region across county borders from Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties)—

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 within the region.

The analysis shows that an annual average of 790 households living in Clay, Montgomery, Parke, and Putnam Counties (*reference* Appendix One, Table 6) and an annual average of 870 households living in Sullivan, Vermillion, and Vigo Counties (*reference* Appendix One, Table 7) have the potential to move to a residence across county borders in the West Central Indiana region each year over the next five years. The total for the region is therefore an annual average of 1,660 households that have the potential to move to a residence across county borders in the West Central Indiana region each year over the next five years.

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(NOTE: Individual county mobility summarized on Appendix One, Table 6 is detailed for each of the four counties in Appendix Three, Tables 1 through 4; individual county mobility summarized on Appendix One, Table 7 is detailed for each of the three counties in Appendix Three, Tables 5 through 7.)

Appendix One, Tables 8 and 9; and Appendix Three, Tables 8 through 13.

External Mobility (Households Moving to the West Central Indiana Region from Marion, Hendricks, Greene, Tippecanoe, Fountain, and Owen Counties, and the Balance of the United States)—

These tables determine the annual average number of households in each target market group living in Marion, Hendricks, Greene, Tippecanoe, Fountain, and Owen Counties, and the balance of the United States, that are likely to move to the seven counties of the West Central Indiana Region each year over the next five years (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data).

The analysis shows that an annual average of 1,230 households living in Marion, Hendricks, Greene, Tippecanoe, Fountain, and Owen Counties (*reference* Appendix One, Table 8) and an annual average of 2,910 households living in the balance of the United States (*reference* Appendix One, Table 9) have the potential to move to the West Central Indiana region each year over the next five years. The external migration total for the region is therefore an annual average of 4,140 households that have the potential to move to a residence in the West Central Indiana region each year over the next five years.

(NOTE: Individual county mobility summarized on Appendix One, Table 8 is detailed for each of the six counties in Appendix Three, Tables 8 through 13.)

Appendix One, Tables 10 through 17.

Annual Average Market Potential for the West Central Indiana Region—

Appendix One, Table 10 summarizes Appendix One, Tables 4 through 9. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and

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existing dwelling units in the West Central Indiana Region each year over the next five years originating from households living in the designated draw areas. An annual average of 15,805 households have the potential to move within or to the region each year over the next five years. (*Reference* Appendix One, Table 10.)

Younger singles and couples are likely to account for just over 39 percent of the annual potential market (in all 17 of Zimmerman/Volk Associates' younger target market groups); just under 36 percent are likely to be traditional and non-traditional families (in all 25 family groups); and the remaining quarter are likely to be empty nesters and retirees (in all 26 groups).

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 the West Central Indiana Region is shown on the following table:

Annual Average Market Potential by Draw Area
The West Central Indiana Region

Households Moving Within Each of the Seven Counties:	63.3%
Households Moving Across the Seven-County Borders:	10.5%
Households Moving From Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties:	7.8%
Households Moving From the Balance of the U.S.:	<u>18.4%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The annual average of 15,805 draw area households that have the potential to move within or to the West Central Indiana region each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Approximately 40.4 percent of these households (or 6,378 households) comprise the annual average potential market for new and existing rental units in the region. The remaining 59.6 percent (or 9,427 households) comprise the annual average potential market for new and existing for-sale (ownership) housing units. (*Reference* Appendix One, Table 11.)

The affordability of both rental and for-sale dwelling units can be determined by calculating what an individual household can afford to pay spending no more than 30 percent of annual income on

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housing (rent and utilities for rental units, and mortgage, interest, taxes, and insurance for ownership units). The U.S. Department of Housing and Urban Development (HUD) establishes income limits based on median family income (a four-person household) in three categories—30 percent of median, 50 percent of median, and 80 percent of median—to enable counties and regions across the country to determine affordability. The median family incomes of the counties in the West Central Indiana region are shown on the following table:

Median Family Income by County
The West Central Indiana Region

COUNTY	MEDIAN FAMILY INCOME
Clay*	\$69,500
Montgomery	\$74,500
Parke	\$66,700
Putnam	\$81,700
Sullivan	\$68,500
Vermillion*	\$69,500
Vigo*	\$69,500

* Part of the Terre Haute MSA.

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Putnam County has the highest median family income of \$81,700; the income limits by household size and percent of median family income for Putnam County MSA are shown on the following table:

Fiscal Year 2022 Income Limits
Putnam County, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$16,950	\$28,250	\$45,200
Two	\$19,400	\$32,300	\$51,650
Three	\$23,030	\$36,350	\$58,100
Four	\$27,750	\$40,350	\$64,550
Five	\$32,470	\$43,600	\$69,750
Six	\$37,190	\$46,850	\$74,900
Seven	\$41,190	\$50,050	\$80,050
Eight	\$46,630	\$53,300	\$85,250

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

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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 AMI are shown on the following table:

Additional Income Limits
Putnam County, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	\$33,900	\$57,200
Two	\$38,750	\$65,400
Three	\$43,600	\$73,550
Four	\$48,400	\$81,700
Five	\$52,300	\$88,250
Six	\$56,150	\$94,800
Seven	\$60,050	\$101,350
Eight	\$63,900	\$107,850

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

As part of the Terre Haute MSA, Clay, Vermillion, and Vigo Counties have a median family income of \$69,500; the income limits by household size and percent of median family income for Clay, Vermillion, and Vigo Counties are shown on the following table:

Fiscal Year 2022 Income Limits
Clay, Vermillion, and Vigo Counties, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$15,650	\$26,100	\$41,750
Two	\$18,310	\$29,800	\$47,700
Three	\$23,030	\$33,550	\$53,650
Four	\$27,750	\$37,250	\$59,600
Five	\$32,470	\$40,250	\$64,400
Six	\$37,190	\$43,250	\$69,150
Seven	\$41,910	\$46,200	\$73,950
Eight	\$46,630	\$49,200	\$78,700

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

The incomes of households at 60 and 100 percent AMI for the Terre Haute MSA are shown on the table following this page.

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Clay, Vermillion, and Vigo Counties, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	\$31,300	\$48,650
Two	\$35,800	\$55,600
Three	\$40,250	\$62,550
Four	\$44,700	\$69,500
Five	\$48,300	\$75,100
Six	\$51,900	\$80,650
Seven	\$55,450	\$86,200
Eight	\$59,050	\$91,750

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Parke County has the lowest median family income at \$66,700; the income limits by household size and percent of median family income for Parke County are shown on the following table:

Fiscal Year 2022 Income Limits
Parke County, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$15,650	\$26,100	\$41,750
Two	\$18,310	\$29,800	\$47,700
Three	\$23,030	\$33,550	\$53,650
Four	\$27,750	\$37,250	\$59,600
Five	\$32,470	\$40,250	\$64,400
Six	\$37,190	\$43,250	\$69,150
Seven	\$41,910	\$46,200	\$73,950
Eight	\$46,630	\$49,200	\$78,700

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

The incomes of households at 60 and 100 percent AMI for Parke County are shown on the table following this page.

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Additional Income Limits

Parke County, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	\$31,300	\$46,700
Two	\$35,800	\$53,400
Three	\$40,250	\$60,050
Four	\$44,700	\$66,700
Five	\$48,300	\$72,050
Six	\$51,900	\$77,400
Seven	\$55,450	\$82,750
Eight	\$59,050	\$88,050

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Calculations of affordability have been made using the Parke County income limits. The 6,378 households that make up the market for new and existing rental housing units have therefore been grouped by income, using income limits derived from the preceding table, as shown on the following table (*reference* Appendix One, Table 12):

Renter Households By Income

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INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	1,414	22.2%
Between 30% and 60% AMI	1,214	19.0%
Between 60% and 80% AMI	731	11.5%
Between 80% and 100% AMI	324	5.1%
Above 100% AMI	<u>2,695</u>	<u>42.2%</u>
Total:	6,378	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The remaining 59.6 percent of the annual average potential market (or 9,427 households) comprise the market for new and existing for-sale (ownership) housing units in the West Central Indiana Region. These households have also been grouped by income, as detailed on the table following this page. (*Reference* Appendix One, Table 13.)

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Owner Households By Income
The West Central Indiana Region

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	1,726	18.3%
Between 30% and 60% AMI	1,606	17.0%
Between 60% and 80% AMI	1,059	11.2%
Between 80% and 100% AMI	476	5.1%
Above 100% AMI	<u>4,560</u>	<u>48.4%</u>
Total:	9,427	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Of the 9,427 buyer households that represent the market for new and existing for-sale housing units, 7.5 percent (or 702 households) comprise the annual average market for new and existing multi-family for-sale units (condominium apartments); another 15.7 percent (1,484 households) include the annual market for new and existing attached single-family (rowhouse/townhouse/duplex) units; and 76.8 percent (7,241 households) make up the annual market for new and existing single-family detached houses. (*Reference* Appendix One, Table 14.)

Of the 9,427 potential owner households, 702 households (7.5 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 following table (*reference* Appendix One, Table 15):

Multi-Family Owner Households By Income
The West Central Indiana Region

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	136	19.4%
Between 30% and 60% AMI	122	17.4%
Between 60% and 80% AMI	77	11.0%
Between 80% and 100% AMI	31	4.4%
Over 100% AMI	<u>336</u>	<u>47.8%</u>
Total:	702	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The West Central Indiana Region

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana

June, 2023

Of the 9,427 potential owner households, 1,484 households (15.7 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes) and have also been grouped by income as shown on the following table (*reference* Appendix One, Table 16):

Single-Family Attached Owner Households By Income
The West Central Indiana Region

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	298	20.1%
Between 30% and 60% AMI	267	18.0%
Between 60% and 80% AMI	168	11.3%
Between 80% and 100% AMI	73	4.9%
Over 100% AMI	<u>678</u>	<u>45.7%</u>
Total:	1,484	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

Of the 9,427 potential owner households, 7,241 households (76.8 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the following table (*reference* Appendix One, Table 17):

Single-Family Detached Owner Households By Income
The West Central Indiana Region

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	1,292	17.9%
Between 30% and 50% AMI	1,217	16.8%
Between 50% and 80% AMI	814	11.2%
Between 80% and 100% AMI	372	5.1%
Over 100% AMI	<u>3,546</u>	<u>49.0%</u>
Total:	7,241	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The West Central Indiana Region

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana

June, 2023

—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 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 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

The West Central Indiana Region

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana

June, 2023

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.



METHODOLOGY: AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The West Central Indiana Region

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana

June, 2023

Appendix One Tables



Gross Annual Household In-Migration*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana***2015, 2016, 2017, 2018, 2019**

County of Origin 2015 2016 2017 2018 2019	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Marion	374	9.7%	513	10.3%	394	10.2%	410	10.6%	466	11.1%
Hendricks	265	6.9%	402	8.0%	342	8.9%	295	7.6%	334	7.9%
Tippecanoe	115	3.0%	183	3.7%	97	2.5%	112	2.9%	138	3.3%
Greene	125	3.3%	157	3.1%	139	3.6%	119	3.1%	129	3.1%
Owen	99	2.6%	114	2.3%	80	2.1%	96	2.5%	114	2.7%
Fountain	115	3.0%	136	2.7%	80	2.1%	96	2.5%	92	2.2%
Boone	55	1.4%	75	1.5%	68	1.8%	56	1.5%	77	1.8%
Vermilion, IL	54	1.4%	67	1.3%	59	1.5%	26	0.7%	71	1.7%
Clark, IL	50	1.3%	65	1.3%	43	1.1%	48	1.2%	56	1.3%
Hamilton	27	0.7%	44	0.9%	22	0.6%	47	1.2%	54	1.3%
Knox	51	1.3%	71	1.4%	31	0.8%	36	0.9%	52	1.2%
Morgan	45	1.2%	52	1.0%	56	1.5%	55	1.4%	49	1.2%
Edgar, IL	35	0.9%	51	1.0%	33	0.9%	48	1.2%	48	1.1%
Monroe	35	0.9%	53	1.1%	35	0.9%	45	1.2%	41	1.0%
Johnson	0	0.0%	55	1.1%	28	0.7%	0	0.0%	26	0.6%
Cook, IL	0	0.0%	24	0.5%	41	1.1%	21	0.5%	24	0.6%
Vanderburgh	27	0.7%	24	0.5%	20	0.5%	22	0.6%	22	0.5%
Clinton	0	0.0%	0	0.0%	0	0.0%	22	0.6%	22	0.5%
Lake	24	0.6%	38	0.8%	20	0.5%	23	0.6%	0	0.0%
Polk, IA	24	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Other Counties	2,319	60.4%	2,871	57.5%	2,266	58.8%	2,281	59.1%	2,397	56.9%
Total In-Migration:	3,839	100.0%	4,995	100.0%	3,854	100.0%	3,858	100.0%	4,212	100.0%

Gross Annual Household Out-Migration*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana***2015, 2016, 2017, 2018, 2019**

Destination County 2015 2016 2017 2018 2019	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Marion	445	10.5%	596	10.9%	492	11.4%	421	10.2%	461	10.7%
Hendricks	309	7.3%	369	6.8%	337	7.8%	291	7.0%	273	6.3%
Tippecanoe	137	3.2%	178	3.3%	147	3.4%	162	3.9%	137	3.2%
Greene	97	2.3%	166	3.0%	132	3.1%	121	2.9%	118	2.7%
Owen	92	2.2%	90	1.6%	98	2.3%	92	2.2%	69	1.6%
Fountain	83	2.0%	94	1.7%	96	2.2%	85	2.1%	93	2.2%
Boone	50	1.2%	77	1.4%	52	1.2%	39	0.9%	69	1.6%
Vermilion, IL	0	0.0%	38	0.7%	25	0.6%	32	0.8%	28	0.6%
Clark, IL	55	1.3%	65	1.2%	21	0.5%	26	0.6%	30	0.7%
Hamilton	71	1.7%	104	1.9%	66	1.5%	76	1.8%	57	1.3%
Knox	48	1.1%	43	0.8%	31	0.7%	27	0.7%	31	0.7%
Morgan	60	1.4%	69	1.3%	42	1.0%	71	1.7%	35	0.8%
Edgar, IL	32	0.8%	44	0.8%	27	0.6%	32	0.8%	30	0.7%
Monroe	57	1.3%	90	1.6%	74	1.7%	44	1.1%	42	1.0%
Johnson	38	0.9%	60	1.1%	57	1.3%	22	0.5%	27	0.6%
Cook, IL	28	0.7%	39	0.7%	0	0.0%	36	0.9%	30	0.7%
Vanderburgh	31	0.7%	45	0.8%	0	0.0%	24	0.6%	25	0.6%
Clinton	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lake	26	0.6%	25	0.5%	33	0.8%	0	0.0%	29	0.7%
Polk, IA	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Other Counties	2,589	60.9%	3,273	59.9%	2,597	60.0%	2,544	61.4%	2,724	63.2%
Total Out-Migration:	4,248	100.0%	5,465	100.0%	4,327	100.0%	4,145	100.0%	4,308	100.0%

Net Annual Household Migration
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana
2015, 2016, 2017, 2018, 2019

County 2015 2016 2017 2018 2019
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Marion	-71	-83	-98	-11	5
Hendricks	-44	33	5	4	61
Tippecanoe	-22	5	-50	-50	1
Greene	28	-9	7	-2	11
Owen	7	24	-18	4	45
Fountain	32	42	-16	11	-1
Boone	5	-2	16	17	8
Vermilion, IL	54	29	34	-6	43
Clark, IL	-5	0	22	22	26
Hamilton	-44	-60	-44	-29	-3
Knox	3	28	0	9	21
Morgan	-15	-17	14	-16	14
Edgar, IL	3	7	6	16	18
Monroe	-22	-37	-39	1	-1
Johnson	-38	-5	-29	-22	-1
Cook, IL	-28	-15	41	-15	-6
Vanderburgh	-4	-21	20	-2	-3
Clinton	0	0	0	22	22
Lake	-2	13	-13	23	-29
Polk, IA	24	0	0	0	0
All Other Counties	-270	-402	-331	-263	-327
Total Net Migration:	-409	-470	-473	-287	-96

Intra-Regional Household County-To-County Mobility By Origin*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana***2015, 2016, 2017, 2018, 2019**

County of Origin 2015 2016 2017 2018 2019	
	<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>
Vigo	531	36.6%	724	36.5%	565	33.5%	481	33.0%	557	32.7%
Clay	288	19.9%	378	19.0%	304	18.0%	266	18.2%	331	19.4%
Parke	153	10.6%	229	11.5%	212	12.6%	201	13.8%	230	13.5%
Putnam	143	9.9%	202	10.2%	216	12.8%	179	12.3%	201	11.8%
Vermillion	154	10.6%	188	9.5%	152	9.0%	161	11.0%	185	10.9%
Sullivan	119	8.2%	139	7.0%	153	9.1%	117	8.0%	133	7.8%
Montgomery	62	4.3%	125	6.3%	86	5.1%	53	3.6%	66	3.9%
Total Mobility:	1,450	100.0%	1,985	100.0%	1,688	100.0%	1,458	100.0%	1,703	100.0%

Intra-Regional Household County-To-County Mobility By Destination*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana***2015, 2016, 2017, 2018, 2019**

<u>Destination County</u>	<u>..... 2015</u>		<u>..... 2016</u>		<u>..... 2017</u>		<u>..... 2018</u>		<u>..... 2019</u>	
	<u>Number</u>	<u>Share</u>	<u>Number</u>	<u>Share</u>	<u>Number</u>	<u>Share</u>	<u>Number</u>	<u>Share</u>	<u>Number</u>	<u>Share</u>
Vigo	523	36.1%	682	34.4%	573	33.9%	589	40.4%	593	34.8%
Clay	267	18.4%	379	19.1%	382	22.6%	293	20.1%	298	17.5%
Parke	180	12.4%	237	11.9%	197	11.7%	127	8.7%	220	12.9%
Putnam	132	9.1%	226	11.4%	174	10.3%	122	8.4%	170	10.0%
Vermillion	169	11.7%	196	9.9%	167	9.9%	147	10.1%	173	10.2%
Sullivan	108	7.4%	161	8.1%	122	7.2%	99	6.8%	163	9.6%
Montgomery	71	4.9%	104	5.2%	73	4.3%	81	5.6%	86	5.0%
Total Mobility:	1,450	100.0%	1,985	100.0%	1,688	100.0%	1,458	100.0%	1,703	100.0%

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

Net Intra-Regional Household County-To-County Mobility
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana
2015, 2016, 2017, 2018, 2019

County 2015 2016 2017 2018 2019
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Vigo	8	42	-8	-108	-36
Clay	21	-1	-78	-27	33
Parke	21	3	38	79	60
Putnam	-37	-35	19	52	-19
Vermillion	-15	-8	-15	14	12
Sullivan	11	-22	31	18	-30
Montgomery	-9	21	13	-28	-20
Net Mobility:	0	0	0	0	0

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

Appendix One, Table 3

Target Market Classification
 Summary: Appendix Two, Tables 1 Through 7
The West Central Indiana Region
April, 2023

<i>County</i>	<i>Number of Households</i>	<i>Median HH Income</i>	<i>Median Home Value</i>	<i>.....Target Market Distribution.....</i>		
				<i>Empty Nesters & Retirees</i>	<i>Traditional & Non-Traditional Families</i>	<i>Younger Singles & Couples</i>
Clay	10,605	\$68,400	\$137,600	44.5%	36.6%	18.9%
Montgomery	15,295	\$65,500	\$183,300	41.9%	39.4%	18.7%
Parke	6,105	\$66,300	\$136,500	49.1%	37.5%	13.4%
Putnam	13,605	\$68,700	\$205,600	42.7%	44.0%	13.3%
Sullivan	7,685	\$56,100	\$128,700	44.6%	36.9%	18.5%
Vermillion	6,445	\$62,600	\$117,400	45.9%	33.1%	21.0%
Vigo	41,885	\$50,800	\$137,100	38.3%	28.8%	32.9%

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

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

Summary: Appendix Two, Tables 8 Through 11

*Clay County, Indiana, Montgomery County, Indiana,
Parke County, Indiana, Putnam County, Indiana*

<u>Household Type/ Geographic Designation</u>	<u>Clay County</u>	<u>Montgomery County</u>	<u>Parke County</u>	<u>Putnam County</u>	<u>Total</u>
Empty Nesters & Retirees	240	530	100	285	1,155
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	240	530	100	285	1,155
Traditional & Non-Traditional Families	330	690	125	515	1,660
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	330	690	125	515	1,660
Younger Singles & Couples	200	465	75	215	955
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	200	465	75	215	955
Total:	770	1,685	300	1,015	3,770
Percent:	20.4%	44.7%	8.0%	26.9%	100.0%

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

Summary: Appendix Two, Tables 8 Through 11

Clay County, Indiana, Montgomery County, Indiana,

Parke County, Indiana, Putnam County, Indiana

	<i>Clay County</i>	<i>Montgomery County</i>	<i>Parke County</i>	<i>Putnam County</i>	Total
Empty Nesters & Retirees	240	530	100	285	1,155
<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>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<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	0	0	0	0	0
<i>Subtotal:</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<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	0	0	0	0	0
<i>Subtotal:</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	0	15	0	5	20
Pillars of the Community	5	15	0	5	25
New Empty Nesters	5	0	0	15	20
Traditional Couples	5	25	0	5	35
RV Retirees	30	70	25	45	170
Country Couples	40	50	0	25	115
Hometown Retirees	20	30	20	20	90
Heartland Retirees	5	10	10	10	35
Village Elders	20	50	0	25	95
Small-Town Seniors	75	220	0	65	360
Back Country Seniors	35	45	45	65	190
<i>Subtotal:</i>	<i>240</i>	<i>530</i>	<i>100</i>	<i>285</i>	<i>1,155</i>

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

Summary: Appendix Two, Tables 8 Through 11

Clay County, Indiana, Montgomery County, Indiana,

Parke County, Indiana, Putnam County, Indiana

	<i>Clay County</i>	<i>Montgomery County</i>	<i>Parke County</i>	<i>Putnam County</i>	<i>Total</i>
Traditional & Non-Traditional Families	330	690	125	515	1,660
<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	0	0	0	0	0
In-Town Families	0	0	0	0	0
New American Strivers	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</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	10	0	10	20
Full-Nest Exurbanites	10	0	0	25	35
Rural Families	75	200	35	100	410
Traditional Families	10	5	0	5	20
Small-Town Families	70	105	0	70	245
Four-by-Four Families	40	95	0	50	185
Rustic Families	80	190	90	150	510
Hometown Families	45	85	0	105	235
<i>Subtotal:</i>	<u>330</u>	<u>690</u>	<u>125</u>	<u>515</u>	<u>1,660</u>

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

Summary: Appendix Two, Tables 8 Through 11

Clay County, Indiana, Montgomery County, Indiana,

Parke County, Indiana, Putnam County, Indiana

	<i>Clay County</i>	<i>Montgomery County</i>	<i>Parke County</i>	<i>Putnam County</i>	<i>Total</i>
Younger Singles & Couples	200	465	75	215	955
<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>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	0	0	0
Small-City Singles	0	0	0	0	0
Twentysomethings	0	0	0	0	0
Second-City Strivers	0	0	0	0	0
Multi-Ethnic Singles	0	0	0	0	0
<i>Subtotal:</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	0	0	0	0
Suburban Achievers	0	0	0	0	0
Suburban Strivers	0	0	0	0	0
<i>Subtotal:</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	55	115	0	30	200
Blue-Collar Traditionalists	40	35	30	40	145
Rural Couples	30	75	45	85	235
Rural Strivers	75	240	0	60	375
<i>Subtotal:</i>	<i>200</i>	<i>465</i>	<i>75</i>	<i>215</i>	<i>955</i>

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

Summary: Appendix Two, Tables 12 Through 14

Sullivan County, Indiana, Vermillion County, Indiana, Vigo County, Indiana

Household Type/ Geographic Designation	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Vigo County</i>	Total
Empty Nesters & Retirees	155	135	1,130	1,420
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	335	335
<i>Metropolitan Suburbs</i>	0	0	115	115
<i>Town & Country/Exurbs</i>	155	135	680	970
Traditional & Non-Traditional Families	190	160	1,575	1,925
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	250	250
<i>Metropolitan Suburbs</i>	0	0	50	50
<i>Town & Country/Exurbs</i>	190	160	1,275	1,625
Younger Singles & Couples	135	115	2,640	2,890
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	1,455	1,455
<i>Metropolitan Suburbs</i>	0	0	495	495
<i>Town & Country/Exurbs</i>	135	115	690	940
Total:	480	410	5,345	6,235
Percent:	7.7%	6.6%	85.7%	100.0%

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

Summary: Appendix Two, Tables 12 Through 14

Sullivan County, Indiana, Vermillion County, Indiana, Vigo County, Indiana

	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Vigo County</i>	Total
Empty Nesters & Retirees	155	135	1,130	1,420
<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
Subtotal:	0	0	0	0
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0	10	10
Blue-Collar Retirees	0	0	120	120
Middle-Class Move-Downs	0	0	25	25
Hometown Seniors	0	0	55	55
Second City Seniors	0	0	125	125
Subtotal:	0	0	335	335
<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	10	10
Mainstream Empty Nesters	0	0	40	40
Middle-American Retirees	0	0	65	65
Subtotal:	0	0	115	115
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	0	0	25	25
Pillars of the Community	0	0	55	55
New Empty Nesters	0	0	15	15
Traditional Couples	5	0	20	25
RV Retirees	15	25	55	95
Country Couples	10	10	45	65
Hometown Retirees	10	15	60	85
Heartland Retirees	5	5	25	35
Village Elders	15	10	45	70
Small-Town Seniors	50	50	215	315
Back Country Seniors	45	20	120	185
Subtotal:	155	135	680	970

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

Summary: Appendix Two, Tables 12 Through 14

Sullivan County, Indiana, Vermillion County, Indiana, Vigo County, Indiana

	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Vigo County</i>	Total
Traditional & Non-Traditional Families	190	160	1,575	1,925
<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</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0	5	5
Multi-Ethnic Families	0	0	5	5
Uptown Families	0	0	105	105
In-Town Families	0	0	50	50
New American Strivers	0	0	85	85
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>250</u>	<u>250</u>
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0	0	0
Nouveau Money	0	0	0	0
Button-Down Families	0	0	10	10
Fiber-Optic Families	0	0	5	5
Late-Nest Suburbanites	0	0	5	5
Full-Nest Suburbanites	0	0	5	5
Kids 'r' Us	0	0	25	25
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>50</u>	<u>50</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0	0	0
New Town Families	0	0	65	65
Full-Nest Exurbanites	0	0	65	65
Rural Families	30	35	145	210
Traditional Families	5	0	10	15
Small-Town Families	10	25	200	235
Four-by-Four Families	20	20	100	140
Rustic Families	110	70	295	475
Hometown Families	15	10	395	420
<i>Subtotal:</i>	<u>190</u>	<u>160</u>	<u>1,275</u>	<u>1,625</u>

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

Summary: Appendix Two, Tables 12 Through 14

Sullivan County, Indiana, Vermillion County, Indiana, Vigo County, Indiana

	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Vigo County</i>	Total
Younger Singles & Couples	135	115	2,640	2,890
<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
Subtotal:	0	0	0	0
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0	70	70
Small-City Singles	0	0	510	510
Twentysomethings	0	0	210	210
Second-City Strivers	0	0	115	115
Multi-Ethnic Singles	0	0	550	550
Subtotal:	0	0	1,455	1,455
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0	35	35
Suburban Achievers	0	0	105	105
Suburban Strivers	0	0	355	355
Subtotal:	0	0	495	495
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	20	35	105	160
Blue-Collar Traditionalists	25	15	115	155
Rural Couples	55	30	285	370
Rural Strivers	35	35	185	255
Subtotal:	135	115	690	940

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 1 Through 4

*Clay County, Indiana, Montgomery County, Indiana,
Parke County, Indiana, Putnam County, Indiana*

<u>Household Type / Geographic Designation</u>	<u>Clay County</u>	<u>Montgomery County</u>	<u>Parke County</u>	<u>Putnam County</u>	<u>Total</u>
Empty Nesters & Retirees	105	20	70	50	245
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	105	20	70	50	245
Traditional & Non-Traditional Families	130	35	85	100	350
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	130	35	85	100	350
Younger Singles & Couples	80	25	50	40	195
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	80	25	50	40	195
Total:	315	80	205	190	790
Percent:	39.9%	10.1%	25.9%	24.1%	100.0%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 1 Through 4

*Clay County, Indiana, Montgomery County, Indiana,
Parke County, Indiana, Putnam County, Indiana*

	<i>Clay County</i>	<i>Montgomery County</i>	<i>Parke County</i>	<i>Putnam County</i>	<i>Total</i>
Empty Nesters & Retirees	105	20	70	50	245
<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	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</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	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>					
Small-Town Patriarchs	0	0	0	0	0
Pillars of the Community	0	0	0	0	0
New Empty Nesters	5	0	0	5	10
Traditional Couples	5	0	0	0	5
RV Retirees	10	5	20	10	45
Country Couples	15	0	0	5	20
Hometown Retirees	10	0	15	5	30
Heartland Retirees	5	0	5	0	10
Village Elders	10	5	0	5	20
Small-Town Seniors	30	10	0	10	50
Back Country Seniors	15	0	30	10	55
<i>Subtotal:</i>	<u>105</u>	<u>20</u>	<u>70</u>	<u>50</u>	<u>245</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 1 Through 4

*Clay County, Indiana, Montgomery County, Indiana,
Parke County, Indiana, Putnam County, Indiana*

	<i>Clay County</i>	<i>Montgomery County</i>	<i>Parke County</i>	<i>Putnam County</i>	<i>Total</i>
Traditional & Non-Traditional Families	130	35	85	100	350
<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	0	0	0	0	0
In-Town Families	0	0	0	0	0
New American Strivers	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</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	5	10
Rural Families	30	10	25	20	85
Traditional Families	5	0	0	0	5
Small-Town Families	25	5	0	15	45
Four-by-Four Families	15	5	0	10	30
Rustic Families	30	10	60	30	130
Hometown Families	20	5	0	20	45
<i>Subtotal:</i>	<u>130</u>	<u>35</u>	<u>85</u>	<u>100</u>	<u>350</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 1 Through 4

*Clay County, Indiana, Montgomery County, Indiana,
Parke County, Indiana, Putnam County, Indiana*

	<i>Clay County</i>	<i>Montgomery County</i>	<i>Parke County</i>	<i>Putnam County</i>	<i>Total</i>
Younger Singles & Couples	80	25	50	40	195
<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	0	0	0	0	0
Twentysomethings	0	0	0	0	0
Second-City Strivers	0	0	0	0	0
Multi-Ethnic Singles	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	0	0	0	0
Suburban Achievers	0	0	0	0	0
Suburban Strivers	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>					
Hometown Sweethearts	20	5	0	5	30
Blue-Collar Traditionalists	15	0	20	10	45
Rural Couples	15	5	30	15	65
Rural Strivers	30	15	0	10	55
<i>Subtotal:</i>	<u>80</u>	<u>25</u>	<u>50</u>	<u>40</u>	<u>195</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 5 Through 7

Sullivan County, Indiana, Vermillion County, Indiana, Vigo County, Indiana

<u>Household Type / Geographic Designation</u>	<u><i>Sullivan County</i></u>	<u><i>Vermillion County</i></u>	<u><i>Vigo County</i></u>	<u>Total</u>
Empty Nesters & Retirees	40	55	125	220
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	40	40
<i>Metropolitan Suburbs</i>	0	0	10	10
<i>Town & Country/Exurbs</i>	40	55	75	170
Traditional & Non-Traditional Families	50	65	160	275
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	25	25
<i>Metropolitan Suburbs</i>	0	0	5	5
<i>Town & Country/Exurbs</i>	50	65	130	245
Younger Singles & Couples	40	50	285	375
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	155	155
<i>Metropolitan Suburbs</i>	0	0	55	55
<i>Town & Country/Exurbs</i>	40	50	75	165
Total:	130	170	570	870
Percent:	15.0%	19.5%	65.5%	100.0%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 5 Through 7

Sullivan County, Indiana, Vermillion County, Indiana, Vigo County, Indiana

	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Vigo County</i>	<i>Total</i>
Empty Nesters & Retirees	40	55	125	220
<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</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0	0	0
Blue-Collar Retirees	0	0	15	15
Middle-Class Move-Downs	0	0	5	5
Hometown Seniors	0	0	5	5
Second City Seniors	0	0	15	15
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>40</u>	<u>40</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	5	5
Middle-American Retirees	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	0	0	5	5
Pillars of the Community	0	0	5	5
New Empty Nesters	0	0	0	0
Traditional Couples	0	0	0	0
RV Retirees	5	10	5	20
Country Couples	5	5	5	15
Hometown Retirees	0	5	5	10
Heartland Retirees	0	0	5	5
Village Elders	5	5	5	15
Small-Town Seniors	15	20	25	60
Back Country Seniors	10	10	15	35
<i>Subtotal:</i>	<u>40</u>	<u>55</u>	<u>75</u>	<u>170</u>

Annual Average Number Of Households With The Potential To Move Across County Borders Within The West Central Region Each Year Over The Next Five Years

Summary: Appendix Three, Tables 5 Through 7

Sullivan County, Indiana, Vermillion County, Indiana, Vigo County, Indiana

	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Vigo County</i>	<i>Total</i>
Traditional & Non-Traditional Families	50	65	160	275
<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</u>	<u>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	10	10
In-Town Families	0	0	5	5
New American Strivers	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>25</u>	<u>25</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	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>5</u>	<u>5</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0	0	0
New Town Families	0	0	5	5
Full-Nest Exurbanites	0	0	5	5
Rural Families	10	15	15	40
Traditional Families	0	0	0	0
Small-Town Families	0	10	20	30
Four-by-Four Families	5	10	10	25
Rustic Families	30	25	30	85
Hometown Families	5	5	45	55
<i>Subtotal:</i>	<u>50</u>	<u>65</u>	<u>130</u>	<u>245</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 5 Through 7

Sullivan County, Indiana, Vermillion County, Indiana, Vigo County, Indiana

	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Vigo County</i>	<i>Total</i>
Younger Singles & Couples	40	50	285	375
<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</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0	5	5
Small-City Singles	0	0	55	55
Twentysomethings	0	0	25	25
Second-City Strivers	0	0	10	10
Multi-Ethnic Singles	0	0	60	60
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>155</u>	<u>155</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0	5	5
Suburban Achievers	0	0	10	10
Suburban Strivers	0	0	40	40
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>55</u>	<u>55</u>
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	5	15	10	30
Blue-Collar Traditionalists	10	5	15	30
Rural Couples	15	15	30	60
Rural Strivers	10	15	20	45
<i>Subtotal:</i>	<u>40</u>	<u>50</u>	<u>75</u>	<u>165</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 8 Through 13

*Marion County, Indiana, Hendricks County, Indiana, Tippecanoe County, Indiana,
Greene County, Indiana, Owen County, Indiana, Fountain County, Indiana*

<u>Household Type / Geographic Designation</u>	<u>Marion County</u>	<u>Hendricks County</u>	<u>Tippecanoe County</u>	<u>Greene County</u>	<u>Owen County</u>	<u>Fountain County</u>	<u>Total</u>
Empty Nesters & Retirees	60	70	0	40	30	25	225
<i>Metropolitan Cities</i>	0	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	30	15	0	0	0	0	45
<i>Metropolitan Suburbs</i>	30	20	0	0	0	0	50
<i>Town & Country/Exurbs</i>	0	35	0	40	30	25	130
Traditional & Non-Traditional Families	120	195	25	45	35	45	465
<i>Metropolitan Cities</i>	0	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	75	25	10	0	0	0	110
<i>Metropolitan Suburbs</i>	40	50	0	0	0	0	90
<i>Town & Country/Exurbs</i>	5	120	15	45	35	45	265
Younger Singles & Couples	250	65	105	50	35	35	540
<i>Metropolitan Cities</i>	0	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	185	30	75	0	0	0	290
<i>Metropolitan Suburbs</i>	65	20	25	0	0	0	110
<i>Town & Country/Exurbs</i>	0	15	5	50	35	35	140
Total:	430	330	130	135	100	105	1,230
Percent:	35.0%	26.8%	10.6%	11.0%	8.1%	8.5%	100.0%

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 8 Through 13

*Marion County, Indiana, Hendricks County, Indiana, Tippecanoe County, Indiana,
Greene County, Indiana, Owen County, Indiana, Fountain County, Indiana*

	<i>Marion County</i>	<i>Hendricks County</i>	<i>Tippecanoe County</i>	<i>Greene County</i>	<i>Owen County</i>	<i>Fountain County</i>	<i>Total</i>
Empty Nesters & Retirees	60	70	0	40	30	25	225
<i>Metropolitan Cities</i>							
The Social Register	0	0	0	0	0	0	0
Urban Establishment	0	0	0	0	0	0	0
Multi-Ethnic Empty Nesters	0	0	0	0	0	0	0
Cosmopolitan Couples	0	0	0	0	0	0	0
<i>Subtotal:</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Small Cities/Satellite Cities</i>							
Second City Establishment	0	5	0	0	0	0	5
Blue-Collar Retirees	10	5	0	0	0	0	15
Middle-Class Move-Downs	0	0	0	0	0	0	0
Hometown Seniors	5	0	0	0	0	0	5
Second City Seniors	15	5	0	0	0	0	20
<i>Subtotal:</i>	<i>30</i>	<i>15</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>45</i>
<i>Metropolitan Suburbs</i>							
The One Percenters	0	0	0	0	0	0	0
Old Money	0	0	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0	0	0
Suburban Establishment	5	5	0	0	0	0	10
Mainstream Empty Nesters	15	10	0	0	0	0	25
Middle-American Retirees	10	5	0	0	0	0	15
<i>Subtotal:</i>	<i>30</i>	<i>20</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>50</i>
<i>Town & Country/Exurbs</i>							
Small-Town Patriarchs	0	5	0	0	0	0	5
Pillars of the Community	0	5	0	0	0	0	5
New Empty Nesters	0	0	0	0	0	0	0
Traditional Couples	0	5	0	0	0	0	5
RV Retirees	0	0	0	5	5	5	15
Country Couples	0	5	0	0	0	0	5
Hometown Retirees	0	0	0	5	5	5	15
Heartland Retirees	0	0	0	0	5	0	5
Village Elders	0	5	0	5	0	0	10
Small-Town Seniors	0	10	0	10	0	0	20
Back Country Seniors	0	0	0	15	15	15	45
<i>Subtotal:</i>	<i>0</i>	<i>35</i>	<i>0</i>	<i>40</i>	<i>30</i>	<i>25</i>	<i>130</i>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 8 Through 13

*Marion County, Indiana, Hendricks County, Indiana, Tippecanoe County, Indiana,
Greene County, Indiana, Owen County, Indiana, Fountain County, Indiana*

	<u>Marion County</u>	<u>Hendricks County</u>	<u>Tippecanoe County</u>	<u>Greene County</u>	<u>Owen County</u>	<u>Fountain County</u>	<u>Total</u>
Traditional & Non-Traditional Families	120	195	25	45	35	45	465
<i>Metropolitan Cities</i>							
e-Type Families	0	0	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0	0	0
Inner-City Families	0	0	0	0	0	0	0
Single-Parent Families	0	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>							
Unibox Transferees	5	0	0	0	0	0	5
Multi-Ethnic Families	5	5	0	0	0	0	10
Uptown Families	20	10	5	0	0	0	35
In-Town Families	15	5	5	0	0	0	25
New American Strivers	30	5	0	0	0	0	35
<i>Subtotal:</i>	<u>75</u>	<u>25</u>	<u>10</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>110</u>
<i>Metropolitan Suburbs</i>							
Corporate Establishment	0	0	0	0	0	0	0
Nouveau Money	0	0	0	0	0	0	0
Button-Down Families	5	5	0	0	0	0	10
Fiber-Optic Families	5	5	0	0	0	0	10
Late-Nest Suburbanites	10	20	0	0	0	0	30
Full-Nest Suburbanites	5	5	0	0	0	0	10
Kids 'r' Us	15	15	0	0	0	0	30
<i>Subtotal:</i>	<u>40</u>	<u>50</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>90</u>
<i>Town & Country/Exurbs</i>							
Ex-Urban Elite	0	15	0	0	0	0	15
New Town Families	0	15	0	0	0	0	15
Full-Nest Exurbanites	0	5	0	0	0	0	5
Rural Families	0	5	0	10	10	15	40
Traditional Families	0	20	0	0	0	0	20
Small-Town Families	5	20	0	5	0	0	30
Four-by-Four Families	0	15	0	5	0	0	20
Rustic Families	0	5	5	25	25	30	90
Hometown Families	0	20	10	0	0	0	30
<i>Subtotal:</i>	<u>5</u>	<u>120</u>	<u>15</u>	<u>45</u>	<u>35</u>	<u>45</u>	<u>265</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Summary: Appendix Three, Tables 8 Through 13

*Marion County, Indiana, Hendricks County, Indiana, Tippecanoe County, Indiana,
Greene County, Indiana, Owen County, Indiana, Fountain County, Indiana*

	<u>Marion County</u>	<u>Hendricks County</u>	<u>Tippecanoe County</u>	<u>Greene County</u>	<u>Owen County</u>	<u>Fountain County</u>	<u>Total</u>
Younger Singles & Couples	250	65	105	50	35	35	540
<i>Metropolitan Cities</i>							
New Power Couples	0	0	0	0	0	0	0
New Bohemians	0	0	0	0	0	0	0
Cosmopolitan Elite	0	0	0	0	0	0	0
Downtown Couples	0	0	0	0	0	0	0
Downtown Proud	0	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>							
The VIPs	15	5	0	0	0	0	20
Small-City Singles	25	10	5	0	0	0	40
Twentysomethings	65	10	60	0	0	0	135
Second-City Strivers	35	5	5	0	0	0	45
Multi-Ethnic Singles	45	0	5	0	0	0	50
<i>Subtotal:</i>	<u>185</u>	<u>30</u>	<u>75</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>290</u>
<i>Metropolitan Suburbs</i>							
Fast-Track Professionals	20	5	0	0	0	0	25
Suburban Achievers	10	5	5	0	0	0	20
Suburban Strivers	35	10	20	0	0	0	65
<i>Subtotal:</i>	<u>65</u>	<u>20</u>	<u>25</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>110</u>
<i>Town & Country/Exurbs</i>							
Hometown Sweethearts	0	10	0	5	0	0	15
Blue-Collar Traditionalists	0	0	0	15	15	15	45
Rural Couples	0	0	0	25	20	20	65
Rural Strivers	0	5	5	5	0	0	15
<i>Subtotal:</i>	<u>0</u>	<u>15</u>	<u>5</u>	<u>50</u>	<u>35</u>	<u>35</u>	<u>140</u>

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

<u>Household Type / Geographic Designation</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	695	23.9%
<i>Metropolitan Cities</i>	105	3.6%
<i>Small Cities/Satellite Cities</i>	125	4.3%
<i>Metropolitan Suburbs</i>	145	5.0%
<i>Town & Country/Exurbs</i>	320	11.0%
Traditional & Non-Traditional Families	995	34.2%
<i>Metropolitan Cities</i>	95	3.3%
<i>Small Cities/Satellite Cities</i>	240	8.2%
<i>Metropolitan Suburbs</i>	175	6.0%
<i>Town & Country/Exurbs</i>	485	16.7%
Younger Singles & Couples	1,220	41.9%
<i>Metropolitan Cities</i>	310	10.7%
<i>Small Cities/Satellite Cities</i>	390	13.4%
<i>Metropolitan Suburbs</i>	235	8.1%
<i>Town & Country/Exurbs</i>	285	9.8%
Total:	2,910	100.0%

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

	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	695	23.9%
<i>Metropolitan Cities</i>		
The Social Register	5	0.2%
Urban Establishment	35	1.2%
Multi-Ethnic Empty Nesters	20	0.7%
Cosmopolitan Couples	45	1.5%
<i>Subtotal:</i>	105	3.6%
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	20	0.7%
Blue-Collar Retirees	40	1.4%
Middle-Class Move-Downs	15	0.5%
Hometown Seniors	10	0.3%
Second City Seniors	40	1.4%
<i>Subtotal:</i>	125	4.3%
<i>Metropolitan Suburbs</i>		
The One Percenters	15	0.5%
Old Money	5	0.2%
Affluent Empty Nesters	10	0.3%
Suburban Establishment	35	1.2%
Mainstream Empty Nesters	30	1.0%
Middle-American Retirees	50	1.7%
<i>Subtotal:</i>	145	5.0%
<i>Town & Country/Exurbs</i>		
Small-Town Patriarchs	20	0.7%
Pillars of the Community	15	0.5%
New Empty Nesters	20	0.7%
Traditional Couples	25	0.9%
RV Retirees	25	0.9%
Country Couples	25	0.9%
Hometown Retirees	25	0.9%
Heartland Retirees	15	0.5%
Village Elders	25	0.9%
Small-Town Seniors	65	2.2%
Back Country Seniors	60	2.1%
<i>Subtotal:</i>	320	11.0%

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

	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	995	34.2%
<i>Metropolitan Cities</i>		
e-Type Families	10	0.3%
Multi-Cultural Families	10	0.3%
Inner-City Families	25	0.9%
Single-Parent Families	50	1.7%
<i>Subtotal:</i>	<u>95</u>	<u>3.3%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	25	0.9%
Multi-Ethnic Families	35	1.2%
Uptown Families	55	1.9%
In-Town Families	50	1.7%
New American Strivers	75	2.6%
<i>Subtotal:</i>	<u>240</u>	<u>8.2%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	15	0.5%
Nouveau Money	20	0.7%
Button-Down Families	25	0.9%
Fiber-Optic Families	10	0.3%
Late-Nest Suburbanites	45	1.5%
Full-Nest Suburbanites	20	0.7%
Kids 'r' Us	40	1.4%
<i>Subtotal:</i>	<u>175</u>	<u>6.0%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	40	1.4%
New Town Families	20	0.7%
Full-Nest Exurbanites	40	1.4%
Rural Families	45	1.5%
Traditional Families	25	0.9%
Small-Town Families	80	2.7%
Four-by-Four Families	50	1.7%
Rustic Families	110	3.8%
Hometown Families	75	2.6%
<i>Subtotal:</i>	<u>485</u>	<u>16.7%</u>

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

	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	1,220	41.9%
<i>Metropolitan Cities</i>		
New Power Couples	10	0.3%
New Bohemians	115	4.0%
Cosmopolitan Elite	15	0.5%
Downtown Couples	70	2.4%
Downtown Proud	100	3.4%
<i>Subtotal:</i>	<u>310</u>	<u>10.7%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	65	2.2%
Small-City Singles	65	2.2%
Twentysomethings	125	4.3%
Second-City Strivers	70	2.4%
Multi-Ethnic Singles	65	2.2%
<i>Subtotal:</i>	<u>390</u>	<u>13.4%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	75	2.6%
Suburban Achievers	25	0.9%
Suburban Strivers	135	4.6%
<i>Subtotal:</i>	<u>235</u>	<u>8.1%</u>
<i>Town & Country/Exurbs</i>		
Hometown Sweethearts	40	1.4%
Blue-Collar Traditionalists	55	1.9%
Rural Couples	120	4.1%
Rural Strivers	70	2.4%
<i>Subtotal:</i>	<u>285</u>	<u>9.8%</u>

**Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 9

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;

Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;

and Balance of the United States

<u>Household Type / Geographic Designation</u>	<u>Households Moving Within Each Of The 7 Counties</u>	<u>Households Moving Across The 7-County Borders</u>	<u>Marion, Hendricks, Tippecanoe, Greene, Owen, & Fountain</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	2,575	465	225	695	3,960
<i>Metropolitan Cities</i>	0	0	0	105	105
<i>Small Cities/Satellite Cities</i>	335	40	45	125	545
<i>Metropolitan Suburbs</i>	115	10	50	145	320
<i>Town & Country/Exurbs</i>	2,125	415	130	320	2,990
Traditional & Non-Traditional Families	3,585	625	465	995	5,670
<i>Metropolitan Cities</i>	0	0	0	95	95
<i>Small Cities/Satellite Cities</i>	250	25	110	240	625
<i>Metropolitan Suburbs</i>	50	5	90	175	320
<i>Town & Country/Exurbs</i>	3,285	595	265	485	4,630
Younger Singles & Couples	3,845	570	540	1,220	6,175
<i>Metropolitan Cities</i>	0	0	0	310	310
<i>Small Cities/Satellite Cities</i>	1,455	155	290	390	2,290
<i>Metropolitan Suburbs</i>	495	55	110	235	895
<i>Town & Country/Exurbs</i>	1,895	360	140	285	2,680
Total:	10,005	1,660	1,230	2,910	15,805
Percent:	63.3%	10.5%	7.8%	18.4%	100.0%

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

**Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 9

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;

Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;

and Balance of the United States

	<i>Households Moving Within Each Of The 7 Counties</i>	<i>Households Moving Across The 7-County Borders</i>	<i>Marion, Hendricks, Tippecanoe, Greene, Owen, & Fountain</i>	<i>Balance of U.S.</i>	<i>Total</i>
Empty Nesters & Retirees	2,575	465	225	695	3,960
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	5	5
Urban Establishment	0	0	0	35	35
Multi-Ethnic Empty Nesters	0	0	0	20	20
Cosmopolitan Couples	0	0	0	45	45
<i>Subtotal:</i>	0	0	0	105	105
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	10	0	5	20	35
Blue-Collar Retirees	120	15	15	40	190
Middle-Class Move-Downs	25	5	0	15	45
Hometown Seniors	55	5	5	10	75
Second City Seniors	125	15	20	40	200
<i>Subtotal:</i>	335	40	45	125	545
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	15	15
Old Money	0	0	0	5	5
Affluent Empty Nesters	0	0	0	10	10
Suburban Establishment	10	0	10	35	55
Mainstream Empty Nesters	40	5	25	30	100
Middle-American Retirees	65	5	15	50	135
<i>Subtotal:</i>	115	10	50	145	320
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	45	5	5	20	75
Pillars of the Community	80	5	5	15	105
New Empty Nesters	35	10	0	20	65
Traditional Couples	60	5	5	25	95
RV Retirees	265	65	15	25	370
Country Couples	180	35	5	25	245
Hometown Retirees	175	40	15	25	255
Heartland Retirees	70	15	5	15	105
Village Elders	165	35	10	25	235
Small-Town Seniors	675	110	20	65	870
Back Country Seniors	375	90	45	60	570
<i>Subtotal:</i>	2,125	415	130	320	2,990

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 9

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;

Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;

and Balance of the United States

	<i>Households Moving Within Each Of The 7 Counties</i>	<i>Households Moving Across The 7-County Borders</i>	<i>Marion, Hendricks, Tippecanoe, Greene, Owen, & Fountain</i>	<i>Balance of U.S.</i>	<i>Total</i>
Traditional & Non-Traditional Families	3,585	625	465	995	5,670
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	10	10
Multi-Cultural Families	0	0	0	10	10
Inner-City Families	0	0	0	25	25
Single-Parent Families	0	0	0	50	50
<i>Subtotal:</i>	0	0	0	95	95
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	5	0	5	25	35
Multi-Ethnic Families	5	0	10	35	50
Uptown Families	105	10	35	55	205
In-Town Families	50	5	25	50	130
New American Strivers	85	10	35	75	205
<i>Subtotal:</i>	250	25	110	240	625
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	15	15
Nouveau Money	0	0	0	20	20
Button-Down Families	10	0	10	25	45
Fiber-Optic Families	5	0	10	10	25
Late-Nest Suburbanites	5	0	30	45	80
Full-Nest Suburbanites	5	0	10	20	35
Kids 'r' Us	25	5	30	40	100
<i>Subtotal:</i>	50	5	90	175	320
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	0	0	15	40	55
New Town Families	85	5	15	20	125
Full-Nest Exurbanites	100	15	5	40	160
Rural Families	620	125	40	45	830
Traditional Families	35	5	20	25	85
Small-Town Families	480	75	30	80	665
Four-by-Four Families	325	55	20	50	450
Rustic Families	985	215	90	110	1,400
Hometown Families	655	100	30	75	860
<i>Subtotal:</i>	3,285	595	265	485	4,630

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

**Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 9

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;

Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;

and Balance of the United States

	<i>Households Moving Within Each Of The 7 Counties</i>	<i>Households Moving Across The 7-County Borders</i>	<i>Marion, Hendricks, Tippecanoe, Greene, Owen, & Fountain</i>	<i>Balance of U.S.</i>	<i>Total</i>
Younger Singles & Couples	3,845	570	540	1,220	6,175
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	10	10
New Bohemians	0	0	0	115	115
Cosmopolitan Elite	0	0	0	15	15
Downtown Couples	0	0	0	70	70
Downtown Proud	0	0	0	100	100
<i>Subtotal:</i>	0	0	0	310	310
<i>Small Cities/Satellite Cities</i>					
The VIPs	70	5	20	65	160
Small-City Singles	510	55	40	65	670
Twentysomethings	210	25	135	125	495
Second-City Strivers	115	10	45	70	240
Multi-Ethnic Singles	550	60	50	65	725
<i>Subtotal:</i>	1,455	155	290	390	2,290
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	35	5	25	75	140
Suburban Achievers	105	10	20	25	160
Suburban Strivers	355	40	65	135	595
<i>Subtotal:</i>	495	55	110	235	895
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	360	60	15	40	475
Blue-Collar Traditionalists	300	75	45	55	475
Rural Couples	605	125	65	120	915
Rural Strivers	630	100	15	70	815
<i>Subtotal:</i>	1,895	360	140	285	2,680

Tenure (Renter/Buyer) Profile

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
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	1,103	2,857	3,960
<i>Metropolitan Cities</i>	69	36	105
<i>Small Cities/Satellite Cities</i>	255	290	545
<i>Metropolitan Suburbs</i>	78	242	320
<i>Town & Country/Exurbs</i>	701	2,289	2,990
Traditional & Non-Traditional Families	1,915	3,755	5,670
<i>Metropolitan Cities</i>	52	43	95
<i>Small Cities/Satellite Cities</i>	305	320	625
<i>Metropolitan Suburbs</i>	95	225	320
<i>Town & Country/Exurbs</i>	1,463	3,167	4,630
Younger Singles & Couples	3,360	2,815	6,175
<i>Metropolitan Cities</i>	229	81	310
<i>Small Cities/Satellite Cities</i>	1,580	710	2,290
<i>Metropolitan Suburbs</i>	530	365	895
<i>Town & Country/Exurbs</i>	1,021	1,659	2,680
Total:	6,378	9,427	15,805
Percent:	40.4%	59.6%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number Of Households With The Potential To Move
 Within/To The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
 Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
 and Balance of the United States*

Empty Nesters & Retirees	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
The Social Register	1	4	5
Urban Establishment	25	10	35
Multi-Ethnic Empty Nesters	7	13	20
Cosmopolitan Couples	36	9	45
<i>Subtotal:</i>	69	36	105
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	4	31	35
Blue-Collar Retirees	59	131	190
Middle-Class Move-Downs	12	33	45
Hometown Seniors	31	44	75
Second City Seniors	149	51	200
<i>Subtotal:</i>	255	290	545
<i>Metropolitan Suburbs</i>			
The One Percenters	2	13	15
Old Money	1	4	5
Affluent Empty Nesters	1	9	10
Suburban Establishment	8	47	55
Mainstream Empty Nesters	34	66	100
Middle-American Retirees	32	103	135
<i>Subtotal:</i>	78	242	320
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	11	64	75
Pillars of the Community	15	90	105
New Empty Nesters	10	55	65
Traditional Couples	13	82	95
RV Retirees	55	315	370
Country Couples	49	196	245
Hometown Retirees	44	211	255
Heartland Retirees	20	85	105
Village Elders	64	171	235
Small-Town Seniors	292	578	870
Back Country Seniors	128	442	570
<i>Subtotal:</i>	701	2,289	2,990
Total:	1,103	2,857	3,960
Percent:	27.9%	72.1%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number Of Households With The Potential To Move
 Within/To The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
 Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
 and Balance of the United States*

Traditional & Non-Traditional Families	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
e-Type Families	3	7	10
Multi-Cultural Families	3	7	10
Inner-City Families	15	10	25
Single-Parent Families	31	19	50
<i>Subtotal:</i>	<u>52</u>	<u>43</u>	<u>95</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	9	26	35
Multi-Ethnic Families	18	32	50
Uptown Families	74	131	205
In-Town Families	52	78	130
New American Strivers	152	53	205
<i>Subtotal:</i>	<u>305</u>	<u>320</u>	<u>625</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2	13	15
Nouveau Money	4	16	20
Button-Down Families	7	38	45
Fiber-Optic Families	4	21	25
Late-Nest Suburbanites	33	47	80
Full-Nest Suburbanites	13	22	35
Kids 'r' Us	32	68	100
<i>Subtotal:</i>	<u>95</u>	<u>225</u>	<u>320</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	7	48	55
New Town Families	17	108	125
Full-Nest Exurbanites	26	134	160
Rural Families	151	679	830
Traditional Families	17	68	85
Small-Town Families	292	373	665
Four-by-Four Families	119	331	450
Rustic Families	318	1,082	1,400
Hometown Families	516	344	860
<i>Subtotal:</i>	<u>1,463</u>	<u>3,167</u>	<u>4,630</u>
Total:	1,915	3,755	5,670
Percent:	33.8%	66.2%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
New Power Couples	5	5	10
New Bohemians	93	22	115
Cosmopolitan Elite	6	9	15
Downtown Couples	37	33	70
Downtown Proud	88	12	100
<i>Subtotal:</i>	229	81	310
<i>Small Cities/Satellite Cities</i>			
The VIPs	98	62	160
Small-City Singles	291	379	670
Twentysomethings	428	67	495
Second-City Strivers	198	42	240
Multi-Ethnic Singles	565	160	725
<i>Subtotal:</i>	1,580	710	2,290
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	118	22	140
Suburban Achievers	59	101	160
Suburban Strivers	353	242	595
<i>Subtotal:</i>	530	365	895
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	156	319	475
Blue-Collar Traditionalists	104	371	475
Rural Couples	302	613	915
Rural Strivers	459	356	815
<i>Subtotal:</i>	1,021	1,659	2,680
Total:	3,360	2,815	6,175
Percent:	54.4%	45.6%	100.0%

Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move
 Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
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	201	204	119	50	529	1,103
<i>Metropolitan Cities</i>	8	8	5	2	46	69
<i>Small Cities/Satellite Cities</i>	66	57	27	12	93	255
<i>Metropolitan Suburbs</i>	8	9	7	3	51	78
<i>Town & Country/Exurbs</i>	119	130	80	33	339	701
Traditional & Non-Traditional Families	427	307	231	100	850	1,915
<i>Metropolitan Cities</i>	14	8	6	3	21	52
<i>Small Cities/Satellite Cities</i>	83	57	40	16	109	305
<i>Metropolitan Suburbs</i>	13	11	9	4	58	95
<i>Town & Country/Exurbs</i>	317	231	176	77	662	1,463
Younger Singles & Couples	786	703	381	174	1,316	3,360
<i>Metropolitan Cities</i>	37	33	18	9	132	229
<i>Small Cities/Satellite Cities</i>	418	350	184	83	545	1,580
<i>Metropolitan Suburbs</i>	85	86	59	28	272	530
<i>Town & Country/Exurbs</i>	246	234	120	54	367	1,021
Total:	1,414	1,214	731	324	2,695	6,378
Percent:	22.2%	19.0%	11.5%	5.1%	42.2%	100.0%

Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move
 Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

Empty Nesters & RetireesRenter 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>						
The Social Register	0	0	0	0	1	1
Urban Establishment	2	2	1	1	19	25
Multi-Ethnic Empty Nesters	1	1	1	0	4	7
Cosmopolitan Couples	5	5	3	1	22	36
Subtotal:	8	8	5	2	46	69
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	0	4	4
Blue-Collar Retirees	9	11	7	3	29	59
Middle-Class Move-Downs	2	2	1	1	6	12
Hometown Seniors	8	8	4	2	9	31
Second City Seniors	47	36	15	6	45	149
Subtotal:	66	57	27	12	93	255
<i>Metropolitan Suburbs</i>						
The One Percenters	0	0	0	0	2	2
Old Money	0	0	0	0	1	1
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	1	1	1	0	5	8
Mainstream Empty Nesters	4	4	3	2	21	34
Middle-American Retirees	3	4	3	1	21	32
Subtotal:	8	9	7	3	51	78
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	1	1	1	0	8	11
Pillars of the Community	1	1	1	1	11	15
New Empty Nesters	1	1	1	0	7	10
Traditional Couples	1	1	1	0	10	13
RV Retirees	5	7	5	2	36	55
Country Couples	5	7	5	2	30	49
Hometown Retirees	6	7	5	2	24	44
Heartland Retirees	3	3	2	1	11	20
Village Elders	12	13	8	3	28	64
Small-Town Seniors	57	60	35	15	125	292
Back Country Seniors	27	29	16	7	49	128
Subtotal:	119	130	80	33	339	701
Total:	201	204	119	50	529	1,103
Percent:	18.2%	18.5%	10.8%	4.5%	48.0%	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 The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

Traditional & Non-Traditional Families	Renter Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
Metropolitan Cities						
e-Type Families	0	0	0	0	3	3
Multi-Cultural Families	1	0	0	0	2	3
Inner-City Families	4	3	2	1	5	15
Single-Parent Families	9	5	4	2	11	31
Subtotal:	14	8	6	3	21	52
Small Cities/Satellite Cities						
Unibox Transferees	1	1	1	0	6	9
Multi-Ethnic Families	3	2	2	1	10	18
Uptown Families	13	10	9	4	38	74
In-Town Families	16	11	7	3	15	52
New American Strivers	50	33	21	8	40	152
Subtotal:	83	57	40	16	109	305
Metropolitan Suburbs						
Corporate Establishment	0	0	0	0	2	2
Nouveau Money	0	0	0	0	4	4
Button-Down Families	1	1	1	0	4	7
Fiber-Optic Families	0	0	0	0	4	4
Late-Nest Suburbanites	5	4	3	1	20	33
Full-Nest Suburbanites	2	2	1	1	7	13
Kids 'r' Us	5	4	4	2	17	32
Subtotal:	13	11	9	4	58	95
Town & Country/Exurbs						
Ex-Urban Elite	0	0	0	0	7	7
New Town Families	2	1	1	1	12	17
Full-Nest Exurbanites	3	3	2	1	17	26
Rural Families	24	20	17	8	82	151
Traditional Families	3	2	2	1	9	17
Small-Town Families	50	37	31	15	159	292
Four-by-Four Families	20	17	14	6	62	119
Rustic Families	70	52	41	18	137	318
Hometown Families	145	99	68	27	177	516
Subtotal:	317	231	176	77	662	1,463
Total:	427	307	231	100	850	1,915
Percent:	22.3%	16.0%	12.1%	5.2%	44.4%	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 The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
 Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
 and Balance of the United States*

Younger Singles & Couples	Renter Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
Metropolitan Cities						
New Power Couples	0	0	0	0	5	5
New Bohemians	10	8	5	3	67	93
Cosmopolitan Elite	0	1	0	0	5	6
Downtown Couples	7	7	4	2	17	37
Downtown Proud	20	17	9	4	38	88
Subtotal:	37	33	18	9	132	229
Small Cities/Satellite Cities						
The VIPs	10	10	8	4	66	98
Small-City Singles	58	64	38	17	114	291
Twentysomethings	104	82	52	24	166	428
Second-City Strivers	43	42	25	12	76	198
Multi-Ethnic Singles	203	152	61	26	123	565
Subtotal:	418	350	184	83	545	1,580
Metropolitan Suburbs						
Fast-Track Professionals	12	12	9	5	80	118
Suburban Achievers	9	10	7	3	30	59
Suburban Strivers	64	64	43	20	162	353
Subtotal:	85	86	59	28	272	530
Town & Country/Exurbs						
Hometown Sweethearts	24	28	18	9	77	156
Blue-Collar Traditionalists	17	20	13	6	48	104
Rural Couples	71	69	36	16	110	302
Rural Strivers	134	117	53	23	132	459
Subtotal:	246	234	120	54	367	1,021
Total:	786	703	381	174	1,316	3,360
Percent:	23.4%	20.9%	11.3%	5.2%	39.2%	100.0%

Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
 Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

Household Type/ Geographic DesignationOwnership Income Bands.....					Total
	<i>Below</i> <u>30% AMI</u>	<i>30% to</i> <u>60% AMI</u>	<i>60% to</i> <u>80% AMI</u>	<i>80% to</i> <u>100% AMI</u>	<i>Above</i> <u>100% AMI</u>	
Empty Nesters & Retirees	425	475	294	134	1,529	2,857
<i>Metropolitan Cities</i>	2	2	1	0	31	36
<i>Small Cities/Satellite Cities</i>	56	57	32	15	130	290
<i>Metropolitan Suburbs</i>	23	26	19	9	165	242
<i>Town & Country/Exurbs</i>	344	390	242	110	1,203	2,289
Traditional & Non-Traditional Families	703	541	435	191	1,885	3,755
<i>Metropolitan Cities</i>	9	6	3	0	25	43
<i>Small Cities/Satellite Cities</i>	72	53	41	16	138	320
<i>Metropolitan Suburbs</i>	26	23	21	9	146	225
<i>Town & Country/Exurbs</i>	596	459	370	166	1,576	3,167
Younger Singles & Couples	598	590	330	151	1,146	2,815
<i>Metropolitan Cities</i>	13	11	5	2	50	81
<i>Small Cities/Satellite Cities</i>	166	154	84	40	266	710
<i>Metropolitan Suburbs</i>	61	64	43	19	178	365
<i>Town & Country/Exurbs</i>	358	361	198	90	652	1,659
Total:	1,726	1,606	1,059	476	4,560	9,427
Percent:	18.3%	17.0%	11.2%	5.1%	48.4%	100.0%

Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
 Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

Empty Nesters & Retirees	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
Metropolitan Cities						
The Social Register	0	0	0	0	4	4
Urban Establishment	0	0	0	0	10	10
Multi-Ethnic Empty Nesters	1	1	1	0	10	13
Cosmopolitan Couples	1	1	0	0	7	9
Subtotal:	2	2	1	0	31	36
Small Cities/Satellite Cities						
Second City Establishment	2	3	2	1	23	31
Blue-Collar Retirees	21	24	16	8	62	131
Middle-Class Move-Downs	5	7	4	1	16	33
Hometown Seniors	12	11	5	2	14	44
Second City Seniors	16	12	5	3	15	51
Subtotal:	56	57	32	15	130	290
Metropolitan Suburbs						
The One Percenters	0	0	0	0	13	13
Old Money	0	0	0	0	4	4
Affluent Empty Nesters	0	0	0	0	9	9
Suburban Establishment	3	3	2	1	38	47
Mainstream Empty Nesters	8	9	7	3	39	66
Middle-American Retirees	12	14	10	5	62	103
Subtotal:	23	26	19	9	165	242
Town & Country/Exurbs						
Small-Town Patriarchs	3	4	3	1	53	64
Pillars of the Community	5	8	6	3	68	90
New Empty Nesters	4	5	3	2	41	55
Traditional Couples	5	7	5	3	62	82
RV Retirees	30	39	27	13	206	315
Country Couples	21	27	20	9	119	196
Hometown Retirees	27	34	24	11	115	211
Heartland Retirees	11	14	10	4	46	85
Village Elders	30	35	21	10	75	171
Small-Town Seniors	113	119	69	30	247	578
Back Country Seniors	95	98	54	24	171	442
Subtotal:	344	390	242	110	1,203	2,289
Total:	425	475	294	134	1,529	2,857
Percent:	14.9%	16.6%	10.3%	4.7%	53.5%	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 The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

Traditional & Non-Traditional Families	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
Metropolitan Cities						
e-Type Families	0	0	0	0	7	7
Multi-Cultural Families	1	1	0	0	5	7
Inner-City Families	3	2	0	0	5	10
Single-Parent Families	5	3	3	0	8	19
Subtotal:	9	6	3	0	25	43
Small Cities/Satellite Cities						
Unibox Transferees	3	3	3	1	16	26
Multi-Ethnic Families	5	4	3	1	19	32
Uptown Families	23	18	16	7	67	131
In-Town Families	24	16	11	4	23	78
New American Strivers	17	12	8	3	13	53
Subtotal:	72	53	41	16	138	320
Metropolitan Suburbs						
Corporate Establishment	0	0	0	0	13	13
Nouveau Money	1	1	1	0	13	16
Button-Down Families	3	3	3	1	28	38
Fiber-Optic Families	2	2	2	1	14	21
Late-Nest Suburbanites	7	5	4	2	29	47
Full-Nest Suburbanites	3	3	2	1	13	22
Kids 'r' Us	10	9	9	4	36	68
Subtotal:	26	23	21	9	146	225
Town & Country/Exurbs						
Ex-Urban Elite	2	2	2	1	41	48
New Town Families	10	10	9	4	75	108
Full-Nest Exurbanites	15	13	12	5	89	134
Rural Families	108	89	75	36	371	679
Traditional Families	10	8	7	3	40	68
Small-Town Families	64	47	40	19	203	373
Four-by-Four Families	54	46	39	18	174	331
Rustic Families	237	178	140	62	465	1,082
Hometown Families	96	66	46	18	118	344
Subtotal:	596	459	370	166	1,576	3,167
Total:	703	541	435	191	1,885	3,755
Percent:	18.7%	14.4%	11.6%	5.1%	50.2%	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 The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

Younger Singles & Couples	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
Metropolitan Cities						
New Power Couples	0	0	0	0	5	5
New Bohemians	3	2	1	0	16	22
Cosmopolitan Elite	0	0	0	0	9	9
Downtown Couples	7	7	3	2	14	33
Downtown Proud	3	2	1	0	6	12
Subtotal:	13	11	5	2	50	81
Small Cities/Satellite Cities						
The VIPs	6	6	5	3	42	62
Small-City Singles	76	83	49	22	149	379
Twentysomethings	17	12	8	5	25	67
Second-City Strivers	9	9	5	3	16	42
Multi-Ethnic Singles	58	44	17	7	34	160
Subtotal:	166	154	84	40	266	710
Metropolitan Suburbs						
Fast-Track Professionals	3	3	2	0	14	22
Suburban Achievers	15	17	12	5	52	101
Suburban Strivers	43	44	29	14	112	242
Subtotal:	61	64	43	19	178	365
Town & Country/Exurbs						
Hometown Sweethearts	50	58	38	18	155	319
Blue-Collar Traditionalists	61	72	46	22	170	371
Rural Couples	143	140	73	32	225	613
Rural Strivers	104	91	41	18	102	356
Subtotal:	358	361	198	90	652	1,659
Total:	598	590	330	151	1,146	2,815
Percent:	21.2%	21.0%	11.7%	5.4%	40.7%	100.0%

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States*

Household Type/ Geographic Designation	.. Multi-Family Single-Family		Total
 Attached Detached		
Empty Nesters & Retirees	160	338	2,359	2,857
<i>Metropolitan Cities</i>	13	12	11	36
<i>Small Cities/Satellite Cities</i>	34	55	201	290
<i>Metropolitan Suburbs</i>	18	38	186	242
<i>Town & Country/Exurbs</i>	95	233	1961	2289
Traditional & Non-Traditional Families	236	536	2,983	3,755
<i>Metropolitan Cities</i>	9	15	19	43
<i>Small Cities/Satellite Cities</i>	31	71	218	320
<i>Metropolitan Suburbs</i>	20	43	162	225
<i>Town & Country/Exurbs</i>	176	407	2584	3167
Younger Singles & Couples	306	610	1,899	2,815
<i>Metropolitan Cities</i>	32	28	21	81
<i>Small Cities/Satellite Cities</i>	107	202	401	710
<i>Metropolitan Suburbs</i>	57	109	199	365
<i>Town & Country/Exurbs</i>	110	271	1278	1659
Total:	702	1,484	7,241	9,427
Percent:	7.5%	15.7%	76.8%	100.0%

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

Empty Nesters & Retirees	.. Multi-Family Single-Family		Total
	 Attached Detached	
<i>Metropolitan Cities</i>				
The Social Register	1	1	2	4
Urban Establishment	5	4	1	10
Multi-Ethnic Empty Nesters	2	4	7	13
Cosmopolitan Couples	5	3	1	9
Subtotal:	13	12	11	36
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	1	3	27	31
Blue-Collar Retirees	10	21	100	131
Middle-Class Move-Downs	6	8	19	33
Hometown Seniors	3	8	33	44
Second City Seniors	14	15	22	51
Subtotal:	34	55	201	290
<i>Metropolitan Suburbs</i>				
The One Percenters	1	1	11	13
Old Money	0	0	4	4
Affluent Empty Nesters	0	1	8	9
Suburban Establishment	2	6	39	47
Mainstream Empty Nesters	7	16	43	66
Middle-American Retirees	8	14	81	103
Subtotal:	18	38	186	242
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	2	5	57	64
Pillars of the Community	2	6	82	90
New Empty Nesters	1	3	51	55
Traditional Couples	1	5	76	82
RV Retirees	5	15	295	315
Country Couples	8	16	172	196
Hometown Retirees	5	15	191	211
Heartland Retirees	2	6	77	85
Village Elders	12	29	130	171
Small-Town Seniors	33	82	463	578
Back Country Seniors	24	51	367	442
Subtotal:	95	233	1,961	2289
Total:	160	338	2,359	2,857
Percent:	5.6%	11.8%	82.6%	100.0%

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States*

Traditional & Non-Traditional Families	.. Multi-Family Single-Family		Total
	 Attached Detached	
<i>Metropolitan Cities</i>				
e-Type Families	1	2	4	7
Multi-Cultural Families	1	2	4	7
Inner-City Families	2	4	4	10
Single-Parent Families	5	7	7	19
Subtotal:	9	15	19	43
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	2	6	18	26
Multi-Ethnic Families	2	4	26	32
Uptown Families	9	25	97	131
In-Town Families	6	14	58	78
New American Strivers	12	22	19	53
Subtotal:	31	71	218	320
<i>Metropolitan Suburbs</i>				
Corporate Establishment	1	2	10	13
Nouveau Money	1	3	12	16
Button-Down Families	1	3	34	38
Fiber-Optic Families	0	2	19	21
Late-Nest Suburbanites	9	13	25	47
Full-Nest Suburbanites	2	6	14	22
Kids 'r' Us	6	14	48	68
Subtotal:	20	43	162	225
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	2	5	41	48
New Town Families	2	9	97	108
Full-Nest Exurbanites	4	8	122	134
Rural Families	20	52	607	679
Traditional Families	3	8	57	68
Small-Town Families	40	80	253	373
Four-by-Four Families	13	37	281	331
Rustic Families	52	112	918	1082
Hometown Families	40	96	208	344
Subtotal:	176	407	2,584	3167
Total:	236	536	2,983	3,755
Percent:	6.3%	14.3%	79.4%	100.0%

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

Younger Singles & Couples	.. Multi-Family Single-Family		Total
	 Attached Detached	
<i>Metropolitan Cities</i>				
New Power Couples	2	2	1	5
New Bohemians	14	6	2	22
Cosmopolitan Elite	2	3	4	9
Downtown Couples	7	13	13	33
Downtown Proud	7	4	1	12
Subtotal:	32	28	21	81
<i>Small Cities/Satellite Cities</i>				
The VIPs	18	21	23	62
Small-City Singles	21	70	288	379
Twentysomethings	27	27	13	67
Second-City Strivers	13	18	11	42
Multi-Ethnic Singles	28	66	66	160
Subtotal:	107	202	401	710
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	10	7	5	22
Suburban Achievers	6	20	75	101
Suburban Strivers	41	82	119	242
Subtotal:	57	109	199	365
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	15	42	262	319
Blue-Collar Traditionalists	20	47	304	371
Rural Couples	44	100	469	613
Rural Strivers	31	82	243	356
Subtotal:	110	271	1,278	1659
Total:	306	610	1,899	2,815
Percent:	10.9%	21.7%	67.4%	100.0%

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States*

.....Multi-Family 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	26	27	15	6	86	160
<i>Metropolitan Cities</i>	1	1	0	0	11	13
<i>Small Cities/Satellite Cities</i>	8	7	3	2	14	34
<i>Metropolitan Suburbs</i>	2	2	2	0	12	18
<i>Town & Country/Exurbs</i>	15	17	10	4	49	95
Traditional & Non-Traditional Families	46	35	27	11	117	236
<i>Metropolitan Cities</i>	2	1	1	0	5	9
<i>Small Cities/Satellite Cities</i>	8	5	4	2	12	31
<i>Metropolitan Suburbs</i>	2	2	2	0	14	20
<i>Town & Country/Exurbs</i>	34	27	20	9	86	176
Younger Singles & Couples	64	60	35	14	133	306
<i>Metropolitan Cities</i>	5	3	3	0	21	32
<i>Small Cities/Satellite Cities</i>	26	23	12	6	40	107
<i>Metropolitan Suburbs</i>	9	9	7	2	30	57
<i>Town & Country/Exurbs</i>	24	25	13	6	42	110
Total:	136	122	77	31	336	702
Percent:	19.4%	17.4%	11.0%	4.4%	47.8%	100.0%

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States*

.....Multi-Family 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>						
The Social Register	0	0	0	0	1	1
Urban Establishment	0	0	0	0	5	5
Multi-Ethnic Empty Nesters	0	0	0	0	2	2
Cosmopolitan Couples	1	1	0	0	3	5
Subtotal:	1	1	0	0	11	13
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	2	2	1	1	4	10
Middle-Class Move-Downs	1	1	1	0	3	6
Hometown Seniors	1	1	0	0	1	3
Second City Seniors	4	3	1	1	5	14
Subtotal:	8	7	3	2	14	34
<i>Metropolitan Suburbs</i>						
The One Percenters	0	0	0	0	1	1
Old Money	0	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0	0
Suburban Establishment	0	0	0	0	2	2
Mainstream Empty Nesters	1	1	1	0	4	7
Middle-American Retirees	1	1	1	0	5	8
Subtotal:	2	2	2	0	12	18
<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	1	1
RV Retirees	0	1	0	0	4	5
Country Couples	1	1	1	0	5	8
Hometown Retirees	1	1	1	0	2	5
Heartland Retirees	0	0	0	0	2	2
Village Elders	2	2	1	1	6	12
Small-Town Seniors	6	7	4	2	14	33
Back Country Seniors	5	5	3	1	10	24
Subtotal:	15	17	10	4	49	95
Total:	26	27	15	6	86	160
Percent:	16.2%	16.9%	9.4%	3.8%	53.7%	100.0%

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
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
Metropolitan Cities						
e-Type Families	0	0	0	0	1	1
Multi-Cultural Families	0	0	0	0	1	1
Inner-City Families	1	0	0	0	1	2
Single-Parent Families	1	1	1	0	2	5
<i>Subtotal:</i>	2	1	1	0	5	9
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	2	2
Multi-Ethnic Families	0	0	0	0	2	2
Uptown Families	2	1	1	1	4	9
In-Town Families	2	1	1	0	2	6
New American Strivers	4	3	2	1	2	12
<i>Subtotal:</i>	8	5	4	2	12	31
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	0	0
Late-Nest Suburbanites	1	1	1	0	6	9
Full-Nest Suburbanites	0	0	0	0	2	2
Kids 'r' Us	1	1	1	0	3	6
<i>Subtotal:</i>	2	2	2	0	14	20
Town & Country/Exurbs						
Ex-Urban Elite	0	0	0	0	2	2
New Town Families	0	0	0	0	2	2
Full-Nest Exurbanites	0	0	0	0	4	4
Rural Families	3	3	2	1	11	20
Traditional Families	0	0	0	0	3	3
Small-Town Families	7	5	4	2	22	40
Four-by-Four Families	2	2	2	1	6	13
Rustic Families	11	9	7	3	22	52
Hometown Families	11	8	5	2	14	40
<i>Subtotal:</i>	34	27	20	9	86	176
Total:	46	35	27	11	117	236
Percent:	19.5%	14.8%	11.4%	4.7%	49.6%	100.0%

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

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
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	2	2
New Bohemians	2	1	1	0	10	14
Cosmopolitan Elite	0	0	0	0	2	2
Downtown Couples	1	1	1	0	4	7
Downtown Proud	2	1	1	0	3	7
<i>Subtotal:</i>	5	3	3	0	21	32
<i>Small Cities/Satellite Cities</i>						
The VIPs	2	2	1	1	12	18
Small-City Singles	4	5	3	1	8	21
Twentysomethings	7	5	3	2	10	27
Second-City Strivers	3	3	2	1	4	13
Multi-Ethnic Singles	10	8	3	1	6	28
<i>Subtotal:</i>	26	23	12	6	40	107
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	1	1	1	0	7	10
Suburban Achievers	1	1	1	0	3	6
Suburban Strivers	7	7	5	2	20	41
<i>Subtotal:</i>	9	9	7	2	30	57
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	2	3	2	1	7	15
Blue-Collar Traditionalists	3	4	2	1	10	20
Rural Couples	10	10	5	2	17	44
Rural Strivers	9	8	4	2	8	31
<i>Subtotal:</i>	24	25	13	6	42	110
Total:	64	60	35	14	133	306
Percent:	20.9%	19.6%	11.4%	4.6%	43.5%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below</i> 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	<i>Above</i> 100% AMI	Total
Empty Nesters & Retirees	53	58	36	16	175	338
<i>Metropolitan Cities</i>	0	0	0	0	12	12
<i>Small Cities/Satellite Cities</i>	11	12	7	2	23	55
<i>Metropolitan Suburbs</i>	4	4	3	2	25	38
<i>Town & Country/Exurbs</i>	38	42	26	12	115	233
Traditional & Non-Traditional Families	108	80	63	25	260	536
<i>Metropolitan Cities</i>	3	2	1	0	9	15
<i>Small Cities/Satellite Cities</i>	17	13	9	3	29	71
<i>Metropolitan Suburbs</i>	5	4	4	2	28	43
<i>Town & Country/Exurbs</i>	83	61	49	20	194	407
Younger Singles & Couples	137	129	69	32	243	610
<i>Metropolitan Cities</i>	5	5	1	1	16	28
<i>Small Cities/Satellite Cities</i>	51	44	23	11	73	202
<i>Metropolitan Suburbs</i>	19	19	13	6	52	109
<i>Town & Country/Exurbs</i>	62	61	32	14	102	271
Total:	298	267	168	73	678	1,484
Percent:	20.1%	18.0%	11.3%	4.9%	45.7%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
 Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

.....Single-Family Attached 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
Metropolitan Cities						
The Social Register	0	0	0	0	1	1
Urban Establishment	0	0	0	0	4	4
Multi-Ethnic Empty Nesters	0	0	0	0	4	4
Cosmopolitan Couples	0	0	0	0	3	3
<i>Subtotal:</i>	0	0	0	0	12	12
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	3	3
Blue-Collar Retirees	3	4	3	1	10	21
Middle-Class Move-Downs	1	2	1	0	4	8
Hometown Seniors	2	2	1	0	3	8
Second City Seniors	5	4	2	1	3	15
<i>Subtotal:</i>	11	12	7	2	23	55
Metropolitan Suburbs						
The One Percenters	0	0	0	0	1	1
Old Money	0	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	0	0	0	0	6	6
Mainstream Empty Nesters	2	2	2	1	9	16
Middle-American Retirees	2	2	1	1	8	14
<i>Subtotal:</i>	4	4	3	2	25	38
Town & Country/Exurbs						
Small-Town Patriarchs	0	0	0	0	5	5
Pillars of the Community	0	1	0	0	5	6
New Empty Nesters	0	0	0	0	3	3
Traditional Couples	0	0	0	0	5	5
RV Retirees	1	2	1	1	10	15
Country Couples	2	2	2	1	9	16
Hometown Retirees	2	2	2	1	8	15
Heartland Retirees	1	1	1	0	3	6
Village Elders	5	6	4	2	12	29
Small-Town Seniors	16	17	10	4	35	82
Back Country Seniors	11	11	6	3	20	51
<i>Subtotal:</i>	38	42	26	12	115	233
Total:	53	58	36	16	175	338
Percent:	15.7%	17.2%	10.7%	4.7%	51.8%	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 The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
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>	<i>Total</i>
Metropolitan Cities						
e-Type Families	0	0	0	0	2	2
Multi-Cultural Families	0	0	0	0	2	2
Inner-City Families	1	1	0	0	2	4
Single-Parent Families	2	1	1	0	3	7
<i>Subtotal:</i>	3	2	1	0	9	15
Small Cities/Satellite Cities						
Unibox Transferees	1	1	1	0	3	6
Multi-Ethnic Families	1	1	0	0	2	4
Uptown Families	4	3	3	1	14	25
In-Town Families	4	3	2	1	4	14
New American Strivers	7	5	3	1	6	22
<i>Subtotal:</i>	17	13	9	3	29	71
Metropolitan Suburbs						
Corporate Establishment	0	0	0	0	2	2
Nouveau Money	0	0	0	0	3	3
Button-Down Families	0	0	0	0	3	3
Fiber-Optic Families	0	0	0	0	2	2
Late-Nest Suburbanites	2	1	1	1	8	13
Full-Nest Suburbanites	1	1	1	0	3	6
Kids 'r' Us	2	2	2	1	7	14
<i>Subtotal:</i>	5	4	4	2	28	43
Town & Country/Exurbs						
Ex-Urban Elite	0	0	0	0	5	5
New Town Families	1	1	1	0	6	9
Full-Nest Exurbanites	1	1	1	0	5	8
Rural Families	8	7	6	3	28	52
Traditional Families	1	1	1	0	5	8
Small-Town Families	14	10	9	4	43	80
Four-by-Four Families	6	5	4	2	20	37
Rustic Families	25	18	14	6	49	112
Hometown Families	27	18	13	5	33	96
<i>Subtotal:</i>	83	61	49	20	194	407
Total:	108	80	63	25	260	536
Percent:	20.1%	14.9%	11.8%	4.7%	48.5%	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 The West Central Indiana Region Each Year Over The Next Five Years
*Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
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	2	2
New Bohemians	1	1	0	0	4	6
Cosmopolitan Elite	0	0	0	0	3	3
Downtown Couples	3	3	1	1	5	13
Downtown Proud	1	1	0	0	2	4
<i>Subtotal:</i>	5	5	1	1	16	28
<i>Small Cities/Satellite Cities</i>						
The VIPs	2	2	2	1	14	21
Small-City Singles	14	15	9	4	28	70
Twentysomethings	7	5	3	2	10	27
Second-City Strivers	4	4	2	1	7	18
Multi-Ethnic Singles	24	18	7	3	14	66
<i>Subtotal:</i>	51	44	23	11	73	202
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	1	1	1	0	4	7
Suburban Achievers	3	3	2	1	11	20
Suburban Strivers	15	15	10	5	37	82
<i>Subtotal:</i>	19	19	13	6	52	109
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	7	8	5	2	20	42
Blue-Collar Traditionalists	8	9	6	3	21	47
Rural Couples	23	23	12	5	37	100
Rural Strivers	24	21	9	4	24	82
<i>Subtotal:</i>	62	61	32	14	102	271
Total:	137	129	69	32	243	610
Percent:	22.5%	21.1%	11.3%	5.2%	39.8%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

.....Single-Family Detached Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below</i> 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	<i>Above</i> 100% AMI	Total
Empty Nesters & Retirees	346	390	243	112	1,268	2,359
<i>Metropolitan Cities</i>	1	1	1	0	8	11
<i>Small Cities/Satellite Cities</i>	37	38	22	11	93	201
<i>Metropolitan Suburbs</i>	17	20	14	7	128	186
<i>Town & Country/Exurbs</i>	291	331	206	94	1,039	1,961
Traditional & Non-Traditional Families	549	426	345	155	1,508	2,983
<i>Metropolitan Cities</i>	4	3	1	0	11	19
<i>Small Cities/Satellite Cities</i>	47	35	28	11	97	218
<i>Metropolitan Suburbs</i>	19	17	15	7	104	162
<i>Town & Country/Exurbs</i>	479	371	301	137	1,296	2,584
Younger Singles & Couples	397	401	226	105	770	1,899
<i>Metropolitan Cities</i>	3	3	1	1	13	21
<i>Small Cities/Satellite Cities</i>	89	87	49	23	153	401
<i>Metropolitan Suburbs</i>	33	36	23	11	96	199
<i>Town & Country/Exurbs</i>	272	275	153	70	508	1,278
Total:	1,292	1,217	814	372	3,546	7,241
Percent:	17.9%	16.8%	11.2%	5.1%	49.0%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move
 Within/To The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

.....Single-Family Detached 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
Metropolitan Cities						
The Social Register	0	0	0	0	2	2
Urban Establishment	0	0	0	0	1	1
Multi-Ethnic Empty Nesters	1	1	1	0	4	7
Cosmopolitan Couples	0	0	0	0	1	1
<i>Subtotal:</i>	1	1	1	0	8	11
Small Cities/Satellite Cities						
Second City Establishment	2	3	2	1	19	27
Blue-Collar Retirees	16	18	12	6	48	100
Middle-Class Move-Downs	3	4	2	1	9	19
Hometown Seniors	9	8	4	2	10	33
Second City Seniors	7	5	2	1	7	22
<i>Subtotal:</i>	37	38	22	11	93	201
Metropolitan Suburbs						
The One Percenters	0	0	0	0	11	11
Old Money	0	0	0	0	4	4
Affluent Empty Nesters	0	0	0	0	8	8
Suburban Establishment	3	3	2	1	30	39
Mainstream Empty Nesters	5	6	4	2	26	43
Middle-American Retirees	9	11	8	4	49	81
<i>Subtotal:</i>	17	20	14	7	128	186
Town & Country/Exurbs						
Small-Town Patriarchs	3	4	3	1	46	57
Pillars of the Community	5	7	6	3	61	82
New Empty Nesters	4	5	3	2	37	51
Traditional Couples	5	7	5	3	56	76
RV Retirees	29	36	26	12	192	295
Country Couples	18	24	17	8	105	172
Hometown Retirees	24	31	21	10	105	191
Heartland Retirees	10	13	9	4	41	77
Village Elders	23	27	16	7	57	130
Small-Town Seniors	91	95	55	24	198	463
Back Country Seniors	79	82	45	20	141	367
<i>Subtotal:</i>	291	331	206	94	1,039	1,961
Total:	346	390	243	112	1,268	2,359
Percent:	14.7%	16.5%	10.3%	4.7%	53.8%	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 The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
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>	<i>Total</i>
Metropolitan Cities						
e-Type Families	0	0	0	0	4	4
Multi-Cultural Families	1	1	0	0	2	4
Inner-City Families	1	1	0	0	2	4
Single-Parent Families	2	1	1	0	3	7
Subtotal:	4	3	1	0	11	19
Small Cities/Satellite Cities						
Unibox Transferees	2	2	2	1	11	18
Multi-Ethnic Families	4	3	3	1	15	26
Uptown Families	17	14	12	5	49	97
In-Town Families	18	12	8	3	17	58
New American Strivers	6	4	3	1	5	19
Subtotal:	47	35	28	11	97	218
Metropolitan Suburbs						
Corporate Establishment	0	0	0	0	10	10
Nouveau Money	1	1	1	0	9	12
Button-Down Families	3	3	3	1	24	34
Fiber-Optic Families	2	2	2	1	12	19
Late-Nest Suburbanites	4	3	2	1	15	25
Full-Nest Suburbanites	2	2	1	1	8	14
Kids 'r' Us	7	6	6	3	26	48
Subtotal:	19	17	15	7	104	162
Town & Country/Exurbs						
Ex-Urban Elite	2	2	2	1	34	41
New Town Families	9	9	8	4	67	97
Full-Nest Exurbanites	14	12	11	5	80	122
Rural Families	97	79	67	32	332	607
Traditional Families	9	7	6	3	32	57
Small-Town Families	43	32	27	13	138	253
Four-by-Four Families	46	39	33	15	148	281
Rustic Families	201	151	119	53	394	918
Hometown Families	58	40	28	11	71	208
Subtotal:	479	371	301	137	1,296	2,584
Total:	549	426	345	155	1,508	2,983
Percent:	18.4%	14.3%	11.6%	5.2%	50.5%	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 The West Central Indiana Region Each Year Over The Next Five Years
Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana;
Marion, Hendricks, Tippecanoe, Greene, Owen, and Fountain Counties, Indiana;
and Balance of the United States

.....Single-Family Detached Ownership Income Bands.....						
Younger Singles & Couples	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	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	4	4
Downtown Couples	3	3	1	1	5	13
Downtown Proud	0	0	0	0	1	1
Subtotal:	3	3	1	1	13	21
<i>Small Cities/Satellite Cities</i>						
The VIPs	2	2	2	1	16	23
Small-City Singles	58	63	37	17	113	288
Twentysomethings	3	2	2	1	5	13
Second-City Strivers	2	2	1	1	5	11
Multi-Ethnic Singles	24	18	7	3	14	66
Subtotal:	89	87	49	23	153	401
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	1	1	0	0	3	5
Suburban Achievers	11	13	9	4	38	75
Suburban Strivers	21	22	14	7	55	119
Subtotal:	33	36	23	11	96	199
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	41	47	31	15	128	262
Blue-Collar Traditionalists	50	59	38	18	139	304
Rural Couples	110	107	56	25	171	469
Rural Strivers	71	62	28	12	70	243
Subtotal:	272	275	153	70	508	1,278
Total:	397	401	226	105	770	1,899
Percent:	20.9%	21.1%	11.9%	5.5%	40.6%	100.0%

METHODOLOGY: AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The West Central Indiana Region

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana

June, 2023

Appendix Two Tables



2023 Household Classification by Market Groups
Clay County, Indiana

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	4,720	44.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	4,720	44.5%
Traditional & Non-Traditional Families	3,885	36.6%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	3,885	36.6%
Younger Singles & Couples	2,000	18.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	2,000	18.9%
Total:	10,605	100.0%

2023 Estimated Median Income: \$68,400
2023 Estimated National Median Income: \$73,300

2023 Estimated Median Home Value: \$137,600
2023 Estimated National Median Home Value: \$305,400

2023 Household Classification by Market Groups
Clay County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	4,720	44.5%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	65	0.6%	\$135,300	\$395,300
Pillars of the Community	70	0.7%	\$103,700	\$192,100
New Empty Nesters	215	2.0%	\$109,500	\$322,100
Traditional Couples	170	1.6%	\$104,500	\$228,300
RV Retirees	925	8.7%	\$83,800	\$163,500
Country Couples	815	7.7%	\$76,800	\$156,300
Hometown Retirees	395	3.7%	\$66,600	\$114,600
Heartland Retirees	240	2.3%	\$65,000	\$150,600
Village Elders	395	3.7%	\$54,300	\$109,800
Small-Town Seniors	815	7.7%	\$52,600	\$94,900
Back Country Seniors	615	5.8%	\$47,700	\$89,000
<i>Subtotal:</i>	4,720	44.5%		

2023 Household Classification by Market Groups
Clay 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	3,885	36.6%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	35	0.3%	\$107,300	\$195,700
Full-Nest Exurbanites	155	1.5%	\$107,900	\$241,700
Rural Families	1,525	14.4%	\$83,600	\$154,600
Traditional Families	145	1.4%	\$84,500	\$171,500
Small-Town Families	500	4.7%	\$85,300	\$190,200
Four-by-Four Families	340	3.2%	\$79,700	\$160,900
Rustic Families	945	8.9%	\$66,100	\$110,700
Hometown Families	240	2.3%	\$55,000	\$117,500
<i>Subtotal:</i>	3,885	36.6%		

2023 Household Classification by Market Groups
Clay County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	2,000	18.9%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	990	9.3%	\$58,100	\$99,900
Blue-Collar Traditionalists	410	3.9%	\$54,400	\$91,600
Rural Couples	215	2.0%	\$43,500	\$80,300
Rural Strivers	385	3.6%	\$35,700	\$80,100
<i>Subtotal:</i>	2,000	18.9%		

2023 Household Classification by Market Groups*Montgomery County, Indiana*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	6,410	41.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	6,410	41.9%
Traditional & Non-Traditional Families	6,025	39.4%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	6,025	39.4%
Younger Singles & Couples	2,860	18.7%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	2,860	18.7%
Total:	15,295	100.0%

2023 Estimated Median Income: \$65,500
 2023 Estimated National Median Income: \$73,300

2023 Estimated Median Home Value: \$183,300
 2023 Estimated National Median Home Value: \$305,400

2023 Household Classification by Market Groups

Montgomery County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	6,410	41.9%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	265	1.7%	\$129,200	\$487,600
Pillars of the Community	230	1.5%	\$99,300	\$283,300
New Empty Nesters	0	0.0%		
Traditional Couples	380	2.5%	\$99,900	\$323,700
RV Retirees	1,425	9.3%	\$80,500	\$222,300
Country Couples	655	4.3%	\$73,500	\$208,200
Hometown Retirees	420	2.7%	\$64,100	\$161,400
Heartland Retirees	240	1.6%	\$62,500	\$195,900
Village Elders	635	4.2%	\$51,500	\$156,300
Small-Town Seniors	1,665	10.9%	\$49,700	\$136,500
Back Country Seniors	495	3.2%	\$45,700	\$120,100
<i>Subtotal:</i>	6,410	41.9%		

2023 Household Classification by Market Groups

Montgomery 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	6,025	39.4%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	150	1.0%	\$103,500	\$276,000
Full-Nest Exurbanites	0	0.0%		
Rural Families	2,875	18.8%	\$80,400	\$204,800
Traditional Families	45	0.3%	\$81,100	\$237,000
Small-Town Families	545	3.6%	\$81,700	\$279,200
Four-by-Four Families	560	3.7%	\$76,400	\$217,400
Rustic Families	1,540	10.1%	\$63,700	\$157,500
Hometown Families	310	2.0%	\$52,400	\$164,700
<i>Subtotal:</i>	6,025	39.4%		

2023 Household Classification by Market Groups

Montgomery County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	2,860	18.7%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	1,405	9.2%	\$55,400	\$149,100
Blue-Collar Traditionalists	235	1.5%	\$51,400	\$126,800
Rural Couples	345	2.3%	\$41,400	\$98,300
Rural Strivers	875	5.7%	\$33,900	\$98,000
<i>Subtotal:</i>	2,860	18.7%		

2023 Household Classification by Market Groups

Parke County, Indiana

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
Empty Nesters & Retirees	3,000	49.1%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	3,000	49.1%
Traditional & Non-Traditional Families	2,290	37.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	2,290	37.5%
Younger Singles & Couples	815	13.4%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	815	13.4%
Total:	6,105	100.0%

2023 Estimated Median Income: \$66,300
 2023 Estimated National Median Income: \$73,300

2023 Estimated Median Home Value: \$136,500
 2023 Estimated National Median Home Value: \$305,400

2023 Household Classification by Market Groups

Parke County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	3,000	49.1%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	0	0.0%		
Pillars of the Community	0	0.0%		
New Empty Nesters	0	0.0%		
Traditional Couples	0	0.0%		
RV Retirees	1,080	17.7%	\$84,100	\$171,600
Country Couples	5	0.1%	\$77,100	\$164,100
Hometown Retirees	555	9.1%	\$66,800	\$128,000
Heartland Retirees	355	5.8%	\$65,200	\$160,900
Village Elders	0	0.0%		
Small-Town Seniors	0	0.0%		
Back Country Seniors	1,005	16.5%	\$47,900	\$93,600
<i>Subtotal:</i>	3,000	49.1%		

2023 Household Classification by Market Groups

Parke 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	2,290	37.5%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	0	0.0%		
Full-Nest Exurbanites	0	0.0%		
Rural Families	940	15.4%	\$83,900	\$162,500
Traditional Families	0	0.0%		
Small-Town Families	0	0.0%		
Four-by-Four Families	0	0.0%		
Rustic Families	1,350	22.1%	\$66,400	\$123,400
Hometown Families	0	0.0%		
<i>Subtotal:</i>	2,290	37.5%		

2023 Household Classification by Market Groups

Parke County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	815	13.4%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	0	0.0%		
Blue-Collar Traditionalists	405	6.7%	\$54,600	\$95,700
Rural Couples	410	6.7%	\$43,700	\$84,500
Rural Strivers	0	0.0%		
<i>Subtotal:</i>	815	13.4%		

2023 Household Classification by Market Groups

Putnam County, Indiana

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	5,810	42.7%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	5,810	42.7%
Traditional & Non-Traditional Families	5,990	44.0%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	5,990	44.0%
Younger Singles & Couples	1,805	13.3%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	1,805	13.3%
Total:	13,605	100.0%

2023 Estimated Median Income: \$68,700
 2023 Estimated National Median Income: \$73,300

2023 Estimated Median Home Value: \$205,600
 2023 Estimated National Median Home Value: \$305,400

2023 Household Classification by Market Groups

Putnam County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	5,810	42.7%		
<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%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
Subtotal:	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
Subtotal:	0	0.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	155	1.1%	\$132,700	\$516,400
Pillars of the Community	190	1.4%	\$101,900	\$296,600
New Empty Nesters	420	3.1%	\$107,500	\$436,600
Traditional Couples	165	1.2%	\$102,600	\$344,300
RV Retirees	1,390	10.2%	\$82,400	\$239,500
Country Couples	515	3.8%	\$75,300	\$224,500
Hometown Retirees	440	3.2%	\$65,500	\$175,200
Heartland Retirees	365	2.7%	\$63,900	\$217,200
Village Elders	400	2.9%	\$53,100	\$171,000
Small-Town Seniors	710	5.2%	\$51,400	\$146,000
Back Country Seniors	1,060	7.8%	\$46,800	\$131,600
Subtotal:	5,810	42.7%		

2023 Household Classification by Market Groups

Putnam 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	5,990	44.0%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	155	1.1%	\$105,700	\$287,800
Full-Nest Exurbanites	445	3.3%	\$106,000	\$356,000
Rural Families	2,060	15.1%	\$82,200	\$221,400
Traditional Families	110	0.8%	\$83,000	\$250,800
Small-Town Families	510	3.7%	\$83,800	\$294,300
Four-by-Four Families	405	3.0%	\$78,300	\$232,100
Rustic Families	1,760	12.9%	\$65,100	\$170,800
Hometown Families	545	4.0%	\$53,900	\$176,400
<i>Subtotal:</i>	5,990	44.0%		

2023 Household Classification by Market Groups

Putnam County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	1,805	13.3%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	500	3.7%	\$56,900	\$159,100
Blue-Collar Traditionalists	415	3.1%	\$53,100	\$137,300
Rural Couples	565	4.2%	\$42,600	\$108,900
Rural Strivers	325	2.4%	\$34,700	\$107,800
<i>Subtotal:</i>	1,805	13.3%		

2023 Household Classification by Market Groups*Sullivan County, Indiana*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	3,425	44.6%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	3,425	44.6%
Traditional & Non-Traditional Families	2,835	36.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	2,835	36.9%
Younger Singles & Couples	1,425	18.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	1,425	18.5%
Total:	7,685	100.0%

2023 Estimated Median Income: \$56,100
 2023 Estimated National Median Income: \$73,300

2023 Estimated Median Home Value: \$128,700
 2023 Estimated National Median Home Value: \$305,400

2023 Household Classification by Market Groups

Sullivan County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	3,425	44.6%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	65	0.8%	\$119,400	\$407,600
Pillars of the Community	70	0.9%	\$92,900	\$197,100
New Empty Nesters	0	0.0%		
Traditional Couples	80	1.0%	\$92,900	\$242,400
RV Retirees	630	8.2%	\$74,100	\$169,200
Country Couples	250	3.3%	\$68,300	\$162,500
Hometown Retirees	225	2.9%	\$59,400	\$123,800
Heartland Retirees	230	3.0%	\$57,700	\$157,700
Village Elders	320	4.2%	\$47,200	\$119,500
Small-Town Seniors	675	8.8%	\$45,900	\$97,800
Back Country Seniors	880	11.5%	\$42,000	\$92,100
<i>Subtotal:</i>	3,425	44.6%		

2023 Household Classification by Market Groups

Sullivan 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	2,835	36.9%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	45	0.6%	\$96,900	\$197,400
Full-Nest Exurbanites	0	0.0%		
Rural Families	755	9.8%	\$74,200	\$160,700
Traditional Families	110	1.4%	\$74,500	\$180,400
Small-Town Families	80	1.0%	\$75,600	\$195,800
Four-by-Four Families	180	2.3%	\$70,900	\$168,300
Rustic Families	1,555	20.2%	\$59,000	\$119,500
Hometown Families	110	1.4%	\$48,100	\$125,300
<i>Subtotal:</i>	2,835	36.9%		

2023 Household Classification by Market Groups
Sullivan County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	1,425	18.5%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	440	5.7%	\$50,800	\$107,900
Blue-Collar Traditionalists	330	4.3%	\$47,300	\$94,400
Rural Couples	435	5.7%	\$37,800	\$83,200
Rural Strivers	220	2.9%	\$31,000	\$82,800
<i>Subtotal:</i>	1,425	18.5%		

2023 Household Classification by Market Groups

Vermillion County, Indiana

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
Empty Nesters & Retirees	2,955	45.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	2,955	45.9%
Traditional & Non-Traditional Families	2,135	33.1%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	2,135	33.1%
Younger Singles & Couples	1,355	21.0%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	1,355	21.0%
Total:	6,445	100.1%

2023 Estimated Median Income: \$62,600
 2023 Estimated National Median Income: \$73,300

2023 Estimated Median Home Value: \$117,400
 2023 Estimated National Median Home Value: \$305,400

2023 Household Classification by Market Groups

Vermillion County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	2,955	45.9%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	0	0.0%		
Pillars of the Community	20	0.3%	\$98,800	\$189,600
New Empty Nesters	0	0.0%		
Traditional Couples	35	0.6%	\$99,200	\$215,700
RV Retirees	910	14.1%	\$80,000	\$158,500
Country Couples	235	3.7%	\$73,100	\$153,800
Hometown Retirees	315	4.9%	\$63,700	\$106,300
Heartland Retirees	195	3.0%	\$62,100	\$145,100
Village Elders	240	3.7%	\$51,000	\$101,000
Small-Town Seniors	600	9.3%	\$49,400	\$93,100
Back Country Seniors	405	6.3%	\$45,400	\$86,200
<i>Subtotal:</i>	2,955	45.9%		

2023 Household Classification by Market Groups

Vermillion 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	2,135	33.1%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	20	0.3%	\$102,900	\$186,200
Full-Nest Exurbanites	0	0.0%		
Rural Families	760	11.8%	\$79,900	\$152,100
Traditional Families	0	0.0%		
Small-Town Families	225	3.5%	\$81,200	\$187,300
Four-by-Four Families	180	2.8%	\$75,900	\$158,400
Rustic Families	895	13.9%	\$63,300	\$102,700
Hometown Families	55	0.9%	\$52,000	\$110,400
<i>Subtotal:</i>	2,135	33.1%		

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

2023 Household Classification by Market Groups

Vermillion County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	1,355	21.0%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	705	10.9%	\$55,000	\$97,300
Blue-Collar Traditionalists	195	3.0%	\$51,000	\$89,000
Rural Couples	240	3.7%	\$41,100	\$75,900
Rural Strivers	215	3.3%	\$33,600	\$75,800
<i>Subtotal:</i>	1,355	21.0%		

2023 Household Classification by Market Groups
Vigo County, Indiana

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	16,045	38.3%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,115	12.2%
<i>Metropolitan Suburbs</i>	1,525	3.6%
<i>Town & Country/Exurbs</i>	9,405	22.5%
Traditional & Non-Traditional Families	12,045	28.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,575	3.8%
<i>Metropolitan Suburbs</i>	835	2.0%
<i>Town & Country/Exurbs</i>	9,635	23.0%
Younger Singles & Couples	13,795	32.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,655	15.9%
<i>Metropolitan Suburbs</i>	2,865	6.8%
<i>Town & Country/Exurbs</i>	4,275	10.2%
Total:	41,885	100.0%
2023 Estimated Median Income:	\$50,800	
2023 Estimated National Median Income:	\$73,300	
2023 Estimated Median Home Value:	\$137,100	
2023 Estimated National Median Home Value:	\$305,400	

2023 Household Classification by Market Groups
Vigo County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	16,045	38.3%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	285	0.7%	\$81,600	\$191,500
Blue-Collar Retirees	1,410	3.4%	\$49,500	\$100,200
Middle-Class Move-Downs	525	1.3%	\$48,000	\$127,200
Hometown Seniors	2,080	5.0%	\$33,800	\$78,500
Second City Seniors	815	1.9%	\$29,800	\$100,400
<i>Subtotal:</i>	5,115	12.2%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	160	0.4%	\$98,600	\$275,900
Mainstream Empty Nesters	475	1.1%	\$66,200	\$162,400
Middle-American Retirees	890	2.1%	\$65,500	\$161,100
<i>Subtotal:</i>	1,525	3.6%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	580	1.4%	\$114,600	\$396,600
Pillars of the Community	1,025	2.4%	\$89,400	\$192,700
New Empty Nesters	390	0.9%	\$92,700	\$319,900
Traditional Couples	350	0.8%	\$89,200	\$230,000
RV Retirees	1,240	3.0%	\$71,100	\$164,600
Country Couples	655	1.6%	\$65,500	\$157,400
Hometown Retirees	875	2.1%	\$56,900	\$116,400
Heartland Retirees	550	1.3%	\$55,200	\$152,100
Village Elders	590	1.4%	\$45,100	\$111,700
Small-Town Seniors	1,695	4.0%	\$43,800	\$95,500
Back Country Seniors	1,455	3.5%	\$40,000	\$89,600
<i>Subtotal:</i>	9,405	22.5%		

2023 Household Classification by Market Groups
Vigo 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	12,045	28.8%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	85	0.2%	\$94,900	\$273,300
Multi-Ethnic Families	30	0.1%	\$71,100	\$182,000
Uptown Families	695	1.7%	\$66,700	\$168,100
In-Town Families	310	0.7%	\$42,800	\$92,900
New American Strivers	455	1.1%	\$40,100	\$110,100
<i>Subtotal:</i>	1,575	3.8%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	320	0.8%	\$105,600	\$282,600
Fiber-Optic Families	160	0.4%	\$93,300	\$194,800
Late-Nest Suburbanites	25	0.1%	\$81,300	\$273,800
Full-Nest Suburbanites	45	0.1%	\$74,700	\$232,600
Kids 'r' Us	285	0.7%	\$70,700	\$172,200
<i>Subtotal:</i>	835	2.0%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	865	2.1%	\$93,500	\$189,000
Full-Nest Exurbanites	820	2.0%	\$92,300	\$243,200
Rural Families	2,180	5.2%	\$71,200	\$155,800
Traditional Families	140	0.3%	\$71,400	\$173,300
Small-Town Families	1,065	2.5%	\$71,500	\$190,800
Four-by-Four Families	600	1.4%	\$68,100	\$162,400
Rustic Families	2,480	5.9%	\$56,500	\$112,400
Hometown Families	1,485	3.5%	\$46,100	\$118,900
<i>Subtotal:</i>	9,635	23.0%		

2023 Household Classification by Market Groups
Vigo County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	13,795	32.9%		
<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>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	440	1.1%	\$72,700	\$273,800
Small-City Singles	2,815	6.7%	\$39,600	\$83,500
Twentysomethings	690	1.6%	\$38,700	\$168,800
Second-City Strivers	460	1.1%	\$38,900	\$133,900
Multi-Ethnic Singles	2,250	5.4%	\$23,900	\$77,900
<i>Subtotal:</i>	<i>6,655</i>	<i>15.9%</i>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	125	0.3%	\$72,500	\$297,000
Suburban Achievers	1,505	3.6%	\$49,000	\$104,600
Suburban Strivers	1,235	2.9%	\$45,200	\$140,800
<i>Subtotal:</i>	<i>2,865</i>	<i>6.8%</i>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	1,365	3.3%	\$48,100	\$101,300
Blue-Collar Traditionalists	835	2.0%	\$45,300	\$92,100
Rural Couples	1,375	3.3%	\$35,800	\$80,800
Rural Strivers	700	1.7%	\$29,500	\$80,500
<i>Subtotal:</i>	<i>4,275</i>	<i>10.2%</i>		

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

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	4,720	240	31.2%
<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>	4,720	240	31.2%
Traditional & Non-Traditional Families	3,885	330	42.8%
<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>	3,885	330	42.8%
Younger Singles & Couples	2,000	200	26.0%
<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>	2,000	200	26.0%
Total:	10,605	770	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	4,720	240	31.2%
<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	65	0	0.0%
Pillars of the Community	70	5	0.6%
New Empty Nesters	215	5	0.6%
Traditional Couples	170	5	0.6%
RV Retirees	925	30	3.9%
Country Couples	815	40	5.2%
Hometown Retirees	395	20	2.6%
Heartland Retirees	240	5	0.6%
Village Elders	395	20	2.6%
Small-Town Seniors	815	75	9.7%
Back Country Seniors	615	35	4.5%
<i>Subtotal:</i>	<u>4,720</u>	<u>240</u>	<u>31.2%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	3,885	330	42.8%
<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	35	0	0.0%
Full-Nest Exurbanites	155	10	1.3%
Rural Families	1,525	75	9.7%
Traditional Families	145	10	1.3%
Small-Town Families	500	70	9.1%
Four-by-Four Families	340	40	5.2%
Rustic Families	945	80	10.4%
Hometown Families	240	45	5.8%
<i>Subtotal:</i>	<u>3,885</u>	<u>330</u>	<u>42.8%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,000	200	26.0%
<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	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	990	55	7.1%
Blue-Collar Traditionalists	410	40	5.2%
Rural Couples	215	30	3.9%
Rural Strivers	385	75	9.7%
<i>Subtotal:</i>	<u>2,000</u>	<u>200</u>	<u>26.0%</u>

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

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	6,410	530	31.5%
<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>	6,410	530	31.5%
Traditional & Non-Traditional Families	6,025	690	40.9%
<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>	6,025	690	40.9%
Younger Singles & Couples	2,860	465	27.6%
<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>	2,860	465	27.6%
Total:	15,295	1,685	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	6,410	530	31.5%
<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	265	15	0.9%
Pillars of the Community	230	15	0.9%
New Empty Nesters	0	0	0.0%
Traditional Couples	380	25	1.5%
RV Retirees	1,425	70	4.2%
Country Couples	655	50	3.0%
Hometown Retirees	420	30	1.8%
Heartland Retirees	240	10	0.6%
Village Elders	635	50	3.0%
Small-Town Seniors	1,665	220	13.1%
Back Country Seniors	495	45	2.7%
<i>Subtotal:</i>	<u>6,410</u>	<u>530</u>	<u>31.5%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	6,025	690	40.9%
<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	10	0.6%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	2,875	200	11.9%
Traditional Families	45	5	0.3%
Small-Town Families	545	105	6.2%
Four-by-Four Families	560	95	5.6%
Rustic Families	1,540	190	11.3%
Hometown Families	310	85	5.0%
<i>Subtotal:</i>	<u>6,025</u>	<u>690</u>	<u>40.9%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,860	465	27.6%
<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	1,405	115	6.8%
Blue-Collar Traditionalists	235	35	2.1%
Rural Couples	345	75	4.5%
Rural Strivers	875	240	14.2%
<i>Subtotal:</i>	<u>2,860</u>	<u>465</u>	<u>27.6%</u>

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

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,000	100	33.3%
<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>	3,000	100	33.3%
Traditional & Non-Traditional Families	2,290	125	41.7%
<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>	2,290	125	41.7%
Younger Singles & Couples	815	75	25.0%
<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>	815	75	25.0%
Total:	6,105	300	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,000	100	33.3%
<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	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	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	1,080	25	8.3%
Country Couples	5	0	0.0%
Hometown Retirees	555	20	6.7%
Heartland Retirees	355	10	3.3%
Village Elders	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	1,005	45	15.0%
<i>Subtotal:</i>	<u>3,000</u>	<u>100</u>	<u>33.3%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,290	125	41.7%
<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	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	940	35	11.7%
Traditional Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Four-by-Four Families	0	0	0.0%
Rustic Families	1,350	90	30.0%
Hometown Families	0	0	0.0%
<i>Subtotal:</i>	<u>2,290</u>	<u>125</u>	<u>41.7%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	815	75	25.0%
<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	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	0	0	0.0%
Blue-Collar Traditionalists	405	30	10.0%
Rural Couples	410	45	15.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>815</u>	<u>75</u>	<u>25.0%</u>

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

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	5,810	285	28.1%
<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>	5,810	285	28.1%
Traditional & Non-Traditional Families	5,990	515	50.7%
<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>	5,990	515	50.7%
Younger Singles & Couples	1,805	215	21.2%
<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>	1,805	215	21.2%
Total:	13,605	1,015	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	5,810	285	28.1%
<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	155	5	0.5%
Pillars of the Community	190	5	0.5%
New Empty Nesters	420	15	1.5%
Traditional Couples	165	5	0.5%
RV Retirees	1,390	45	4.4%
Country Couples	515	25	2.5%
Hometown Retirees	440	20	2.0%
Heartland Retirees	365	10	1.0%
Village Elders	400	25	2.5%
Small-Town Seniors	710	65	6.4%
Back Country Seniors	1,060	65	6.4%
<i>Subtotal:</i>	<u>5,810</u>	<u>285</u>	<u>28.1%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	5,990	515	50.7%
<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	155	10	1.0%
Full-Nest Exurbanites	445	25	2.5%
Rural Families	2,060	100	9.9%
Traditional Families	110	5	0.5%
Small-Town Families	510	70	6.9%
Four-by-Four Families	405	50	4.9%
Rustic Families	1,760	150	14.8%
Hometown Families	545	105	10.3%
<i>Subtotal:</i>	<u>5,990</u>	<u>515</u>	<u>50.7%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,805	215	21.2%
<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	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	500	30	3.0%
Blue-Collar Traditionalists	415	40	3.9%
Rural Couples	565	85	8.4%
Rural Strivers	325	60	5.9%
<i>Subtotal:</i>	<u>1,805</u>	<u>215</u>	<u>21.2%</u>

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

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,425	155	32.3%
<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>	3,425	155	32.3%
Traditional & Non-Traditional Families	2,835	190	39.6%
<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>	2,835	190	39.6%
Younger Singles & Couples	1,425	135	28.1%
<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>	1,425	135	28.1%
Total:	7,685	480	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,425	155	32.3%
<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	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	65	0	0.0%
Pillars of the Community	70	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	80	5	1.0%
RV Retirees	630	15	3.1%
Country Couples	250	10	2.1%
Hometown Retirees	225	10	2.1%
Heartland Retirees	230	5	1.0%
Village Elders	320	15	3.1%
Small-Town Seniors	675	50	10.4%
Back Country Seniors	880	45	9.4%
<i>Subtotal:</i>	<u>3,425</u>	<u>155</u>	<u>32.3%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,835	190	39.6%
<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	45	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	755	30	6.3%
Traditional Families	110	5	1.0%
Small-Town Families	80	10	2.1%
Four-by-Four Families	180	20	4.2%
Rustic Families	1,555	110	22.9%
Hometown Families	110	15	3.1%
<i>Subtotal:</i>	<u>2,835</u>	<u>190</u>	<u>39.6%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,425	135	28.1%
<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	440	20	4.2%
Blue-Collar Traditionalists	330	25	5.2%
Rural Couples	435	55	11.5%
Rural Strivers	220	35	7.3%
<i>Subtotal:</i>	<u>1,425</u>	<u>135</u>	<u>28.1%</u>

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

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	2,955	135	32.9%
<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>	2,955	135	32.9%
Traditional & Non-Traditional Families	2,135	160	39.0%
<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>	2,135	160	39.0%
Younger Singles & Couples	1,355	115	28.1%
<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>	1,355	115	28.1%
Total:	6,445	410	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	2,955	135	32.9%
<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	0	0	0.0%
Pillars of the Community	20	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	35	0	0.0%
RV Retirees	910	25	6.1%
Country Couples	235	10	2.4%
Hometown Retirees	315	15	3.7%
Heartland Retirees	195	5	1.2%
Village Elders	240	10	2.4%
Small-Town Seniors	600	50	12.2%
Back Country Seniors	405	20	4.9%
<i>Subtotal:</i>	<u>2,955</u>	<u>135</u>	<u>32.9%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,135	160	39.0%
<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	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	20	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	760	35	8.5%
Traditional Families	0	0	0.0%
Small-Town Families	225	25	6.1%
Four-by-Four Families	180	20	4.9%
Rustic Families	895	70	17.1%
Hometown Families	55	10	2.4%
<i>Subtotal:</i>	<u>2,135</u>	<u>160</u>	<u>39.0%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,355	115	28.1%
<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	705	35	8.5%
Blue-Collar Traditionalists	195	15	3.7%
Rural Couples	240	30	7.4%
Rural Strivers	215	35	8.5%
<i>Subtotal:</i>	<u>1,355</u>	<u>115</u>	<u>28.1%</u>

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

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	16,045	1,130	21.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,115	335	6.3%
<i>Metropolitan Suburbs</i>	1,525	115	2.2%
<i>Town & Country/Exurbs</i>	9,405	680	12.7%
Traditional & Non-Traditional Families	12,045	1,575	29.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,575	250	4.7%
<i>Metropolitan Suburbs</i>	835	50	0.9%
<i>Town & Country/Exurbs</i>	9,635	1,275	23.9%
Younger Singles & Couples	13,795	2,640	49.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,655	1,455	27.2%
<i>Metropolitan Suburbs</i>	2,865	495	9.3%
<i>Town & Country/Exurbs</i>	4,275	690	12.9%
Total:	41,885	5,345	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	16,045	1,130	21.1%
<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	285	10	0.2%
Blue-Collar Retirees	1,410	120	2.2%
Middle-Class Move-Downs	525	25	0.5%
Hometown Seniors	2,080	55	1.0%
Second City Seniors	815	125	2.3%
<i>Subtotal:</i>	<u>5,115</u>	<u>335</u>	<u>6.3%</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	160	10	0.2%
Mainstream Empty Nesters	475	40	0.7%
Middle-American Retirees	890	65	1.2%
<i>Subtotal:</i>	<u>1,525</u>	<u>115</u>	<u>2.2%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	580	25	0.5%
Pillars of the Community	1,025	55	1.0%
New Empty Nesters	390	15	0.3%
Traditional Couples	350	20	0.4%
RV Retirees	1,240	55	1.0%
Country Couples	655	45	0.8%
Hometown Retirees	875	60	1.1%
Heartland Retirees	550	25	0.5%
Village Elders	590	45	0.8%
Small-Town Seniors	1,695	215	4.0%
Back Country Seniors	1,455	120	2.2%
<i>Subtotal:</i>	<u>9,405</u>	<u>680</u>	<u>12.7%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	12,045	1,575	29.5%
<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	85	5	0.1%
Multi-Ethnic Families	30	5	0.1%
Uptown Families	695	105	2.0%
In-Town Families	310	50	0.9%
New American Strivers	455	85	1.6%
<i>Subtotal:</i>	<u>1,575</u>	<u>250</u>	<u>4.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	320	10	0.2%
Fiber-Optic Families	160	5	0.1%
Late-Nest Suburbanites	25	5	0.1%
Full-Nest Suburbanites	45	5	0.1%
Kids 'r' Us	285	25	0.5%
<i>Subtotal:</i>	<u>835</u>	<u>50</u>	<u>0.9%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	865	65	1.2%
Full-Nest Exurbanites	820	65	1.2%
Rural Families	2,180	145	2.7%
Traditional Families	140	10	0.2%
Small-Town Families	1,065	200	3.7%
Four-by-Four Families	600	100	1.9%
Rustic Families	2,480	295	5.5%
Hometown Families	1,485	395	7.4%
<i>Subtotal:</i>	<u>9,635</u>	<u>1,275</u>	<u>23.9%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	13,795	2,640	49.4%
<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	440	70	1.3%
Small-City Singles	2,815	510	9.5%
Twentysomethings	690	210	3.9%
Second-City Strivers	460	115	2.2%
Multi-Ethnic Singles	2,250	550	10.3%
<i>Subtotal:</i>	<u>6,655</u>	<u>1,455</u>	<u>27.2%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	125	35	0.7%
Suburban Achievers	1,505	105	2.0%
Suburban Strivers	1,235	355	6.6%
<i>Subtotal:</i>	<u>2,865</u>	<u>495</u>	<u>9.3%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,365	105	2.0%
Blue-Collar Traditionalists	835	115	2.2%
Rural Couples	1,375	285	5.3%
Rural Strivers	700	185	3.5%
<i>Subtotal:</i>	<u>4,275</u>	<u>690</u>	<u>12.9%</u>

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

METHODOLOGY: AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The West Central Indiana Region

Clay, Montgomery, Parke, Putnam, Sullivan, Vermillion, and Vigo Counties, Indiana

June, 2023

Appendix Three Tables



**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Clay County, Indiana

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	4,720	105	33.3%
<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>	4,720	105	33.3%
Traditional & Non-Traditional Families	3,885	130	41.3%
<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>	3,885	130	41.3%
Younger Singles & Couples	2,000	80	25.4%
<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>	2,000	80	25.4%
Total:	10,605	315	100.0%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Clay County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	4,720	105	33.3%
<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%
Subtotal:	0	0	0.0%
<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%
Subtotal:	0	0	0.0%
<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%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	65	0	0.0%
Pillars of the Community	70	0	0.0%
New Empty Nesters	215	5	1.6%
Traditional Couples	170	5	1.6%
RV Retirees	925	10	3.2%
Country Couples	815	15	4.8%
Hometown Retirees	395	10	3.2%
Heartland Retirees	240	5	1.6%
Village Elders	395	10	3.2%
Small-Town Seniors	815	30	9.5%
Back Country Seniors	615	15	4.8%
Subtotal:	4,720	105	33.3%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Clay County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	3,885	130	41.3%
<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	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	35	0	0.0%
Full-Nest Exurbanites	155	5	1.6%
Rural Families	1,525	30	9.5%
Traditional Families	145	5	1.6%
Small-Town Families	500	25	7.9%
Four-by-Four Families	340	15	4.8%
Rustic Families	945	30	9.5%
Hometown Families	240	20	6.3%
<i>Subtotal:</i>	<u>3,885</u>	<u>130</u>	<u>41.3%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Clay County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,000	80	25.4%
<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	990	20	6.3%
Blue-Collar Traditionalists	410	15	4.8%
Rural Couples	215	15	4.8%
Rural Strivers	385	30	9.5%
<i>Subtotal:</i>	<u>2,000</u>	<u>80</u>	<u>25.4%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Montgomery County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	6,410	20	25.0%
<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>	6,410	20	25.0%
Traditional & Non-Traditional Families	6,025	35	43.7%
<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>	6,025	35	43.7%
Younger Singles & Couples	2,860	25	31.3%
<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>	2,860	25	31.3%
Total:	15,295	80	100.0%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Montgomery County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	6,410	20	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	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	265	0	0.0%
Pillars of the Community	230	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	380	0	0.0%
RV Retirees	1,425	5	6.3%
Country Couples	655	0	0.0%
Hometown Retirees	420	0	0.0%
Heartland Retirees	240	0	0.0%
Village Elders	635	5	6.3%
Small-Town Seniors	1,665	10	12.5%
Back Country Seniors	495	0	0.0%
<i>Subtotal:</i>	<u>6,410</u>	<u>20</u>	<u>25.0%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Montgomery County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	6,025	35	43.7%
<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	2,875	10	12.4%
Traditional Families	45	0	0.0%
Small-Town Families	545	5	6.3%
Four-by-Four Families	560	5	6.3%
Rustic Families	1,540	10	12.4%
Hometown Families	310	5	6.3%
<i>Subtotal:</i>	<u>6,025</u>	<u>35</u>	<u>43.7%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Montgomery County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,860	25	31.3%
<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	1,405	5	6.3%
Blue-Collar Traditionalists	235	0	0.0%
Rural Couples	345	5	6.3%
Rural Strivers	875	15	18.8%
<i>Subtotal:</i>	<u>2,860</u>	<u>25</u>	<u>31.3%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Parke County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,000	70	34.1%
<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>	3,000	70	34.1%
Traditional & Non-Traditional Families	2,290	85	41.5%
<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>	2,290	85	41.5%
Younger Singles & Couples	815	50	24.4%
<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>	815	50	24.4%
Total:	6,105	205	100.0%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Parke County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,000	70	34.1%
<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	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	1,080	20	9.8%
Country Couples	5	0	0.0%
Hometown Retirees	555	15	7.3%
Heartland Retirees	355	5	2.4%
Village Elders	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	1,005	30	14.6%
<i>Subtotal:</i>	<u>3,000</u>	<u>70</u>	<u>34.1%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Parke County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,290	85	41.5%
<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	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	940	25	12.2%
Traditional Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Four-by-Four Families	0	0	0.0%
Rustic Families	1,350	60	29.3%
Hometown Families	0	0	0.0%
<i>Subtotal:</i>	<u>2,290</u>	<u>85</u>	<u>41.5%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Parke County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	815	50	24.4%
<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	0	0	0.0%
Blue-Collar Traditionalists	405	20	9.8%
Rural Couples	410	30	14.6%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>815</u>	<u>50</u>	<u>24.4%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Putnam County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	5,810	50	26.3%
<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>	5,810	50	26.3%
Traditional & Non-Traditional Families	5,990	100	52.6%
<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>	5,990	100	52.6%
Younger Singles & Couples	1,805	40	21.1%
<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>	1,805	40	21.1%
Total:	13,605	190	100.0%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Putnam County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	5,810	50	26.3%
<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	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	155	0	0.0%
Pillars of the Community	190	0	0.0%
New Empty Nesters	420	5	2.6%
Traditional Couples	165	0	0.0%
RV Retirees	1,390	10	5.3%
Country Couples	515	5	2.6%
Hometown Retirees	440	5	2.6%
Heartland Retirees	365	0	0.0%
Village Elders	400	5	2.6%
Small-Town Seniors	710	10	5.3%
Back Country Seniors	1,060	10	5.3%
<i>Subtotal:</i>	<u>5,810</u>	<u>50</u>	<u>26.3%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Putnam County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	5,990	100	52.6%
<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	155	0	0.0%
Full-Nest Exurbanites	445	5	2.6%
Rural Families	2,060	20	10.5%
Traditional Families	110	0	0.0%
Small-Town Families	510	15	7.9%
Four-by-Four Families	405	10	5.3%
Rustic Families	1,760	30	15.8%
Hometown Families	545	20	10.5%
<i>Subtotal:</i>	<u>5,990</u>	<u>100</u>	<u>52.6%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Putnam County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,805	40	21.1%
<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	500	5	2.6%
Blue-Collar Traditionalists	415	10	5.3%
Rural Couples	565	15	7.9%
Rural Strivers	325	10	5.3%
<i>Subtotal:</i>	<u>1,805</u>	<u>40</u>	<u>21.1%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Sullivan County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,425	40	30.8%
<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>	3,425	40	30.8%
Traditional & Non-Traditional Families	2,835	50	38.4%
<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>	2,835	50	38.4%
Younger Singles & Couples	1,425	40	30.8%
<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>	1,425	40	30.8%
Total:	7,685	130	100.0%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Sullivan County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,425	40	30.8%
<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	65	0	0.0%
Pillars of the Community	70	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	80	0	0.0%
RV Retirees	630	5	3.8%
Country Couples	250	5	3.8%
Hometown Retirees	225	0	0.0%
Heartland Retirees	230	0	0.0%
Village Elders	320	5	3.8%
Small-Town Seniors	675	15	11.5%
Back Country Seniors	880	10	7.7%
<i>Subtotal:</i>	<u>3,425</u>	<u>40</u>	<u>30.8%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Sullivan County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,835	50	38.4%
<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	45	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	755	10	7.7%
Traditional Families	110	0	0.0%
Small-Town Families	80	0	0.0%
Four-by-Four Families	180	5	3.8%
Rustic Families	1,555	30	23.1%
Hometown Families	110	5	3.8%
<i>Subtotal:</i>	<u>2,835</u>	<u>50</u>	<u>38.4%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Sullivan County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,425	40	30.8%
<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	440	5	3.8%
Blue-Collar Traditionalists	330	10	7.7%
Rural Couples	435	15	11.5%
Rural Strivers	220	10	7.7%
<i>Subtotal:</i>	<u>1,425</u>	<u>40</u>	<u>30.8%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Vermillion County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	2,955	55	32.4%
<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>	2,955	55	32.4%
Traditional & Non-Traditional Families	2,135	65	38.2%
<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>	2,135	65	38.2%
Younger Singles & Couples	1,355	50	29.4%
<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>	1,355	50	29.4%
Total:	6,445	170	100.0%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Vermillion County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	2,955	55	32.4%
<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	0	0	0.0%
Pillars of the Community	20	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	35	0	0.0%
RV Retirees	910	10	5.9%
Country Couples	235	5	2.9%
Hometown Retirees	315	5	2.9%
Heartland Retirees	195	0	0.0%
Village Elders	240	5	2.9%
Small-Town Seniors	600	20	11.8%
Back Country Seniors	405	10	5.9%
<i>Subtotal:</i>	<u>2,955</u>	<u>55</u>	<u>32.4%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Vermillion County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,135	65	38.2%
<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	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	20	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	760	15	8.8%
Traditional Families	0	0	0.0%
Small-Town Families	225	10	5.9%
Four-by-Four Families	180	10	5.9%
Rustic Families	895	25	14.7%
Hometown Families	55	5	2.9%
<i>Subtotal:</i>	<u>2,135</u>	<u>65</u>	<u>38.2%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Vermillion County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,355	50	29.4%
<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	705	15	8.8%
Blue-Collar Traditionalists	195	5	2.9%
Rural Couples	240	15	8.8%
Rural Strivers	215	15	8.8%
<i>Subtotal:</i>	<u>1,355</u>	<u>50</u>	<u>29.4%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Vigo County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	16,045	125	21.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,115	40	7.0%
<i>Metropolitan Suburbs</i>	1,525	10	1.8%
<i>Town & Country/Exurbs</i>	9,405	75	13.2%
Traditional & Non-Traditional Families	12,045	160	28.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,575	25	4.4%
<i>Metropolitan Suburbs</i>	835	5	0.9%
<i>Town & Country/Exurbs</i>	9,635	130	22.8%
Younger Singles & Couples	13,795	285	50.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,655	155	27.2%
<i>Metropolitan Suburbs</i>	2,865	55	9.6%
<i>Town & Country/Exurbs</i>	4,275	75	13.2%
Total:	41,885	570	100.0%

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Vigo County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	16,045	125	21.9%
<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	285	0	0.0%
Blue-Collar Retirees	1,410	15	2.6%
Middle-Class Move-Downs	525	5	0.9%
Hometown Seniors	2,080	5	0.9%
Second City Seniors	815	15	2.6%
<i>Subtotal:</i>	<u>5,115</u>	<u>40</u>	<u>7.0%</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	160	0	0.0%
Mainstream Empty Nesters	475	5	0.9%
Middle-American Retirees	890	5	0.9%
<i>Subtotal:</i>	<u>1,525</u>	<u>10</u>	<u>1.8%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	580	5	0.9%
Pillars of the Community	1,025	5	0.9%
New Empty Nesters	390	0	0.0%
Traditional Couples	350	0	0.0%
RV Retirees	1,240	5	0.9%
Country Couples	655	5	0.9%
Hometown Retirees	875	5	0.9%
Heartland Retirees	550	5	0.9%
Village Elders	590	5	0.9%
Small-Town Seniors	1,695	25	4.4%
Back Country Seniors	1,455	15	2.6%
<i>Subtotal:</i>	<u>9,405</u>	<u>75</u>	<u>13.2%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**
Vigo County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	12,045	160	28.1%
<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	85	0	0.0%
Multi-Ethnic Families	30	0	0.0%
Uptown Families	695	10	1.8%
In-Town Families	310	5	0.9%
New American Strivers	455	10	1.8%
<i>Subtotal:</i>	<u>1,575</u>	<u>25</u>	<u>4.4%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	320	0	0.0%
Fiber-Optic Families	160	0	0.0%
Late-Nest Suburbanites	25	0	0.0%
Full-Nest Suburbanites	45	0	0.0%
Kids 'r' Us	285	5	0.9%
<i>Subtotal:</i>	<u>835</u>	<u>5</u>	<u>0.9%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	865	5	0.9%
Full-Nest Exurbanites	820	5	0.9%
Rural Families	2,180	15	2.6%
Traditional Families	140	0	0.0%
Small-Town Families	1,065	20	3.5%
Four-by-Four Families	600	10	1.8%
Rustic Families	2,480	30	5.3%
Hometown Families	1,485	45	7.9%
<i>Subtotal:</i>	<u>9,635</u>	<u>130</u>	<u>22.8%</u>

**Annual Average Number Of Households With The Potential To Move Across
County Borders Within The West Central Region Each Year Over The Next Five Years**

Vigo County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	13,795	285	50.0%
<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	440	5	0.9%
Small-City Singles	2,815	55	9.6%
Twentysomethings	690	25	4.4%
Second-City Strivers	460	10	1.8%
Multi-Ethnic Singles	2,250	60	10.5%
<i>Subtotal:</i>	<u>6,655</u>	<u>155</u>	<u>27.2%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	125	5	0.9%
Suburban Achievers	1,505	10	1.8%
Suburban Strivers	1,235	40	7.0%
<i>Subtotal:</i>	<u>2,865</u>	<u>55</u>	<u>9.6%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,365	10	1.8%
Blue-Collar Traditionalists	835	15	2.6%
Rural Couples	1,375	30	5.3%
Rural Strivers	700	20	3.5%
<i>Subtotal:</i>	<u>4,275</u>	<u>75</u>	<u>13.2%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region 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	114,375	60	14.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	55,455	30	7.0%
<i>Metropolitan Suburbs</i>	54,550	30	7.0%
<i>Town & Country/Exurbs</i>	4,370	0	0.0%
Traditional & Non-Traditional Families	139,685	120	27.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	59,130	75	17.4%
<i>Metropolitan Suburbs</i>	68,725	40	9.3%
<i>Town & Country/Exurbs</i>	11,830	5	1.2%
Younger Singles & Couples	145,065	250	58.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	97,795	185	43.0%
<i>Metropolitan Suburbs</i>	46,170	65	15.1%
<i>Town & Country/Exurbs</i>	1,100	0	0.0%
Total:	399,125	430	100.0%

**Annual Average Number Of Households With The Potential
To Move To The West Central Region 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	114,375	60	14.0%
<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	5,990	0	0.0%
Blue-Collar Retirees	12,500	10	2.3%
Middle-Class Move-Downs	4,010	0	0.0%
Hometown Seniors	19,600	5	1.2%
Second City Seniors	13,355	15	3.5%
<i>Subtotal:</i>	<u>55,455</u>	<u>30</u>	<u>7.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	3,100	0	0.0%
Old Money	1,465	0	0.0%
Affluent Empty Nesters	1,475	0	0.0%
Suburban Establishment	9,545	5	1.2%
Mainstream Empty Nesters	20,430	15	3.5%
Middle-American Retirees	18,535	10	2.3%
<i>Subtotal:</i>	<u>54,550</u>	<u>30</u>	<u>7.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	1,130	0	0.0%
Pillars of the Community	750	0	0.0%
New Empty Nesters	25	0	0.0%
Traditional Couples	555	0	0.0%
RV Retirees	55	0	0.0%
Country Couples	1,130	0	0.0%
Hometown Retirees	35	0	0.0%
Heartland Retirees	5	0	0.0%
Village Elders	210	0	0.0%
Small-Town Seniors	445	0	0.0%
Back Country Seniors	30	0	0.0%
<i>Subtotal:</i>	<u>4,370</u>	<u>0</u>	<u>0.0%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region 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	139,685	120	27.9%
<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	8,455	5	1.2%
Multi-Ethnic Families	7,435	5	1.2%
Uptown Families	14,950	20	4.7%
In-Town Families	9,760	15	3.5%
New American Strivers	18,530	30	7.0%
<i>Subtotal:</i>	<u>59,130</u>	<u>75</u>	<u>17.4%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2,235	0	0.0%
Nouveau Money	3,215	0	0.0%
Button-Down Families	11,970	5	1.2%
Fiber-Optic Families	11,540	5	1.2%
Late-Nest Suburbanites	9,270	10	2.3%
Full-Nest Suburbanites	9,395	5	1.2%
Kids 'r' Us	21,100	15	3.5%
<i>Subtotal:</i>	<u>68,725</u>	<u>40</u>	<u>9.3%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1,455	0	0.0%
New Town Families	1,335	0	0.0%
Full-Nest Exurbanites	300	0	0.0%
Rural Families	45	0	0.0%
Traditional Families	2,875	0	0.0%
Small-Town Families	2,875	5	1.2%
Four-by-Four Families	1,785	0	0.0%
Rustic Families	220	0	0.0%
Hometown Families	940	0	0.0%
<i>Subtotal:</i>	<u>11,830</u>	<u>5</u>	<u>1.2%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region 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	145,065	250	58.1%
<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	13,085	15	3.5%
Small-City Singles	18,555	25	5.8%
Twentysomethings	26,015	65	15.1%
Second-City Strivers	17,685	35	8.1%
Multi-Ethnic Singles	22,455	45	10.5%
<i>Subtotal:</i>	<u>97,795</u>	<u>185</u>	<u>43.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	9,825	20	4.7%
Suburban Achievers	20,135	10	2.3%
Suburban Strivers	16,210	35	8.1%
<i>Subtotal:</i>	<u>46,170</u>	<u>65</u>	<u>15.1%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	745	0	0.0%
Blue-Collar Traditionalists	10	0	0.0%
Rural Couples	45	0	0.0%
Rural Strivers	300	0	0.0%
<i>Subtotal:</i>	<u>1,100</u>	<u>0</u>	<u>0.0%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Hendricks County, Indiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	22,630	70	21.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,175	15	4.5%
<i>Metropolitan Suburbs</i>	4,995	20	6.1%
<i>Town & Country/Exurbs</i>	13,460	35	10.6%
Traditional & Non-Traditional Families	37,475	195	59.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,135	25	7.6%
<i>Metropolitan Suburbs</i>	11,775	50	15.2%
<i>Town & Country/Exurbs</i>	22,565	120	36.4%
Younger Singles & Couples	7,475	65	19.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,425	30	9.1%
<i>Metropolitan Suburbs</i>	2,365	20	6.1%
<i>Town & Country/Exurbs</i>	2,685	15	4.5%
Total:	67,580	330	100.0%

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Hendricks County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	22,630	70	21.2%
<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	1,270	5	1.5%
Blue-Collar Retirees	1,300	5	1.5%
Middle-Class Move-Downs	710	0	0.0%
Hometown Seniors	570	0	0.0%
Second City Seniors	325	5	1.5%
<i>Subtotal:</i>	<u>4,175</u>	<u>15</u>	<u>4.5%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	330	0	0.0%
Suburban Establishment	1,115	5	1.5%
Mainstream Empty Nesters	1,650	10	3.0%
Middle-American Retirees	1,900	5	1.5%
<i>Subtotal:</i>	<u>4,995</u>	<u>20</u>	<u>6.1%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	2,660	5	1.5%
Pillars of the Community	2,340	5	1.5%
New Empty Nesters	880	0	0.0%
Traditional Couples	2,005	5	1.5%
RV Retirees	650	0	0.0%
Country Couples	1,770	5	1.5%
Hometown Retirees	420	0	0.0%
Heartland Retirees	375	0	0.0%
Village Elders	895	5	1.5%
Small-Town Seniors	1,180	10	3.0%
Back Country Seniors	285	0	0.0%
<i>Subtotal:</i>	<u>13,460</u>	<u>35</u>	<u>10.6%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Hendricks County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	37,475	195	59.1%
<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	100	0	0.0%
Multi-Ethnic Families	1,040	5	1.5%
Uptown Families	1,160	10	3.0%
In-Town Families	520	5	1.5%
New American Strivers	315	5	1.5%
<i>Subtotal:</i>	<u>3,135</u>	<u>25</u>	<u>7.6%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	285	0	0.0%
Nouveau Money	715	0	0.0%
Button-Down Families	1,535	5	1.5%
Fiber-Optic Families	1,510	5	1.5%
Late-Nest Suburbanites	2,995	20	6.1%
Full-Nest Suburbanites	1,880	5	1.5%
Kids 'r' Us	2,855	15	4.5%
<i>Subtotal:</i>	<u>11,775</u>	<u>50</u>	<u>15.2%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	5,180	15	4.5%
New Town Families	3,210	15	4.5%
Full-Nest Exurbanites	1,580	5	1.5%
Rural Families	1,425	5	1.5%
Traditional Families	5,125	20	6.1%
Small-Town Families	1,900	20	6.1%
Four-by-Four Families	1,785	15	4.5%
Rustic Families	920	5	1.5%
Hometown Families	1,440	20	6.1%
<i>Subtotal:</i>	<u>22,565</u>	<u>120</u>	<u>36.4%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Hendricks County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	7,475	65	19.7%
<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	390	5	1.5%
Small-City Singles	1,060	10	3.0%
Twentysomethings	670	10	3.0%
Second-City Strivers	305	5	1.5%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>2,425</u>	<u>30</u>	<u>9.1%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	280	5	1.5%
Suburban Achievers	1,580	5	1.5%
Suburban Strivers	505	10	3.0%
<i>Subtotal:</i>	<u>2,365</u>	<u>20</u>	<u>6.1%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	2,045	10	3.0%
Blue-Collar Traditionalists	265	0	0.0%
Rural Couples	125	0	0.0%
Rural Strivers	250	5	1.5%
<i>Subtotal:</i>	<u>2,685</u>	<u>15</u>	<u>4.5%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Tippecanoe County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	12,580	0	0.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,735	0	0.0%
<i>Metropolitan Suburbs</i>	3,100	0	0.0%
<i>Town & Country/Exurbs</i>	4,745	0	0.0%
Traditional & Non-Traditional Families	24,085	25	19.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,900	10	7.7%
<i>Metropolitan Suburbs</i>	4,365	0	0.0%
<i>Town & Country/Exurbs</i>	13,820	15	11.5%
Younger Singles & Couples	36,130	105	80.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	22,885	75	57.7%
<i>Metropolitan Suburbs</i>	9,855	25	19.2%
<i>Town & Country/Exurbs</i>	3,390	5	3.8%
Total:	72,795	130	100.0%

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Tippecanoe County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	12,580	0	0.0%
<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	560	0	0.0%
Blue-Collar Retirees	1,990	0	0.0%
Middle-Class Move-Downs	250	0	0.0%
Hometown Seniors	1,120	0	0.0%
Second City Seniors	815	0	0.0%
<i>Subtotal:</i>	<u>4,735</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	5	0	0.0%
Suburban Establishment	535	0	0.0%
Mainstream Empty Nesters	1,610	0	0.0%
Middle-American Retirees	950	0	0.0%
<i>Subtotal:</i>	<u>3,100</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	530	0	0.0%
Pillars of the Community	945	0	0.0%
New Empty Nesters	495	0	0.0%
Traditional Couples	475	0	0.0%
RV Retirees	280	0	0.0%
Country Couples	400	0	0.0%
Hometown Retirees	370	0	0.0%
Heartland Retirees	195	0	0.0%
Village Elders	320	0	0.0%
Small-Town Seniors	620	0	0.0%
Back Country Seniors	115	0	0.0%
<i>Subtotal:</i>	<u>4,745</u>	<u>0</u>	<u>0.0%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Tippecanoe County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	24,085	25	19.2%
<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%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1,785	0	0.0%
Multi-Ethnic Families	340	0	0.0%
Uptown Families	1,455	5	3.8%
In-Town Families	1,245	5	3.8%
New American Strivers	1,075	0	0.0%
Subtotal:	5,900	10	7.7%
<i>Metropolitan Suburbs</i>			
Corporate Establishment	5	0	0.0%
Nouveau Money	410	0	0.0%
Button-Down Families	1,040	0	0.0%
Fiber-Optic Families	830	0	0.0%
Late-Nest Suburbanites	315	0	0.0%
Full-Nest Suburbanites	105	0	0.0%
Kids 'r' Us	1,660	0	0.0%
Subtotal:	4,365	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1,315	0	0.0%
New Town Families	1,870	0	0.0%
Full-Nest Exurbanites	1,600	0	0.0%
Rural Families	1,215	0	0.0%
Traditional Families	1,935	0	0.0%
Small-Town Families	460	0	0.0%
Four-by-Four Families	580	0	0.0%
Rustic Families	2,160	5	3.8%
Hometown Families	2,685	10	7.7%
Subtotal:	13,820	15	11.5%

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Tippecanoe County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	36,130	105	80.8%
<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	1,155	0	0.0%
Small-City Singles	2,895	5	3.8%
Twentysomethings	15,585	60	46.2%
Second-City Strivers	1,680	5	3.8%
Multi-Ethnic Singles	1,570	5	3.8%
<i>Subtotal:</i>	<u>22,885</u>	<u>75</u>	<u>57.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	235	0	0.0%
Suburban Achievers	3,315	5	3.8%
Suburban Strivers	6,305	20	15.4%
<i>Subtotal:</i>	<u>9,855</u>	<u>25</u>	<u>19.2%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	715	0	0.0%
Blue-Collar Traditionalists	1,230	0	0.0%
Rural Couples	500	0	0.0%
Rural Strivers	945	5	3.8%
<i>Subtotal:</i>	<u>3,390</u>	<u>5</u>	<u>3.8%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Greene County, Indiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	5,445	40	29.6%
<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>	5,445	40	29.6%
Traditional & Non-Traditional Families	4,305	45	33.3%
<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>	4,305	45	33.3%
Younger Singles & Couples	2,885	50	37.1%
<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>	2,885	50	37.1%
Total:	12,635	135	100.0%

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Greene County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	5,445	40	29.6%
<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%
Subtotal:	0	0	0.0%
<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%
Subtotal:	0	0	0.0%
<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%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	35	0	0.0%
Pillars of the Community	65	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	30	0	0.0%
RV Retirees	1,120	5	3.7%
Country Couples	350	0	0.0%
Hometown Retirees	615	5	3.7%
Heartland Retirees	550	0	0.0%
Village Elders	430	5	3.7%
Small-Town Seniors	605	10	7.4%
Back Country Seniors	1,645	15	11.1%
Subtotal:	5,445	40	29.6%

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Greene County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	4,305	45	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	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	45	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	1,635	10	7.4%
Traditional Families	0	0	0.0%
Small-Town Families	250	5	3.7%
Four-by-Four Families	225	5	3.7%
Rustic Families	2,100	25	18.5%
Hometown Families	50	0	0.0%
<i>Subtotal:</i>	<u>4,305</u>	<u>45</u>	<u>33.3%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Greene County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,885	50	37.1%
<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	595	5	3.7%
Blue-Collar Traditionalists	1,030	15	11.1%
Rural Couples	1,060	25	18.6%
Rural Strivers	200	5	3.7%
<i>Subtotal:</i>	<u>2,885</u>	<u>50</u>	<u>37.1%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Owen County, Indiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,765	30	30.0%
<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>	3,765	30	30.0%
Traditional & Non-Traditional Families	2,990	35	35.0%
<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>	2,990	35	35.0%
Younger Singles & Couples	1,960	35	35.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	10	0	0.0%
<i>Town & Country/Exurbs</i>	1,950	35	35.0%
Total:	8,715	100	100.0%

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Owen County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,765	30	30.0%
<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	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	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	920	5	5.0%
Country Couples	0	0	0.0%
Hometown Retirees	640	5	5.0%
Heartland Retirees	510	5	5.0%
Village Elders	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	1,695	15	15.0%
<i>Subtotal:</i>	<u>3,765</u>	<u>30</u>	<u>30.0%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Owen County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,990	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	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	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	1,180	10	10.0%
Traditional Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Four-by-Four Families	0	0	0.0%
Rustic Families	1,810	25	25.0%
Hometown Families	0	0	0.0%
<i>Subtotal:</i>	<u>2,990</u>	<u>35</u>	<u>35.0%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Owen County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,960	35	35.0%
<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	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	10	0	0.0%
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	0	0	0.0%
Blue-Collar Traditionalists	1,065	15	15.0%
Rural Couples	885	20	20.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>1,950</u>	<u>35</u>	<u>35.0%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Fountain County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	2,985	25	23.8%
<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>	2,985	25	23.8%
Traditional & Non-Traditional Families	2,580	45	42.9%
<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>	2,580	45	42.9%
Younger Singles & Couples	1,285	35	33.3%
<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>	1,285	35	33.3%
Total:	6,850	105	100.0%

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Fountain County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	2,985	25	23.8%
<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	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	885	5	4.8%
Country Couples	5	0	0.0%
Hometown Retirees	505	5	4.8%
Heartland Retirees	335	0	0.0%
Village Elders	20	0	0.0%
Small-Town Seniors	75	0	0.0%
Back Country Seniors	1,160	15	14.3%
<i>Subtotal:</i>	<u>2,985</u>	<u>25</u>	<u>23.8%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**

Fountain County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,580	45	42.9%
<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	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	1,110	15	14.3%
Traditional Families	0	0	0.0%
Small-Town Families	20	0	0.0%
Four-by-Four Families	5	0	0.0%
Rustic Families	1,440	30	28.6%
Hometown Families	5	0	0.0%
<i>Subtotal:</i>	<u>2,580</u>	<u>45</u>	<u>42.9%</u>

**Annual Average Number Of Households With The Potential
To Move To The West Central Region Each Year Over The Next Five Years**
Fountain County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,285	35	33.3%
<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	50	0	0.0%
Blue-Collar Traditionalists	645	15	14.3%
Rural Couples	550	20	19.0%
Rural Strivers	40	0	0.0%
<i>Subtotal:</i>	<u>1,285</u>	<u>35</u>	<u>33.3%</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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