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# METHODOLOGY

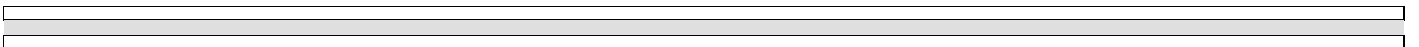
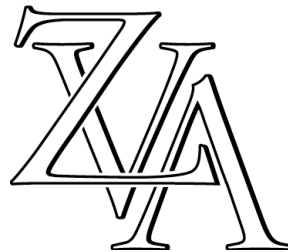
## TARGET MARKET TABLES — Appendices One and Two—

### An Analysis of Residential Market Potential

Montgomery County, Indiana

March, 2024

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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

Montgomery County, Indiana

March, 2024

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

- The determination of the draw areas for new and existing housing units within Montgomery 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 Montgomery County, as well as other market dynamics;
- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family, single-family attached and detached units);
- The composition of the potential housing market by lifestage (empty nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2023 income limits for less than 30 percent AMI, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 100 percent AMI, and above 100 percent AMI).

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

Analysis of migration, mobility, demographic and lifestyle characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing within Montgomery 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 Montgomery 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 14.7 percent of Montgomery County’s population either moved within or to the county between 2021 and 2022—a mobility rate considerably higher than the national average of 12.6 percent.

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

Analysis of Montgomery County migration and mobility patterns from 2016 through 2020—the most recent data available from the Internal Revenue Service—shows that the largest number of households moving to the county over the five-year study period occurred in 2016, when 1,045 households moved in. The lowest total over the study period was 765 households in 2017, however that number increased to 960 households in 2020.

Tippecanoe County, directly adjacent to the north and including the City of Lafayette, represented 12.4 percent to 15.8 percent of Montgomery County household migration; Marion County, further to the southeast and consolidated with Indianapolis, represented 7.7 percent to 11.5 percent of Montgomery’s in-migration; Hendricks County, also to the southeast, made up 6.2 percent to 8.9 percent of households moving into Montgomery County; Boone County, directly to the east

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represented 6.8 to 9.2 percent; Fountain County, directly to the west represented 7.3 to 8.1 percent; and Putnam County, directly to the south, accounted for 4.8 percent to 7.4 percent of in-migration. No other county averaged more than four percent of household migration into Montgomery County. (*Reference* Appendix One, Table 1.)

The number of households moving out of Montgomery County over the study period reached a five-year high in 2016, with 1,010 out-migrating households, with the lowest total of 765 households in 2018. In 2020, 800 households moved out of Montgomery County.

Following the same pattern as Montgomery County's in-migration, Tippecanoe County represented between 11.9 and 17 percent of households moving out of the county; Marion County represented 6.9 to 8.9 percent; Hendricks County accounted for 4.2 to 6.9 percent; Boone County accounted for 5.2 to 7.4 percent; Fountain County accounted for 6.4 to 8.4 percent; and Putnam County represented 3.9 to 6.6 percent of households moving out of Montgomery County.

Montgomery County's net migration—the difference between households moving into the county and those moving out—only showed a net loss once in the five-year period, of 70 households in 2017. The lowest net gain of 15 households occurred in 2019 and the highest net gain of 160 households occurred in 2020.

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

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

- The local draw area, covering households with the potential to move within Montgomery County.

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- The regional draw area, covering households with the potential to move to Montgomery County from Tippecanoe, Hendricks, Boone, Fountain, and Putnam counties.
- The Marion County draw area, covering households with the potential to move to Montgomery County from Marion County.
- The national draw area, covering households with the potential to move to Montgomery County from all other U.S. cities and counties, particularly those elsewhere in Indiana and the Midwest.

#### Migration Methodology:

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

#### 2024 TARGET MARKET CLASSIFICATION OF MONTGOMERY 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

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lifestyle choices of the Millennials have had and will continue to have a profound effect on the nation as a whole and cities in particular. The leading edge of iGen, the next generation following the Millennials, also known as Generation Z, is now 27 years old and just beginning to have an impact on this lifestage's housing preferences.

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

Appendix One, Table 2.  
Target Market Classification—

According to Claritas, Inc., an estimated 15,465 households live in Montgomery County in 2024 (*reference* Appendix One, Table 2). Median income in the county is estimated at \$66,300, over 12 percent lower than the national median of \$75,800. The median reported value of owner-occupied dwelling units in the county is estimated at \$167,300, just under 48 percent below the national median of \$321,000. (The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

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As characterized by lifestage, in 2024, 40.3 percent of the county's households were empty nesters and retirees (represented in 10 of Zimmerman/Volk Associates' older target market groups); 39.5 percent of the county's households were characterized as traditional and non-traditional families (in seven family market groups), and the remaining 20.2 percent were younger singles and couples (in four younger groups).

#### Residential Target Market Methodology:

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

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

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

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



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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.

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

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

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

#### DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR MONTGOMERY 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 Montgomery County each year over the next five years. The total number of households with the potential to move from each county is derived from historical migration trends; the number of households from each group is calculated from each group's mobility rate.

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Appendix One, Table 3.

Internal Mobility (Households Moving within Montgomery County)—

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

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 1,700 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 Montgomery County each year over the next five years.

An estimated 41.2 percent of these households are likely to be traditional and non-traditional families (in seven target market groups); empty nesters and retirees are likely to account for 29.7 percent (in 10 market groups); and younger singles and couples are likely to account for just over 29 percent (in four groups).

Appendix One, Tables 4 and 5; Appendix Two, Tables 1 through 5.

External Mobility (Households Moving to Montgomery 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 385 households of all incomes living in Tippecanoe, Hendricks, Boone, Fountain, and Putnam counties have the potential to move to Montgomery County each year over the next five years. (*Reference* Appendix One, Table 4.)

An estimated 48 percent of these households are likely to be traditional and non-traditional families (in 14 family groups); younger singles and couples are likely to account for 39 percent (in 10 younger groups), and empty nesters and retirees are likely to account for 13 percent of households (in six market groups).

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An annual average of 90 households of all incomes have the potential to move from a residence in Marion County to a residence in Montgomery County each year over the next five years. (*Reference Appendix One, Table 5.*)

Two thirds of these households are likely to be younger singles and couples (in eight market groups), and empty nesters and retirees as well as traditional and non-traditional families are each likely to account for 16.7 percent (in three target market groups each).

Appendix One, Table 6.

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

An annual average of 430 households of all incomes living elsewhere in the United States have the potential to move to a residence in Montgomery County each year over the next five years.

Just under 42 percent of these households are likely to be younger singles and couples (in 15 younger market groups); another 32.6 are likely to be traditional and non-traditional families (in 21 family groups); and the remaining 25.6 percent are likely to be empty nesters and retirees (in 19 groups).

Appendix One, Tables 7 through 14.

Annual Average Market Potential for Montgomery County—

Appendix One, Table 7 summarizes Appendix One, Tables 3 through 6. The numbers in the total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in Montgomery County each year over the next five years originating from households living in the designated draw areas. An annual average of 2,605 households of all incomes have the potential to move within or to the county each year over the next five years.

Traditional and non-traditional families (in 21 family target market groups) are likely to account for 40 percent of the annual potential market; 34 percent are likely to be younger singles and couples (in 15 market groups); and the remaining 26 percent are likely to be empty nesters and retirees (in 20 groups).

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

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

Montgomery County:	65.3%
Regional Draw Area:	14.8%
Marion County Draw Area:	3.4%
Balance of the U.S.:	<u>16.5%</u>
Total:	100.0%

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

The annual average 2,605 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, 37.7 percent (or 981 households) comprise the average annual potential market for new and existing rental units in the county. The remaining 62.3 percent (or 1,624 households) comprise the average annual potential market for new and existing for-sale (ownership) housing units. (*Reference Appendix One, Table 8.*)

Of the 1,624 buyer households, 13.5 percent (or 219 households) comprise the average annual market for new and existing multi-family for-sale units (condominium apartments); 19.1 percent (310 households) comprise the annual market for new and existing attached single-family (rowhouse/townhouse/duplex) units; and 67.4 percent (1,095 households) comprise the annual market for new and existing single-family detached houses. (*Reference Appendix One, Table 9.*)

The income limits in Montgomery County by household size and percent of median family income—based on the county’s median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2023, was \$83,500 for a family of four—are shown on the table on the following page.

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Fiscal Year 2023 Income Limits  
*Montgomery County, Indiana*

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

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

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

Additional Income Limits  
*Montgomery County, Indiana*

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	\$33,150	\$58,450
Two	\$37,900	\$66,800
Three	\$42,650	\$75,150
Four	\$47,350	\$83,500
Five	\$51,150	\$90,200
Six	\$54,950	\$96,900
Seven	\$58,750	\$103,550
Eight	\$62,550	\$110,250

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

The 981 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**  
*Montgomery County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	172	17.5%
Between 30% and 60% AMI	194	19.8%
Between 60% and 80% AMI	121	12.3%
Between 80% and 100% AMI	109	11.1%
Above 100% AMI	<u>385</u>	<u>39.3%</u>
Total:	981	100.0%

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

As noted above, the remaining 62.3 percent of the average annual potential market (or 1,624 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**  
*Montgomery County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	211	13.0%
Between 30% and 60% AMI	255	15.7%
Between 60% and 80% AMI	186	11.5%
Between 80% and 100% AMI	187	11.5%
Above 100% AMI	<u>785</u>	<u>48.3%</u>
Total:	1,624	100.0%

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

Of the 1,624 potential owner households, 219 households (13.5 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the table following this page (*see also* Appendix One, Table 12).

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Multi-Family Owner Households By Income  
*Montgomery County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30 AMI	30	13.7%
Between 30% and 60% AMI	36	16.5%
Between 60% and 80% AMI	22	10.0%
Between 80% and 100% AMI	22	10.0%
Over 100% AMI	<u>109</u>	<u>49.8%</u>
Total:	219	100.0%

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

Of the 1,624 potential owner households, 310 households (19.1 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  
*Montgomery County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	42	13.6%
Between 30% and 60% AMI	51	16.5%
Between 60% and 80% AMI	33	10.6%
Between 80% and 100% AMI	33	10.6%
Over 100% AMI	<u>151</u>	<u>48.7%</u>
Total:	310	100.0%

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

Of the 1,624 potential owner households, 1,095 households (67.4 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  
*Montgomery County, Indiana*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	139	12.7%
Between 30% and 60% AMI	168	15.3%
Between 60% and 80% AMI	131	12.0%
Between 80% and 100% AMI	132	12.1%
Over 100% AMI	<u>525</u>	<u>47.9%</u>
Total:	1,095	100.0%

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

—Target Market Data—

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

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

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

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



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

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

#### Household Classification Methodology:

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

Over the past 36 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**

*Montgomery 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>
Tippecanoe	165	15.8%	95	12.4%	110	13.6%	110	13.0%	130	13.5%
Marion	80	7.7%	65	8.5%	75	9.3%	85	10.1%	110	11.5%
Hendricks	65	6.2%	55	7.2%	55	6.8%	60	7.1%	85	8.9%
Boone	75	7.2%	70	9.2%	55	6.8%	75	8.9%	75	7.8%
Fountain	85	8.1%	60	7.8%	65	8.0%	65	7.7%	70	7.3%
Putnam	50	4.8%	50	6.5%	60	7.4%	50	5.9%	55	5.7%
Parke	30	2.9%	25	3.3%	25	3.1%	35	4.1%	20	2.1%
All Other Counties	495	47.4%	345	45.1%	365	45.1%	365	43.2%	415	43.2%
<b>Total In-Migration:</b>	<b>1,045</b>	<b>100.0%</b>	<b>765</b>	<b>100.0%</b>	<b>810</b>	<b>100.0%</b>	<b>845</b>	<b>100.0%</b>	<b>960</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**

Montgomery 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>
Tippecanoe	125	12.4%	125	15.0%	130	17.0%	115	13.9%	95	11.9%
Marion	90	8.9%	70	8.4%	55	7.2%	60	7.2%	55	6.9%
Hendricks	60	5.9%	55	6.6%	40	5.2%	35	4.2%	55	6.9%
Boone	75	7.4%	50	6.0%	40	5.2%	50	6.0%	50	6.3%
Fountain	65	6.4%	70	8.4%	60	7.8%	70	8.4%	60	7.5%
Putnam	65	6.4%	55	6.6%	30	3.9%	40	4.8%	40	5.0%
Parke	35	3.5%	30	3.6%	25	3.3%	25	3.0%	0	0.0%
All Other Counties	495	49.0%	380	45.5%	385	50.3%	435	52.4%	445	55.6%
<b>Total Out-Migration:</b>	<b>1,010</b>	<b>100.0%</b>	<b>835</b>	<b>100.0%</b>	<b>765</b>	<b>100.0%</b>	<b>830</b>	<b>100.0%</b>	<b>800</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***Montgomery 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>
Tippecanoe	40	-30	-20	-5	35
Marion	-10	-5	20	25	55
Hendricks	5	0	15	25	30
Boone	0	20	15	25	25
Fountain	20	-10	5	-5	10
Putnam	-15	-5	30	10	15
Parke	-5	-5	0	10	20
All Other Counties	0	-35	-20	-70	-30
<b>Total Net Migration:</b>	<b>35</b>	<b>-70</b>	<b>45</b>	<b>15</b>	<b>160</b>

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

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

## 2024 Household Classification by Market Groups

*Montgomery County, Indiana*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
<b>Empty Nesters &amp; Retirees</b>	<b>6,225</b>	<b>40.3%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town &amp; Country/Exurbs</i>	6,225	40.3%
<b>Traditional &amp; Non-Traditional Families</b>	<b>6,110</b>	<b>39.5%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town &amp; Country/Exurbs</i>	6,110	39.5%
<b>Younger Singles &amp; Couples</b>	<b>3,130</b>	<b>20.2%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town &amp; Country/Exurbs</i>	3,130	20.2%
<b>Total:</b>	<b>15,465</b>	<b>100.0%</b>
<b>2024 Estimated Median Income:</b>	<b>\$66,300</b>	
<b>2024 Estimated National Median Income:</b>	<b>\$75,800</b>	
<b>2024 Estimated Median Home Value:</b>	<b>\$167,300</b>	
<b>2024 Estimated National Median Home Value:</b>	<b>\$321,000</b>	

## 2024 Household Classification by Market Groups

*Montgomery County, Indiana*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Empty Nesters &amp; Retirees</b>	<b>6,225</b>	<b>40.3%</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	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	220	1.4%	\$123,900	\$429,700
Pillars of the Community	235	1.5%	\$102,500	\$258,800
New Empty Nesters	0	0.0%		
Traditional Couples	350	2.3%	\$102,400	\$322,300
RV Retirees	1,440	9.3%	\$85,400	\$198,800
Country Couples	695	4.5%	\$75,600	\$194,800
Hometown Retirees	390	2.5%	\$66,000	\$148,500
Heartland Retirees	230	1.5%	\$64,600	\$180,500
Village Elders	575	3.7%	\$50,500	\$146,800
Small-Town Seniors	1,625	10.5%	\$49,600	\$119,200
Back Country Seniors	465	3.0%	\$47,100	\$103,400
<i>Subtotal:</i>	6,225	40.3%		

## 2024 Household Classification by Market Groups

*Montgomery County, Indiana*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>6,110</b>	<b>39.5%</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>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	185	1.2%	\$106,600	\$265,100
Full-Nest Exurbanites	0	0.0%		
Rural Families	2,815	18.2%	\$85,800	\$191,000
Traditional Families	90	0.6%	\$81,200	\$212,800
Small-Town Families	490	3.2%	\$83,100	\$245,800
Four-by-Four Families	510	3.3%	\$79,600	\$205,300
Rustic Families	1,730	11.2%	\$66,300	\$143,800
Hometown Families	290	1.9%	\$52,400	\$146,700
<i>Subtotal:</i>	<u>6,110</u>	<u>39.5%</u>		



## 2024 Household Classification by Market Groups

*Montgomery County, Indiana*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Singles &amp; Couples</b>	<b>3,130</b>	<b>20.2%</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>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	1,600	10.3%	\$55,400	\$131,600
Blue-Collar Traditionalists	260	1.7%	\$52,500	\$112,100
Rural Couples	305	2.0%	\$43,200	\$93,000
Rural Strivers	965	6.2%	\$36,200	\$92,000
<i>Subtotal:</i>	<u>3,130</u>	<u>20.2%</u>		

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

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<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>6,225</b>	<b>505</b>	<b>29.7%</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>	6,225	505	29.7%
<b>Traditional &amp; Non-Traditional Families</b>	<b>6,110</b>	<b>700</b>	<b>41.2%</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>	6,110	700	41.2%
<b>Younger Singles &amp; Couples</b>	<b>3,130</b>	<b>495</b>	<b>29.1%</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>	3,130	495	29.1%
<b>Total:</b>	<b>15,465</b>	<b>1,700</b>	<b>100.0%</b>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>6,225</b>	<b>505</b>	<b>29.7%</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	220	10	0.6%
Pillars of the Community	235	15	0.9%
New Empty Nesters	0	0	0.0%
Traditional Couples	350	20	1.2%
RV Retirees	1,440	75	4.4%
Country Couples	695	50	2.9%
Hometown Retirees	390	25	1.5%
Heartland Retirees	230	10	0.6%
Village Elders	575	40	2.4%
Small-Town Seniors	1,625	215	12.6%
Back Country Seniors	465	45	2.6%
<i>Subtotal:</i>	<u>6,225</u>	<u>505</u>	<u>29.7%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>6,110</b>	<b>700</b>	<b>41.2%</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	185	15	0.9%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	2,815	215	12.6%
Traditional Families	90	5	0.3%
Small-Town Families	490	85	5.0%
Four-by-Four Families	510	85	5.0%
Rustic Families	1,730	220	12.9%
Hometown Families	290	75	4.4%
<i>Subtotal:</i>	<u>6,110</u>	<u>700</u>	<u>41.2%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>3,130</b>	<b>495</b>	<b>29.1%</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	1,600	120	7.1%
Blue-Collar Traditionalists	260	30	1.8%
Rural Couples	305	70	4.1%
Rural Strivers	965	275	16.2%
<i>Subtotal:</i>	<u>3,130</u>	<u>495</u>	<u>29.1%</u>

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

Summary: Appendix Two, Tables 1 Through 5

*Tippecanoe County, Indiana, Hendricks County, Indiana, Boone County, Indiana,  
Fountain County, Indiana, Putnam County, Indiana*

<u>Household Type/ Geographic Designation</u>	<u>Tippecanoe County</u>	<u>Hendricks County</u>	<u>Boone County</u>	<u>Fountain County</u>	<u>Putnam County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>0</b>	<b>5</b>	<b>10</b>	<b>20</b>	<b>15</b>	<b>50</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	5	0	0	0	5
<i>Town &amp; Country/Exurbs</i>	0	0	10	20	15	45
<b>Traditional &amp; Non-Traditional Families</b>	<b>20</b>	<b>55</b>	<b>50</b>	<b>30</b>	<b>30</b>	<b>185</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	10	5	0	0	0	15
<i>Metropolitan Suburbs</i>	0	10	0	0	0	10
<i>Town &amp; Country/Exurbs</i>	10	40	50	30	30	160
<b>Younger Singles &amp; Couples</b>	<b>105</b>	<b>5</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>150</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	80	5	0	0	0	85
<i>Metropolitan Suburbs</i>	20	0	0	0	0	20
<i>Town &amp; Country/Exurbs</i>	5	0	10	20	10	45
<b>Total:</b>	<b>125</b>	<b>65</b>	<b>70</b>	<b>70</b>	<b>55</b>	<b>385</b>
<b>Percent:</b>	<b>32.5%</b>	<b>16.9%</b>	<b>18.2%</b>	<b>18.2%</b>	<b>14.3%</b>	<b>100.0%</b>

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

Summary: Appendix Two, Tables 1 Through 5

*Tippecanoe County, Indiana, Hendricks County, Indiana, Boone County, Indiana,  
Fountain County, Indiana, Putnam County, Indiana*

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

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

Summary: Appendix Two, Tables 1 Through 5

*Tippecanoe County, Indiana, Hendricks County, Indiana, Boone County, Indiana,  
Fountain County, Indiana, Putnam County, Indiana*

	<u>Tippecanoe County</u>	<u>Hendricks County</u>	<u>Boone County</u>	<u>Fountain County</u>	<u>Putnam County</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>20</b>	<b>55</b>	<b>50</b>	<b>30</b>	<b>30</b>	<b>185</b>
<i>Metropolitan Cities</i>						
e-Type Families	0	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0	0
Inner-City Families	0	0	0	0	0	0
Single-Parent Families	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	0	0
Multi-Ethnic Families	0	5	0	0	0	5
Uptown Families	0	0	0	0	0	0
In-Town Families	5	0	0	0	0	5
New American Strivers	5	0	0	0	0	5
<i>Subtotal:</i>	<u>10</u>	<u>5</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>15</u>
<i>Metropolitan Suburbs</i>						
Corporate Establishment	0	0	0	0	0	0
Nouveau Money	0	0	0	0	0	0
Button-Down Families	0	0	0	0	0	0
Fiber-Optic Families	0	0	0	0	0	0
Late-Nest Suburbanites	0	5	0	0	0	5
Full-Nest Suburbanites	0	0	0	0	0	0
Kids 'r' Us	0	5	0	0	0	5
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>
<i>Town &amp; Country/Exurbs</i>						
Ex-Urban Elite	0	5	15	0	0	20
New Town Families	0	5	0	0	0	5
Full-Nest Exurbanites	0	0	10	0	0	10
Rural Families	0	0	0	10	10	20
Traditional Families	0	5	0	0	0	5
Small-Town Families	0	10	5	0	5	20
Four-by-Four Families	0	5	5	0	5	15
Rustic Families	5	0	5	20	5	35
Hometown Families	5	10	10	0	5	30
<i>Subtotal:</i>	<u>10</u>	<u>40</u>	<u>50</u>	<u>30</u>	<u>30</u>	<u>160</u>



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

Summary: Appendix Two, Tables 1 Through 5

*Tippecanoe County, Indiana, Hendricks County, Indiana, Boone County, Indiana,  
Fountain County, Indiana, Putnam County, Indiana*

	<u>Tippecanoe County</u>	<u>Hendricks County</u>	<u>Boone County</u>	<u>Fountain County</u>	<u>Putnam County</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>105</b>	<b>5</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>150</b>
<i>Metropolitan Cities</i>						
New Power Couples	0	0	0	0	0	0
New Bohemians	0	0	0	0	0	0
Cosmopolitan Elite	0	0	0	0	0	0
Downtown Couples	0	0	0	0	0	0
Downtown Proud	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	0	0	0	0
Small-City Singles	5	0	0	0	0	5
Twentysomethings	65	5	0	0	0	70
Second-City Strivers	5	0	0	0	0	5
Multi-Ethnic Singles	5	0	0	0	0	5
<i>Subtotal:</i>	<u>80</u>	<u>5</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>85</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	0	0	0	0
Suburban Achievers	5	0	0	0	0	5
Suburban Strivers	15	0	0	0	0	15
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>20</u>
<i>Town &amp; Country/Exurbs</i>						
Hometown Sweethearts	0	0	5	0	0	5
Blue-Collar Traditionalists	0	0	0	10	0	10
Rural Couples	0	0	0	10	5	15
Rural Strivers	5	0	5	0	5	15
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>10</u>	<u>20</u>	<u>10</u>	<u>45</u>

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

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<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>110,230</b>	<b>15</b>	<b>16.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	49,110	5	5.6%
<i>Metropolitan Suburbs</i>	56,540	10	11.1%
<i>Town &amp; Country/Exurbs</i>	4,580	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>			
	<b>143,710</b>	<b>15</b>	<b>16.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	61,040	10	11.1%
<i>Metropolitan Suburbs</i>	71,065	5	5.6%
<i>Town &amp; Country/Exurbs</i>	11,605	0	0.0%
<b>Younger Singles &amp; Couples</b>			
	<b>143,830</b>	<b>60</b>	<b>66.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	89,340	40	44.4%
<i>Metropolitan Suburbs</i>	53,445	20	22.2%
<i>Town &amp; Country/Exurbs</i>	1,045	0	0.0%
<b>Total:</b>	<b>397,770</b>	<b>90</b>	<b>100.0%</b>

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

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>110,230</b>	<b>15</b>	<b>16.7%</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	5,325	0	0.0%
Blue-Collar Retirees	10,645	0	0.0%
Middle-Class Move-Downs	3,470	0	0.0%
Hometown Seniors	16,730	0	0.0%
Second City Seniors	12,940	5	5.6%
<i>Subtotal:</i>	<u>49,110</u>	<u>5</u>	<u>5.6%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	3,070	0	0.0%
Old Money	1,850	0	0.0%
Affluent Empty Nesters	2,955	0	0.0%
Suburban Establishment	9,400	0	0.0%
Mainstream Empty Nesters	20,940	5	5.6%
Middle-American Retirees	18,325	5	5.6%
<i>Subtotal:</i>	<u>56,540</u>	<u>10</u>	<u>11.1%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	1,275	0	0.0%
Pillars of the Community	825	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	560	0	0.0%
RV Retirees	70	0	0.0%
Country Couples	1,145	0	0.0%
Hometown Retirees	30	0	0.0%
Heartland Retirees	5	0	0.0%
Village Elders	190	0	0.0%
Small-Town Seniors	465	0	0.0%
Back Country Seniors	15	0	0.0%
<i>Subtotal:</i>	<u>4,580</u>	<u>0</u>	<u>0.0%</u>

**Annual Average Number Of Households With The Potential  
To Move To Montgomery 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>143,710</b>	<b>15</b>	<b>16.7%</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	8,410	0	0.0%
Multi-Ethnic Families	7,370	0	0.0%
Uptown Families	15,490	5	5.6%
In-Town Families	8,570	0	0.0%
New American Strivers	21,200	5	5.6%
<i>Subtotal:</i>	<u>61,040</u>	<u>10</u>	<u>11.1%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2,805	0	0.0%
Nouveau Money	5,450	0	0.0%
Button-Down Families	11,065	0	0.0%
Fiber-Optic Families	9,610	0	0.0%
Late-Nest Suburbanites	12,040	0	0.0%
Full-Nest Suburbanites	10,275	0	0.0%
Kids 'r' Us	19,820	5	5.6%
<i>Subtotal:</i>	<u>71,065</u>	<u>5</u>	<u>5.6%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	1,430	0	0.0%
New Town Families	1,365	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	395	0	0.0%
Traditional Families	3,965	0	0.0%
Small-Town Families	2,070	0	0.0%
Four-by-Four Families	1,385	0	0.0%
Rustic Families	160	0	0.0%
Hometown Families	835	0	0.0%
<i>Subtotal:</i>	<u>11,605</u>	<u>0</u>	<u>0.0%</u>

**Annual Average Number Of Households With The Potential  
To Move To Montgomery 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>143,830</b>	<b>60</b>	<b>66.7%</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	14,130	5	5.6%
Small-City Singles	16,595	5	5.6%
Twentysomethings	25,165	15	16.7%
Second-City Strivers	16,925	5	5.6%
Multi-Ethnic Singles	16,525	10	11.1%
<i>Subtotal:</i>	<u>89,340</u>	<u>40</u>	<u>44.4%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	14,900	5	5.6%
Suburban Achievers	20,390	5	5.6%
Suburban Strivers	18,155	10	11.1%
<i>Subtotal:</i>	<u>53,445</u>	<u>20</u>	<u>22.2%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	680	0	0.0%
Blue-Collar Traditionalists	10	0	0.0%
Rural Couples	60	0	0.0%
Rural Strivers	295	0	0.0%
<i>Subtotal:</i>	<u>1,045</u>	<u>0</u>	<u>0.0%</u>

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

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Household Type/ Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>110</b>	<b>25.6%</b>
<i>Metropolitan Cities</i>	15	3.5%
<i>Small Cities/Satellite Cities</i>	15	3.5%
<i>Metropolitan Suburbs</i>	20	4.7%
<i>Town &amp; Country/Exurbs</i>	60	14.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>140</b>	<b>32.6%</b>
<i>Metropolitan Cities</i>	10	2.3%
<i>Small Cities/Satellite Cities</i>	35	8.1%
<i>Metropolitan Suburbs</i>	25	5.8%
<i>Town &amp; Country/Exurbs</i>	70	16.3%
<b>Younger Singles &amp; Couples</b>	<b>180</b>	<b>41.9%</b>
<i>Metropolitan Cities</i>	45	10.5%
<i>Small Cities/Satellite Cities</i>	60	14.0%
<i>Metropolitan Suburbs</i>	35	8.1%
<i>Town &amp; Country/Exurbs</i>	40	9.3%
<b>Total:</b>	<b>430</b>	<b>100.0%</b>

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

	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>110</b>	<b>25.6%</b>
<i>Metropolitan Cities</i>		
The Social Register	0	0.0%
Urban Establishment	5	1.2%
Multi-Ethnic Empty Nesters	5	1.2%
Cosmopolitan Couples	5	1.2%
<i>Subtotal:</i>	<u>15</u>	<u>3.5%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	5	1.2%
Blue-Collar Retirees	5	1.2%
Middle-Class Move-Downs	0	0.0%
Hometown Seniors	0	0.0%
Second City Seniors	5	1.2%
<i>Subtotal:</i>	<u>15</u>	<u>3.5%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	0	0.0%
Old Money	0	0.0%
Affluent Empty Nesters	0	0.0%
Suburban Establishment	5	1.2%
Mainstream Empty Nesters	5	1.2%
Middle-American Retirees	10	2.3%
<i>Subtotal:</i>	<u>20</u>	<u>4.7%</u>
<i>Town &amp; Country/Exurbs</i>		
Small-Town Patriarchs	5	1.2%
Pillars of the Community	5	1.2%
New Empty Nesters	5	1.2%
Traditional Couples	5	1.2%
RV Retirees	5	1.2%
Country Couples	5	1.2%
Hometown Retirees	5	1.2%
Heartland Retirees	0	0.0%
Village Elders	5	1.2%
Small-Town Seniors	10	2.3%
Back Country Seniors	10	2.3%
<i>Subtotal:</i>	<u>60</u>	<u>14.0%</u>

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

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	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>140</b>	<b>32.6%</b>
<i>Metropolitan Cities</i>		
e-Type Families	0	0.0%
Multi-Cultural Families	0	0.0%
Inner-City Families	5	1.2%
Single-Parent Families	5	1.2%
<i>Subtotal:</i>	<u>10</u>	<u>2.3%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	5	1.2%
Multi-Ethnic Families	5	1.2%
Uptown Families	10	2.3%
In-Town Families	5	1.2%
New American Strivers	10	2.3%
<i>Subtotal:</i>	<u>35</u>	<u>8.1%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	0	0.0%
Nouveau Money	5	1.2%
Button-Down Families	5	1.2%
Fiber-Optic Families	0	0.0%
Late-Nest Suburbanites	5	1.2%
Full-Nest Suburbanites	5	1.2%
Kids 'r' Us	5	1.2%
<i>Subtotal:</i>	<u>25</u>	<u>5.8%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Elite	5	1.2%
New Town Families	5	1.2%
Full-Nest Exurbanites	5	1.2%
Rural Families	10	2.3%
Traditional Families	5	1.2%
Small-Town Families	10	2.3%
Four-by-Four Families	5	1.2%
Rustic Families	15	3.5%
Hometown Families	10	2.3%
<i>Subtotal:</i>	<u>70</u>	<u>16.3%</u>



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

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	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>180</b>	<b>41.9%</b>
<i>Metropolitan Cities</i>		
New Power Couples	0	0.0%
New Bohemians	20	4.7%
Cosmopolitan Elite	0	0.0%
Downtown Couples	10	2.3%
Downtown Proud	15	3.5%
<i>Subtotal:</i>	<u>45</u>	<u>10.5%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	10	2.3%
Small-City Singles	10	2.3%
Twentysomethings	20	4.7%
Second-City Strivers	10	2.3%
Multi-Ethnic Singles	10	2.3%
<i>Subtotal:</i>	<u>60</u>	<u>14.0%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	10	2.3%
Suburban Achievers	5	1.2%
Suburban Strivers	20	4.7%
<i>Subtotal:</i>	<u>35</u>	<u>8.1%</u>
<i>Town &amp; Country/Exurbs</i>		
Hometown Sweethearts	5	1.2%
Blue-Collar Traditionalists	5	1.2%
Rural Couples	20	4.7%
Rural Strivers	10	2.3%
<i>Subtotal:</i>	<u>40</u>	<u>9.3%</u>

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

Summary: Appendix One, Tables 3 Through 6

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

<u>Household Type/ Geographic Designation</u>	<u>Montgomery 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>505</b>	<b>50</b>	<b>15</b>	<b>110</b>	<b>680</b>
<i>Metropolitan Cities</i>	0	0	0	15	15
<i>Small Cities/Satellite Cities</i>	0	0	5	15	20
<i>Metropolitan Suburbs</i>	0	5	10	20	35
<i>Town &amp; Country/Exurbs</i>	505	45	0	60	610
<b>Traditional &amp; Non-Traditional Families</b>	<b>700</b>	<b>185</b>	<b>15</b>	<b>140</b>	<b>1,040</b>
<i>Metropolitan Cities</i>	0	0	0	10	10
<i>Small Cities/Satellite Cities</i>	0	15	10	35	60
<i>Metropolitan Suburbs</i>	0	10	5	25	40
<i>Town &amp; Country/Exurbs</i>	700	160	0	70	930
<b>Younger Singles &amp; Couples</b>	<b>495</b>	<b>150</b>	<b>60</b>	<b>180</b>	<b>885</b>
<i>Metropolitan Cities</i>	0	0	0	45	45
<i>Small Cities/Satellite Cities</i>	0	85	40	60	185
<i>Metropolitan Suburbs</i>	0	20	20	35	75
<i>Town &amp; Country/Exurbs</i>	495	45	0	40	580
<b>Total:</b>	<b>1,700</b>	<b>385</b>	<b>90</b>	<b>430</b>	<b>2,605</b>
<b>Percent:</b>	<b>65.3%</b>	<b>14.8%</b>	<b>3.4%</b>	<b>16.5%</b>	<b>100.0%</b>

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

Summary: Appendix One, Tables 3 Through 6

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

	<u>Montgomery 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>505</b>	<b>50</b>	<b>15</b>	<b>110</b>	<b>680</b>
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	0	0
Urban Establishment	0	0	0	5	5
Multi-Ethnic Empty Nesters	0	0	0	5	5
Cosmopolitan Couples	0	0	0	5	5
<i>Subtotal:</i>	0	0	0	15	15
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	0	0	0	5	5
Blue-Collar Retirees	0	0	0	5	5
Middle-Class Move-Downs	0	0	0	0	0
Hometown Seniors	0	0	0	0	0
Second City Seniors	0	0	5	5	10
<i>Subtotal:</i>	0	0	5	15	20
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	0	0
Old Money	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0
Suburban Establishment	0	0	0	5	5
Mainstream Empty Nesters	0	5	5	5	15
Middle-American Retirees	0	0	5	10	15
<i>Subtotal:</i>	0	5	10	20	35
<i>Town &amp; Country/Exurbs</i>					
Small-Town Patriarchs	10	5	0	5	20
Pillars of the Community	15	0	0	5	20
New Empty Nesters	0	0	0	5	5
Traditional Couples	20	0	0	5	25
RV Retirees	75	10	0	5	90
Country Couples	50	0	0	5	55
Hometown Retirees	25	5	0	5	35
Heartland Retirees	10	0	0	0	10
Village Elders	40	0	0	5	45
Small-Town Seniors	215	10	0	10	235
Back Country Seniors	45	15	0	10	70
<i>Subtotal:</i>	505	45	0	60	610

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

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

Summary: Appendix One, Tables 3 Through 6

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

	<u>Montgomery 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>700</b>	<b>185</b>	<b>15</b>	<b>140</b>	<b>1,040</b>
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0
Inner-City Families	0	0	0	5	5
Single-Parent Families	0	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	5	5
Multi-Ethnic Families	0	5	0	5	10
Uptown Families	0	0	5	10	15
In-Town Families	0	5	0	5	10
New American Strivers	0	5	5	10	20
<i>Subtotal:</i>	<u>0</u>	<u>15</u>	<u>10</u>	<u>35</u>	<u>60</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	0	0
Nouveau Money	0	0	0	5	5
Button-Down Families	0	0	0	5	5
Fiber-Optic Families	0	0	0	0	0
Late-Nest Suburbanites	0	5	0	5	10
Full-Nest Suburbanites	0	0	0	5	5
Kids 'r' Us	0	5	5	5	15
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>5</u>	<u>25</u>	<u>40</u>
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Elite	0	20	0	5	25
New Town Families	15	5	0	5	25
Full-Nest Exurbanites	0	10	0	5	15
Rural Families	215	20	0	10	245
Traditional Families	5	5	0	5	15
Small-Town Families	85	20	0	10	115
Four-by-Four Families	85	15	0	5	105
Rustic Families	220	35	0	15	270
Hometown Families	75	30	0	10	115
<i>Subtotal:</i>	<u>700</u>	<u>160</u>	<u>0</u>	<u>70</u>	<u>930</u>

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

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

Summary: Appendix One, Tables 3 Through 6

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

	<u>Montgomery 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>495</b>	<b>150</b>	<b>60</b>	<b>180</b>	<b>885</b>
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	0	0
New Bohemians	0	0	0	20	20
Cosmopolitan Elite	0	0	0	0	0
Downtown Couples	0	0	0	10	10
Downtown Proud	0	0	0	15	15
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>45</u>	<u>45</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	5	10	15
Small-City Singles	0	5	5	10	20
Twentysomethings	0	70	15	20	105
Second-City Strivers	0	5	5	10	20
Multi-Ethnic Singles	0	5	10	10	25
<i>Subtotal:</i>	<u>0</u>	<u>85</u>	<u>40</u>	<u>60</u>	<u>185</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	0	5	10	15
Suburban Achievers	0	5	5	5	15
Suburban Strivers	0	15	10	20	45
<i>Subtotal:</i>	<u>0</u>	<u>20</u>	<u>20</u>	<u>35</u>	<u>75</u>
<i>Town &amp; Country/Exurbs</i>					
Hometown Sweethearts	120	5	0	5	130
Blue-Collar Traditionalists	30	10	0	5	45
Rural Couples	70	15	0	20	105
Rural Strivers	275	15	0	10	300
<i>Subtotal:</i>	<u>495</u>	<u>45</u>	<u>0</u>	<u>40</u>	<u>580</u>

**Tenure (Renter/Buyer) Profile**

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

*Montgomery 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>193</b>	<b>487</b>	<b>680</b>
<i>Metropolitan Cities</i>	10	5	15
<i>Small Cities/Satellite Cities</i>	11	9	20
<i>Metropolitan Suburbs</i>	12	23	35
<i>Town &amp; Country/Exurbs</i>	160	450	610
<b>Traditional &amp; Non-Traditional Families</b>	<b>318</b>	<b>722</b>	<b>1,040</b>
<i>Metropolitan Cities</i>	6	4	10
<i>Small Cities/Satellite Cities</i>	31	29	60
<i>Metropolitan Suburbs</i>	14	26	40
<i>Town &amp; Country/Exurbs</i>	267	663	930
<b>Younger Singles &amp; Couples</b>	<b>470</b>	<b>415</b>	<b>885</b>
<i>Metropolitan Cities</i>	34	11	45
<i>Small Cities/Satellite Cities</i>	140	45	185
<i>Metropolitan Suburbs</i>	44	31	75
<i>Town &amp; Country/Exurbs</i>	252	328	580
<b>Total:</b>	<b>981</b>	<b>1,624</b>	<b>2,605</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 Montgomery County Each Year Over The Next Five Years

*Montgomery 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>			
Urban Establishment	4	1	5
Multi-Ethnic Empty Nesters	2	3	5
Cosmopolitan Couples	4	1	5
<i>Subtotal:</i>	<u>10</u>	<u>5</u>	<u>15</u>
<b><i>Small Cities/Satellite Cities</i></b>			
Second City Establishment	1	4	5
Blue-Collar Retirees	2	3	5
Second City Seniors	8	2	10
<i>Subtotal:</i>	<u>11</u>	<u>9</u>	<u>20</u>
<b><i>Metropolitan Suburbs</i></b>			
Suburban Establishment	1	4	5
Mainstream Empty Nesters	6	9	15
Middle-American Retirees	5	10	15
<i>Subtotal:</i>	<u>12</u>	<u>23</u>	<u>35</u>
<b><i>Town &amp; Country/Exurbs</i></b>			
Small-Town Patriarchs	3	17	20
Pillars of the Community	3	17	20
New Empty Nesters	1	4	5
Traditional Couples	3	22	25
RV Retirees	14	76	90
Country Couples	13	42	55
Hometown Retirees	6	29	35
Heartland Retirees	2	8	10
Village Elders	13	32	45
Small-Town Seniors	84	151	235
Back Country Seniors	18	52	70
<i>Subtotal:</i>	<u>160</u>	<u>450</u>	<u>610</u>
<b>Total:</b>	<b>193</b>	<b>487</b>	<b>680</b>
<b>Percent:</b>	<b>28.4%</b>	<b>71.6%</b>	<b>100.0%</b>

**Tenure (Renter/Buyer) Profile**

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

*Montgomery 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>	Total
<i>Metropolitan Cities</i>			
Inner-City Families	3	2	5
Single-Parent Families	3	2	5
<i>Subtotal:</i>	<u>6</u>	<u>4</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	2	3	5
Multi-Ethnic Families	4	6	10
Uptown Families	6	9	15
In-Town Families	4	6	10
New American Strivers	15	5	20
<i>Subtotal:</i>	<u>31</u>	<u>29</u>	<u>60</u>
<i>Metropolitan Suburbs</i>			
Nouveau Money	1	4	5
Button-Down Families	1	4	5
Late-Nest Suburbanites	4	6	10
Full-Nest Suburbanites	2	3	5
Kids 'r' Us	6	9	15
<i>Subtotal:</i>	<u>14</u>	<u>26</u>	<u>40</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	4	21	25
New Town Families	4	21	25
Full-Nest Exurbanites	2	13	15
Rural Families	44	201	245
Traditional Families	3	12	15
Small-Town Families	50	65	115
Four-by-Four Families	29	76	105
Rustic Families	61	209	270
Hometown Families	70	45	115
<i>Subtotal:</i>	<u>267</u>	<u>663</u>	<u>930</u>
<b>Total:</b>	<b>318</b>	<b>722</b>	<b>1,040</b>
<b>Percent:</b>	<b>30.6%</b>	<b>69.4%</b>	<b>100.0%</b>



**Tenure (Renter/Buyer) Profile**

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

*Montgomery 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>	Total
<b><i>Metropolitan Cities</i></b>			
New Bohemians	16	4	20
Downtown Couples	5	5	10
Downtown Proud	13	2	15
<i>Subtotal:</i>	<u>34</u>	<u>11</u>	<u>45</u>
<b><i>Small Cities/Satellite Cities</i></b>			
The VIPs	9	6	15
Small-City Singles	9	11	20
Twentysomethings	86	19	105
Second-City Strivers	16	4	20
Multi-Ethnic Singles	20	5	25
<i>Subtotal:</i>	<u>140</u>	<u>45</u>	<u>185</u>
<b><i>Metropolitan Suburbs</i></b>			
Fast-Track Professionals	12	3	15
Suburban Achievers	6	9	15
Suburban Strivers	26	19	45
<i>Subtotal:</i>	<u>44</u>	<u>31</u>	<u>75</u>
<b><i>Town &amp; Country/Exurbs</i></b>			
Hometown Sweethearts	42	88	130
Blue-Collar Traditionalists	10	35	45
Rural Couples	36	69	105
Rural Strivers	164	136	300
<i>Subtotal:</i>	<u>252</u>	<u>328</u>	<u>580</u>
<b>Total:</b>	<b>470</b>	<b>415</b>	<b>885</b>
<b>Percent:</b>	<b>53.1%</b>	<b>46.9%</b>	<b>100.0%</b>

### Purchase Propensity By Housing Type

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

*Montgomery 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>54</b>	<b>79</b>	<b>354</b>	<b>487</b>	
<i>Metropolitan Cities</i>	2	1	2	5	
<i>Small Cities/Satellite Cities</i>	1	3	5	9	
<i>Metropolitan Suburbs</i>	2	5	16	23	
<i>Town &amp; Country/Exurbs</i>	49	70	331	450	
<b>Traditional &amp; Non-Traditional Families</b>	<b>84</b>	<b>123</b>	<b>515</b>	<b>722</b>	
<i>Metropolitan Cities</i>	1	2	1	4	
<i>Small Cities/Satellite Cities</i>	4	8	17	29	
<i>Metropolitan Suburbs</i>	3	6	17	26	
<i>Town &amp; Country/Exurbs</i>	76	107	480	663	
<b>Younger Singles &amp; Couples</b>	<b>81</b>	<b>108</b>	<b>226</b>	<b>415</b>	
<i>Metropolitan Cities</i>	5	4	2	11	
<i>Small Cities/Satellite Cities</i>	18	16	11	45	
<i>Metropolitan Suburbs</i>	7	9	15	31	
<i>Town &amp; Country/Exurbs</i>	51	79	198	328	
<b>Total:</b>	<b>219</b>	<b>310</b>	<b>1,095</b>	<b>1,624</b>	
<b>Percent:</b>	<b>13.5%</b>	<b>19.1%</b>	<b>67.4%</b>	<b>100.0%</b>	

### Purchase Propensity By Housing Type

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

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

Empty Nesters & Retirees	. . Multi-Family . .		. . . . . Single-Family . . . . .		Total
			.... Attached ....	.... Detached ....	
<b>Metropolitan Cities</b>					
Urban Establishment	1		0	0	1
Multi-Ethnic Empty Nesters	0		1	2	3
Cosmopolitan Couples	1		0	0	1
<i>Subtotal:</i>	<u>2</u>		<u>1</u>	<u>2</u>	<u>5</u>
<b>Small Cities/Satellite Cities</b>					
Second City Establishment	0		1	3	4
Blue-Collar Retirees	0		1	2	3
Second City Seniors	1		1	0	2
<i>Subtotal:</i>	<u>1</u>		<u>3</u>	<u>5</u>	<u>9</u>
<b>Metropolitan Suburbs</b>					
Suburban Establishment	0		1	3	4
Mainstream Empty Nesters	1		2	6	9
Middle-American Retirees	1		2	7	10
<i>Subtotal:</i>	<u>2</u>		<u>5</u>	<u>16</u>	<u>23</u>
<b>Town &amp; Country/Exurbs</b>					
Small-Town Patriarchs	1		2	14	17
Pillars of the Community	1		2	14	17
New Empty Nesters	0		0	4	4
Traditional Couples	1		2	19	22
RV Retirees	5		7	64	76
Country Couples	4		6	32	42
Hometown Retirees	3		3	23	29
Heartland Retirees	1		1	6	8
Village Elders	6		7	19	32
Small-Town Seniors	20		31	100	151
Back Country Seniors	7		9	36	52
<i>Subtotal:</i>	<u>49</u>		<u>70</u>	<u>331</u>	<u>450</u>
<b>Total:</b>	<b>54</b>		<b>79</b>	<b>354</b>	<b>487</b>
<b>Percent:</b>	<b>11.1%</b>		<b>16.2%</b>	<b>72.7%</b>	<b>100.0%</b>

### Purchase Propensity By Housing Type

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

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

Traditional & Non-Traditional Families	.. Multi-Family ..	..... Single-Family .....		Total
		.... Attached ....	.... Detached ....	
<b>Metropolitan Cities</b>				
Inner-City Families	0	1	1	2
Single-Parent Families	1	1	0	2
<i>Subtotal:</i>	1	2	1	4
<b>Small Cities/Satellite Cities</b>				
Unibox Transferees	0	1	2	3
Multi-Ethnic Families	1	1	4	6
Uptown Families	1	2	6	9
In-Town Families	1	2	3	6
New American Strivers	1	2	2	5
<i>Subtotal:</i>	4	8	17	29
<b>Metropolitan Suburbs</b>				
Nouveau Money	0	1	3	4
Button-Down Families	0	0	4	4
Late-Nest Suburbanites	1	2	3	6
Full-Nest Suburbanites	1	1	1	3
Kids 'r' Us	1	2	6	9
<i>Subtotal:</i>	3	6	17	26
<b>Town &amp; Country/Exurbs</b>				
Ex-Urban Elite	1	2	18	21
New Town Families	1	2	18	21
Full-Nest Exurbanites	1	1	11	13
Rural Families	17	24	160	201
Traditional Families	1	2	9	12
Small-Town Families	14	17	34	65
Four-by-Four Families	7	12	57	76
Rustic Families	24	32	153	209
Hometown Families	10	15	20	45
<i>Subtotal:</i>	76	107	480	663
<b>Total:</b>	<b>84</b>	<b>123</b>	<b>515</b>	<b>722</b>
<b>Percent:</b>	<b>11.6%</b>	<b>17.0%</b>	<b>71.3%</b>	<b>100.0%</b>

### Purchase Propensity By Housing Type

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

Montgomery 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 Bohemians	3	1	0	4
Downtown Couples	1	2	2	5
Downtown Proud	1	1	0	2
<i>Subtotal:</i>	<u>5</u>	<u>4</u>	<u>2</u>	<u>11</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	3	2	1	6
Small-City Singles	2	3	6	11
Twentysomethings	9	7	3	19
Second-City Strivers	2	2	0	4
Multi-Ethnic Singles	2	2	1	5
<i>Subtotal:</i>	<u>18</u>	<u>16</u>	<u>11</u>	<u>45</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	2	1	0	3
Suburban Achievers	1	2	6	9
Suburban Strivers	4	6	9	19
<i>Subtotal:</i>	<u>7</u>	<u>9</u>	<u>15</u>	<u>31</u>
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	10	17	61	88
Blue-Collar Traditionalists	5	6	24	35
Rural Couples	11	15	43	69
Rural Strivers	25	41	70	136
<i>Subtotal:</i>	<u>51</u>	<u>79</u>	<u>198</u>	<u>328</u>
<b>Total:</b>	<b>81</b>	<b>108</b>	<b>226</b>	<b>415</b>
<b>Percent:</b>	<b>19.5%</b>	<b>26.0%</b>	<b>54.5%</b>	<b>100.0%</b>

**Renter Households By Income Bands**

Annual Average Number Of Households With The Potential To Move  
Within/To Montgomery County Each Year Over The Next Five Years  
*Montgomery 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>24</b>	<b>33</b>	<b>22</b>	<b>19</b>	<b>95</b>	<b>193</b>
<i>Metropolitan Cities</i>	1	1	0	0	8	10
<i>Small Cities/Satellite Cities</i>	3	4	1	0	3	11
<i>Metropolitan Suburbs</i>	0	1	1	2	8	12
<i>Town &amp; Country/Exurbs</i>	20	27	20	17	76	160
<b>Traditional &amp; Non-Traditional Families</b>	<b>51</b>	<b>49</b>	<b>37</b>	<b>41</b>	<b>140</b>	<b>318</b>
<i>Metropolitan Cities</i>	2	2	0	0	2	6
<i>Small Cities/Satellite Cities</i>	7	7	5	4	8	31
<i>Metropolitan Suburbs</i>	0	1	1	2	10	14
<i>Town &amp; Country/Exurbs</i>	42	39	31	35	120	267
<b>Younger Singles &amp; Couples</b>	<b>97</b>	<b>112</b>	<b>62</b>	<b>49</b>	<b>150</b>	<b>470</b>
<i>Metropolitan Cities</i>	6	5	3	3	17	34
<i>Small Cities/Satellite Cities</i>	35	37	20	14	34	140
<i>Metropolitan Suburbs</i>	9	10	5	4	16	44
<i>Town &amp; Country/Exurbs</i>	47	60	34	28	83	252
<b>Total:</b>	<b>172</b>	<b>194</b>	<b>121</b>	<b>109</b>	<b>385</b>	<b>981</b>
<b>Percent:</b>	<b>17.5%</b>	<b>19.8%</b>	<b>12.3%</b>	<b>11.1%</b>	<b>39.3%</b>	<b>100.0%</b>

**Renter Households By Income Bands**

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

<b>Empty Nesters &amp; Retirees</b>	.....Renter Income Bands.....					<b>Total</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>Metropolitan Cities</b>						
Urban Establishment	0	0	0	0	4	4
Multi-Ethnic Empty Nesters	0	0	0	0	2	2
Cosmopolitan Couples	1	1	0	0	2	4
<i>Subtotal:</i>	1	1	0	0	8	10
<b>Small Cities/Satellite Cities</b>						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	0	1	0	0	1	2
Second City Seniors	3	3	1	0	1	8
<i>Subtotal:</i>	3	4	1	0	3	11
<b>Metropolitan Suburbs</b>						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	0	0	1	1	4	6
Middle-American Retirees	0	1	0	1	3	5
<i>Subtotal:</i>	0	1	1	2	8	12
<b>Town &amp; Country/Exurbs</b>						
Small-Town Patriarchs	0	0	0	0	3	3
Pillars of the Community	0	0	0	0	3	3
New Empty Nesters	0	0	0	0	1	1
Traditional Couples	0	0	0	0	3	3
RV Retirees	1	1	1	1	10	14
Country Couples	1	2	1	1	8	13
Hometown Retirees	1	1	1	1	2	6
Heartland Retirees	0	0	0	0	2	2
Village Elders	2	3	2	2	4	13
Small-Town Seniors	12	16	12	10	34	84
Back Country Seniors	3	4	3	2	6	18
<i>Subtotal:</i>	20	27	20	17	76	160
<b>Total:</b>	<b>24</b>	<b>33</b>	<b>22</b>	<b>19</b>	<b>95</b>	<b>193</b>
<b>Percent:</b>	<b>12.4%</b>	<b>17.1%</b>	<b>11.4%</b>	<b>9.8%</b>	<b>49.2%</b>	<b>100.0%</b>

**Renter Households By Income Bands**

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

<b>Traditional &amp; Non-Traditional Families</b>	.....Renter Income Bands.....					<b>Total</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>Metropolitan Cities</b>						
Inner-City Families	1	1	0	0	1	3
Single-Parent Families	1	1	0	0	1	3
<i>Subtotal:</i>	<u>2</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>6</u>
<b>Small Cities/Satellite Cities</b>						
Unibox Transferees	0	0	0	0	2	2
Multi-Ethnic Families	0	0	1	1	2	4
Uptown Families	0	1	1	1	3	6
In-Town Families	1	1	1	1	0	4
New American Strivers	6	5	2	1	1	15
<i>Subtotal:</i>	<u>7</u>	<u>7</u>	<u>5</u>	<u>4</u>	<u>8</u>	<u>31</u>
<b>Metropolitan Suburbs</b>						
Nouveau Money	0	0	0	0	1	1
Button-Down Families	0	0	0	0	1	1
Late-Nest Suburbanites	0	0	0	1	3	4
Full-Nest Suburbanites	0	0	0	0	2	2
Kids 'r' Us	0	1	1	1	3	6
<i>Subtotal:</i>	<u>0</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>10</u>	<u>14</u>
<b>Town &amp; Country/Exurbs</b>						
Ex-Urban Elite	0	0	0	0	4	4
New Town Families	0	0	0	0	4	4
Full-Nest Exurbanites	0	0	0	0	2	2
Rural Families	5	5	5	6	23	44
Traditional Families	0	0	0	0	3	3
Small-Town Families	7	6	5	6	26	50
Four-by-Four Families	4	4	3	4	14	29
Rustic Families	10	10	8	9	24	61
Hometown Families	16	14	10	10	20	70
<i>Subtotal:</i>	<u>42</u>	<u>39</u>	<u>31</u>	<u>35</u>	<u>120</u>	<u>267</u>
<b>Total:</b>	<b>51</b>	<b>49</b>	<b>37</b>	<b>41</b>	<b>140</b>	<b>318</b>
<b>Percent:</b>	<b>16.0%</b>	<b>15.4%</b>	<b>11.6%</b>	<b>12.9%</b>	<b>44.0%</b>	<b>100.0%</b>



**Renter Households By Income Bands**

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

<b>Younger Singles &amp; Couples</b>	.....Renter Income Bands.....					<b>Total</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>Metropolitan Cities</b>						
New Bohemians	2	1	1	1	11	16
Downtown Couples	1	1	1	1	1	5
Downtown Proud	3	3	1	1	5	13
<i>Subtotal:</i>	6	5	3	3	17	34
<b>Small Cities/Satellite Cities</b>						
The VIPs	1	1	1	1	5	9
Small-City Singles	1	2	1	1	4	9
Twentysomethings	24	25	14	8	15	86
Second-City Strivers	3	3	2	2	6	16
Multi-Ethnic Singles	6	6	2	2	4	20
<i>Subtotal:</i>	35	37	20	14	34	140
<b>Metropolitan Suburbs</b>						
Fast-Track Professionals	1	1	1	1	8	12
Suburban Achievers	1	1	1	1	2	6
Suburban Strivers	7	8	3	2	6	26
<i>Subtotal:</i>	9	10	5	4	16	44
<b>Town &amp; Country/Exurbs</b>						
Hometown Sweethearts	4	7	6	6	19	42
Blue-Collar Traditionalists	1	2	1	1	5	10
Rural Couples	6	8	5	4	13	36
Rural Strivers	36	43	22	17	46	164
<i>Subtotal:</i>	47	60	34	28	83	252
<b>Total:</b>	<b>97</b>	<b>112</b>	<b>62</b>	<b>49</b>	<b>150</b>	<b>470</b>
<b>Percent:</b>	<b>20.6%</b>	<b>23.8%</b>	<b>13.2%</b>	<b>10.4%</b>	<b>31.9%</b>	<b>100.0%</b>

**Owner Households By Income Bands**

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

Household Type/ Geographic Designation	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
<b>Empty Nesters &amp; Retirees</b>	<b>47</b>	<b>71</b>	<b>55</b>	<b>53</b>	<b>261</b>	<b>487</b>
<i>Metropolitan Cities</i>	0	0	0	0	5	5
<i>Small Cities/Satellite Cities</i>	0	1	0	1	7	9
<i>Metropolitan Suburbs</i>	1	1	2	2	17	23
<i>Town &amp; Country/Exurbs</i>	46	69	53	50	232	450
<b>Traditional &amp; Non-Traditional Families</b>	<b>93</b>	<b>95</b>	<b>77</b>	<b>90</b>	<b>367</b>	<b>722</b>
<i>Metropolitan Cities</i>	0	0	0	0	4	4
<i>Small Cities/Satellite Cities</i>	4	4	2	2	17	29
<i>Metropolitan Suburbs</i>	0	1	1	1	23	26
<i>Town &amp; Country/Exurbs</i>	89	90	74	87	323	663
<b>Younger Singles &amp; Couples</b>	<b>71</b>	<b>89</b>	<b>54</b>	<b>44</b>	<b>157</b>	<b>415</b>
<i>Metropolitan Cities</i>	0	0	0	0	11	11
<i>Small Cities/Satellite Cities</i>	8	10	3	3	21	45
<i>Metropolitan Suburbs</i>	6	7	4	3	11	31
<i>Town &amp; Country/Exurbs</i>	57	72	47	38	114	328
<b>Total:</b>	<b>211</b>	<b>255</b>	<b>186</b>	<b>187</b>	<b>785</b>	<b>1,624</b>
<b>Percent:</b>	<b>13.0%</b>	<b>15.7%</b>	<b>11.5%</b>	<b>11.5%</b>	<b>48.3%</b>	<b>100.0%</b>

### Owner Households By Income Bands

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

Empty Nesters & Retirees	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	0	1	1
Multi-Ethnic Empty Nesters	0	0	0	0	3	3
Cosmopolitan Couples	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	5	5
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	1	3	4
Blue-Collar Retirees	0	1	0	0	2	3
Second City Seniors	0	0	0	0	2	2
<i>Subtotal:</i>	0	1	0	1	7	9
<i>Metropolitan Suburbs</i>						
Suburban Establishment	0	0	0	0	4	4
Mainstream Empty Nesters	0	0	1	1	7	9
Middle-American Retirees	1	1	1	1	6	10
<i>Subtotal:</i>	1	1	2	2	17	23
<i>Town &amp; Country/Exurbs</i>						
Small-Town Patriarchs	1	1	1	1	13	17
Pillars of the Community	1	1	1	1	13	17
New Empty Nesters	0	0	0	0	4	4
Traditional Couples	1	1	1	2	17	22
RV Retirees	4	9	7	9	47	76
Country Couples	2	6	4	5	25	42
Hometown Retirees	2	3	3	3	18	29
Heartland Retirees	1	1	1	1	4	8
Village Elders	5	6	5	4	12	32
Small-Town Seniors	21	30	23	18	59	151
Back Country Seniors	8	11	7	6	20	52
<i>Subtotal:</i>	46	69	53	50	232	450
<b>Total:</b>	<b>47</b>	<b>71</b>	<b>55</b>	<b>53</b>	<b>261</b>	<b>487</b>
<b>Percent:</b>	<b>9.7%</b>	<b>14.6%</b>	<b>11.3%</b>	<b>10.9%</b>	<b>53.6%</b>	<b>100.0%</b>

**Owner Households By Income Bands**

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

<b>Traditional &amp; Non-Traditional Families</b>	.....Ownership Income Bands.....					<b>Total</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>Metropolitan Cities</b>						
Inner-City Families	0	0	0	0	2	2
Single-Parent Families	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	4	4
<b>Small Cities/Satellite Cities</b>						
Unibox Transferees	0	0	0	0	3	3
Multi-Ethnic Families	0	0	1	1	4	6
Uptown Families	0	1	1	1	6	9
In-Town Families	2	1	0	0	3	6
New American Strivers	2	2	0	0	1	5
<i>Subtotal:</i>	4	4	2	2	17	29
<b>Metropolitan Suburbs</b>						
Nouveau Money	0	0	0	0	4	4
Button-Down Families	0	0	0	0	4	4
Late-Nest Suburbanites	0	0	0	0	6	6
Full-Nest Suburbanites	0	0	0	0	3	3
Kids 'r' Us	0	1	1	1	6	9
<i>Subtotal:</i>	0	1	1	1	23	26
<b>Town &amp; Country/Exurbs</b>						
Ex-Urban Elite	1	1	1	1	17	21
New Town Families	1	1	2	2	15	21
Full-Nest Exurbanites	0	0	1	1	11	13
Rural Families	24	25	21	26	105	201
Traditional Families	1	1	1	1	8	12
Small-Town Families	8	8	7	8	34	65
Four-by-Four Families	9	11	8	11	37	76
Rustic Families	35	34	27	31	82	209
Hometown Families	10	9	6	6	14	45
<i>Subtotal:</i>	89	90	74	87	323	663
<b>Total:</b>	<b>93</b>	<b>95</b>	<b>77</b>	<b>90</b>	<b>367</b>	<b>722</b>
<b>Percent:</b>	<b>12.9%</b>	<b>13.2%</b>	<b>10.7%</b>	<b>12.5%</b>	<b>50.8%</b>	<b>100.0%</b>

**Owner Households By Income Bands**

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

<b>Younger Singles &amp; Couples</b>	.....Ownership Income Bands.....					<b>Total</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>Metropolitan Cities</b>						
New Bohemians	0	0	0	0	4	4
Downtown Couples	0	0	0	0	5	5
Downtown Proud	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	11	11
<b>Small Cities/Satellite Cities</b>						
The VIPs	0	0	0	0	6	6
Small-City Singles	1	2	1	1	6	11
Twentysomethings	5	6	2	2	4	19
Second-City Strivers	0	0	0	0	4	4
Multi-Ethnic Singles	2	2	0	0	1	5
<i>Subtotal:</i>	8	10	3	3	21	45
<b>Metropolitan Suburbs</b>						
Fast-Track Professionals	0	0	0	0	3	3
Suburban Achievers	1	1	1	1	5	9
Suburban Strivers	5	6	3	2	3	19
<i>Subtotal:</i>	6	7	4	3	11	31
<b>Town &amp; Country/Exurbs</b>						
Hometown Sweethearts	9	15	12	11	41	88
Blue-Collar Traditionalists	5	6	6	5	13	35
Rural Couples	13	15	10	8	23	69
Rural Strivers	30	36	19	14	37	136
<i>Subtotal:</i>	57	72	47	38	114	328
<b>Total:</b>	<b>71</b>	<b>89</b>	<b>54</b>	<b>44</b>	<b>157</b>	<b>415</b>
<b>Percent:</b>	<b>17.1%</b>	<b>21.4%</b>	<b>13.0%</b>	<b>10.6%</b>	<b>37.8%</b>	<b>100.0%</b>

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

.....Multi-Family Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below</i> 30% AMI	<i>30% to</i> 60% AMI	<i>60% to</i> 80% AMI	<i>80% to</i> 100% AMI	<i>Above</i> 100% AMI	Total
<b>Empty Nesters &amp; Retirees</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>31</b>	<b>54</b>
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	0	0	0	0	1	1
<i>Metropolitan Suburbs</i>	0	0	0	0	2	2
<i>Town &amp; Country/Exurbs</i>	5	8	5	5	26	49
<b>Traditional &amp; Non-Traditional Families</b>	<b>11</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>44</b>	<b>84</b>
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	0	0	0	0	4	4
<i>Metropolitan Suburbs</i>	0	0	0	0	3	3
<i>Town &amp; Country/Exurbs</i>	11	11	8	10	36	76
<b>Younger Singles &amp; Couples</b>	<b>14</b>	<b>17</b>	<b>9</b>	<b>7</b>	<b>34</b>	<b>81</b>
<i>Metropolitan Cities</i>	0	0	0	0	5	5
<i>Small Cities/Satellite Cities</i>	3	4	1	1	9	18
<i>Metropolitan Suburbs</i>	1	1	1	0	4	7
<i>Town &amp; Country/Exurbs</i>	10	12	7	6	16	51
<b>Total:</b>	<b>30</b>	<b>36</b>	<b>22</b>	<b>22</b>	<b>109</b>	<b>219</b>
<b>Percent:</b>	<b>13.7%</b>	<b>16.5%</b>	<b>10.0%</b>	<b>10.0%</b>	<b>49.8%</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 Montgomery County Each Year Over The Next Five Years  
*Montgomery 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>Metropolitan Cities</i>						
Urban Establishment	0	0	0	0	1	1
Cosmopolitan Couples	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>						
Second City Seniors	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	1	1
<i>Metropolitan Suburbs</i>						
Mainstream Empty Nesters	0	0	0	0	1	1
Middle-American Retirees	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Town &amp; Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	1	1
Pillars of the Community	0	0	0	0	1	1
Traditional Couples	0	0	0	0	1	1
RV Retirees	0	1	0	1	3	5
Country Couples	0	1	0	0	3	4
Hometown Retirees	0	0	0	0	3	3
Heartland Retirees	0	0	0	0	1	1
Village Elders	1	1	1	1	2	6
Small-Town Seniors	3	4	3	2	8	20
Back Country Seniors	1	1	1	1	3	7
<i>Subtotal:</i>	5	8	5	5	26	49
<b>Total:</b>	<b>5</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>31</b>	<b>54</b>
<b>Percent:</b>	<b>9.3%</b>	<b>14.8%</b>	<b>9.3%</b>	<b>9.3%</b>	<b>57.4%</b>	<b>100.0%</b>

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

<b>Traditional &amp; Non-Traditional Families</b>	.....Multi-Family Ownership Income Bands .....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Single-Parent Families	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>						
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	0	0	0	0	1	1
In-Town Families	0	0	0	0	1	1
New American Strivers	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	4	4
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	0	1	1
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	3	3
<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	1	1
Rural Families	2	2	2	2	9	17
Traditional Families	0	0	0	0	1	1
Small-Town Families	2	2	1	2	7	14
Four-by-Four Families	1	1	1	1	3	7
Rustic Families	4	4	3	4	9	24
Hometown Families	2	2	1	1	4	10
<i>Subtotal:</i>	11	11	8	10	36	76
<b>Total:</b>	<b>11</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>44</b>	<b>84</b>
<b>Percent:</b>	<b>13.1%</b>	<b>13.1%</b>	<b>9.5%</b>	<b>11.9%</b>	<b>52.4%</b>	<b>100.0%</b>



**Multi-Family Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move  
 Within/To Montgomery County Each Year Over The Next Five Years  
*Montgomery 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>Metropolitan Cities</i>						
New Bohemians	0	0	0	0	3	3
Downtown Couples	0	0	0	0	1	1
Downtown Proud	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	5	5
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	0	0	3	3
Small-City Singles	0	0	0	0	2	2
Twentysomethings	2	3	1	1	2	9
Second-City Strivers	0	0	0	0	2	2
Multi-Ethnic Singles	1	1	0	0	0	2
<i>Subtotal:</i>	3	4	1	1	9	18
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	0	0	2	2
Suburban Achievers	0	0	0	0	1	1
Suburban Strivers	1	1	1	0	1	4
<i>Subtotal:</i>	1	1	1	0	4	7
<i>Town &amp; Country/Exurbs</i>						
Hometown Sweethearts	1	2	1	1	5	10
Blue-Collar Traditionalists	1	1	1	1	1	5
Rural Couples	2	2	2	1	4	11
Rural Strivers	6	7	3	3	6	25
<i>Subtotal:</i>	10	12	7	6	16	51
<b>Total:</b>	<b>14</b>	<b>17</b>	<b>9</b>	<b>7</b>	<b>34</b>	<b>81</b>
<b>Percent:</b>	<b>17.3%</b>	<b>21.0%</b>	<b>11.1%</b>	<b>8.6%</b>	<b>42.0%</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 Montgomery County Each Year Over The Next Five Years

*Montgomery 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>6</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>45</b>	<b>79</b>
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	0	0	0	0	3	3
<i>Metropolitan Suburbs</i>	0	0	0	0	5	5
<i>Town &amp; Country/Exurbs</i>	6	11	9	8	36	70
<b>Traditional &amp; Non-Traditional Families</b>	<b>16</b>	<b>16</b>	<b>11</b>	<b>14</b>	<b>66</b>	<b>123</b>
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	2	1	0	0	5	8
<i>Metropolitan Suburbs</i>	0	0	0	0	6	6
<i>Town &amp; Country/Exurbs</i>	14	15	11	14	53	107
<b>Younger Singles &amp; Couples</b>	<b>20</b>	<b>24</b>	<b>13</b>	<b>11</b>	<b>40</b>	<b>108</b>
<i>Metropolitan Cities</i>	0	0	0	0	4	4
<i>Small Cities/Satellite Cities</i>	3	4	1	1	7	16
<i>Metropolitan Suburbs</i>	2	2	1	1	3	9
<i>Town &amp; Country/Exurbs</i>	15	18	11	9	26	79
<b>Total:</b>	<b>42</b>	<b>51</b>	<b>33</b>	<b>33</b>	<b>151</b>	<b>310</b>
<b>Percent:</b>	<b>13.6%</b>	<b>16.5%</b>	<b>10.6%</b>	<b>10.6%</b>	<b>48.7%</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 Montgomery County Each Year Over The Next Five Years  
*Montgomery 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>	<b>Total</b>
<b>Metropolitan Cities</b>						
Multi-Ethnic Empty Nesters	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
<b>Small Cities/Satellite Cities</b>						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	0	0	0	0	1	1
Second City Seniors	0	0	0	0	1	1
Subtotal:	0	0	0	0	3	3
<b>Metropolitan Suburbs</b>						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	0	0	0	0	2	2
Middle-American Retirees	0	0	0	0	2	2
Subtotal:	0	0	0	0	5	5
<b>Town &amp; Country/Exurbs</b>						
Small-Town Patriarchs	0	0	0	0	2	2
Pillars of the Community	0	0	0	0	2	2
Traditional Couples	0	0	0	0	2	2
RV Retirees	0	1	1	1	4	7
Country Couples	0	1	1	1	3	6
Hometown Retirees	0	0	0	0	3	3
Heartland Retirees	0	0	0	0	1	1
Village Elders	1	1	1	1	3	7
Small-Town Seniors	4	6	5	4	12	31
Back Country Seniors	1	2	1	1	4	9
Subtotal:	6	11	9	8	36	70
<b>Total:</b>	<b>6</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>45</b>	<b>79</b>
<b>Percent:</b>	<b>7.6%</b>	<b>13.9%</b>	<b>11.4%</b>	<b>10.1%</b>	<b>57.0%</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 Montgomery County Each Year Over The Next Five Years

Montgomery 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>	<b>Total</b>
<b>Metropolitan Cities</b>						
Inner-City Families	0	0	0	0	1	1
Single-Parent Families	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<b>Small Cities/Satellite Cities</b>						
Unibox Transferees	0	0	0	0	1	1
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	0	0	0	0	2	2
In-Town Families	1	0	0	0	1	2
New American Strivers	1	1	0	0	0	2
<i>Subtotal:</i>	2	1	0	0	5	8
<b>Metropolitan Suburbs</b>						
Nouveau Money	0	0	0	0	1	1
Late-Nest Suburbanites	0	0	0	0	2	2
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	6	6
<b>Town &amp; Country/Exurbs</b>						
Ex-Urban Elite	0	0	0	0	2	2
New Town Families	0	0	0	0	2	2
Full-Nest Exurbanites	0	0	0	0	1	1
Rural Families	3	3	2	3	13	24
Traditional Families	0	0	0	0	2	2
Small-Town Families	2	2	2	2	9	17
Four-by-Four Families	1	2	1	2	6	12
Rustic Families	5	5	4	5	13	32
Hometown Families	3	3	2	2	5	15
<i>Subtotal:</i>	14	15	11	14	53	107
<b>Total:</b>	<b>16</b>	<b>16</b>	<b>11</b>	<b>14</b>	<b>66</b>	<b>123</b>
<b>Percent:</b>	<b>13.0%</b>	<b>13.0%</b>	<b>8.9%</b>	<b>11.4%</b>	<b>53.7%</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 Montgomery County Each Year Over The Next Five Years  
*Montgomery 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>	<b>Total</b>
<b>Metropolitan Cities</b>						
New Bohemians	0	0	0	0	1	1
Downtown Couples	0	0	0	0	2	2
Downtown Proud	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	4	4
<b>Small Cities/Satellite Cities</b>						
The VIPs	0	0	0	0	2	2
Small-City Singles	0	1	0	0	2	3
Twentysomethings	2	2	1	1	1	7
Second-City Strivers	0	0	0	0	2	2
Multi-Ethnic Singles	1	1	0	0	0	2
<i>Subtotal:</i>	3	4	1	1	7	16
<b>Metropolitan Suburbs</b>						
Fast-Track Professionals	0	0	0	0	1	1
Suburban Achievers	0	0	0	0	2	2
Suburban Strivers	2	2	1	1	0	6
<i>Subtotal:</i>	2	2	1	1	3	9
<b>Town &amp; Country/Exurbs</b>						
Hometown Sweethearts	2	3	2	2	8	17
Blue-Collar Traditionalists	1	1	1	1	2	6
Rural Couples	3	3	2	2	5	15
Rural Strivers	9	11	6	4	11	41
<i>Subtotal:</i>	15	18	11	9	26	79
<b>Total:</b>	<b>20</b>	<b>24</b>	<b>13</b>	<b>11</b>	<b>40</b>	<b>108</b>
<b>Percent:</b>	<b>18.5%</b>	<b>22.2%</b>	<b>12.0%</b>	<b>10.2%</b>	<b>37.0%</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 Montgomery County Each Year Over The Next Five Years

*Montgomery County, Regional Draw Area,*

*Marion County, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below</i> 30% AMI	<i>30% to</i> 60% AMI	<i>60% to</i> 80% AMI	<i>80% to</i> 100% AMI	<i>Above</i> 100% AMI	Total
<b>Empty Nesters &amp; Retirees</b>	<b>36</b>	<b>52</b>	<b>41</b>	<b>40</b>	<b>185</b>	<b>354</b>
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	0	1	0	1	3	5
<i>Metropolitan Suburbs</i>	1	1	2	2	10	16
<i>Town &amp; Country/Exurbs</i>	35	50	39	37	170	331
<b>Traditional &amp; Non-Traditional Families</b>	<b>66</b>	<b>68</b>	<b>58</b>	<b>66</b>	<b>257</b>	<b>515</b>
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	2	3	2	2	8	17
<i>Metropolitan Suburbs</i>	0	1	1	1	14	17
<i>Town &amp; Country/Exurbs</i>	64	64	55	63	234	480
<b>Younger Singles &amp; Couples</b>	<b>37</b>	<b>48</b>	<b>32</b>	<b>26</b>	<b>83</b>	<b>226</b>
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	2	2	1	1	5	11
<i>Metropolitan Suburbs</i>	3	4	2	2	4	15
<i>Town &amp; Country/Exurbs</i>	32	42	29	23	72	198
<b>Total:</b>	<b>139</b>	<b>168</b>	<b>131</b>	<b>132</b>	<b>525</b>	<b>1,095</b>
<b>Percent:</b>	<b>12.7%</b>	<b>15.3%</b>	<b>12.0%</b>	<b>12.1%</b>	<b>47.9%</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 Montgomery County Each Year Over The Next Five Years

*Montgomery County, Regional Draw Area,*

*Marion County, and Balance of the United States*

. . . . .Single-Family Detached Ownership Income Bands . . . . .						
Empty Nesters & Retirees	Below	30% to	60% to	80% to	Above	Total
	30% AMI	60% AMI	80% AMI	100% AMI	100% AMI	
<i>Metropolitan Cities</i>						
Multi-Ethnic Empty Nesters	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	1	2	3
Blue-Collar Retirees	0	1	0	0	1	2
<i>Subtotal:</i>	0	1	0	1	3	5
<i>Metropolitan Suburbs</i>						
Suburban Establishment	0	0	0	0	3	3
Mainstream Empty Nesters	0	0	1	1	4	6
Middle-American Retirees	1	1	1	1	3	7
<i>Subtotal:</i>	1	1	2	2	10	16
<i>Town &amp; Country/Exurbs</i>						
Small-Town Patriarchs	1	1	1	1	10	14
Pillars of the Community	1	1	1	1	10	14
New Empty Nesters	0	0	0	0	4	4
Traditional Couples	1	1	1	2	14	19
RV Retirees	4	7	6	7	40	64
Country Couples	2	4	3	4	19	32
Hometown Retirees	2	3	3	3	12	23
Heartland Retirees	1	1	1	1	2	6
Village Elders	3	4	3	2	7	19
Small-Town Seniors	14	20	15	12	39	100
Back Country Seniors	6	8	5	4	13	36
<i>Subtotal:</i>	35	50	39	37	170	331
<b>Total:</b>	<b>36</b>	<b>52</b>	<b>41</b>	<b>40</b>	<b>185</b>	<b>354</b>
<b>Percent:</b>	<b>10.2%</b>	<b>14.7%</b>	<b>11.6%</b>	<b>11.3%</b>	<b>52.3%</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 Montgomery County Each Year Over The Next Five Years

*Montgomery 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>
<i>Metropolitan Cities</i>						
Inner-City Families	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	2	2
Multi-Ethnic Families	0	0	1	1	2	4
Uptown Families	0	1	1	1	3	6
In-Town Families	1	1	0	0	1	3
New American Strivers	1	1	0	0	0	2
<i>Subtotal:</i>	2	3	2	2	8	17
<i>Metropolitan Suburbs</i>						
Nouveau Money	0	0	0	0	3	3
Button-Down Families	0	0	0	0	4	4
Late-Nest Suburbanites	0	0	0	0	3	3
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	0	1	1	1	3	6
<i>Subtotal:</i>	0	1	1	1	14	17
<i>Town &amp; Country/Exurbs</i>						
Ex-Urban Elite	1	1	1	1	14	18
New Town Families	1	1	2	2	12	18
Full-Nest Exurbanites	0	0	1	1	9	11
Rural Families	19	20	17	21	83	160
Traditional Families	1	1	1	1	5	9
Small-Town Families	4	4	4	4	18	34
Four-by-Four Families	7	8	6	8	28	57
Rustic Families	26	25	20	22	60	153
Hometown Families	5	4	3	3	5	20
<i>Subtotal:</i>	64	64	55	63	234	480
<b>Total:</b>	<b>66</b>	<b>68</b>	<b>58</b>	<b>66</b>	<b>257</b>	<b>515</b>
<b>Percent:</b>	<b>12.8%</b>	<b>13.2%</b>	<b>11.3%</b>	<b>12.8%</b>	<b>49.9%</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 Montgomery County Each Year Over The Next Five Years

Montgomery 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>
<i>Metropolitan Cities</i>						
Downtown Couples	0	0	0	0	2	2
Subtotal:	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	0	0	1	1
Small-City Singles	1	1	1	1	2	6
Twentysomethings	1	1	0	0	1	3
Multi-Ethnic Singles	0	0	0	0	1	1
Subtotal:	2	2	1	1	5	11
<i>Metropolitan Suburbs</i>						
Suburban Achievers	1	1	1	1	2	6
Suburban Strivers	2	3	1	1	2	9
Subtotal:	3	4	2	2	4	15
<i>Town &amp; Country/Exurbs</i>						
Hometown Sweethearts	6	10	9	8	28	61
Blue-Collar Traditionalists	3	4	4	3	10	24
Rural Couples	8	10	6	5	14	43
Rural Strivers	15	18	10	7	20	70
Subtotal:	32	42	29	23	72	198
<b>Total:</b>	<b>37</b>	<b>48</b>	<b>32</b>	<b>26</b>	<b>83</b>	<b>226</b>
<b>Percent:</b>	<b>16.4%</b>	<b>21.2%</b>	<b>14.2%</b>	<b>11.5%</b>	<b>36.7%</b>	<b>100.0%</b>

## Appendix Two Tables



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

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Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>12,190</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,455	0	0.0%
<i>Metropolitan Suburbs</i>	3,085	0	0.0%
<i>Town &amp; Country/Exurbs</i>	4,650	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>24,440</b>	<b>20</b>	<b>16.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	7,200	10	8.0%
<i>Metropolitan Suburbs</i>	4,385	0	0.0%
<i>Town &amp; Country/Exurbs</i>	12,855	10	8.0%
<b>Younger Singles &amp; Couples</b>	<b>37,170</b>	<b>105</b>	<b>84.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	23,140	80	64.0%
<i>Metropolitan Suburbs</i>	9,145	20	16.0%
<i>Town &amp; Country/Exurbs</i>	4,885	5	4.0%
<b>Total:</b>	<b>73,800</b>	<b>125</b>	<b>100.0%</b>

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

---

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>12,190</b>	<b>0</b>	<b>0.0%</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	460	0	0.0%
Blue-Collar Retirees	1,950	0	0.0%
Middle-Class Move-Downs	265	0	0.0%
Hometown Seniors	980	0	0.0%
Second City Seniors	800	0	0.0%
<i>Subtotal:</i>	<u>4,455</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	575	0	0.0%
Mainstream Empty Nesters	1,600	0	0.0%
Middle-American Retirees	910	0	0.0%
<i>Subtotal:</i>	<u>3,085</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	425	0	0.0%
Pillars of the Community	1,300	0	0.0%
New Empty Nesters	520	0	0.0%
Traditional Couples	445	0	0.0%
RV Retirees	210	0	0.0%
Country Couples	255	0	0.0%
Hometown Retirees	380	0	0.0%
Heartland Retirees	170	0	0.0%
Village Elders	265	0	0.0%
Small-Town Seniors	585	0	0.0%
Back Country Seniors	95	0	0.0%
<i>Subtotal:</i>	<u>4,650</u>	<u>0</u>	<u>0.0%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>24,440</b>	<b>20</b>	<b>16.0%</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	2,000	0	0.0%
Multi-Ethnic Families	345	0	0.0%
Uptown Families	1,310	0	0.0%
In-Town Families	2,430	5	4.0%
New American Strivers	1,115	5	4.0%
<i>Subtotal:</i>	<u>7,200</u>	<u>10</u>	<u>8.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	5	0	0.0%
Nouveau Money	405	0	0.0%
Button-Down Families	1,220	0	0.0%
Fiber-Optic Families	775	0	0.0%
Late-Nest Suburbanites	300	0	0.0%
Full-Nest Suburbanites	160	0	0.0%
Kids 'r' Us	1,520	0	0.0%
<i>Subtotal:</i>	<u>4,385</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	1,270	0	0.0%
New Town Families	2,280	0	0.0%
Full-Nest Exurbanites	2,115	0	0.0%
Rural Families	695	0	0.0%
Traditional Families	1,820	0	0.0%
Small-Town Families	345	0	0.0%
Four-by-Four Families	575	0	0.0%
Rustic Families	2,260	5	4.0%
Hometown Families	1,495	5	4.0%
<i>Subtotal:</i>	<u>12,855</u>	<u>10</u>	<u>8.0%</u>

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

---

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>37,170</b>	<b>105</b>	<b>84.0%</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%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	1,400	0	0.0%
Small-City Singles	1,765	5	4.0%
Twentysomethings	16,045	65	52.0%
Second-City Strivers	2,270	5	4.0%
Multi-Ethnic Singles	1,660	5	4.0%
<i>Subtotal:</i>	<u>23,140</u>	<u>80</u>	<u>64.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	490	0	0.0%
Suburban Achievers	5,060	5	4.0%
Suburban Strivers	3,595	15	12.0%
<i>Subtotal:</i>	<u>9,145</u>	<u>20</u>	<u>16.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	1,950	0	0.0%
Blue-Collar Traditionalists	1,290	0	0.0%
Rural Couples	495	0	0.0%
Rural Strivers	1,150	5	4.0%
<i>Subtotal:</i>	<u>4,885</u>	<u>5</u>	<u>4.0%</u>

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

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Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>23,455</b>	<b>5</b>	<b>7.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,365	0	0.0%
<i>Metropolitan Suburbs</i>	5,585	5	7.7%
<i>Town &amp; Country/Exurbs</i>	13,505	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>39,445</b>	<b>55</b>	<b>84.6%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,620	5	7.7%
<i>Metropolitan Suburbs</i>	11,940	10	15.4%
<i>Town &amp; Country/Exurbs</i>	23,885	40	61.5%
<b>Younger Singles &amp; Couples</b>	<b>6,160</b>	<b>5</b>	<b>7.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,060	5	7.7%
<i>Metropolitan Suburbs</i>	2,035	0	0.0%
<i>Town &amp; Country/Exurbs</i>	2,065	0	0.0%
<b>Total:</b>	<b>69,060</b>	<b>65</b>	<b>100.0%</b>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>23,455</b>	<b>5</b>	<b>7.7%</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	1,235	0	0.0%
Blue-Collar Retirees	1,285	0	0.0%
Middle-Class Move-Downs	810	0	0.0%
Hometown Seniors	665	0	0.0%
Second City Seniors	370	0	0.0%
<i>Subtotal:</i>	<u>4,365</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	385	0	0.0%
Suburban Establishment	1,285	0	0.0%
Mainstream Empty Nesters	1,890	5	7.7%
Middle-American Retirees	2,025	0	0.0%
<i>Subtotal:</i>	<u>5,585</u>	<u>5</u>	<u>7.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	2,805	0	0.0%
Pillars of the Community	2,205	0	0.0%
New Empty Nesters	865	0	0.0%
Traditional Couples	1,955	0	0.0%
RV Retirees	700	0	0.0%
Country Couples	1,920	0	0.0%
Hometown Retirees	470	0	0.0%
Heartland Retirees	355	0	0.0%
Village Elders	865	0	0.0%
Small-Town Seniors	1,075	0	0.0%
Back Country Seniors	290	0	0.0%
<i>Subtotal:</i>	<u>13,505</u>	<u>0</u>	<u>0.0%</u>



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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>39,445</b>	<b>55</b>	<b>84.6%</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	195	0	0.0%
Multi-Ethnic Families	1,260	5	7.7%
Uptown Families	1,075	0	0.0%
In-Town Families	820	0	0.0%
New American Strivers	270	0	0.0%
<i>Subtotal:</i>	<u>3,620</u>	<u>5</u>	<u>7.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	130	0	0.0%
Nouveau Money	530	0	0.0%
Button-Down Families	1,695	0	0.0%
Fiber-Optic Families	1,960	0	0.0%
Late-Nest Suburbanites	2,650	5	7.7%
Full-Nest Suburbanites	1,700	0	0.0%
Kids 'r' Us	3,275	5	7.7%
<i>Subtotal:</i>	<u>11,940</u>	<u>10</u>	<u>15.4%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	6,275	5	7.7%
New Town Families	2,690	5	7.7%
Full-Nest Exurbanites	1,455	0	0.0%
Rural Families	1,515	0	0.0%
Traditional Families	3,270	5	7.7%
Small-Town Families	4,120	10	15.4%
Four-by-Four Families	1,650	5	7.7%
Rustic Families	935	0	0.0%
Hometown Families	1,975	10	15.4%
<i>Subtotal:</i>	<u>23,885</u>	<u>40</u>	<u>61.5%</u>

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

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>6,160</b>	<b>5</b>	<b>7.7%</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	360	0	0.0%
Small-City Singles	640	0	0.0%
Twentysomethings	615	5	7.7%
Second-City Strivers	445	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>2,060</u>	<u>5</u>	<u>7.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	275	0	0.0%
Suburban Achievers	1,420	0	0.0%
Suburban Strivers	340	0	0.0%
<i>Subtotal:</i>	<u>2,035</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	1,445	0	0.0%
Blue-Collar Traditionalists	290	0	0.0%
Rural Couples	110	0	0.0%
Rural Strivers	220	0	0.0%
<i>Subtotal:</i>	<u>2,065</u>	<u>0</u>	<u>0.0%</u>

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

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Household Type / Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>8,510</b>	<b>10</b>	<b>14.3%</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>	8,510	10	14.3%
<b>Traditional &amp; Non-Traditional Families</b>	<b>16,250</b>	<b>50</b>	<b>71.4%</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>	16,250	50	71.4%
<b>Younger Singles &amp; Couples</b>	<b>3,960</b>	<b>10</b>	<b>14.3%</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>	3,960	10	14.3%
<b>Total:</b>	<b>28,720</b>	<b>70</b>	<b>100.0%</b>

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

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>8,510</b>	<b>10</b>	<b>14.3%</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%
<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	1,545	5	7.1%
Pillars of the Community	540	0	0.0%
New Empty Nesters	845	0	0.0%
Traditional Couples	1,055	0	0.0%
RV Retirees	540	0	0.0%
Country Couples	615	0	0.0%
Hometown Retirees	380	0	0.0%
Heartland Retirees	240	0	0.0%
Village Elders	785	0	0.0%
Small-Town Seniors	1,645	5	7.1%
Back Country Seniors	320	0	0.0%
<i>Subtotal:</i>	<u>8,510</u>	<u>10</u>	<u>14.3%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>16,250</b>	<b>50</b>	<b>71.4%</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%
<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	7,200	15	21.4%
New Town Families	470	0	0.0%
Full-Nest Exurbanites	2,965	10	14.3%
Rural Families	1,055	0	0.0%
Traditional Families	375	0	0.0%
Small-Town Families	1,235	5	7.1%
Four-by-Four Families	625	5	7.1%
Rustic Families	1,020	5	7.1%
Hometown Families	1,305	10	14.3%
<i>Subtotal:</i>	<u>16,250</u>	<u>50</u>	<u>71.4%</u>

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

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>3,960</b>	<b>10</b>	<b>14.3%</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%
<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	2,590	5	7.1%
Blue-Collar Traditionalists	435	0	0.0%
Rural Couples	365	0	0.0%
Rural Strivers	570	5	7.1%
<i>Subtotal:</i>	<u>3,960</u>	<u>10</u>	<u>14.3%</u>

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

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<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>2,945</b>	<b>20</b>	<b>28.6%</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>	2,945	20	28.6%
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,690</b>	<b>30</b>	<b>42.9%</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>	2,690	30	42.9%
<b>Younger Singles &amp; Couples</b>	<b>1,345</b>	<b>20</b>	<b>28.6%</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>	1,345	20	28.6%
<b>Total:</b>	<b>6,980</b>	<b>70</b>	<b>100.0%</b>

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

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>2,945</b>	<b>20</b>	<b>28.6%</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	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	845	5	7.1%
Country Couples	5	0	0.0%
Hometown Retirees	470	5	7.1%
Heartland Retirees	325	0	0.0%
Village Elders	20	0	0.0%
Small-Town Seniors	65	0	0.0%
Back Country Seniors	1,215	10	14.3%
<i>Subtotal:</i>	<u>2,945</u>	<u>20</u>	<u>28.6%</u>



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

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,690</b>	<b>30</b>	<b>42.9%</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	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	1,200	10	14.3%
Traditional Families	0	0	0.0%
Small-Town Families	15	0	0.0%
Four-by-Four Families	5	0	0.0%
Rustic Families	1,460	20	28.6%
Hometown Families	10	0	0.0%
<i>Subtotal:</i>	<u>2,690</u>	<u>30</u>	<u>42.9%</u>

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

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>1,345</b>	<b>20</b>	<b>28.6%</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	75	0	0.0%
Blue-Collar Traditionalists	670	10	14.3%
Rural Couples	575	10	14.3%
Rural Strivers	25	0	0.0%
<i>Subtotal:</i>	<u>1,345</u>	<u>20</u>	<u>28.6%</u>

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

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<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>5,860</b>	<b>15</b>	<b>27.3%</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>	5,860	15	27.3%
<b>Traditional &amp; Non-Traditional Families</b>	<b>6,030</b>	<b>30</b>	<b>54.5%</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>	6,030	30	54.5%
<b>Younger Singles &amp; Couples</b>	<b>1,880</b>	<b>10</b>	<b>18.2%</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>	1,880	10	18.2%
<b>Total:</b>	<b>13,770</b>	<b>55</b>	<b>100.0%</b>

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

*Putnam County, Indiana*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>5,860</b>	<b>15</b>	<b>27.3%</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%
<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	185	0	0.0%
Pillars of the Community	155	0	0.0%
New Empty Nesters	210	0	0.0%
Traditional Couples	165	0	0.0%
RV Retirees	1,745	5	9.1%
Country Couples	585	0	0.0%
Hometown Retirees	355	0	0.0%
Heartland Retirees	320	0	0.0%
Village Elders	440	0	0.0%
Small-Town Seniors	655	5	9.1%
Back Country Seniors	1,045	5	9.1%
<i>Subtotal:</i>	<u>5,860</u>	<u>15</u>	<u>27.3%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>6,030</b>	<b>30</b>	<b>54.5%</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	190	0	0.0%
Full-Nest Exurbanites	245	0	0.0%
Rural Families	2,645	10	18.2%
Traditional Families	115	0	0.0%
Small-Town Families	550	5	9.1%
Four-by-Four Families	395	5	9.1%
Rustic Families	1,405	5	9.1%
Hometown Families	485	5	9.1%
<i>Subtotal:</i>	<u>6,030</u>	<u>30</u>	<u>54.5%</u>

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

*Putnam County, Indiana*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>1,880</b>	<b>10</b>	<b>18.2%</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	520	0	0.0%
Blue-Collar Traditionalists	455	0	0.0%
Rural Couples	595	5	9.1%
Rural Strivers	310	5	9.1%
<i>Subtotal:</i>	<u>1,880</u>	<u>10</u>	<u>18.2%</u>



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Residential Market Analysis Across the Urban-to-Rural Transect

### ASSUMPTIONS AND LIMITATIONS—

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

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

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





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