
METHODOLOGY

TARGET MARKET TABLES
— Appendices One and Two —

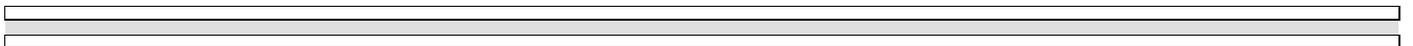
An Analysis of
Residential Market Potential

The South District Study Area

The City of Iowa City,
Johnson County, Iowa

May, 2019

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Residential Market Analysis Across the Urban-to-Rural Transect

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METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

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The technical analysis to determine the market potential for new housing units that could be developed within the South District Study Area, the City of Iowa City, Johnson County, Iowa included:

- Determination of the draw areas for new and existing housing units within the Iowa City, 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 Iowa City, as well as other market dynamics;
- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family and single-family attached and detached units);
- The composition of the potential housing market by lifestage (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2018 income limits for below 30 percent AMI, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 100 percent AMI, and above 100 percent AMI).

The Study Area includes land both in the City of Iowa City and Johnson County, and is roughly encompassed by the Iowa River to the west and Route 6 to the north and east.

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DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Analysis of migration, mobility, demographic and lifestyle characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing within the City of Iowa City and the South District Study Area.

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move to Johnson 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 Iowa City 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, Iowa City—where 29.5 percent of the city’s population either moved within or to the city between 2016 and 2017—has a mobility rate more than double the national average of just under 14 percent.

Appendix One, Tables 1 and 2.

Migration Trends

Analysis of Johnson County migration and mobility patterns from 2011 through 2015—the most recent data available from the Internal Revenue Service—shows that, with the exception of 2014, household in-migration held fairly steady, ranging between 4,100 and 4,200; in 2014 the number of in-migrating households dropped to 2,940. Linn County, located directly to the north of Johnson County, accounted for between 11.2 and 12.6 percent of household migration into Johnson; Polk County to the west, home of the City of Des Moines, represented between 3.1 and 4.2 percent; and

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Cook County, Illinois, approximately 235 miles to the east, made up between 3.8 and 5.6 percent. No other county consistently represented more than four percent of household migration into Johnson County. (*Reference Appendix One, Table 1.*)

The number of households moving out of the county peaked in 2015, with 5,265 out-migrating households, following the five-year low of 2,755 out-migrating households in 2014. Approximately 12.5 to 14.7 percent of out-migrating Johnson County households moved to Linn County; between 4.6 and 5.6 percent moved to Polk County; and between four and 4.7 percent moved to Cook County, Illinois.

The net migration numbers—the difference between households moving into the county and those moving out—show that, with the exception of 2014, when Johnson County gained 185 households, the county consistently lost households every year over the study period. The highest net loss was 1,095 households in 2015, the most recent year of migration data.

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 data for the City of Iowa City, the draw areas have been determined as follows:

- The local draw area, covering households who live in the City of Iowa City.
- The county draw area, covering households who live in the balance of Johnson County.
- The regional draw area, covering households with the potential to move to Iowa City from Linn and Polk Counties, Iowa, and Cook County, in Illinois.
- The national draw area, covering households with the potential to move to Iowa City from all other U.S. cities and counties.

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Five-year annual average estimates of population mobility within or to the South District Study Area indicate that approximately just under 41 percent of the population that moved into a dwelling unit in the District moved from within the city itself. Another 8.5 percent moved from elsewhere in Johnson County. Approximately 23.4 percent of movers are estimated to have arrived from another Iowa county, and just over 27 percent of movers originated from elsewhere in the United States. (*Reference Appendix One, Table 2.*)

Zimmerman/Volk Associate's Mobility Distribution Index provides contextual indicators of migration to compare geographical units inside common borders. In-migrating population on a gross scale tends toward distributions among inner geographies that roughly equal their share of housing units to the total (an Index of 100 is equivalent to an exactly proportional share). On a local scale, variances on this tendency can illuminate insights into different locations within common borders such as districts inside a city. For instance, the Downtown District's Inter-County Mobility Distribution Index overwhelmingly attracts more households from outside the city than other areas, due to the presence of the University of Iowa and resulting guaranteed household turnover. The Central District proved to be the most attractive area for households moving within the city, likely due to its attractive housing, central location, and close proximity to Downtown.

According to the Mobility Distribution Index, the South District consistently captured a smaller share of total mobility than its existing share of Iowa City households would indicate. However, 2013 through 2015, the South District performed well among movers from Johnson County as well as movers from outside Johnson County. The South District consistently drew fewer households from within Iowa City, but performed relatively better in this regard than the Southeast District, the Northeast District, and the North/North Corridor Districts.

The previous housing tenure of movers among population originating in Iowa City and Johnson County moving to the South District ranged between 13.8 and 33 percent owners over the study period. Among population originating elsewhere in Iowa, the ownership of previous residence percentage ranged between 7.9 percent in 2014 and 22.2 percent in 2016. The previous ownership

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percentage of the population moving from the balance of the United States fluctuated between 6.9 percent and 31.4 percent.

The median age of movers by draw area to the South District showed that the predominant cohort of movers across all draw areas were the Millennials. The median age of movers originating in Iowa City and Johnson County was either 27 or 28 in all years of the study period. Movers from the balance of Iowa tended to be even younger, except in 2016 when the median was nearly 30 years of age. Median ages for movers to the South District originating in the balance of the United States tended to be older than 30 at the start of the study period, falling to age 25 in 2016 and 2017.

The median reported income of movers by draw area to the South District remained low throughout the study period.

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.

2019 TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—

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

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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 35, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. The housing and lifestyle choices of the Millennials have had, and will continue to have a profound effect on the nation as a whole and cities in particular. The leading edge of iGen, the next generation following the Millennials, is now 23 years old and are 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 late 30s and early 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. As with the Millennials, as it ages the Boomer generation will continue its significant impact on the nation's housing.

Appendix One, Tables 3 and 4.

Target Market Classification—

According to Claritas, Inc., an estimated 31,240 households live in Iowa City in 2019 (*reference* Appendix One, Table 3). Median income in the city is estimated at \$46,000, approximately 26 percent below the national median of \$62,300. The median reported value of owner-occupied dwelling units in the city is estimated at \$225,400, just 1.5 percent above the national median of \$222,100. (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 2019 over 56 percent of the city's households are younger singles and couples (represented in 10 of Zimmerman/Volk Associates' target market groups). Approximately 30.7 percent of the city's households are traditional and non-traditional families (in 16 target market groups), and the remaining 12.6 percent are empty nesters and retirees (in 17 target market groups).

Claritas estimates that 61,775 households currently live in Johnson County (*reference* Appendix One, Table 4). Median income in the county is estimated at \$63,800, nearly 28 percent above the city median and 2.4 percent higher than the national median. The median reported value of owner-occupied dwelling units in the county is an estimated \$248,200, 10 percent above that of the city and nearly twelve percent more than the national median.

As characterized by lifestage, 45.5 percent of the county's households are traditional and non-traditional families, another 38.7 percent are younger singles and couples, and the remaining 15.8 percent are empty nesters and retirees.

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.

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

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

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

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

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

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

Once the draw areas for a property have been defined, then—through field investigation, analysis of historical migration and development trends, and employment and commutation patterns—the households within those areas are quantified using the residential target market methodology. The potential market for new dwelling units is then determined by the correlation of a number of

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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 THE CITY OF IOWA CITY (MOBILITY ANALYSIS)—

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

Appendix One, Table 5.

Internal Mobility (Households Moving within Iowa City)—

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 5,425 households living in Iowa City have the potential to move from one residence to another—rental or ownership, new or resale—within the city each year over the next five years.

Over 79 percent of these households are likely to be younger singles and couples (in 10 target market groups); 16 percent are likely to be traditional and non-traditional families (in 15 market groups); and the remaining 4.6 percent are likely to be empty nesters and retirees (in 12 market groups).

Appendix One, Table 6.

External Mobility (Households Moving to the City of Iowa City from the Balance of Johnson County)—

The same sources of data are used to determine the number of households in each target market group that will move from one area to another within the same county.

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The analysis shows that an annual average of 620 households currently living in the balance of Johnson County have the potential to move from a residence elsewhere in the county to a residence in Iowa City each year over the next five years.

Over 60 percent of these households are likely to be traditional and non-traditional families (in 17 market groups); another 34 percent are likely to be younger singles and couples (in 12 groups); and the remaining 5.6 percent are likely to be empty nesters and retirees (in five groups).

Appendix One, Tables 7 and 8; Appendix Two, Tables 1 through 3.

External Mobility (Households Moving to the City of Iowa City from Outside Johnson County)—

These tables determine the average annual number of households in each target market group living in Linn and Polk Counties, Iowa, Cook County, Illinois, and the balance of the United States that are likely to move to the City of Iowa City each year over the next five years (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data).

Appendix One, Table 9.

Average Annual Market Potential for the City of Iowa City—

This table summarizes Appendix One, Tables 5 through 8. 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 Iowa City each year over the next five years originating from households living in the designated draw areas. An annual average of 8,575 households have the potential to move within or to the city each year over the next five years.

Younger singles and couples are likely to account for nearly two-thirds of the annual potential market (in 17 of Zimmerman/Volk Associates' target market groups); another 25.3 percent are likely to be traditional and non-traditional families (in 25 market groups); and 9.1 percent are likely to be empty nesters and retirees (in 26 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 the City of Iowa City is shown on the following table:

Annual Average Market Potential by Draw Area
The City of Iowa City, Johnson County, Iowa

City of Iowa City:	63.3%
Balance of Johnson County:	7.2%
Regional Draw Area:	5.9%
Balance of the U.S.:	<u>23.6%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2019.

DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE SOUTH DISTRICT STUDY AREA—

The average annual potential market for new housing units that could be developed within the South District Study Area includes the same draw areas as for the city as a whole. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Claritas data, to determine which target market groups, as well as how many households within each group, are likely to move to the South District Study Area each year over the next five years.

Appendix One, Tables 10 through 16.

Average Annual Market Potential for the South District Study Area—

As determined by the target market methodology, then, an annual average of 2,120 of the 8,575 households that represent the average annual market for new and existing housing units in the City of Iowa City are a market for new housing units of any kind located in the South District Study Area. Just over 38 percent of these households are likely to be traditional and non-traditional families (in 20 target market groups); 35.8 percent are likely to be younger singles and couples (in nine groups); and the remaining 25.9 percent are likely to be empty nesters and retirees (in 19 groups). (*Reference Appendix One, Table 10.*)

The distribution of the draw areas as a percentage of the potential market for new housing units that could be developed in the South District Study Area is shown on the table following this page:

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Annual Average Market Potential by Draw Area
 The South District Study Area
The City of Iowa City, Johnson County, Iowa

City of Iowa City:	49.3%
Balance of Johnson County:	9.4%
Regional Draw Area:	8.3%
Balance of the U.S.:	<u>33.0%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2019.

The annual average of 2,120 draw area households that have the potential to move to new housing units in the South District Study Area each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Just over 44 percent of these households (939 households) comprise the average annual potential market for new rental housing in the Study Area. The remaining 55.7 percent (1,181 households) comprise the average annual potential market for new for-sale (ownership) housing units. (*Reference Appendix One, Table 11.*)

The income limits in Iowa City by household size and percent of median family income, based on the Iowa City, IA HUD Metro FMR Area median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2019, is \$96,000 for a family of four, are shown on the following table:

Fiscal Year 2019 Income Limits
The City of Iowa City, Johnson County, Iowa

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW* 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$20,100	\$33,500	\$52,850
Two	\$23,000	\$38,300	\$60,400
Three	\$25,850	\$43,100	\$67,950
Four	\$28,700	\$47,850	\$75,500
Five	\$31,000	\$51,700	\$81,550
Six	\$34,590	\$55,550	\$87,600
Seven	\$39,010	\$59,350	\$93,650
Eight	\$43,430	\$63,200	\$99,700

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

Using these income limits, the 939 renter households have been grouped by income as shown on the table following this page (*reference Appendix One, Table 12.*)

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Renter Households By Income Band
 The South District Study Area
The City of Iowa City, Johnson County, Iowa

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	248	26.4%
30% to 50% AMI	220	23.4%
50% to 80% AMI	115	12.2%
80% to 100% AMI	94	10.1%
Above 100% AMI	<u>262</u>	<u>27.9%</u>
Total:	939	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2019.

Of the 1,181 households that comprise the average annual potential market for new for-sale (ownership) housing units, 17.3 percent (204 households) represent the market for new multi-family for-sale units (condominium/cooperative lofts/apartments); 23.2 percent (274 households) make up the market for new single-family attached for-sale units (duplexes, quadriplexes, rowhouses, townhouses); and the remaining 59.5 percent (703 households) comprise the market for new single-family detached for-sale units (single-family houses) (*reference* Appendix One, Table 13).

These 1,181 households have also been grouped by income, as detailed on the following table (*reference* Appendix One, Table 14):

Owner Households By Income Band
 The South District Study Area
The City of Iowa City, Johnson County, Iowa

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	241	20.4%
30% to 50% AMI	261	22.1%
50% to 80% AMI	137	11.6%
80% to 100% AMI	114	9.7%
Above 100% AMI	<u>428</u>	<u>36.2%</u>
Total:	1,181	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2019.

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As noted above, of the 1,181 potential owner households, 204 households (17.3 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the following table (*reference* Appendix One, Table 15):

Multi-Family Owner Households By Income Band
 The South District Study Area
The City of Iowa City, Johnson County, Iowa

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	46	22.5%
30% to 50% AMI	50	24.5%
50% to 80% AMI	21	10.3%
80% to 100% AMI	16	7.8%
Above 100% AMI	<u>71</u>	<u>34.8%</u>
Total:	204	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2019.

Of the 1,181 potential owner households, 274 households (23.2 percent) comprise the market for single-family attached for-sale units (duplexes, quadriplexes, rowhouses, townhouses) and have also been grouped by income as shown on the following table (*reference* Appendix One, Table 16):

Single-Family Attached Owner Households By Income Band
 The South District Study Area
The City of Iowa City, Johnson County, Iowa

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	63	23.0%
30% to 50% AMI	64	23.4%
50% to 80% AMI	32	11.7%
80% to 100% AMI	24	8.8%
Above 100% AMI	<u>91</u>	<u>33.1%</u>
Total:	274	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2019.

Of the 1,181 potential owner households, 703 households (59.5 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 17).

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Single-Family Detached Owner Households By Income Band
 The South District Study Area
The City of Iowa City, Johnson County, Iowa

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	132	18.8%
30% to 50% AMI	147	20.9%
50% to 80% AMI	84	11.9%
80% to 100% AMI	74	10.5%
Above 100% AMI	<u>266</u>	<u>37.9%</u>
Total:	703	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2019.

—Target Market Data—

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

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

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

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

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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 31 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*Johnson County, Iowa***2011, 2012, 2013, 2014, 2015**

County of Origin 2011 2012 2013 2014 2015	
	Number	Share								
Linn	505	12.3%	525	12.4%	460	11.2%	360	12.2%	525	12.6%
Polk	155	3.8%	155	3.7%	145	3.5%	90	3.1%	175	4.2%
Cook, IL	170	4.1%	200	4.7%	165	4.0%	165	5.6%	160	3.8%
Washington	140	3.4%	145	3.4%	150	3.7%	100	3.4%	150	3.6%
Scott	110	2.7%	125	3.0%	110	2.7%	100	3.4%	140	3.4%
Muscatine	120	2.9%	140	3.3%	115	2.8%	100	3.4%	120	2.9%
Black Hawk	80	2.0%	90	2.1%	75	1.8%	55	1.9%	100	2.4%
Iowa	80	2.0%	80	1.9%	75	1.8%	50	1.7%	80	1.9%
Cedar	85	2.1%	105	2.5%	85	2.1%	65	2.2%	75	1.8%
Dubuque	45	1.1%	40	0.9%	50	1.2%	45	1.5%	60	1.4%
Des Moines	40	1.0%	35	0.8%	20	0.5%	25	0.9%	55	1.3%
Story	55	1.3%	45	1.1%	50	1.2%	35	1.2%	35	0.8%
Hennepin, MN	40	1.0%	40	0.9%	35	0.9%	25	0.9%	35	0.8%
Los Angeles, CA	85	2.1%	20	0.5%	25	0.6%	30	1.0%	35	0.8%
DuPage, IL	10	0.2%	25	0.6%	25	0.6%	25	0.9%	35	0.8%
Maricopa, AZ	30	0.7%	40	0.9%	25	0.6%	0	0.0%	30	0.7%
Henry	30	0.7%	35	0.8%	30	0.7%	35	1.2%	30	0.7%
Rock Island, IL	25	0.6%	35	0.8%	30	0.7%	35	1.2%	30	0.7%
Dallas	25	0.6%	25	0.6%	30	0.7%	25	0.9%	30	0.7%
Louisa	20	0.5%	25	0.6%	20	0.5%	0	0.0%	30	0.7%
San Diego, CA	25	0.6%	15	0.4%	0	0.0%	0	0.0%	25	0.6%
Benton	25	0.6%	25	0.6%	30	0.7%	0	0.0%	25	0.6%
Douglas, NE	30	0.7%	20	0.5%	0	0.0%	0	0.0%	25	0.6%
Ramsey, MN	20	0.5%	15	0.4%	20	0.5%	0	0.0%	25	0.6%
Harris, TX	20	0.5%	20	0.5%	0	0.0%	0	0.0%	20	0.5%
Wapello	20	0.5%	15	0.4%	25	0.6%	0	0.0%	20	0.5%
Clinton	20	0.5%	35	0.8%	25	0.6%	0	0.0%	20	0.5%
Jones	15	0.4%	10	0.2%	0	0.0%	0	0.0%	20	0.5%
Marshall	15	0.4%	20	0.5%	0	0.0%	0	0.0%	20	0.5%
All Other Counties	2,060	50.2%	2,125	50.2%	2,285	55.7%	1,575	53.6%	2,040	48.9%
Total In-Migration:	4,100	100.0%	4,230	100.0%	4,105	100.0%	2,940	100.0%	4,170	100.0%

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

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

Gross Annual Household Out-Migration*Johnson County, Iowa***2011, 2012, 2013, 2014, 2015**

Destination County 2011 2012 2013 2014 2015	
	Number	Share								
Linn	560	12.5%	655	13.7%	625	13.6%	405	14.7%	710	13.5%
Polk	205	4.6%	235	4.9%	255	5.6%	145	5.3%	240	4.6%
Cook, IL	200	4.5%	225	4.7%	185	4.0%	125	4.5%	230	4.4%
Washington	120	2.7%	180	3.8%	150	3.3%	90	3.3%	160	3.0%
Scott	125	2.8%	120	2.5%	115	2.5%	75	2.7%	95	1.8%
Muscatine	90	2.0%	60	1.3%	95	2.1%	70	2.5%	95	1.8%
Black Hawk	50	1.1%	55	1.1%	65	1.4%	45	1.6%	65	1.2%
Iowa	85	1.9%	95	2.0%	75	1.6%	40	1.5%	85	1.6%
Cedar	85	1.9%	95	2.0%	95	2.1%	50	1.8%	85	1.6%
Dubuque	40	0.9%	30	0.6%	40	0.9%	0	0.0%	50	0.9%
Des Moines	30	0.7%	20	0.4%	20	0.4%	0	0.0%	25	0.5%
Story	45	1.0%	40	0.8%	30	0.7%	30	1.1%	40	0.8%
Hennepin, MN	60	1.3%	70	1.5%	65	1.4%	45	1.6%	80	1.5%
Los Angeles, CA	25	0.6%	30	0.6%	35	0.8%	0	0.0%	40	0.8%
DuPage, IL	35	0.8%	35	0.7%	30	0.7%	35	1.3%	40	0.8%
Maricopa, AZ	60	1.3%	60	1.3%	45	1.0%	20	0.7%	45	0.9%
Henry	25	0.6%	15	0.3%	30	0.7%	0	0.0%	30	0.6%
Rock Island, IL	20	0.4%	30	0.6%	25	0.5%	0	0.0%	0	0.0%
Dallas	40	0.9%	40	0.8%	45	1.0%	30	1.1%	80	1.5%
Louisa	20	0.4%	20	0.4%	20	0.4%	0	0.0%	0	0.0%
San Diego, CA	25	0.6%	30	0.6%	0	0.0%	0	0.0%	30	0.6%
Benton	30	0.7%	30	0.6%	30	0.7%	20	0.7%	25	0.5%
Douglas, NE	20	0.4%	35	0.7%	35	0.8%	0	0.0%	35	0.7%
Ramsey, MN	20	0.4%	25	0.5%	25	0.5%	0	0.0%	30	0.6%
Harris, TX	30	0.7%	45	0.9%	20	0.4%	0	0.0%	25	0.5%
Wapello	20	0.4%	10	0.2%	0	0.0%	0	0.0%	0	0.0%
Clinton	15	0.3%	25	0.5%	0	0.0%	0	0.0%	0	0.0%
Jones	20	0.4%	30	0.6%	0	0.0%	0	0.0%	0	0.0%
Marshall	10	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Other Counties	2,355	52.7%	2,450	51.1%	2,430	53.0%	1,530	55.5%	2,925	55.6%
Total Out-Migration:	4,465	100.0%	4,790	100.0%	4,585	100.0%	2,755	100.0%	5,265	100.0%

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

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

Net Annual Household Migration*Johnson County, Iowa***2011, 2012, 2013, 2014, 2015**

County 2011 2012 2013 2014 2015
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Linn	-55	-130	-165	-45	-185
Polk	-50	-80	-110	-55	-65
Cook, IL	-30	-25	-20	40	-70
Washington	20	-35	0	10	-10
Scott	-15	5	-5	25	45
Muscatine	30	80	20	30	25
Black Hawk	30	35	10	10	35
Iowa	-5	-15	0	10	-5
Cedar	0	10	-10	15	-10
Dubuque	5	10	10	45	10
Des Moines	10	15	0	25	30
Story	10	5	20	5	-5
Hennepin, MN	-20	-30	-30	-20	-45
Los Angeles, CA	60	-10	-10	30	-5
DuPage, IL	-25	-10	-5	-10	-5
Maricopa, AZ	-30	-20	-20	-20	-15
Henry	5	20	0	35	0
Rock Island, IL	5	5	5	35	30
Dallas	-15	-15	-15	-5	-50
Louisa	0	5	0	0	30
San Diego, CA	0	-15	0	0	-5
Benton	-5	-5	0	-20	0
Douglas, NE	10	-15	-35	0	-10
Ramsey, MN	0	-10	-5	0	-5
Harris, TX	-10	-25	-20	0	-5
Wapello	0	5	25	0	20
Clinton	5	10	25	0	20
Jones	-5	-20	0	0	20
Marshall	5	20	0	0	20
All Other Counties	-295	-325	-145	45	-885
Total Net Migration:	-365	-560	-480	185	-1,095

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

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

Estimated Annual Average Population In-Migration By Origin Within/To The South District Between 2013 and 2017

Iowa City, Balance of Johnson County, Balance of Iowa Counties, and Balance of U.S. and Abroad

	<i>Iowa City</i>	<i>Balance of Johnson County</i>	<i>Balance of Iowa</i>	<i>Balance of U.S.</i>	<i>Total</i>
Mover Origin	990	207	570	665	2,432
Percent Share	40.71%	8.51%	23.44%	27.34%	100%

74.41 Five-Year Annual Average Aggregated Mobility Distribution Index

South District, Iowa City, Johnson County, Iowa

	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>
Intra-City MDI	67.73	62.08	59.45	66.29	65.36
Balance of Intra-County MDI	100.53	92.26	118.12	79.29	80.20
Inter-County MDI	104.69	95.29	86.21	91.03	68.99
Aggregated Mobility Distribution Index	84.14	70.31	62.66	78.02	76.91

Tenure of Previous Residence by Ownership Percentage of Movers by Draw Area

South District, Iowa City, Johnson County, Iowa

	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>
Johnson County	26.2%	18.2%	13.8%	16.1%	33.0%
Balance of Iowa	14.6%	7.9%	10.3%	22.2%	17.4%
Balance of United States	6.9%	17.4%	9.1%	13.2%	31.4%

Median Age of Movers Aged 18 And Over by Draw Area

South District, Iowa City, Johnsons County, Iowa

	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>
Johnson County	27.7	28.1	27.6	27.7	27.7
Balance of Iowa	24	23.6	24.9	29.9	26.5
Balance of United States	30.3	31	27	25.7	25.4

Estimated Median Income (Excluding Benefits) of Movers by Draw Area

South District, Iowa City, Johnson County, Iowa

	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>
Johnson County	\$25,555	\$26,732	\$19,575	\$15,667	\$20,718
<i>Percent Over \$50,000</i>	9.6%	12.9%	6.8%	1.6%	11.2%
Balance of Iowa	\$8,558	\$7,969	\$13,214	\$13,499	\$27,331
<i>Percent Over \$50,000</i>	2.0%	1.5%	3.1%	11.8%	8.0%
Balance of United States	\$21,155	\$18,702	\$17,926	\$18,834	\$19,851
<i>Percent Over \$50,000</i>	13.5%	5.1%	4.0%	3.4%	5.6%

SOURCE: Internal Revenue Service;
American Community Survey 1-Year, 5-Year Estimates;
Zimmerman/Volk Associates, Inc.

Demographic And Mobility Summary*South District, Iowa City, Johnson County, Iowa*

	2013	2014	2015	2016	2017
Estimated Population	8,709	8,977	9,258	9,356	9,499
Estimated Occupied Households	3,861	3,762	3,862	3,870	3,850
Estimated Median Income	\$46,937	\$46,143	\$46,638	\$47,189	\$47,319
Estimated Median Home Value: Owned Homes	\$126,523	\$125,085	\$119,144	\$131,148	\$147,525
Percent Ownership	57.1%	57.1%	55.3%	52.9%	55.3%
Total Iowa City Households	29,941	29,824	28,675	30,431	30,418
District Share of City	12.90%	12.61%	13.47%	12.72%	12.66%
Share of Intra-City Migration	8.62%	8.05%	7.83%	8.80%	8.71%
Share of Intra-County (Balance) In-Migration	12.79%	11.96%	15.56%	10.53%	10.68%
Share of Inter-County In-Migration	13.32%	12.35%	11.36%	12.09%	9.19%

2017 Mobility Distribution Index Ranked By Market Size*Iowa City, Johnson County, Iowa*

<u>Geography</u>	<u>Total Population 1 Year and over</u>	<u>Intra-City</u>	<u>Balance of Intra-County</u>	<u>Inter-County</u>	<u>Aggregated</u>
Central District	17,563	215.57	81.80	78.46	160.07
Southwest District	11,545	73.07	173.46	71.62	95.20
Northwest District	10,090	64.60	85.93	107.65	100.40
South District	9,499	65.36	80.20	68.99	76.91
Southeast District	6,905	39.89	54.62	62.62	50.38
North/North Corridor District	5,552	38.38	121.32	79.83	62.93
Northeast District	4,430	32.78	85.53	37.89	38.86
Downtown District	4,037	146.25	67.04	257.70	198.38
South Central District	1,670	1.61	216.02	55.79	44.70

SOURCE: Internal Revenue Service;
 American Community Survey 1-Year, 5-Year Estimates;
 Zimmerman/Volk Associates, Inc.

2019 Household Classification by Market Groups

City of Iowa, Johnson County, Iowa

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	3,930	12.6%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,370	4.4%
<i>Metropolitan Suburbs</i>	1,840	5.9%
<i>Town & Country/Exurbs</i>	720	2.3%
Traditional & Non-Traditional Families	9,585	30.7%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,225	10.3%
<i>Metropolitan Suburbs</i>	4,560	14.6%
<i>Town & Country/Exurbs</i>	1,800	5.8%
Younger Singles & Couples	17,725	56.7%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	9,395	30.1%
<i>Metropolitan Suburbs</i>	7,055	22.6%
<i>Town & Country/Exurbs</i>	1,275	4.1%
Total:	31,240	100.0%

2019 Estimated Median Income:	\$46,000
2019 Estimated National Median Income:	\$62,300

2019 Estimated Median Home Value:	\$225,400
2019 Estimated National Median Home Value:	\$222,100

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

2019 Household Classification by Market Groups

City of Iowa, Johnson County, Iowa

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	3,930	12.6%		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	305	1.0%	\$66,700	\$261,400
Blue-Collar Retirees	875	2.8%	\$41,000	\$136,500
Middle-Class Move-Downs	20	0.1%	\$39,400	\$152,800
Hometown Seniors	55	0.2%	\$28,000	\$91,800
Second City Seniors	115	0.4%	\$23,200	\$135,400
<i>Subtotal:</i>	<u>1,370</u>	<u>4.4%</u>		
<i>Metropolitan Suburbs</i>				
The One Percenters	50	0.2%	\$125,700	\$650,500
Old Money	20	0.1%	\$122,100	\$784,000
Affluent Empty Nesters	120	0.4%	\$94,700	\$457,300
Suburban Establishment	895	2.9%	\$86,600	\$339,000
Mainstream Empty Nesters	475	1.5%	\$55,100	\$184,600
Middle-American Retirees	280	0.9%	\$53,900	\$185,900
<i>Subtotal:</i>	<u>1,840</u>	<u>5.9%</u>		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	60	0.2%	\$95,700	\$455,100
Pillars of the Community	165	0.5%	\$73,100	\$248,300
New Empty Nesters	0	0.0%		
Traditional Couples	70	0.2%	\$70,300	\$287,100
RV Retirees	0	0.0%		
Country Couples	10	0.0%	\$53,500	\$184,400
Hometown Retirees	0	0.0%		
Heartland Retirees	0	0.0%		
Village Elders	135	0.4%	\$36,800	\$147,300
Small-Town Seniors	280	0.9%	\$35,400	\$127,700
Back Country Seniors	0	0.0%		
<i>Subtotal:</i>	<u>720</u>	<u>2.3%</u>		

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

2019 Household Classification by Market Groups

City of Iowa, Johnson County, Iowa

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	9,585	30.7%		
<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	2,800	9.0%	\$80,700	\$313,500
Multi-Ethnic Families	0	0.0%		
Uptown Families	250	0.8%	\$53,500	\$179,500
In-Town Families	0	0.0%		
New American Strivers	175	0.6%	\$32,100	\$143,500
<i>Subtotal:</i>	<u>3,225</u>	<u>10.3%</u>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	80	0.3%	\$132,600	\$490,300
Nouveau Money	375	1.2%	\$100,100	\$365,600
Button-Down Families	1,580	5.1%	\$83,700	\$326,200
Fiber-Optic Families	1,290	4.1%	\$80,300	\$243,000
Late-Nest Suburbanites	735	2.4%	\$64,500	\$291,000
Full-Nest Suburbanites	375	1.2%	\$61,100	\$268,800
Kids 'r' Us	125	0.4%	\$59,100	\$182,700
<i>Subtotal:</i>	<u>4,560</u>	<u>14.6%</u>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	610	2.0%	\$99,700	\$375,100
New Town Families	665	2.1%	\$75,700	\$233,700
Full-Nest Exurbanites	0	0.0%		
Rural Families	0	0.0%		
Traditional Families	5	0.0%	\$58,700	\$190,900
Small-Town Families	65	0.2%	\$58,800	\$237,600
Four-by-Four Families	20	0.1%	\$54,400	\$175,400
Rustic Families	0	0.0%		
Hometown Families	435	1.4%	\$37,700	\$146,200
<i>Subtotal:</i>	<u>1,800</u>	<u>5.8%</u>		

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

2019 Household Classification by Market Groups

City of Iowa, Johnson County, Iowa

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	17,725	56.7%		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	570	1.8%	\$59,700	\$299,100
Small-City Singles	690	2.2%	\$32,600	\$98,600
Twentysomethings	7,250	23.2%	\$30,000	\$191,000
Second-City Strivers	610	2.0%	\$29,700	\$160,600
Multi-Ethnic Singles	275	0.9%	\$19,800	\$92,400
<i>Subtotal:</i>	<u>9,395</u>	<u>30.1%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	285	0.9%	\$59,900	\$330,800
Suburban Achievers	2,960	9.5%	\$40,500	\$138,500
Suburban Strivers	3,810	12.2%	\$36,500	\$166,000
<i>Subtotal:</i>	<u>7,055</u>	<u>22.6%</u>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	990	3.2%	\$39,600	\$133,500
Blue-Collar Traditionalists	0	0.0%		
Rural Couples	0	0.0%		
Rural Strivers	285	0.9%	\$23,200	\$95,800
<i>Subtotal:</i>	<u>1,275</u>	<u>4.1%</u>		

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

2019 Household Classification by Market Groups

Johnson County, Iowa

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees		
	9,735	15.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,735	2.8%
<i>Metropolitan Suburbs</i>	2,825	4.6%
<i>Town & Country/Exurbs</i>	5,175	8.4%
Traditional & Non-Traditional Families		
	28,110	45.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,095	6.6%
<i>Metropolitan Suburbs</i>	7,290	11.8%
<i>Town & Country/Exurbs</i>	16,725	27.1%
Younger Singles & Couples		
	23,930	38.7%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,200	18.1%
<i>Metropolitan Suburbs</i>	8,765	14.2%
<i>Town & Country/Exurbs</i>	3,965	6.4%
Total:	61,775	100.0%
2019 Estimated Median Income:	\$63,800	
2019 Estimated National Median Income:	\$62,300	
2019 Estimated Median Home Value:	\$248,200	
2019 Estimated National Median Home Value:	\$222,100	

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

2019 Household Classification by Market Groups

Johnson County, Iowa

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	9,735	15.8%		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	330	0.5%	\$66,700	\$263,200
Blue-Collar Retirees	1,040	1.7%	\$48,400	\$137,500
Middle-Class Move-Downs	50	0.1%	\$46,800	\$154,100
Hometown Seniors	70	0.1%	\$28,000	\$92,400
Second City Seniors	245	0.4%	\$29,700	\$136,700
Subtotal:	1,735	2.8%		
<i>Metropolitan Suburbs</i>				
The One Percenters	325	0.5%	\$148,700	\$655,700
Old Money	105	0.2%	\$147,000	\$793,000
Affluent Empty Nesters	260	0.4%	\$112,600	\$461,000
Suburban Establishment	1,215	2.0%	\$102,200	\$341,300
Mainstream Empty Nesters	515	0.8%	\$55,100	\$185,600
Middle-American Retirees	405	0.7%	\$63,800	\$187,000
Subtotal:	2,825	4.6%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	535	0.9%	\$115,400	\$458,900
Pillars of the Community	325	0.5%	\$87,100	\$249,800
New Empty Nesters	2,350	3.8%	\$89,300	\$368,000
Traditional Couples	175	0.3%	\$84,600	\$289,100
RV Retirees	100	0.2%	\$69,000	\$194,200
Country Couples	80	0.1%	\$63,300	\$185,600
Hometown Retirees	230	0.4%	\$54,600	\$149,400
Heartland Retirees	320	0.5%	\$53,200	\$181,900
Village Elders	280	0.5%	\$44,400	\$148,400
Small-Town Seniors	580	0.9%	\$43,100	\$128,800
Back Country Seniors	200	0.3%	\$39,700	\$115,600
Subtotal:	5,175	8.4%		

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

2019 Household Classification by Market Groups

Johnson County, Iowa

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	28,110	45.5%		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	3,310	5.4%	\$93,700	\$315,900
Multi-Ethnic Families	0	0.0%		
Uptown Families	480	0.8%	\$62,900	\$180,600
In-Town Families	5	0.0%	\$41,500	\$114,600
New American Strivers	300	0.5%	\$38,900	\$144,700
Subtotal:	4,095	6.6%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	550	0.9%	\$150,800	\$493,200
Nouveau Money	1,215	2.0%	\$116,200	\$367,800
Button-Down Families	1,895	3.1%	\$97,300	\$328,800
Fiber-Optic Families	1,445	2.3%	\$91,700	\$244,400
Late-Nest Suburbanites	1,380	2.2%	\$77,400	\$292,700
Full-Nest Suburbanites	670	1.1%	\$72,900	\$270,600
Kids 'r' Us	135	0.2%	\$59,100	\$183,600
Subtotal:	7,290	11.8%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	3,540	5.7%	\$117,500	\$377,400
New Town Families	2,350	3.8%	\$88,800	\$235,200
Full-Nest Exurbanites	3,975	6.4%	\$89,200	\$286,200
Rural Families	880	1.4%	\$68,800	\$180,400
Traditional Families	250	0.4%	\$69,200	\$192,000
Small-Town Families	2,550	4.1%	\$69,600	\$239,400
Four-by-Four Families	175	0.3%	\$64,200	\$176,500
Rustic Families	1,205	2.0%	\$54,400	\$144,500
Hometown Families	1,800	2.9%	\$44,700	\$147,100
Subtotal:	16,725	27.1%		

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

2019 Household Classification by Market Groups

Johnson County, Iowa

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	23,930	38.7%		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	1,000	1.6%	\$70,400	\$301,600
Small-City Singles	810	1.3%	\$39,800	\$99,100
Twentysomethings	8,110	13.1%	\$36,900	\$192,300
Second-City Strivers	875	1.4%	\$36,200	\$161,800
Multi-Ethnic Singles	405	0.7%	\$24,200	\$93,000
Subtotal:	11,200	18.1%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	440	0.7%	\$69,900	\$333,700
Suburban Achievers	3,455	5.6%	\$47,600	\$139,300
Suburban Strivers	4,870	7.9%	\$43,700	\$167,100
Subtotal:	8,765	14.2%		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	2,715	4.4%	\$47,000	\$134,600
Blue-Collar Traditionalists	295	0.5%	\$44,600	\$119,900
Rural Couples	380	0.6%	\$35,300	\$95,500
Rural Strivers	575	0.9%	\$29,300	\$96,500
Subtotal:	3,965	6.4%		

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

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

Iowa City, Johnson County, Iowa

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,930	250	4.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,370	90	1.7%
<i>Metropolitan Suburbs</i>	1,840	105	1.9%
<i>Town & Country/Exurbs</i>	720	55	1.0%
Traditional & Non-Traditional Families	9,585	870	16.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,225	350	6.5%
<i>Metropolitan Suburbs</i>	4,560	290	5.3%
<i>Town & Country/Exurbs</i>	1,800	230	4.2%
Younger Singles & Couples	17,725	4,305	79.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	9,395	2,835	52.3%
<i>Metropolitan Suburbs</i>	7,055	1,340	24.7%
<i>Town & Country/Exurbs</i>	1,275	130	2.4%
Total:	31,240	5,425	100.0%

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

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

Iowa City, Johnson County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,930	250	4.6%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	305	10	0.2%
Blue-Collar Retirees	875	65	1.2%
Middle-Class Move-Downs	20	0	0.0%
Hometown Seniors	55	0	0.0%
Second City Seniors	115	15	0.3%
<i>Subtotal:</i>	<u>1,370</u>	<u>90</u>	<u>1.7%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	50	0	0.0%
Old Money	20	0	0.0%
Affluent Empty Nesters	120	5	0.1%
Suburban Establishment	895	40	0.7%
Mainstream Empty Nesters	475	45	0.8%
Middle-American Retirees	280	15	0.3%
<i>Subtotal:</i>	<u>1,840</u>	<u>105</u>	<u>1.9%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	60	5	0.1%
Pillars of the Community	165	10	0.2%
New Empty Nesters	0	0	0.0%
Traditional Couples	70	5	0.1%
RV Retirees	0	0	0.0%
Country Couples	10	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	135	10	0.2%
Small-Town Seniors	280	25	0.5%
Back Country Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>720</u>	<u>55</u>	<u>1.0%</u>

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

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

Iowa City, Johnson County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	9,585	870	16.0%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	2,800	280	5.2%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	250	35	0.6%
In-Town Families	0	0	0.0%
New American Strivers	175	35	0.6%
<i>Subtotal:</i>	<u>3,225</u>	<u>350</u>	<u>6.5%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	80	5	0.1%
Nouveau Money	375	20	0.4%
Button-Down Families	1,580	85	1.6%
Fiber-Optic Families	1,290	50	0.9%
Late-Nest Suburbanites	735	85	1.6%
Full-Nest Suburbanites	375	30	0.6%
Kids 'r' Us	125	15	0.3%
<i>Subtotal:</i>	<u>4,560</u>	<u>290</u>	<u>5.3%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	610	50	0.9%
New Town Families	665	60	1.1%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	5	0	0.0%
Small-Town Families	65	10	0.2%
Four-by-Four Families	20	5	0.1%
Rustic Families	0	0	0.0%
Hometown Families	435	105	1.9%
<i>Subtotal:</i>	<u>1,800</u>	<u>230</u>	<u>4.2%</u>

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

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

Iowa City, Johnson County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	17,725	4,305	79.4%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	570	110	2.0%
Small-City Singles	690	120	2.2%
Twentysomethings	7,250	2,395	44.1%
Second-City Strivers	610	150	2.8%
Multi-Ethnic Singles	275	60	1.1%
<i>Subtotal:</i>	<u>9,395</u>	<u>2,835</u>	<u>52.3%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	285	85	1.6%
Suburban Achievers	2,960	205	3.8%
Suburban Strivers	3,810	1,050	19.4%
<i>Subtotal:</i>	<u>7,055</u>	<u>1,340</u>	<u>24.7%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	990	60	1.1%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	285	70	1.3%
<i>Subtotal:</i>	<u>1,275</u>	<u>130</u>	<u>2.4%</u>

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

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

Balance of Johnson County, Iowa

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	5,805	35	5.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	365	5	0.8%
<i>Metropolitan Suburbs</i>	985	5	0.8%
<i>Town & Country/Exurbs</i>	4,455	25	4.0%
Traditional & Non-Traditional Families	18,525	375	60.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	870	20	3.2%
<i>Metropolitan Suburbs</i>	2,730	40	6.5%
<i>Town & Country/Exurbs</i>	14,925	315	50.8%
Younger Singles & Couples	6,205	210	33.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,805	85	13.7%
<i>Metropolitan Suburbs</i>	1,710	70	11.3%
<i>Town & Country/Exurbs</i>	2,690	55	8.9%
Total Balance of County:	30,535	620	100.0%

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

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

Balance of Johnson County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	5,805	35	5.6%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	25	0	0.0%
Blue-Collar Retirees	165	0	0.0%
Middle-Class Move-Downs	30	0	0.0%
Hometown Seniors	15	0	0.0%
Second City Seniors	130	5	0.8%
<i>Subtotal:</i>	<u>365</u>	<u>5</u>	<u>0.8%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	275	0	0.0%
Old Money	85	0	0.0%
Affluent Empty Nesters	140	0	0.0%
Suburban Establishment	320	5	0.8%
Mainstream Empty Nesters	40	0	0.0%
Middle-American Retirees	125	0	0.0%
<i>Subtotal:</i>	<u>985</u>	<u>5</u>	<u>0.8%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	475	5	0.8%
Pillars of the Community	160	0	0.0%
New Empty Nesters	2,350	15	2.4%
Traditional Couples	105	0	0.0%
RV Retirees	100	0	0.0%
Country Couples	70	0	0.0%
Hometown Retirees	230	0	0.0%
Heartland Retirees	320	0	0.0%
Village Elders	145	0	0.0%
Small-Town Seniors	300	5	0.8%
Back Country Seniors	200	0	0.0%
<i>Subtotal:</i>	<u>4,455</u>	<u>25</u>	<u>4.0%</u>

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

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

Balance of Johnson County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	18,525	375	60.5%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	510	10	1.6%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	230	5	0.8%
In-Town Families	5	0	0.0%
New American Strivers	125	5	0.8%
<i>Subtotal:</i>	<u>870</u>	<u>20</u>	<u>3.2%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	470	5	0.8%
Nouveau Money	840	10	1.6%
Button-Down Families	315	5	0.8%
Fiber-Optic Families	155	0	0.0%
Late-Nest Suburbanites	645	15	2.4%
Full-Nest Suburbanites	295	5	0.8%
Kids 'r' Us	10	0	0.0%
<i>Subtotal:</i>	<u>2,730</u>	<u>40</u>	<u>6.5%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	2,930	40	6.5%
New Town Families	1,685	30	4.8%
Full-Nest Exurbanites	3,975	60	9.7%
Rural Families	880	10	1.6%
Traditional Families	245	5	0.8%
Small-Town Families	2,485	80	12.9%
Four-by-Four Families	155	5	0.8%
Rustic Families	1,205	25	4.0%
Hometown Families	1,365	60	9.7%
<i>Subtotal:</i>	<u>14,925</u>	<u>315</u>	<u>50.8%</u>

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

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

Balance of Johnson County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	6,205	210	33.9%
<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	430	15	2.4%
Small-City Singles	120	5	0.8%
Twentysomethings	860	50	8.1%
Second-City Strivers	265	10	1.6%
Multi-Ethnic Singles	130	5	0.8%
<i>Subtotal:</i>	<u>1,805</u>	<u>85</u>	<u>13.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	155	10	1.6%
Suburban Achievers	495	5	0.8%
Suburban Strivers	1,060	55	8.9%
<i>Subtotal:</i>	<u>1,710</u>	<u>70</u>	<u>11.3%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,725	20	3.2%
Blue-Collar Traditionalists	295	10	1.6%
Rural Couples	380	10	1.6%
Rural Strivers	290	15	2.4%
<i>Subtotal:</i>	<u>2,690</u>	<u>55</u>	<u>8.9%</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

Linn County, Iowa, Polk County, Iowa, Cook County, Illinois

Household Type/ Geographic Designation	<i>Linn County</i>	<i>Polk County</i>	<i>Cook County</i>	Total
Empty Nesters & Retirees	40	10	20	70
<i>Metropolitan Cities</i>	0	0	20	20
<i>Small Cities/Satellite Cities</i>	10	5	0	15
<i>Metropolitan Suburbs</i>	30	5	0	35
<i>Town & Country/Exurbs</i>	0	0	0	0
Traditional & Non-Traditional Families	120	35	35	190
<i>Metropolitan Cities</i>	0	0	20	20
<i>Small Cities/Satellite Cities</i>	30	15	10	55
<i>Metropolitan Suburbs</i>	45	10	5	60
<i>Town & Country/Exurbs</i>	45	10	0	55
Younger Singles & Couples	140	45	60	245
<i>Metropolitan Cities</i>	0	0	55	55
<i>Small Cities/Satellite Cities</i>	80	25	0	105
<i>Metropolitan Suburbs</i>	50	20	5	75
<i>Town & Country/Exurbs</i>	10	0	0	10
Total:	300	90	115	505
Percent:	59.4%	17.8%	22.8%	100.0%

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

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

Summary: Appendix Two, Tables 1 Through 3

Linn County, Iowa, Polk County, Iowa, Cook County, Illinois

	<u>Linn County</u>	<u>Polk County</u>	<u>Cook County</u>	<u>Total</u>
Empty Nesters & Retirees	40	10	20	70
<i>Metropolitan Cities</i>				
The Social Register	0	0	0	0
Urban Establishment	0	0	5	5
Multi-Ethnic Empty Nesters	0	0	5	5
Cosmopolitan Couples	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>20</u>	<u>20</u>
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0	0	0
Blue-Collar Retirees	5	0	0	5
Middle-Class Move-Downs	0	0	0	0
Hometown Seniors	0	0	0	0
Second City Seniors	5	5	0	10
<i>Subtotal:</i>	<u>10</u>	<u>5</u>	<u>0</u>	<u>15</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	5	0	0	5
Mainstream Empty Nesters	15	5	0	20
Middle-American Retirees	10	0	0	10
<i>Subtotal:</i>	<u>30</u>	<u>5</u>	<u>0</u>	<u>35</u>
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	0	0	0	0
Pillars of the Community	0	0	0	0
New Empty Nesters	0	0	0	0
Traditional Couples	0	0	0	0
RV Retirees	0	0	0	0
Country Couples	0	0	0	0
Hometown Retirees	0	0	0	0
Heartland Retirees	0	0	0	0
Village Elders	0	0	0	0
Small-Town Seniors	0	0	0	0
Back Country Seniors	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

Linn County, Iowa, Polk County, Iowa, Cook County, Illinois

	<u>Linn County</u>	<u>Polk County</u>	<u>Cook County</u>	<u>Total</u>
Traditional & Non-Traditional Families	120	35	35	190
<i>Metropolitan Cities</i>				
e-Type Families	0	0	5	5
Multi-Cultural Families	0	0	0	0
Inner-City Families	0	0	5	5
Single-Parent Families	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>20</u>	<u>20</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0	0	0
Multi-Ethnic Families	0	0	5	5
Uptown Families	20	5	5	30
In-Town Families	0	5	0	5
New American Strivers	10	5	0	15
<i>Subtotal:</i>	<u>30</u>	<u>15</u>	<u>10</u>	<u>55</u>
<i>Metropolitan Suburbs</i>				
Corporate Establishment	5	0	0	5
Nouveau Money	5	0	0	5
Button-Down Families	5	0	5	10
Fiber-Optic Families	5	0	0	5
Late-Nest Suburbanites	10	5	0	15
Full-Nest Suburbanites	5	0	0	5
Kids 'r' Us	10	5	0	15
<i>Subtotal:</i>	<u>45</u>	<u>10</u>	<u>5</u>	<u>60</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	5	5	0	10
New Town Families	5	0	0	5
Full-Nest Exurbanites	10	0	0	10
Rural Families	5	0	0	5
Traditional Families	0	0	0	0
Small-Town Families	10	5	0	15
Four-by-Four Families	0	0	0	0
Rustic Families	5	0	0	5
Hometown Families	5	0	0	5
<i>Subtotal:</i>	<u>45</u>	<u>10</u>	<u>0</u>	<u>55</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

Linn County, Iowa, Polk County, Iowa, Cook County, Illinois

	<u>Linn County</u>	<u>Polk County</u>	<u>Cook County</u>	<u>Total</u>
Younger Singles & Couples	140	45	60	245
<i>Metropolitan Cities</i>				
New Power Couples	0	0	5	5
New Bohemians	0	0	25	25
Cosmopolitan Elite	0	0	0	0
Downtown Couples	0	0	10	10
Downtown Proud	0	0	15	15
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>55</u>	<u>55</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	10	5	0	15
Small-City Singles	30	5	0	35
Twentysomethings	20	10	0	30
Second-City Strivers	15	5	0	20
Multi-Ethnic Singles	5	0	0	5
<i>Subtotal:</i>	<u>80</u>	<u>25</u>	<u>0</u>	<u>105</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	5	5	0	10
Suburban Achievers	10	5	0	15
Suburban Strivers	35	10	5	50
<i>Subtotal:</i>	<u>50</u>	<u>20</u>	<u>5</u>	<u>75</u>
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	5	0	0	5
Blue-Collar Traditionalists	0	0	0	0
Rural Couples	0	0	0	0
Rural Strivers	5	0	0	5
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0</u>	<u>10</u>

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

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

Household Type / Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	425	21.0%
<i>Metropolitan Cities</i>	75	3.7%
<i>Small Cities/Satellite Cities</i>	75	3.7%
<i>Metropolitan Suburbs</i>	95	4.7%
<i>Town & Country/Exurbs</i>	180	8.9%
Traditional & Non-Traditional Families	735	36.3%
<i>Metropolitan Cities</i>	70	3.5%
<i>Small Cities/Satellite Cities</i>	180	8.9%
<i>Metropolitan Suburbs</i>	145	7.2%
<i>Town & Country/Exurbs</i>	340	16.8%
Younger Singles & Couples	865	42.7%
<i>Metropolitan Cities</i>	240	11.9%
<i>Small Cities/Satellite Cities</i>	285	14.1%
<i>Metropolitan Suburbs</i>	170	8.4%
<i>Town & Country/Exurbs</i>	170	8.4%
Total:	2,025	100.0%

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

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

	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	425	21.0%
<i>Metropolitan Cities</i>		
The Social Register	5	0.2%
Urban Establishment	25	1.2%
Multi-Ethnic Empty Nesters	15	0.7%
Cosmopolitan Couples	30	1.5%
<i>Subtotal:</i>	<u>75</u>	<u>3.7%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	10	0.5%
Blue-Collar Retirees	25	1.2%
Middle-Class Move-Downs	10	0.5%
Hometown Seniors	5	0.2%
Second City Seniors	25	1.2%
<i>Subtotal:</i>	<u>75</u>	<u>3.7%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	10	0.5%
Old Money	5	0.2%
Affluent Empty Nesters	10	0.5%
Suburban Establishment	20	1.0%
Mainstream Empty Nesters	25	1.2%
Middle-American Retirees	25	1.2%
<i>Subtotal:</i>	<u>95</u>	<u>4.7%</u>
<i>Town & Country/Exurbs</i>		
Small-Town Patriarchs	15	0.7%
Pillars of the Community	10	0.5%
New Empty Nesters	15	0.7%
Traditional Couples	10	0.5%
RV Retirees	10	0.5%
Country Couples	15	0.7%
Hometown Retirees	10	0.5%
Heartland Retirees	10	0.5%
Village Elders	15	0.7%
Small-Town Seniors	35	1.7%
Back Country Seniors	35	1.7%
<i>Subtotal:</i>	<u>180</u>	<u>8.9%</u>

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

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

	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	735	36.3%
<i>Metropolitan Cities</i>		
e-Type Families	10	0.5%
Multi-Cultural Families	5	0.2%
Inner-City Families	20	1.0%
Single-Parent Families	35	1.7%
<i>Subtotal:</i>	<u>70</u>	<u>3.5%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	20	1.0%
Multi-Ethnic Families	30	1.5%
Uptown Families	40	2.0%
In-Town Families	30	1.5%
New American Strivers	60	3.0%
<i>Subtotal:</i>	<u>180</u>	<u>8.9%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	15	0.7%
Nouveau Money	15	0.7%
Button-Down Families	25	1.2%
Fiber-Optic Families	10	0.5%
Late-Nest Suburbanites	30	1.5%
Full-Nest Suburbanites	20	1.0%
Kids 'r' Us	30	1.5%
<i>Subtotal:</i>	<u>145</u>	<u>7.2%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	35	1.7%
New Town Families	20	1.0%
Full-Nest Exurbanites	30	1.5%
Rural Families	30	1.5%
Traditional Families	15	0.7%
Small-Town Families	55	2.7%
Four-by-Four Families	30	1.5%
Rustic Families	80	4.0%
Hometown Families	45	2.2%
<i>Subtotal:</i>	<u>340</u>	<u>16.8%</u>

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

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

	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	865	42.7%
<i>Metropolitan Cities</i>		
New Power Couples	10	0.5%
New Bohemians	90	4.4%
Cosmopolitan Elite	10	0.5%
Downtown Couples	50	2.5%
Downtown Proud	80	4.0%
<i>Subtotal:</i>	<u>240</u>	<u>11.9%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	55	2.7%
Small-City Singles	45	2.2%
Twentysomethings	95	4.7%
Second-City Strivers	50	2.5%
Multi-Ethnic Singles	40	2.0%
<i>Subtotal:</i>	<u>285</u>	<u>14.1%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	55	2.7%
Suburban Achievers	20	1.0%
Suburban Strivers	95	4.7%
<i>Subtotal:</i>	<u>170</u>	<u>8.4%</u>
<i>Town & Country/Exurbs</i>		
Hometown Sweethearts	25	1.2%
Blue-Collar Traditionalists	40	2.0%
Rural Couples	60	3.0%
Rural Strivers	45	2.2%
<i>Subtotal:</i>	<u>170</u>	<u>8.4%</u>

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

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

Summary: Appendix One, Tables 5 Through 8

Iowa City, Johnson County,

Regional Draw Area, and Balance of the United States

<u>Household Type / Geographic Designation</u>	<u><i>Iowa City</i></u>	<u><i>Johnson County</i></u>	<u><i>Regional Draw Area</i></u>	<u><i>Balance of U.S.</i></u>	<u>Total</u>
Empty Nesters & Retirees	250	35	70	425	780
<i>Metropolitan Cities</i>	0	0	20	75	95
<i>Small Cities/Satellite Cities</i>	90	5	15	75	185
<i>Metropolitan Suburbs</i>	105	5	35	95	240
<i>Town & Country/Exurbs</i>	55	25	0	180	260
Traditional & Non-Traditional Families	870	375	190	735	2,170
<i>Metropolitan Cities</i>	0	0	20	70	90
<i>Small Cities/Satellite Cities</i>	350	20	55	180	605
<i>Metropolitan Suburbs</i>	290	40	60	145	535
<i>Town & Country/Exurbs</i>	230	315	55	340	940
Younger Singles & Couples	4,305	210	245	865	5,625
<i>Metropolitan Cities</i>	0	0	55	240	295
<i>Small Cities/Satellite Cities</i>	2,835	85	105	285	3,310
<i>Metropolitan Suburbs</i>	1,340	70	75	170	1,655
<i>Town & Country/Exurbs</i>	130	55	10	170	365
Total:	5,425	620	505	2,025	8,575
Percent:	63.3%	7.2%	5.9%	23.6%	100.0%

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

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

Summary: Appendix One, Tables 5 Through 8

Iowa City, Johnson County,

Regional Draw Area, and Balance of the United States

	<u>Iowa City</u>	<u>Johnson County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	250	35	70	425	780
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	5	5
Urban Establishment	0	0	5	25	30
Multi-Ethnic Empty Nesters	0	0	5	15	20
Cosmopolitan Couples	0	0	10	30	40
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>20</u>	<u>75</u>	<u>95</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	10	0	0	10	20
Blue-Collar Retirees	65	0	5	25	95
Middle-Class Move-Downs	0	0	0	10	10
Hometown Seniors	0	0	0	5	5
Second City Seniors	15	5	10	25	55
<i>Subtotal:</i>	<u>90</u>	<u>5</u>	<u>15</u>	<u>75</u>	<u>185</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	10	10
Old Money	0	0	0	5	5
Affluent Empty Nesters	5	0	0	10	15
Suburban Establishment	40	5	5	20	70
Mainstream Empty Nesters	45	0	20	25	90
Middle-American Retirees	15	0	10	25	50
<i>Subtotal:</i>	<u>105</u>	<u>5</u>	<u>35</u>	<u>95</u>	<u>240</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	5	5	0	15	25
Pillars of the Community	10	0	0	10	20
New Empty Nesters	0	15	0	15	30
Traditional Couples	5	0	0	10	15
RV Retirees	0	0	0	10	10
Country Couples	0	0	0	15	15
Hometown Retirees	0	0	0	10	10
Heartland Retirees	0	0	0	10	10
Village Elders	10	0	0	15	25
Small-Town Seniors	25	5	0	35	65
Back Country Seniors	0	0	0	35	35
<i>Subtotal:</i>	<u>55</u>	<u>25</u>	<u>0</u>	<u>180</u>	<u>260</u>

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

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

Summary: Appendix One, Tables 5 Through 8

Iowa City, Johnson County,

Regional Draw Area, and Balance of the United States

	<i>Iowa City</i>	<i>Johnson County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Traditional & Non-Traditional Families	870	375	190	735	2,170
<i>Metropolitan Cities</i>					
e-Type Families	0	0	5	10	15
Multi-Cultural Families	0	0	0	5	5
Inner-City Families	0	0	5	20	25
Single-Parent Families	0	0	10	35	45
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>20</u>	<u>70</u>	<u>90</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	280	10	0	20	310
Multi-Ethnic Families	0	0	5	30	35
Uptown Families	35	5	30	40	110
In-Town Families	0	0	5	30	35
New American Strivers	35	5	15	60	115
<i>Subtotal:</i>	<u>350</u>	<u>20</u>	<u>55</u>	<u>180</u>	<u>605</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	5	5	5	15	30
Nouveau Money	20	10	5	15	50
Button-Down Families	85	5	10	25	125
Fiber-Optic Families	50	0	5	10	65
Late-Nest Suburbanites	85	15	15	30	145
Full-Nest Suburbanites	30	5	5	20	60
Kids 'r' Us	15	0	15	30	60
<i>Subtotal:</i>	<u>290</u>	<u>40</u>	<u>60</u>	<u>145</u>	<u>535</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	50	40	10	35	135
New Town Families	60	30	5	20	115
Full-Nest Exurbanites	0	60	10	30	100
Rural Families	0	10	5	30	45
Traditional Families	0	5	0	15	20
Small-Town Families	10	80	15	55	160
Four-by-Four Families	5	5	0	30	40
Rustic Families	0	25	5	80	110
Hometown Families	105	60	5	45	215
<i>Subtotal:</i>	<u>230</u>	<u>315</u>	<u>55</u>	<u>340</u>	<u>940</u>

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

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

Summary: Appendix One, Tables 5 Through 8

Iowa City, Johnson County,

Regional Draw Area, and Balance of the United States

	<u>Iowa City</u>	<u>Johnson County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Younger Singles & Couples	4,305	210	245	865	5,625
<i>Metropolitan Cities</i>					
New Power Couples	0	0	5	10	15
New Bohemians	0	0	25	90	115
Cosmopolitan Elite	0	0	0	10	10
Downtown Couples	0	0	10	50	60
Downtown Proud	0	0	15	80	95
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>55</u>	<u>240</u>	<u>295</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	110	15	15	55	195
Small-City Singles	120	5	35	45	205
Twentysomethings	2,395	50	30	95	2,570
Second-City Strivers	150	10	20	50	230
Multi-Ethnic Singles	60	5	5	40	110
<i>Subtotal:</i>	<u>2,835</u>	<u>85</u>	<u>105</u>	<u>285</u>	<u>3,310</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	85	10	10	55	160
Suburban Achievers	205	5	15	20	245
Suburban Strivers	1,050	55	50	95	1,250
<i>Subtotal:</i>	<u>1,340</u>	<u>70</u>	<u>75</u>	<u>170</u>	<u>1,655</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	60	20	5	25	110
Blue-Collar Traditionalists	0	10	0	40	50
Rural Couples	0	10	0	60	70
Rural Strivers	70	15	5	45	135
<i>Subtotal:</i>	<u>130</u>	<u>55</u>	<u>10</u>	<u>170</u>	<u>365</u>

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

**Annual Average Number Of Households With The Potential
To Move To The South District Study Area Each Year Over The Next Five Years**

*Iowa City, Johnson County,
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Iowa City</u>	<u>Johnson County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	175	30	65	280	550
<i>Metropolitan Cities</i>	0	0	20	55	75
<i>Small Cities/Satellite Cities</i>	60	5	15	60	140
<i>Metropolitan Suburbs</i>	75	5	30	75	185
<i>Town & Country/Exurbs</i>	40	20	0	90	150
Traditional & Non-Traditional Families	365	130	55	260	810
<i>Metropolitan Cities</i>	0	0	5	25	30
<i>Small Cities/Satellite Cities</i>	150	5	20	80	255
<i>Metropolitan Suburbs</i>	120	10	15	65	210
<i>Town & Country/Exurbs</i>	95	115	15	90	315
Younger Singles & Couples	505	40	55	160	760
<i>Metropolitan Cities</i>	0	0	10	30	40
<i>Small Cities/Satellite Cities</i>	120	10	20	65	215
<i>Metropolitan Suburbs</i>	370	25	25	55	475
<i>Town & Country/Exurbs</i>	15	5	0	10	30
Total:	1,045	200	175	700	2,120
Percent:	49.3%	9.4%	8.3%	33.0%	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The South District Study Area Each Year Over The Next Five Years**

*Iowa City, Johnson County,
Regional Draw Area, and Balance of the United States*

	<u>Iowa City</u>	<u>Johnson County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	175	30	65	280	550
<i>Metropolitan Cities</i>					
Urban Establishment	0	0	5	20	25
Multi-Ethnic Empty Nesters	0	0	5	10	15
Cosmopolitan Couples	0	0	10	25	35
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>20</u>	<u>55</u>	<u>75</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	5	0	0	10	15
Blue-Collar Retirees	45	0	5	20	70
Middle-Class Move-Downs	0	0	0	10	10
Second City Seniors	10	5	10	20	45
<i>Subtotal:</i>	<u>60</u>	<u>5</u>	<u>15</u>	<u>60</u>	<u>140</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	10	10
Affluent Empty Nesters	5	0	0	10	15
Suburban Establishment	30	5	5	15	55
Mainstream Empty Nesters	30	0	15	20	65
Middle-American Retirees	10	0	10	20	40
<i>Subtotal:</i>	<u>75</u>	<u>5</u>	<u>30</u>	<u>75</u>	<u>185</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	5	5	0	10	20
Pillars of the Community	5	0	0	10	15
New Empty Nesters	0	10	0	10	20
Traditional Couples	5	0	0	10	15
Hometown Retirees	0	0	0	10	10
Village Elders	5	0	0	10	15
Small-Town Seniors	20	5	0	30	55
<i>Subtotal:</i>	<u>40</u>	<u>20</u>	<u>0</u>	<u>90</u>	<u>150</u>

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

**Annual Average Number Of Households With The Potential
To Move To The South District Study Area Each Year Over The Next Five Years**

*Iowa City, Johnson County,
Regional Draw Area, and Balance of the United States*

	<i>Iowa City</i>	<i>Johnson County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Traditional & Non-Traditional Families	365	130	55	260	810
<i>Metropolitan Cities</i>					
Inner-City Families	0	0	0	10	10
Single-Parent Families	0	0	5	15	20
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>5</u>	<u>25</u>	<u>30</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	120	5	0	10	135
Multi-Ethnic Families	0	0	0	15	15
Uptown Families	15	0	15	15	45
In-Town Families	0	0	0	15	15
New American Strivers	15	0	5	25	45
<i>Subtotal:</i>	<u>150</u>	<u>5</u>	<u>20</u>	<u>80</u>	<u>255</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	5	5
Nouveau Money	10	5	0	5	20
Button-Down Families	35	0	5	10	50
Fiber-Optic Families	20	0	0	5	25
Late-Nest Suburbanites	35	5	5	15	60
Full-Nest Suburbanites	15	0	0	10	25
Kids 'r' Us	5	0	5	15	25
<i>Subtotal:</i>	<u>120</u>	<u>10</u>	<u>15</u>	<u>65</u>	<u>210</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	20	15	5	15	55
New Town Families	25	15	0	10	50
Full-Nest Exurbanites	0	25	5	15	45
Traditional Families	0	0	0	5	5
Small-Town Families	5	35	5	25	70
Hometown Families	45	25	0	20	90
<i>Subtotal:</i>	<u>95</u>	<u>115</u>	<u>15</u>	<u>90</u>	<u>315</u>

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

**Annual Average Number Of Households With The Potential
To Move To The South District Study Area Each Year Over The Next Five Years**

*Iowa City, Johnson County,
Regional Draw Area, and Balance of the United States*

	<u>Iowa City</u>	<u>Johnson County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Younger Singles & Couples	505	40	55	160	760
<i>Metropolitan Cities</i>					
New Bohemians	0	0	10	30	40
Subtotal:	<u>0</u>	<u>0</u>	<u>10</u>	<u>30</u>	<u>40</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	30	5	5	20	60
Small-City Singles	35	0	10	15	60
Second-City Strivers	40	5	5	15	65
Multi-Ethnic Singles	15	0	0	15	30
Subtotal:	<u>120</u>	<u>10</u>	<u>20</u>	<u>65</u>	<u>215</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	25	5	5	20	55
Suburban Achievers	55	0	5	5	65
Suburban Strivers	290	20	15	30	355
Subtotal:	<u>370</u>	<u>25</u>	<u>25</u>	<u>55</u>	<u>475</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	15	5	0	10	30
Subtotal:	<u>15</u>	<u>5</u>	<u>0</u>	<u>10</u>	<u>30</u>

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

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move To
To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Potential Renters</u>	<u>Potential Owners</u>	<u>Total</u>
Empty Nesters & Retirees	192	358	550
<i>Metropolitan Cities</i>	51	24	75
<i>Small Cities/Satellite Cities</i>	62	78	140
<i>Metropolitan Suburbs</i>	44	141	185
<i>Town & Country/Exurbs</i>	35	115	150
Traditional & Non-Traditional Families	278	532	810
<i>Metropolitan Cities</i>	18	12	30
<i>Small Cities/Satellite Cities</i>	98	157	255
<i>Metropolitan Suburbs</i>	56	154	210
<i>Town & Country/Exurbs</i>	106	209	315
Younger Singles & Couples	469	291	760
<i>Metropolitan Cities</i>	32	8	40
<i>Small Cities/Satellite Cities</i>	140	75	215
<i>Metropolitan Suburbs</i>	287	188	475
<i>Town & Country/Exurbs</i>	10	20	30
Total:	939	1,181	2,120
Percent:	44.3%	55.7%	100.0%

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

Tenure (Renter/Buyer) Profile
 Annual Average Number of Households With The Potential To Move To
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Empty Nesters & Retirees	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
Urban Establishment	18	7	25
Multi-Ethnic Empty Nesters	5	10	15
Cosmopolitan Couples	28	7	35
<i>Subtotal:</i>	51	24	75
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	2	13	15
Blue-Collar Retirees	23	47	70
Middle-Class Move-Downs	3	7	10
Hometown Seniors	0	0	0
Second City Seniors	34	11	45
<i>Subtotal:</i>	62	78	140
<i>Metropolitan Suburbs</i>			
The One Percenters	1	9	10
Affluent Empty Nesters	2	13	15
Suburban Establishment	9	46	55
Mainstream Empty Nesters	22	43	65
Middle-American Retirees	10	30	40
<i>Subtotal:</i>	44	141	185
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	3	17	20
Pillars of the Community	2	13	15
New Empty Nesters	3	17	20
Traditional Couples	2	13	15
Hometown Retirees	2	8	10
Village Elders	4	11	15
Small-Town Seniors	19	36	55
<i>Subtotal:</i>	35	115	150
Total:	192	358	550
Percent:	34.9%	65.1%	100.0%

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

Tenure (Renter/Buyer) Profile
 Annual Average Number of Households With The Potential To Move To
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
Inner-City Families	6	4	10
Single-Parent Families	12	8	20
<i>Subtotal:</i>	18	12	30
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	39	96	135
Multi-Ethnic Families	5	10	15
Uptown Families	16	29	45
In-Town Families	6	9	15
New American Strivers	32	13	45
<i>Subtotal:</i>	98	157	255
<i>Metropolitan Suburbs</i>			
Corporate Establishment	1	4	5
Nouveau Money	4	16	20
Button-Down Families	8	42	50
Fiber-Optic Families	3	22	25
Late-Nest Suburbanites	24	36	60
Full-Nest Suburbanites	9	16	25
Kids 'r' Us	7	18	25
<i>Subtotal:</i>	56	154	210
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	7	48	55
New Town Families	7	43	50
Full-Nest Exurbanites	7	38	45
Traditional Families	1	4	5
Small-Town Families	30	40	70
Hometown Families	54	36	90
<i>Subtotal:</i>	106	209	315
Total:	278	532	810
Percent:	34.3%	65.7%	100.0%

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

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move To
To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
Regional Draw Area, and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
New Bohemians	32	8	40
<i>Subtotal:</i>	<u>32</u>	<u>8</u>	<u>40</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	37	23	60
Small-City Singles	26	34	60
Second-City Strivers	54	11	65
Multi-Ethnic Singles	23	7	30
<i>Subtotal:</i>	<u>140</u>	<u>75</u>	<u>215</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	46	9	55
Suburban Achievers	25	40	65
Suburban Strivers	216	139	355
<i>Subtotal:</i>	<u>287</u>	<u>188</u>	<u>475</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	10	20	30
<i>Subtotal:</i>	<u>10</u>	<u>20</u>	<u>30</u>
Total:	469	291	760
Percent:	61.7%	38.3%	100.0%

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

Renter Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic DesignationRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	47	37	20	19	69	192
<i>Metropolitan Cities</i>	10	8	6	6	21	51
<i>Small Cities/Satellite Cities</i>	23	15	6	6	12	62
<i>Metropolitan Suburbs</i>	7	8	5	5	19	44
<i>Town & Country/Exurbs</i>	7	6	3	2	17	35
Traditional & Non-Traditional Families	71	68	36	27	76	278
<i>Metropolitan Cities</i>	6	5	2	1	4	18
<i>Small Cities/Satellite Cities</i>	26	24	14	10	24	98
<i>Metropolitan Suburbs</i>	9	12	6	6	23	56
<i>Town & Country/Exurbs</i>	30	27	14	10	25	106
Younger Singles & Couples	130	115	59	48	117	469
<i>Metropolitan Cities</i>	5	4	3	3	17	32
<i>Small Cities/Satellite Cities</i>	46	35	16	14	29	140
<i>Metropolitan Suburbs</i>	76	73	39	30	69	287
<i>Town & Country/Exurbs</i>	3	3	1	1	2	10
Total:	248	220	115	94	262	939
Percent:	26.4%	23.4%	12.2%	10.1%	27.9%	100.0%

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

Renter Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
 Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States

Empty Nesters & RetireesRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Urban Establishment	2	2	2	2	10	18
Multi-Ethnic Empty Nesters	1	1	1	1	1	5
Cosmopolitan Couples	7	5	3	3	10	28
<i>Subtotal:</i>	10	8	6	6	21	51
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	0	2	2
Blue-Collar Retirees	6	6	3	3	5	23
Middle-Class Move-Downs	1	1	0	0	1	3
Second City Seniors	16	8	3	3	4	34
<i>Subtotal:</i>	23	15	6	6	12	62
<i>Metropolitan Suburbs</i>						
The One Percenters	0	0	0	0	1	1
Affluent Empty Nesters	0	0	0	0	2	2
Suburban Establishment	1	1	1	1	5	9
Mainstream Empty Nesters	4	5	3	3	7	22
Middle-American Retirees	2	2	1	1	4	10
<i>Subtotal:</i>	7	8	5	5	19	44
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	3	3
Pillars of the Community	0	0	0	0	2	2
New Empty Nesters	0	0	0	0	3	3
Traditional Couples	0	0	0	0	2	2
Hometown Retirees	0	0	0	0	2	2
Village Elders	1	1	1	0	1	4
Small-Town Seniors	6	5	2	2	4	19
<i>Subtotal:</i>	7	6	3	2	17	35
Total:	47	37	20	19	69	192
Percent:	24.5%	19.3%	10.4%	9.9%	35.9%	100.0%

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

Renter Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
 Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States

Traditional & Non-Traditional FamiliesRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Inner-City Families	2	2	1	0	1	6
Single-Parent Families	4	3	1	1	3	12
<i>Subtotal:</i>	6	5	2	1	4	18
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	5	7	5	5	17	39
Multi-Ethnic Families	1	1	1	1	1	5
Uptown Families	4	4	3	2	3	16
In-Town Families	2	2	1	0	1	6
New American Strivers	14	10	4	2	2	32
<i>Subtotal:</i>	26	24	14	10	24	98
<i>Metropolitan Suburbs</i>						
Corporate Establishment	0	0	0	0	1	1
Nouveau Money	0	1	0	0	3	4
Button-Down Families	1	1	1	1	4	8
Fiber-Optic Families	0	1	0	0	2	3
Late-Nest Suburbanites	5	5	3	3	8	24
Full-Nest Suburbanites	2	2	1	1	3	9
Kids 'r' Us	1	2	1	1	2	7
<i>Subtotal:</i>	9	12	6	6	23	56
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	1	1	1	1	3	7
New Town Families	1	1	1	1	3	7
Full-Nest Exurbanites	1	1	1	1	3	7
Traditional Families	0	0	0	0	1	1
Small-Town Families	7	7	4	3	9	30
Hometown Families	20	17	7	4	6	54
<i>Subtotal:</i>	30	27	14	10	25	106
Total:	71	68	36	27	76	278
Percent:	25.5%	24.5%	12.9%	9.7%	27.3%	100.0%

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

Renter Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
 Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States

Younger Singles & CouplesRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Metropolitan Cities						
New Bohemians	5	4	3	3	17	32
<i>Subtotal:</i>	5	4	3	3	17	32
Small Cities/Satellite Cities						
The VIPs	6	7	4	5	15	37
Small-City Singles	8	7	3	3	5	26
Second-City Strivers	20	15	7	5	7	54
Multi-Ethnic Singles	12	6	2	1	2	23
<i>Subtotal:</i>	46	35	16	14	29	140
Metropolitan Suburbs						
Fast-Track Professionals	7	8	6	6	19	46
Suburban Achievers	6	7	4	3	5	25
Suburban Strivers	63	58	29	21	45	216
<i>Subtotal:</i>	76	73	39	30	69	287
Town & Country/Exurbs						
Hometown Sweethearts	3	3	1	1	2	10
<i>Subtotal:</i>	3	3	1	1	2	10
Total:	130	115	59	48	117	469
Percent:	27.7%	24.5%	12.6%	10.2%	24.9%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	.. Multi-Family Single-Family		Total
	 Attached Detached	
Empty Nesters & Retirees	48	67	243	358
<i>Metropolitan Cities</i>	9	9	6	24
<i>Small Cities/Satellite Cities</i>	13	15	50	78
<i>Metropolitan Suburbs</i>	14	26	101	141
<i>Town & Country/Exurbs</i>	12	17	86	115
Traditional & Non-Traditional Families	73	116	343	532
<i>Metropolitan Cities</i>	2	5	5	12
<i>Small Cities/Satellite Cities</i>	26	40	91	157
<i>Metropolitan Suburbs</i>	19	29	106	154
<i>Town & Country/Exurbs</i>	26	42	141	209
Younger Singles & Couples	83	91	117	291
<i>Metropolitan Cities</i>	5	3	0	8
<i>Small Cities/Satellite Cities</i>	20	22	33	75
<i>Metropolitan Suburbs</i>	55	62	71	188
<i>Town & Country/Exurbs</i>	3	4	13	20
Total:	204	274	703	1,181
Percent:	17.3%	23.2%	59.5%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Empty Nesters & Retirees	<i>.. Multi-Family ..</i>	<i>..... Single-Family</i>		Total
		<i>.... Attached</i>	<i>.... Detached</i>	
<i>Metropolitan Cities</i>				
Urban Establishment	3	3	1	7
Multi-Ethnic Empty Nesters	2	3	5	10
Cosmopolitan Couples	4	3	0	7
<i>Subtotal:</i>	9	9	6	24
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	1	1	11	13
Blue-Collar Retirees	7	9	31	47
Middle-Class Move-Downs	2	2	3	7
Second City Seniors	3	3	5	11
<i>Subtotal:</i>	13	15	50	78
<i>Metropolitan Suburbs</i>				
The One Percenters	0	1	8	9
Affluent Empty Nesters	0	1	12	13
Suburban Establishment	3	8	35	46
Mainstream Empty Nesters	7	11	25	43
Middle-American Retirees	4	5	21	30
<i>Subtotal:</i>	14	26	101	141
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	1	3	13	17
Pillars of the Community	1	1	11	13
New Empty Nesters	1	1	15	17
Traditional Couples	0	1	12	13
Hometown Retirees	1	1	6	8
Village Elders	2	2	7	11
Small-Town Seniors	6	8	22	36
<i>Subtotal:</i>	12	17	86	115
Total:	48	67	243	358
Percent:	13.4%	18.7%	67.9%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	.. Multi-Family Single-Family		Total
		 Attached Detached	
Metropolitan Cities					
Inner-City Families	0		2	2	4
Single-Parent Families	2		3	3	8
<i>Subtotal:</i>	<u>2</u>		<u>5</u>	<u>5</u>	<u>12</u>
Small Cities/Satellite Cities					
Unibox Transferees	17		25	54	96
Multi-Ethnic Families	1		2	7	10
Uptown Families	4		6	19	29
In-Town Families	1		2	6	9
New American Strivers	3		5	5	13
<i>Subtotal:</i>	<u>26</u>		<u>40</u>	<u>91</u>	<u>157</u>
Metropolitan Suburbs					
Corporate Establishment	0		1	3	4
Nouveau Money	2		3	11	16
Button-Down Families	2		5	35	42
Fiber-Optic Families	1		3	18	22
Late-Nest Suburbanites	9		10	17	36
Full-Nest Suburbanites	3		4	9	16
Kids 'r' Us	2		3	13	18
<i>Subtotal:</i>	<u>19</u>		<u>29</u>	<u>106</u>	<u>154</u>
Town & Country/Exurbs					
Ex-Urban Elite	2		6	40	48
New Town Families	3		6	34	43
Full-Nest Exurbanites	3		5	30	38
Traditional Families	0		1	3	4
Small-Town Families	9		11	20	40
Hometown Families	9		13	14	36
<i>Subtotal:</i>	<u>26</u>		<u>42</u>	<u>141</u>	<u>209</u>
Total:	73		116	343	532
Percent:	13.7%		21.8%	64.5%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Younger Singles & Couples	<i>.. Multi-Family ..</i>	<i>..... Single-Family</i>		Total
	<i>..... Attached</i>	<i>..... Detached</i>		
Metropolitan Cities				
New Bohemians	5	3	0	8
<i>Subtotal:</i>	<u>5</u>	<u>3</u>	<u>0</u>	<u>8</u>
Small Cities/Satellite Cities				
The VIPs	9	7	7	23
Small-City Singles	4	8	22	34
Second-City Strivers	5	4	2	11
Multi-Ethnic Singles	2	3	2	7
<i>Subtotal:</i>	<u>20</u>	<u>22</u>	<u>33</u>	<u>75</u>
Metropolitan Suburbs				
Fast-Track Professionals	5	3	1	9
Suburban Achievers	6	10	24	40
Suburban Strivers	44	49	46	139
<i>Subtotal:</i>	<u>55</u>	<u>62</u>	<u>71</u>	<u>188</u>
Town & Country/Exurbs				
Hometown Sweethearts	3	4	13	20
<i>Subtotal:</i>	<u>3</u>	<u>4</u>	<u>13</u>	<u>20</u>
Total:	83	91	117	291
Percent:	28.5%	31.3%	40.2%	100.0%

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

Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic DesignationOwnership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	65	71	34	34	154	358
<i>Metropolitan Cities</i>	3	4	1	1	15	24
<i>Small Cities/Satellite Cities</i>	20	20	7	7	24	78
<i>Metropolitan Suburbs</i>	20	24	15	15	67	141
<i>Town & Country/Exurbs</i>	22	23	11	11	48	115
Traditional & Non-Traditional Families	96	115	66	54	201	532
<i>Metropolitan Cities</i>	5	5	0	0	2	12
<i>Small Cities/Satellite Cities</i>	28	36	21	16	56	157
<i>Metropolitan Suburbs</i>	24	29	18	16	67	154
<i>Town & Country/Exurbs</i>	39	45	27	22	76	209
Younger Singles & Couples	80	75	37	26	73	291
<i>Metropolitan Cities</i>	1	1	0	0	6	8
<i>Small Cities/Satellite Cities</i>	22	19	9	6	19	75
<i>Metropolitan Suburbs</i>	52	50	25	19	42	188
<i>Town & Country/Exurbs</i>	5	5	3	1	6	20
Total:	241	261	137	114	428	1,181
Percent:	20.4%	22.1%	11.6%	9.7%	36.2%	100.0%

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

Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Empty Nesters & RetireesOwnership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	0	7	7
Multi-Ethnic Empty Nesters	1	2	1	1	5	10
Cosmopolitan Couples	2	2	0	0	3	7
<i>Subtotal:</i>	3	4	1	1	15	24
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	1	2	1	1	8	13
Blue-Collar Retirees	12	12	6	6	11	47
Middle-Class Move-Downs	3	3	0	0	1	7
Second City Seniors	4	3	0	0	4	11
<i>Subtotal:</i>	20	20	7	7	24	78
<i>Metropolitan Suburbs</i>						
The One Percenters	1	1	0	0	7	9
Old Money	0	0	0	0	0	0
Affluent Empty Nesters	1	1	1	1	9	13
Suburban Establishment	5	6	4	4	27	46
Mainstream Empty Nesters	7	9	5	5	17	43
Middle-American Retirees	6	7	5	5	7	30
<i>Subtotal:</i>	20	24	15	15	67	141
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	1	2	1	1	12	17
Pillars of the Community	1	2	1	1	8	13
New Empty Nesters	1	2	1	2	11	17
Traditional Couples	2	2	1	1	7	13
Hometown Retirees	1	1	1	1	4	8
Village Elders	4	4	1	1	1	11
Small-Town Seniors	12	10	5	4	5	36
<i>Subtotal:</i>	22	23	11	11	48	115
Total:	65	71	34	34	154	358
Percent:	18.2%	19.8%	9.5%	9.5%	43.0%	100.0%

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

Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional FamiliesOwnership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Inner-City Families	2	2	0	0	0	4
Single-Parent Families	3	3	0	0	2	8
<i>Subtotal:</i>	<u>5</u>	<u>5</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>12</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	12	18	12	12	42	96
Multi-Ethnic Families	1	2	1	1	5	10
Uptown Families	7	8	5	3	6	29
In-Town Families	3	3	1	0	2	9
New American Strivers	5	5	2	0	1	13
<i>Subtotal:</i>	<u>28</u>	<u>36</u>	<u>21</u>	<u>16</u>	<u>56</u>	<u>157</u>
<i>Metropolitan Suburbs</i>						
Corporate Establishment	0	0	0	0	4	4
Nouveau Money	1	1	1	1	12	16
Button-Down Families	6	7	5	5	19	42
Fiber-Optic Families	2	4	3	3	10	22
Late-Nest Suburbanites	7	8	4	4	13	36
Full-Nest Suburbanites	4	4	2	1	5	16
Kids 'r' Us	4	5	3	2	4	18
<i>Subtotal:</i>	<u>24</u>	<u>29</u>	<u>18</u>	<u>16</u>	<u>67</u>	<u>154</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	5	7	5	5	26	48
New Town Families	6	9	6	5	17	43
Full-Nest Exurbanites	4	7	5	5	17	38
Traditional Families	1	1	0	0	2	4
Small-Town Families	10	10	6	4	10	40
Hometown Families	13	11	5	3	4	36
<i>Subtotal:</i>	<u>39</u>	<u>45</u>	<u>27</u>	<u>22</u>	<u>76</u>	<u>209</u>
Total:	96	115	66	54	201	532
Percent:	18.0%	21.6%	12.4%	10.2%	37.8%	100.0%

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

Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Younger Singles & CouplesOwnership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
New Bohemians	1	1	0	0	6	8
<i>Subtotal:</i>	1	1	0	0	6	8
<i>Small Cities/Satellite Cities</i>						
The VIPs	3	4	3	3	10	23
Small-City Singles	11	9	5	3	6	34
Second-City Strivers	4	3	1	0	3	11
Multi-Ethnic Singles	4	3	0	0	0	7
<i>Subtotal:</i>	22	19	9	6	19	75
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	1	2	1	1	4	9
Suburban Achievers	11	11	5	5	8	40
Suburban Strivers	40	37	19	13	30	139
<i>Subtotal:</i>	52	50	25	19	42	188
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	5	5	3	1	6	20
<i>Subtotal:</i>	5	5	3	1	6	20
Total:	80	75	37	26	73	291
Percent:	27.5%	25.8%	12.7%	8.9%	25.1%	100.0%

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

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic DesignationMulti-Family Ownership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	10	11	4	4	19	48
<i>Metropolitan Cities</i>	1	1	0	0	7	9
<i>Small Cities/Satellite Cities</i>	4	4	1	1	3	13
<i>Metropolitan Suburbs</i>	2	3	2	2	5	14
<i>Town & Country/Exurbs</i>	3	3	1	1	4	12
Traditional & Non-Traditional Families	13	17	6	5	32	73
<i>Metropolitan Cities</i>	1	1	0	0	0	2
<i>Small Cities/Satellite Cities</i>	4	5	3	2	12	26
<i>Metropolitan Suburbs</i>	3	4	1	1	10	19
<i>Town & Country/Exurbs</i>	5	7	2	2	10	26
Younger Singles & Couples	23	22	11	7	20	83
<i>Metropolitan Cities</i>	1	1	0	0	3	5
<i>Small Cities/Satellite Cities</i>	5	5	3	1	6	20
<i>Metropolitan Suburbs</i>	16	15	8	6	10	55
<i>Town & Country/Exurbs</i>	1	1	0	0	1	3
Total:	46	50	21	16	71	204
Percent:	22.5%	24.5%	10.3%	7.8%	34.8%	100.0%

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

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Empty Nesters & RetireesMulti-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>						
Urban Establishment	0	0	0	0	3	3
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	7	9
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	2	2	1	1	1	7
Middle-Class Move-Downs	1	1	0	0	0	2
Second City Seniors	1	1	0	0	1	3
<i>Subtotal:</i>	4	4	1	1	3	13
<i>Metropolitan Suburbs</i>						
Suburban Establishment	0	0	0	0	3	3
Mainstream Empty Nesters	1	2	1	1	2	7
Middle-American Retirees	1	1	1	1	0	4
<i>Subtotal:</i>	2	3	2	2	5	14
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	1	1
Pillars of the Community	0	0	0	0	1	1
New Empty Nesters	0	0	0	0	1	1
Hometown Retirees	0	0	0	0	1	1
Village Elders	1	1	0	0	0	2
Small-Town Seniors	2	2	1	1	0	6
<i>Subtotal:</i>	3	3	1	1	4	12
Total:	10	11	4	4	19	48
Percent:	20.8%	22.9%	8.3%	8.3%	39.6%	100.0%

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

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional FamiliesMulti-Family Ownership Income Bands					<u>Total</u>
	<u>Below 30% AMI</u>	<u>30% to 60% AMI</u>	<u>60% to 80% AMI</u>	<u>80% to 100% AMI</u>	<u>Above 100% AMI</u>	
<i>Metropolitan Cities</i>						
Single-Parent Families	1	1	0	0	0	2
<i>Subtotal:</i>	1	1	0	0	0	2
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	2	3	2	2	8	17
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	1	1	1	0	1	4
In-Town Families	0	0	0	0	1	1
New American Strivers	1	1	0	0	1	3
<i>Subtotal:</i>	4	5	3	2	12	26
<i>Metropolitan Suburbs</i>						
Nouveau Money	0	0	0	0	2	2
Button-Down Families	0	0	0	0	2	2
Fiber-Optic Families	0	0	0	0	1	1
Late-Nest Suburbanites	2	2	1	1	3	9
Full-Nest Suburbanites	1	1	0	0	1	3
Kids 'r' Us	0	1	0	0	1	2
<i>Subtotal:</i>	3	4	1	1	10	19
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	0	0	0	2	2
New Town Families	0	1	0	0	2	3
Full-Nest Exurbanites	0	1	0	0	2	3
Small-Town Families	2	2	1	1	3	9
Hometown Families	3	3	1	1	1	9
<i>Subtotal:</i>	5	7	2	2	10	26
Total:	13	17	6	5	32	73
Percent:	17.8%	23.3%	8.2%	6.8%	43.8%	100.0%

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

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Younger Singles & CouplesMulti-Family Ownership Income Bands.....					<u>Total</u>
	<u>Below 30% AMI</u>	<u>30% to 60% AMI</u>	<u>60% to 80% AMI</u>	<u>80% to 100% AMI</u>	<u>Above 100% AMI</u>	
<i>Metropolitan Cities</i>						
New Bohemians	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>5</u>
<i>Subtotal:</i>	1	1	0	0	3	5
<i>Small Cities/Satellite Cities</i>						
The VIPs	1	2	1	1	4	9
Small-City Singles	1	1	1	0	1	4
Second-City Strivers	2	1	1	0	1	5
Multi-Ethnic Singles	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>
<i>Subtotal:</i>	5	5	3	1	6	20
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	1	1	1	1	1	5
Suburban Achievers	2	2	1	1	0	6
Suburban Strivers	<u>13</u>	<u>12</u>	<u>6</u>	<u>4</u>	<u>9</u>	<u>44</u>
<i>Subtotal:</i>	16	15	8	6	10	55
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>3</u>
<i>Subtotal:</i>	1	1	0	0	1	3
Total:	23	22	11	7	20	83
Percent:	27.7%	26.5%	13.3%	8.4%	24.1%	100.0%

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

Single-Family Attached Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic DesignationSingle-Family Attached Ownership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	13	13	5	5	31	67
<i>Metropolitan Cities</i>	1	2	0	0	6	9
<i>Small Cities/Satellite Cities</i>	4	4	1	1	5	15
<i>Metropolitan Suburbs</i>	4	4	3	3	12	26
<i>Town & Country/Exurbs</i>	4	3	1	1	8	17
Traditional & Non-Traditional Families	25	28	16	11	36	116
<i>Metropolitan Cities</i>	2	2	0	0	1	5
<i>Small Cities/Satellite Cities</i>	7	10	5	4	14	40
<i>Metropolitan Suburbs</i>	5	6	4	2	12	29
<i>Town & Country/Exurbs</i>	11	10	7	5	9	42
Younger Singles & Couples	25	23	11	8	24	91
<i>Metropolitan Cities</i>	0	0	0	0	3	3
<i>Small Cities/Satellite Cities</i>	7	5	2	2	6	22
<i>Metropolitan Suburbs</i>	17	17	8	6	14	62
<i>Town & Country/Exurbs</i>	1	1	1	0	1	4
Total:	63	64	32	24	91	274
Percent:	23.0%	23.4%	11.7%	8.8%	33.1%	100.0%

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

Single-Family Attached Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Empty Nesters & RetireesSingle-Family Attached 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>	
Metropolitan Cities						
Urban Establishment	0	0	0	0	3	3
Multi-Ethnic Empty Nesters	0	1	0	0	2	3
Cosmopolitan Couples	1	1	0	0	1	3
<i>Subtotal:</i>	1	2	0	0	6	9
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	2	2	1	1	3	9
Middle-Class Move-Downs	1	1	0	0	0	2
Second City Seniors	1	1	0	0	1	3
<i>Subtotal:</i>	4	4	1	1	5	15
Metropolitan Suburbs						
The One Percenters	0	0	0	0	1	1
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	1	1	1	1	4	8
Mainstream Empty Nesters	2	2	1	1	5	11
Middle-American Retirees	1	1	1	1	1	5
<i>Subtotal:</i>	4	4	3	3	12	26
Town & Country/Exurbs						
Small-Town Patriarchs	0	0	0	0	3	3
Pillars of the Community	0	0	0	0	1	1
New Empty Nesters	0	0	0	0	1	1
Traditional Couples	0	0	0	0	1	1
Hometown Retirees	0	0	0	0	1	1
Village Elders	1	1	0	0	0	2
Small-Town Seniors	3	2	1	1	1	8
<i>Subtotal:</i>	4	3	1	1	8	17
Total:	13	13	5	5	31	67
Percent:	19.4%	19.4%	7.5%	7.5%	46.3%	100.0%

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

Single-Family Attached Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<u>Total</u>
<i>Metropolitan Cities</i>						
Inner-City Families	1	1	0	0	0	2
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>1</u>	<u>5</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	3	5	3	3	11	25
Multi-Ethnic Families	0	0	0	0	2	2
Uptown Families	1	2	1	1	1	6
In-Town Families	1	1	0	0	0	2
New American Strivers	2	2	1	0	0	5
<i>Subtotal:</i>	<u>7</u>	<u>10</u>	<u>5</u>	<u>4</u>	<u>14</u>	<u>40</u>
<i>Metropolitan Suburbs</i>						
Corporate Establishment	0	0	0	0	1	1
Nouveau Money	0	0	0	0	3	3
Button-Down Families	1	1	1	1	1	5
Fiber-Optic Families	0	1	0	0	2	3
Late-Nest Suburbanites	2	2	1	1	4	10
Full-Nest Suburbanites	1	1	1	0	1	4
Kids 'r' Us	1	1	1	0	0	3
<i>Subtotal:</i>	<u>5</u>	<u>6</u>	<u>4</u>	<u>2</u>	<u>12</u>	<u>29</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	1	1	1	1	2	6
New Town Families	1	1	1	1	2	6
Full-Nest Exurbanites	1	1	1	1	1	5
Traditional Families	0	0	0	0	1	1
Small-Town Families	3	3	2	1	2	11
Hometown Families	5	4	2	1	1	13
<i>Subtotal:</i>	<u>11</u>	<u>10</u>	<u>7</u>	<u>5</u>	<u>9</u>	<u>42</u>
Total:	25	28	16	11	36	116
Percent:	21.6%	24.1%	13.8%	9.5%	31.0%	100.0%

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

Single-Family Attached Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Younger Singles & Couples	<i>.....Single-Family Attached Ownership Income Bands</i>					<u>Total</u>
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
New Bohemians	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>3</u>
<i>Subtotal:</i>	0	0	0	0	3	3
<i>Small Cities/Satellite Cities</i>						
The VIPs	1	1	1	1	3	7
Small-City Singles	3	2	1	1	1	8
Second-City Strivers	1	1	0	0	2	4
Multi-Ethnic Singles	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>3</u>
<i>Subtotal:</i>	7	5	2	2	6	22
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	1	0	0	2	3
Suburban Achievers	3	3	1	1	2	10
Suburban Strivers	<u>14</u>	<u>13</u>	<u>7</u>	<u>5</u>	<u>10</u>	<u>49</u>
<i>Subtotal:</i>	17	17	8	6	14	62
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	1	1	1	0	1	4
Rural Strivers	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Subtotal:</i>	1	1	1	0	1	4
Total:	25	23	11	8	24	91
Percent:	27.5%	25.3%	12.1%	8.8%	26.4%	100.0%

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

Single-Family Detached Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic DesignationSingle-Family Detached Ownership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	42	47	25	25	104	243
<i>Metropolitan Cities</i>	1	1	1	1	2	6
<i>Small Cities/Satellite Cities</i>	12	12	5	5	16	50
<i>Metropolitan Suburbs</i>	14	17	10	10	50	101
<i>Town & Country/Exurbs</i>	15	17	9	9	36	86
Traditional & Non-Traditional Families	58	70	44	38	133	343
<i>Metropolitan Cities</i>	2	2	0	0	1	5
<i>Small Cities/Satellite Cities</i>	17	21	13	10	30	91
<i>Metropolitan Suburbs</i>	16	19	13	13	45	106
<i>Town & Country/Exurbs</i>	23	28	18	15	57	141
Younger Singles & Couples	32	30	15	11	29	117
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	10	9	4	3	7	33
<i>Metropolitan Suburbs</i>	19	18	9	7	18	71
<i>Town & Country/Exurbs</i>	3	3	2	1	4	13
Total:	132	147	84	74	266	703
Percent:	18.8%	20.9%	11.9%	10.5%	37.9%	100.0%

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

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential

To Move To The South District Study Area Each Year Over The Next Five Years

Iowa City, Johnson County,

Regional Draw Area, and Balance of the United States

.....Single-Family Detached Ownership Income Bands						
Empty Nesters & Retirees	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<u>Total</u>
<i>Metropolitan Cities</i>						
The Social Register	0	0	0	0	0	0
Urban Establishment	0	0	0	0	1	1
Multi-Ethnic Empty Nesters	1	1	1	1	1	5
Cosmopolitan Couples	0	0	0	0	0	0
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>6</u>
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	1	2	1	1	6	11
Blue-Collar Retirees	8	8	4	4	7	31
Middle-Class Move-Downs	1	1	0	0	1	3
Hometown Seniors	0	0	0	0	0	0
Second City Seniors	2	1	0	0	2	5
<i>Subtotal:</i>	<u>12</u>	<u>12</u>	<u>5</u>	<u>5</u>	<u>16</u>	<u>50</u>
<i>Metropolitan Suburbs</i>						
The One Percenters	1	1	0	0	6	8
Old Money	0	0	0	0	0	0
Affluent Empty Nesters	1	1	1	1	8	12
Suburban Establishment	4	5	3	3	20	35
Mainstream Empty Nesters	4	5	3	3	10	25
Middle-American Retirees	4	5	3	3	6	21
<i>Subtotal:</i>	<u>14</u>	<u>17</u>	<u>10</u>	<u>10</u>	<u>50</u>	<u>101</u>
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	1	2	1	1	8	13
Pillars of the Community	1	2	1	1	6	11
New Empty Nesters	1	2	1	2	9	15
Traditional Couples	2	2	1	1	6	12
RV Retirees	0	0	0	0	0	0
Country Couples	0	0	0	0	0	0
Hometown Retirees	1	1	1	1	2	6
Heartland Retirees	0	0	0	0	0	0
Village Elders	2	2	1	1	1	7
Small-Town Seniors	7	6	3	2	4	22
Back Country Seniors	0	0	0	0	0	0
<i>Subtotal:</i>	<u>15</u>	<u>17</u>	<u>9</u>	<u>9</u>	<u>36</u>	<u>86</u>
Total:	42	47	25	25	104	243
Percent:	17.3%	19.3%	10.3%	10.3%	42.8%	100.0%

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

Single-Family Detached Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
*Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
e-Type Families	0	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0	0
Inner-City Families	1	1	0	0	0	2
Single-Parent Families	1	1	0	0	1	3
<i>Subtotal:</i>	2	2	0	0	1	5
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	7	10	7	7	23	54
Multi-Ethnic Families	1	2	1	1	2	7
Uptown Families	5	5	3	2	4	19
In-Town Families	2	2	1	0	1	6
New American Strivers	2	2	1	0	0	5
<i>Subtotal:</i>	17	21	13	10	30	91
<i>Metropolitan Suburbs</i>						
Corporate Establishment	0	0	0	0	3	3
Nouveau Money	1	1	1	1	7	11
Button-Down Families	5	6	4	4	16	35
Fiber-Optic Families	2	3	3	3	7	18
Late-Nest Suburbanites	3	4	2	2	6	17
Full-Nest Suburbanites	2	2	1	1	3	9
Kids 'r' Us	3	3	2	2	3	13
<i>Subtotal:</i>	16	19	13	13	45	106
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	4	6	4	4	22	40
New Town Families	5	7	5	4	13	34
Full-Nest Exurbanites	3	5	4	4	14	30
Rural Families	0	0	0	0	0	0
Traditional Families	1	1	0	0	1	3
Small-Town Families	5	5	3	2	5	20
Four-by-Four Families	0	0	0	0	0	0
Rustic Families	0	0	0	0	0	0
Hometown Families	5	4	2	1	2	14
<i>Subtotal:</i>	23	28	18	15	57	141
Total:	58	70	44	38	133	343
Percent:	16.9%	20.4%	12.8%	11.1%	38.8%	100.0%

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

Single-Family Detached Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move To The South District Study Area Each Year Over The Next Five Years
 Iowa City, Johnson County,
 Regional Draw Area, and Balance of the United States

.....Single-Family Detached Ownership Income Bands						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<u>Total</u>
<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	1	1	1	1	3	7
Small-City Singles	7	6	3	2	4	22
Twentysomethings	0	0	0	0	0	0
Second-City Strivers	1	1	0	0	0	2
Multi-Ethnic Singles	1	1	0	0	0	2
<i>Subtotal:</i>	<u>10</u>	<u>9</u>	<u>4</u>	<u>3</u>	<u>7</u>	<u>33</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	0	0	1	1
Suburban Achievers	6	6	3	3	6	24
Suburban Strivers	13	12	6	4	11	46
<i>Subtotal:</i>	<u>19</u>	<u>18</u>	<u>9</u>	<u>7</u>	<u>18</u>	<u>71</u>
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	3	3	2	1	4	13
Blue-Collar Traditionalists	0	0	0	0	0	0
Rural Couples	0	0	0	0	0	0
Rural Strivers	0	0	0	0	0	0
<i>Subtotal:</i>	<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>4</u>	<u>13</u>
Total:	32	30	15	11	29	117
Percent:	27.4%	25.6%	12.8%	9.4%	24.8%	100.0%

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

Appendix Two Tables



**Annual Average Number Of Households With The Potential
To Move To Iowa City Each Year Over The Next Five Years**
Linn County, Iowa

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	33,150	40	13.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	9,545	10	3.3%
<i>Metropolitan Suburbs</i>	15,325	30	10.0%
<i>Town & Country/Exurbs</i>	8,280	0	0.0%
Traditional & Non-Traditional Families	37,315	120	40.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,775	30	10.0%
<i>Metropolitan Suburbs</i>	16,290	45	15.0%
<i>Town & Country/Exurbs</i>	14,250	45	15.0%
Younger Singles & Couples	23,170	140	46.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,280	80	26.7%
<i>Metropolitan Suburbs</i>	9,415	50	16.7%
<i>Town & Country/Exurbs</i>	2,475	10	3.3%
Total:	93,635	300	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To Iowa City Each Year Over The Next Five Years**
Linn County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	33,150	40	13.3%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	2,410	0	0.0%
Blue-Collar Retirees	2,095	5	1.7%
Middle-Class Move-Downs	1,550	0	0.0%
Hometown Seniors	2,135	0	0.0%
Second City Seniors	1,355	5	1.7%
<i>Subtotal:</i>	<u>9,545</u>	<u>10</u>	<u>3.3%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	705	0	0.0%
Old Money	290	0	0.0%
Affluent Empty Nesters	1,115	0	0.0%
Suburban Establishment	3,135	5	1.7%
Mainstream Empty Nesters	4,540	15	5.0%
Middle-American Retirees	5,540	10	3.3%
<i>Subtotal:</i>	<u>15,325</u>	<u>30</u>	<u>10.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	1,405	0	0.0%
Pillars of the Community	610	0	0.0%
New Empty Nesters	2,015	0	0.0%
Traditional Couples	835	0	0.0%
RV Retirees	780	0	0.0%
Country Couples	505	0	0.0%
Hometown Retirees	470	0	0.0%
Heartland Retirees	415	0	0.0%
Village Elders	270	0	0.0%
Small-Town Seniors	440	0	0.0%
Back Country Seniors	535	0	0.0%
<i>Subtotal:</i>	<u>8,280</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To Iowa City Each Year Over The Next Five Years**
Linn County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	37,315	120	40.0%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	290	0	0.0%
Multi-Ethnic Families	280	0	0.0%
Uptown Families	4,220	20	6.7%
In-Town Families	425	0	0.0%
New American Strivers	1,560	10	3.3%
<i>Subtotal:</i>	<u>6,775</u>	<u>30</u>	<u>10.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	1,175	5	1.7%
Nouveau Money	1,650	5	1.7%
Button-Down Families	2,760	5	1.7%
Fiber-Optic Families	2,875	5	1.7%
Late-Nest Suburbanites	3,205	10	3.3%
Full-Nest Suburbanites	2,140	5	1.7%
Kids 'r' Us	2,485	10	3.3%
<i>Subtotal:</i>	<u>16,290</u>	<u>45</u>	<u>15.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	2,390	5	1.7%
New Town Families	1,865	5	1.7%
Full-Nest Exurbanites	4,055	10	3.3%
Rural Families	1,495	5	1.7%
Traditional Families	455	0	0.0%
Small-Town Families	1,470	10	3.3%
Four-by-Four Families	480	0	0.0%
Rustic Families	1,520	5	1.7%
Hometown Families	520	5	1.7%
<i>Subtotal:</i>	<u>14,250</u>	<u>45</u>	<u>15.0%</u>

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

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

Linn County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	23,170	140	46.7%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	1,720	10	3.3%
Small-City Singles	5,285	30	10.0%
Twentysomethings	2,120	20	6.7%
Second-City Strivers	1,755	15	5.0%
Multi-Ethnic Singles	400	5	1.7%
<i>Subtotal:</i>	<u>11,280</u>	<u>80</u>	<u>26.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	555	5	1.7%
Suburban Achievers	4,885	10	3.3%
Suburban Strivers	3,975	35	11.7%
<i>Subtotal:</i>	<u>9,415</u>	<u>50</u>	<u>16.7%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,635	5	1.7%
Blue-Collar Traditionalists	260	0	0.0%
Rural Couples	205	0	0.0%
Rural Strivers	375	5	1.7%
<i>Subtotal:</i>	<u>2,475</u>	<u>10</u>	<u>3.3%</u>

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

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

Polk County, Iowa

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	58,565	10	11.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	18,780	5	5.6%
<i>Metropolitan Suburbs</i>	29,415	5	5.6%
<i>Town & Country/Exurbs</i>	10,370	0	0.0%
Traditional & Non-Traditional Families	89,095	35	38.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	20,600	15	16.7%
<i>Metropolitan Suburbs</i>	35,890	10	11.1%
<i>Town & Country/Exurbs</i>	32,605	10	11.1%
Younger Singles & Couples	46,475	45	50.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	22,230	25	27.8%
<i>Metropolitan Suburbs</i>	20,770	20	22.2%
<i>Town & Country/Exurbs</i>	3,475	0	0.0%
Total:	194,135	90	100.0%

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

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

Polk County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	58,565	10	11.1%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	3,420	0	0.0%
Blue-Collar Retirees	4,865	0	0.0%
Middle-Class Move-Downs	3,190	0	0.0%
Hometown Seniors	3,665	0	0.0%
Second City Seniors	3,640	5	5.6%
<i>Subtotal:</i>	<u>18,780</u>	<u>5</u>	<u>5.6%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	2,055	0	0.0%
Old Money	1,010	0	0.0%
Affluent Empty Nesters	2,565	0	0.0%
Suburban Establishment	6,305	0	0.0%
Mainstream Empty Nesters	8,945	5	5.6%
Middle-American Retirees	8,535	0	0.0%
<i>Subtotal:</i>	<u>29,415</u>	<u>5</u>	<u>5.6%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	1,845	0	0.0%
Pillars of the Community	1,720	0	0.0%
New Empty Nesters	1,545	0	0.0%
Traditional Couples	1,540	0	0.0%
RV Retirees	70	0	0.0%
Country Couples	1,340	0	0.0%
Hometown Retirees	165	0	0.0%
Heartland Retirees	210	0	0.0%
Village Elders	750	0	0.0%
Small-Town Seniors	950	0	0.0%
Back Country Seniors	235	0	0.0%
<i>Subtotal:</i>	<u>10,370</u>	<u>0</u>	<u>0.0%</u>

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

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

Polk County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	89,095	35	38.9%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	2,210	0	0.0%
Multi-Ethnic Families	1,760	0	0.0%
Uptown Families	8,805	5	5.6%
In-Town Families	3,525	5	5.6%
New American Strivers	4,300	5	5.6%
<i>Subtotal:</i>	<u>20,600</u>	<u>15</u>	<u>16.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2,665	0	0.0%
Nouveau Money	3,825	0	0.0%
Button-Down Families	7,100	0	0.0%
Fiber-Optic Families	7,210	0	0.0%
Late-Nest Suburbanites	5,420	5	5.6%
Full-Nest Suburbanites	3,425	0	0.0%
Kids 'r' Us	6,245	5	5.6%
<i>Subtotal:</i>	<u>35,890</u>	<u>10</u>	<u>11.1%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	9,065	5	5.6%
New Town Families	3,985	0	0.0%
Full-Nest Exurbanites	5,925	0	0.0%
Rural Families	385	0	0.0%
Traditional Families	4,990	0	0.0%
Small-Town Families	4,175	5	5.6%
Four-by-Four Families	1,155	0	0.0%
Rustic Families	1,075	0	0.0%
Hometown Families	1,850	0	0.0%
<i>Subtotal:</i>	<u>32,605</u>	<u>10</u>	<u>11.1%</u>

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

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

Polk County, Iowa

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	46,475	45	50.0%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	4,260	5	5.6%
Small-City Singles	7,735	5	5.6%
Twentysomethings	5,900	10	11.1%
Second-City Strivers	3,520	5	5.6%
Multi-Ethnic Singles	815	0	0.0%
<i>Subtotal:</i>	<u>22,230</u>	<u>25</u>	<u>27.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	3,655	5	5.6%
Suburban Achievers	8,435	5	5.6%
Suburban Strivers	8,680	10	11.1%
<i>Subtotal:</i>	<u>20,770</u>	<u>20</u>	<u>22.2%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	2,530	0	0.0%
Blue-Collar Traditionalists	210	0	0.0%
Rural Couples	375	0	0.0%
Rural Strivers	360	0	0.0%
<i>Subtotal:</i>	<u>3,475</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To Iowa City Each Year Over The Next Five Years**
Cook County, Illinois

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	661,305	20	17.4%
<i>Metropolitan Cities</i>	290,415	20	17.4%
<i>Small Cities/Satellite Cities</i>	115,140	0	0.0%
<i>Metropolitan Suburbs</i>	244,770	0	0.0%
<i>Town & Country/Exurbs</i>	10,980	0	0.0%
Traditional & Non-Traditional Families	727,130	35	30.4%
<i>Metropolitan Cities</i>	415,035	20	17.4%
<i>Small Cities/Satellite Cities</i>	94,400	10	8.7%
<i>Metropolitan Suburbs</i>	208,265	5	4.3%
<i>Town & Country/Exurbs</i>	9,430	0	0.0%
Younger Singles & Couples	614,885	60	52.2%
<i>Metropolitan Cities</i>	510,900	55	47.8%
<i>Small Cities/Satellite Cities</i>	47,675	0	0.0%
<i>Metropolitan Suburbs</i>	54,020	5	4.3%
<i>Town & Country/Exurbs</i>	2,290	0	0.0%
Total:	2,003,320	115	100.0%

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

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

Cook County, Illinois

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	661,305	20	17.4%
<i>Metropolitan Cities</i>			
The Social Register	74,645	0	0.0%
Urban Establishment	46,135	5	4.3%
Multi-Ethnic Empty Nesters	92,645	5	4.3%
Cosmopolitan Couples	76,990	10	8.7%
<i>Subtotal:</i>	<u>290,415</u>	<u>20</u>	<u>17.4%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	37,910	0	0.0%
Blue-Collar Retirees	28,745	0	0.0%
Middle-Class Move-Downs	14,745	0	0.0%
Hometown Seniors	19,815	0	0.0%
Second City Seniors	13,925	0	0.0%
<i>Subtotal:</i>	<u>115,140</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	28,250	0	0.0%
Old Money	22,270	0	0.0%
Affluent Empty Nesters	40,630	0	0.0%
Suburban Establishment	66,275	0	0.0%
Mainstream Empty Nesters	24,250	0	0.0%
Middle-American Retirees	63,095	0	0.0%
<i>Subtotal:</i>	<u>244,770</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	4,565	0	0.0%
Pillars of the Community	170	0	0.0%
New Empty Nesters	610	0	0.0%
Traditional Couples	1,540	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	1,090	0	0.0%
Hometown Retirees	5	0	0.0%
Heartland Retirees	30	0	0.0%
Village Elders	1,235	0	0.0%
Small-Town Seniors	1,725	0	0.0%
Back Country Seniors	10	0	0.0%
<i>Subtotal:</i>	<u>10,980</u>	<u>0</u>	<u>0.0%</u>

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

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To Move To Iowa City Each Year Over The Next Five Years**
Cook County, Illinois

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	727,130	35	30.4%
<i>Metropolitan Cities</i>			
e-Type Families	139,880	5	4.3%
Multi-Cultural Families	72,040	0	0.0%
Inner-City Families	85,360	5	4.3%
Single-Parent Families	117,755	10	8.7%
<i>Subtotal:</i>	<u>415,035</u>	<u>20</u>	<u>17.4%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	11,030	0	0.0%
Multi-Ethnic Families	24,565	5	4.3%
Uptown Families	25,160	5	4.3%
In-Town Families	20,290	0	0.0%
New American Strivers	13,355	0	0.0%
<i>Subtotal:</i>	<u>94,400</u>	<u>10</u>	<u>8.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	12,010	0	0.0%
Nouveau Money	17,365	0	0.0%
Button-Down Families	80,365	5	4.3%
Fiber-Optic Families	34,640	0	0.0%
Late-Nest Suburbanites	13,080	0	0.0%
Full-Nest Suburbanites	20,600	0	0.0%
Kids 'r' Us	30,205	0	0.0%
<i>Subtotal:</i>	<u>208,265</u>	<u>5</u>	<u>4.3%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	6,595	0	0.0%
New Town Families	80	0	0.0%
Full-Nest Exurbanites	415	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	675	0	0.0%
Small-Town Families	375	0	0.0%
Four-by-Four Families	890	0	0.0%
Rustic Families	5	0	0.0%
Hometown Families	395	0	0.0%
<i>Subtotal:</i>	<u>9,430</u>	<u>0</u>	<u>0.0%</u>

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	614,885	60	52.2%
<i>Metropolitan Cities</i>			
New Power Couples	92,425	5	4.3%
New Bohemians	130,075	25	21.7%
Cosmopolitan Elite	60,235	0	0.0%
Downtown Couples	135,690	10	8.7%
Downtown Proud	92,475	15	13.0%
<i>Subtotal:</i>	<u>510,900</u>	<u>55</u>	<u>47.8%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	16,850	0	0.0%
Small-City Singles	14,495	0	0.0%
Twentysomethings	5,005	0	0.0%
Second-City Strivers	5,975	0	0.0%
Multi-Ethnic Singles	5,350	0	0.0%
<i>Subtotal:</i>	<u>47,675</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	11,515	0	0.0%
Suburban Achievers	19,505	0	0.0%
Suburban Strivers	23,000	5	4.3%
<i>Subtotal:</i>	<u>54,020</u>	<u>5</u>	<u>4.3%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	2,025	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	265	0	0.0%
<i>Subtotal:</i>	<u>2,290</u>	<u>0</u>	<u>0.0%</u>

SOURCE: Claritas, Inc.;
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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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