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# METHODOLOGY

## TARGET MARKET TABLES

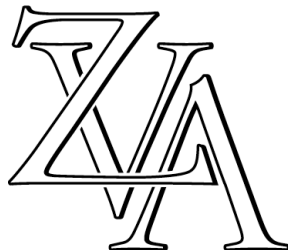
— Appendices One and Two —

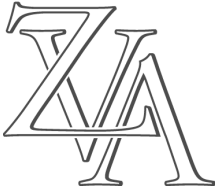
### An Analysis of Residential Market Potential

Vigo County, Indiana

August, 2023

Conducted by  
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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

Vigo County, Indiana

August, 2023

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

- The determination of the draw areas for new and existing housing units within Vigo County, based on historical settlement patterns, the most recently available county-to-county migration data from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey for Vigo County, as well as other market dynamics;
- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family, single-family attached and detached units);
- The composition of the potential housing market by lifestage (empty nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2022 income limits for less than 30 percent AMI, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 100 percent AMI, and above 100 percent AMI).

#### DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

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

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

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

According to the American Community Survey, which measures population mobility, just over 10.7 percent of Vigo County’s population either moved within or to the county between 2020 and 2021—a mobility rate lower than the national average of 13 percent.

#### Appendix One, Table 1. Migration Trends

Analysis of Vigo County migration and mobility patterns from 2016 through 2020—the most recent data available from the Internal Revenue Service—shows that the largest number of households moving to the county over the five-year study period occurred in 2016, when 2,435 households moved in. The lowest total over the study period was 1,950 households in 2018, however that number increased to 2,215 households in 2020.

Clay County, directly adjacent to the east, represented 10 percent to 11.2 percent of Vigo County household migration; Marion County, further to the east and consolidated with Indianapolis, represented 6.2 percent to 7.2 percent of Vigo’ in-migration; Sullivan County, directly to the south, made up 5.7 percent to 6.6 percent of households moving into Vigo County; and Vermillion County, directly to the north, accounted for 5.4 percent to 6.2 percent of in-migration. No other

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county averaged more than four percent of household migration into Vigo County. (*Reference Appendix One, Table 1.*)

The number of households moving out of Vigo County over the study period reached a five-year high in 2016, with 3,100 out-migrating households, with the lowest total of 2,205 households in 2018. In 2020, 2,440 households moved out of Vigo County.

Following the same pattern as Vigo County's in-migration, Clay County represented between 8.2 and 9.4 percent of households moving out of the county; Marion County accounted for 9.4 to 10.7 percent; Sullivan County represented 4.5 to 5.8 percent; and Vermillion County represented 4.1 to 4.6 percent of households moving out of Vigo County.

Vigo County's net migration—the difference between households moving into the county and those moving out—showed net losses throughout the study period. The highest net loss of 665 households occurred in 2016 and, in 2020, the lowest net loss of 225 households ensued.

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

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

- The local draw area, covering households with the potential to move within Vigo County.
- The regional draw area, covering households with the potential to move to Vigo County from Clay, Sullivan, and Vermillion counties.
- The metropolitan draw area, covering households with the potential to move to Vigo County from Marion County.

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

#### Migration Methodology:

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

#### 2023 TARGET MARKET CLASSIFICATION OF VIGO COUNTY HOUSEHOLDS—

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

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 40, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. The housing and lifestyle choices of the Millennials have had and will continue to have a profound effect on the nation as a whole and cities in particular. Those in the leading edge of the Zoomers, also known as Generation Z, are now 26 years old and having a noticeable impact on this lifestage's housing preferences.

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- Families, comprising both “traditional” families (married couples with one or more children) and “non-traditional” families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, to a grandparent with custody of grandchildren), primarily Generation X, born between 1965 and 1976. However, the leading-edge Millennials are now in their early- to mid-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 its significant impact on the nation’s housing, particularly how Baby Boomers manage the consequences of aging. The oldest Generation Xers are now in the mid-fifties, joining the Baby Boomers as empty nesters when their children leave home.

Appendix One, Table 2.  
Target Market Classification—

According to Claritas, Inc., an estimated 41,885 households live in Vigo County in 2023 (*reference* Appendix One, Table 2). Median income in the county is estimated at \$50,800, almost 31 percent lower than the national median of \$73,300. The median reported value of owner-occupied dwelling units in the county is estimated at \$137,100, just over 55 percent below the national median of \$305,400. (The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

As characterized by lifestage, in 2023, 38.3 percent of the county’s households were empty nesters and retirees (represented in 19 of Zimmerman/Volk Associates’ older target market groups); 32.9 percent of the county’s households were characterized as younger singles and couples (in 12 younger market groups), and the remaining 28.8 percent were traditional and non-traditional families (in 18 family groups).

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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 full time).

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



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Over the past 35 years, Zimmerman/Volk Associates has refined the analysis of these household clusters through the correlation of more than 500 data points related to housing preferences and consumer and lifestyle characteristics.

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

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

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

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

#### Appendix One, Table 3.

##### Internal Mobility (Households Moving within Vigo County)—

Zimmerman/Volk Associates integrates U.S. Bureau of the Census data from the American Community Survey with data from Claritas Inc. to determine the number of households in each

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

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 5,355 households of all incomes living in the county have the potential to move from one residence to another—rental or ownership, new or resale—within Vigo County each year over the next five years.

Just under half of these households are likely to be younger singles and couples (in 12 target market groups); traditional and non-traditional families are likely to account for 29 percent (in 18 market groups); and empty nesters and retirees are likely to account for 21.2 percent (in 18 groups).

Appendix One, Tables 4 and 5.

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

The same sources of data are used to determine the number of households in each target market group that will move from one county to another. An annual average of 485 households of all incomes living in Clay, Sullivan, and Vermillion counties have the potential to move to Vigo County each year over the next five years. (*Reference* Appendix One, Table 4.)

Approximately 41.2 percent of these households are likely to be traditional and non-traditional families (in six family groups); empty nesters and retirees are likely to account for 32 percent (in six older groups), and empty nesters and retirees are likely to account for 26.8 percent of households (in four younger groups).

An annual average of 150 households of all incomes have the potential to move from a residence in Marion County to a residence in Vigo County each year over the next five years. (*Reference* Appendix One, Table 5.)

An estimated 63.4 percent of these households are likely to be younger singles and couples (in eight market groups); 23.3 percent are likely to be traditional and non-traditional families

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(in six groups); and the remaining 13.3 are likely to be empty nesters and retirees (in four market groups).

Appendix One, Table 6.

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

An annual average of 1,525 households of all incomes living elsewhere in the United States have the potential to move to a residence in Vigo County each year over the next five years.

An estimated 41.6 percent of these households are likely to be younger singles and couples (in all 17 younger market groups); another 34.1 are likely to be traditional and non-traditional families (in all 25 family groups); and the remaining 24.3 percent are likely to be empty nesters and retirees (in all 26 groups).

Appendix One, Tables 7 through 14.

Annual Average Market Potential for Vigo County—

Appendix One, Table 7 summarizes Appendix One, Tables 2 through 6. The numbers in the total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in Vigo County each year over the next five years originating from households living in the designated draw areas. An annual average of 7,515 households of all incomes have the potential to move within or to the county each year over the next five years.

Younger singles and couples (in all 17 younger target market groups) are likely to account for just under 47 percent of the annual potential market; 30.7 percent are likely to be traditional and non-traditional families (in all 25 market groups); and the remaining 22.4 percent 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 Vigo County is shown on the table on the following page.

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Annual Average Market Potential by Draw Area  
*Vigo County, Indiana*

Vigo County:	71.3%
Regional Draw Area:	6.5%
Metropolitan Draw Area:	2.0%
Balance of the U.S.:	<u>20.3%</u>
Total:	100.0%

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

The annual average 7,515 draw area households of all incomes that have the potential to move within or to the county each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Of these households, 45.8 percent (or 3,440 households) comprise the average annual potential market for new and existing rental units in the county. The remaining 54.2 percent (or 4,075 households) comprise the average annual potential market for new and existing for-sale (ownership) housing units. (*Reference Appendix One, Table 8.*)

Of the 4,075 buyer households, 8.9 percent (or 363 households) comprise the average annual market for new and existing multi-family for-sale units (condominium apartments); 20.3 percent (829 households) comprise the annual market for new and existing attached single-family (rowhouse/townhouse/duplex) units; and 70.7 percent (2,883 households) comprise the annual market for new and existing single-family detached houses. (*Reference Appendix One, Table 9.*)

The income limits in Vigo County by household size and percent of median family income—based on the county’s median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2022, was \$69,500 for a family of four—are shown on the table on the following page.

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Fiscal Year 2022 Income Limits  
*Vigo 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.

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

Additional Income Limits  
*Vigo County, 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.

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The 3,440 renter households have been grouped by income, using income limits derived from the preceding tables, as follows (*reference* Appendix One, Table 10):

Renter Households by Income  
*Vigo County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	787	22.9%
Between 30% and 60% AMI	679	19.7%
Between 60% and 80% AMI	394	11.5%
Between 80% and 100% AMI	236	6.9%
Above 100% AMI	<u>1,344</u>	<u>39.1%</u>
Total:	3,440	100.0%

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

As noted above, the remaining 54.2 percent of the average annual potential market (or 4,075 households) comprise the market for new and existing for-sale (ownership) housing units in the county. These households have also been grouped by income, as detailed on the following table (*see* Appendix One, Table 11):

Owner Households by Income  
*Vigo County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	753	18.5%
Between 30% and 60% AMI	697	17.1%
Between 60% and 80% AMI	452	11.1%
Between 80% and 100% AMI	271	6.7%
Above 100% AMI	<u>1,902</u>	<u>46.7%</u>
Total:	4,075	100.0%

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

Of the 4,075 potential owner households, 363 households (4.9 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the table following this page (*see also* Appendix One, Table 12).

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Multi-Family Owner Households by Income  
*Vigo County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30 AMI	71	19.6%
Between 30% and 60% AMI	63	17.4%
Between 60% and 80% AMI	37	10.2%
Between 80% and 100% AMI	21	5.8%
Over 100% AMI	<u>171</u>	<u>47.1%</u>
Total:	363	100.0%

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

Of the 4,075 potential owner households, 829 households (13.2 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes/triplexes) and have also been grouped by income as shown on the following table (*see* Appendix One, Table 13):

Single-Family Attached Owner Households by Income  
*Vigo County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	169	20.4%
Between 30% and 60% AMI	152	18.3%
Between 60% and 80% AMI	92	11.1%
Between 80% and 100% AMI	52	6.3%
Over 100% AMI	<u>364</u>	<u>43.9%</u>
Total:	829	100.0%

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

Of the 4,075 potential owner households, 2,883 households (81.9 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the table following this page (*reference* Appendix One, Table 14).

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Single-Family Detached Owner Households by Income  
*Vigo County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	513	17.8%
Between 30% and 60% AMI	482	16.7%
Between 60% and 80% AMI	323	11.2%
Between 80% and 100% AMI	198	6.9%
Over 100% AMI	<u>1,367</u>	<u>47.4%</u>
Total:	2,883	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 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 the number of households by cluster aggregated into the three main demographic categories—empty nesters and retirees; traditional and non-traditional families; and younger singles and couples.

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

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

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



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

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

#### Household Classification Methodology:

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

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



Appendix One Tables



**Gross Annual Household In-Migration**

*Vigo County, Indiana*  
**2016, 2017, 2018, 2019, 2020**

County of Origin	..... 2016 .....		..... 2017 .....		..... 2018 .....		..... 2019 .....		..... 2020 .....	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Clay	255	10.5%	220	11.2%	215	11.0%	210	10.0%	225	10.2%
Marion	150	6.2%	125	6.3%	140	7.2%	145	6.9%	155	7.0%
Sullivan	140	5.7%	130	6.6%	115	5.9%	135	6.5%	140	6.3%
Vermillion	135	5.5%	110	5.6%	120	6.2%	130	6.2%	120	5.4%
Parke	85	3.5%	75	3.8%	95	4.9%	80	3.8%	65	2.9%
Putnam	45	1.8%	35	1.8%	40	2.1%	45	2.2%	45	2.0%
Greene	45	1.8%	35	1.8%	35	1.8%	40	1.9%	45	2.0%
Clark, IL	65	2.7%	45	2.3%	50	2.6%	55	2.6%	40	1.8%
Monroe	55	2.3%	35	1.8%	20	1.0%	40	1.9%	40	1.8%
Edgar, IL	50	2.1%	35	1.8%	50	2.6%	50	2.4%	40	1.8%
Hendricks	40	1.6%	35	1.8%	35	1.8%	45	2.2%	35	1.6%
Cook, IL	25	1.0%	40	2.0%	20	1.0%	25	1.2%	35	1.6%
Hamilton	20	0.8%	0	0.0%	25	1.3%	35	1.7%	25	1.1%
Owen	0	0.0%	0	0.0%	0	0.0%	25	1.2%	25	1.1%
Vermilion, IL	25	1.0%	20	1.0%	0	0.0%	20	1.0%	20	0.9%
All Other Counties	1,300	53.4%	1,030	52.3%	990	50.8%	1,010	48.3%	1,160	52.4%
<b>Total In-Migration:</b>	<b>2,435</b>	<b>100.0%</b>	<b>1,970</b>	<b>100.0%</b>	<b>1,950</b>	<b>100.0%</b>	<b>2,090</b>	<b>100.0%</b>	<b>2,215</b>	<b>100.0%</b>

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

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

**Gross Annual Household Out-Migration**

*Vigo County, Indiana*  
**2016, 2017, 2018, 2019, 2020**

Destination County	..... 2016 .....		..... 2017 .....		..... 2018 .....		..... 2019 .....		..... 2020 .....	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Clay	270	8.7%	225	9.4%	180	8.2%	200	8.3%	200	8.2%
Marion	300	9.7%	250	10.4%	235	10.7%	230	9.5%	230	9.4%
Sullivan	160	5.2%	120	5.0%	100	4.5%	140	5.8%	125	5.1%
Vermillion	140	4.5%	110	4.6%	95	4.3%	110	4.5%	100	4.1%
Parke	85	2.7%	70	2.9%	65	2.9%	75	3.1%	70	2.9%
Putnam	50	1.6%	35	1.5%	45	2.0%	30	1.2%	55	2.3%
Greene	50	1.6%	30	1.3%	30	1.4%	30	1.2%	30	1.2%
Clark, IL	65	2.1%	20	0.8%	25	1.1%	30	1.2%	40	1.6%
Monroe	65	2.1%	50	2.1%	45	2.0%	40	1.7%	40	1.6%
Edgar, IL	45	1.5%	25	1.0%	30	1.4%	30	1.2%	35	1.4%
Hendricks	105	3.4%	85	3.5%	85	3.9%	80	3.3%	70	2.9%
Cook, IL	40	1.3%	0	0.0%	35	1.6%	30	1.2%	30	1.2%
Hamilton	85	2.7%	65	2.7%	55	2.5%	55	2.3%	55	2.3%
Owen	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vermilion, IL	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Other Counties	1,640	52.9%	1,315	54.8%	1,180	53.5%	1,340	55.4%	1,360	55.7%
<b>Total Out-Migration:</b>	<b>3,100</b>	<b>100.0%</b>	<b>2,400</b>	<b>100.0%</b>	<b>2,205</b>	<b>100.0%</b>	<b>2,420</b>	<b>100.0%</b>	<b>2,440</b>	<b>100.0%</b>

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

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

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

County	..... 2016 .....	..... 2017 .....	..... 2018 .....	..... 2019 .....	..... 2020 .....
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Clay	-15	-5	35	10	25
Marion	-150	-125	-95	-85	-75
Sullivan	-20	10	15	-5	15
Vermillion	-5	0	25	20	20
Parke	0	5	30	5	-5
Putnam	-5	0	-5	15	-10
Greene	-5	5	5	10	15
Clark, IL	0	25	25	25	0
Monroe	-10	-15	-25	0	0
Edgar, IL	5	10	20	20	5
Hendricks	-65	-50	-50	-35	-35
Cook, IL	-15	40	-15	-5	5
Hamilton	-65	-65	-30	-20	-30
Owen	0	0	0	25	25
Vermilion, IL	25	20	0	20	20
All Other Counties	-340	-285	-190	-330	-200
<b>Total Net Migration:</b>	<b>-665</b>	<b>-430</b>	<b>-255</b>	<b>-330</b>	<b>-225</b>

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

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

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

Household Type/ Geographic Designation	Estimated Number	Estimated Share
<b>Empty Nesters &amp; Retirees</b>	<b>16,045</b>	<b>38.3%</b>
<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 &amp; Country/Exurbs</i>	9,405	22.5%
<b>Traditional &amp; Non-Traditional Families</b>	<b>12,045</b>	<b>28.8%</b>
<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 &amp; Country/Exurbs</i>	9,635	23.0%
<b>Younger Singles &amp; Couples</b>	<b>13,795</b>	<b>32.9%</b>
<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 &amp; Country/Exurbs</i>	4,275	10.2%
<b>Total:</b>	<b>41,885</b>	<b>100.0%</b>

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>
<b>Empty Nesters &amp; Retirees</b>	<b>16,045</b>	<b>38.3%</b>		
<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%	\$82,100	\$202,100
Blue-Collar Retirees	1,410	3.4%	\$48,700	\$109,600
Middle-Class Move-Downs	525	1.3%	\$46,900	\$146,700
Hometown Seniors	2,080	5.0%	\$33,100	\$82,100
Second City Seniors	815	1.9%	\$29,000	\$96,500
<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%	\$97,300	\$270,900
Mainstream Empty Nesters	475	1.1%	\$66,200	\$158,200
Middle-American Retirees	890	2.1%	\$65,200	\$166,800
<i>Subtotal:</i>	1,525	3.6%		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	580	1.4%	\$113,500	\$382,000
Pillars of the Community	1,025	2.4%	\$91,400	\$194,200
New Empty Nesters	390	0.9%	\$94,600	\$330,600
Traditional Couples	350	0.8%	\$91,300	\$257,400
RV Retirees	1,240	3.0%	\$74,000	\$163,400
Country Couples	655	1.6%	\$65,800	\$160,400
Hometown Retirees	875	2.1%	\$58,100	\$122,300
Heartland Retirees	550	1.3%	\$56,700	\$153,100
Village Elders	590	1.4%	\$44,000	\$120,500
Small-Town Seniors	1,695	4.0%	\$43,000	\$95,600
Back Country Seniors	1,455	3.5%	\$40,000	\$91,200
<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>
<b>Traditional &amp; Non-Traditional Families</b>	<b>12,045</b>	<b>28.8%</b>		
<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%	\$94,500	\$275,200
Multi-Ethnic Families	30	0.1%	\$70,700	\$185,100
Uptown Families	695	1.7%	\$66,100	\$165,500
In-Town Families	310	0.7%	\$41,300	\$91,900
New American Strivers	455	1.1%	\$41,000	\$115,700
<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%	\$103,700	\$279,400
Fiber-Optic Families	160	0.4%	\$92,900	\$207,800
Late-Nest Suburbanites	25	0.1%	\$78,900	\$279,600
Full-Nest Suburbanites	45	0.1%	\$73,300	\$247,800
Kids 'r' Us	285	0.7%	\$68,900	\$166,600
<i>Subtotal:</i>	835	2.0%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	865	2.1%	\$95,800	\$196,000
Full-Nest Exurbanites	820	2.0%	\$97,600	\$263,300
Rural Families	2,180	5.2%	\$74,600	\$158,100
Traditional Families	140	0.3%	\$70,200	\$171,600
Small-Town Families	1,065	2.5%	\$71,700	\$189,600
Four-by-Four Families	600	1.4%	\$69,300	\$163,800
Rustic Families	2,480	5.9%	\$58,300	\$118,600
Hometown Families	1,485	3.5%	\$45,900	\$120,000
<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>
<b>Younger Singles &amp; Couples</b>	<b>13,795</b>	<b>32.9%</b>		
<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%	\$72,500	\$272,600
Small-City Singles	2,815	6.7%	\$40,400	\$87,400
Twentysomethings	690	1.6%	\$37,500	\$165,400
Second-City Strivers	460	1.1%	\$38,600	\$132,600
Multi-Ethnic Singles	2,250	5.4%	\$23,700	\$82,700
<i>Subtotal:</i>	<i>6,655</i>	<i>15.9%</i>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	125	0.3%	\$73,500	\$287,800
Suburban Achievers	1,505	3.6%	\$46,900	\$101,000
Suburban Strivers	1,235	2.9%	\$43,700	\$128,100
<i>Subtotal:</i>	<i>2,865</i>	<i>6.8%</i>		
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	1,365	3.3%	\$47,800	\$102,200
Blue-Collar Traditionalists	835	2.0%	\$45,800	\$94,000
Rural Couples	1,375	3.3%	\$35,300	\$82,600
Rural Strivers	700	1.7%	\$28,900	\$81,700
<i>Subtotal:</i>	<i>4,275</i>	<i>10.2%</i>		

**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>
<b>Empty Nesters &amp; Retirees</b>	<b>16,045</b>	<b>1,135</b>	<b>21.2%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,115	320	6.0%
<i>Metropolitan Suburbs</i>	1,525	115	2.1%
<i>Town &amp; Country/Exurbs</i>	9,405	700	13.1%
<b>Traditional &amp; Non-Traditional Families</b>	<b>12,045</b>	<b>1,555</b>	<b>29.0%</b>
<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 &amp; Country/Exurbs</i>	9,635	1,255	23.4%
<b>Younger Singles &amp; Couples</b>	<b>13,795</b>	<b>2,665</b>	<b>49.8%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,655	1,500	28.0%
<i>Metropolitan Suburbs</i>	2,865	485	9.1%
<i>Town &amp; Country/Exurbs</i>	4,275	680	12.7%
<b>Total:</b>	<b>41,885</b>	<b>5,355</b>	<b>100.0%</b>

**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>
<b>Empty Nesters &amp; Retirees</b>	<b>16,045</b>	<b>1,135</b>	<b>21.2%</b>
<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	110	2.1%
Middle-Class Move-Downs	525	25	0.5%
Hometown Seniors	2,080	50	0.9%
Second City Seniors	815	125	2.3%
<i>Subtotal:</i>	<u>5,115</u>	<u>320</u>	<u>6.0%</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	5	0.1%
Mainstream Empty Nesters	475	45	0.8%
Middle-American Retirees	890	65	1.2%
<i>Subtotal:</i>	<u>1,525</u>	<u>115</u>	<u>2.1%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	580	30	0.6%
Pillars of the Community	1,025	65	1.2%
New Empty Nesters	390	15	0.3%
Traditional Couples	350	15	0.3%
RV Retirees	1,240	65	1.2%
Country Couples	655	45	0.8%
Hometown Retirees	875	55	1.0%
Heartland Retirees	550	25	0.5%
Village Elders	590	40	0.7%
Small-Town Seniors	1,695	215	4.0%
Back Country Seniors	1,455	130	2.4%
<i>Subtotal:</i>	<u>9,405</u>	<u>700</u>	<u>13.1%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>12,045</b>	<b>1,555</b>	<b>29.0%</b>
<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	100	1.9%
In-Town Families	310	50	0.9%
New American Strivers	455	90	1.7%
<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 &amp; Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	865	60	1.1%
Full-Nest Exurbanites	820	70	1.3%
Rural Families	2,180	160	3.0%
Traditional Families	140	10	0.2%
Small-Town Families	1,065	185	3.5%
Four-by-Four Families	600	95	1.8%
Rustic Families	2,480	305	5.7%
Hometown Families	1,485	370	6.9%
<i>Subtotal:</i>	<u>9,635</u>	<u>1,255</u>	<u>23.4%</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>
<b>Younger Singles &amp; Couples</b>	<b>13,795</b>	<b>2,665</b>	<b>49.8%</b>
<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	60	1.1%
Small-City Singles	2,815	535	10.0%
Twentysomethings	690	210	3.9%
Second-City Strivers	460	105	2.0%
Multi-Ethnic Singles	2,250	590	11.0%
<i>Subtotal:</i>	<u>6,655</u>	<u>1,500</u>	<u>28.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	125	35	0.7%
Suburban Achievers	1,505	110	2.1%
Suburban Strivers	1,235	340	6.3%
<i>Subtotal:</i>	<u>2,865</u>	<u>485</u>	<u>9.1%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	1,365	100	1.9%
Blue-Collar Traditionalists	835	95	1.8%
Rural Couples	1,375	295	5.5%
Rural Strivers	700	190	3.5%
<i>Subtotal:</i>	<u>4,275</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 To Vigo County Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 3

*Clay County, Indiana, Sullivan County, Indiana, Vermillion County, Indiana*

Household Type/ Geographic Designation	<i>Clay County</i>	<i>Sullivan County</i>	<i>Vermillion County</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>65</b>	<b>45</b>	<b>45</b>	<b>155</b>
<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 &amp; Country/Exurbs</i>	65	45	45	155
<b>Traditional &amp; Non-Traditional Families</b>	<b>100</b>	<b>55</b>	<b>45</b>	<b>200</b>
<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 &amp; Country/Exurbs</i>	100	55	45	200
<b>Younger Singles &amp; Couples</b>	<b>60</b>	<b>35</b>	<b>35</b>	<b>130</b>
<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 &amp; Country/Exurbs</i>	60	35	35	130
<b>Total:</b>	<b>225</b>	<b>135</b>	<b>125</b>	<b>485</b>
<b>Percent:</b>	<b>46.4%</b>	<b>27.8%</b>	<b>25.8%</b>	<b>100.0%</b>

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

Summary: Appendix Two, Tables 1 Through 3

*Clay County, Indiana, Sullivan County, Indiana, Vermillion County, Indiana*

	<i>Clay County</i>	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>65</b>	<b>45</b>	<b>45</b>	<b>155</b>
<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	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</u>	<u>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</u>	<u>0</u>
<i>Town &amp; 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	10	5	10	25
Country Couples	10	5	5	20
Hometown Retirees	5	0	5	10
Heartland Retirees	0	0	0	0
Village Elders	5	5	5	15
Small-Town Seniors	25	15	15	55
Back Country Seniors	10	15	5	30
<i>Subtotal:</i>	<u>65</u>	<u>45</u>	<u>45</u>	<u>155</u>

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

Summary: Appendix Two, Tables 1 Through 3

*Clay County, Indiana, Sullivan County, Indiana, Vermillion County, Indiana*

	<i>Clay County</i>	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>100</b>	<b>55</b>	<b>45</b>	<b>200</b>
<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	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</u>	<u>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</u>	<u>0</u>
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	0	0	0	0
New Town Families	0	0	0	0
Full-Nest Exurbanites	5	0	0	5
Rural Families	25	10	10	45
Traditional Families	0	0	0	0
Small-Town Families	20	0	5	25
Four-by-Four Families	10	5	5	20
Rustic Families	25	35	20	80
Hometown Families	15	5	5	25
<i>Subtotal:</i>	<u>100</u>	<u>55</u>	<u>45</u>	<u>200</u>



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

Summary: Appendix Two, Tables 1 Through 3

*Clay County, Indiana, Sullivan County, Indiana, Vermillion County, Indiana*

	<i>Clay County</i>	<i>Sullivan County</i>	<i>Vermillion County</i>	<i>Total</i>
<b>Younger Singles &amp; Couples</b>	<b>60</b>	<b>35</b>	<b>35</b>	<b>130</b>
<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>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<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>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<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>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	15	5	10	30
Blue-Collar Traditionalists	10	5	5	20
Rural Couples	10	15	10	35
Rural Strivers	25	10	10	45
<i>Subtotal:</i>	<i>60</i>	<i>35</i>	<i>35</i>	<i>130</i>

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

*Marion County, Indiana*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>114,375</b>	<b>20</b>	<b>13.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	55,455	10	6.7%
<i>Metropolitan Suburbs</i>	54,550	10	6.7%
<i>Town &amp; Country/Exurbs</i>	4,370	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>139,685</b>	<b>35</b>	<b>23.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	59,130	25	16.7%
<i>Metropolitan Suburbs</i>	68,725	10	6.7%
<i>Town &amp; Country/Exurbs</i>	11,830	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>145,065</b>	<b>95</b>	<b>63.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	97,795	65	43.3%
<i>Metropolitan Suburbs</i>	46,170	30	20.0%
<i>Town &amp; Country/Exurbs</i>	1,100	0	0.0%
<b>Total:</b>	<b>399,125</b>	<b>150</b>	<b>100.0%</b>

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

*Marion County, Indiana*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>114,375</b>	<b>20</b>	<b>13.3%</b>
<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	5,990	0	0.0%
Blue-Collar Retirees	12,500	5	3.3%
Middle-Class Move-Downs	4,010	0	0.0%
Hometown Seniors	19,600	0	0.0%
Second City Seniors	13,355	5	3.3%
Subtotal:	55,455	10	6.7%
<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	0	0.0%
Mainstream Empty Nesters	20,430	5	3.3%
Middle-American Retirees	18,535	5	3.3%
Subtotal:	54,550	10	6.7%
<i>Town &amp; 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%
Subtotal:	4,370	0	0.0%

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

*Marion County, Indiana*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>139,685</b>	<b>35</b>	<b>23.3%</b>
<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	0	0.0%
Multi-Ethnic Families	7,435	5	3.3%
Uptown Families	14,950	5	3.3%
In-Town Families	9,760	5	3.3%
New American Strivers	18,530	10	6.7%
<i>Subtotal:</i>	<u>59,130</u>	<u>25</u>	<u>16.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2,235	0	0.0%
Nouveau Money	3,215	0	0.0%
Button-Down Families	11,970	0	0.0%
Fiber-Optic Families	11,540	0	0.0%
Late-Nest Suburbanites	9,270	5	3.3%
Full-Nest Suburbanites	9,395	0	0.0%
Kids 'r' Us	21,100	5	3.3%
<i>Subtotal:</i>	<u>68,725</u>	<u>10</u>	<u>6.7%</u>
<i>Town &amp; 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	0	0.0%
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>0</u>	<u>0.0%</u>

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

*Marion County, Indiana*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>145,065</b>	<b>95</b>	<b>63.3%</b>
<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	13,085	5	3.3%
Small-City Singles	18,555	10	6.7%
Twentysomethings	26,015	25	16.7%
Second-City Strivers	17,685	10	6.7%
Multi-Ethnic Singles	22,455	15	10.0%
Subtotal:	97,795	65	43.3%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	9,825	10	6.7%
Suburban Achievers	20,135	5	3.3%
Suburban Strivers	16,210	15	10.0%
Subtotal:	46,170	30	20.0%
<i>Town &amp; 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%
Subtotal:	1,100	0	0.0%

**Annual Average Number Of Households With The Potential  
To Move To Vigo County 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>
<b>Empty Nesters &amp; Retirees</b>	<b>370</b>	<b>24.3%</b>
<i>Metropolitan Cities</i>	60	3.9%
<i>Small Cities/Satellite Cities</i>	60	3.9%
<i>Metropolitan Suburbs</i>	75	4.9%
<i>Town &amp; Country/Exurbs</i>	175	11.5%
<b>Traditional &amp; Non-Traditional Families</b>	<b>520</b>	<b>34.1%</b>
<i>Metropolitan Cities</i>	50	3.3%
<i>Small Cities/Satellite Cities</i>	125	8.2%
<i>Metropolitan Suburbs</i>	95	6.2%
<i>Town &amp; Country/Exurbs</i>	250	16.4%
<b>Younger Singles &amp; Couples</b>	<b>635</b>	<b>41.6%</b>
<i>Metropolitan Cities</i>	165	10.8%
<i>Small Cities/Satellite Cities</i>	200	13.1%
<i>Metropolitan Suburbs</i>	120	7.9%
<i>Town &amp; Country/Exurbs</i>	150	9.8%
<b>Total:</b>	<b>1,525</b>	<b>100.0%</b>

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

	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>370</b>	<b>24.3%</b>
<i>Metropolitan Cities</i>		
The Social Register	5	0.3%
Urban Establishment	20	1.3%
Multi-Ethnic Empty Nesters	10	0.7%
Cosmopolitan Couples	25	1.6%
<i>Subtotal:</i>	<u>60</u>	<u>3.9%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	10	0.7%
Blue-Collar Retirees	20	1.3%
Middle-Class Move-Downs	5	0.3%
Hometown Seniors	5	0.3%
Second City Seniors	20	1.3%
<i>Subtotal:</i>	<u>60</u>	<u>3.9%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	5	0.3%
Old Money	5	0.3%
Affluent Empty Nesters	5	0.3%
Suburban Establishment	15	1.0%
Mainstream Empty Nesters	20	1.3%
Middle-American Retirees	25	1.6%
<i>Subtotal:</i>	<u>75</u>	<u>4.9%</u>
<i>Town &amp; Country/Exurbs</i>		
Small-Town Patriarchs	15	1.0%
Pillars of the Community	10	0.7%
New Empty Nesters	10	0.7%
Traditional Couples	10	0.7%
RV Retirees	15	1.0%
Country Couples	15	1.0%
Hometown Retirees	10	0.7%
Heartland Retirees	10	0.7%
Village Elders	10	0.7%
Small-Town Seniors	35	2.3%
Back Country Seniors	35	2.3%
<i>Subtotal:</i>	<u>175</u>	<u>11.5%</u>

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

	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>520</b>	<b>34.1%</b>
<i>Metropolitan Cities</i>		
e-Type Families	5	0.3%
Multi-Cultural Families	5	0.3%
Inner-City Families	15	1.0%
Single-Parent Families	25	1.6%
<i>Subtotal:</i>	<u>50</u>	<u>3.3%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	10	0.7%
Multi-Ethnic Families	20	1.3%
Uptown Families	30	2.0%
In-Town Families	25	1.6%
New American Strivers	40	2.6%
<i>Subtotal:</i>	<u>125</u>	<u>8.2%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	10	0.7%
Nouveau Money	10	0.7%
Button-Down Families	15	1.0%
Fiber-Optic Families	5	0.3%
Late-Nest Suburbanites	20	1.3%
Full-Nest Suburbanites	15	1.0%
Kids 'r' Us	20	1.3%
<i>Subtotal:</i>	<u>95</u>	<u>6.2%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Elite	20	1.3%
New Town Families	10	0.7%
Full-Nest Exurbanites	25	1.6%
Rural Families	25	1.6%
Traditional Families	10	0.7%
Small-Town Families	40	2.6%
Four-by-Four Families	25	1.6%
Rustic Families	60	3.9%
Hometown Families	35	2.3%
<i>Subtotal:</i>	<u>250</u>	<u>16.4%</u>



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

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	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>635</b>	<b>41.6%</b>
<i>Metropolitan Cities</i>		
New Power Couples	5	0.3%
New Bohemians	65	4.3%
Cosmopolitan Elite	10	0.7%
Downtown Couples	35	2.3%
Downtown Proud	50	3.3%
<i>Subtotal:</i>	<hr/> 165	<hr/> 10.8%
<i>Small Cities/Satellite Cities</i>		
The VIPs	30	2.0%
Small-City Singles	35	2.3%
Twentysomethings	65	4.3%
Second-City Strivers	35	2.3%
Multi-Ethnic Singles	35	2.3%
<i>Subtotal:</i>	<hr/> 200	<hr/> 13.1%
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	35	2.3%
Suburban Achievers	15	1.0%
Suburban Strivers	70	4.6%
<i>Subtotal:</i>	<hr/> 120	<hr/> 7.9%
<i>Town &amp; Country/Exurbs</i>		
Hometown Sweethearts	20	1.3%
Blue-Collar Traditionalists	25	1.6%
Rural Couples	65	4.3%
Rural Strivers	40	2.6%
<i>Subtotal:</i>	<hr/> 150	<hr/> 9.8%

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

Summary: Appendix One, Tables 3 Through 6

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

<u>Household Type / Geographic Designation</u>	<u>Vigo County</u>	<u>Regional Draw Area</u>	<u>Marion County</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>1,135</b>	<b>155</b>	<b>20</b>	<b>370</b>	<b>1,680</b>
<i>Metropolitan Cities</i>	0	0	0	60	60
<i>Small Cities/Satellite Cities</i>	320	0	10	60	390
<i>Metropolitan Suburbs</i>	115	0	10	75	200
<i>Town &amp; Country/Exurbs</i>	700	155	0	175	1,030
<b>Traditional &amp; Non-Traditional Families</b>	<b>1,555</b>	<b>200</b>	<b>35</b>	<b>520</b>	<b>2,310</b>
<i>Metropolitan Cities</i>	0	0	0	50	50
<i>Small Cities/Satellite Cities</i>	250	0	25	125	400
<i>Metropolitan Suburbs</i>	50	0	10	95	155
<i>Town &amp; Country/Exurbs</i>	1,255	200	0	250	1,705
<b>Younger Singles &amp; Couples</b>	<b>2,665</b>	<b>130</b>	<b>95</b>	<b>635</b>	<b>3,525</b>
<i>Metropolitan Cities</i>	0	0	0	165	165
<i>Small Cities/Satellite Cities</i>	1,500	0	65	200	1,765
<i>Metropolitan Suburbs</i>	485	0	30	120	635
<i>Town &amp; Country/Exurbs</i>	680	130	0	150	960
<b>Total:</b>	<b>5,355</b>	<b>485</b>	<b>150</b>	<b>1,525</b>	<b>7,515</b>
<b>Percent:</b>	<b>71.3%</b>	<b>6.5%</b>	<b>2.0%</b>	<b>20.3%</b>	<b>100.0%</b>

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

Summary: Appendix One, Tables 3 Through 6

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

	<u>Vigo County</u>	<u>Regional Draw Area</u>	<u>Marion County</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>1,135</b>	<b>155</b>	<b>20</b>	<b>370</b>	<b>1,680</b>
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	5	5
Urban Establishment	0	0	0	20	20
Multi-Ethnic Empty Nesters	0	0	0	10	10
Cosmopolitan Couples	0	0	0	25	25
Subtotal:	0	0	0	60	60
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	10	0	0	10	20
Blue-Collar Retirees	110	0	5	20	135
Middle-Class Move-Downs	25	0	0	5	30
Hometown Seniors	50	0	0	5	55
Second City Seniors	125	0	5	20	150
Subtotal:	320	0	10	60	390
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	5	5
Old Money	0	0	0	5	5
Affluent Empty Nesters	0	0	0	5	5
Suburban Establishment	5	0	0	15	20
Mainstream Empty Nesters	45	0	5	20	70
Middle-American Retirees	65	0	5	25	95
Subtotal:	115	0	10	75	200
<i>Town &amp; Country/Exurbs</i>					
Small-Town Patriarchs	30	0	0	15	45
Pillars of the Community	65	0	0	10	75
New Empty Nesters	15	0	0	10	25
Traditional Couples	15	0	0	10	25
RV Retirees	65	25	0	15	105
Country Couples	45	20	0	15	80
Hometown Retirees	55	10	0	10	75
Heartland Retirees	25	0	0	10	35
Village Elders	40	15	0	10	65
Small-Town Seniors	215	55	0	35	305
Back Country Seniors	130	30	0	35	195
Subtotal:	700	155	0	175	1,030

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

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

Summary: Appendix One, Tables 3 Through 6

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

	<u>Vigo County</u>	<u>Regional Draw Area</u>	<u>Marion County</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>1,555</b>	<b>200</b>	<b>35</b>	<b>520</b>	<b>2,310</b>
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	5	5
Multi-Cultural Families	0	0	0	5	5
Inner-City Families	0	0	0	15	15
Single-Parent Families	0	0	0	25	25
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>50</u>	<u>50</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	5	0	0	10	15
Multi-Ethnic Families	5	0	5	20	30
Uptown Families	100	0	5	30	135
In-Town Families	50	0	5	25	80
New American Strivers	90	0	10	40	140
<i>Subtotal:</i>	<u>250</u>	<u>0</u>	<u>25</u>	<u>125</u>	<u>400</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	10	10
Nouveau Money	0	0	0	10	10
Button-Down Families	10	0	0	15	25
Fiber-Optic Families	5	0	0	5	10
Late-Nest Suburbanites	5	0	5	20	30
Full-Nest Suburbanites	5	0	0	15	20
Kids 'r' Us	25	0	5	20	50
<i>Subtotal:</i>	<u>50</u>	<u>0</u>	<u>10</u>	<u>95</u>	<u>155</u>
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Elite	0	0	0	20	20
New Town Families	60	0	0	10	70
Full-Nest Exurbanites	70	5	0	25	100
Rural Families	160	45	0	25	230
Traditional Families	10	0	0	10	20
Small-Town Families	185	25	0	40	250
Four-by-Four Families	95	20	0	25	140
Rustic Families	305	80	0	60	445
Hometown Families	370	25	0	35	430
<i>Subtotal:</i>	<u>1,255</u>	<u>200</u>	<u>0</u>	<u>250</u>	<u>1,705</u>

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

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

Summary: Appendix One, Tables 3 Through 6

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

	<u>Vigo County</u>	<u>Regional Draw Area</u>	<u>Marion County</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>2,665</b>	<b>130</b>	<b>95</b>	<b>635</b>	<b>3,525</b>
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	5	5
New Bohemians	0	0	0	65	65
Cosmopolitan Elite	0	0	0	10	10
Downtown Couples	0	0	0	35	35
Downtown Proud	0	0	0	50	50
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>165</u>	<u>165</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	60	0	5	30	95
Small-City Singles	535	0	10	35	580
Twentysomethings	210	0	25	65	300
Second-City Strivers	105	0	10	35	150
Multi-Ethnic Singles	590	0	15	35	640
<i>Subtotal:</i>	<u>1,500</u>	<u>0</u>	<u>65</u>	<u>200</u>	<u>1,765</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	35	0	10	35	80
Suburban Achievers	110	0	5	15	130
Suburban Strivers	340	0	15	70	425
<i>Subtotal:</i>	<u>485</u>	<u>0</u>	<u>30</u>	<u>120</u>	<u>635</u>
<i>Town &amp; Country/Exurbs</i>					
Hometown Sweethearts	100	30	0	20	150
Blue-Collar Traditionalists	95	20	0	25	140
Rural Couples	295	35	0	65	395
Rural Strivers	190	45	0	40	275
<i>Subtotal:</i>	<u>680</u>	<u>130</u>	<u>0</u>	<u>150</u>	<u>960</u>

**Tenure (Renter/Buyer) Profile**

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

<u>Household Type / Geographic Designation</u>	<u>Potential Renters</u>	<u>Potential Owners</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>542</b>	<b>1,138</b>	<b>1,680</b>
<i>Metropolitan Cities</i>	39	21	60
<i>Small Cities/Satellite Cities</i>	192	198	390
<i>Metropolitan Suburbs</i>	61	139	200
<i>Town &amp; Country/Exurbs</i>	250	780	1,030
<b>Traditional &amp; Non-Traditional Families</b>	<b>872</b>	<b>1,438</b>	<b>2,310</b>
<i>Metropolitan Cities</i>	29	21	50
<i>Small Cities/Satellite Cities</i>	213	187	400
<i>Metropolitan Suburbs</i>	45	110	155
<i>Town &amp; Country/Exurbs</i>	585	1,120	1,705
<b>Younger Singles &amp; Couples</b>	<b>2,026</b>	<b>1,499</b>	<b>3,525</b>
<i>Metropolitan Cities</i>	120	45	165
<i>Small Cities/Satellite Cities</i>	1,186	579	1,765
<i>Metropolitan Suburbs</i>	356	279	635
<i>Town &amp; Country/Exurbs</i>	364	596	960
<b>Total:</b>	<b>3,440</b>	<b>4,075</b>	<b>7,515</b>
<b>Percent:</b>	<b>45.8%</b>	<b>54.2%</b>	<b>100.0%</b>

**Tenure (Renter/Buyer) Profile**

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

<b>Empty Nesters &amp; Retirees</b>	<i>Potential Renters</i>	<i>Potential Owners</i>	<b>Total</b>
<b><i>Metropolitan Cities</i></b>			
The Social Register	1	4	5
Urban Establishment	14	6	20
Multi-Ethnic Empty Nesters	4	6	10
Cosmopolitan Couples	20	5	25
<i>Subtotal:</i>	<u>39</u>	<u>21</u>	<u>60</u>
<b><i>Small Cities/Satellite Cities</i></b>			
Second City Establishment	4	16	20
Blue-Collar Retirees	46	89	135
Middle-Class Move-Downs	8	22	30
Hometown Seniors	24	31	55
Second City Seniors	110	40	150
<i>Subtotal:</i>	<u>192</u>	<u>198</u>	<u>390</u>
<b><i>Metropolitan Suburbs</i></b>			
The One Percenters	1	4	5
Old Money	1	4	5
Affluent Empty Nesters	1	4	5
Suburban Establishment	3	17	20
Mainstream Empty Nesters	25	45	70
Middle-American Retirees	30	65	95
<i>Subtotal:</i>	<u>61</u>	<u>139</u>	<u>200</u>
<b><i>Town &amp; Country/Exurbs</i></b>			
Small-Town Patriarchs	6	39	45
Pillars of the Community	10	65	75
New Empty Nesters	3	22	25
Traditional Couples	3	22	25
RV Retirees	17	88	105
Country Couples	17	63	80
Hometown Retirees	13	62	75
Heartland Retirees	6	29	35
Village Elders	18	47	65
Small-Town Seniors	107	198	305
Back Country Seniors	50	145	195
<i>Subtotal:</i>	<u>250</u>	<u>780</u>	<u>1,030</u>
<b>Total:</b>	<b>542</b>	<b>1,138</b>	<b>1,680</b>
<b>Percent:</b>	<b>32.3%</b>	<b>67.7%</b>	<b>100.0%</b>

**Tenure (Renter/Buyer) Profile**

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

<b>Traditional &amp; Non-Traditional Families</b>	<i>Potential Renters</i>	<i>Potential Owners</i>	<i>Total</i>
<i><b>Metropolitan Cities</b></i>			
e-Type Families	2	3	5
Multi-Cultural Families	2	3	5
Inner-City Families	9	6	15
Single-Parent Families	16	9	25
<i>Subtotal:</i>	<u>29</u>	<u>21</u>	<u>50</u>
<i><b>Small Cities/Satellite Cities</b></i>			
Unibox Transferees	5	10	15
Multi-Ethnic Families	12	18	30
Uptown Families	58	77	135
In-Town Families	34	46	80
New American Strivers	104	36	140
<i>Subtotal:</i>	<u>213</u>	<u>187</u>	<u>400</u>
<i><b>Metropolitan Suburbs</b></i>			
Corporate Establishment	1	9	10
Nouveau Money	2	8	10
Button-Down Families	5	20	25
Fiber-Optic Families	2	8	10
Late-Nest Suburbanites	12	18	30
Full-Nest Suburbanites	7	13	20
Kids 'r' Us	16	34	50
<i>Subtotal:</i>	<u>45</u>	<u>110</u>	<u>155</u>
<i><b>Town &amp; Country/Exurbs</b></i>			
Ex-Urban Elite	2	18	20
New Town Families	10	60	70
Full-Nest Exurbanites	14	86	100
Rural Families	41	189	230
Traditional Families	4	16	20
Small-Town Families	111	139	250
Four-by-Four Families	40	100	140
Rustic Families	102	343	445
Hometown Families	261	169	430
<i>Subtotal:</i>	<u>585</u>	<u>1,120</u>	<u>1,705</u>
<b>Total:</b>	<b>872</b>	<b>1,438</b>	<b>2,310</b>
<b>Percent:</b>	<b>37.7%</b>	<b>62.3%</b>	<b>100.0%</b>



**Tenure (Renter/Buyer) Profile**

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

<b>Younger Singles &amp; Couples</b>	<i>Potential Renters</i>	<i>Potential Owners</i>	<i>Total</i>
<i><b>Metropolitan Cities</b></i>			
New Power Couples	2	3	5
New Bohemians	52	13	65
Cosmopolitan Elite	4	6	10
Downtown Couples	19	16	35
Downtown Proud	43	7	50
<i>Subtotal:</i>	<u>120</u>	<u>45</u>	<u>165</u>
<i><b>Small Cities/Satellite Cities</b></i>			
The VIPs	60	35	95
Small-City Singles	263	317	580
Twentysomethings	248	52	300
Second-City Strivers	119	31	150
Multi-Ethnic Singles	496	144	640
<i>Subtotal:</i>	<u>1,186</u>	<u>579</u>	<u>1,765</u>
<i><b>Metropolitan Suburbs</b></i>			
Fast-Track Professionals	66	14	80
Suburban Achievers	46	84	130
Suburban Strivers	244	181	425
<i>Subtotal:</i>	<u>356</u>	<u>279</u>	<u>635</u>
<i><b>Town &amp; Country/Exurbs</b></i>			
Hometown Sweethearts	48	102	150
Blue-Collar Traditionalists	31	109	140
Rural Couples	135	260	395
Rural Strivers	150	125	275
<i>Subtotal:</i>	<u>364</u>	<u>596</u>	<u>960</u>
<b>Total:</b>	<b>2,026</b>	<b>1,499</b>	<b>3,525</b>
<b>Percent:</b>	<b>57.5%</b>	<b>42.5%</b>	<b>100.0%</b>

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

Household Type/ Geographic Designation	.. Multi-Family ..	..... Single-Family .....		Total
	..... Attached .....	..... Detached .....		
<b>Empty Nesters &amp; Retirees</b>	<b>80</b>	<b>173</b>	<b>885</b>	<b>1,138</b>
<i>Metropolitan Cities</i>	8	7	6	21
<i>Small Cities/Satellite Cities</i>	22	42	134	198
<i>Metropolitan Suburbs</i>	9	24	106	139
<i>Town &amp; Country/Exurbs</i>	41	100	639	780
<b>Traditional &amp; Non-Traditional Families</b>	<b>105</b>	<b>259</b>	<b>1,074</b>	<b>1,438</b>
<i>Metropolitan Cities</i>	4	7	10	21
<i>Small Cities/Satellite Cities</i>	19	51	117	187
<i>Metropolitan Suburbs</i>	9	20	81	110
<i>Town &amp; Country/Exurbs</i>	73	181	866	1120
<b>Younger Singles &amp; Couples</b>	<b>178</b>	<b>397</b>	<b>924</b>	<b>1,499</b>
<i>Metropolitan Cities</i>	18	14	13	45
<i>Small Cities/Satellite Cities</i>	78	184	317	579
<i>Metropolitan Suburbs</i>	35	83	161	279
<i>Town &amp; Country/Exurbs</i>	47	116	433	596
<b>Total:</b>	<b>363</b>	<b>829</b>	<b>2,883</b>	<b>4,075</b>
<b>Percent:</b>	<b>8.9%</b>	<b>20.3%</b>	<b>70.7%</b>	<b>100.0%</b>

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

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

Empty Nesters & Retirees	... Multi-Family ...	..... Single-Family .....	..... Detached .....	Total
<i>Metropolitan Cities</i>				
The Social Register	1	1	2	4
Urban Establishment	3	2	1	6
Multi-Ethnic Empty Nesters	1	2	3	6
Cosmopolitan Couples	3	2	0	5
<i>Subtotal:</i>	8	7	6	21
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	1	2	13	16
Blue-Collar Retirees	6	17	66	89
Middle-Class Move-Downs	3	5	14	22
Hometown Seniors	2	6	23	31
Second City Seniors	10	12	18	40
<i>Subtotal:</i>	22	42	134	198
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0	4	4
Old Money	0	0	4	4
Affluent Empty Nesters	0	0	4	4
Suburban Establishment	1	2	14	17
Mainstream Empty Nesters	4	11	30	45
Middle-American Retirees	4	11	50	65
<i>Subtotal:</i>	9	24	106	139
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	2	5	32	39
Pillars of the Community	1	6	58	65
New Empty Nesters	0	2	20	22
Traditional Couples	0	2	20	22
RV Retirees	3	5	80	88
Country Couples	2	7	54	63
Hometown Retirees	3	6	53	62
Heartland Retirees	2	3	24	29
Village Elders	4	9	34	47
Small-Town Seniors	13	34	151	198
Back Country Seniors	11	21	113	145
<i>Subtotal:</i>	41	100	639	780
<b>Total:</b>	80	173	885	1,138
<b>Percent:</b>	7.0%	15.2%	77.8%	100.0%

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

**Purchase Propensity By Housing Type**

Annual Average Number Of Households With The Potential  
To Move Within/To Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, 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	1	1	3
Multi-Cultural Families	0	1	2	3
Inner-City Families	1	2	3	6
Single-Parent Families	2	3	4	9
<i>Subtotal:</i>	4	7	10	21
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	1	3	6	10
Multi-Ethnic Families	1	4	13	18
Uptown Families	7	18	52	77
In-Town Families	2	10	34	46
New American Strivers	8	16	12	36
<i>Subtotal:</i>	19	51	117	187
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	1	8	9
Nouveau Money	1	1	6	8
Button-Down Families	0	2	18	20
Fiber-Optic Families	0	1	7	8
Late-Nest Suburbanites	4	5	9	18
Full-Nest Suburbanites	2	3	8	13
Kids 'r' Us	2	7	25	34
<i>Subtotal:</i>	9	20	81	110
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	1	2	15	18
New Town Families	1	5	54	60
Full-Nest Exurbanites	2	6	78	86
Rural Families	7	18	164	189
Traditional Families	1	2	13	16
Small-Town Families	17	34	88	139
Four-by-Four Families	5	14	81	100
Rustic Families	19	44	280	343
Hometown Families	20	56	93	169
<i>Subtotal:</i>	73	181	866	1120
<b>Total:</b>	<b>105</b>	<b>259</b>	<b>1,074</b>	<b>1,438</b>
<b>Percent:</b>	<b>7.3%</b>	<b>18.0%</b>	<b>74.7%</b>	<b>100.0%</b>

**Purchase Propensity By Housing Type**

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

Younger Singles & Couples	... Multi-Family ...	..... Single-Family .....		Total
		.... Attached ....	.... Detached ....	
<i>Metropolitan Cities</i>				
New Power Couples	1	1	1	3
New Bohemians	9	3	1	13
Cosmopolitan Elite	1	2	3	6
Downtown Couples	3	6	7	16
Downtown Proud	4	2	1	7
<i>Subtotal:</i>	18	14	13	45
<i>Small Cities/Satellite Cities</i>				
The VIPs	10	14	11	35
Small-City Singles	17	69	231	317
Twentysomethings	18	24	10	52
Second-City Strivers	9	15	7	31
Multi-Ethnic Singles	24	62	58	144
<i>Subtotal:</i>	78	184	317	579
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	8	6	0	14
Suburban Achievers	4	16	64	84
Suburban Strivers	23	61	97	181
<i>Subtotal:</i>	35	83	161	279
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	6	16	80	102
Blue-Collar Traditionalists	8	15	86	109
Rural Couples	22	52	186	260
Rural Strivers	11	33	81	125
<i>Subtotal:</i>	47	116	433	596
<b>Total:</b>	<b>178</b>	<b>397</b>	<b>924</b>	<b>1,499</b>
<b>Percent:</b>	<b>11.9%</b>	<b>26.5%</b>	<b>61.6%</b>	<b>100.0%</b>

**Renter Households By Income Bands**

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

Household Type/ Geographic Designation	.....Renter 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>	
<b>Empty Nesters &amp; Retirees</b>	<b>102</b>	<b>99</b>	<b>56</b>	<b>32</b>	<b>253</b>	<b>542</b>
<i>Metropolitan Cities</i>	4	4	3	2	26	39
<i>Small Cities/Satellite Cities</i>	49	43	21	12	67	192
<i>Metropolitan Suburbs</i>	6	7	5	4	39	61
<i>Town &amp; Country/Exurbs</i>	43	45	27	14	121	250
<b>Traditional &amp; Non-Traditional Families</b>	<b>197</b>	<b>143</b>	<b>107</b>	<b>65</b>	<b>360</b>	<b>872</b>
<i>Metropolitan Cities</i>	6	5	3	2	13	29
<i>Small Cities/Satellite Cities</i>	56	40	28	16	73	213
<i>Metropolitan Suburbs</i>	6	4	4	2	29	45
<i>Town &amp; Country/Exurbs</i>	129	94	72	45	245	585
<b>Younger Singles &amp; Couples</b>	<b>488</b>	<b>437</b>	<b>231</b>	<b>139</b>	<b>731</b>	<b>2,026</b>
<i>Metropolitan Cities</i>	19	16	10	6	69	120
<i>Small Cities/Satellite Cities</i>	320	277	137	81	371	1,186
<i>Metropolitan Suburbs</i>	61	59	41	26	169	356
<i>Town &amp; Country/Exurbs</i>	88	85	43	26	122	364
<b>Total:</b>	<b>787</b>	<b>679</b>	<b>394</b>	<b>236</b>	<b>1,344</b>	<b>3,440</b>
<b>Percent:</b>	<b>22.9%</b>	<b>19.7%</b>	<b>11.5%</b>	<b>6.9%</b>	<b>39.1%</b>	<b>100.0%</b>

**Renter Households By Income Bands**

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

Empty Nesters & Retirees	.....Renter Income Bands.....					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
<i>Metropolitan Cities</i>						
The Social Register	0	0	0	0	1	1
Urban Establishment	1	1	1	1	10	14
Multi-Ethnic Empty Nesters	0	0	0	0	4	4
Cosmopolitan Couples	3	3	2	1	11	20
Subtotal:	4	4	3	2	26	39
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	0	4	4
Blue-Collar Retirees	7	8	6	3	22	46
Middle-Class Move-Downs	1	2	1	1	3	8
Hometown Seniors	6	6	3	2	7	24
Second City Seniors	35	27	11	6	31	110
Subtotal:	49	43	21	12	67	192
<i>Metropolitan Suburbs</i>						
The One Percenters	0	0	0	0	1	1
Old Money	0	0	0	0	1	1
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	0	0	0	0	3	3
Mainstream Empty Nesters	3	3	2	2	15	25
Middle-American Retirees	3	4	3	2	18	30
Subtotal:	6	7	5	4	39	61
<i>Town &amp; Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	6	6
Pillars of the Community	1	1	1	0	7	10
New Empty Nesters	0	0	0	0	3	3
Traditional Couples	0	0	0	0	3	3
RV Retirees	2	2	1	1	11	17
Country Couples	2	2	2	1	10	17
Hometown Retirees	2	2	1	1	7	13
Heartland Retirees	1	1	1	0	3	6
Village Elders	3	4	2	1	8	18
Small-Town Seniors	21	22	13	7	44	107
Back Country Seniors	11	11	6	3	19	50
Subtotal:	43	45	27	14	121	250
Total:	102	99	56	32	253	542
Percent:	18.8%	18.3%	10.3%	5.9%	46.7%	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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, 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	2	2
Multi-Cultural Families	0	0	0	0	2	2
Inner-City Families	2	2	1	1	3	9
Single-Parent Families	4	3	2	1	6	16
Subtotal:	6	5	3	2	13	29
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	5	5
Multi-Ethnic Families	2	2	1	1	6	12
Uptown Families	10	8	7	5	28	58
In-Town Families	11	7	5	2	9	34
New American Strivers	33	23	15	8	25	104
Subtotal:	56	40	28	16	73	213
Metropolitan Suburbs						
Corporate Establishment	0	0	0	0	1	1
Nouveau Money	0	0	0	0	2	2
Button-Down Families	0	0	0	0	5	5
Fiber-Optic Families	0	0	0	0	2	2
Late-Nest Suburbanites	2	1	1	1	7	12
Full-Nest Suburbanites	1	1	1	0	4	7
Kids 'r' Us	3	2	2	1	8	16
Subtotal:	6	4	4	2	29	45
Town & Country/Exurbs						
Ex-Urban Elite	0	0	0	0	2	2
New Town Families	1	1	1	1	6	10
Full-Nest Exurbanites	1	1	1	1	10	14
Rural Families	6	5	4	3	23	41
Traditional Families	1	1	0	0	2	4
Small-Town Families	19	14	12	8	58	111
Four-by-Four Families	7	5	5	3	20	40
Rustic Families	21	16	13	9	43	102
Hometown Families	73	51	36	20	81	261
Subtotal:	129	94	72	45	245	585
Total:	197	143	107	65	360	872
Percent:	22.6%	16.4%	12.3%	7.5%	41.3%	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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, and Balance of the United States*

.....Renter 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	5	4	3	2	38	52
Cosmopolitan Elite	0	0	0	0	4	4
Downtown Couples	4	4	2	1	8	19
Downtown Proud	10	8	5	3	17	43
Subtotal:	19	16	10	6	69	120
<i>Small Cities/Satellite Cities</i>						
The VIPs	6	6	5	3	40	60
Small-City Singles	50	57	34	21	101	263
Twentysomethings	63	48	30	19	88	248
Second-City Strivers	26	25	15	9	44	119
Multi-Ethnic Singles	175	141	53	29	98	496
Subtotal:	320	277	137	81	371	1,186
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	7	6	5	3	45	66
Suburban Achievers	7	8	6	4	21	46
Suburban Strivers	47	45	30	19	103	244
Subtotal:	61	59	41	26	169	356
<i>Town &amp; Country/Exurbs</i>						
Hometown Sweethearts	7	8	6	4	23	48
Blue-Collar Traditionalists	5	6	4	2	14	31
Rural Couples	32	31	16	10	46	135
Rural Strivers	44	40	17	10	39	150
Subtotal:	88	85	43	26	122	364
Total:	488	437	231	139	731	2,026
Percent:	24.1%	21.6%	11.4%	6.9%	36.1%	100.0%

**Owner Households By Income Bands**

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

Household Type/ Geographic Designation	Ownership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>165</b>	<b>181</b>	<b>113</b>	<b>65</b>	<b>614</b>	<b>1,138</b>
<i>Metropolitan Cities</i>	0	0	0	0	21	21
<i>Small Cities/Satellite Cities</i>	40	38	23	12	85	198
<i>Metropolitan Suburbs</i>	12	17	11	8	91	139
<i>Town &amp; Country/Exurbs</i>	113	126	79	45	417	780
<b>Traditional &amp; Non-Traditional Families</b>	<b>268</b>	<b>200</b>	<b>159</b>	<b>99</b>	<b>712</b>	<b>1,438</b>
<i>Metropolitan Cities</i>	4	3	0	0	14	21
<i>Small Cities/Satellite Cities</i>	44	32	23	13	75	187
<i>Metropolitan Suburbs</i>	13	9	8	6	74	110
<i>Town &amp; Country/Exurbs</i>	207	156	128	80	549	1,120
<b>Younger Singles &amp; Couples</b>	<b>320</b>	<b>316</b>	<b>180</b>	<b>107</b>	<b>576</b>	<b>1,499</b>
<i>Metropolitan Cities</i>	5	5	3	0	32	45
<i>Small Cities/Satellite Cities</i>	134	129	70	44	202	579
<i>Metropolitan Suburbs</i>	51	50	35	20	123	279
<i>Town &amp; Country/Exurbs</i>	130	132	72	43	219	596
<b>Total:</b>	<b>753</b>	<b>697</b>	<b>452</b>	<b>271</b>	<b>1,902</b>	<b>4,075</b>
<b>Percent:</b>	<b>18.5%</b>	<b>17.1%</b>	<b>11.1%</b>	<b>6.7%</b>	<b>46.7%</b>	<b>100.0%</b>

**Owner Households By Income Bands**

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

Empty Nesters & Retirees	.....Ownership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
The Social Register	0	0	0	0	4	4
Urban Establishment	0	0	0	0	6	6
Multi-Ethnic Empty Nesters	0	0	0	0	6	6
Cosmopolitan Couples	0	0	0	0	5	5
Subtotal:	0	0	0	0	21	21
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	1	1	1	1	12	16
Blue-Collar Retirees	14	16	11	6	42	89
Middle-Class Move-Downs	3	5	3	1	10	22
Hometown Seniors	9	7	4	1	10	31
Second City Seniors	13	9	4	3	11	40
Subtotal:	40	38	23	12	85	198
<i>Metropolitan Suburbs</i>						
The One Percenters	0	0	0	0	4	4
Old Money	0	0	0	0	4	4
Affluent Empty Nesters	0	0	0	0	4	4
Suburban Establishment	1	1	1	1	13	17
Mainstream Empty Nesters	4	6	4	3	28	45
Middle-American Retirees	7	10	6	4	38	65
Subtotal:	12	17	11	8	91	139
<i>Town &amp; Country/Exurbs</i>						
Small-Town Patriarchs	2	2	2	1	32	39
Pillars of the Community	4	5	4	3	49	65
New Empty Nesters	1	2	1	1	17	22
Traditional Couples	1	2	1	1	17	22
RV Retirees	8	10	7	4	59	88
Country Couples	7	9	6	3	38	63
Hometown Retirees	7	9	7	4	35	62
Heartland Retirees	3	4	3	2	17	29
Village Elders	9	10	5	3	20	47
Small-Town Seniors	40	41	25	13	79	198
Back Country Seniors	31	32	18	10	54	145
Subtotal:	113	126	79	45	417	780
Total:	165	181	113	65	614	1,138
Percent:	14.5%	15.9%	9.9%	5.7%	54.0%	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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, and Balance of the United States*

.....Ownership Income Bands.....						
Traditional & Non-Traditional Families	Below	30% to	60% to	80% to	Above	Total
	30% AMI	60% AMI	80% AMI	100% AMI	100% AMI	
<i>Metropolitan Cities</i>						
e-Type Families	0	0	0	0	3	3
Multi-Cultural Families	0	0	0	0	3	3
Inner-City Families	1	1	0	0	4	6
Single-Parent Families	3	2	0	0	4	9
Subtotal:	4	3	0	0	14	21
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	1	1	1	0	7	10
Multi-Ethnic Families	3	3	2	1	9	18
Uptown Families	13	11	9	6	38	77
In-Town Families	15	9	6	3	13	46
New American Strivers	12	8	5	3	8	36
Subtotal:	44	32	23	13	75	187
<i>Metropolitan Suburbs</i>						
Corporate Establishment	0	0	0	0	9	9
Nouveau Money	0	0	0	0	8	8
Button-Down Families	2	1	1	1	15	20
Fiber-Optic Families	1	1	1	0	5	8
Late-Nest Suburbanites	3	2	1	1	11	18
Full-Nest Suburbanites	2	1	1	1	8	13
Kids 'r' Us	5	4	4	3	18	34
Subtotal:	13	9	8	6	74	110
<i>Town &amp; Country/Exurbs</i>						
Ex-Urban Elite	1	1	1	1	14	18
New Town Families	5	4	5	3	43	60
Full-Nest Exurbanites	9	8	6	4	59	86
Rural Families	30	23	20	12	104	189
Traditional Families	2	2	1	1	10	16
Small-Town Families	24	17	15	9	74	139
Four-by-Four Families	16	14	12	7	51	100
Rustic Families	72	54	44	30	143	343
Hometown Families	48	33	24	13	51	169
Subtotal:	207	156	128	80	549	1,120
Total:	268	200	159	99	712	1,438
Percent:	18.6%	13.9%	11.1%	6.9%	49.5%	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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, and Balance of the United States*

Younger Singles & Couples	.....Ownership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
New Power Couples	0	0	0	0	3	3
New Bohemians	1	1	1	0	10	13
Cosmopolitan Elite	0	0	0	0	6	6
Downtown Couples	3	3	2	0	8	16
Downtown Proud	1	1	0	0	5	7
Subtotal:	5	5	3	0	32	45
<i>Small Cities/Satellite Cities</i>						
The VIPs	3	3	3	3	23	35
Small-City Singles	60	69	41	26	121	317
Twentysomethings	14	10	6	4	18	52
Second-City Strivers	7	6	4	3	11	31
Multi-Ethnic Singles	50	41	16	8	29	144
Subtotal:	134	129	70	44	202	579
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	2	2	1	0	9	14
Suburban Achievers	14	15	11	6	38	84
Suburban Strivers	35	33	23	14	76	181
Subtotal:	51	50	35	20	123	279
<i>Town &amp; Country/Exurbs</i>						
Hometown Sweethearts	15	18	13	7	49	102
Blue-Collar Traditionalists	17	21	14	9	48	109
Rural Couples	61	60	31	19	89	260
Rural Strivers	37	33	14	8	33	125
Subtotal:	130	132	72	43	219	596
Total:	320	316	180	107	576	1,499
Percent:	21.3%	21.1%	12.0%	7.1%	38.4%	100.0%

**Multi-Family Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move Within/To Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
 Marion County, 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
<b>Empty Nesters &amp; Retirees</b>	<b>11</b>	<b>12</b>	<b>5</b>	<b>3</b>	<b>49</b>	<b>80</b>
<i>Metropolitan Cities</i>	0	0	0	0	8	8
<i>Small Cities/Satellite Cities</i>	5	4	2	1	10	22
<i>Metropolitan Suburbs</i>	0	2	0	0	7	9
<i>Town &amp; Country/Exurbs</i>	6	6	3	2	24	41
<b>Traditional &amp; Non-Traditional Families</b>	<b>22</b>	<b>14</b>	<b>11</b>	<b>7</b>	<b>51</b>	<b>105</b>
<i>Metropolitan Cities</i>	1	0	0	0	3	4
<i>Small Cities/Satellite Cities</i>	5	3	2	2	7	19
<i>Metropolitan Suburbs</i>	1	0	0	0	8	9
<i>Town &amp; Country/Exurbs</i>	15	11	9	5	33	73
<b>Younger Singles &amp; Couples</b>	<b>38</b>	<b>37</b>	<b>21</b>	<b>11</b>	<b>71</b>	<b>178</b>
<i>Metropolitan Cities</i>	3	3	1	0	11	18
<i>Small Cities/Satellite Cities</i>	19	17	9	5	28	78
<i>Metropolitan Suburbs</i>	6	6	5	2	16	35
<i>Town &amp; Country/Exurbs</i>	10	11	6	4	16	47
<b>Total:</b>	<b>71</b>	<b>63</b>	<b>37</b>	<b>21</b>	<b>171</b>	<b>363</b>
<b>Percent:</b>	<b>19.6%</b>	<b>17.4%</b>	<b>10.2%</b>	<b>5.8%</b>	<b>47.1%</b>	<b>100.0%</b>

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

.....Multi-Family Ownership Income Bands .....						
<b>Empty Nesters &amp; Retirees</b>	<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>	<b>Total</b>
<i><b>Metropolitan Cities</b></i>						
The Social Register	0	0	0	0	1	1
Urban Establishment	0	0	0	0	3	3
Multi-Ethnic Empty Nesters	0	0	0	0	1	1
Cosmopolitan Couples	0	0	0	0	3	3
<i>Subtotal:</i>	0	0	0	0	8	8
<i><b>Small Cities/Satellite Cities</b></i>						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	1	1	1	0	3	6
Middle-Class Move-Downs	0	1	0	0	2	3
Hometown Seniors	1	0	0	0	1	2
Second City Seniors	3	2	1	1	3	10
<i>Subtotal:</i>	5	4	2	1	10	22
<i><b>Metropolitan Suburbs</b></i>						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	0	1	0	0	3	4
Middle-American Retirees	0	1	0	0	3	4
<i>Subtotal:</i>	0	2	0	0	7	9
<i><b>Town &amp; Country/Exurbs</b></i>						
Small-Town Patriarchs	0	0	0	0	2	2
Pillars of the Community	0	0	0	0	1	1
RV Retirees	0	0	0	0	3	3
Country Couples	0	0	0	0	2	2
Hometown Retirees	0	0	0	0	3	3
Heartland Retirees	0	0	0	0	2	2
Village Elders	1	1	0	0	2	4
Small-Town Seniors	3	3	2	1	4	13
Back Country Seniors	2	2	1	1	5	11
<i>Subtotal:</i>	6	6	3	2	24	41
<b>Total:</b>	<b>11</b>	<b>12</b>	<b>5</b>	<b>3</b>	<b>49</b>	<b>80</b>
<b>Percent:</b>	<b>13.8%</b>	<b>15.0%</b>	<b>6.3%</b>	<b>3.8%</b>	<b>61.3%</b>	<b>100.0%</b>

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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
 Marion County, and Balance of the United States*

.....Multi-Family Ownership Income Bands .....						
<b>Traditional &amp; Non-Traditional Families</b>	<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>	<b>Total</b>
<i>Metropolitan Cities</i>						
e-Type Families	0	0	0	0	1	1
Inner-City Families	0	0	0	0	1	1
Single-Parent Families	1	0	0	0	1	2
<i>Subtotal:</i>	1	0	0	0	3	4
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	1	1
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	1	1	1	1	3	7
In-Town Families	1	0	0	0	1	2
New American Strivers	3	2	1	1	1	8
<i>Subtotal:</i>	5	3	2	2	7	19
<i>Metropolitan Suburbs</i>						
Nouveau Money	0	0	0	0	1	1
Late-Nest Suburbanites	1	0	0	0	3	4
Full-Nest Suburbanites	0	0	0	0	2	2
Kids 'r' Us	0	0	0	0	2	2
<i>Subtotal:</i>	1	0	0	0	8	9
<i>Town &amp; Country/Exurbs</i>						
Ex-Urban Elite	0	0	0	0	1	1
New Town Families	0	0	0	0	1	1
Full-Nest Exurbanites	0	0	0	0	2	2
Rural Families	1	1	1	0	4	7
Traditional Families	0	0	0	0	1	1
Small-Town Families	3	2	2	1	9	17
Four-by-Four Families	1	1	1	0	2	5
Rustic Families	4	3	2	2	8	19
Hometown Families	6	4	3	2	5	20
<i>Subtotal:</i>	15	11	9	5	33	73
<b>Total:</b>	<b>22</b>	<b>14</b>	<b>11</b>	<b>7</b>	<b>51</b>	<b>105</b>
<b>Percent:</b>	<b>21.0%</b>	<b>13.3%</b>	<b>10.5%</b>	<b>6.7%</b>	<b>48.6%</b>	<b>100.0%</b>

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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
 Marion County, and Balance of the United States*

.....Multi-Family Ownership Income Bands.....						
<b>Younger Singles &amp; Couples</b>	<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>	<b>Total</b>
<i><b>Metropolitan Cities</b></i>						
New Power Couples	0	0	0	0	1	1
New Bohemians	1	1	1	0	6	9
Cosmopolitan Elite	0	0	0	0	1	1
Downtown Couples	1	1	0	0	1	3
Downtown Proud	1	1	0	0	2	4
<i>Subtotal:</i>	3	3	1	0	11	18
<i><b>Small Cities/Satellite Cities</b></i>						
The VIPs	1	1	1	1	6	10
Small-City Singles	3	4	2	1	7	17
Twentysomethings	5	3	2	1	7	18
Second-City Strivers	2	2	1	1	3	9
Multi-Ethnic Singles	8	7	3	1	5	24
<i>Subtotal:</i>	19	17	9	5	28	78
<i><b>Metropolitan Suburbs</b></i>						
Fast-Track Professionals	1	1	1	0	5	8
Suburban Achievers	1	1	1	0	1	4
Suburban Strivers	4	4	3	2	10	23
<i>Subtotal:</i>	6	6	5	2	16	35
<i><b>Town &amp; Country/Exurbs</b></i>						
Hometown Sweethearts	1	1	1	0	3	6
Blue-Collar Traditionalists	1	2	1	1	3	8
Rural Couples	5	5	3	2	7	22
Rural Strivers	3	3	1	1	3	11
<i>Subtotal:</i>	10	11	6	4	16	47
<b>Total:</b>	<b>38</b>	<b>37</b>	<b>21</b>	<b>11</b>	<b>71</b>	<b>178</b>
<b>Percent:</b>	<b>21.3%</b>	<b>20.8%</b>	<b>11.8%</b>	<b>6.2%</b>	<b>39.9%</b>	<b>100.0%</b>

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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>28</b>	<b>28</b>	<b>17</b>	<b>8</b>	<b>92</b>	<b>173</b>
<i>Metropolitan Cities</i>	0	0	0	0	7	7
<i>Small Cities/Satellite Cities</i>	10	8	5	2	17	42
<i>Metropolitan Suburbs</i>	2	3	2	2	15	24
<i>Town &amp; Country/Exurbs</i>	16	17	10	4	53	100
<b>Traditional &amp; Non-Traditional Families</b>	<b>53</b>	<b>39</b>	<b>28</b>	<b>16</b>	<b>123</b>	<b>259</b>
<i>Metropolitan Cities</i>	1	1	0	0	5	7
<i>Small Cities/Satellite Cities</i>	12	9	5	3	22	51
<i>Metropolitan Suburbs</i>	3	2	1	1	13	20
<i>Town &amp; Country/Exurbs</i>	37	27	22	12	83	181
<b>Younger Singles &amp; Couples</b>	<b>88</b>	<b>85</b>	<b>47</b>	<b>28</b>	<b>149</b>	<b>397</b>
<i>Metropolitan Cities</i>	1	1	1	0	11	14
<i>Small Cities/Satellite Cities</i>	45	42	22	14	61	184
<i>Metropolitan Suburbs</i>	16	15	10	6	36	83
<i>Town &amp; Country/Exurbs</i>	26	27	14	8	41	116
<b>Total:</b>	<b>169</b>	<b>152</b>	<b>92</b>	<b>52</b>	<b>364</b>	<b>829</b>
<b>Percent:</b>	<b>20.4%</b>	<b>18.3%</b>	<b>11.1%</b>	<b>6.3%</b>	<b>43.9%</b>	<b>100.0%</b>

# Single-Family Attached Owner Households By Income Bands

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

.....Single-Family Attached Ownership Income Bands.....						
<b>Empty Nesters &amp; Retirees</b>	<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>
<b>Metropolitan Cities</b>						
The Social Register	0	0	0	0	1	1
Urban Establishment	0	0	0	0	2	2
Multi-Ethnic Empty Nesters	0	0	0	0	2	2
Cosmopolitan Couples	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	7	7
<b>Small Cities/Satellite Cities</b>						
Second City Establishment	0	0	0	0	2	2
Blue-Collar Retirees	3	3	2	1	8	17
Middle-Class Move-Downs	1	1	1	0	2	5
Hometown Seniors	2	1	1	0	2	6
Second City Seniors	4	3	1	1	3	12
<i>Subtotal:</i>	10	8	5	2	17	42
<b>Metropolitan Suburbs</b>						
Suburban Establishment	0	0	0	0	2	2
Mainstream Empty Nesters	1	1	1	1	7	11
Middle-American Retirees	1	2	1	1	6	11
<i>Subtotal:</i>	2	3	2	2	15	24
<b>Town &amp; Country/Exurbs</b>						
Small-Town Patriarchs	0	0	0	0	5	5
Pillars of the Community	0	0	0	0	6	6
New Empty Nesters	0	0	0	0	2	2
Traditional Couples	0	0	0	0	2	2
RV Retirees	0	1	0	0	4	5
Country Couples	1	1	1	0	4	7
Hometown Retirees	1	1	1	0	3	6
Heartland Retirees	0	0	0	0	3	3
Village Elders	2	2	1	1	3	9
Small-Town Seniors	7	7	4	2	14	34
Back Country Seniors	5	5	3	1	7	21
<i>Subtotal:</i>	16	17	10	4	53	100
<b>Total:</b>	<b>28</b>	<b>28</b>	<b>17</b>	<b>8</b>	<b>92</b>	<b>173</b>
<b>Percent:</b>	<b>16.2%</b>	<b>16.2%</b>	<b>9.8%</b>	<b>4.6%</b>	<b>53.2%</b>	<b>100.0%</b>

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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
<b>Traditional &amp; Non-Traditional Families</b>	<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>
<b>Metropolitan Cities</b>						
e-Type Families	0	0	0	0	1	1
Multi-Cultural Families	0	0	0	0	1	1
Inner-City Families	0	0	0	0	2	2
Single-Parent Families	1	1	0	0	1	3
<i>Subtotal:</i>	1	1	0	0	5	7
<b>Small Cities/Satellite Cities</b>						
Unibox Transferees	0	0	0	0	3	3
Multi-Ethnic Families	1	1	0	0	2	4
Uptown Families	3	3	2	1	9	18
In-Town Families	3	2	1	1	3	10
New American Strivers	5	3	2	1	5	16
<i>Subtotal:</i>	12	9	5	3	22	51
<b>Metropolitan Suburbs</b>						
Corporate Establishment	0	0	0	0	1	1
Nouveau Money	0	0	0	0	1	1
Button-Down Families	0	0	0	0	2	2
Fiber-Optic Families	0	0	0	0	1	1
Late-Nest Suburbanites	1	1	0	0	3	5
Full-Nest Suburbanites	1	0	0	0	2	3
Kids 'r' Us	1	1	1	1	3	7
<i>Subtotal:</i>	3	2	1	1	13	20
<b>Town &amp; Country/Exurbs</b>						
Ex-Urban Elite	0	0	0	0	2	2
New Town Families	0	0	0	0	5	5
Full-Nest Exurbanites	1	1	0	0	4	6
Rural Families	3	2	2	1	10	18
Traditional Families	0	0	0	0	2	2
Small-Town Families	6	4	4	2	18	34
Four-by-Four Families	2	2	2	1	7	14
Rustic Families	9	7	6	4	18	44
Hometown Families	16	11	8	4	17	56
<i>Subtotal:</i>	37	27	22	12	83	181
<b>Total:</b>	<b>53</b>	<b>39</b>	<b>28</b>	<b>16</b>	<b>123</b>	<b>259</b>
<b>Percent:</b>	<b>20.5%</b>	<b>15.1%</b>	<b>10.8%</b>	<b>6.2%</b>	<b>47.5%</b>	<b>100.0%</b>

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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
<b>Younger Singles &amp; Couples</b>	<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>
<b>Metropolitan Cities</b>						
New Power Couples	0	0	0	0	1	1
New Bohemians	0	0	0	0	3	3
Cosmopolitan Elite	0	0	0	0	2	2
Downtown Couples	1	1	1	0	3	6
Downtown Proud	0	0	0	0	2	2
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>11</u>	<u>14</u>
<b>Small Cities/Satellite Cities</b>						
The VIPs	1	1	1	1	10	14
Small-City Singles	13	15	9	6	26	69
Twentysomethings	6	5	3	2	8	24
Second-City Strivers	3	3	2	1	6	15
Multi-Ethnic Singles	22	18	7	4	11	62
<i>Subtotal:</i>	<u>45</u>	<u>42</u>	<u>22</u>	<u>14</u>	<u>61</u>	<u>184</u>
<b>Metropolitan Suburbs</b>						
Fast-Track Professionals	1	1	0	0	4	6
Suburban Achievers	3	3	2	1	7	16
Suburban Strivers	12	11	8	5	25	61
<i>Subtotal:</i>	<u>16</u>	<u>15</u>	<u>10</u>	<u>6</u>	<u>36</u>	<u>83</u>
<b>Town &amp; Country/Exurbs</b>						
Hometown Sweethearts	2	3	2	1	8	16
Blue-Collar Traditionalists	2	3	2	1	7	15
Rural Couples	12	12	6	4	18	52
Rural Strivers	10	9	4	2	8	33
<i>Subtotal:</i>	<u>26</u>	<u>27</u>	<u>14</u>	<u>8</u>	<u>41</u>	<u>116</u>
<b>Total:</b>	<b>88</b>	<b>85</b>	<b>47</b>	<b>28</b>	<b>149</b>	<b>397</b>
<b>Percent:</b>	<b>22.2%</b>	<b>21.4%</b>	<b>11.8%</b>	<b>7.1%</b>	<b>37.5%</b>	<b>100.0%</b>

### Single-Family Detached Owner Households By Income Bands

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

.....Single-Family Detached Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>126</b>	<b>141</b>	<b>91</b>	<b>54</b>	<b>473</b>	<b>885</b>
<i>Metropolitan Cities</i>	0	0	0	0	6	6
<i>Small Cities/Satellite Cities</i>	25	26	16	9	58	134
<i>Metropolitan Suburbs</i>	10	12	9	6	69	106
<i>Town &amp; Country/Exurbs</i>	91	103	66	39	340	639
<b>Traditional &amp; Non-Traditional Families</b>	<b>193</b>	<b>147</b>	<b>120</b>	<b>76</b>	<b>538</b>	<b>1,074</b>
<i>Metropolitan Cities</i>	2	2	0	0	6	10
<i>Small Cities/Satellite Cities</i>	27	20	16	8	46	117
<i>Metropolitan Suburbs</i>	9	7	7	5	53	81
<i>Town &amp; Country/Exurbs</i>	155	118	97	63	433	866
<b>Younger Singles &amp; Couples</b>	<b>194</b>	<b>194</b>	<b>112</b>	<b>68</b>	<b>356</b>	<b>924</b>
<i>Metropolitan Cities</i>	1	1	1	0	10	13
<i>Small Cities/Satellite Cities</i>	70	70	39	25	113	317
<i>Metropolitan Suburbs</i>	29	29	20	12	71	161
<i>Town &amp; Country/Exurbs</i>	94	94	52	31	162	433
<b>Total:</b>	<b>513</b>	<b>482</b>	<b>323</b>	<b>198</b>	<b>1,367</b>	<b>2,883</b>
<b>Percent:</b>	<b>17.8%</b>	<b>16.7%</b>	<b>11.2%</b>	<b>6.9%</b>	<b>47.4%</b>	<b>100.0%</b>

# Single-Family Detached Owner Households By Income Bands

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

.....Single-Family Detached Ownership Income Bands.....						
<b>Empty Nesters &amp; Retirees</b>	<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>	<b>Total</b>
<b>Metropolitan Cities</b>						
The Social Register	0	0	0	0	2	2
Urban Establishment	0	0	0	0	1	1
Multi-Ethnic Empty Nesters	0	0	0	0	3	3
<i>Subtotal:</i>	0	0	0	0	6	6
<b>Small Cities/Satellite Cities</b>						
Second City Establishment	1	1	1	1	9	13
Blue-Collar Retirees	10	12	8	5	31	66
Middle-Class Move-Downs	2	3	2	1	6	14
Hometown Seniors	6	6	3	1	7	23
Second City Seniors	6	4	2	1	5	18
<i>Subtotal:</i>	25	26	16	9	58	134
<b>Metropolitan Suburbs</b>						
The One Percenters	0	0	0	0	4	4
Old Money	0	0	0	0	4	4
Affluent Empty Nesters	0	0	0	0	4	4
Suburban Establishment	1	1	1	1	10	14
Mainstream Empty Nesters	3	4	3	2	18	30
Middle-American Retirees	6	7	5	3	29	50
<i>Subtotal:</i>	10	12	9	6	69	106
<b>Town &amp; Country/Exurbs</b>						
Small-Town Patriarchs	2	2	2	1	25	32
Pillars of the Community	4	5	4	3	42	58
New Empty Nesters	1	2	1	1	15	20
Traditional Couples	1	2	1	1	15	20
RV Retirees	8	9	7	4	52	80
Country Couples	6	8	5	3	32	54
Hometown Retirees	6	8	6	4	29	53
Heartland Retirees	3	4	3	2	12	24
Village Elders	6	7	4	2	15	34
Small-Town Seniors	30	31	19	10	61	151
Back Country Seniors	24	25	14	8	42	113
<i>Subtotal:</i>	91	103	66	39	340	639
<b>Total:</b>	<b>126</b>	<b>141</b>	<b>91</b>	<b>54</b>	<b>473</b>	<b>885</b>
<b>Percent:</b>	<b>14.2%</b>	<b>15.9%</b>	<b>10.3%</b>	<b>6.1%</b>	<b>53.4%</b>	<b>100.0%</b>

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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
<b>Traditional &amp; Non-Traditional Families</b>	<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>	<b>Total</b>
<b>Metropolitan Cities</b>						
e-Type Families	0	0	0	0	1	1
Multi-Cultural Families	0	0	0	0	2	2
Inner-City Families	1	1	0	0	1	3
Single-Parent Families	1	1	0	0	2	4
<i>Subtotal:</i>	2	2	0	0	6	10
<b>Small Cities/Satellite Cities</b>						
Unibox Transferees	1	1	1	0	3	6
Multi-Ethnic Families	2	2	2	1	6	13
Uptown Families	9	7	6	4	26	52
In-Town Families	11	7	5	2	9	34
New American Strivers	4	3	2	1	2	12
<i>Subtotal:</i>	27	20	16	8	46	117
<b>Metropolitan Suburbs</b>						
Corporate Establishment	0	0	0	0	8	8
Nouveau Money	0	0	0	0	6	6
Button-Down Families	2	1	1	1	13	18
Fiber-Optic Families	1	1	1	0	4	7
Late-Nest Suburbanites	1	1	1	1	5	9
Full-Nest Suburbanites	1	1	1	1	4	8
Kids 'r' Us	4	3	3	2	13	25
<i>Subtotal:</i>	9	7	7	5	53	81
<b>Town &amp; Country/Exurbs</b>						
Ex-Urban Elite	1	1	1	1	11	15
New Town Families	5	4	5	3	37	54
Full-Nest Exurbanites	8	7	6	4	53	78
Rural Families	26	20	17	11	90	164
Traditional Families	2	2	1	1	7	13
Small-Town Families	15	11	9	6	47	88
Four-by-Four Families	13	11	9	6	42	81
Rustic Families	59	44	36	24	117	280
Hometown Families	26	18	13	7	29	93
<i>Subtotal:</i>	155	118	97	63	433	866
<b>Total:</b>	<b>193</b>	<b>147</b>	<b>120</b>	<b>76</b>	<b>538</b>	<b>1,074</b>
<b>Percent:</b>	<b>18.0%</b>	<b>13.7%</b>	<b>11.2%</b>	<b>7.1%</b>	<b>50.1%</b>	<b>100.0%</b>

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 Vigo County Each Year Over The Next Five Years  
*Vigo County, Regional Draw Area,  
Marion County, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
<b>Younger Singles &amp; Couples</b>	<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>	<b>Total</b>
<b><i>Metropolitan Cities</i></b>						
New Power Couples	0	0	0	0	1	1
New Bohemians	0	0	0	0	1	1
Cosmopolitan Elite	0	0	0	0	3	3
Downtown Couples	1	1	1	0	4	7
Downtown Proud	0	0	0	0	1	1
<i>Subtotal:</i>	1	1	1	0	10	13
<b><i>Small Cities/Satellite Cities</i></b>						
The VIPs	1	1	1	1	7	11
Small-City Singles	44	50	30	19	88	231
Twentysomethings	3	2	1	1	3	10
Second-City Strivers	2	1	1	1	2	7
Multi-Ethnic Singles	20	16	6	3	13	58
<i>Subtotal:</i>	70	70	39	25	113	317
<b><i>Metropolitan Suburbs</i></b>						
Suburban Achievers	10	11	8	5	30	64
Suburban Strivers	19	18	12	7	41	97
<i>Subtotal:</i>	29	29	20	12	71	161
<b><i>Town &amp; Country/Exurbs</i></b>						
Hometown Sweethearts	12	14	10	6	38	80
Blue-Collar Traditionalists	14	16	11	7	38	86
Rural Couples	44	43	22	13	64	186
Rural Strivers	24	21	9	5	22	81
<i>Subtotal:</i>	94	94	52	31	162	433
<b>Total:</b>	<b>194</b>	<b>194</b>	<b>112</b>	<b>68</b>	<b>356</b>	<b>924</b>
<b>Percent:</b>	<b>21.0%</b>	<b>21.0%</b>	<b>12.1%</b>	<b>7.4%</b>	<b>38.5%</b>	<b>100.0%</b>

Appendix Two Tables



**Annual Average Number Of Households With The Potential  
To Move To Vigo 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>
<b>Empty Nesters &amp; Retirees</b>	<b>4,720</b>	<b>65</b>	<b>28.9%</b>
<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 &amp; Country/Exurbs</i>	4,720	65	28.9%
<b>Traditional &amp; Non-Traditional Families</b>	<b>3,885</b>	<b>100</b>	<b>44.4%</b>
<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 &amp; Country/Exurbs</i>	3,885	100	44.4%
<b>Younger Singles &amp; Couples</b>	<b>2,000</b>	<b>60</b>	<b>26.7%</b>
<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 &amp; Country/Exurbs</i>	2,000	60	26.7%
<b>Total:</b>	<b>10,605</b>	<b>225</b>	<b>100.0%</b>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>4,720</b>	<b>65</b>	<b>28.9%</b>
<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 &amp; Country/Exurbs</i>			
Small-Town Patriarchs	65	0	0.0%
Pillars of the Community	70	0	0.0%
New Empty Nesters	215	0	0.0%
Traditional Couples	170	0	0.0%
RV Retirees	925	10	4.4%
Country Couples	815	10	4.4%
Hometown Retirees	395	5	2.2%
Heartland Retirees	240	0	0.0%
Village Elders	395	5	2.2%
Small-Town Seniors	815	25	11.1%
Back Country Seniors	615	10	4.4%
<i>Subtotal:</i>	<u>4,720</u>	<u>65</u>	<u>28.9%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>3,885</b>	<b>100</b>	<b>44.4%</b>
<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	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%
Subtotal:	0	0	0.0%
<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%
Subtotal:	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	35	0	0.0%
Full-Nest Exurbanites	155	5	2.2%
Rural Families	1,525	25	11.1%
Traditional Families	145	0	0.0%
Small-Town Families	500	20	8.9%
Four-by-Four Families	340	10	4.4%
Rustic Families	945	25	11.1%
Hometown Families	240	15	6.7%
Subtotal:	3,885	100	44.4%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>2,000</b>	<b>60</b>	<b>26.7%</b>
<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 &amp; Country/Exurbs</i>			
Hometown Sweethearts	990	15	6.7%
Blue-Collar Traditionalists	410	10	4.4%
Rural Couples	215	10	4.4%
Rural Strivers	385	25	11.1%
<i>Subtotal:</i>	<u>2,000</u>	<u>60</u>	<u>26.7%</u>

**Annual Average Number Of Households With The Potential  
To Move To Vigo 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>
<b>Empty Nesters &amp; Retirees</b>	<b>3,425</b>	<b>45</b>	<b>33.3%</b>
<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 &amp; Country/Exurbs</i>	3,425	45	33.3%
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,835</b>	<b>55</b>	<b>40.7%</b>
<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 &amp; Country/Exurbs</i>	2,835	55	40.7%
<b>Younger Singles &amp; Couples</b>	<b>1,425</b>	<b>35</b>	<b>25.9%</b>
<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 &amp; Country/Exurbs</i>	1,425	35	25.9%
<b>Total:</b>	<b>7,685</b>	<b>135</b>	<b>100.0%</b>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>3,425</b>	<b>45</b>	<b>33.3%</b>	<b>]</b>
<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 &amp; 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	3.7%	
Country Couples	250	5	3.7%	
Hometown Retirees	225	0	0.0%	
Heartland Retirees	230	0	0.0%	
Village Elders	320	5	3.7%	
Small-Town Seniors	675	15	11.1%	
Back Country Seniors	880	15	11.1%	
<i>Subtotal:</i>	<u>3,425</u>	<u>45</u>	<u>33.3%</u>	



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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,835</b>	<b>55</b>	<b>40.7%</b>
<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 &amp; 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	7.4%
Traditional Families	110	0	0.0%
Small-Town Families	80	0	0.0%
Four-by-Four Families	180	5	3.7%
Rustic Families	1,555	35	25.9%
Hometown Families	110	5	3.7%
<i>Subtotal:</i>	<u>2,835</u>	<u>55</u>	<u>40.7%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>1,425</b>	<b>35</b>	<b>25.9%</b>
<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 &amp; Country/Exurbs</i>			
Hometown Sweethearts	440	5	3.7%
Blue-Collar Traditionalists	330	5	3.7%
Rural Couples	435	15	11.1%
Rural Strivers	220	10	7.4%
<i>Subtotal:</i>	<u>1,425</u>	<u>35</u>	<u>25.9%</u>

**Annual Average Number Of Households With The Potential  
To Move To Vigo 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>
<b>Empty Nesters &amp; Retirees</b>	<b>2,955</b>	<b>45</b>	<b>36.0%</b>
<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 &amp; Country/Exurbs</i>	2,955	45	36.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,135</b>	<b>45</b>	<b>36.0%</b>
<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 &amp; Country/Exurbs</i>	2,135	45	36.0%
<b>Younger Singles &amp; Couples</b>	<b>1,355</b>	<b>35</b>	<b>28.0%</b>
<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 &amp; Country/Exurbs</i>	1,355	35	28.0%
<b>Total:</b>	<b>6,445</b>	<b>125</b>	<b>100.0%</b>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>2,955</b>	<b>45</b>	<b>36.0%</b>
<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 &amp; 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	8.0%
Country Couples	235	5	4.0%
Hometown Retirees	315	5	4.0%
Heartland Retirees	195	0	0.0%
Village Elders	240	5	4.0%
Small-Town Seniors	600	15	12.0%
Back Country Seniors	405	5	4.0%
<i>Subtotal:</i>	<u>2,955</u>	<u>45</u>	<u>36.0%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,135</b>	<b>45</b>	<b>36.0%</b>
<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	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%
Subtotal:	0	0	0.0%
<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%
Subtotal:	0	0	0.0%
<i>Town &amp; 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	10	8.0%
Traditional Families	0	0	0.0%
Small-Town Families	225	5	4.0%
Four-by-Four Families	180	5	4.0%
Rustic Families	895	20	16.0%
Hometown Families	55	5	4.0%
Subtotal:	2,135	45	36.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>1,355</b>	<b>35</b>	<b>28.0%</b>
<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	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%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	705	10	8.0%
Blue-Collar Traditionalists	195	5	4.0%
Rural Couples	240	10	8.0%
Rural Strivers	215	10	8.0%
Subtotal:	1,355	35	28.0%



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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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