
METHODOLOGY

TARGET MARKET TABLES

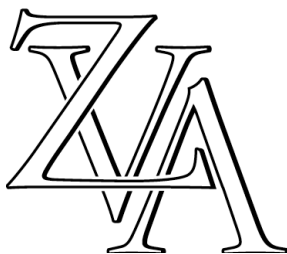
— Appendices One and Two —

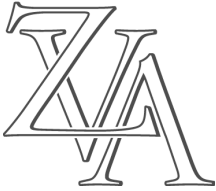
An Analysis of Residential Market Potential

The Madison Study Area
Jefferson County, Indiana

July, 2024

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

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METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Madison Study Area
City of Madison, Jefferson County, Indiana

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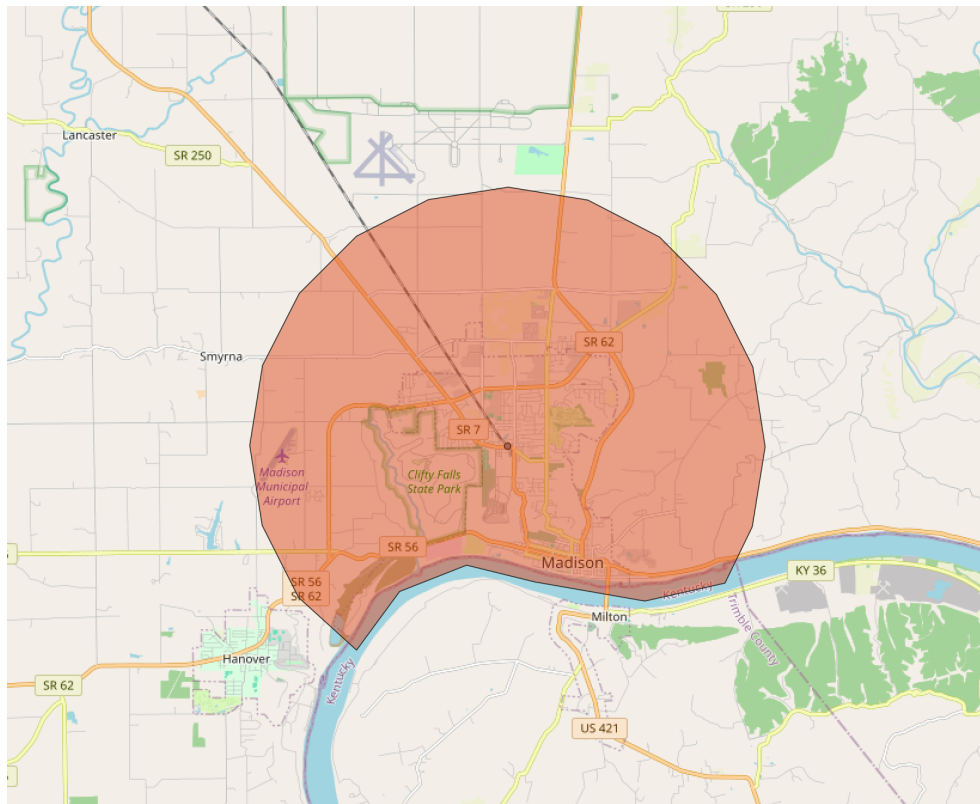
The technical analysis to determine the market potential for new rental and for-sale housing units within the Madison Study Area, approximately encompassing a two-mile buffer around and including the City of Madison, in Jefferson County, Indiana, included the determination of the depth and breadth of the potential market within the Madison Study Area, the optimum residential mix corresponding to the housing preferences of the target households, and the optimum market position.

The market potential for new housing units within the Madison Study Area was determined by target market analysis of households in the draw areas, and included:

- Determination of the draw areas for new and existing housing units within the Madison Study Area, based on historical settlement patterns, the most recently available county-to-county migration data for Jefferson County from the Internal Revenue Service, and incorporating additional data from the 2022 American Community Survey for Jefferson County and the City of Madison, 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); and
 - The composition of the potential housing market by lifestage (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples).
-

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The Madison Study Area was established as a four-mile radius with a center point located at the intersection of Green Road (State Highway 7) and Allen Street at the railroad crossing, excluding the area in Kentucky across the Ohio River, and is shown on the map below:



THE MADISON STUDY AREA MAP

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 housing within the Madison 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 Jefferson County and the City of Madison. The Internal Revenue Service data are maintained at the county and “county equivalent” level providing a clear representation of mobility patterns. To

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refine the draw areas for the city, the IRS household migration data have been supplemented by population migration and mobility data for the city and county from the most recent American Community Survey.

Historically, American households, more than any other nation's, have been extraordinarily mobile. In general, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households. However, since the Great Recession, the national mobility rate has dropped significantly and is currently, according to the Census Bureau's one-year 2022 American Community Survey, approximately 13 percent. The City of Madison—where 14 percent of the city's population moved from either within or to the city between 2021 and 2022, has a mobility rate slightly higher than the national average.

Appendix One, Table 1. Migration Trends—

Analysis of Jefferson County migration and mobility patterns from 2016 through 2020—the most recent data available from the Internal Revenue Service—shows that the number of households moving into the county reached a recent peak of 820 households in 2016, dropped to 595 households by 2018, but rose to 750 households in 2020. Clark County directly to the southwest consistently accounts for approximately 5.7 to 7.3 percent of household migration into Jefferson County; Scott County directly to the west represents between 6.1 and 8.5 percent of in-migration; and Jennings County directly to the northwest represents 5.9 to 9.2 percent of in-migration. No other county individually accounts for more than six percent of households migrating into Jefferson County. (*Reference* Appendix One, Table 1.)

Households moving out of Jefferson County also reached a recent peak in 2016, with 860 out-migrating households, falling to 655 households in 2017 and 2018. In 2020, out-migration increased to 705 households. A significant percentage of out-migrating Jefferson County households have moved to Clark, Scott, and Jennings counties, which received between 5.3 and 9.9 percent of Jefferson County movers over the study period.

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Net migration—the difference between households moving into the county and those moving out—showed a loss of 40 households in 2016 and 60 households in 2018. Gains were recorded for the rest of the study period, starting with a gain of 50 households in 2017 and ending with a gain of 45 households in 2020.

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

Based on the Jefferson County migration data, then, the draw areas for the Madison Study Area have been delineated as follows:

- The local draw area, covering households currently living within the Madison Study Area.
- The county draw area, covering households currently living in the balance of Jefferson County.
- A regional draw area, covering households with the potential to move to the Madison Study Area from Scott, Clark, and Jennings counties.
- The national draw area, covering households with the potential to move to the Madison Study Area from all other U.S. counties.

Migration Methodology:

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

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2024 TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—

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

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 40, comprised now of the trailing edge of the Millennials, who were born between 1977 and 1996, and the leading edge of the Zoomers, also known as Generation Z, born between 1997 and 2016. 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. However, the leading edge of the Zoomers is now 28 years old and is having its own significant impact on the lifestyle and housing preferences of the nation.
- Families, comprising both “traditional” families (married couples with one or more children) and “non-traditional” families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, to a grandparent with custody of grandchildren), are still largely dominated by Generation X, born between 1965 and 1976. However, leading edge Millennials are now in their 40s, they have children, and have moved into the family lifestage.
- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, encompasses the entirety of the Baby Boom generation, born between 1946 and 1964, and the oldest Gen Xers, who are now in their late fifties and early sixties, joining the Baby Boomers as empty nesters when their children leave home. Because it is still the second largest generation in America, as the Boomer generation ages, it will continue its significant impact on the nation’s housing, particularly how Baby Boomers manage the consequences of aging.

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Appendix One, Tables 2 and 3.
Target Market Classification—

According to Claritas, Inc., in 2024 an estimated 7,230 households live in the Madison Study Area (*reference* Appendix One, Table 2.) Based on categorization by lifestage, approximately 49.5 percent of these households can be characterized as empty nesters and retirees; another 27.7 percent are younger singles and couples; and the remaining 22.8 percent are traditional and non-traditional families.

In 2024, Claritas estimates median household income in the study area at \$55,700, approximately 27 percent below the national median of \$75,800. Median home value in the Madison Study Area is estimated at \$189,100, 41 percent under the national median of \$321,000. (The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

An estimated 12,970 households live in Jefferson County in 2024 (*reference* Appendix One, Table 3). Empty nesters and retirees comprise 44.7 percent of all Jefferson County households, followed by traditional and non-traditional families at 29.3 percent, and younger singles and couples at 26 percent.

The county's median household income in 2024 is estimated at \$61,700, 11 percent higher than the Madison Study Area's median income. The county's median reported home value of \$186,500 is one percent lower than that of the Madison Study Area.

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

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households in the draw area and within the framework of the local housing market context. Because it is based on detailed and location-specific household data, the residential target market methodology can establish the optimum market position even in locations where no closely-comparable properties exist.

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

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

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

Lifestyle patterns reflect the ways households choose to live, *e.g.*, an urban lifestyle includes residing in a dwelling unit in a city or 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 a vehicle to access non-residential locations.

Over the past three decades, 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.

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

DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE MADISON STUDY AREA (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 Madison Study Area 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 4.

Internal Mobility (Households Moving within the Madison Study Area)—

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).

Using these data, Zimmerman/Volk Associates has determined that an annual average of 290 households currently living in the Madison Study Area have the potential to move from one residence to another—rental or ownership, new or resale—within the Madison Study Area each year over the next five years.

Empty nesters and retirees as well as younger singles and couples are each likely to account for 36.2 percent; (as characterized within seven and four Zimmerman/Volk Associates' target market groups respectively); and the remaining 27.6 percent are likely to be traditional and non-traditional families (in six groups).

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Appendix One, Tables 5 through 7; and Appendix Two, Tables 1 through 3.

External Mobility (Households Moving to the Madison Study Area from Outside the City Limits)—

These tables determine the average annual number of households in each target market group living in the balance of Jefferson County, the regional draw area (Clark, Scott, and Jennings counties) and the balance of the United States that are likely to move to the Madison Study Area 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, Tables 8 through 15,
Average Annual Market Potential for the Madison Study Area—

Appendix One, Table 8 summarizes Appendix One, Tables 4 through 7. 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 the Madison Study Area each year over the next five years originating from households living in the designated draw areas. An annual average of 1,200 households have the potential to move within or to the Madison Study Area each year over the next five years (*reference* Appendix One, Table 8).

Younger singles and couples are likely to account for 39.2 percent of the market, traditional and non-traditional families make up 33.8 percent of the market, and empty nesters and retirees comprise 27 percent.

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 Madison Study Area is shown on the table following this page.

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Average Annual Market Potential by Draw Area
 The Madison Study Area
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City of Madison (Local Draw Area):	24.2%
Balance of Jefferson County (County Draw Area):	34.6%
Scott, Clark, and Jennings Counties (Regional Draw Area):	7.9%
Balance of US (National Draw Area):	<u>33.3%</u>
Total:	100.0%

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

These 1,200 households have been categorized by tenure propensities to determine renter/owner ratios. Approximately 38.7 percent of these households (or 464 households) comprise the average annual potential market for new and existing rental units in the city. The remaining 61.3 percent (or 736 households) comprise the average annual potential market for new and existing for-sale (ownership) housing units. (*Reference* Appendix One, Table 9.)

Of these 736 potential buyer households, just 13.2 percent (or 97 households) comprise the annual potential market for multi-family for-sale units (condominium/lofts/apartments); 20.5 percent (151 households) comprise the market for attached single-family (townhouse/rowhouse/duplex) units; and the remaining 66.3 percent (488 households) comprise the market for all ranges of single-family detached units. (*Reference* Appendix One, Table 10.)

The income limits in the Madison Study Area by household size and percent of median family income—based on the Jefferson County, IN MSA median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2024, is \$76,500 for a family of four—are shown on the table following this page.

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Fiscal Year 2024 Income Limits
The Madison Study Area
Jefferson County, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$17,050	\$28,400	\$45,450
Two	\$20,440	\$32,450	\$51,950
Three	\$25,820	\$36,500	\$58,450
Four	\$31,200	\$40,550	\$64,900
Five	\$36,580	\$43,800	\$70,100
Six	\$41,960	\$47,050	\$75,300
Seven	\$47,340	\$50,300	\$80,500
Eight	\$52,720	\$53,550	\$85,700

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

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

Additional Income Limits
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NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	\$34,100	\$53,550
Two	\$38,950	\$61,200
Three	\$43,650	\$68,850
Four	\$48,650	\$76,500
Five	\$52,550	\$82,650
Six	\$56,450	\$88,750
Seven	\$60,350	\$94,900
Eight	\$64,250	\$101,000

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

RENTER HOUSEHOLD DISTRIBUTION

The 464 households that comprise the annual potential renter market have been grouped by income, using the income limits shown on the preceding tables, as shown on the table on the following page (*see Appendix One, Table 11*).

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Renter Households By Income
 The Madison Study Area
Jefferson County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	94	19.8%
Between 30% and 60% AMI	83	22.0%
Between 61% and 80% AMI	53	12.5%
Between 81% and 120% AMI	29	18.9%
Above 121% AMI	<u>205</u>	<u>26.8%</u>
Total:	464	100.0%

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

BUYER HOUSEHOLD DISTRIBUTION

As noted above, the remaining 61.3 percent of the annual average potential market (or 735 households of all incomes) comprise the market for new and existing for-sale (ownership) housing units. These households have also been grouped by income, as detailed on the following table: (*Reference Appendix One, Table 12.*)

Owner Households By Income
 The Madison Study Area
Jefferson County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	124	16.8%
Between 30% and 60% AMI	115	15.6%
Between 60% and 80% AMI	80	10.9%
Between 80% and 100% AMI	47	6.4%
Above 100% AMI	<u>370</u>	<u>50.3%</u>
Total:	736	100.0%

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

Of the 736 potential owner households of all incomes, 97 households (13.2 percent) comprise the market for multi-family for-sale units (condominiums/lofts/apartments) and have also been grouped by income as shown on the table on the following page (reference Appendix One, Table 13).

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Multi-Family Owner Households By Income
 The Madison Study Area
Jefferson County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	18	18.6%
Between 30% and 60% AMI	16	16.5%
Between 60% and 80% AMI	10	10.3%
Between 80% and 100% AMI	5	5.1%
Above 100% AMI	<u>48</u>	<u>49.5%</u>
Total:	97	100.0%

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

Of the 736 potential owner households of all incomes, 151 households (20.5 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes) and have also been grouped by income as shown on the following table (*reference* Appendix One, Table 14):

Single-Family Attached Owner Households By Income
 The Madison Study Area
Jefferson County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	24	15.9%
Between 30% and 60% AMI	23	15.2%
Between 60% and 80% AMI	16	10.6%
Between 80% and 100% AMI	9	6.0%
Above 100% AMI	<u>79</u>	<u>52.3%</u>
Total:	151	100.0%

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

Of the 736 potential owner households of all incomes, 488 households (66.3 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 on the following page (*reference* Appendix One, Table 15).

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Single-Family Detached Owner Households By Income
 The Madison Study Area
City of Madison, Jefferson County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	82	16.8%
Between 30% and 60% AMI	76	15.6%
Between 60% and 80% AMI	54	11.1%
Between 80% and 100% AMI	33	6.7%
Above 100% AMI	<u>243</u>	<u>49.8%</u>
Total:	488	100.0%

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

—Target Market Data—

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

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

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

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

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

Household Classification Methodology:

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

Over the past 36 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company’s proprietary residential target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names.



Appendix One Tables



Gross Annual Household In-Migration

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

County of Origin	 2016		 2017		 2018		 2019		 2020	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Clark	60	7.3%	40	5.7%	35	5.9%	50	6.9%	55	7.3%
Scott	50	6.1%	60	8.5%	45	7.6%	60	8.3%	50	6.7%
Jennings	60	7.3%	65	9.2%	35	5.9%	55	7.6%	45	6.0%
Marion	35	4.3%	20	2.8%	20	3.4%	25	3.4%	40	5.3%
Trimble, KY	55	6.7%	35	5.0%	45	7.6%	45	6.2%	40	5.3%
Ripley	35	4.3%	30	4.3%	20	3.4%	25	3.4%	30	4.0%
Switzerland	35	4.3%	35	5.0%	25	4.2%	40	5.5%	30	4.0%
Bartholomew	20	2.4%	20	2.8%	0	0.0%	0	0.0%	25	3.3%
Jefferson, KY	20	2.4%	20	2.8%	30	5.0%	25	3.4%	25	3.3%
Carroll, KY	20	2.4%	25	3.5%	0	0.0%	0	0.0%	25	3.3%
All Other Counties	430	52.4%	355	50.4%	340	57.1%	400	55.2%	385	51.3%
Total In-Migration:	820	100.0%	705	100.0%	595	100.0%	725	100.0%	750	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

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

Destination County	 2016		 2017		 2018		 2019		 2020	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Clark	60	7.0%	45	6.9%	50	7.6%	45	6.5%	50	7.1%
Scott	55	6.4%	45	6.9%	65	9.9%	65	9.4%	55	7.8%
Jennings	50	5.8%	35	5.3%	45	6.9%	50	7.2%	55	7.8%
Marion	25	2.9%	20	3.1%	30	4.6%	0	0.0%	25	3.5%
Trimble, KY	45	5.2%	30	4.6%	25	3.8%	40	5.8%	40	5.7%
Ripley	40	4.7%	20	3.1%	0	0.0%	35	5.1%	25	3.5%
Switzerland	55	6.4%	35	5.3%	20	3.1%	35	5.1%	25	3.5%
Bartholomew	20	2.3%	0	0.0%	0	0.0%	20	2.9%	30	4.3%
Jefferson, KY	35	4.1%	35	5.3%	30	4.6%	25	3.6%	25	3.5%
Carroll, KY	0	0.0%	0	0.0%	0	0.0%	20	2.9%	0	0.0%
All Other Counties	475	55.2%	390	59.5%	390	59.5%	355	51.4%	375	53.2%
Total Out-Migration:	860	100.0%	655	100.0%	655	100.0%	690	100.0%	705	100.0%

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

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

Net Annual Household Migration

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

County	 2016	 2017	 2018	 2019	 2020
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Clark	0	-5	-15	5	5
Scott	-5	15	-20	-5	-5
Jennings	10	30	-10	5	-10
Marion	10	0	-10	25	15
Trimble, KY	10	5	20	5	0
Ripley	-5	10	20	-10	5
Switzerland	-20	0	5	5	5
Bartholomew	0	20	0	-20	-5
Jefferson, KY	-15	-15	0	0	0
Carroll, KY	20	25	0	-20	25
All Other Counties	-45	-35	-50	45	10
Total Net Migration:	-40	50	-60	35	45

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

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

2024 Household Classification by Market Groups

The Madison Study Area, Jefferson County, Indiana

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	3,580	49.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	3,580	49.5%
Traditional & Non-Traditional Families	1,645	22.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	1,645	22.8%
Younger Singles & Couples	2,005	27.7%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	2,005	27.7%
Total:	7,230	100.0%

2024 Estimated Median Income: \$55,700
 2024 Estimated National Median Income: \$75,800

2024 Estimated Median Home Value: \$189,100
 2024 Estimated National Median Home Value: \$321,000

2024 Household Classification by Market Groups

The Madison Study Area, Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	3,580	49.5%		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
Subtotal:	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
Subtotal:	0	0.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	210	2.9%	\$107,300	\$435,100
Pillars of the Community	300	4.1%	\$93,800	\$300,800
New Empty Nesters	0	0.0%		
Traditional Couples	295	4.1%	\$93,100	\$384,800
RV Retirees	105	1.5%	\$76,400	\$222,000
Country Couples	445	6.2%	\$67,300	\$224,200
Hometown Retirees	110	1.5%	\$60,900	\$163,200
Heartland Retirees	70	1.0%	\$59,500	\$197,100
Village Elders	530	7.3%	\$47,200	\$179,400
Small-Town Seniors	1,355	18.7%	\$46,200	\$143,800
Back Country Seniors	160	2.2%	\$43,200	\$121,000
Subtotal:	3,580	49.5%		

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

2024 Household Classification by Market Groups

The Madison Study Area, Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	1,645	22.8%		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	225	3.1%	\$100,300	\$307,100
Full-Nest Exurbanites	0	0.0%		
Rural Families	185	2.6%	\$77,900	\$213,700
Traditional Families	0	0.0%		
Small-Town Families	350	4.8%	\$74,000	\$284,500
Four-by-Four Families	330	4.6%	\$70,500	\$237,000
Rustic Families	255	3.5%	\$61,500	\$166,300
Hometown Families	300	4.1%	\$49,500	\$166,900
<i>Subtotal:</i>	1,645	22.8%		

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

2024 Household Classification by Market Groups

The Madison Study Area, Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	2,005	27.7%		
<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	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	980	13.6%	\$51,700	\$154,900
Blue-Collar Traditionalists	130	1.8%	\$49,400	\$132,400
Rural Couples	405	5.6%	\$38,900	\$99,800
Rural Strivers	490	6.8%	\$31,900	\$102,700
<i>Subtotal:</i>	<u>2,005</u>	<u>27.7%</u>		

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

2024 Household Classification by Market Groups

Jefferson County, Indiana

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	5,800	44.7%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	5,800	44.7%
Traditional & Non-Traditional Families	3,805	29.3%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	3,805	29.3%
Younger Singles & Couples	3,365	25.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	3,365	25.9%
Total:	12,970	100.0%
2024 Estimated Median Income:	\$61,700	
2024 Estimated National Median Income:	\$75,800	
2024 Estimated Median Home Value:	\$186,500	
2024 Estimated National Median Home Value:	\$321,000	

2024 Household Classification by Market Groups

Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	5,800	44.7%		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	235	1.8%	\$112,200	\$443,900
Pillars of the Community	330	2.5%	\$93,800	\$300,800
New Empty Nesters	0	0.0%		
Traditional Couples	345	2.7%	\$99,100	\$392,400
RV Retirees	720	5.6%	\$83,800	\$227,900
Country Couples	600	4.6%	\$72,900	\$229,600
Hometown Retirees	345	2.7%	\$65,600	\$168,300
Heartland Retirees	275	2.1%	\$64,100	\$204,200
Village Elders	615	4.7%	\$50,800	\$184,600
Small-Town Seniors	1,570	12.1%	\$49,600	\$147,400
Back Country Seniors	765	5.9%	\$46,800	\$125,200
<i>Subtotal:</i>	5,800	44.7%		

2024 Household Classification by Market Groups

Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	3,805	29.3%		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	250	1.9%	\$105,400	\$312,000
Full-Nest Exurbanites	0	0.0%		
Rural Families	1,145	8.8%	\$85,000	\$219,000
Traditional Families	0	0.0%		
Small-Town Families	500	3.9%	\$81,700	\$289,900
Four-by-Four Families	420	3.2%	\$76,500	\$241,500
Rustic Families	1,160	8.9%	\$66,100	\$171,100
Hometown Families	330	2.5%	\$49,500	\$166,900
<i>Subtotal:</i>	3,805	29.3%		

2024 Household Classification by Market Groups

Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	3,365	25.9%		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	1,415	10.9%	\$55,800	\$159,200
Blue-Collar Traditionalists	630	4.9%	\$53,700	\$136,300
Rural Couples	715	5.5%	\$42,600	\$103,700
Rural Strivers	605	4.7%	\$34,600	\$106,300
<i>Subtotal:</i>	3,365	25.9%		

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

The Madison Study Area, Jefferson County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,580	105	36.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	3,580	105	36.2%
Traditional & Non-Traditional Families	1,645	80	27.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	1,645	80	27.6%
Younger Singles & Couples	2,005	105	36.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	2,005	105	36.2%
Total:	7,230	290	100.0%

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

The Madison Study Area, Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,580	105	36.2%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	210	5	1.7%
Pillars of the Community	300	10	3.4%
New Empty Nesters	0	0	0.0%
Traditional Couples	295	5	1.7%
RV Retirees	105	0	0.0%
Country Couples	445	10	3.4%
Hometown Retirees	110	0	0.0%
Heartland Retirees	70	0	0.0%
Village Elders	530	15	5.2%
Small-Town Seniors	1,355	55	19.0%
Back Country Seniors	160	5	1.7%
<i>Subtotal:</i>	3,580	105	36.2%

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

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

The Madison Study Area, Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	1,645	80	27.6%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	225	5	1.7%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	185	5	1.7%
Traditional Families	0	0	0.0%
Small-Town Families	350	20	6.9%
Four-by-Four Families	330	15	5.2%
Rustic Families	255	10	3.4%
Hometown Families	300	25	8.6%
<i>Subtotal:</i>	1,645	80	27.6%

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

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

The Madison Study Area, Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,005	105	36.2%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	980	25	8.6%
Blue-Collar Traditionalists	130	5	1.7%
Rural Couples	405	30	10.3%
Rural Strivers	490	45	15.5%
<i>Subtotal:</i>	<u>2,005</u>	<u>105</u>	<u>36.2%</u>

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

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

Balance of Jefferson County, Indiana

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	2,220	110	26.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	2,220	110	26.5%
Traditional & Non-Traditional Families	2,160	165	39.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	2,160	165	39.8%
Younger Singles & Couples	1,360	140	33.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	1,360	140	33.7%
Total Balance of County:	5,740	415	100.0%

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

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

Balance of Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	2,220	110	26.5%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	25	0	0.0%
Pillars of the Community	30	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	50	0	0.0%
RV Retirees	615	20	4.8%
Country Couples	155	10	2.4%
Hometown Retirees	235	10	2.4%
Heartland Retirees	205	5	1.2%
Village Elders	85	5	1.2%
Small-Town Seniors	215	20	4.8%
Back Country Seniors	605	40	9.6%
<i>Subtotal:</i>	<u>2,220</u>	<u>110</u>	<u>26.5%</u>

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

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

Balance of Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,160	165	39.8%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	25	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	960	45	10.8%
Traditional Families	0	0	0.0%
Small-Town Families	150	20	4.8%
Four-by-Four Families	90	10	2.4%
Rustic Families	905	85	20.5%
Hometown Families	30	5	1.2%
<i>Subtotal:</i>	<u>2,160</u>	<u>165</u>	<u>39.8%</u>

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

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

Balance of Jefferson County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,360	140	33.7%
<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	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	435	20	4.8%
Blue-Collar Traditionalists	500	50	12.0%
Rural Couples	310	45	10.8%
Rural Strivers	115	25	6.0%
<i>Subtotal:</i>	<u>1,360</u>	<u>140</u>	<u>33.7%</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

Clark County, Indiana, Scott County, Indiana, Jennings County, Indiana

Household Type/ Geographic Designation	<i>Clark County</i>	<i>Scott County</i>	<i>Jennings County</i>	Total
Empty Nesters & Retirees	0	10	5	15
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town & Country/Exurbs</i>	0	10	5	15
Traditional & Non-Traditional Families	10	5	15	30
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	5	0	0	5
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town & Country/Exurbs</i>	5	5	15	25
Younger Singles & Couples	20	20	10	50
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	20	0	0	20
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town & Country/Exurbs</i>	0	20	10	30
Total:	30	35	30	95
Percent:	31.6%	36.8%	31.6%	100.0%

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

Summary: Appendix Two, Tables 1 Through 3

Clark County, Indiana, Scott County, Indiana, Jennings County, Indiana

	<i>Clark County</i>	<i>Scott County</i>	<i>Jennings County</i>	<i>Total</i>
Empty Nesters & Retirees	0	10	5	15
<i>Metropolitan Cities</i>				
The Social Register	0	0	0	0
Urban Establishment	0	0	0	0
Multi-Ethnic Empty Nesters	0	0	0	0
Cosmopolitan Couples	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0	0	0
Blue-Collar Retirees	0	0	0	0
Middle-Class Move-Downs	0	0	0	0
Hometown Seniors	0	0	0	0
Second City Seniors	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0	0	0
Old Money	0	0	0	0
Affluent Empty Nesters	0	0	0	0
Suburban Establishment	0	0	0	0
Mainstream Empty Nesters	0	0	0	0
Middle-American Retirees	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & 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	5	0	5
Back Country Seniors	0	5	5	10
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>5</u>	<u>15</u>

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

Summary: Appendix Two, Tables 1 Through 3

Clark County, Indiana, Scott County, Indiana, Jennings County, Indiana

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

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

Summary: Appendix Two, Tables 1 Through 3

Clark County, Indiana, Scott County, Indiana, Jennings County, Indiana

	<i>Clark County</i>	<i>Scott County</i>	<i>Jennings County</i>	<i>Total</i>
Younger Singles & Couples	20	20	10	50
<i>Metropolitan Cities</i>				
New Power Couples	0	0	0	0
New Bohemians	0	0	0	0
Cosmopolitan Elite	0	0	0	0
Downtown Couples	0	0	0	0
Downtown Proud	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0	0	0
Small-City Singles	5	0	0	5
Twentysomethings	5	0	0	5
Second-City Strivers	5	0	0	5
Multi-Ethnic Singles	5	0	0	5
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>0</u>	<u>20</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0	0	0
Suburban Achievers	0	0	0	0
Suburban Strivers	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	0	0	0	0
Blue-Collar Traditionalists	0	5	0	5
Rural Couples	0	5	10	15
Rural Strivers	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>20</u>	<u>10</u>	<u>30</u>

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

<u>Household Type / Geographic Designation</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	95	23.8%
<i>Metropolitan Cities</i>	15	3.8%
<i>Small Cities/Satellite Cities</i>	15	3.8%
<i>Metropolitan Suburbs</i>	15	3.8%
<i>Town & Country/Exurbs</i>	50	12.5%
Traditional & Non-Traditional Families	130	32.5%
<i>Metropolitan Cities</i>	10	2.5%
<i>Small Cities/Satellite Cities</i>	30	7.5%
<i>Metropolitan Suburbs</i>	25	6.3%
<i>Town & Country/Exurbs</i>	65	16.3%
Younger Singles & Couples	175	43.8%
<i>Metropolitan Cities</i>	40	10.0%
<i>Small Cities/Satellite Cities</i>	55	13.8%
<i>Metropolitan Suburbs</i>	35	8.8%
<i>Town & Country/Exurbs</i>	45	11.3%
Total:	400	100.0%

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

	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	95	23.8%
<i>Metropolitan Cities</i>		
The Social Register	0	0.0%
Urban Establishment	5	1.3%
Multi-Ethnic Empty Nesters	5	1.3%
Cosmopolitan Couples	5	1.3%
<i>Subtotal:</i>	<u>15</u>	<u>3.8%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	5	1.3%
Blue-Collar Retirees	5	1.3%
Middle-Class Move-Downs	0	0.0%
Hometown Seniors	0	0.0%
Second City Seniors	5	1.3%
<i>Subtotal:</i>	<u>15</u>	<u>3.8%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	0	0.0%
Old Money	0	0.0%
Affluent Empty Nesters	0	0.0%
Suburban Establishment	5	1.3%
Mainstream Empty Nesters	5	1.3%
Middle-American Retirees	5	1.3%
<i>Subtotal:</i>	<u>15</u>	<u>3.8%</u>
<i>Town & Country/Exurbs</i>		
Small-Town Patriarchs	5	1.3%
Pillars of the Community	5	1.3%
New Empty Nesters	0	0.0%
Traditional Couples	0	0.0%
RV Retirees	5	1.3%
Country Couples	5	1.3%
Hometown Retirees	5	1.3%
Heartland Retirees	0	0.0%
Village Elders	5	1.3%
Small-Town Seniors	10	2.5%
Back Country Seniors	10	2.5%
<i>Subtotal:</i>	<u>50</u>	<u>12.5%</u>

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

	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	130	32.5%
<i>Metropolitan Cities</i>		
e-Type Families	0	0.0%
Multi-Cultural Families	0	0.0%
Inner-City Families	5	1.3%
Single-Parent Families	5	1.3%
<i>Subtotal:</i>	<u>10</u>	<u>2.5%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	5	1.3%
Multi-Ethnic Families	5	1.3%
Uptown Families	5	1.3%
In-Town Families	5	1.3%
New American Strivers	10	2.5%
<i>Subtotal:</i>	<u>30</u>	<u>7.5%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	0	0.0%
Nouveau Money	5	1.3%
Button-Down Families	5	1.3%
Fiber-Optic Families	0	0.0%
Late-Nest Suburbanites	5	1.3%
Full-Nest Suburbanites	5	1.3%
Kids 'r' Us	5	1.3%
<i>Subtotal:</i>	<u>25</u>	<u>6.3%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	5	1.3%
New Town Families	5	1.3%
Full-Nest Exurbanites	5	1.3%
Rural Families	5	1.3%
Traditional Families	5	1.3%
Small-Town Families	10	2.5%
Four-by-Four Families	5	1.3%
Rustic Families	15	3.8%
Hometown Families	10	2.5%
<i>Subtotal:</i>	<u>65</u>	<u>16.3%</u>

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

	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	175	43.8%
<i>Metropolitan Cities</i>		
New Power Couples	0	0.0%
New Bohemians	15	3.8%
Cosmopolitan Elite	0	0.0%
Downtown Couples	10	2.5%
Downtown Proud	15	3.8%
<i>Subtotal:</i>	<u>40</u>	<u>10.0%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	5	1.3%
Small-City Singles	10	2.5%
Twentysomethings	20	5.0%
Second-City Strivers	10	2.5%
Multi-Ethnic Singles	10	2.5%
<i>Subtotal:</i>	<u>55</u>	<u>13.8%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	10	2.5%
Suburban Achievers	5	1.3%
Suburban Strivers	20	5.0%
<i>Subtotal:</i>	<u>35</u>	<u>8.8%</u>
<i>Town & Country/Exurbs</i>		
Hometown Sweethearts	5	1.3%
Blue-Collar Traditionalists	10	2.5%
Rural Couples	20	5.0%
Rural Strivers	10	2.5%
<i>Subtotal:</i>	<u>45</u>	<u>11.3%</u>

**Annual Average Number Of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 7

*Madison City, Jefferson County,
Regional Draw Area, and Balance of the United States*

<u>Household Type / Geographic Designation</u>	<u>Madison Study Area</u>	<u>Jefferson County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	105	110	15	95	325
<i>Metropolitan Cities</i>	0	0	0	15	15
<i>Small Cities/Satellite Cities</i>	0	0	0	15	15
<i>Metropolitan Suburbs</i>	0	0	0	15	15
<i>Town & Country/Exurbs</i>	105	110	15	50	280
Traditional & Non-Traditional Families	80	165	30	130	405
<i>Metropolitan Cities</i>	0	0	0	10	10
<i>Small Cities/Satellite Cities</i>	0	0	5	30	35
<i>Metropolitan Suburbs</i>	0	0	0	25	25
<i>Town & Country/Exurbs</i>	80	165	25	65	335
Younger Singles & Couples	105	140	50	175	470
<i>Metropolitan Cities</i>	0	0	0	40	40
<i>Small Cities/Satellite Cities</i>	0	0	20	55	75
<i>Metropolitan Suburbs</i>	0	0	0	35	35
<i>Town & Country/Exurbs</i>	105	140	30	45	320
Total:	290	415	95	400	1,200
Percent:	24.2%	34.6%	7.9%	33.3%	100.0%

**Annual Average Number Of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 7

*Madison City, Jefferson County,
Regional Draw Area, and Balance of the United States*

	<i>Madison Study Area</i>	<i>Jefferson County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Empty Nesters & Retirees	105	110	15	95	325
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	0	0
Urban Establishment	0	0	0	5	5
Multi-Ethnic Empty Nesters	0	0	0	5	5
Cosmopolitan Couples	0	0	0	5	5
<i>Subtotal:</i>	0	0	0	15	15
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	0	0	0	5	5
Blue-Collar Retirees	0	0	0	5	5
Middle-Class Move-Downs	0	0	0	0	0
Hometown Seniors	0	0	0	0	0
Second City Seniors	0	0	0	5	5
<i>Subtotal:</i>	0	0	0	15	15
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	0	0
Old Money	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0
Suburban Establishment	0	0	0	5	5
Mainstream Empty Nesters	0	0	0	5	5
Middle-American Retirees	0	0	0	5	5
<i>Subtotal:</i>	0	0	0	15	15
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	5	0	0	5	10
Pillars of the Community	10	0	0	5	15
New Empty Nesters	0	0	0	0	0
Traditional Couples	5	0	0	0	5
RV Retirees	0	20	0	5	25
Country Couples	10	10	0	5	25
Hometown Retirees	0	10	0	5	15
Heartland Retirees	0	5	0	0	5
Village Elders	15	5	0	5	25
Small-Town Seniors	55	20	5	10	90
Back Country Seniors	5	40	10	10	65
<i>Subtotal:</i>	105	110	15	50	280

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

**Annual Average Number Of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 7

*Madison City, Jefferson County,
Regional Draw Area, and Balance of the United States*

	<i>Madison Study Area</i>	<i>Jefferson County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Traditional & Non-Traditional Families	80	165	30	130	405
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0
Inner-City Families	0	0	0	5	5
Single-Parent Families	0	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	5	5
Multi-Ethnic Families	0	0	0	5	5
Uptown Families	0	0	5	5	10
In-Town Families	0	0	0	5	5
New American Strivers	0	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>5</u>	<u>30</u>	<u>35</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	0	0
Nouveau Money	0	0	0	5	5
Button-Down Families	0	0	0	5	5
Fiber-Optic Families	0	0	0	0	0
Late-Nest Suburbanites	0	0	0	5	5
Full-Nest Suburbanites	0	0	0	5	5
Kids 'r' Us	0	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>25</u>	<u>25</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	0	0	0	5	5
New Town Families	5	0	0	5	10
Full-Nest Exurbanites	0	0	0	5	5
Rural Families	5	45	5	5	60
Traditional Families	0	0	0	5	5
Small-Town Families	20	20	5	10	55
Four-by-Four Families	15	10	0	5	30
Rustic Families	10	85	15	15	125
Hometown Families	25	5	0	10	40
<i>Subtotal:</i>	<u>80</u>	<u>165</u>	<u>25</u>	<u>65</u>	<u>335</u>

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

**Annual Average Number Of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 7

*Madison City, Jefferson County,
Regional Draw Area, and Balance of the United States*

	<i>Madison Study Area</i>	<i>Jefferson County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Younger Singles & Couples	105	140	50	175	470
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	0	0
New Bohemians	0	0	0	15	15
Cosmopolitan Elite	0	0	0	0	0
Downtown Couples	0	0	0	10	10
Downtown Proud	0	0	0	15	15
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>40</u>	<u>40</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	0	5	5
Small-City Singles	0	0	5	10	15
Twentysomethings	0	0	5	20	25
Second-City Strivers	0	0	5	10	15
Multi-Ethnic Singles	0	0	5	10	15
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>20</u>	<u>55</u>	<u>75</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	0	0	10	10
Suburban Achievers	0	0	0	5	5
Suburban Strivers	0	0	0	20	20
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>35</u>	<u>35</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	25	20	0	5	50
Blue-Collar Traditionalists	5	50	5	10	70
Rural Couples	30	45	15	20	110
Rural Strivers	45	25	10	10	90
<i>Subtotal:</i>	<u>105</u>	<u>140</u>	<u>30</u>	<u>45</u>	<u>320</u>

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years

*Madison Study Area, Jefferson 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	92	233	325
<i>Metropolitan Cities</i>	10	5	15
<i>Small Cities/Satellite Cities</i>	7	8	15
<i>Metropolitan Suburbs</i>	4	11	15
<i>Town & Country/Exurbs</i>	71	209	280
Traditional & Non-Traditional Families	137	268	405
<i>Metropolitan Cities</i>	6	4	10
<i>Small Cities/Satellite Cities</i>	17	18	35
<i>Metropolitan Suburbs</i>	8	17	25
<i>Town & Country/Exurbs</i>	106	229	335
Younger Singles & Couples	235	235	470
<i>Metropolitan Cities</i>	32	8	40
<i>Small Cities/Satellite Cities</i>	57	18	75
<i>Metropolitan Suburbs</i>	24	11	35
<i>Town & Country/Exurbs</i>	122	198	320
Total:	464	736	1,200
Percent:	38.7%	61.3%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years

*Madison Study Area, Jefferson 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	4	1	5
Multi-Ethnic Empty Nesters	2	3	5
Cosmopolitan Couples	4	1	5
<i>Subtotal:</i>	<u>10</u>	<u>5</u>	<u>15</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	1	4	5
Blue-Collar Retirees	2	3	5
Second City Seniors	4	1	5
<i>Subtotal:</i>	<u>7</u>	<u>8</u>	<u>15</u>
<i>Metropolitan Suburbs</i>			
Suburban Establishment	1	4	5
Mainstream Empty Nesters	2	3	5
Middle-American Retirees	1	4	5
<i>Subtotal:</i>	<u>4</u>	<u>11</u>	<u>15</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	2	8	10
Pillars of the Community	2	13	15
Traditional Couples	0	5	5
RV Retirees	4	21	25
Country Couples	6	19	25
Hometown Retirees	3	12	15
Heartland Retirees	1	4	5
Village Elders	7	18	25
Small-Town Seniors	31	59	90
Back Country Seniors	15	50	65
<i>Subtotal:</i>	<u>71</u>	<u>209</u>	<u>280</u>
Total:	92	233	325
Percent:	28.3%	71.7%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years

*Madison Study Area, Jefferson 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	3	2	5
Single-Parent Families	3	2	5
<i>Subtotal:</i>	<u>6</u>	<u>4</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1	4	5
Multi-Ethnic Families	2	3	5
Uptown Families	4	6	10
In-Town Families	2	3	5
New American Strivers	8	2	10
<i>Subtotal:</i>	<u>17</u>	<u>18</u>	<u>35</u>
<i>Metropolitan Suburbs</i>			
Nouveau Money	1	4	5
Button-Down Families	1	4	5
Late-Nest Suburbanites	2	3	5
Full-Nest Suburbanites	2	3	5
Kids 'r' Us	2	3	5
<i>Subtotal:</i>	<u>8</u>	<u>17</u>	<u>25</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1	4	5
New Town Families	2	8	10
Full-Nest Exurbanites	1	4	5
Rural Families	11	49	60
Traditional Families	1	4	5
Small-Town Families	27	28	55
Four-by-Four Families	8	22	30
Rustic Families	28	97	125
Hometown Families	27	13	40
<i>Subtotal:</i>	<u>106</u>	<u>229</u>	<u>335</u>
Total:	137	268	405
Percent:	33.8%	66.2%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years

*Madison Study Area, Jefferson County,
Regional Draw Area, and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	<i>Total</i>
<i>Metropolitan Cities</i>			
New Bohemians	13	2	15
Downtown Couples	6	4	10
Downtown Proud	13	2	15
<i>Subtotal:</i>	<u>32</u>	<u>8</u>	<u>40</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	4	1	5
Small-City Singles	6	9	15
Twentysomethings	22	3	25
Second-City Strivers	13	2	15
Multi-Ethnic Singles	12	3	15
<i>Subtotal:</i>	<u>57</u>	<u>18</u>	<u>75</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	9	1	10
Suburban Achievers	2	3	5
Suburban Strivers	13	7	20
<i>Subtotal:</i>	<u>24</u>	<u>11</u>	<u>35</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	17	33	50
Blue-Collar Traditionalists	15	55	70
Rural Couples	38	72	110
Rural Strivers	52	38	90
<i>Subtotal:</i>	<u>122</u>	<u>198</u>	<u>320</u>
Total:	235	235	470
Percent:	50.0%	50.0%	100.0%

Purchase Propensity By Housing Type

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

Household Type / Geographic Designation	.. Multi-Family ..	 Single-Family	 Detached	Total
	 Attached			
Empty Nesters & Retirees	27	43	163	233
<i>Metropolitan Cities</i>	2	1	2	5
<i>Small Cities/Satellite Cities</i>	0	2	6	8
<i>Metropolitan Suburbs</i>	1	3	7	11
<i>Town & Country/Exurbs</i>	24	37	148	209
Traditional & Non-Traditional Families	31	51	186	268
<i>Metropolitan Cities</i>	1	2	1	4
<i>Small Cities/Satellite Cities</i>	2	6	10	18
<i>Metropolitan Suburbs</i>	2	4	11	17
<i>Town & Country/Exurbs</i>	26	39	164	229
Younger Singles & Couples	39	57	139	235
<i>Metropolitan Cities</i>	3	3	2	8
<i>Small Cities/Satellite Cities</i>	4	5	9	18
<i>Metropolitan Suburbs</i>	3	4	4	11
<i>Town & Country/Exurbs</i>	29	45	124	198
Total:	97	151	488	736
Percent:	13.2%	20.5%	66.3%	100.0%

Purchase Propensity By Housing Type

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years

*Madison Study Area, Jefferson County,
Regional Draw Area, and Balance of the United States*

Empty Nesters & Retirees	<i>.. Multi-Family ..</i>	<i>..... Single-Family</i>		
		<i>.... Attached</i>	<i>.... Detached</i>	Total
<i>Metropolitan Cities</i>				
Urban Establishment	0	0	1	1
Multi-Ethnic Empty Nesters	1	1	1	3
Cosmopolitan Couples	1	0	0	1
<i>Subtotal:</i>	<u>2</u>	<u>1</u>	<u>2</u>	<u>5</u>
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	1	3	4
Blue-Collar Retirees	0	1	2	3
Second City Seniors	0	0	1	1
<i>Subtotal:</i>	<u>0</u>	<u>2</u>	<u>6</u>	<u>8</u>
<i>Metropolitan Suburbs</i>				
Suburban Establishment	0	1	3	4
Mainstream Empty Nesters	0	1	2	3
Middle-American Retirees	1	1	2	4
<i>Subtotal:</i>	<u>1</u>	<u>3</u>	<u>7</u>	<u>11</u>
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	1	2	5	8
Pillars of the Community	0	1	12	13
Traditional Couples	0	1	4	5
RV Retirees	1	2	18	21
Country Couples	2	3	14	19
Hometown Retirees	1	1	10	12
Heartland Retirees	0	0	4	4
Village Elders	4	5	9	18
Small-Town Seniors	8	13	38	59
Back Country Seniors	7	9	34	50
<i>Subtotal:</i>	<u>24</u>	<u>37</u>	<u>148</u>	<u>209</u>
Total:	27	43	163	233
Percent:	11.6%	18.5%	70.0%	100.0%

Purchase Propensity By Housing Type

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years

*Madison Study Area, Jefferson County,
Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	.. Multi-Family ..	 Single-Family		Total
		 Attached	 Detached	
<i>Metropolitan Cities</i>				
Inner-City Families	1	1	0	2
Single-Parent Families	0	1	1	2
<i>Subtotal:</i>	1	2	1	4
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	1	3	4
Multi-Ethnic Families	0	1	2	3
Uptown Families	1	2	3	6
In-Town Families	0	1	2	3
New American Strivers	1	1	0	2
<i>Subtotal:</i>	2	6	10	18
<i>Metropolitan Suburbs</i>				
Nouveau Money	0	1	3	4
Button-Down Families	0	0	4	4
Late-Nest Suburbanites	1	1	1	3
Full-Nest Suburbanites	1	1	1	3
Kids 'r' Us	0	1	2	3
<i>Subtotal:</i>	2	4	11	17
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0	4	4
New Town Families	0	1	7	8
Full-Nest Exurbanites	0	0	4	4
Rural Families	4	6	39	49
Traditional Families	0	1	3	4
Small-Town Families	6	8	14	28
Four-by-Four Families	2	4	16	22
Rustic Families	11	14	72	97
Hometown Families	3	5	5	13
<i>Subtotal:</i>	26	39	164	229
Total:	31	51	186	268
Percent:	11.6%	19.0%	69.4%	100.0%

Purchase Propensity By Housing Type

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

Younger Singles & Couples	.. Multi-Family ..	 Single-Family		Total
		 Attached	 Detached	
<i>Metropolitan Cities</i>				
New Bohemians	1	0	1	2
Downtown Couples	1	2	1	4
Downtown Proud	1	1	0	2
<i>Subtotal:</i>	3	3	2	8
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0	1	1
Small-City Singles	1	2	6	9
Twentysomethings	1	1	1	3
Second-City Strivers	1	1	0	2
Multi-Ethnic Singles	1	1	1	3
<i>Subtotal:</i>	4	5	9	18
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	1	0	0	1
Suburban Achievers	0	1	2	3
Suburban Strivers	2	3	2	7
<i>Subtotal:</i>	3	4	4	11
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	4	7	22	33
Blue-Collar Traditionalists	7	9	39	55
Rural Couples	11	17	44	72
Rural Strivers	7	12	19	38
<i>Subtotal:</i>	29	45	124	198
Total:	39	57	139	235
Percent:	16.6%	24.3%	59.1%	100.0%

Renter Households By Income Bands

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

Household Type/ Geographic Designation	Renter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	13	14	9	3	53	92
<i>Metropolitan Cities</i>	1	1	0	0	8	10
<i>Small Cities/Satellite Cities</i>	1	2	1	0	3	7
<i>Metropolitan Suburbs</i>	0	0	0	0	4	4
<i>Town & Country/Exurbs</i>	11	11	8	3	38	71
Traditional & Non-Traditional Families	28	18	15	11	65	137
<i>Metropolitan Cities</i>	2	1	0	0	3	6
<i>Small Cities/Satellite Cities</i>	4	3	2	1	7	17
<i>Metropolitan Suburbs</i>	0	0	0	0	8	8
<i>Town & Country/Exurbs</i>	22	14	13	10	47	106
Younger Singles & Couples	53	51	29	15	87	235
<i>Metropolitan Cities</i>	6	5	3	2	16	32
<i>Small Cities/Satellite Cities</i>	14	13	8	3	19	57
<i>Metropolitan Suburbs</i>	4	5	3	2	10	24
<i>Town & Country/Exurbs</i>	29	28	15	8	42	122
Total:	94	83	53	29	205	464
Percent:	20.3%	17.9%	11.4%	6.3%	44.2%	100.0%

Renter Households By Income Bands

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

Empty Nesters & Retirees	Renter Income Bands.....					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
Metropolitan Cities						
Urban Establishment	0	0	0	0	4	4
Multi-Ethnic Empty Nesters	0	0	0	0	2	2
Cosmopolitan Couples	1	1	0	0	2	4
Subtotal:	1	1	0	0	8	10
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	0	1	1	0	0	2
Second City Seniors	1	1	0	0	2	4
Subtotal:	1	2	1	0	3	7
Metropolitan Suburbs						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	0	0	0	0	2	2
Middle-American Retirees	0	0	0	0	1	1
Subtotal:	0	0	0	0	4	4
Town & Country/Exurbs						
Small-Town Patriarchs	0	0	0	0	2	2
Pillars of the Community	0	0	0	0	2	2
RV Retirees	0	0	0	0	4	4
Country Couples	1	1	1	0	3	6
Hometown Retirees	0	0	0	0	3	3
Heartland Retirees	0	0	0	0	1	1
Village Elders	1	1	1	0	4	7
Small-Town Seniors	6	6	4	2	13	31
Back Country Seniors	3	3	2	1	6	15
Subtotal:	11	11	8	3	38	71
Total:	13	14	9	3	53	92
Percent:	14.1%	15.2%	9.8%	3.3%	57.6%	100.0%

Renter Households By Income Bands

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

Traditional & Non-Traditional Families	Renter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Inner-City Families	1	0	0	0	2	3
Single-Parent Families	1	1	0	0	1	3
Subtotal:	2	1	0	0	3	6
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	1	1
Multi-Ethnic Families	0	0	0	0	2	2
Uptown Families	0	0	1	1	2	4
In-Town Families	1	0	0	0	1	2
New American Strivers	3	3	1	0	1	8
Subtotal:	4	3	2	1	7	17
<i>Metropolitan Suburbs</i>						
Nouveau Money	0	0	0	0	1	1
Button-Down Families	0	0	0	0	1	1
Late-Nest Suburbanites	0	0	0	0	2	2
Full-Nest Suburbanites	0	0	0	0	2	2
Kids 'r' Us	0	0	0	0	2	2
Subtotal:	0	0	0	0	8	8
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	0	0	0	1	1
New Town Families	0	0	0	0	2	2
Full-Nest Exurbanites	0	0	0	0	1	1
Rural Families	2	1	1	1	6	11
Traditional Families	0	0	0	0	1	1
Small-Town Families	5	3	3	2	14	27
Four-by-Four Families	1	1	1	1	4	8
Rustic Families	6	4	4	3	11	28
Hometown Families	8	5	4	3	7	27
Subtotal:	22	14	13	10	47	106
Total:	28	18	15	11	65	137
Percent:	20.4%	13.1%	10.9%	8.0%	47.4%	100.0%

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

Renter Households By Income Bands

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

Younger Singles & Couples	Renter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
New Bohemians	2	1	1	1	8	13
Downtown Couples	1	1	1	0	3	6
Downtown Proud	3	3	1	1	5	13
Subtotal:	6	5	3	2	16	32
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	0	0	4	4
Small-City Singles	1	1	1	0	3	6
Twentysomethings	6	6	4	1	5	22
Second-City Strivers	3	3	2	1	4	13
Multi-Ethnic Singles	4	3	1	1	3	12
Subtotal:	14	13	8	3	19	57
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	1	1	1	1	5	9
Suburban Achievers	0	0	0	0	2	2
Suburban Strivers	3	4	2	1	3	13
Subtotal:	4	5	3	2	10	24
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	3	3	2	1	8	17
Blue-Collar Traditionalists	2	3	2	1	7	15
Rural Couples	9	9	5	3	12	38
Rural Strivers	15	13	6	3	15	52
Subtotal:	29	28	15	8	42	122
Total:	53	51	29	15	87	235
Percent:	22.6%	21.7%	12.3%	6.4%	37.0%	100.0%

Owner Households By Income Bands

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

Household Type/ Geographic Designation	Ownership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	35	37	23	13	125	233
<i>Metropolitan Cities</i>	0	0	0	0	5	5
<i>Small Cities/Satellite Cities</i>	0	1	1	0	6	8
<i>Metropolitan Suburbs</i>	0	0	0	0	11	11
<i>Town & Country/Exurbs</i>	35	36	22	13	103	209
Traditional & Non-Traditional Families	42	32	31	19	144	268
<i>Metropolitan Cities</i>	0	0	0	0	4	4
<i>Small Cities/Satellite Cities</i>	1	0	1	0	16	18
<i>Metropolitan Suburbs</i>	0	0	0	0	17	17
<i>Town & Country/Exurbs</i>	41	32	30	19	107	229
Younger Singles & Couples	47	46	26	15	101	235
<i>Metropolitan Cities</i>	0	0	0	0	8	8
<i>Small Cities/Satellite Cities</i>	1	1	1	0	15	18
<i>Metropolitan Suburbs</i>	3	3	1	0	4	11
<i>Town & Country/Exurbs</i>	43	42	24	15	74	198
Total:	124	115	80	47	370	736
Percent:	16.8%	15.6%	10.9%	6.4%	50.3%	100.0%

Owner Households By Income Bands

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

Empty Nesters & Retirees	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
Metropolitan Cities						
Urban Establishment	0	0	0	0	1	1
Multi-Ethnic Empty Nesters	0	0	0	0	3	3
Cosmopolitan Couples	0	0	0	0	1	1
Subtotal:	0	0	0	0	5	5
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	4	4
Blue-Collar Retirees	0	1	1	0	1	3
Second City Seniors	0	0	0	0	1	1
Subtotal:	0	1	1	0	6	8
Metropolitan Suburbs						
Suburban Establishment	0	0	0	0	4	4
Mainstream Empty Nesters	0	0	0	0	3	3
Middle-American Retirees	0	0	0	0	4	4
Subtotal:	0	0	0	0	11	11
Town & Country/Exurbs						
Small-Town Patriarchs	0	0	0	0	8	8
Pillars of the Community	1	1	1	1	9	13
Traditional Couples	0	0	0	0	5	5
RV Retirees	2	2	2	1	14	21
Country Couples	2	2	1	1	13	19
Hometown Retirees	1	2	1	1	7	12
Heartland Retirees	1	1	0	0	2	4
Village Elders	4	4	3	1	6	18
Small-Town Seniors	13	13	8	5	20	59
Back Country Seniors	11	11	6	3	19	50
Subtotal:	35	36	22	13	103	209
Total:	35	37	23	13	125	233
Percent:	15.0%	15.9%	9.9%	5.6%	53.6%	100.0%

Owner Households By Income Bands

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

Traditional & Non-Traditional Families	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
Metropolitan Cities						
Inner-City Families	0	0	0	0	2	2
Single-Parent Families	0	0	0	0	2	2
Subtotal:	0	0	0	0	4	4
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	4	4
Multi-Ethnic Families	0	0	0	0	3	3
Uptown Families	0	0	1	0	5	6
In-Town Families	1	0	0	0	2	3
New American Strivers	0	0	0	0	2	2
Subtotal:	1	0	1	0	16	18
Metropolitan Suburbs						
Nouveau Money	0	0	0	0	4	4
Button-Down Families	0	0	0	0	4	4
Late-Nest Suburbanites	0	0	0	0	3	3
Full-Nest Suburbanites	0	0	0	0	3	3
Kids 'r' Us	0	0	0	0	3	3
Subtotal:	0	0	0	0	17	17
Town & Country/Exurbs						
Ex-Urban Elite	0	0	0	0	4	4
New Town Families	1	1	1	1	4	8
Full-Nest Exurbanites	0	0	0	0	4	4
Rural Families	8	6	6	4	25	49
Traditional Families	0	0	0	0	4	4
Small-Town Families	4	4	4	3	13	28
Four-by-Four Families	4	3	3	2	10	22
Rustic Families	21	15	14	9	38	97
Hometown Families	3	3	2	0	5	13
Subtotal:	41	32	30	19	107	229
Total:	42	32	31	19	144	268
Percent:	15.7%	11.9%	11.6%	7.1%	53.7%	100.0%

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

Owner Households By Income Bands

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

Younger Singles & Couples	Ownership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
New Bohemians	0	0	0	0	2	2
Downtown Couples	0	0	0	0	4	4
Downtown Proud	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	8	8
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	0	0	1	1
Small-City Singles	1	1	1	0	6	9
Twentysomethings	0	0	0	0	3	3
Second-City Strivers	0	0	0	0	2	2
Multi-Ethnic Singles	0	0	0	0	3	3
<i>Subtotal:</i>	1	1	1	0	15	18
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	0	0	1	1
Suburban Achievers	0	0	0	0	3	3
Suburban Strivers	3	3	1	0	0	7
<i>Subtotal:</i>	3	3	1	0	4	11
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	5	6	5	3	14	33
Blue-Collar Traditionalists	8	10	7	5	25	55
Rural Couples	18	16	8	5	25	72
Rural Strivers	12	10	4	2	10	38
<i>Subtotal:</i>	43	42	24	15	74	198
Total:	47	46	26	15	101	235
Percent:	20.0%	19.6%	11.1%	6.4%	43.0%	100.0%

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

.....Multi-Family Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Empty Nesters & Retirees	5	5	3	1	13	27
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	1	1
<i>Town & Country/Exurbs</i>	5	5	3	1	10	24
Traditional & Non-Traditional Families	5	4	3	2	17	31
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>	0	0	0	0	2	2
<i>Town & Country/Exurbs</i>	5	4	3	2	12	26
Younger Singles & Couples	8	7	4	2	18	39
<i>Metropolitan Cities</i>	0	0	0	0	3	3
<i>Small Cities/Satellite Cities</i>	0	0	0	0	4	4
<i>Metropolitan Suburbs</i>	1	1	0	0	1	3
<i>Town & Country/Exurbs</i>	7	6	4	2	10	29
Total:	18	16	10	5	48	97
Percent:	18.6%	16.5%	10.3%	5.1%	49.5%	100.0%

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

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

.....Multi-Family Ownership Income Bands						
Empty Nesters & Retirees	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
Multi-Ethnic Empty Nesters	0	0	0	0	1	1
Cosmopolitan Couples	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>						
Middle-American Retirees	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	1	1
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	1	1
RV Retirees	0	0	0	0	1	1
Country Couples	0	0	0	0	2	2
Hometown Retirees	0	0	0	0	1	1
Village Elders	1	1	1	0	1	4
Small-Town Seniors	2	2	1	1	2	8
Back Country Seniors	2	2	1	0	2	7
<i>Subtotal:</i>	5	5	3	1	10	24
Total:	5	5	3	1	13	27
Percent:	18.5%	18.5%	11.1%	3.7%	48.1%	100.0%

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

.....Multi-Family Ownership Income Bands						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<i>Total</i>
<i>Metropolitan Cities</i>						
Inner-City Families	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>						
Uptown Families	0	0	0	0	1	1
New American Strivers	0	0	0	0	1	1
Subtotal:	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	0	1	1
Full-Nest Suburbanites	0	0	0	0	1	1
Subtotal:	0	0	0	0	2	2
<i>Town & Country/Exurbs</i>						
Rural Families	1	0	0	0	3	4
Small-Town Families	1	1	1	1	2	6
Four-by-Four Families	0	0	0	0	2	2
Rustic Families	2	2	2	1	4	11
Hometown Families	1	1	0	0	1	3
Subtotal:	5	4	3	2	12	26
Total:	5	4	3	2	17	31
Percent:	16.1%	12.9%	9.7%	6.5%	54.8%	100.0%

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

.....Multi-Family Ownership Income Bands						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
New Bohemians	0	0	0	0	1	1
Downtown Couples	0	0	0	0	1	1
Downtown Proud	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	3	3
<i>Small Cities/Satellite Cities</i>						
Small-City Singles	0	0	0	0	1	1
Twentysomethings	0	0	0	0	1	1
Second-City Strivers	0	0	0	0	1	1
Multi-Ethnic Singles	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	4	4
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	0	0	1	1
Suburban Strivers	1	1	0	0	0	2
<i>Subtotal:</i>	1	1	0	0	1	3
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	1	1	1	0	1	4
Blue-Collar Traditionalists	1	1	1	1	3	7
Rural Couples	3	2	1	1	4	11
Rural Strivers	2	2	1	0	2	7
<i>Subtotal:</i>	7	6	4	2	10	29
Total:	8	7	4	2	18	39
Percent:	20.5%	17.9%	10.3%	5.1%	46.2%	100.0%

Single-Family Attached Owner Households By Income Bands

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

.....Single-Family Attached Ownership Income Bands.....						
Household Type/ Geographic Designation	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Empty Nesters & Retirees	6	6	4	2	25	43
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>	0	0	0	0	3	3
<i>Town & Country/Exurbs</i>	6	6	4	2	19	37
Traditional & Non-Traditional Families	7	6	6	3	29	51
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	0	0	0	0	6	6
<i>Metropolitan Suburbs</i>	0	0	0	0	4	4
<i>Town & Country/Exurbs</i>	7	6	6	3	17	39
Younger Singles & Couples	11	11	6	4	25	57
<i>Metropolitan Cities</i>	0	0	0	0	3	3
<i>Small Cities/Satellite Cities</i>	0	0	0	0	5	5
<i>Metropolitan Suburbs</i>	1	1	1	0	1	4
<i>Town & Country/Exurbs</i>	10	10	5	4	16	45
Total:	24	23	16	9	79	151
Percent:	15.9%	15.2%	10.6%	6.0%	52.3%	100.0%

Single-Family Attached Owner Households By Income Bands

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

.....Single-Family Attached Ownership Income Bands.....						
Empty Nesters & Retirees	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<i>Total</i>
Metropolitan Cities						
Multi-Ethnic Empty Nesters	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	1	1
Blue-Collar Retirees	0	0	0	0	1	1
Subtotal:	0	0	0	0	2	2
Metropolitan Suburbs						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	0	0	0	0	1	1
Middle-American Retirees	0	0	0	0	1	1
Subtotal:	0	0	0	0	3	3
Town & Country/Exurbs						
Small-Town Patriarchs	0	0	0	0	2	2
Pillars of the Community	0	0	0	0	1	1
Traditional Couples	0	0	0	0	1	1
RV Retirees	0	0	0	0	2	2
Country Couples	0	0	0	0	3	3
Hometown Retirees	0	0	0	0	1	1
Village Elders	1	1	1	0	2	5
Small-Town Seniors	3	3	2	1	4	13
Back Country Seniors	2	2	1	1	3	9
Subtotal:	6	6	4	2	19	37
Total:	6	6	4	2	25	43
Percent:	14.0%	14.0%	9.3%	4.7%	58.1%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years
*Madison Study Area, Jefferson 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>	<i>Total</i>
Metropolitan Cities						
Inner-City Families	0	0	0	0	1	1
Single-Parent Families	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	1	1
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	0	0	0	0	2	2
In-Town Families	0	0	0	0	1	1
New American Strivers	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	6	6
Metropolitan Suburbs						
Nouveau Money	0	0	0	0	1	1
Late-Nest Suburbanites	0	0	0	0	1	1
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	4	4
Town & Country/Exurbs						
New Town Families	0	0	0	0	1	1
Rural Families	1	1	1	1	2	6
Traditional Families	0	0	0	0	1	1
Small-Town Families	1	1	1	1	4	8
Four-by-Four Families	1	1	1	0	1	4
Rustic Families	3	2	2	1	6	14
Hometown Families	1	1	1	0	2	5
<i>Subtotal:</i>	7	6	6	3	17	39
Total:	7	6	6	3	29	51
Percent:	13.7%	11.8%	11.8%	5.9%	56.9%	100.0%

Single-Family Attached Owner Households By Income Bands

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

.....Single-Family Attached Ownership Income Bands.....						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<i>Total</i>
Metropolitan Cities						
Downtown Couples	0	0	0	0	2	2
Downtown Proud	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	3	3
Small Cities/Satellite Cities						
Small-City Singles	0	0	0	0	2	2
Twentysomethings	0	0	0	0	1	1
Second-City Strivers	0	0	0	0	1	1
Multi-Ethnic Singles	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	5	5
Metropolitan Suburbs						
Suburban Achievers	0	0	0	0	1	1
Suburban Strivers	1	1	1	0	0	3
<i>Subtotal:</i>	1	1	1	0	1	4
Town & Country/Exurbs						
Hometown Sweethearts	1	1	1	1	3	7
Blue-Collar Traditionalists	1	2	1	1	4	9
Rural Couples	4	4	2	1	6	17
Rural Strivers	4	3	1	1	3	12
<i>Subtotal:</i>	10	10	5	4	16	45
Total:	11	11	6	4	25	57
Percent:	19.3%	19.3%	10.5%	7.0%	43.9%	100.0%

Single-Family Detached Owner Households By Income Bands

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

.....Single-Family Detached Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Empty Nesters & Retirees	24	26	16	10	87	163
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	0	1	1	0	4	6
<i>Metropolitan Suburbs</i>	0	0	0	0	7	7
<i>Town & Country/Exurbs</i>	24	25	15	10	74	148
Traditional & Non-Traditional Families	30	22	22	14	98	186
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	1	0	1	0	8	10
<i>Metropolitan Suburbs</i>	0	0	0	0	11	11
<i>Town & Country/Exurbs</i>	29	22	21	14	78	164
Younger Singles & Couples	28	28	16	9	58	139
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	1	1	1	0	6	9
<i>Metropolitan Suburbs</i>	1	1	0	0	2	4
<i>Town & Country/Exurbs</i>	26	26	15	9	48	124
Total:	82	76	54	33	243	488
Percent:	16.8%	15.6%	11.1%	6.7%	49.8%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years
*Madison Study Area, Jefferson 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>	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	1	1
Multi-Ethnic Empty Nesters	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	3	3
Blue-Collar Retirees	0	1	1	0	0	2
Second City Seniors	0	0	0	0	1	1
<i>Subtotal:</i>	0	1	1	0	4	6
Metropolitan Suburbs						
Suburban Establishment	0	0	0	0	3	3
Mainstream Empty Nesters	0	0	0	0	2	2
Middle-American Retirees	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	7	7
Town & Country/Exurbs						
Small-Town Patriarchs	0	0	0	0	5	5
Pillars of the Community	1	1	1	1	8	12
Traditional Couples	0	0	0	0	4	4
RV Retirees	2	2	2	1	11	18
Country Couples	2	2	1	1	8	14
Hometown Retirees	1	2	1	1	5	10
Heartland Retirees	1	1	0	0	2	4
Village Elders	2	2	1	1	3	9
Small-Town Seniors	8	8	5	3	14	38
Back Country Seniors	7	7	4	2	14	34
<i>Subtotal:</i>	24	25	15	10	74	148
Total:	24	26	16	10	87	163
Percent:	14.7%	16.0%	9.8%	6.1%	53.4%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years
*Madison Study Area, Jefferson 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>	<i>Total</i>
Metropolitan Cities						
Single-Parent Families	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	3	3
Multi-Ethnic Families	0	0	0	0	2	2
Uptown Families	0	0	1	0	2	3
In-Town Families	1	0	0	0	1	2
Subtotal:	1	0	1	0	8	10
Metropolitan Suburbs						
Nouveau Money	0	0	0	0	3	3
Button-Down Families	0	0	0	0	4	4
Late-Nest Suburbanites	0	0	0	0	1	1
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	0	0	0	0	2	2
Subtotal:	0	0	0	0	11	11
Town & Country/Exurbs						
Ex-Urban Elite	0	0	0	0	4	4
New Town Families	1	1	1	1	3	7
Full-Nest Exurbanites	0	0	0	0	4	4
Rural Families	6	5	5	3	20	39
Traditional Families	0	0	0	0	3	3
Small-Town Families	2	2	2	1	7	14
Four-by-Four Families	3	2	2	2	7	16
Rustic Families	16	11	10	7	28	72
Hometown Families	1	1	1	0	2	5
Subtotal:	29	22	21	14	78	164
Total:	30	22	22	14	98	186
Percent:	16.1%	11.8%	11.8%	7.5%	52.7%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Madison Study Area Each Year Over The Next Five Years
*Madison Study Area, Jefferson 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>	Total
<i>Metropolitan Cities</i>						
New Bohemians	0	0	0	0	1	1
Downtown Couples	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	0	0	1	1
Small-City Singles	1	1	1	0	3	6
Twentysomethings	0	0	0	0	1	1
Multi-Ethnic Singles	0	0	0	0	1	1
<i>Subtotal:</i>	1	1	1	0	6	9
<i>Metropolitan Suburbs</i>						
Suburban Achievers	0	0	0	0	2	2
Suburban Strivers	1	1	0	0	0	2
<i>Subtotal:</i>	1	1	0	0	2	4
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	3	4	3	2	10	22
Blue-Collar Traditionalists	6	7	5	3	18	39
Rural Couples	11	10	5	3	15	44
Rural Strivers	6	5	2	1	5	19
<i>Subtotal:</i>	26	26	15	9	48	124
Total:	28	28	16	9	58	139
Percent:	20.1%	20.1%	11.5%	6.5%	41.7%	100.0%

Appendix Two Tables



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

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	20,065	0	0.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,250	0	0.0%
<i>Metropolitan Suburbs</i>	5,565	0	0.0%
<i>Town & Country/Exurbs</i>	8,250	0	0.0%
Traditional & Non-Traditional Families	18,835	10	33.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,410	5	16.7%
<i>Metropolitan Suburbs</i>	2,445	0	0.0%
<i>Town & Country/Exurbs</i>	11,980	5	16.7%
Younger Singles & Couples	11,960	20	66.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,490	20	66.7%
<i>Metropolitan Suburbs</i>	2,560	0	0.0%
<i>Town & Country/Exurbs</i>	3,910	0	0.0%
Total:	50,860	30	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	20,065	0	0.0%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	1,015	0	0.0%
Blue-Collar Retirees	1,810	0	0.0%
Middle-Class Move-Downs	425	0	0.0%
Hometown Seniors	1,935	0	0.0%
Second City Seniors	1,065	0	0.0%
<i>Subtotal:</i>	<u>6,250</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	55	0	0.0%
Suburban Establishment	440	0	0.0%
Mainstream Empty Nesters	2,355	0	0.0%
Middle-American Retirees	2,715	0	0.0%
<i>Subtotal:</i>	<u>5,565</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	615	0	0.0%
Pillars of the Community	1,280	0	0.0%
New Empty Nesters	420	0	0.0%
Traditional Couples	510	0	0.0%
RV Retirees	900	0	0.0%
Country Couples	890	0	0.0%
Hometown Retirees	645	0	0.0%
Heartland Retirees	485	0	0.0%
Village Elders	390	0	0.0%
Small-Town Seniors	1,030	0	0.0%
Back Country Seniors	1,085	0	0.0%
<i>Subtotal:</i>	<u>8,250</u>	<u>0</u>	<u>0.0%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	18,835	10	33.3%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	15	0	0.0%
Multi-Ethnic Families	655	0	0.0%
Uptown Families	2,225	5	16.7%
In-Town Families	625	0	0.0%
New American Strivers	890	0	0.0%
<i>Subtotal:</i>	<u>4,410</u>	<u>5</u>	<u>16.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	595	0	0.0%
Fiber-Optic Families	385	0	0.0%
Late-Nest Suburbanites	35	0	0.0%
Full-Nest Suburbanites	100	0	0.0%
Kids 'r' Us	1,330	0	0.0%
<i>Subtotal:</i>	<u>2,445</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	1,745	0	0.0%
Full-Nest Exurbanites	1,390	0	0.0%
Rural Families	2,125	0	0.0%
Traditional Families	2,065	0	0.0%
Small-Town Families	1,065	0	0.0%
Four-by-Four Families	1,070	0	0.0%
Rustic Families	2,425	5	16.7%
Hometown Families	95	0	0.0%
<i>Subtotal:</i>	<u>11,980</u>	<u>5</u>	<u>16.7%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	11,960	20	66.7%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	345	0	0.0%
Small-City Singles	2,150	5	16.7%
Twentysomethings	800	5	16.7%
Second-City Strivers	1,175	5	16.7%
Multi-Ethnic Singles	1,020	5	16.7%
<i>Subtotal:</i>	<u>5,490</u>	<u>20</u>	<u>66.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	375	0	0.0%
Suburban Achievers	1,735	0	0.0%
Suburban Strivers	450	0	0.0%
<i>Subtotal:</i>	<u>2,560</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,695	0	0.0%
Blue-Collar Traditionalists	895	0	0.0%
Rural Couples	970	0	0.0%
Rural Strivers	350	0	0.0%
<i>Subtotal:</i>	<u>3,910</u>	<u>0</u>	<u>0.0%</u>

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

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,650	10	28.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	3,650	10	28.6%
Traditional & Non-Traditional Families	3,005	5	14.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	3,005	5	14.3%
Younger Singles & Couples	3,250	20	57.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	3,250	20	57.1%
Total:	9,905	35	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,650	10	28.6%
<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	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	35	0	0.0%
Pillars of the Community	40	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	110	0	0.0%
RV Retirees	495	0	0.0%
Country Couples	210	0	0.0%
Hometown Retirees	205	0	0.0%
Heartland Retirees	185	0	0.0%
Village Elders	310	0	0.0%
Small-Town Seniors	1,100	5	14.3%
Back Country Seniors	960	5	14.3%
<i>Subtotal:</i>	<u>3,650</u>	<u>10</u>	<u>28.6%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	3,005	5	14.3%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	15	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	1,015	0	0.0%
Traditional Families	0	0	0.0%
Small-Town Families	250	0	0.0%
Four-by-Four Families	145	0	0.0%
Rustic Families	1,360	5	14.3%
Hometown Families	220	0	0.0%
<i>Subtotal:</i>	<u>3,005</u>	<u>5</u>	<u>14.3%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	3,250	20	57.1%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	890	0	0.0%
Blue-Collar Traditionalists	525	5	14.3%
Rural Couples	780	5	14.3%
Rural Strivers	1,055	10	28.6%
<i>Subtotal:</i>	<u>3,250</u>	<u>20</u>	<u>57.1%</u>

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

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,865	5	16.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	3,865	5	16.7%
Traditional & Non-Traditional Families	4,530	15	50.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	4,530	15	50.0%
Younger Singles & Couples	2,190	10	33.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	2,190	10	33.3%
Total:	10,585	30	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,865	5	16.7%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	50	0	0.0%
Pillars of the Community	15	0	0.0%
New Empty Nesters	60	0	0.0%
Traditional Couples	20	0	0.0%
RV Retirees	1,075	0	0.0%
Country Couples	515	0	0.0%
Hometown Retirees	160	0	0.0%
Heartland Retirees	190	0	0.0%
Village Elders	170	0	0.0%
Small-Town Seniors	565	0	0.0%
Back Country Seniors	1,045	5	16.7%
<i>Subtotal:</i>	<u>3,865</u>	<u>5</u>	<u>16.7%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	4,530	15	50.0%
<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%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	45	0	0.0%
Full-Nest Exurbanites	125	0	0.0%
Rural Families	1,985	5	16.7%
Traditional Families	0	0	0.0%
Small-Town Families	520	5	16.7%
Four-by-Four Families	440	0	0.0%
Rustic Families	1,345	5	16.7%
Hometown Families	70	0	0.0%
Subtotal:	4,530	15	50.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,190	10	33.3%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	585	0	0.0%
Blue-Collar Traditionalists	320	0	0.0%
Rural Couples	1,115	10	33.3%
Rural Strivers	170	0	0.0%
Subtotal:	2,190	10	33.3%



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Residential Market Analysis Across the Urban-to-Rural Transect

ASSUMPTIONS AND LIMITATIONS—

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

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

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





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Residential Market Analysis Across the Urban-to-Rural Transect

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