

# ZVA Full Appendix to the City-Wide Rochester Housing Market Study Analysis



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April. 07



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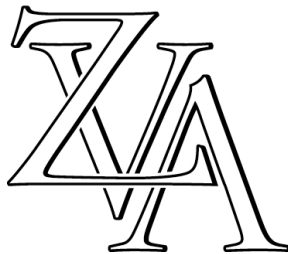
METHODOLOGY  
AND  
TARGET MARKET TABLES

AN ANALYSIS  
OF  
RESIDENTIAL MARKET POTENTIAL

City of Rochester  
Monroe County, New York

March, 2007

Conducted by  
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Research & Strategic Analysis

## METHODOLOGY: AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

THE CITY OF ROCHESTER  
MONROE COUNTY, NEW YORK

MARCH, 2007

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The technical analysis of city-wide and neighborhood market potential included delineation of the draw areas, evaluation of Rochester's market potential, determination of Rochester's optimum market position, and specific analysis of Downtown Rochester, and the Maplewood, North and South Marketview Heights, South Wedge, and Plymouth Exchange neighborhoods.

The delineation of the draw areas for new and existing housing units within the City of Rochester was based on historic settlement patterns, migration trends for Monroe County, and other market dynamics.

The evaluation of market potential for the City of Rochester was derived from target market analysis of households in the draw areas, and yielded:

- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (apartments, attached and detached houses); and
  - The composition of the potential housing market (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples).
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### DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Taxpayer migration data provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move to the City of Rochester. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service and provide a clear representation of mobility patterns.

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

Between 2000 and 2004 (the most recent year for which migration data are available), the number of households moving into Monroe County declined steadily from the high of 10,660 households in 2000 to just over 9,600 households in 2004. Over a quarter of the county’s in-migration is from adjacent counties. Wayne, Ontario and Livingston Counties together accounted for nearly 20 percent of in-migrating households in 2004.

Over the same period, Monroe County continued to sustain net migration losses, *i.e.*—the county lost more households through out-migration than it gained through in-migration. Net losses have increased significantly, from 1,420 households in 2001 to 2,730 households in 2004.

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

Based on the migration data, then, the draw areas for the City of Rochester and Monroe County have been delineated as follows:

- The primary (or internal) draw area, covering households currently living within the Rochester city limits.
- The local draw area, covering households currently living in the balance of Monroe County.

- The regional draw area, covering households with the potential to move to the City of Rochester from three adjacent New York counties: Wayne, Ontario and Livingston.
- The national draw area, covering households with the potential to move to the City of Rochester from all other U.S. counties.

Anecdotal information obtained from developers, real estate brokers, leasing agents, and other knowledgeable sources corresponded to the migration data.

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.

## TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—

Household cluster data obtained from Claritas, Inc. provide the framework for the categorization of households, not only by 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.

Appendix One, Tables 2A and 2B, 3A and 3B.

### **Target Market Classifications**

Just under 55 percent, or 46,740 households, of the estimated 85,570 households living in the City of Rochester in 2006 had the capacity to rent or buy market-rate housing. Median income within the city was \$28,500, nearly 42 percent lower than the national median of \$48,800. Median home value within the city was \$75,200, more than 53 percent lower than the national median of \$161,600. Over 46 percent of Rochester's "market-rate" households are classified as traditional and non-traditional families, another 34 percent are younger singles and couples, and the remaining 20 percent are empty nesters and retirees. (*See Appendix One, Table 2A.*)

The remaining 38,830 city households are in target market groups in which a considerably smaller percentage of households are able to qualify for market-rate housing. (*See Appendix One, Table 2B.*) Of these households, nearly 56 percent can be characterized as traditional and non-traditional families, 39 percent are empty nesters and retirees, and five percent are younger singles and couples.

Of the estimated 289,380 households living in Monroe County in 2006, just over 77 percent, or 222,920 households, had the capacity to rent or buy market-rate housing. Median income within the county was \$49,500, approximately 1.4 percent higher than the national median. Median home value within Monroe County was \$129,700, nearly 20 percent below the national median. Just under 38 percent of the county's "market-rate" households can be classified as traditional and non-traditional families, approximately 36 percent are empty

nesters and retirees, and 26 percent are younger singles and couples. (*See* Appendix One, Table 3A.)

The remaining 68,460 Monroe County households are in target market groups in which a considerably smaller percentage of households are able to qualify for market-rate housing. (*See* Appendix One, Table 3B.) Of these households, nearly 44 percent can be characterized as empty nesters and retirees, over 38 percent as traditional and non-traditional families, and the remaining 18 percent as younger singles and couples.

Target Market Methodology:

The proprietary target market methodology developed by Zimmerman/Volk Associates is an analytical technique, using the PRIZM NE 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 classical supply/demand analysis—which is based on supply-side dynamics and baseline demographic projections—target market analysis establishes the optimum market position derived from the housing and lifestyle preferences of households in the draw area and within the framework of the local housing market context, even in locations where no close comparables exist.

In the target market methodology, clusters of households (usually between 10 and 15) are grouped according to a variety of significant factors, ranging from basic demographic characteristics, such as income qualification and age, to less-frequently considered attributes such as mobility rates, lifestyle patterns and compatibility issues. 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 identified 41 target market groups with median incomes that enable most of the households within each group to qualify for market-rate housing. The most affluent of the 41 groups can afford the most expensive new ownership units; the least prosperous are candidates for the least expensive existing rental

apartments. Another 25 groups have median incomes such that most of the households require housing finance assistance.

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

The end result of this series of filters is the optimum market position—by tenure, building configuration and household type, including specific recommendations for unit sizes, rents and/or prices—and projections of absorption within the local housing context.



**DETERMINATION OF MARKET POTENTIAL FOR THE CITY OF ROCHESTER (MOBILITY ANALYSIS)—**

The mobility tables, individually and in summaries, indicate the number and type of households that have the potential to move within or to the City of Rochester in the year 2007. The total number from each city/county is derived from historic migration trends; the number of households from each group is based on each group's mobility rate.

Appendix One, Tables 4A and 4B.

**Internal Mobility** (Households Moving Within the City of Rochester)—

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

Using these data, Zimmerman/Volk Associates has determined that up to 10,050 households (5,500 households in groups with median incomes above \$45,000 and 4,550 households in groups with median incomes below \$45,000) living in the City of Rochester have the potential to move from one residence to another within the city in 2007.

Appendix One, Tables 5A and 5B.

**External Mobility** (Households Moving To the City of Rochester from the Balance of Monroe County)—

The same sources of data are used to determine the number of households in each target market group that will move from one area to another within the same county. Using these data, 5,100 households (4,350 households in groups with median incomes above \$45,000 and 750 households in groups with median incomes below \$45,000) living in the balance of Monroe County have the potential to move from a residence in the county to a residence in the city in 2007.

Appendix One, Tables 6A through 7B; and Appendix Two, Tables 1A through 3B.  
**External Mobility** (Households Moving To the City of Rochester from Outside Monroe County)—

These tables determine the number of households in each target market group living in each draw area county and the balance of the United States that are likely to move to the City of Rochester in 2007 (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service migration data).

Appendix One, Tables 8A and 8B.  
**Market Potential for the City of Rochester**—

These two tables summarize Appendix One, Tables 4A through 7B. The numbers in the Total column on page one of the two tables indicate the depth and breadth of the potential market for new and existing dwelling units in the City of Rochester in the year 2007 originating from households currently living in the draw areas. Up to 17,250 households have the potential to move within or to the City of Rochester this year.

The distribution of the draw areas as a percentage of the potential market for the City of Rochester is as follows::

**Potential Housing Market by Draw Area**  
*City of Rochester, Monroe County, New York*

City of Rochester (Primary Draw Area):	58%
Monroe County (Local Draw Area):	30%
Wayne/Ontario/Livingston Counties (Regional Draw Area):	2%
Balance of US (National Draw Area):	10%
Total:	100%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

Of the 17,250 households that represent the market for new and existing housing units in the City of Rochester, 11,350 households are in groups with median incomes above \$45,000, giving them the capacity to rent or buy market-rate housing. Nearly 38 percent can be classified as younger singles and couples (as characterized within 13 of Zimmerman/Volk Associates' target market groups), approximately 35 percent are traditional and non-

traditional families (in 10 groups), and 27 percent are empty nesters and retirees (in 13 groups). (See Appendix One, Table 8A.)

The remaining 5,900 households are in groups with median incomes below \$45,000, with most of these households requiring housing finance assistance. Just over 52 percent can be classified as traditional and non-traditional families (in six target market groups), approximately 32 percent are empty nesters and retirees (in 12 groups), and 16 percent are younger singles and couples (in six groups). (See Appendix One, Table 8B.)

Appendix One, Tables 9A through 11; Table 1.

**THE POTENTIAL MARKET FOR NEW AND EXISTING HOUSING UNITS IN THE CITY OF ROCHESTER—**

The 17,250 draw area households that have the potential to move within or to the City of Rochester this year have been categorized by tenure propensities to determine renter/owner ratios.

Of the 11,350 households in groups with median incomes above \$45,000, nearly 41 percent, or 4,630 households, comprise the potential market for rental units. Of these, 3,260 households have the economic capacity to lease units at the rent levels required to support newly-constructed market-rate housing. (See Appendix One, Table 9A.)

Of the 5,900 households with in groups median incomes below \$45,000, 62 percent, or 3,660 households, comprise the potential market for rental units. Of these, only 1,360 households have the economic capacity to lease units at the rent levels required to support newly-constructed market-rate housing. Up to 19 percent (1,120 households) comprise the market for all ranges of multi-family ownership (condominium or cooperative) units. Another 3.6 percent (210 households) comprise the market for all ranges of attached single-family (rowhouse or duplex) units. Up to 12.2 percent (720 households) would require financial assistance to purchase market-rate single-family detached houses, and the remaining 3.2 percent (190 households) have the financial capacity to purchase market-rate single-family detached houses without assistance. (See Appendix One, Table 9B.)

Of the 6,720 households in groups with median incomes above \$45,000, nearly 19 percent, or 1,260 households, comprise the market for multi-family for-sale units; 21.4 percent, or 1,440 households, comprise the market for single-family attached for-sale units; 9.2 percent, or 620 households, comprise the market for low-range single-family detached for-sale units; 31.1 percent, or 2,090 households, comprise the market for mid-range single-family detached for-sale units; and 19.5 percent, or 1,310 households, comprise the market for high-range single-family detached for-sale units. (See Appendix One, Table 10.)

In aggregate, the housing preferences of the 17,250 draw area households with the potential to lease or purchase new or existing housing units in the City of Rochester this year—based on tenure (rental/ownership) choices and financial capacity—are as follows: (See also Appendix One, Table 11 and Table 1.)

**Annual Potential Housing Market**  
**Based on Draw Area Household Tenure Propensities and Income Levels**  
*City of Rochester, Monroe County, New York*

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT
Multi-Family Rental Units	8,290	48.1%
Below 80% AMI*	3,670	21.3%
Market-Rate *	4,620	26.8%
Multi-Family Ownership Units (All Price Ranges)	2,380	13.8%
Single-Family Attached Units (All Price Ranges)	1,650	9.6%
Single-Family Detached Units	4,930	28.6%
Below 80% AMI*	1,410	8.2%
Market-Rate *	3,520	20.4%
Total:	17,250	100.0%

\* Market rate is defined as affordable to households with incomes no less than 80 percent of the Rochester Area Median Family Income (AMFI) of \$64,100 for a family of four as of March 8, 2006.

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

## **DETERMINATION OF THE POTENTIAL MARKET FOR THE DOWNTOWN/HIGH FALLS STUDY AREA—**

Downtown Rochester is comprised of several residential districts located within the Inner Loop (Interstate 490): Grove Place, the St. Paul Quarter, the Cascade District, and the East End. For purposes of this study, the High Falls area, bounded by the Inner Loop on the east, St. Paul Street on the north, Brown Street on the west, and West Broad Street on the south, has been included in the Downtown Study Area.

Appendix One, Tables 12A through 15; Table 7.

### **MARKET POTENTIAL FOR THE DOWNTOWN/HIGH FALLS STUDY AREA—**

As derived by the target market methodology, more than 4,200 of the 17,250 households that represent the market for new and existing housing units in the City of Rochester are a market for new and existing housing units within the Downtown/High Falls Study Area.

Within household groups with median incomes above \$45,000, 2,940 households have the potential to move within or to the Downtown/High Falls Study Area this year. (*See* Appendix One, Table 12A.) Approximately 53 percent of these households are likely to be younger singles and couples (in eight target market groups), over 37 percent are likely to be empty nesters and retirees (in eight groups), and less than 10 percent are likely to be traditional and non-traditional families (in four groups).

Within household groups with median incomes below \$45,000, up to 1,270 households have the potential to move within or to the Downtown/High Falls Study Area this year. (*See* Appendix One, Table 12B.) More than 66 percent can be classified as empty nesters and retirees (in five target market groups), approximately 29 percent are traditional and non-traditional families (in two groups), and under five percent are younger singles and couples (also in two groups).

The distribution of the draw areas as a percentage of the potential market for the Downtown/High Falls Study Area is as follows:

**Market Potential by Draw Area**  
**DOWNTOWN/HIGH FALLS STUDY AREA**  
*City of Rochester, Monroe County, New York*

City of Rochester (Primary Draw Area):	56%
Monroe County (Local Draw Area):	29%
Wayne/Ontario/Livingston Counties (Regional Draw Area):	2%
Balance of US (National Draw Area):	13%
Total:	100%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

The 4,210 draw area households that have the potential to move within or to the Downtown/High Falls Study Area this year have been categorized by tenure propensities to determine renter/owner ratios. (See Appendix One, Tables 13A and 13B, and Tables 14 and 15.)

Approximately 26.8 percent of these households (or 1,130 households) comprise the potential market for rental units at the rent levels required to support newly-constructed market-rate housing. Another 14.5 percent (610 households) have incomes insufficient to support newly-constructed market-rate housing; a sizable percentage qualify for public housing units. (See Appendix One, Table 15.)

Up to 21.1 percent (890 households) comprise the market for all ranges of multi-family ownership (condominium or cooperative) units. Another 10.9 percent (460 households) comprise the market for all ranges of attached single-family (rowhouse or duplex) units. Up to 4.3 percent (180 households) would require financial assistance to purchase market-rate single-family detached houses, and the remaining 22.3 percent (940 households) have the financial capacity to purchase market-rate single-family detached houses without assistance. (See again Appendix One, Table 15.)

After eliminating those households with preferences for single-family detached houses, the percentages of the remaining housing types scale upwards. (See Table 7.) The housing preferences of the remaining 3,090 draw area households—based on tenure (rental/ownership) choices and financial capacity—are as follows:

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**Annual Potential Housing Market**  
**DOWNTOWN/HIGH FALLS STUDY AREA**  
**Based on Draw Area Household Tenure Propensities and Income Levels**  
*City of Rochester, Monroe County, New York*

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT
Multi-Family Rental Units	1,740	56.3%
Below 80% AMI*	610	19.7%
Market-Rate *	1,130	36.6%
Multi-Family Ownership Units (All Price Ranges)	890	28.8%
Single-Family Attached Units (All Price Ranges)	460	14.9%
Total:	3,090	100.0%

\* Market rate is defined as affordable to households with incomes no less than 80 percent of the Rochester Area Median Family Income (AMFI) of \$64,100 for a family of four as of March 8, 2006.

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

#### **DETERMINATION OF THE POTENTIAL MARKET FOR THE MAPLEWOOD STUDY AREA—**

For purposes of this study, the Maplewood Study Area, situated in the northwest quadrant of the city, includes those blocks bounded by the Genesee River on the east, Winchester Street on the north, the city limits on the west, and Lexington Avenue on the south.

Appendix One, Tables 16A through 19; Table 12.

#### **MARKET POTENTIAL FOR THE MAPLEWOOD STUDY AREA—**

As derived by the target market methodology, up to 1,550 of the 17,250 households that represent the market for new and existing housing units in the City of Rochester are a market for new and existing housing units within the Maplewood Study Area.

Within household groups with median incomes above \$45,000, 1,200 households have the potential to move within or to the Maplewood Study Area this year. (*See* Appendix One, Table 16A.) Nearly 36 percent of these households are likely to be younger singles and couples (in 10 target market groups), 32.5 percent are likely to be empty nesters and retirees (in 10 groups), and just under 32 percent are likely to be traditional and non-traditional families (in eight groups).

Within household groups with median incomes below \$45,000, just 350 households have the potential to move within or to the Maplewood Study Area this year. (*See* Appendix One, Table 16B.) Just under 43 percent of these households can be classified as traditional and non-traditional families (in three target market groups), approximately 37 percent are empty nesters and retirees (in four groups), and 20 percent are younger singles and couples (in one group).

The distribution of the draw areas as a percentage of the potential market for the Maplewood Study Area is as follows:



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**Market Potential by Draw Area**  
**THE MAPLEWOOD STUDY AREA**  
*City of Rochester, Monroe County, New York*

City of Rochester (Primary Draw Area):	58%
Monroe County (Local Draw Area):	29%
Wayne/Ontario/Livingston Counties (Regional Draw Area):	2%
Balance of US (National Draw Area):	11%
Total:	100%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

The 1,550 draw area households that have the potential to move within or to the Maplewood Study Area this year have been categorized by tenure propensities to determine renter/owner ratios. (See Appendix One, Tables 17A and 17B, and Tables 18 and 19.)

Approximately 20.6 percent of these households (or 320 households) comprise the potential market for rental units at the rent levels required to support newly-constructed market-rate housing. Another 22.6 percent (350 households) have incomes insufficient to support newly-constructed market-rate housing; a sizable percentage qualify for public housing units. (See Appendix One, Table 19.)

Up to 12.9 percent (200 households) comprise the market for all ranges of multi-family ownership (condominium or cooperative) units. Another 3.2 percent (50 households) comprise the market for all ranges of attached single-family (rowhouse or duplex) units. Up to 13.5 percent (210 households) would require financial assistance to purchase market-rate single-family detached houses, and the remaining 27.1 percent (420 households) have the financial capacity to purchase market-rate single-family detached houses without assistance. (See again Appendix One, Table 19.)

The housing preferences of the 1,550 draw area households—based on tenure (rental/ownership) choices and financial capacity—can be summarized as follows:

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**Annual Potential Housing Market**  
**THE MAPLEWOOD STUDY AREA**  
**Based on Draw Area Household Tenure Propensities and Income Levels**  
*City of Rochester, Monroe County, New York*

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT
Multi-Family Rental Units	670	43.2%
Below 80% AMI*	350	22.6%
Market-Rate *	320	20.6%
Multi-Family Ownership Units (All Price Ranges)	200	12.9%
Single-Family Attached Units (All Price Ranges)	50	7.4%
Single-Family Detached Units	630	40.6%
Below 80% AMI*	210	13.5%
Market-Rate *	420	27.1%
Total:	1,550	100.0%

\* Market rate is defined as affordable to households with incomes no less than 80 percent of the Rochester Area Median Family Income (AMFI) of \$64,100 for a family of four as of March 8, 2006.

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

## **DETERMINATION OF THE POTENTIAL MARKET FOR THE NORTH AND SOUTH MARKETVIEW HEIGHTS STUDY AREA—**

For purposes of this study, the North and South Marketview Heights Study Area, situated in the northeast quadrant of the city, includes those blocks bounded by North Goodman Street to the east, Clifford Avenue to the north, Unity Street on the west, and the Inner Loop on the south.

Appendix One, Tables 20A through 23; Table 17.

## **MARKET POTENTIAL FOR THE NORTH AND SOUTH MARKETVIEW HEIGHTS STUDY AREA—**

As derived by the target market methodology, 1,300 of the 17,250 households that represent the market for new and existing housing units in the City of Rochester are a market for new and existing housing units within the North and South Marketview Heights Study Area.

Within household groups with median incomes above \$45,000, 620 households have the potential to move within or to the North and South Marketview Heights Study Area this year. (*See* Appendix One, Table 20A.) More than 40 percent of these households are likely to be traditional and non-traditional families (in three target market groups), 38.7 percent are likely to be younger singles and couples (in six groups), and 21 percent are likely to be empty nesters and retirees (in four groups).

Within household groups with median incomes below \$45,000, 680 households have the potential to move within or to the North and South Marketview Heights Study Area this year. (*See* Appendix One, Table 20B.) More than 54 percent of these households can be classified as empty nesters and retirees (in five target market groups), approximately 36.7 percent are traditional and non-traditional families (in three groups), and just under nine percent are younger singles and couples (in two groups).

The distribution of the draw areas as a percentage of the potential market for the North and South Marketview Heights Study Area is as follows:

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**Market Potential by Draw Area**  
**THE NORTH AND SOUTH MARKETVIEW HEIGHTS STUDY AREA**  
*City of Rochester, Monroe County, New York*

City of Rochester (Primary Draw Area):	75%
Monroe County (Local Draw Area):	6%
Wayne/Ontario/Livingston Counties (Regional Draw Area):	0%
Balance of US (National Draw Area):	19%
Total:	100%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

The 1,300 draw area households that have the potential to move within or to the North and South Marketview Heights Study Area this year have been categorized by tenure propensities to determine renter/owner ratios. (See Appendix One, Tables 21A and 21B, and Tables 22 and 23.)

Approximately 23.1 percent of these households (or 300 households) comprise the potential market for rental units at the rent levels required to support newly-constructed market-rate housing. Another 26.9 percent (350 households) have incomes insufficient to support newly-constructed market-rate housing; a sizable percentage qualify for public housing units. (See Appendix One, Table 23.)

Up to 22.3 percent (290 households) comprise the market for all ranges of multi-family ownership (condominium or cooperative) units. Another 5.4 percent (70 households) comprise the market for all ranges of attached single-family (rowhouse or duplex) units. Up to 10 percent (130 households) would require financial assistance to purchase market-rate single-family detached houses, and the remaining 12.3 percent (160 households) have the financial capacity to purchase market-rate single-family detached houses without assistance. (See again Appendix One, Table 23.)

The housing preferences of the 1,300 draw area households—based on tenure (rental/ownership) choices and financial capacity—can be summarized as follows:

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**Annual Potential Housing Market**  
**THE NORTH AND SOUTH MARKETVIEW HEIGHTS STUDY AREA**  
**Based on Draw Area Household Tenure Propensities and Income Levels**  
*City of Rochester, Monroe County, New York*

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT
Multi-Family Rental Units	650	50.0%
Below 80% AMI*	350	26.9%
Market-Rate *	300	23.1%
Multi-Family Ownership Units (All Price Ranges)	290	22.3%
Single-Family Attached Units (All Price Ranges)	70	7.4%
Single-Family Detached Units	290	40.3%
Below 80% AMI*	130	13.0%
Market-Rate *	160	27.3%
Total:	1,300	100.0%

\* Market rate is defined as affordable to households with incomes no less than 80 percent of the Rochester Area Median Family Income (AMFI) of \$64,100 for a family of four as of March 8, 2006.

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

#### **DETERMINATION OF THE POTENTIAL MARKET FOR THE SOUTH WEDGE STUDY AREA—**

For purposes of this study, the South Wedge Study Area, situated in the southeast quadrant of the city, includes those blocks bounded by the Eastern Expressway to the east, the Inner Loop to the north, Route 15 and the Genesee River to the west, and South Avenue and Linden Street on the south.

Appendix One, Tables 24A through 27; Table 23.

#### **MARKET POTENTIAL FOR THE SOUTH WEDGE STUDY AREA—**

As derived by the target market methodology, just under 1,200 of the 17,250 households that represent the market for new and existing housing units in the City of Rochester are a market for new and existing housing units within the South Wedge Study Area.

Within household groups with median incomes above \$45,000, 610 households have the potential to move within or to the South Wedge Study Area this year. (*See* Appendix One, Table 24A.) Approximately 47.5 percent are likely to be younger singles and couples (in three target market groups), just over 36 percent are likely to be traditional and non-traditional families (in two groups), and 16.4 percent are likely to be empty nesters and retirees (in three groups).

Within household groups with median incomes below \$45,000, 580 households have the potential to move within or to the North and South Marketview Heights Study Area this year. (*See* Appendix One, Table 24B.) Nearly 59 percent can be classified as empty nesters and retirees (in two target market groups), just over 36 percent are traditional and non-traditional families (in two groups), and 5.2 percent are younger singles and couples (in one group).

The distribution of the draw areas as a percentage of the potential market for the South Wedge Study Area is as follows:

**Market Potential by Draw Area**  
**THE SOUTH WEDGE STUDY AREA**  
*City of Rochester, Monroe County, New York*

City of Rochester (Primary Draw Area):	80%
Monroe County (Local Draw Area):	8%
Wayne/Ontario/Livingston Counties (Regional Draw Area):	0%
Balance of US (National Draw Area):	12%
Total:	100%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

The 1,190 draw area households that have the potential to move within or to the South Wedge Study Area this year have been categorized by tenure propensities to determine renter/owner ratios. (See Appendix One, Tables 25A and 25B, and Tables 26 and 27.)

Approximately 32.8 percent of these households (or 390 households) comprise the potential market for rental units at the rent levels required to support newly-constructed market-rate housing. Another 19.3 percent (230 households) have incomes insufficient to support newly-constructed market-rate housing; a sizable percentage qualify for public housing units. (See Appendix One, Table 27.)

Up to 23.5 percent (280 households) comprise the market for all ranges of multi-family ownership (condominium or cooperative) units. Another 6.7 percent (80 households) comprise the market for all ranges of attached single-family (rowhouse or duplex) units. Up to 5.9 percent (70 households) would require financial assistance to purchase market-rate single-family detached houses, and the remaining 11.8 percent (140 households) have the financial capacity to purchase market-rate single-family detached houses without assistance. (See again Appendix One, Table 27.)

The housing preferences of the 1,190 draw area households—based on tenure (rental/ownership) choices and financial capacity—can be summarized as follows:

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**Annual Potential Housing Market**  
**THE SOUTH WEDGE STUDY AREA**  
**Based on Draw Area Household Tenure Propensities and Income Levels**  
*City of Rochester, Monroe County, New York*

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT
Multi-Family Rental Units	620	52.1%
Below 80% AMI*	230	19.3%
Market-Rate *	390	32.8%
Multi-Family Ownership Units (All Price Ranges)	280	23.5%
Single-Family Attached Units (All Price Ranges)	80	6.7%
Single-Family Detached Units	210	17.7%
Below 80% AMI*	70	5.9%
Market-Rate *	140	11.8%
Total:	1,190	100.0%

\* Market rate is defined as affordable to households with incomes no less than 80 percent of the Rochester Area Median Family Income (AMFI) of \$64,100 for a family of four as of March 8, 2006.

SOURCE: Zimmerman/Volk Associates, Inc., 2007.



### **DETERMINATION OF THE POTENTIAL MARKET FOR THE PLYMOUTH EXCHANGE STUDY AREA—**

For purposes of this study, the Plymouth Exchange Study Area, situated in the southwest quadrant of the city, includes those blocks bounded by Ford Street and the Genesee River to the east, Bronson Avenue to the north, Reynolds Street to the west, and the Genesee River to the south.

Appendix One, Tables 28A through 31; Table 29.

### **MARKET POTENTIAL FOR THE PLYMOUTH EXCHANGE NEIGHBORHOOD—**

As derived by the target market methodology, 860 of the 17,250 households that represent the market for new and existing housing units in the City of Rochester are a market for new and existing housing units within the Plymouth Exchange Study Area.

Within household groups with median incomes above \$45,000, 530 households have the potential to move within or to the Plymouth Exchange Study Area this year. (*See* Appendix One, Table 28A.) Nearly 51 percent of these households are likely to be younger singles and couples (in five target market groups); traditional and non-traditional families (in two groups), and empty nesters and retirees (in three groups) each account for 24.5 percent

Within household groups with median incomes below \$45,000, 330 households have the potential to move within or to the Plymouth Exchange Study Area this year. (*See* Appendix One, Table 28B.) Over 45 percent can be classified as empty nesters and retirees (in two target market groups), 36.4 percent are traditional and non-traditional families (in two groups), and 18.23 percent are younger singles and couples (in two groups).

The distribution of the draw areas as a percentage of the potential market for the Plymouth Exchange Study Area is as follows:

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**Market Potential by Draw Area**  
**THE PLYMOUTH EXCHANGE STUDY AREA**  
*City of Rochester, Monroe County, New York*

City of Rochester (Primary Draw Area):	80%
Monroe County (Local Draw Area):	8%
Wayne/Ontario/Livingston Counties (Regional Draw Area):	0%
Balance of US (National Draw Area):	12%
Total:	100%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

The 860 draw area households that have the potential to move within or to the Plymouth Exchange Study Area this year have been categorized by tenure propensities to determine renter/owner ratios. (See Appendix One, Tables 29A and 29B, and Tables 30 and 31.)

Approximately 29 percent of these households (or 250 households) comprise the potential market for rental units at the rent levels required to support newly-constructed market-rate housing. Another 19.8 percent (170 households) have incomes insufficient to support newly-constructed market-rate housing; a sizable percentage qualify for public housing units. (See Appendix One, Table 31.)

Up to 18.6 percent (160 households) comprise the market for all ranges of multi-family ownership (condominium or cooperative) units. Another seven percent (60 households) comprise the market for all ranges of attached single-family (rowhouse or duplex) units. Up to 11.6 percent (100 households) would require financial assistance to purchase market-rate single-family detached houses, and the remaining 14 percent (120 households) have the financial capacity to purchase market-rate single-family detached houses without assistance. (See again Appendix One, Table 31.)

The housing preferences of the 860 draw area households—based on tenure (rental/ownership) choices and financial capacity—can be summarized as follows:

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**Annual Potential Housing Market**  
**THE PLYMOUTH EXCHANGE STUDY AREA**  
**Based on Draw Area Household Tenure Propensities and Income Levels**  
*City of Rochester, Monroe County, New York*

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT
Multi-Family Rental Units	420	48.8%
Below 80% AMI*	170	19.8%
Market-Rate *	250	29.0%
Multi-Family Ownership Units (All Price Ranges)	160	18.6%
Single-Family Attached Units (All Price Ranges)	60	7.0%
Single-Family Detached Units	220	25.6%
Below 80% AMI*	100	11.6%
Market-Rate *	120	14.0%
Total:	860	100.0%

\* Market rate is defined as affordable to households with incomes no less than 80 percent of the Rochester Area Median Family Income (AMFI) of \$64,100 for a family of four as of March 8, 2006.

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

—Target Market Data—

Target market data are based on the Claritas PRIZM NE household clustering system, modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary 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 periodically 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 of three additional basic characteristics:

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

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

A change in classification is rarely induced by a change in just one of the four basic characteristics. This is one reason that the target household categories are so highly refined: they take in multiple characteristics. Even so, there are some rough equivalents in household types as they move from one neighborhood condition to another. There is, for example, a strong correlation between the *Suburban Achievers* and the *Urban Achievers*; a move by the *Suburban Achievers* to the urban core can make them *Urban Achievers*, if the move is accompanied by an upward move in socio-economic status. In contrast, *Suburban Achievers* who move up socio-economically, but remain within the metropolitan suburbs may become *Upscale Suburban Couples* or *Fast-Track Professionals*.

#### Household Classification Methodology:

Household classifications were originally based on the Claritas PRIZM geo-demographic segmentation system that was established in 1974 and then replaced by PRIZM NE in 2005. The revised household classifications are based on PRIZM NE which was developed through unique classification and regression trees delineating 66 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 19 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company's proprietary 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.



## Main Tables



Table 1

**Potential Market For New And Existing Housing Units**

Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
Of Draw Area Households With The Potential To Move Within/To The City In 2007  
*City of Rochester, Monroe County, New York*

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties  
Draw Areas*

Total Target Market Households  
With Potential To Rent/Purchase Within The  
City of Rochester, Monroe County, New York 17,250

**Potential Housing Market**

	<i>..... Multi-Family .....</i>			<i>..... Single-Family .....</i>			<u>Total</u>
	<i>..... For-Rent .....</i>			<i>..... For-Sale .....</i>			
	<i>Below</i>			<i>Below</i>			
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>	
	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Attached</i></u>	<u><i>Detached</i></u>	<u><i>Detached</i></u>	
Total Households:	3,670	4,620	2,380	1,650	1,410	3,520	17,250
{Percent}:	21.3%	26.8%	13.8%	9.6%	8.2%	20.3%	100.0%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11.

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

Table 2

**Potential Market For New And Existing Housing Units By Household Type**  
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
 Of Draw Area Households With The Potential To Move Within/To The City In 2007  
*City of Rochester, Monroe County, New York*

	<u>Total</u>	<i>..... Multi-Family .....</i>			<i>..... Single-Family .....</i>		
		<i>..... For-Rent .....</i>		<i>AllRanges Apts.</i>	<i>..... For-Sale .....</i>		
		<i>Below Market-Rate* Apts.</i>	<i>Market-Rate* Apts.</i>			<i>Below Market-Rate* Attached</i>	<i>Market-Rate* Detached</i>
Number of Households:	17,250	3,670	4,620	2,380	1,650	1,410	3,520
<b>Empty Nesters &amp; Retirees</b>	29%	16%	18%	50%	30%	40%	40%
<b>Traditional &amp; Non-Traditional Families</b>	41%	53%	37%	21%	41%	43%	45%
<b>Younger Singles &amp; Couples</b>	30%	31%	45%	29%	29%	17%	15%
	100%	100%	100%	100%	100%	100%	100%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11.

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



### Summary Of Selected Rental Properties

City of Rochester, Monroe County, New York

January, 2007

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
..... Inside the Loop .....					
..... East End .....					
<b>Chestnut Square (1905;1995)</b> 328 East Main Street	<b>86</b> Studio	\$485 to \$560	300 575	\$0.97 to \$1.62	<b>99% occupancy.</b> Elevator,
	1BR/1BA	\$585 to \$665	600	\$0.98 to \$1.11	
	2BR/1BA	\$660 to \$715	850	\$0.78 to \$0.84	
<b>East End Lofts</b> 15 Mathews Street	<b>17</b> 1BR/1BA	\$800 to \$1,900	950 1,140	\$0.84 to \$1.67	<b>82% occupancy.</b>
<b>200 East Avenue (1999)</b> 200 East Avenue (Formerly Chevy Place Apts.)	<b>77</b> 1BR/1BA 2BR/2BA 2BR/1 1/2BA -TH	\$985 to \$1,135 \$1,225 to \$1,340 \$1,165 to \$1,185	722 900 1,068 1,205 1,078 to 1,140	\$1.26 to \$1.36 \$1.11 to \$1.15 \$1.04 to \$1.08	<b>97% occupancy.</b> Elevators. 80% Market Rate, 20% Tax Credit. Garage \$65 mth. Parking \$35 mth.
<b>Temple Building Lofts (1925: 2006)</b> 14 Franklin Street	<b>40</b> Studio 1BR/1BA 1BR/2BA 2BR/2BA 2BR/2BA -Penthouses 1BR/1 1/2BA -Work/Live 1BR/2BA -Work/Live	\$900 \$1,200 \$1,350 to \$1,475 \$1,550 to \$1,650 \$1,800 to \$2,000 \$1,595 \$1,875	850 1,000 1,300 to 1,500 1,325 to 1,550 1,700 to 2,100 1,750 2,150	\$1.06 \$1.20 \$0.98 to \$1.04 \$1.06 to \$1.17 \$0.95 to \$1.06 \$0.91 \$0.87	<b>95% occupancy.</b> Controlled access, elevators, high-speed internet access.

NOTE: Individual units in small buildings, carriage houses, townhouses, and detached houses range in rent from \$300 to \$1,250 per month.

**Summary Of Selected Rental Properties***City of Rochester, Monroe County, New York***January, 2007**

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
<i>..... Grove Place .....</i>					
<b>Halo Lofts at 60 Grove</b> <i>60 Grove Street</i>	<b>12</b>	\$1,530	1,100	\$1.39	<b>100% occupancy.</b> <i>Eastman students</i>
NOTE: Other properties, including Chestnut Plaza, East Avenue Commons, and the Alexandrian, as well as individual units in townhouses, etc. range in rent from \$335 to \$945 per month.					
<i>..... St. Paul Quarter .....</i>					
<b>Andrews Building</b> <i>216 Andrews Street</i>	<b>18</b>	\$525 to \$950			<b>89% occupancy.</b> <i>Elevators, high-speed internet.</i>
<b>Michaels Stern Lofts (6/03)</b> <i>1 Pleasant Street</i>	<b>45</b>				<b>96% occupancy.</b> <i>Security system, elevators.</i>
	Studio	\$550	515	\$1.07	
	1BR/1BA	\$725 to \$975	745 to 970	\$0.97 to \$1.01	
	2BR/1BA	\$1,050 to \$1,200	1,030 to 1,270	\$1.02 to \$0.94	
<b>Riverview Lofts (2006)</b> <i>176 Water Street</i>	<b>36</b>				<b>90% occupancy.</b> <i>Elevators, Wi-Fi access.</i>
	1BR/1BA	25 \$625	450 to 600	\$1.04 to \$1.39	
	2BR/1BA	5 \$1,125	800	\$1.41	
	Duplex Lofts	6 \$1,175	940	\$1.25	
<b>Water Street Commons</b> <i>185 N. Water Street</i>	<b>65</b>				<b>98% occupancy.</b>
	1BR/1BA	\$650 to \$700	750	\$0.87 to \$0.93	
	1BR/1BA w/den	\$745	963	\$0.77	
	2BR/1BA	\$800 to \$1,000	1,196 to 1,300	\$0.67 to \$0.77	

**Summary Of Selected Rental Properties***City of Rochester, Monroe County, New York***January, 2007**

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
<i>..... St. Paul Quarter (continued) .....</i>					
<b>Smith-Gormley Building (1987)</b> <i>180-82 St. Paul Street</i>	<b>18</b>	\$725 to \$1,050	1,106 2,150	\$0.49 to \$0.66	<b>83% occupancy.</b> <i>Heat included.</i>
<i>..... Cascade .....</i>					
<b>Buckingham Commons (2006)</b> <i>85 Allen Street</i>	<b>36</b> 1BR/1BA	\$825 to \$1,250	730 to 1,010	\$1.13 to \$1.24	<b>In Lease-up.</b>
<b>Knowlton Building (2000)</b> <i>69 Cascade Drive</i>	<b>14</b>	\$1,500 to \$3,200	1,500 to 3,200	\$1.00 \$1.00	<b>100% occupancy.</b> <i>WiFi.</i> <i>Indoor parking.</i>
<i>..... Outside the Loop .....</i>					
<b>Medical Arts Building (1929; 2006)</b> <i>277 Alexander Street</i>	<b>31</b> 1BR/1.5BA 2BR/2BA	\$800 to \$2,200	600 1,200	\$1.33 to \$1.83	<b>100% occupancy.</b>
<i>..... Corn Hill .....</i>					
<b>Corn Hill Apartments and Townhouses (1980s)</b> <i>715 Clarissa Street</i>	<b>80</b> 1BR/1BA 2BR/1 1/2BA -TH 3BR/2BA -TH	\$635 to \$675 \$850 \$1,050	500 1,150 1,500	\$1.27 to \$1.35 \$0.74 \$0.70	<b>96% occupancy.</b>

NOTE: Other properties, including The Gauss, Cox Building, and the Crossroads, range in rents from \$325 to \$1,550 per month. The 60-unit Kirstein Building, at 234 Andrews Street, is in development.

NOTE: The loft at the Daily Record rents for \$1,200 per month; other individual apartments range in rent from \$400 to \$450 per month.

### Summary Of Selected Rental Properties

*City of Rochester, Monroe County, New York*

**January, 2007**

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
..... Corn Hill {continued} .....					
<b>Corn Hill Landing</b> 301 Exchange Boulevard	<b>127</b> 1BR/1BA 2BR/1.5BA 2BR/2BA 3BR/3BA	\$650 to \$2,550			Retail, restaurants.
..... East Side .....					
<b>The Renaissance (1974; 2001)</b> 2500 East Avenue	<b>186</b> Studio 1BR/1 1/2BA 2BR/2BA 3BR/2BA	\$995 \$795 to \$1,300 \$1,175 to \$1,950 \$1,795 to \$2,450	500 980 to 1,100 1,437 to 1,580 1,743	\$1.99 \$0.81 to \$1.18 \$0.82 to \$1.23 \$1.03 to \$1.41	<b>90% occupancy.</b> Gated, pool, spa, fitness center, cable TV.
<b>1600 East Avenue Apartments (1958; 1998)</b> 1600 East Avenue	<b>164</b> Studio 1BR/1BA 2BR/1BA 2BR/2BA 3BR/2BA	\$800 to \$895 \$995 to \$1,345 \$1,095 to \$1,570 \$1,220 to \$1,670 \$1,820 \$2,320	396 634 877 935 1,493	\$2.02 to \$2.26 \$1.57 to \$2.12 \$1.25 to \$1.79 \$1.30 to \$1.79 \$1.22 \$1.55	<b>80% occupancy.</b> Fitness center, media center, billiard room, cable.

### Summary Of Selected Rental Properties

City of Rochester, Monroe County, New York

January, 2007

<u>Property Address</u>	<u>Number of Units</u>	<u>Reported Base Rent</u>	<u>Reported Unit Size</u>	<u>Rent per Sq. Ft.</u>	<u>Additional Information</u>
	..... Other .....				
<b>Imperial South</b> 1577 Elmwood Avenue	<b>132</b>				<b>92% occupancy.</b>
	Studio	\$615	390	\$1.58	
	1BR/1BA	\$710 to \$735	680	\$1.04 to \$1.08	
	2BR/1BA	\$780	820	\$0.95	
	2BR/1 1/2BA	\$795 to \$820	910 1,010	\$0.81 to \$0.87	
<b>1600 Elmwood</b> 1600 Elmwood Avenue	<b>210</b>				<b>95% occupancy.</b> <i>Pool, fitness center, community center, business center.</i>
	Studio	\$730 to \$780	514	\$1.42 to \$1.52	
	1BR/1BA	\$850 to \$865	711	\$1.20 to \$1.22	
	2BR/1BA	\$930 to \$1,010	966	\$0.96 to \$1.05	
	3BR/2BA	\$1,229 to \$1,279	1,124	\$1.09 to \$1.14	

Table 4

**Summary Of Selected For-Sale Multi-Family  
And Single-Family Attached Units**

*Monroe County, New York*

**December, 2006**

<i>Development (Date Opened)</i>	<i>Unit Type</i>	<i>Unit Price Range</i>	<i>Unit Size Range</i>	<i>Price Per Sq. Ft.</i>	<i>Total Units</i>	<i>Total Sales (Monthly Average)</i>
<i>.... Rochester ....</i>						
<b>Rowhouses at 100 Union</b> <i>Morris, Architect</i>	TH	\$349,900 †	2,280	\$153	6	0
		\$379,000 †	2,400	\$158		
<b>Sagamore On East (2003)</b> <i>Christa Companies</i>	CO	\$484,900 †	2,150	\$226	23	22 (0.6)
		\$519,900 †	2,150	\$242		
		\$598,000 †	2,400	\$249		
<i>.... Henrietta ....</i>						
<b>Eagle Pine Way</b>	TH	\$139,900 †	1,230	\$114		
		\$159,359 †	1,218	\$131		
		\$172,000 †	1,809	\$95		
<b>Rivers Run (2006)</b>	TH	\$209,900 †	1,600	\$131		
		\$222,900 †	1,955	\$114		
		\$234,900 †	1,880	\$125		
<i>.... Greece ....</i>						
<b>Windwood Way area</b>	TH	\$169,900 †	1,445	\$118		
		\$179,900 †	1,406	\$128		
<i>.... Irondequoit ....</i>						
<b>Audubon Trail</b>	TH	\$189,900 †	1,386	\$137		
		\$212,400 †	1,402	\$151		

† Individual units.

SOURCE: Zimmerman/Volk Associates, Inc.

Table 5

**Summary of Current Multi-Family Listings***City of Rochester, Monroe County, New York***January, 2007**

<i>Address</i>	<i>Year Built</i>	<i>List Price</i>	<i>Unit Size</i>	<i>Price Per Square Foot</i>	<i>Configuration</i>
<i>..... Condominiums .....</i>					
270 Latta Road	1984	\$74,900	1,505	\$50	2BR/2BA
947 East Avenue	1903	\$79,000	943	\$84	1BR/2BA
1400 East Avenue	1968	\$87,900	894	\$98	1BR/1BA
1000 East Avenue	1959	\$94,900	975	\$97	2BR/2BA
1000 East Avenue	1959	\$109,000	900	\$121	2BR/1BA
203 Gregory Park	1903	\$109,900	1,580	\$70	2BR/1BA
30 Cornhill Place	1986	\$134,900	1,322	\$102	2BR/2BA
1412 East Avenue	1916	\$209,900	1,550	\$135	2BR/2BA
<i>..... Townhouses .....</i>					
26 Wangman Street	1995	\$64,900	1,326	\$49	3BR/2BA
682 Broadway	1985	\$73,000	1,090	\$67	2BR/2BA
200 Corn Hill Place	1987	\$79,900	682	\$117	1BR/2BA
354 Frederick Douglas	1983	\$79,900	692	\$115	1BR/2BA
124 Adams Street	1984	\$109,900	1,512	\$73	2BR/2.5BA
374 Frederick Douglas	1983	\$124,900	1,250	\$100	2BR/2BA
359 South Plymouth	1985	\$129,900	1,287	\$101	2BR/2BA
6 Grove Street	1996	\$269,900	1,600	\$169	3BR/3BA
145 Gibbs Street	2003	\$399,900	3,080	\$130	3BR/3BA

SOURCE: Multiple Listing Service;  
Zimmerman/Volk Associates, Inc.

**Summary of Current Single-Family Listings  
New Construction**

*Greece, Irondequoit, Chili, and Brighton, Monroe County, New York*

**January, 2007**

<i>Address</i>	<i>Year Built</i>	<i>List Price</i>	<i>Unit Size</i>	<i>Price Per Square Foot</i>	<i>Configuration</i>
..... Greece .....					
Wendy Lane	2006	\$99,900	792	\$126	1BR/1BA
	2007	\$124,900	1,281	\$98	3BR/2BA
	2007	\$124,900	832	\$150	2BR/1BA
	2006	\$129,900	1,011	\$128	2BR/1BA
Haviland Park	2007	\$115,900	1,208	\$96	3BR/2BA
	2007	\$121,900	1,333	\$91	4BR/2BA
Black Duck Trail	2006	\$164,900	1,443	\$114	3BR/2BA
Quarterdeck	2006	\$166,900	1,443	\$116	2BR/2BA
	2006	\$167,900	1,477	\$114	3BR/2BA
	2006	\$189,900	1,735	\$109	3BR/2BA
	2006	\$192,900	2,003	\$96	3BR/3BA
	2006	\$192,900	1,840	\$105	3BR/3BA
	2006	\$209,900	2,157	\$97	4BR/3BA
	2006	\$209,900	2,181	\$96	4BR/3BA
	2006	\$239,900	2,206	\$109	3BR/3BA
	2006	\$249,900	2,440	\$102	3BR/3BA
Emery Run	2006	\$169,900	1,270	\$134	3BR/2BA
	2006	\$198,900	1,720	\$116	3BR/2BA
Pollet Place	2006	\$179,900	1,340	\$134	2BR/2BA
Avery Park Lane	2007	\$180,000	1,498	\$120	3BR/2BA
	2006	\$185,000	1,498	\$123	3BR/4BA
	2007	\$195,000	1,498	\$130	3BR/4BA
Whispering Pines	2007	\$184,900	1,519	\$122	3BR/2BA
	2007	\$224,900	2,100	\$107	4BR/2BA
	2007	\$229,900	2,111	\$109	4BR/3BA

SOURCE: Multiple Listing Service;  
Zimmerman/Volk Associates, Inc.



**Summary of Current Single-Family Listings  
New Construction**

*Greece, Irondequoit, Chili, and Brighton, Monroe County, New York*

**January, 2007**

<i>Address</i>	<i>Year Built</i>	<i>List Price</i>	<i>Unit Size</i>	<i>Price Per Square Foot</i>	<i>Configuration</i>
. . . . . Greece {continued} . . . . .					
Talnuck Drive	2006	\$198,900	2,164	\$92	4BR/3BA
	2006	\$225,900	2,478	\$91	4BR/3BA
	2007	\$254,900	2,466	\$103	4BR/3BA
	2007	\$269,900	2,613	\$103	4BR/3BA
Mill Road	2007	\$199,900	1,860	\$107	3BR/3BA
Old Country Road	2007	\$199,900	1,540	\$130	3BR/2BA
	2007	\$219,900	1,668	\$132	3BR/2BA
	2007	\$268,335	2,508	\$107	3BR/3BA
	2007	\$269,900	2,910	\$93	4BR/3BA
East Moreno Drive	2007	\$264,900	1,925	\$138	3BR/2BA
	2007	\$274,900	1,925	\$143	3BR/3BA
Raspberry Patch Drive	2006	\$270,000	2,500	\$108	4BR/2BA
	2006	\$329,900	3,050	\$108	4BR/4BA
	2006	\$329,900	2,526	\$131	4BR/4BA
Melwood	2006	\$279,900	2,910	\$96	4BR/3BA
Carrington Drive	2006	\$279,900	2,120	\$132	3BR/3BA
Bronze Leaf Trail	2006	\$279,900	2,295	\$122	3BR/3BA
Emery Run	2006	\$282,000	2,787	\$101	4BR/3BA
Cherry Creek Lane	2006	\$295,000	2,372	\$124	4BR/3BA
	2006	\$310,000	1,995	\$155	3BR/3BA
	2007	\$321,000	2,676	\$120	4BR/3BA
	2006	\$349,900	2,890	\$121	4BR/3BA
North Church Road	2006	\$299,900	2,980	\$101	4BR/3BA
Canal Woods	2007	\$425,450	2,833	\$150	4BR/3BA
	2006	\$585,400	3,473	\$169	4BR/4BA
Whisper Creek Court	2006	\$599,977	3,168	\$189	3BR/3BA

SOURCE: Multiple Listing Service;  
Zimmerman/Volk Associates, Inc.

**Summary of Current Single-Family Listings  
New Construction**

*Greece, Irondequoit, Chili, and Brighton, Monroe County, New York*

**January, 2007**

<i>Address</i>	<i>Year Built</i>	<i>List Price</i>	<i>Unit Size</i>	<i>Price Per Square Foot</i>	<i>Configuration</i>
<i>..... Irondequoit .....</i>					
Knapp Avenue	2007	\$114,900	900	\$128	2BR/2BA
	2006	\$129,900	1,220	\$106	3BR/2BA
	2007	\$134,900	1,272	\$106	3BR/2BA
	2007	\$139,900	1,333	\$105	4BR/2BA
Frontenac Heights	2007	\$144,900	1,209	\$120	3BR/2BA
<i>..... Chili .....</i>					
Chili Avenue	2007	\$139,900	1,200	\$117	3BR/2BA
Marshall Road	2006	\$184,900	1,540	\$120	3BR/3BA
Kings Way	2007	\$189,900	1,660	\$114	3BR/2BA
Attridge Road	2006	\$189,900	1,950	\$97	3BR/3BA
Vintage Lane	2006	\$189,900	1,730	\$110	3BR/3BA
Knights Trail West	2006	\$195,000	1,940	\$101	4BR/3BA
	2006	\$224,900	2,100	\$107	3BR/3BA
Grove Wood	2006	\$219,900	1,721	\$128	3BR/2BA
Chestnut Ridge	2006	\$250,000	2,200	\$114	4BR/3BA
Black Cedar Drive	2007	\$259,900	2,234	\$116	4BR/3BA
East Bellaqua	2006	\$349,900	3,034	\$115	3BR/3BA
<i>..... Brighton .....</i>					
Babcock Drive	2007	\$630,000	3,400	\$185	4BR/3BA
	2007	\$675,000	3,700	\$182	4BR/3BA
Warren Avenue	2006	\$775,563	3,912	\$198	4BR/4BA
Southern Parkway	2007	\$875,000	4,126	\$212	4BR/4BA
Council Rock Avenue	2006	\$947,700	4,263	\$222	4BR/4BA

SOURCE: Multiple Listing Service;  
Zimmerman/Volk Associates, Inc.

Table 7

**Potential Market For Downtown/High Falls Housing Units**

Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
Of Draw Area Households With The Potential To Move Within/To The City In 2007  
*City of Rochester, Monroe County, New York*

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties  
Draw Areas*

Total Target Market Households With Potential To Rent/Purchase Within The City of Rochester, Monroe County, New York	17,250
Total Target Market Households With Potential To Rent/Purchase Within The Downtown/High Falls Study Area	3,090

**Annual Downtown/High Falls Housing Market**

	..... Multi-Family .....		.. Single-Family ..	
	..... For-Rent .....		..... For-Sale .....	
	<i>Below</i>			
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>
	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Attached</i></u>
Total Households:	610	1,130	890	460
<i>{Percent}:</i>	19.7%	36.6%	28.8%	14.9%
				<u>Total</u>
				3,090
				100.0%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 15.

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

Table 8

**Annual Potential Market For Downtown/High Falls Housing Units By Household Type**  
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
 Of Draw Area Households With The Potential To Move Within/To The City In 2007  
 City of Rochester, Monroe County, New York

	..... Multi-Family .....		.. Single-Family ..		
	..... For-Rent .....		..... For-Sale .....		
	Below				
	Total	Market-Rate* Apts.	Market-Rate* Apts.	AllRanges Apts.	AllRanges Attached
Number of Households:	3,090	610	1,130	890	460
<b>Empty Nesters &amp; Retirees</b>	37%	26%	22%	61%	43%
<b>Traditional &amp; Non-Traditional Families</b>	17%	34%	17%	6%	14%
<b>Younger Singles &amp; Couples</b>	46%	40%	61%	33%	43%
	100%	100%	100%	100%	100%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 15.

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

Table 9

**Target Groups For New Mixed-Income Multi-Family For Rent**  
**The Downtown/High Falls Study Area**  
*City of Rochester, Monroe County, New York*

..... Number of Households .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Urban Establishment	0	20	20	2
Small-Town Establishment	0	20	20	2
Suburban Establishment	0	40	40	4
Affluent Empty Nesters	0	40	40	4
Cosmopolitan Couples	0	30	30	3
New Empty Nesters	0	10	10	1
Blue-Collar Retirees	0	10	10	1
Downtown Retirees	110	60	170	17
Multi-Ethnic Seniors	40	20	60	6
Second City Seniors	10	0	10	1
Subtotal:	160	250	410	41
<b>Traditional &amp; Non-Traditional Families</b>				
The Entrepreneurs	0	10	10	1
Full-Nest Urbanites	0	20	20	2
Multi-Cultural Families	40	40	80	8
In-Town Families	160	110	270	27
Single Parent Families	10	10	20	2
Subtotal:	210	190	400	40
<b>Younger Singles &amp; Couples</b>				
e-Types	0	50	50	5
Fast-Track Professionals	0	40	40	4
The VIPs	0	10	10	1
Upscale Suburban Couples	0	70	70	7
New Bohemians	40	100	140	14
Urban Achievers	160	380	540	54
Twentysomethings	10	10	20	2
Small-City Singles	10	20	30	3
Blue-Collar Singles	10	10	20	2
Soul City Singles	10	0	10	1
Subtotal:	240	690	930	93
<b>Total Households:</b>	<b>610</b>	<b>1,130</b>	<b>1,740</b>	<b>174</b>

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

Table 10

**Target Groups For New Mixed-Income Multi-Family For Sale**  
***The Downtown/High Falls Study Area***  
*City of Rochester, Monroe County, New York*

<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Old Money	20	2
Urban Establishment	20	2
Small-Town Establishment	20	2
Suburban Establishment	40	4
Affluent Empty Nesters	50	5
Cosmopolitan Elite	10	1
Cosmopolitan Couples	20	2
New Empty Nesters	10	1
Downtown Retirees	70	7
Hometown Retirees	10	1
Multi-Ethnic Seniors	270	27
Subtotal:	540	54
<b>Traditional &amp; Non-Traditional Families</b>		
Multi-Cultural Families	10	1
In-Town Families	40	4
Single-Parent Families	10	1
Subtotal:	60	6
<b>Younger Singles &amp; Couples</b>		
e-Types	30	3
Fast-Track Professionals	20	2
New Bohemians	50	5
Upscale Suburban Couples	30	3
Urban Achievers	120	12
Twentysomethings	10	1
Small-City Singles	10	1
Soul City Singles	20	2
Subtotal:	290	29
<b>Total Households:</b>	<b>890</b>	<b>89</b>

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

Table 11

**Target Groups For New Mixed-Income Single-Family Attached For Sale**  
***The Downtown/High Falls Study Area***  
*City of Rochester, Monroe County, New York*

---

<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Old Money	10	1
Urban Establishment	20	2
Small-Town Establishment	20	2
Suburban Establishment	40	4
Affluent Empty Nesters	30	3
Cosmopolitan Couples	20	2
New Empty Nesters	10	1
Downtown Retirees	20	2
Multi-Ethnic Seniors	30	3
Subtotal:	200	20
<b>Traditional &amp; Non-Traditional Families</b>		
The Entrepreneurs	10	1
Full-Nest Urbanites	10	1
Multi-Cultural Families	30	3
In-Town Families	10	1
Subtotal:	60	6
<b>Younger Singles &amp; Couples</b>		
e-Types	20	2
Fast-Track Professionals	10	1
The VIPs	10	1
New Bohemians	30	3
Upscale Suburban Couples	40	4
Urban Achievers	70	7
Twentysomethings	10	1
Small-City Singles	10	1
Subtotal:	200	20
<b>Total Households:</b>	<b>460</b>	<b>46</b>

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

Table 12

**Potential Market For Maplewood Housing Units**

Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
Of Draw Area Households With The Potential To Move Within/To The City In 2007  
*City of Rochester, Monroe County, New York*

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties  
Draw Areas*

Total Target Market Households With Potential To Rent/Purchase Within The City of Rochester, Monroe County, New York	17,250
Total Target Market Households With Potential To Rent/Purchase Within The Maplewood Study Area	1,550

**Annual Maplewood Housing Market**

	<i>..... Multi-Family .....</i>		<i>..... Single-Family .....</i>				
	<i>..... For-Rent .....</i>		<i>..... For-Sale .....</i>				
	<i>Below</i>		<i>Below</i>				
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>	
	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Apts.</i></u>	<u><i>Attached</i></u>	<u><i>Detached</i></u>	<u><i>Detached</i></u>	<u><i>Total</i></u>
Total Households:	350	320	200	50	210	420	1,550
{Percent}:	22.6%	20.6%	12.9%	3.3%	13.5%	27.1%	100.0%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, and 16 through 19.

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



Table 13

### Annual Potential Market For Maplewood Housing Units By Household Type

Distribution Of The Potential Market Based On Housing Preferences And Income Levels

Of Draw Area Households With The Potential To Move Within/To The City In 2007

City of Rochester, Monroe County, New York

	<u>Total</u>	<i>..... Multi-Family .....</i>			<i>..... Single-Family .....</i>		
		<i>..... For-Rent .....</i>		<i>AllRanges Apts.</i>	<i>..... For-Sale .....</i>		
		<i>Below Market-Rate* Apts.</i>	<i>Market-Rate* Apts.</i>			<i>Below Market-Rate* Attached</i>	<i>Market-Rate* Detached</i>
Number of Households:	1,550	350	320	200	50	210	420
<b>Empty Nesters &amp; Retirees</b>	34%	23%	16%	40%	20%	62%	40%
<b>Traditional &amp; Non-Traditional Families</b>	34%	34%	34%	30%	60%	24%	39%
<b>Younger Singles &amp; Couples</b>	32%	43%	50%	30%	20%	14%	21%
	100%	100%	100%	100%	100%	100%	100%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, and 16 through 19.

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

Table 14

**Target Groups For New Mixed-Income Multi-Family For Rent**  
***The Maplewood Study Area***  
*City of Rochester, Monroe County, New York*

..... Number of Households .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 15 Percent Capture</i>
Suburban Establishment	0	10	10	2
Affluent Empty Nesters	0	10	10	2
Multi-Ethnic Empty Nesters	30	20	50	6
Mainstream Retirees	10	0	10	2
Middle-American Retirees	10	0	10	2
Suburban Seniors	10	0	10	2
Downtown Retirees	10	10	20	3
Multi-Ethnic Seniors	10	0	10	2
Subtotal:	80	50	130	21
<b>Traditional &amp; Non-Traditional Families</b>				
Full-Nest Urbanites	0	20	20	3
Full-Nest Suburbanites	0	10	10	2
Multi-Cultural Families	40	40	80	12
Blue-Collar Button-Downs	10	0	10	2
Struggling Suburbanites	10	10	20	3
In-Town Families	30	20	50	6
Urban Public Housing	30	10	40	6
Subtotal:	120	110	230	34
<b>Younger Singles &amp; Couples</b>				
e-Types	0	10	10	2
Upscale Suburban Couples	10	10	20	3
New Bohemians	10	20	30	5
Urban Achievers	70	50	120	18
Twentysomethings	0	10	10	2
Suburban Achievers	20	30	50	6
No-Nest Suburbanites	10	0	10	2
Small-City Singles	0	10	10	2
Suburban Strivers	30	20	50	6
Subtotal:	150	160	310	46
<b>Total Households:</b>	<b>350</b>	<b>320</b>	<b>670</b>	<b>101</b>

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

Table 15

**Target Groups For New Mixed-Income Multi-Family For Sale**  
***The Maplewood Study Area***  
*City of Rochester, Monroe County, New York*

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<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 15 Percent Capture</i>
Multi-Ethnic Empty Nesters	20	2
Mainstream Retirees	10	2
Suburban Seniors	10	2
Downtown Retirees	10	2
Multi-Ethnic Seniors	30	2
Subtotal:	80	10
<b>Traditional &amp; Non-Traditional Families</b>		
Full-Nest Urbanites	10	2
Multi-Cultural Families	20	2
Struggling Suburbanites	10	2
In-Town Families	10	2
Urban Public Housing	10	2
Subtotal:	60	10
<b>Younger Singles &amp; Couples</b>		
New Bohemians	10	2
Upscale Suburban Couples	10	2
Urban Achievers	10	2
Suburban Achievers	10	2
Suburban Strivers	20	2
Subtotal:	60	10
<b>Total Households:</b>	<b>200</b>	<b>30</b>

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

Table 16

**Target Groups For New Mixed-Income Single-Family Attached For Sale**  
***The Maplewood Study Area***  
*City of Rochester, Monroe County, New York*

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<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Multi-Ethnic Empty Nesters	10	1
Subtotal:	10	1
<b>Traditional &amp; Non-Traditional Families</b>		
Full-Nest Urbanites	10	1
Multi-Cultural Families	20	2
Subtotal:	30	3
<b>Younger Singles &amp; Couples</b>		
Urban Achievers	10	1
Subtotal:	10	1
<b>Total Households:</b>	<b>50</b>	<b>5</b>

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

**Target Groups For New Mixed-Income Single-Family Detached For Sale**  
***The Maplewood Study Area***  
*City of Rochester, Monroe County, New York*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>10 Percent Capture</i>
Urban Establishment	0	20	20	2
Suburban Establishment	10	30	40	4
Affluent Empty Nesters	10	20	30	3
Cosmopolitan Couples	0	10	10	1
New Empty Nesters	0	20	20	2
Multi-Ethnic Empty Nesters	30	30	60	6
Mainstream Retirees	10	10	20	2
RV Retirees	10	0	10	1
Middle-Class Move-Downs	10	0	10	1
Middle-American Retirees	20	20	40	4
Suburban Retirees	10	0	10	1
Downtown Retirees	10	10	20	2
Multi-Ethnic Seniors	10	0	10	1
Subtotal:	130	170	300	30
<b>Traditional &amp; Non-Traditional Families</b>				
The Entrepreneurs	0	10	10	1
Nouveau Money	0	10	10	1
Full-Nest Urbanites	0	30	30	3
Unibox Transferees	0	10	10	1
Late-Nest Suburbanites	0	30	30	3
Full-Nest Suburbanites	0	40	40	4
Multi-Cultural Families	30	20	50	5
Blue-Collar Button-Downs	10	10	20	2
Struggling Suburbanites	10	0	10	1
Subtotal:	50	160	210	21

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

**Target Groups For New Mixed-Income Single-Family Detached For Sale**  
***The Maplewood Study Area***  
*City of Rochester, Monroe County, New York*

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. . . . . Number of Households . . . . .

<b>Younger Singles &amp; Couples</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>10 Percent Capture</i>
e-Types	0	10	10	1
Fast-Track Professionals	0	10	10	1
The VIPs	0	10	10	1
Upscale Suburban Couples	0	30	30	3
Cross-Training Couples	10	0	10	1
Urban Achievers	10	0	10	1
Suburban Achievers	0	10	10	1
No-Nest Suburbanites	10	20	30	3
Subtotal:	30	90	120	12
<b>Total Households:</b>	<b>210</b>	<b>420</b>	<b>630</b>	<b>63</b>

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

Table 18

**Potential Market For North And South Marketview Heights Housing Units**  
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
 Of Draw Area Households With The Potential To Move Within/To The City In 2007  
*City of Rochester, Monroe County, New York*

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*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties  
 Draw Areas*

Total Target Market Households  
 With Potential To Rent/Purchase Within The  
 ds With The Potential To Move Within/To The City In 2007 17,250

Total Target Market Households  
 With Potential To Rent/Purchase Within The North  
 And South Marketview Heights Neighborhood 1,300

**Annual North And South Marketview Heights Housing Market**

	<i>..... Multi-Family .....</i>			<i>..... Single-Family .....</i>			
	<i>..... For-Rent .....</i>			<i>..... For-Sale .....</i>			
	<i>Below</i>			<i>Below</i>			
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>	
	<i>Apts.</i>	<i>Apts.</i>	<i>Apts.</i>	<i>Attached</i>	<i>Detached</i>	<i>Detached</i>	<u>Total</u>
Total Households:	350	300	290	70	130	160	1,300
{Percent}:	26.9%	23.1%	22.3%	5.4%	10.0%	12.3%	100.0%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 20 through 23.

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

Table 19

## Annual Potential Market For North And Marketview Heights Units By Household Type

Distribution Of The Potential Market Based On Housing Preferences And Income Levels

Of Draw Area Households With The Potential To Move Within/To The City In 2007

*City of Rochester, Monroe County, New York*

	<i>Total</i>	<i>..... Multi-Family .....</i>			<i>..... Single-Family .....</i>		
		<i>..... For-Rent .....</i>		<i>AllRanges Apts.</i>	<i>..... For-Sale .....</i>		<i>Market-Rate* Detached</i>
		<i>Below Market-Rate* Apts.</i>	<i>Market-Rate* Apts.</i>		<i>AllRanges Attached</i>	<i>Below Market-Rate* Detached</i>	
Number of Households:	1,300	350	300	290	70	130	160
<b>Empty Nesters &amp; Retirees</b>	38%	29%	17%	58%	43%	62%	44%
<b>Traditional &amp; Non-Traditional Families</b>	38%	42%	46%	28%	43%	23%	44%
<b>Younger Singles &amp; Couples</b>	24%	29%	37%	14%	14%	15%	12%
	100%	100%	100%	100%	100%	100%	100%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 20 through 23.

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



Table 20

**Target Groups For New Mixed-Income Multi-Family For Rent  
The North And South Marketview Heights Study Area**

*City of Rochester, Monroe County, New York*

..... Number of Households .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Multi-Ethnic Empty Nesters	30	10	40	4
Downtown Retirees	40	30	70	7
Multi-Ethnic Seniors	20	10	30	3
Second City Seniors	10	0	10	1
Subtotal:	100	50	150	15
<b>Traditional &amp; Non-Traditional Families</b>				
Full-Nest Urbanites	0	20	20	2
Multi-Cultural Families	40	40	80	8
In-Town Families	50	40	90	9
Single-Parent Families	10	10	20	2
Urban Public Housing	50	30	80	8
Subtotal:	150	140	290	29
<b>Younger Singles &amp; Couples</b>				
e-Types	0	10	10	1
New Bohemians	10	20	30	3
Urban Achievers	70	50	120	12
Twentysomethings	0	10	10	1
Small-City Singles	0	10	10	1
Blue-Collar Singles	10	10	20	2
Soul City Singles	10	0	10	1
Subtotal:	100	110	210	21
<b>Total Households:</b>	<b>350</b>	<b>300</b>	<b>650</b>	<b>65</b>

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

Table 21

**Target Groups For New Mixed-Income Multi-Family For Sale**  
***The North And South Marketview Heights Study Area***  
*City of Rochester, Monroe County, New York*

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<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Multi-Ethnic Empty Nesters	20	2
Downtown Retirees	30	3
Multi-Ethnic Seniors	120	12
Subtotal:	170	17
<b>Traditional &amp; Non-Traditional Families</b>		
Full-Nest Urbanites	10	1
Multi-Cultural Families	20	2
In-Town Families	20	2
Single-Parent Families	10	1
Urban Public Housing	20	2
Subtotal:	80	8
<b>Younger Singles &amp; Couples</b>		
New Bohemians	10	1
Urban Achievers	10	1
Soul City Singles	20	2
Subtotal:	40	4
<b>Total Households:</b>	<b>290</b>	<b>29</b>

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

Table 22

**Target Groups For New Mixed-Income Single-Family Attached For Sale**  
***The North And South Marketview Heights Study Area***  
*City of Rochester, Monroe County, New York*

---

<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Multi-Ethnic Empty Nesters	10	1
Downtown Retirees	10	1
Multi-Ethnic Seniors	10	1
Subtotal:	30	3
<b>Traditional &amp; Non-Traditional Families</b>		
Full-Nest Urbanites	10	1
Multi-Cultural Families	20	2
Subtotal:	30	3
<b>Younger Singles &amp; Couples</b>		
Urban Achievers	10	1
Subtotal:	10	1
<b>Total Households:</b>	<b>70</b>	<b>7</b>

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

Table 23

**Target Groups For New Mixed-Income Single-Family Detached For Sale  
The North And South Marketview Heights Study Area**

*City of Rochester, Monroe County, New York*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Urban Establishment	0	10	10	1
Cosmopolitan Couples	0	10	10	1
Multi-Ethnic Empty Nesters	20	10	30	3
Middle-Class Move-Downs	0	10	10	1
Blue-Collar Retirees	10	0	10	1
Downtown Retirees	30	20	50	5
Hometown Retirees	10	0	10	1
Multi-Ethnic Seniors	10	10	20	2
Subtotal:	80	70	150	15
<b>Traditional &amp; Non-Traditional Families</b>				
Full-Nest Urbanites	0	30	30	3
Unibox Transferees	0	10	10	1
Multi-Cultural Families	30	20	50	5
Single-Parent Families	0	10	10	1
Subtotal:	30	70	100	10
<b>Younger Singles &amp; Couples</b>				
e-Types	0	10	10	1
The VIPs	0	10	10	1
Urban Achievers	10	0	10	1
Blue-Collar Singles	10	0	10	1
Subtotal:	20	20	40	4
<b>Total Households:</b>	<b>130</b>	<b>160</b>	<b>290</b>	<b>29</b>

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

Table 24

**Potential Market For South Wedge Housing Units**

Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
Of Draw Area Households With The Potential To Move Within/To The City In 2007  
*City of Rochester, Monroe County, New York*

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties  
Draw Areas*

Total Target Market Households  
With Potential To Rent/Purchase Within The  
ds With The Potential To Move Within/To The City In 2007 17,250

Total Target Market Households  
With Potential To Rent/Purchase Within  
The South Wedge Neighborhood 1,190

**Annual South Wedge Housing Market**

	<i>..... Multi-Family .....</i>			<i>..... Single-Family .....</i>			
	<i>..... For-Rent .....</i>			<i>..... For-Sale .....</i>			
	<i>Below</i>			<i>Below</i>			
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>	
	<i>Apts.</i>	<i>Apts.</i>	<i>Apts.</i>	<i>Attached</i>	<i>Detached</i>	<i>Detached</i>	<i>Total</i>
Total Households:	230	390	280	80	70	140	1,190
{Percent}:	19.3%	32.8%	23.5%	6.7%	5.9%	11.8%	100.0%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 24 through 27.

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

Table 25

**Annual Potential Market For South Wedge Units By Household Type**  
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
 Of Draw Area Households With The Potential To Move Within/To The City In 2007  
*City of Rochester, Monroe County, New York*

	<i>Total</i>	<i>..... Multi-Family .....</i>			<i>..... Single-Family .....</i>		
		<i>..... For-Rent .....</i>		<i>AllRanges Apts.</i>	<i>..... For-Sale .....</i>		<i>Market-Rate* Detached</i>
		<i>Below Market-Rate* Apts.</i>	<i>Market-Rate* Apts.</i>		<i>AllRanges Attached</i>	<i>Below Market-Rate* Detached</i>	
Number of Households:	1,190	230	390	280	80	70	140
<b>Empty Nesters &amp; Retirees</b>	37%	30%	15%	61%	25%	71%	50%
<b>Traditional &amp; Non-Traditional Families</b>	36%	48%	38%	18%	38%	29%	50%
<b>Younger Singles &amp; Couples</b>	27%	22%	47%	21%	37%	0%	0%
	100%	100%	100%	100%	100%	100%	100%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 24 through 27.

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

Table 26

**Target Groups For New Mixed-Income Multi-Family For Rent**  
***The South Wedge Study Area***  
*City of Rochester, Monroe County, New York*

	..... Number of Households .....			
<b>Empty Nesters &amp; Retirees</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 15 Percent Capture</i>
Cosmopolitan Couples	0	10	10	2
Multi-Ethnic Empty Nesters	10	10	20	3
Downtown Retirees	40	30	70	11
Multi-Ethnic Seniors	20	10	30	5
Subtotal:	70	60	130	21
<b>Traditional &amp; Non-Traditional Families</b>				
Full-Nest Urbanites	0	40	40	6
Multi-Cultural Families	10	40	50	8
In-Town Families	50	40	90	12
Urban Public Housing	50	30	80	10
Subtotal:	110	150	260	36
<b>Younger Singles &amp; Couples</b>				
e-Types	0	30	30	5
New Bohemians	10	70	80	12
Urban Achievers	30	80	110	17
Soul City Singles	10	0	10	2
Subtotal:	50	180	230	36
<b>Total Households:</b>	<b>230</b>	<b>390</b>	<b>620</b>	<b>93</b>

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

Table 27

**Target Groups For New Mixed-Income Multi-Family For Sale**  
***The South Wedge Study Area***  
*City of Rochester, Monroe County, New York*

---

<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 15 Percent Capture</i>
Cosmopolitan Couples	10	2
Multi-Ethnic Empty Nesters	10	2
Downtown Retirees	30	5
Multi-Ethnic Seniors	120	15
Subtotal:	170	24
<b>Traditional &amp; Non-Traditional Families</b>		
Multi-Cultural Families	10	2
In-Town Families	20	3
Urban Public Housing	20	3
Subtotal:	50	8
<b>Younger Singles &amp; Couples</b>		
e-Types	10	2
New Bohemians	20	3
Urban Achievers	10	2
Soul City Singles	20	3
Subtotal:	60	10
<b>Total Households:</b>	<b>280</b>	<b>42</b>

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



Table 28

**Target Groups For New Mixed-Income Single-Family Attached For Sale**  
***The South Wedge Study Area***  
*City of Rochester, Monroe County, New York*

---

<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Downtown Retirees	10	1
Multi-Ethnic Seniors	10	1
Subtotal:	20	2
<b>Traditional &amp; Non-Traditional Families</b>		
Full-Nest Urbanites	20	2
Multi-Cultural Families	10	1
Subtotal:	30	3
<b>Younger Singles &amp; Couples</b>		
e-Types	10	1
New Bohemians	10	1
Urban Achievers	10	1
Subtotal:	30	3
<b>Total Households:</b>	<b>80</b>	<b>8</b>

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

Table 29

**Target Groups For New Mixed-Income Single-Family Detached For Sale**  
***The South Wedge Study Area***  
*City of Rochester, Monroe County, New York*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Urban Establishment	0	20	20	2
Cosmopolitan Couples	0	10	10	1
Multi-Ethnic Empty Nesters	10	10	20	2
Downtown Retirees	30	20	50	5
Multi-Ethnic Seniors	10	10	20	2
Subtotal:	50	70	120	12
<b>Traditional &amp; Non-Traditional Families</b>				
Full-Nest Urbanites	0	50	50	5
Multi-Cultural Families	20	20	40	4
Subtotal:	20	70	90	9
<b>Total Households:</b>	<b>70</b>	<b>140</b>	<b>210</b>	<b>21</b>

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

Table 30

**Potential Market For Plymouth Exchange Housing Units**

Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
Of Draw Area Households With The Potential To Move Within/To The City In 2006  
*City of Rochester, Monroe County, New York*

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties  
Draw Areas*

Total Target Market Households  
With Potential To Rent/Purchase Within The  
City of Rochester, Monroe County, New York 17,250

Total Target Market Households  
With Potential To Rent/Purchase Within The  
Plymouth Exchange Neighborhood Study Area 860

**Annual Plymouth Exchange Housing Market**

	<i>..... Multi-Family .....</i>			<i>..... Single-Family .....</i>			
	<i>..... For-Rent .....</i>			<i>..... For-Sale .....</i>			
	<i>Below</i>			<i>Below</i>			
	<i>Market-Rate*</i>	<i>Market-Rate*</i>	<i>AllRanges</i>	<i>AllRanges</i>	<i>Market-Rate*</i>	<i>Market-Rate*</i>	
	<i>Apts.</i>	<i>Apts.</i>	<i>Apts.</i>	<i>Attached</i>	<i>Detached</i>	<i>Detached</i>	<i>Total</i>
Total Households:	170	250	160	60	100	120	860
{Percent}:	19.8%	29.1%	18.6%	7.0%	11.5%	14.0%	100.0%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 28 through 31.

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

Table 31

**Annual Potential Market For Plymouth Exchange Housing Units By Household Type**  
 Distribution Of The Potential Market Based On Housing Preferences And Income Levels  
 Of Draw Area Households With The Potential To Move Within / To The City In 2006  
*City of Rochester, Monroe County, New York*

	<u>Total</u>	<i>..... Multi-Family .....</i>			<i>..... Single-Family .....</i>		
		<i>..... For-Rent .....</i>		<i>AllRanges Apts.</i>	<i>..... For-Sale .....</i>		<i>Market-Rate* Detached</i>
		<i>Below Market-Rate* Apts.</i>	<i>Market-Rate* Apts.</i>		<i>Attached</i>	<i>Below Market-Rate* Detached</i>	
Number of Households:	860	170	250	160	60	100	120
<b>Empty Nesters &amp; Retirees</b>	33%	18%	16%	38%	33%	60%	58%
<b>Traditional &amp; Non-Traditional Families</b>	29%	41%	32%	24%	34%	10%	25%
<b>Younger Singles &amp; Couples</b>	38%	41%	52%	38%	33%	30%	17%
	100%	100%	100%	100%	100%	100%	100%

\* Market rate is defined as affordable to households with incomes above 80 percent of the Rochester AMFI (Area Median Family Income), which is \$64,100 for a family of four as of March 8, 2006.

NOTE: Reference Appendix One, Tables 1 through 11, 28 through 31.

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

Table 32

**Target Groups For New Mixed-Income Multi-Family For Rent**  
***The Plymouth Exchange Study Area***  
*City of Rochester, Monroe County, New York*

..... Number of Households .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 15 Percent Capture</i>
Cosmopolitan Couples	0	20	20	3
Multi-Ethnic Empty Nesters	0	10	10	2
Downtown Retirees	20	10	30	4
Multi-Ethnic Seniors	10	0	10	2
Subtotal:	30	40	70	11
<b>Traditional &amp; Non-Traditional Families</b>				
Full-Nest Urbanites	0	20	20	3
Multi-Cultural Families	10	20	30	5
In-Town Families	30	20	50	6
Urban Public Housing	30	20	50	6
Subtotal:	70	80	150	20
<b>Younger Singles &amp; Couples</b>				
e-Types	0	20	20	3
New Bohemians	10	20	30	5
Urban Achievers	20	20	40	6
Twentysomethings	0	30	30	5
Small-City Singles	20	30	50	9
Blue-Collar Singles	10	10	20	3
Soul City Singles	10	0	10	2
Subtotal:	70	130	200	33
<b>Total Households:</b>	<b>170</b>	<b>250</b>	<b>420</b>	<b>64</b>

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

Table 33

**Target Groups For New Mixed-Income Multi-Family For Sale**  
***The Plymouth Exchange Study Area***  
*City of Rochester, Monroe County, New York*

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<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 15 Percent Capture</i>
Cosmopolitan Couples	10	2
Multi-Ethnic Empty Nesters	10	2
Downtown Retirees	20	2
Multi-Ethnic Seniors	20	2
Subtotal:	60	8
<b>Traditional &amp; Non-Traditional Families</b>		
Full-Nest Urbanites	10	2
Multi-Cultural Families	10	2
In-Town Families	10	1
Urban Public Housing	10	1
Subtotal:	40	6
<b>Younger Singles &amp; Couples</b>		
e-Types	10	2
New Bohemians	10	2
Twentysomethings	10	2
Small-City Singles	10	2
Soul City Singles	20	2
Subtotal:	60	10
<b>Total Households:</b>	<b>160</b>	<b>24</b>

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

Table 34

**Target Groups For New Mixed-Income Single-Family Attached For Sale**  
***The Plymouth Exchange Study Area***  
*City of Rochester, Monroe County, New York*

---

<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>At 10 Percent Capture</i>
Cosmopolitan Couples	10	1
Multi-Ethnic Seniors	10	1
Subtotal:	20	2
<b>Traditional &amp; Non-Traditional Families</b>		
Full-Nest Urbanites	10	1
Multi-Cultural Families	10	1
Subtotal:	20	2
<b>Younger Singles &amp; Couples</b>		
Twentysomethings	10	1
Small-City Singles	10	1
Subtotal:	20	2
<b>Total Households:</b>	<b>60</b>	<b>6</b>

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

Table 35

**Target Groups For New Mixed-Income Single-Family Detached For Sale**  
***The Plymouth Exchange Study Area***  
*City of Rochester, Monroe County, New York*

. . . . . Number of Households . . . . .

<b>Empty Nesters &amp; Retirees</b>	<i>Below 80% AMI*</i>	<i>Above 80% AMI*</i>	<i>Total</i>	<i>At 10 Percent Capture</i>
Cosmopolitan Elite	0	30	20	2
Cosmopolitan Couples	0	30	30	3
Multi-Ethnic Empty Nesters	10	0	10	1
Downtown Retirees	20	10	30	3
Multi-Ethnic Seniors	30	0	30	3
Subtotal:	60	70	120	12
<b>Traditional &amp; Non-Traditional Families</b>				
Full-Nest Urbanites	0	30	30	3
Multi-Cultural Families	10	0	10	1
Subtotal:	10	30	40	4
<b>Younger Singles &amp; Couples</b>				
e-Types	0	10	10	1
Urban Achievers	10	0	10	1
Twentysomethings	0	10	10	1
Small-City Singles	10	0	10	1
Blue-Collar Singles	10	0	10	1
Subtotal:	30	20	50	5
<b>Total Households:</b>	<b>100</b>	<b>120</b>	<b>210</b>	<b>21</b>

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



## Appendix One Tables



**Gross Annual Household In-Migration***Monroe County, New York***2000, 2001, 2002, 2003, 2004**

County of Origin	..... 2000 .....		..... 2001 .....		..... 2002 .....		..... 2003 .....		..... 2004 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Wayne	760	7.1%	730	6.9%	760	7.7%	765	7.9%	725	7.5%
Ontario	675	6.3%	685	6.5%	650	6.6%	675	7.0%	595	6.2%
APO/FPO/Foreign	720	6.8%	730	6.9%	660	6.7%	625	6.5%	590	6.1%
Livingston	580	5.4%	515	4.9%	535	5.4%	490	5.1%	520	5.4%
Erie	540	5.1%	445	4.2%	415	4.2%	440	4.6%	435	4.5%
Orleans	325	3.0%	330	3.1%	320	3.2%	310	3.2%	360	3.7%
Genesee	330	3.1%	305	2.9%	285	2.9%	280	2.9%	280	2.9%
Onondaga	320	3.0%	280	2.6%	250	2.5%	245	2.5%	265	2.8%
Steuben	125	1.2%	140	1.3%	130	1.3%	110	1.1%	135	1.4%
New York	100	0.9%	125	1.2%	105	1.1%	140	1.4%	110	1.1%
Oneida	80	0.8%	75	0.7%	65	0.7%	75	0.8%	95	1.0%
Niagara	125	1.2%	95	0.9%	110	1.1%	95	1.0%	90	0.9%
Kings	75	0.7%	115	1.1%	85	0.9%	80	0.8%	85	0.9%
Suffolk	65	0.6%	75	0.7%	55	0.6%	60	0.6%	85	0.9%
Queens	70	0.7%	60	0.6%	70	0.7%	70	0.7%	75	0.8%
Los Angeles, CA	55	0.5%	70	0.7%	65	0.7%	65	0.7%	75	0.8%
Wyoming	0	0.0%	65	0.6%	60	0.6%	60	0.6%	75	0.8%
Jefferson	75	0.7%	75	0.7%	55	0.6%	60	0.6%	75	0.8%
Albany	80	0.8%	85	0.8%	70	0.7%	70	0.7%	70	0.7%
Maricopa, AZ	70	0.7%	65	0.6%	70	0.7%	50	0.5%	65	0.7%
Middlesex, MA	65	0.6%	75	0.7%	80	0.8%	100	1.0%	65	0.7%
Cayuga	60	0.6%	55	0.5%	50	0.5%	45	0.5%	55	0.6%
Chautauqua	70	0.7%	60	0.6%	50	0.5%	50	0.5%	55	0.6%
Chemung	65	0.6%	70	0.7%	60	0.6%	75	0.8%	55	0.6%
Allegany	70	0.7%	60	0.6%	50	0.5%	50	0.5%	55	0.6%
Cook, IL	60	0.6%	80	0.8%	75	0.8%	55	0.6%	55	0.6%
San Diego, CA	40	0.4%	45	0.4%	45	0.5%	50	0.5%	55	0.6%
Tompkins	60	0.6%	55	0.5%	40	0.4%	60	0.6%	50	0.5%
Suffolk, MA	35	0.3%	60	0.6%	45	0.5%	50	0.5%	50	0.5%
Oswego	60	0.6%	60	0.6%	45	0.5%	40	0.4%	50	0.5%
Westchester	45	0.4%	45	0.4%	40	0.4%	55	0.6%	50	0.5%
Bronx	55	0.5%	50	0.5%	55	0.6%	55	0.6%	45	0.5%
Hartford, CT	30	0.3%	25	0.2%	30	0.3%	40	0.4%	45	0.5%
Orange, FL	50	0.5%	60	0.6%	60	0.6%	45	0.5%	45	0.5%
Seneca	60	0.6%	45	0.4%	55	0.6%	50	0.5%	45	0.5%
All Other Counties	4,665	43.8%	4,675	44.2%	4,265	43.3%	4,080	42.2%	4,040	42.0%
<b>Total In-Migration:</b>	<b>10,660</b>	<b>100.0%</b>	<b>10,585</b>	<b>100.0%</b>	<b>9,860</b>	<b>100.0%</b>	<b>9,665</b>	<b>100.0%</b>	<b>9,620</b>	<b>100.0%</b>

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

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

**Gross Annual Household Out-Migration***Monroe County, New York***2000, 2001, 2002, 2003, 2004**

Destination County	..... 2000 .....		..... 2001 .....		..... 2002 .....		..... 2003 .....		..... 2004 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Wayne	780	6.2%	815	6.8%	840	7.3%	790	6.7%	760	6.2%
Ontario	735	5.8%	800	6.7%	775	6.7%	780	6.6%	755	6.1%
APO/FPO/Foreign	270	2.1%	265	2.2%	250	2.2%	245	2.1%	195	1.6%
Livingston	500	4.0%	500	4.2%	555	4.8%	495	4.2%	460	3.7%
Erie	480	3.8%	455	3.8%	485	4.2%	465	4.0%	470	3.8%
Orleans	330	2.6%	310	2.6%	295	2.6%	330	2.8%	300	2.4%
Genesee	215	1.7%	265	2.2%	225	2.0%	240	2.0%	225	1.8%
Onondaga	200	1.6%	230	1.9%	230	2.0%	215	1.8%	210	1.7%
Steuben	135	1.1%	135	1.1%	105	0.9%	95	0.8%	65	0.5%
New York	185	1.5%	140	1.2%	165	1.4%	145	1.2%	220	1.8%
Oneida	45	0.4%	50	0.4%	45	0.4%	60	0.5%	60	0.5%
Niagara	70	0.6%	80	0.7%	60	0.5%	80	0.7%	75	0.6%
Kings	105	0.8%	85	0.7%	115	1.0%	95	0.8%	105	0.9%
Suffolk	65	0.5%	50	0.4%	45	0.4%	50	0.4%	35	0.3%
Queens	75	0.6%	75	0.6%	70	0.6%	80	0.7%	90	0.7%
Los Angeles, CA	110	0.9%	95	0.8%	95	0.8%	115	1.0%	130	1.1%
Wyoming	40	0.3%	40	0.3%	55	0.5%	30	0.3%	45	0.4%
Jefferson	45	0.4%	45	0.4%	55	0.5%	40	0.3%	40	0.3%
Albany	75	0.6%	80	0.7%	70	0.6%	75	0.6%	95	0.8%
Maricopa, AZ	160	1.3%	135	1.1%	130	1.1%	145	1.2%	170	1.4%
Middlesex, MA	150	1.2%	145	1.2%	100	0.9%	75	0.6%	90	0.7%
Cayuga	20	0.2%	40	0.3%	40	0.3%	50	0.4%	40	0.3%
Chautauqua	45	0.4%	35	0.3%	35	0.3%	40	0.3%	40	0.3%
Chemung	40	0.3%	35	0.3%	25	0.2%	30	0.3%	25	0.2%
Allegany	40	0.3%	40	0.3%	55	0.5%	30	0.3%	25	0.2%
Cook, IL	105	0.8%	95	0.8%	105	0.9%	80	0.7%	100	0.8%
San Diego, CA	80	0.6%	90	0.7%	90	0.8%	85	0.7%	80	0.6%
Tompkins	60	0.5%	55	0.5%	45	0.4%	65	0.6%	70	0.6%
Suffolk, MA	95	0.8%	95	0.8%	70	0.6%	85	0.7%	80	0.6%
Oswego	25	0.2%	40	0.3%	35	0.3%	30	0.3%	40	0.3%
Westchester	35	0.3%	35	0.3%	50	0.4%	45	0.4%	35	0.3%
Bronx	40	0.3%	35	0.3%	40	0.3%	40	0.3%	30	0.2%
Hartford, CT	40	0.3%	50	0.4%	40	0.3%	30	0.3%	40	0.3%
Orange, FL	95	0.8%	130	1.1%	75	0.7%	85	0.7%	105	0.9%
Seneca	40	0.3%	40	0.3%	50	0.4%	40	0.3%	30	0.2%
All Other Counties	7,105	56.2%	6,395	53.3%	5,980	52.0%	6,350	54.1%	7,015	56.8%
<b>Total Out-Migration:</b>	<b>12,635</b>	<b>100.0%</b>	<b>12,005</b>	<b>100.0%</b>	<b>11,500</b>	<b>100.0%</b>	<b>11,730</b>	<b>100.0%</b>	<b>12,350</b>	<b>100.0%</b>

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

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

**Net Annual Household Migration***Monroe County, New York***2000, 2001, 2002, 2003, 2004**

County	..... 2000 .....	..... 2001 .....	..... 2002 .....	..... 2003 .....	..... 2004 .....
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Wayne	-20	-85	-80	-25	-35
Ontario	-60	-115	-125	-105	-160
APO/FPO/Foreign	450	465	410	380	395
Livingston	80	15	-20	-5	60
Erie	60	-10	-70	-25	-35
Orleans	-5	20	25	-20	60
Genesee	115	40	60	40	55
Onondaga	120	50	20	30	55
Steuben	-10	5	25	15	70
New York	-85	-15	-60	-5	-110
Oneida	35	25	20	15	35
Niagara	55	15	50	15	15
Kings	-30	30	-30	-15	-20
Suffolk	0	25	10	10	50
Queens	-5	-15	0	-10	-15
Los Angeles, CA	-55	-25	-30	-50	-55
Wyoming	-40	25	5	30	30
Jefferson	30	30	0	20	35
Albany	5	5	0	-5	-25
Maricopa, AZ	-90	-70	-60	-95	-105
Middlesex, MA	-85	-70	-20	25	-25
Cayuga	40	15	10	-5	15
Chautauqua	25	25	15	10	15
Chemung	25	35	35	45	30
Allegany	30	20	-5	20	30
Cook, IL	-45	-15	-30	-25	-45
San Diego, CA	-40	-45	-45	-35	-25
Tompkins	0	0	-5	-5	-20
Suffolk, MA	-60	-35	-25	-35	-30
Oswego	35	20	10	10	10
Westchester	10	10	-10	10	15
Bronx	15	15	15	15	15
Hartford, CT	-10	-25	-10	10	5
Orange, FL	-45	-70	-15	-40	-60
Seneca	20	5	5	10	15
All Other Counties	-2,440	-1,720	-1,715	-2,270	-2,975
<b>Total Net Migration:</b>	<b>-1,975</b>	<b>-1,420</b>	<b>-1,640</b>	<b>-2,065</b>	<b>-2,730</b>

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

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

Household Groups With Median Incomes Above \$45,000  
**2006 Household Classification by Market Groups**  
*City of Rochester, Monroe County, New York*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
<b>Empty Nesters &amp; Retirees</b>	<b>9,205</b>	<b>19.7%</b>
<i>Metropolitan Cities</i>	6,950	14.9%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	2,255	4.8%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>21,620</b>	<b>46.3%</b>
<i>Metropolitan Cities</i>	20,190	43.2%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	1,430	3.1%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>15,915</b>	<b>34.1%</b>
<i>Metropolitan Cities</i>	12,665	27.1%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	3,250	7.0%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Total:</b>	<b>46,740</b>	<b>100.0%</b>
<b>Total City Households:</b>	<b>85,570</b>	
<b>Classified Households As A Share Of Total City Households:</b>	<b>54.6%</b>	
<b>Estimated Median Income:</b>	<b>\$28,500</b>	
<b>Estimated National Median Income:</b>	<b>\$48,800</b>	
<b>Estimated Median Home Value:</b>	<b>\$75,200</b>	
<b>Estimated National Median Home Value:</b>	<b>\$161,600</b>	

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

Household Groups With Median Incomes Above \$45,000  
**2006 Household Classification by Market Groups**  
*City of Rochester, Monroe County, New York*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Empty Nesters &amp; Retirees</b>	<b>9,205</b>	<b>19.7%</b>		
<i>Metropolitan Cities</i>				
Urban Establishment	1,200	2.6%	\$110,100	\$254,500
Cosmopolitan Couples	1,340	2.9%	\$83,700	\$221,300
Multi-Ethnic Empty Nesters	4,410	9.4%	\$71,900	\$168,400
<i>Subtotal:</i>	<u>6,950</u>	<u>14.9%</u>		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Metropolitan Suburbs</i>				
Old Money	190	0.4%	\$242,800	\$310,200
Suburban Establishment	410	0.9%	\$91,000	\$170,800
Affluent Empty Nesters	250	0.5%	\$90,500	\$168,200
Mainstream Retirees	390	0.8%	\$70,600	\$107,700
Middle-American Retirees	1,015	2.2%	\$54,600	\$97,800
<i>Subtotal:</i>	<u>2,255</u>	<u>4.8%</u>		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Establishment	0	0.0%		
New Empty Nesters	0	0.0%		
RV Retirees	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

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

Household Groups With Median Incomes Above \$45,000  
**2006 Household Classification by Market Groups**  
*City of Rochester, Monroe County, New York*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>21,620</b>	<b>46.3%</b>		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	5,180	11.1%	\$98,600	\$282,600
Multi-Cultural Families	15,010	32.1%	\$62,900	\$166,700
<i>Subtotal:</i>	20,190	43.2%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The Social Register	70	0.1%	\$215,500	\$261,300
The Entrepreneurs	150	0.3%	\$125,600	\$238,700
Nouveau Money	120	0.3%	\$118,000	\$230,700
Late-Nest Suburbanites	175	0.4%	\$82,000	\$169,100
Full-Nest Suburbanites	225	0.5%	\$80,800	\$166,500
Blue-Collar Button-Downs	690	1.5%	\$56,500	\$123,500
<i>Subtotal:</i>	1,430	3.1%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
Full-Nest Exurbanites	0	0.0%		
New-Town Families	0	0.0%		
Small-Town Families	0	0.0%		
Blue-Collar Families	0	0.0%		
<i>Subtotal:</i>	0	0.0%		

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

Household Groups With Median Incomes Above \$45,000  
**2006 Household Classification by Market Groups**  
*City of Rochester, Monroe County, New York*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Single &amp; Couples</b>	<b>15,915</b>	<b>34.1%</b>		
<i>Metropolitan Cities</i>				
e-Types	1,170	2.5%	\$114,100	\$299,500
New Bohemians	2,760	5.9%	\$75,800	\$199,300
Urban Achievers	8,735	18.7%	\$61,000	\$150,200
<i>Subtotal:</i>	12,665	27.1%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Twentysomethings	0	0.0%		
Small-City Singles	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	100	0.2%	\$83,000	\$149,400
Upscale Suburban Couples	620	1.3%	\$74,700	\$131,300
Suburban Achievers	685	1.5%	\$57,800	\$118,100
No-Nest Suburbanites	1,845	3.9%	\$57,000	\$110,300
<i>Subtotal:</i>	3,250	7.0%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Power Couples	0	0.0%		
Cross-Training Couples	0	0.0%		
Exurban Suburbanites	0	0.0%		
<i>Subtotal:</i>	0	0.0%		



Household Groups With Median Incomes Below \$45,000  
**2006 Household Classification by Market Groups**  
*City of Rochester, Monroe County, New York*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
<b>Empty Nesters &amp; Retirees</b>	<b>15,310</b>	<b>39.4%</b>
<i>Metropolitan Cities</i>	12,095	31.1%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	3,215	8.3%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>21,585</b>	<b>55.6%</b>
<i>Metropolitan Cities</i>	19,360	49.9%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	2,225	5.7%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>1,935</b>	<b>5.0%</b>
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	1,935	5.0%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Total:</b>	<b>38,830</b>	<b>100.0%</b>
<b>Total City Households:</b>	<b>85,570</b>	
<b>Classified Households As A Share Of Total City Households:</b>	<b>45.4%</b>	
<b>Estimated Median Income:</b>	<b>\$28,500</b>	
<b>Estimated National Median Income:</b>	<b>\$48,800</b>	
<b>Estimated Median Home Value:</b>	<b>\$75,200</b>	
<b>Estimated National Median Home Value:</b>	<b>\$161,600</b>	

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

Household Groups With Median Incomes Below \$45,000  
**2006 Household Classification by Market Groups**  
*City of Rochester, Monroe County, New York*

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	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Empty Nesters &amp; Retirees</b>	<b>15,310</b>	<b>39.4%</b>		
<i>Metropolitan Cities</i>				
Downtown Retirees	6,235	16.1%	\$28,800	\$97,400
Multi-Ethnic Seniors	5,860	15.1%	\$24,800	\$99,700
<i>Subtotal:</i>	12,095	31.1%		
<i>Small Cities/Satellite Cities</i>				
Blue-Collar Retirees	0	0.0%		
Hometown Retirees	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Suburban Retirees	1,260	3.2%	\$36,000	\$88,500
Suburban Seniors	1,955	5.0%	\$32,000	\$87,500
<i>Subtotal:</i>	3,215	8.3%		
<i>Town &amp; Country/Exurbs</i>				
Heartland Empty Nesters	0	0.0%		
Small-Town Seniors	0	0.0%		
Back Country Seniors	0	0.0%		
Rural Seniors	0	0.0%		
Struggling Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		

Household Groups With Median Incomes Below \$45,000  
**2006 Household Classification by Market Groups**  
*City of Rochester, Monroe County, New York*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>21,585</b>	<b>55.6%</b>		
<i>Metropolitan Cities</i>				
In-Town Families	5,925	15.3%	\$31,400	\$82,300
Urban Public Housing	13,435	34.6%	\$23,900	\$72,100
Subtotal:	19,360	49.9%		
<i>Small Cities/Satellite Cities</i>				
Single Parent Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Metropolitan Suburbs</i>				
Struggling Suburbanites	2,225	5.7%	\$35,500	\$102,000
Subtotal:	2,225	5.7%		
<i>Town &amp; Country/Exurbs</i>				
Kids 'r' Us	0	0.0%		
Rustic Families	0	0.0%		
Rural Public Housing	0	0.0%		
Subtotal:	0	0.0%		
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>0.0%</b>		
<i>Small Cities/Satellite Cities</i>				
Blue-Collar Singles	0	0.0%		
Soul City Singles	0	0.0%		
Subtotal:	0	0.0%		
<i>Metropolitan Suburbs</i>				
Suburban Strivers	1,935	5.0%	\$33,200	\$100,300
Subtotal:	1,935	5.0%		
<i>Town &amp; Country/Exurbs</i>				
Country Couples	0	0.0%		
Rural Singles	0	0.0%		
Rural Strivers	0	0.0%		
Subtotal:	0	0.0%		

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

Household Groups With Median Incomes Above \$45,000  
**2006 Household Classification by Market Groups**  
*Monroe County, New York*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
<b>Empty Nesters &amp; Retirees</b>	<b>81,235</b>	<b>36.4%</b>
<i>Metropolitan Cities</i>	9,635	4.3%
<i>Small Cities/Satellite Cities</i>	1,065	0.5%
<i>Metropolitan Suburbs</i>	55,445	24.9%
<i>Town &amp; Country/Exurbs</i>	15,090	6.8%
<b>Traditional &amp; Non-Traditional Families</b>	<b>84,115</b>	<b>37.7%</b>
<i>Metropolitan Cities</i>	21,875	9.8%
<i>Small Cities/Satellite Cities</i>	610	0.3%
<i>Metropolitan Suburbs</i>	38,470	17.3%
<i>Town &amp; Country/Exurbs</i>	23,160	10.4%
<b>Younger Singles &amp; Couples</b>	<b>57,570</b>	<b>25.8%</b>
<i>Metropolitan Cities</i>	13,595	6.1%
<i>Small Cities/Satellite Cities</i>	530	0.2%
<i>Metropolitan Suburbs</i>	30,075	13.5%
<i>Town &amp; Country/Exurbs</i>	13,370	6.0%
<b>Total:</b>	<b>222,920</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>289,380</b>	
<b>Classified Households As A Share Of Total County Households:</b>	<b>77.0%</b>	
<b>Estimated Median Income:</b>	<b>\$49,500</b>	
<b>Estimated National Median Income:</b>	<b>\$48,800</b>	
<b>Estimated Median Home Value:</b>	<b>\$129,700</b>	
<b>Estimated National Median Home Value:</b>	<b>\$161,600</b>	

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

Household Groups With Median Incomes Above \$45,000  
**2006 Household Classification by Market Groups**  
*City of Rochester, Monroe County, New York*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Empty Nesters &amp; Retirees</b>	<b>81,235</b>	<b>36.4%</b>		
<i>Metropolitan Cities</i>				
Urban Establishment	1,930	0.9%	\$116,600	\$266,100
Cosmopolitan Couples	2,495	1.1%	\$92,000	\$231,400
Multi-Ethnic Empty Nesters	5,210	2.3%	\$74,600	\$176,000
<i>Subtotal:</i>	<u>9,635</u>	<u>4.3%</u>		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	485	0.2%	\$92,500	\$174,900
Middle-Class Move-Downs	580	0.3%	\$61,800	\$130,500
<i>Subtotal:</i>	<u>1,065</u>	<u>0.5%</u>		
<i>Metropolitan Suburbs</i>				
Old Money	7,235	3.2%	\$266,600	\$324,300
Suburban Establishment	14,545	6.5%	\$99,900	\$178,600
Affluent Empty Nesters	11,630	5.2%	\$99,400	\$175,900
Mainstream Retirees	9,955	4.5%	\$77,500	\$112,600
Middle-American Retirees	12,080	5.4%	\$60,000	\$102,200
<i>Subtotal:</i>	<u>55,445</u>	<u>24.9%</u>		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Establishment	5,340	2.4%	\$100,100	\$165,600
New Empty Nesters	2,965	1.3%	\$85,800	\$145,100
RV Retirees	6,785	3.0%	\$66,300	\$129,300
<i>Subtotal:</i>	<u>15,090</u>	<u>6.8%</u>		

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

Household Groups With Median Incomes Above \$45,000  
**2006 Household Classification by Market Groups**  
*Monroe County, New York*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>84,115</b>	<b>37.7%</b>		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	6,655	3.0%	\$103,900	\$295,500
Multi-Cultural Families	15,220	6.8%	\$63,000	\$174,200
<i>Subtotal:</i>	21,875	9.8%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	250	0.1%	\$99,800	\$180,200
Multi-Ethnic Families	360	0.2%	\$61,900	\$114,600
<i>Subtotal:</i>	610	0.3%		
<i>Metropolitan Suburbs</i>				
The Social Register	4,795	2.2%	\$236,700	\$273,100
The Entrepreneurs	5,075	2.3%	\$137,900	\$249,500
Nouveau Money	4,075	1.8%	\$129,600	\$241,200
Late-Nest Suburbanites	10,175	4.6%	\$90,000	\$176,800
Full-Nest Suburbanites	9,050	4.1%	\$88,700	\$174,100
Blue-Collar Button-Downs	5,300	2.4%	\$62,100	\$129,200
<i>Subtotal:</i>	38,470	17.3%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	6,930	3.1%	\$126,700	\$237,300
Full-Nest Exurbanites	4,615	2.1%	\$90,500	\$173,400
New-Town Families	6,380	2.9%	\$68,500	\$131,700
Small-Town Families	1,870	0.8%	\$67,500	\$105,400
Blue-Collar Families	3,365	1.5%	\$64,500	\$86,700
<i>Subtotal:</i>	23,160	10.4%		

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

Household Groups With Median Incomes Above \$45,000  
**2006 Household Classification by Market Groups**  
*Monroe County, New York*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Single &amp; Couples</b>	<b>57,570</b>	<b>25.8%</b>		
<i>Metropolitan Cities</i>				
e-Types	1,390	0.6%	\$114,400	\$302,600
New Bohemians	3,120	1.4%	\$76,600	\$206,300
Urban Achievers	9,085	4.1%	\$61,200	\$152,900
<i>Subtotal:</i>	13,595	6.1%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	205	0.1%	\$87,600	\$155,300
Twentysomethings	220	0.1%	\$65,200	\$122,200
Small-City Singles	105	0.0%	\$55,800	\$115,500
<i>Subtotal:</i>	530	0.2%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	2,780	1.2%	\$91,200	\$156,200
Upscale Suburban Couples	10,105	4.5%	\$82,000	\$137,200
Suburban Achievers	8,800	3.9%	\$63,500	\$123,400
No-Nest Suburbanites	8,390	3.8%	\$62,600	\$115,300
<i>Subtotal:</i>	30,075	13.5%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Power Couples	3,520	1.6%	\$103,200	\$217,500
Cross-Training Couples	8,130	3.6%	\$70,300	\$116,400
Exurban Suburbanites	1,720	0.8%	\$52,400	\$102,300
<i>Subtotal:</i>	13,370	6.0%		

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

Household Groups With Median Incomes Below \$45,000  
**2006 Household Classification by Market Groups**  
*Monroe County, New York*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
<b>Empty Nesters &amp; Retirees</b>	<b>29,880</b>	<b>43.6%</b>
<i>Metropolitan Cities</i>	14,470	21.1%
<i>Small Cities/Satellite Cities</i>	690	1.0%
<i>Metropolitan Suburbs</i>	12,040	17.6%
<i>Town &amp; Country/Exurbs</i>	2,680	3.9%
<b>Traditional &amp; Non-Traditional Families</b>	<b>26,315</b>	<b>38.4%</b>
<i>Metropolitan Cities</i>	19,360	28.3%
<i>Small Cities/Satellite Cities</i>	240	0.4%
<i>Metropolitan Suburbs</i>	4,595	6.7%
<i>Town &amp; Country/Exurbs</i>	2,120	3.1%
<b>Younger Singles &amp; Couples</b>	<b>12,265</b>	<b>17.9%</b>
<i>Small Cities/Satellite Cities</i>	275	0.4%
<i>Metropolitan Suburbs</i>	7,760	11.3%
<i>Town &amp; Country/Exurbs</i>	4,230	6.2%
<b>Total:</b>	<b>68,460</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>289,380</b>	
<b>Classified Households As A Share Of Total County Households:</b>	<b>23.7%</b>	
<b>Estimated Median Income:</b>	<b>\$49,500</b>	
<b>Estimated National Median Income:</b>	<b>\$48,800</b>	
<b>Estimated Median Home Value:</b>	<b>\$129,700</b>	
<b>Estimated National Median Home Value:</b>	<b>\$161,600</b>	

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



Household Groups With Median Incomes Below \$45,000  
**2006 Household Classification by Market Groups**  
*Monroe County, New York*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Empty Nesters &amp; Retirees</b>	<b>29,880</b>	<b>43.6%</b>		
<i>Metropolitan Cities</i>				
Downtown Retirees	7,320	10.7%	\$28,400	\$101,900
Multi-Ethnic Seniors	7,150	10.4%	\$24,200	\$104,200
<i>Subtotal:</i>	<u>14,470</u>	<u>21.1%</u>		
<i>Small Cities/Satellite Cities</i>				
Blue-Collar Retirees	480	0.7%	\$40,000	\$81,700
Hometown Retirees	95	0.1%	\$27,800	\$68,600
Second City Seniors	115	0.2%	\$24,000	\$67,600
<i>Subtotal:</i>	<u>690</u>	<u>1.0%</u>		
<i>Metropolitan Suburbs</i>				
Suburban Retirees	4,500	6.6%	\$34,800	\$92,600
Suburban Seniors	7,540	11.0%	\$32,600	\$91,500
<i>Subtotal:</i>	<u>12,040</u>	<u>17.6%</u>		
<i>Town &amp; Country/Exurbs</i>				
Heartland Empty Nesters	840	1.2%	\$41,200	\$136,700
Small-Town Seniors	945	1.4%	\$40,800	\$103,500
Back Country Seniors	70	0.1%	\$32,100	\$95,600
Rural Seniors	385	0.6%	\$31,400	\$71,700
Struggling Retirees	440	0.6%	\$30,700	\$61,100
<i>Subtotal:</i>	<u>2,680</u>	<u>3.9%</u>		

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

Household Groups With Median Incomes Below \$45,000  
**2006 Household Classification by Market Groups**  
*Monroe County, New York*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>26,315</b>	<b>38.4%</b>		
<i>Metropolitan Cities</i>				
In-Town Families	5,925	8.7%	\$31,500	\$83,100
Urban Public Housing	13,435	19.6%	\$24,000	\$72,400
Subtotal:	19,360	28.3%		
<i>Small Cities/Satellite Cities</i>				
Single Parent Families	240	0.4%	\$31,600	\$82,100
Subtotal:	240	0.4%		
<i>Metropolitan Suburbs</i>				
Struggling Suburbanites	4,595	6.7%	\$34,200	\$106,600
Subtotal:	4,595	6.7%		
<i>Town &amp; Country/Exurbs</i>				
Kids 'r' Us	1,175	1.7%	\$41,200	\$114,400
Rustic Families	390	0.6%	\$40,600	\$92,900
Rural Public Housing	555	0.8%	\$28,500	\$67,800
Subtotal:	2,120	3.1%		
<b>Younger Singles &amp; Couples</b>	<b>12,265</b>	<b>17.9%</b>		
<i>Small Cities/Satellite Cities</i>				
Blue-Collar Singles	275	0.4%	\$31,400	\$78,200
Soul City Singles	0	0.0%		
Subtotal:	275	0.4%		
<i>Metropolitan Suburbs</i>				
Suburban Strivers	7,760	11.3%	\$33,800	\$104,800
Subtotal:	7,760	11.3%		
<i>Town &amp; Country/Exurbs</i>				
Country Couples	555	0.8%	\$41,100	\$108,100
Rural Singles	3,205	4.7%	\$34,500	\$66,600
Rural Strivers	470	0.7%	\$33,900	\$65,400
Subtotal:	4,230	6.2%		

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move Within The City Of Rochester In 2007**  
*City of Rochester, Monroe County, New York*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>9,205</b>	<b>1,090</b>	<b>19.8%</b>
<i>Metropolitan Cities</i>	6,950	950	17.3%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	2,255	140	2.5%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>21,620</b>	<b>2,190</b>	<b>39.8%</b>
<i>Metropolitan Cities</i>	20,190	2,040	37.1%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	1,430	150	2.7%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>15,915</b>	<b>2,220</b>	<b>40.4%</b>
<i>Metropolitan Cities</i>	12,665	1,840	33.5%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	3,250	380	6.9%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Total:</b>	<b>46,740</b>	<b>5,500</b>	<b>100.0%</b>
<b>Total City Households:</b>	<b>85,570</b>		
<b>Classified Households As A Share Of Total City Households:</b>	<b>54.6%</b>		

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move Within The City Of Rochester In 2007**  
*City of Rochester, Monroe County, New York*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>9,205</b>	<b>1,090</b>	<b>19.8%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	1,200	70	1.3%
Cosmopolitan Couples	1,340	80	1.5%
Multi-Ethnic Empty Nesters	4,410	800	14.5%
<i>Subtotal:</i>	<u>6,950</u>	<u>950</u>	<u>17.3%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	190	10	0.2%
Suburban Establishment	410	20	0.4%
Affluent Empty Nesters	250	20	0.4%
Mainstream Retirees	390	30	0.5%
Middle-American Retirees	1,015	60	1.1%
<i>Subtotal:</i>	<u>2,255</u>	<u>140</u>	<u>2.5%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	0	0	0.0%
New Empty Nesters	0	0	0.0%
RV Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move Within The City Of Rochester In 2007**  
*City of Rochester, Monroe County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>21,620</b>	<b>2,190</b>	<b>39.8%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	5,180	450	8.2%
Multi-Cultural Families	15,010	1,590	28.9%
<i>Subtotal:</i>	20,190	2,040	37.1%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	70	0	0.0%
The Entrepreneurs	150	10	0.2%
Nouveau Money	120	20	0.4%
Late-Nest Suburbanites	175	10	0.2%
Full-Nest Suburbanites	225	30	0.5%
Blue-Collar Button-Downs	690	80	1.5%
<i>Subtotal:</i>	1,430	150	2.7%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
New-Town Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Blue-Collar Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move Within The City Of Rochester In 2007**  
*City of Rochester, Monroe County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>15,915</b>	<b>2,220</b>	<b>40.4%</b>
<i>Metropolitan Cities</i>			
e-Types	1,170	140	2.5%
New Bohemians	2,760	330	6.0%
Urban Achievers	8,735	1,370	24.9%
Subtotal:	12,665	1,840	33.5%
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	100	10	0.2%
Upscale Suburban Couples	620	70	1.3%
Suburban Achievers	685	120	2.2%
No-Nest Suburbanites	1,845	180	3.3%
Subtotal:	3,250	380	6.9%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	0	0	0.0%
Subtotal:	0	0	0.0%

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move Within The City Of Rochester In 2007**  
*City of Rochester, Monroe County, New York*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty-Nesters &amp; Retirees</b>	<b>15,310</b>	<b>1,320</b>	<b>29.0%</b>
<i>Metropolitan Cities</i>	12,095	1,030	22.6%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	3,215	290	4.4%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>21,585</b>	<b>2,870</b>	<b>63.1%</b>
<i>Metropolitan Cities</i>	19,360	2,610	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	2,225	260	5.7%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>1,935</b>	<b>360</b>	<b>7.9%</b>
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	1,935	360	0.0%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Total:</b>	<b>38,830</b>	<b>4,550</b>	<b>100.0%</b>
<b>Total City Households:</b>	<b>85,570</b>		
<b>Classified Households As A Share Of Total City Households:</b>	<b>45.4%</b>		

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move Within The City Of Rochester In 2007**  
*City of Rochester, Monroe County, New York*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty-Nesters &amp; Retirees</b>	<b>15,310</b>	<b>1,320</b>	<b>29.0%</b>
<i>Metropolitan Cities</i>			
Downtown Retirees	6,235	500	11.0%
Multi-Ethnic Seniors	5,860	530	11.6%
<i>Subtotal:</i>	<u>12,095</u>	<u>1,030</u>	<u>22.6%</u>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Retirees	0	0	0.0%
Hometown Retirees	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>			
Suburban Retirees	1,260	90	2.0%
Suburban Seniors	1,955	200	4.4%
<i>Subtotal:</i>	<u>3,215</u>	<u>290</u>	<u>4.4%</u>
<i>Town &amp; Country/Exurbs</i>			
Heartland Empty Nesters	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	0	0	0.0%
Rural Seniors	0	0	0.0%
Struggling Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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



Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move Within The City Of Rochester In 2007**  
*City of Rochester, Monroe County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>21,585</b>	<b>2,870</b>	<b>63.1%</b>
<i>Metropolitan Cities</i>			
In-Town Families	5,925	830	18.2%
Urban Public Housing	13,435	1,780	39.1%
<i>Subtotal:</i>	<u>19,360</u>	<u>2,610</u>	<u>57.4%</u>
<i>Small Cities/Satellite Cities</i>			
Single Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Struggling Suburbanites	2,225	260	5.7%
<i>Subtotal:</i>	<u>2,225</u>	<u>260</u>	<u>5.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Kids 'r' Us	0	0	0.0%
Rustic Families	0	0	0.0%
Rural Public Housing	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<b>Younger Singles &amp; Couples</b>	<b>1,935</b>	<b>360</b>	<b>7.9%</b>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Singles	0	0	0.0%
Soul City Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Suburban Strivers	1,935	360	7.9%
<i>Subtotal:</i>	<u>1,935</u>	<u>360</u>	<u>7.9%</u>
<i>Town &amp; Country/Exurbs</i>			
Country Couples	0	0	0.0%
Rural Singles	0	0	0.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Balance of Monroe County, New York*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>72,030</b>	<b>1,610</b>	<b>37.0%</b>
<i>Metropolitan Cities</i>	2,685	100	2.3%
<i>Small Cities/Satellite Cities</i>	1,065	30	0.7%
<i>Metropolitan Suburbs</i>	53,190	1,240	28.5%
<i>Town &amp; Country/Exurbs</i>	15,090	240	5.5%
<b>Traditional &amp; Non-Traditional Families</b>	<b>62,495</b>	<b>1,400</b>	<b>32.2%</b>
<i>Metropolitan Cities</i>	1,685	60	1.4%
<i>Small Cities/Satellite Cities</i>	610	20	0.5%
<i>Metropolitan Suburbs</i>	37,040	1,320	30.3%
<i>Town &amp; Country/Exurbs</i>	23,160	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>41,655</b>	<b>1,340</b>	<b>30.8%</b>
<i>Metropolitan Cities</i>	930	50	1.1%
<i>Small Cities/Satellite Cities</i>	530	30	0.7%
<i>Metropolitan Suburbs</i>	26,825	1,260	29.0%
<i>Town &amp; Country/Exurbs</i>	13,370	0	0.0%
<b>Total:</b>	<b>176,180</b>	<b>4,350</b>	<b>100.0%</b>
<b>Total County Households: {Balance of County}</b>	<b>203,810</b>		
<b>Classified Households As A Share Of Total County Households: {Balance of County}</b>	<b>86.4%</b>		

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Balance of Monroe County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>72,030</b>	<b>1,610</b>	<b>37.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	730	20	0.5%
Cosmopolitan Couples	1,155	30	0.7%
Multi-Ethnic Empty Nesters	800	50	1.1%
<i>Subtotal:</i>	<u>2,685</u>	<u>100</u>	<u>2.3%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	485	10	0.2%
Middle-Class Move-Downs	580	20	0.5%
<i>Subtotal:</i>	<u>1,065</u>	<u>30</u>	<u>0.7%</u>
<i>Metropolitan Suburbs</i>			
Old Money	7,045	130	3.0%
Suburban Establishment	14,135	320	7.4%
Affluent Empty Nesters	11,380	260	6.0%
Mainstream Retirees	9,565	280	6.4%
Middle-American Retirees	11,065	250	5.7%
<i>Subtotal:</i>	<u>53,190</u>	<u>1,240</u>	<u>28.5%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	5,340	150	3.4%
New Empty Nesters	2,965	90	2.1%
RV Retirees	6,785	0	0.0%
<i>Subtotal:</i>	<u>15,090</u>	<u>240</u>	<u>5.5%</u>

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Balance of Monroe County, New York*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>62,495</b>	<b>1,400</b>	<b>32.2%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	1,475	50	1.1%
Multi-Cultural Families	210	10	0.2%
<i>Subtotal:</i>	<u>1,685</u>	<u>60</u>	<u>1.4%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	250	10	0.2%
Multi-Ethnic Families	360	10	0.2%
<i>Subtotal:</i>	<u>610</u>	<u>20</u>	<u>0.5%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	4,725	110	2.5%
The Entrepreneurs	4,925	160	3.7%
Nouveau Money	3,955	190	4.4%
Late-Nest Suburbanites	10,000	250	5.7%
Full-Nest Suburbanites	8,825	420	9.7%
Blue-Collar Button-Downs	4,610	190	4.4%
<i>Subtotal:</i>	<u>37,040</u>	<u>1,320</u>	<u>30.3%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	6,930	0	0.0%
Full-Nest Exurbanites	4,615	0	0.0%
New-Town Families	6,380	0	0.0%
Small-Town Families	1,870	0	0.0%
Blue-Collar Families	3,365	0	0.0%
<i>Subtotal:</i>	<u>23,160</u>	<u>0</u>	<u>0.0%</u>

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Balance of Monroe County, New York*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>41,655</b>	<b>1,340</b>	<b>30.8%</b>
<i>Metropolitan Cities</i>			
e-Types	220	10	0.2%
New Bohemians	360	20	0.5%
Urban Achievers	350	20	0.5%
<i>Subtotal:</i>	<u>930</u>	<u>50</u>	<u>1.1%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	205	10	0.2%
Twentysomethings	220	10	0.2%
Small-City Singles	105	10	0.2%
<i>Subtotal:</i>	<u>530</u>	<u>30</u>	<u>0.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	2,680	130	3.0%
Upscale Suburban Couples	9,485	370	8.5%
Suburban Achievers	8,115	520	12.0%
No-Nest Suburbanites	6,545	240	5.5%
<i>Subtotal:</i>	<u>26,825</u>	<u>1,260</u>	<u>29.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	3,520	0	0.0%
Cross-Training Couples	8,130	0	0.0%
Exurban Suburbanites	1,720	0	0.0%
<i>Subtotal:</i>	<u>13,370</u>	<u>0</u>	<u>0.0%</u>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Balance of Monroe County, New York*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty-Nesters &amp; Retirees</b>	<b>14,570</b>	<b>320</b>	<b>42.7%</b>
<i>Metropolitan Cities</i>	2,375	70	9.3%
<i>Small Cities/Satellite Cities</i>	690	10	1.3%
<i>Metropolitan Suburbs</i>	8,825	240	22.7%
<i>Town &amp; Country/Exurbs</i>	2,680	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>4,730</b>	<b>90</b>	<b>12.0%</b>
<i>Metropolitan Cities</i>	0	0	1.3%
<i>Small Cities/Satellite Cities</i>	240	10	1.3%
<i>Metropolitan Suburbs</i>	2,370	80	10.7%
<i>Town &amp; Country/Exurbs</i>	2,120	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>10,330</b>	<b>340</b>	<b>45.3%</b>
<i>Small Cities/Satellite Cities</i>	275	10	0.0%
<i>Metropolitan Suburbs</i>	5,825	330	1.3%
<i>Town &amp; Country/Exurbs</i>	4,230	0	0.0%
<b>Total:</b>	<b>29,630</b>	<b>750</b>	<b>100.0%</b>
<b>Total County Households: {Balance of County}</b>	<b>203,810</b>		
<b>Classified Households As A Share Of Total County Households: {Balance of County}</b>	<b>14.5%</b>		

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Balance of Monroe County, New York*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty-Nesters &amp; Retirees</b>	<b>14,570</b>	<b>320</b>	<b>42.7%</b>
<i>Metropolitan Cities</i>			
Downtown Retirees	1,085	30	4.0%
Multi-Ethnic Seniors	1,290	40	5.3%
<i>Subtotal:</i>	<u>2,375</u>	<u>70</u>	<u>9.3%</u>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Retirees	480	10	1.3%
Hometown Retirees	95	0	0.0%
Second City Seniors	115	0	0.0%
<i>Subtotal:</i>	<u>690</u>	<u>10</u>	<u>1.3%</u>
<i>Metropolitan Suburbs</i>			
Suburban Retirees	3,240	70	9.3%
Suburban Seniors	5,585	170	22.7%
<i>Subtotal:</i>	<u>8,825</u>	<u>240</u>	<u>22.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Heartland Empty Nesters	840	0	0.0%
Small-Town Seniors	945	0	0.0%
Back Country Seniors	70	0	0.0%
Rural Seniors	385	0	0.0%
Struggling Retirees	440	0	0.0%
<i>Subtotal:</i>	<u>2,680</u>	<u>0</u>	<u>0.0%</u>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Balance of Monroe County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>4,730</b>	<b>90</b>	<b>12.0%</b>
<i>Metropolitan Cities</i>			
In-Town Families	0	0	0.0%
Urban Public Housing	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Single Parent Families	240	10	1.3%
<i>Subtotal:</i>	240	10	1.3%
<i>Metropolitan Suburbs</i>			
Struggling Suburbanites	2,370	80	10.7%
<i>Subtotal:</i>	2,370	80	10.7%
<i>Town &amp; Country/Exurbs</i>			
Kids 'r' Us	1,175	0	0.0%
Rustic Families	390	0	0.0%
Rural Public Housing	555	0	0.0%
<i>Subtotal:</i>	2,120	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>10,330</b>	<b>340</b>	<b>45.3%</b>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Singles	275	10	1.3%
Soul City Singles	0	0	0.0%
<i>Subtotal:</i>	275	10	1.3%
<i>Metropolitan Suburbs</i>			
Suburban Strivers	5,825	330	44.0%
<i>Subtotal:</i>	5,825	330	44.0%
<i>Town &amp; Country/Exurbs</i>			
Country Couples	555	0	0.0%
Rural Singles	3,205	0	0.0%
Rural Strivers	470	0	0.0%
<i>Subtotal:</i>	4,230	0	0.0%

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



## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City of Rochester In 2007**Summary: Appendix Two, Tables 1A Through 3A  
Wayne, Onatario and Livingston Counties, New York

<u>Household Type/ Geographic Designation</u>	<u>Wayne County</u>	<u>Ontario County</u>	<u>Livingston County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>60</b>	<b>40</b>	<b>30</b>	<b>130</b>
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	10	0	10
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	60	30	30	120
<b>Traditional &amp; Non-Traditional Families</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>10</b>
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	10	0	10
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>40</b>	<b>50</b>	<b>20</b>	<b>110</b>
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	10	0	10
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	40	40	20	100
<b>Total:</b>	<b>100</b>	<b>100</b>	<b>50</b>	<b>250</b>
<b>Percent:</b>	<b>40.0%</b>	<b>40.0%</b>	<b>20.0%</b>	<b>100.0%</b>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City of Rochester In 2007**

Summary: Appendix Two, Tables 1A Through 3A

Wayne, Onatario and Livingston Counties, New York

	<u>Wayne County</u>	<u>Ontario County</u>	<u>Livingston County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>60</b>	<b>40</b>	<b>30</b>	<b>130</b>
<i>Metropolitan Cities</i>				
Urban Establishment	0	0	0	0
Cosmopolitan Couples	0	0	0	0
Multi-Ethnic Empty Nesters	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>				
Cosmopolitan Elite	0	0	0	0
Middle-Class Move-Downs	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>
<i>Metropolitan Suburbs</i>				
Old Money	0	0	0	0
Suburban Establishment	0	0	0	0
Affluent Empty Nesters	0	0	0	0
Mainstream Retirees	0	0	0	0
Middle-American Retirees	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town &amp; Country/Exurbs</i>				
Small-Town Establishment	10	20	10	40
New Empty Nesters	10	10	20	40
RV Retirees	40	0	0	40
<i>Subtotal:</i>	<u>60</u>	<u>30</u>	<u>30</u>	<u>120</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City of Rochester In 2007**

Summary: Appendix Two, Tables 1A Through 3A

Wayne, Onatario and Livingston Counties, New York

	<u>Wayne County</u>	<u>Ontario County</u>	<u>Livingston County</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>10</b>
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0	0	0
Multi-Cultural 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	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>
<i>Metropolitan Suburbs</i>				
The Social Register	0	0	0	0
The Entrepreneurs	0	0	0	0
Nouveau Money	0	0	0	0
Late-Nest Suburbanites	0	0	0	0
Full-Nest Suburbanites	0	0	0	0
Blue-Collar Button-Downs	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	0	0	0	0
Full-Nest Exurbanites	0	0	0	0
New-Town Families	0	0	0	0
Small-Town Families	0	0	0	0
Blue-Collar Families	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City of Rochester In 2007**Summary: Appendix Two, Tables 1A Through 3A  
Wayne, Onatario and Livingston Counties, New York

	<u>Wayne County</u>	<u>Ontario County</u>	<u>Livingston County</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>40</b>	<b>50</b>	<b>20</b>	<b>110</b>
<i>Metropolitan Cities</i>				
e-Types	0	0	0	0
New Bohemians	0	0	0	0
Urban Achievers	0	0	0	0
Subtotal:	0	0	0	0
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0	0	0
Twentysomethings	0	0	0	0
Small-City Singles	0	10	0	10
Subtotal:	0	10	0	10
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0	0	0
Upscale Suburban Couples	0	0	0	0
Suburban Achievers	0	0	0	0
No-Nest Suburbanites	0	0	0	0
Subtotal:	0	0	0	0
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Power Couples	0	10	0	10
Cross-Training Couples	20	30	20	70
Exurban Suburbanites	20	0	0	20
Subtotal:	40	40	20	100

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007**

Summary: Appendix Two, Tables 1B Through 3B

*Wayne, Ontario, and Livingston Counties, New York*

Household Type/ Geographic Designation	<i>Wayne County</i>	<i>Ontario County</i>	<i>Livingston County</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>20</b>	<b>30</b>	<b>10</b>	<b>60</b>
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	10	0	10
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	20	20	10	50
<b>Traditional &amp; Non-Traditional Families</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>30</b>
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	10	10	10	30
<b>Younger Singles &amp; Couples</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>60</b>
<i>Small Cities/Satellite Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	20	10	30	60
<b>Total:</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>150</b>
<b>Percent:</b>	<b>33.3%</b>	<b>33.3%</b>	<b>33.3%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007**

Summary: Appendix Two, Tables 1B Through 3B

Wayne, Ontario, and Livingston Counties, New York

	<u>Wayne County</u>	<u>Ontario County</u>	<u>Livingston County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>20</b>	<b>30</b>	<b>10</b>	<b>60</b>
<i>Metropolitan Cities</i>				
Downtown Retirees	0	0	0	0
Multi-Ethnic Seniors	0	0	0	0
Subtotal:	0	0	0	0
<i>Small Cities/Satellite Cities</i>				
Blue-Collar Retirees	0	10	0	10
Hometown Retirees	0	0	0	0
Second City Seniors	0	0	0	0
Subtotal:	0	10	0	10
<i>Metropolitan Suburbs</i>				
Suburban Retirees	0	0	0	0
Suburban Seniors	0	0	0	0
Subtotal:	0	0	0	0
<i>Town &amp; Country/Exurbs</i>				
Heartland Empty Nesters	10	10	10	30
Small-Town Seniors	10	10	0	20
Back Country Seniors	0	0	0	0
Rural Seniors	0	0	0	0
Struggling Retirees	0	0	0	0
Subtotal:	20	20	10	50

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007**Summary: Appendix Two, Tables 1B Through 3B  
Wayne, Ontario, and Livingston Counties, New York

	<u>Wayne County</u>	<u>Ontario County</u>	<u>Livingston County</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>30</b>
<i>Metropolitan Cities</i>				
In-Town Families	0	0	0	0
Urban Public Housing	0	0	0	0
Subtotal:	0	0	0	0
<i>Small Cities/Satellite Cities</i>				
Single Parent Families	0	0	0	0
Subtotal:	0	0	0	0
<i>Metropolitan Suburbs</i>				
Struggling Suburbanites	0	0	0	0
Subtotal:	0	0	0	0
<i>Town &amp; Country/Exurbs</i>				
Kids 'r' Us	10	10	10	30
Rustic Families	0	0	0	0
Rural Public Housing	0	0	0	0
Subtotal:	10	10	10	30
<b>Younger Singles &amp; Couples</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>60</b>
<i>Small Cities/Satellite Cities</i>				
Blue-Collar Singles	0	0	0	0
Soul City Singles	0	0	0	0
Subtotal:	0	0	0	0
<i>Metropolitan Suburbs</i>				
Suburban Strivers	0	0	0	0
Subtotal:	0	0	0	0
<i>Town &amp; Country/Exurbs</i>				
Country Couples	10	0	10	20
Rural Singles	10	10	10	30
Rural Strivers	0	0	10	10
Subtotal:	20	10	30	60

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***All Other U.S. Counties*

<u>Household Type/ Geographic Designation</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>270</b>	<b>21.6%</b>
<i>Metropolitan Cities</i>	130	10.4%
<i>Small Cities/Satellite Cities</i>	70	5.6%
<i>Metropolitan Suburbs</i>	70	5.6%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>400</b>	<b>32.0%</b>
<i>Metropolitan Cities</i>	120	9.6%
<i>Small Cities/Satellite Cities</i>	90	7.2%
<i>Metropolitan Suburbs</i>	190	15.2%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>580</b>	<b>46.4%</b>
<i>Metropolitan Cities</i>	200	16.0%
<i>Small Cities/Satellite Cities</i>	160	12.8%
<i>Metropolitan Suburbs</i>	220	17.6%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Total:</b>	<b>1,250</b>	<b>100.0%</b>

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



## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***All Other U.S. Counties*

	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>270</b>	<b>21.6%</b>
<i>Metropolitan Cities</i>		
Urban Establishment	40	3.2%
Cosmopolitan Couples	20	1.6%
Multi-Ethnic Empty Nesters	70	5.6%
<i>Subtotal:</i>	<u>130</u>	<u>10.4%</u>
<i>Small Cities/Satellite Cities</i>		
Cosmopolitan Elite	20	1.6%
Middle-Class Move-Downs	50	4.0%
<i>Subtotal:</i>	<u>70</u>	<u>5.6%</u>
<i>Metropolitan Suburbs</i>		
Old Money	0	0.0%
Suburban Establishment	30	2.4%
Affluent Empty Nesters	20	1.6%
Mainstream Retirees	20	1.6%
Middle-American Retirees	0	0.0%
<i>Subtotal:</i>	<u>70</u>	<u>5.6%</u>
<i>Town &amp; Country/Exurbs</i>		
Small-Town Establishment	0	0.0%
New Empty Nesters	0	0.0%
RV Retirees	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***All Other U.S. Counties*

	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>400</b>	<b>32.0%</b>
<i>Metropolitan Cities</i>		
Full-Nest Urbanites	60	4.8%
Multi-Cultural Families	60	4.8%
<i>Subtotal:</i>	<u>120</u>	<u>9.6%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	50	4.0%
Multi-Ethnic Families	40	3.2%
<i>Subtotal:</i>	<u>90</u>	<u>7.2%</u>
<i>Metropolitan Suburbs</i>		
The Social Register	0	0.0%
The Entrepreneurs	50	4.0%
Nouveau Money	50	4.0%
Late-Nest Suburbanites	20	1.6%
Full-Nest Suburbanites	70	5.6%
Blue-Collar Button-Downs	0	0.0%
<i>Subtotal:</i>	<u>190</u>	<u>15.2%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Elite	0	0.0%
Full-Nest Exurbanites	0	0.0%
New-Town Families	0	0.0%
Small-Town Families	0	0.0%
Blue-Collar Families	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***All Other U.S. Counties*

	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>580</b>	<b>46.4%</b>
<i>Metropolitan Cities</i>		
e-Types	50	4.0%
New Bohemians	70	5.6%
Urban Achievers	80	6.4%
<i>Subtotal:</i>	<u>200</u>	<u>16.0%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	50	4.0%
Twentysomethings	50	4.0%
Small-City Singles	60	4.8%
<i>Subtotal:</i>	<u>160</u>	<u>12.8%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	40	3.2%
Upscale Suburban Couples	60	4.8%
Suburban Achievers	80	6.4%
No-Nest Suburbanites	40	3.2%
<i>Subtotal:</i>	<u>220</u>	<u>17.6%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Power Couples	0	0.0%
Cross-Training Couples	0	0.0%
Exurban Suburbanites	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007**

Household Classification By Market Groups

*All Other U.S. Counties*

Household Type/ Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty-Nesters &amp; Retirees</b>	<b>210</b>	<b>46.7%</b>
<i>Metropolitan Cities</i>	30	6.7%
<i>Small Cities/Satellite Cities</i>	50	11.1%
<i>Metropolitan Suburbs</i>	20	2.2%
<i>Town &amp; Country/Exurbs</i>	110	24.4%
<b>Traditional &amp; Non-Traditional Families</b>	<b>80</b>	<b>17.8%</b>
<i>Metropolitan Cities</i>	0	6.7%
<i>Small Cities/Satellite Cities</i>	30	6.7%
<i>Metropolitan Suburbs</i>	10	2.2%
<i>Town &amp; Country/Exurbs</i>	40	8.9%
<b>Younger Singles &amp; Couples</b>	<b>160</b>	<b>35.6%</b>
<i>Small Cities/Satellite Cities</i>	50	6.7%
<i>Metropolitan Suburbs</i>	40	11.1%
<i>Town &amp; Country/Exurbs</i>	70	15.6%
<b>Total:</b>	<b>450</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007**

Household Classification By Market Groups

*All Other U.S. Counties*

	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty-Nesters &amp; Retirees</b>	<b>210</b>	<b>46.7%</b>
<i>Metropolitan Cities</i>		
Downtown Retirees	10	2.2%
Multi-Ethnic Seniors	20	4.4%
<i>Subtotal:</i>	<u>30</u>	<u>6.7%</u>
<i>Small Cities/Satellite Cities</i>		
Blue-Collar Retirees	20	4.4%
Hometown Retirees	10	2.2%
Second City Seniors	20	4.4%
<i>Subtotal:</i>	<u>50</u>	<u>11.1%</u>
<i>Metropolitan Suburbs</i>		
Suburban Retirees	10	2.2%
Suburban Seniors	10	2.2%
<i>Subtotal:</i>	<u>20</u>	<u>2.2%</u>
<i>Town &amp; Country/Exurbs</i>		
Heartland Empty Nesters	20	4.4%
Small-Town Seniors	30	6.7%
Back Country Seniors	20	4.4%
Rural Seniors	20	4.4%
Struggling Retirees	20	4.4%
<i>Subtotal:</i>	<u>110</u>	<u>24.4%</u>

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
 Household Classification By Market Groups  
*All Other U.S. Counties*

	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>80</b>	<b>17.8%</b>
<i>Metropolitan Cities</i>		
In-Town Families	0	0.0%
Urban Public Housing	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>		
Single Parent Families	30	6.7%
<i>Subtotal:</i>	<u>30</u>	<u>6.7%</u>
<i>Metropolitan Suburbs</i>		
Struggling Suburbanites	10	2.2%
<i>Subtotal:</i>	<u>10</u>	<u>2.2%</u>
<i>Town &amp; Country/Exurbs</i>		
Kids 'r' Us	20	4.4%
Rustic Families	20	4.4%
Rural Public Housing	0	0.0%
<i>Subtotal:</i>	<u>40</u>	<u>8.9%</u>
<b>Younger Singles &amp; Couples</b>	<b>50</b>	<b>11.1%</b>
<i>Small Cities/Satellite Cities</i>		
Blue-Collar Singles	20	4.4%
Soul City Singles	30	6.7%
<i>Subtotal:</i>	<u>50</u>	<u>11.1%</u>
<i>Metropolitan Suburbs</i>		
Suburban Strivers	40	8.9%
<i>Subtotal:</i>	<u>40</u>	<u>8.9%</u>
<i>Town &amp; Country/Exurbs</i>		
Country Couples	20	4.4%
Rural Singles	30	6.7%
Rural Strivers	20	4.4%
<i>Subtotal:</i>	<u>70</u>	<u>15.6%</u>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move Within/To The City of Rochester In 2007**

Summary: Appendix One, Tables 4A Through 7A

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>1,090</b>	<b>1,610</b>	<b>130</b>	<b>270</b>	<b>3,100</b>
<i>Metropolitan Cities</i>	950	100	0	130	1,180
<i>Small Cities/Satellite Cities</i>	0	30	10	70	110
<i>Metropolitan Suburbs</i>	140	1,240	0	70	1,450
<i>Town &amp; Country/Exurbs</i>	0	240	120	0	360
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,190</b>	<b>1,400</b>	<b>10</b>	<b>400</b>	<b>4,000</b>
<i>Metropolitan Cities</i>	2,040	60	0	120	2,220
<i>Small Cities/Satellite Cities</i>	0	20	10	90	120
<i>Metropolitan Suburbs</i>	150	1,320	0	190	1,660
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>2,220</b>	<b>1,340</b>	<b>110</b>	<b>580</b>	<b>4,250</b>
<i>Metropolitan Cities</i>	1,840	50	0	200	2,090
<i>Small Cities/Satellite Cities</i>	0	30	10	160	200
<i>Metropolitan Suburbs</i>	380	1,260	0	220	1,860
<i>Town &amp; Country/Exurbs</i>	0	0	100	0	100
<b>Total:</b>	<b>5,500</b>	<b>4,350</b>	<b>250</b>	<b>1,250</b>	<b>11,350</b>
<b>Percent:</b>	<b>48.5%</b>	<b>38.3%</b>	<b>2.2%</b>	<b>11.0%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move Within/To The City of Rochester In 2007**

Summary: Appendix One, Tables 4A Through 7A

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>1,090</b>	<b>1,610</b>	<b>130</b>	<b>270</b>	<b>3,100</b>
<i>Metropolitan Cities</i>					
Urban Establishment	70	20	0	40	130
Cosmopolitan Couples	80	30	0	20	130
Multi-Ethnic Empty Nesters	800	50	0	70	920
<i>Subtotal:</i>	<u>950</u>	<u>100</u>	<u>0</u>	<u>130</u>	<u>1,180</u>
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	0	10	0	20	30
Middle-Class Move-Downs	0	20	10	50	80
<i>Subtotal:</i>	<u>0</u>	<u>30</u>	<u>10</u>	<u>70</u>	<u>110</u>
<i>Metropolitan Suburbs</i>					
Old Money	10	130	0	0	140
Suburban Establishment	20	320	0	30	370
Affluent Empty Nesters	20	260	0	20	300
Mainstream Retirees	30	280	0	20	330
Middle-American Retirees	60	250	0	0	310
<i>Subtotal:</i>	<u>140</u>	<u>1,240</u>	<u>0</u>	<u>70</u>	<u>1,450</u>
<i>Town &amp; Country/Exurbs</i>					
Small-Town Establishment	0	150	40	0	190
New Empty Nesters	0	90	40	0	130
RV Retirees	0	0	40	0	40
<i>Subtotal:</i>	<u>0</u>	<u>240</u>	<u>120</u>	<u>0</u>	<u>360</u>

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



Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move Within/To The City of Rochester In 2007**

Summary: Appendix One, Tables 4A Through 7A

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,190</b>	<b>1,400</b>	<b>10</b>	<b>400</b>	<b>4,000</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	450	50	0	60	560
Multi-Cultural Families	1,590	10	0	60	1,660
<i>Subtotal:</i>	2,040	60	0	120	2,220
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	10	0	50	60
Multi-Ethnic Families	0	10	10	40	60
<i>Subtotal:</i>	0	20	10	90	120
<i>Metropolitan Suburbs</i>					
The Social Register	0	110	0	0	110
The Entrepreneurs	10	160	0	50	220
Nouveau Money	20	190	0	50	260
Late-Nest Suburbanites	10	250	0	20	280
Full-Nest Suburbanites	30	420	0	70	520
Blue-Collar Button-Downs	80	190	0	0	270
<i>Subtotal:</i>	150	1,320	0	190	1,660
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Elite	0	0	0	0	0
Full-Nest Exurbanites	0	0	0	0	0
New-Town Families	0	0	0	0	0
Small-Town Families	0	0	0	0	0
Blue-Collar Families	0	0	0	0	0
<i>Subtotal:</i>	0	0	0	0	0

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move Within/To The City of Rochester In 2007**

Summary: Appendix One, Tables 4A Through 7A

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>2,220</b>	<b>1,340</b>	<b>110</b>	<b>580</b>	<b>4,250</b>
<i>Metropolitan Cities</i>					
e-Types	140	10	0	50	200
New Bohemians	330	20	0	70	420
Urban Achievers	1,370	20	0	80	1,470
Subtotal:	1,840	50	0	200	2,090
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	10	0	50	60
Twentysomethings	0	10	0	50	60
Small-City Singles	0	10	10	60	80
Subtotal:	0	30	10	160	200
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	10	130	0	40	180
Upscale Suburban Couples	70	370	0	60	500
Suburban Achievers	120	520	0	80	720
No-Nest Suburbanites	180	240	0	40	460
Subtotal:	380	1,260	0	220	1,860
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Power Couples	0	0	10	0	10
Cross-Training Couples	0	0	70	0	70
Exurban Suburbanites	0	0	20	0	20
Subtotal:	0	0	100	0	100

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move Within/To The City Of Rochester In 2007**

Summary: Appendix One, Tables 4B Through 7B

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<u>Household Type/ Geographic Designation</u>	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>1,320</b>	<b>320</b>	<b>60</b>	<b>210</b>	<b>1,910</b>
<i>Metropolitan Cities</i>	1,030	70	0	30	1,130
<i>Small Cities/Satellite Cities</i>	0	10	10	50	70
<i>Metropolitan Suburbs</i>	290	240	0	20	550
<i>Town &amp; Country/Exurbs</i>	0	0	50	110	160
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,870</b>	<b>90</b>	<b>30</b>	<b>80</b>	<b>3,070</b>
<i>Metropolitan Cities</i>	2,610	0	0	0	2,610
<i>Small Cities/Satellite Cities</i>	0	10	0	30	40
<i>Metropolitan Suburbs</i>	260	80	0	10	350
<i>Town &amp; Country/Exurbs</i>	0	0	30	40	70
<b>Younger Singles &amp; Couples</b>	<b>360</b>	<b>340</b>	<b>60</b>	<b>160</b>	<b>920</b>
<i>Small Cities/Satellite Cities</i>	0	10	0	50	60
<i>Metropolitan Suburbs</i>	360	330	0	40	730
<i>Town &amp; Country/Exurbs</i>	0	0	60	70	130
<b>Total:</b>	<b>4,550</b>	<b>750</b>	<b>150</b>	<b>450</b>	<b>5,900</b>
<b>Percent:</b>	<b>77.1%</b>	<b>12.7%</b>	<b>2.5%</b>	<b>7.6%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move Within/To The City Of Rochester In 2007**

Summary: Appendix One, Tables 4B Through 7B

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>1,320</b>	<b>320</b>	<b>60</b>	<b>210</b>	<b>1,910</b>
<i>Metropolitan Cities</i>					
Downtown Retirees	500	30	0	10	540
Multi-Ethnic Seniors	530	40	0	20	590
<i>Subtotal:</i>	<u>1,030</u>	<u>70</u>	<u>0</u>	<u>30</u>	<u>1,130</u>
<i>Small Cities/Satellite Cities</i>					
Blue-Collar Retirees	0	10	10	20	40
Hometown Retirees	0	0	0	10	10
Second City Seniors	0	0	0	20	20
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>10</u>	<u>50</u>	<u>70</u>
<i>Metropolitan Suburbs</i>					
Suburban Retirees	90	70	0	10	170
Suburban Seniors	200	170	0	10	380
<i>Subtotal:</i>	<u>290</u>	<u>240</u>	<u>0</u>	<u>20</u>	<u>550</u>
<i>Town &amp; Country/Exurbs</i>					
Heartland Empty Nesters	0	0	30	20	50
Small-Town Seniors	0	0	20	30	50
Back Country Seniors	0	0	0	20	20
Rural Seniors	0	0	0	20	20
Struggling Retirees	0	0	0	20	20
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>50</u>	<u>110</u>	<u>160</u>

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move Within/To The City Of Rochester In 2007**

Summary: Appendix One, Tables 4B Through 7B

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,870</b>	<b>90</b>	<b>30</b>	<b>80</b>	<b>3,070</b>
<i>Metropolitan Cities</i>					
In-Town Families	830	0	0	0	830
Urban Public Housing	1,780	0	0	0	1,780
<i>Subtotal:</i>	<u>2,610</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2,610</u>
<i>Small Cities/Satellite Cities</i>					
Single Parent Families	0	10	0	30	40
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>30</u>	<u>40</u>
<i>Metropolitan Suburbs</i>					
Struggling Suburbanites	260	80	0	10	350
<i>Subtotal:</i>	<u>260</u>	<u>80</u>	<u>0</u>	<u>10</u>	<u>350</u>
<i>Town &amp; Country/Exurbs</i>					
Kids 'r' Us	0	0	30	20	50
Rustic Families	0	0	0	20	20
Rural Public Housing	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>30</u>	<u>40</u>	<u>70</u>
<b>Younger Singles &amp; Couples</b>	<b>360</b>	<b>340</b>	<b>60</b>	<b>160</b>	<b>920</b>
<i>Small Cities/Satellite Cities</i>					
Blue-Collar Singles	0	10	0	20	30
Soul City Singles	0	0	0	30	30
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>50</u>	<u>60</u>
<i>Metropolitan Suburbs</i>					
Suburban Strivers	360	330	0	40	730
<i>Subtotal:</i>	<u>360</u>	<u>330</u>	<u>0</u>	<u>40</u>	<u>730</u>
<i>Town &amp; Country/Exurbs</i>					
Country Couples	0	0	20	20	40
Rural Singles	0	0	30	30	60
Rural Strivers	0	0	10	20	30
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>60</u>	<u>70</u>	<u>130</u>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>190</b>	<b>540</b>	<b>0</b>	<b>50</b>	<b>1,250</b>	<b>1,070</b>	<b>3,100</b>
<i>Metropolitan Cities</i>	130	270	0	0	470	310	1,180
<i>Small Cities/Satellite Cities</i>	10	10	0	10	40	40	110
<i>Metropolitan Suburbs</i>	50	210	0	0	610	580	1,450
<i>Town &amp; Country/Exurbs</i>	0	50	0	40	130	140	360
<b>Traditional &amp; Non-Traditional Families</b>	<b>420</b>	<b>890</b>	<b>510</b>	<b>760</b>	<b>890</b>	<b>530</b>	<b>4,000</b>
<i>Metropolitan Cities</i>	360	630	250	360	360	260	2,220
<i>Small Cities/Satellite Cities</i>	10	20	20	20	30	20	120
<i>Metropolitan Suburbs</i>	50	240	240	380	500	250	1,660
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>760</b>	<b>1,830</b>	<b>530</b>	<b>620</b>	<b>340</b>	<b>170</b>	<b>4,250</b>
<i>Metropolitan Cities</i>	450	1,190	180	170	50	50	2,090
<i>Small Cities/Satellite Cities</i>	20	80	30	40	30	0	200
<i>Metropolitan Suburbs</i>	280	550	300	380	240	110	1,860
<i>Town &amp; Country/Exurbs</i>	10	10	20	30	20	10	100
<b>Total:</b>	<b>1,370</b>	<b>3,260</b>	<b>1,040</b>	<b>1,430</b>	<b>2,480</b>	<b>1,770</b>	<b>11,350</b>
<b>Percent:</b>	<b>12.1%</b>	<b>28.7%</b>	<b>9.2%</b>	<b>12.6%</b>	<b>21.9%</b>	<b>15.6%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	..... Rental .....		..... Ownership .....				<b>Total</b>
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	30	0	0	60	40	130
Cosmopolitan Couples	0	30	0	0	60	40	130
Multi-Ethnic Empty Nesters	130	210	0	0	350	230	920
<i>Subtotal:</i>	130	270	0	0	470	310	1,180
<b>Small Cities/Satellite Cities</b>							
Cosmopolitan Elite	0	0	0	0	20	10	30
Middle-Class Move-Downs	10	10	0	10	20	30	80
<i>Subtotal:</i>	10	10	0	10	40	40	110
<b>Metropolitan Suburbs</b>							
Old Money	0	0	0	0	70	70	140
Suburban Establishment	0	60	0	0	170	140	370
Affluent Empty Nesters	0	40	0	0	120	140	300
Mainstream Retirees	20	70	0	0	120	120	330
Middle-American Retirees	30	40	0	0	130	110	310
<i>Subtotal:</i>	50	210	0	0	610	580	1,450
<b>Town &amp; Country/Exurbs</b>							
Small-Town Establishment	0	20	0	20	60	90	190
New Empty Nesters	0	20	0	20	50	40	130
RV Retirees	0	10	0	0	20	10	40
<i>Subtotal:</i>	0	50	0	40	130	140	360
<b>Total:</b>	<b>190</b>	<b>540</b>	<b>0</b>	<b>50</b>	<b>1,250</b>	<b>1,070</b>	<b>3,100</b>
<b>Percent:</b>	<b>6.1%</b>	<b>17.4%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>40.3%</b>	<b>34.5%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Full-Nest Urbanites	0	190	60	90	130	90	560
Multi-Cultural Families	360	440	190	270	230	170	1,660
<i>Subtotal:</i>	360	630	250	360	360	260	2,220
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	0	10	10	10	20	10	60
Multi-Ethnic Families	10	10	10	10	10	10	60
<i>Subtotal:</i>	10	20	20	20	30	20	120
<b>Metropolitan Suburbs</b>							
The Social Register	0	10	10	30	40	20	110
The Entrepreneurs	0	40	30	50	60	40	220
Nouveau Money	0	20	30	80	100	30	260
Late-Nest Suburbanites	0	40	40	60	90	50	280
Full-Nest Suburbanites	10	80	90	120	140	80	520
Blue-Collar Button-Downs	40	50	40	40	70	30	270
<i>Subtotal:</i>	50	240	240	380	500	250	1,660
<b>Town &amp; Country/Exurbs</b>							
Ex-Urban Elite	0	0	0	0	0	0	0
Full-Nest Exurbanites	0	0	0	0	0	0	0
New-Town Families	0	0	0	0	0	0	0
Small-Town Families	0	0	0	0	0	0	0
Blue-Collar Families	0	0	0	0	0	0	0
<i>Subtotal:</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>420</b>	<b>890</b>	<b>510</b>	<b>760</b>	<b>890</b>	<b>530</b>	<b>4,000</b>
<b>Percent:</b>	<b>10.5%</b>	<b>22.3%</b>	<b>12.8%</b>	<b>19.0%</b>	<b>22.3%</b>	<b>13.3%</b>	<b>100.0%</b>

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



## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	..... Rental .....		..... Ownership .....				<b>Total</b>
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
e-Types	0	110	30	30	20	10	200
New Bohemians	120	190	40	40	20	10	420
Urban Achievers	330	890	110	100	10	30	1,470
<i>Subtotal:</i>	<u>450</u>	<u>1,190</u>	<u>180</u>	<u>170</u>	<u>50</u>	<u>50</u>	<u>2,090</u>
<b>Small Cities/Satellite Cities</b>							
The VIPs	0	20	10	20	10	0	60
Twentysomethings	10	20	10	10	10	0	60
Small-City Singles	10	40	10	10	10	0	80
<i>Subtotal:</i>	<u>20</u>	<u>80</u>	<u>30</u>	<u>40</u>	<u>30</u>	<u>0</u>	<u>200</u>
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	0	70	40	50	10	10	180
Upscale Suburban Couples	0	140	70	130	120	40	500
Suburban Achievers	210	270	90	90	40	20	720
No-Nest Suburbanites	70	70	100	110	70	40	460
<i>Subtotal:</i>	<u>280</u>	<u>550</u>	<u>300</u>	<u>380</u>	<u>240</u>	<u>110</u>	<u>1,860</u>
<b>Town &amp; Country/Exurbs</b>							
Ex-Urban Power Couples	0	0	0	0	10	0	10
Cross-Training Couples	10	10	10	20	10	10	70
Exurban Suburbanites	0	0	10	10	0	0	20
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>20</u>	<u>30</u>	<u>20</u>	<u>10</u>	<u>100</u>
<b>Total:</b>	<b>760</b>	<b>1,830</b>	<b>530</b>	<b>620</b>	<b>340</b>	<b>170</b>	<b>4,250</b>
<b>Percent:</b>	<b>17.9%</b>	<b>43.1%</b>	<b>12.5%</b>	<b>14.6%</b>	<b>8.0%</b>	<b>4.0%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental ----- ..... Multi-Family .....			----- Ownership ----- ..... Single-Family .....			Total
	Below Market Rate Apt.	Market Rate Apt.	Market Rate Apt.	Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>380</b>	<b>260</b>	<b>650</b>	<b>80</b>	<b>380</b>	<b>160</b>	<b>1,910</b>
<i>Metropolitan Cities</i>	210	120	480	70	160	90	1,130
<i>Small Cities/Satellite Cities</i>	10	10	30	0	20	0	70
<i>Metropolitan Suburbs</i>	140	110	110	10	130	50	550
<i>Town &amp; Country/Exurbs</i>	20	20	30	0	70	20	160
<b>Traditional &amp; Non-Traditional Families</b>	<b>1,540</b>	<b>830</b>	<b>330</b>	<b>110</b>	<b>240</b>	<b>20</b>	<b>3,070</b>
<i>Metropolitan Cities</i>	1,450	740	250	80	80	10	2,610
<i>Small Cities/Satellite Cities</i>	10	10	10	0	10	0	40
<i>Metropolitan Suburbs</i>	70	70	50	30	130	0	350
<i>Town &amp; Country/Exurbs</i>	10	10	20	0	20	10	70
<b>Younger Singles &amp; Couples</b>	<b>380</b>	<b>270</b>	<b>140</b>	<b>20</b>	<b>100</b>	<b>10</b>	<b>920</b>
<i>Small Cities/Satellite Cities</i>	20	10	20	0	10	0	60
<i>Metropolitan Suburbs</i>	320	250	100	20	30	10	730
<i>Town &amp; Country/Exurbs</i>	40	10	20	0	60	0	130
<b>Total:</b>	<b>2,300</b>	<b>1,360</b>	<b>1,120</b>	<b>210</b>	<b>720</b>	<b>190</b>	<b>5,900</b>
<b>Percent:</b>	<b>39.0%</b>	<b>23.1%</b>	<b>19.0%</b>	<b>3.6%</b>	<b>12.2%</b>	<b>3.2%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----			----- Ownership -----			Total
	..... Multi-Family .....			..... Single-Family .....			
	Below			Below			
Empty Nesters & Retirees	Market	Market	Market	Attached	Market-Rate	Market-Rate	
	Rate Apt.	Rate Apt.	Rate Apt.		Detached	Detached	
<b>Metropolitan Cities</b>							
Downtown Retirees	150	90	90	30	110	70	540
Multi-Ethnic Seniors	60	30	390	40	50	20	590
<i>Subtotal:</i>	210	120	480	70	160	90	1,130
<b>Small Cities/Satellite Cities</b>							
Blue-Collar Retirees	0	10	10	0	20	0	40
Hometown Retirees	0	0	10	0	0	0	10
Second City Seniors	10	0	10	0	0	0	20
<i>Subtotal:</i>	10	10	30	0	20	0	70
<b>Metropolitan Suburbs</b>							
Suburban Retirees	20	20	40	0	60	30	170
Suburban Seniors	120	90	70	10	70	20	380
<i>Subtotal:</i>	140	110	110	10	130	50	550
<b>Town &amp; Country/Exurbs</b>							
Heartland Empty Nesters	0	10	10	0	20	10	50
Small-Town Seniors	0	10	10	0	20	10	50
Back Country Seniors	0	0	10	0	10	0	20
Rural Seniors	10	0	0	0	10	0	20
Struggling Retirees	10	0	0	0	10	0	20
<i>Subtotal:</i>	20	20	30	0	70	20	160
<b>Total:</b>	<b>380</b>	<b>260</b>	<b>650</b>	<b>80</b>	<b>380</b>	<b>160</b>	<b>1,910</b>
<b>Percent:</b>	<b>19.9%</b>	<b>13.6%</b>	<b>34.0%</b>	<b>4.2%</b>	<b>19.9%</b>	<b>8.4%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----			----- Ownership -----			Total
	..... Multi-Family .....			..... Single-Family .....			
<b>Traditional &amp; Non-Traditional Families</b>	Below			Below			
	Market Rate Apt.	Market Rate Apt.	Market Rate Apt.	Attached	Market-Rate Detached	Market-Rate Detached	
<b>Metropolitan Cities</b>							
In-Town Families	400	280	90	30	20	10	830
Urban Public Housing	1,050	460	160	50	60	0	1,780
Subtotal:	1,450	740	250	80	80	10	2,610
<b>Small Cities/Satellite Cities</b>							
Single Parent Families	10	10	10	0	10	0	40
Subtotal:	10	10	10	0	10	0	40
<b>Metropolitan Suburbs</b>							
Struggling Suburbanites	70	70	50	30	130	0	350
Subtotal:	70	70	50	30	130	0	350
<b>Town &amp; Country/Exurbs</b>							
Kids 'r' Us	10	10	10	0	10	10	50
Rustic Families	0	0	10	0	10	0	20
Rural Public Housing	0	0	0	0	0	0	0
Subtotal:	10	10	20	0	20	10	70
<b>Total:</b>	<b>1,540</b>	<b>830</b>	<b>330</b>	<b>110</b>	<b>240</b>	<b>20</b>	<b>3,070</b>
<b>Percent:</b>	<b>50.2%</b>	<b>27.0%</b>	<b>10.7%</b>	<b>3.6%</b>	<b>7.8%</b>	<b>0.7%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----			----- Ownership -----			Total
	..... Multi-Family .....			..... Single-Family .....			
<b>Younger Singles &amp; Couples</b>	Below			Below			
	Market Rate Apt.	Market Rate Apt.	Market Rate Apt.	Attached	Market-Rate Detached	Market-Rate Detached	
<b>Small Cities/Satellite Cities</b>							
Blue-Collar Singles	10	10	0	0	10	0	30
Soul City Singles	10	0	20	0	0	0	30
Subtotal:	20	10	20	0	10	0	60
<b>Metropolitan Suburbs</b>							
Suburban Strivers	320	250	100	20	30	10	730
Subtotal:	320	250	100	20	30	10	730
<b>Town &amp; Country/Exurbs</b>							
Country Couples	10	0	10	0	20	0	40
Rural Singles	20	10	10	0	20	0	60
Rural Strivers	10	0	0	0	20	0	30
Subtotal:	40	10	20	0	60	0	130
<b>Total:</b>	<b>380</b>	<b>270</b>	<b>140</b>	<b>20</b>	<b>100</b>	<b>10</b>	<b>920</b>
<b>Percent:</b>	<b>41.3%</b>	<b>29.3%</b>	<b>15.2%</b>	<b>2.2%</b>	<b>10.9%</b>	<b>1.1%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- ..... Family .....			Total	
	<i>All Ranges</i>	.. Attached .. <i>All Ranges</i>	..... Detached .....	<i>All Ranges</i>		
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>530</b>	<b>410</b>	<b>150</b>	<b>730</b>	<b>550</b>	<b>2,370</b>
<i>Metropolitan Cities</i>	210	170	100	180	120	780
<i>Small Cities/Satellite Cities</i>	20	10	0	40	20	90
<i>Metropolitan Suburbs</i>	250	190	40	390	320	1,190
<i>Town &amp; Country/Exurbs</i>	50	40	10	120	90	310
<b>Traditional &amp; Non-Traditional Families</b>	<b>180</b>	<b>570</b>	<b>330</b>	<b>1,000</b>	<b>610</b>	<b>2,690</b>
<i>Metropolitan Cities</i>	90	350	220	420	150	1,230
<i>Small Cities/Satellite Cities</i>	0	20	10	40	20	90
<i>Metropolitan Suburbs</i>	90	200	100	540	440	1,370
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>550</b>	<b>460</b>	<b>140</b>	<b>360</b>	<b>150</b>	<b>1,660</b>
<i>Metropolitan Cities</i>	270	160	10	0	10	450
<i>Small Cities/Satellite Cities</i>	30	30	10	20	10	100
<i>Metropolitan Suburbs</i>	240	260	100	310	120	1,030
<i>Town &amp; Country/Exurbs</i>	10	10	20	30	10	80
<b>Total:</b>	<b>1,260</b>	<b>1,440</b>	<b>620</b>	<b>2,090</b>	<b>1,310</b>	<b>6,720</b>
<b>Percent:</b>	<b>18.8%</b>	<b>21.4%</b>	<b>9.2%</b>	<b>31.1%</b>	<b>19.5%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached .....</i>	<i>.....</i>		
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	<b>Total</b>
<b><i>Metropolitan Cities</i></b>						
Urban Establishment	30	20	0	20	30	100
Cosmopolitan Couples	30	20	0	30	20	100
Multi-Ethnic Empty Nesters	150	130	100	130	70	580
<i>Subtotal:</i>	210	170	100	180	120	780
<b><i>Small Cities/Satellite Cities</i></b>						
Cosmopolitan Elite	10	0	0	10	10	30
Middle-Class Move-Downs	10	10	0	30	10	60
<i>Subtotal:</i>	20	10	0	40	20	90
<b><i>Metropolitan Suburbs</i></b>						
Old Money	20	20	0	10	90	140
Suburban Establishment	60	50	0	110	90	310
Affluent Empty Nesters	60	40	0	80	80	260
Mainstream Retirees	60	40	0	90	50	240
Middle-American Retirees	50	40	40	100	10	240
<i>Subtotal:</i>	250	190	40	390	320	1,190
<b><i>Town &amp; Country/Exurbs</i></b>						
Small-Town Establishment	30	20	0	60	60	170
New Empty Nesters	20	20	0	50	20	110
RV Retirees	0	0	10	10	10	30
<i>Subtotal:</i>	50	40	10	120	90	310
<b>Total:</b>	<b>530</b>	<b>410</b>	<b>150</b>	<b>730</b>	<b>550</b>	<b>2,370</b>
<b>Percent:</b>	<b>22.4%</b>	<b>17.3%</b>	<b>6.3%</b>	<b>30.8%</b>	<b>23.2%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**

Households With The Potential

To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	<i>Multi- .. Family ..</i>		<i>Single- ..... Family .....</i>			<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached .....</i>	<i>Low-Range</i>	<i>Mid-Range</i>	
<b>Metropolitan Cities</b>						
Full-Nest Urbanites	20	100	0	140	110	370
Multi-Cultural Families	70	250	220	280	40	860
<i>Subtotal:</i>	90	350	220	420	150	1,230
<b>Small Cities/Satellite Cities</b>						
Unibox Transferees	0	10	0	20	20	50
Multi-Ethnic Families	0	10	10	20	0	40
<i>Subtotal:</i>	0	20	10	40	20	90
<b>Metropolitan Suburbs</b>						
The Social Register	0	0	0	20	80	100
The Entrepreneurs	30	30	0	40	80	180
Nouveau Money	10	30	0	70	130	240
Late-Nest Suburbanites	10	30	10	130	60	240
Full-Nest Suburbanites	20	70	40	220	80	430
Blue-Collar Button-Downs	20	40	50	60	10	180
<i>Subtotal:</i>	90	200	100	540	440	1,370
<b>Town &amp; Country/Exurbs</b>						
Ex-Urban Elite	0	0	0	0	0	0
Full-Nest Exurbanites	0	0	0	0	0	0
New-Town Families	0	0	0	0	0	0
Small-Town Families	0	0	0	0	0	0
Blue-Collar Families	0	0	0	0	0	0
<i>Subtotal:</i>	0	0	0	0	0	0
<b>Total:</b>	<b>180</b>	<b>570</b>	<b>330</b>	<b>1,000</b>	<b>610</b>	<b>2,690</b>
<b>Percent:</b>	<b>6.7%</b>	<b>21.2%</b>	<b>12.3%</b>	<b>37.2%</b>	<b>22.7%</b>	<b>100.0%</b>

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



Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move Within/To The City of Rochester In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached .....</i> <i>Mid-Range</i>		
<b>Metropolitan Cities</b>						
e-Types	50	30	0	0	10	90
New Bohemians	70	40	0	0	0	110
Urban Achievers	150	90	10	0	0	250
<i>Subtotal:</i>	<u>270</u>	<u>160</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>450</u>
<b>Small Cities/Satellite Cities</b>						
The VIPs	10	10	0	10	10	40
Twentysomethings	10	10	0	10	0	30
Small-City Singles	10	10	10	0	0	30
<i>Subtotal:</i>	<u>30</u>	<u>30</u>	<u>10</u>	<u>20</u>	<u>10</u>	<u>100</u>
<b>Metropolitan Suburbs</b>						
Fast-Track Professionals	30	30	0	20	30	110
Upscale Suburban Couples	60	80	0	160	60	360
Suburban Achievers	100	80	20	30	10	240
No-Nest Suburbanites	50	70	80	100	20	320
<i>Subtotal:</i>	<u>240</u>	<u>260</u>	<u>100</u>	<u>310</u>	<u>120</u>	<u>1,030</u>
<b>Town &amp; Country/Exurbs</b>						
Ex-Urban Power Couples	0	0	0	10	0	10
Cross-Training Couples	10	10	10	10	10	50
Exurban Suburbanites	0	0	10	10	0	20
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>20</u>	<u>30</u>	<u>10</u>	<u>80</u>
<b>Total:</b>	<b>550</b>	<b>460</b>	<b>140</b>	<b>360</b>	<b>150</b>	<b>1,660</b>
<b>Percent:</b>	<b>33.1%</b>	<b>27.7%</b>	<b>8.4%</b>	<b>21.7%</b>	<b>9.0%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move Within/To The City Of Rochester In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
	Below Market Rate Apt.	Market Rate Apt.	All Ranges Apt.	All Ranges Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>570</b>	<b>800</b>	<b>1,180</b>	<b>490</b>	<b>560</b>	<b>1,410</b>	<b>5,010</b>
<i>Metropolitan Cities</i>	340	390	690	240	260	390	2,310
<i>Small Cities/Satellite Cities</i>	20	20	50	10	50	30	180
<i>Metropolitan Suburbs</i>	190	320	360	200	170	760	2,000
<i>Town &amp; Country/Exurbs</i>	20	70	80	40	80	230	520
<b>Traditional &amp; Non-Traditional Families</b>	<b>1,960</b>	<b>1,720</b>	<b>510</b>	<b>680</b>	<b>610</b>	<b>1,590</b>	<b>7,070</b>
<i>Metropolitan Cities</i>	1,810	1,370	340	430	300	580	4,830
<i>Small Cities/Satellite Cities</i>	20	30	10	20	20	60	160
<i>Metropolitan Suburbs</i>	120	310	140	230	270	940	2,010
<i>Town &amp; Country/Exurbs</i>	10	10	20	0	20	10	70
<b>Younger Singles &amp; Couples</b>	<b>1,140</b>	<b>2,100</b>	<b>690</b>	<b>480</b>	<b>240</b>	<b>520</b>	<b>5,170</b>
<i>Metropolitan Cities</i>	450	1,190	270	160	10	10	2,090
<i>Small Cities/Satellite Cities</i>	40	90	50	30	20	30	260
<i>Metropolitan Suburbs</i>	600	800	340	280	130	440	2,590
<i>Town &amp; Country/Exurbs</i>	50	20	30	10	80	40	230
<b>Total:</b>	<b>3,670</b>	<b>4,620</b>	<b>2,380</b>	<b>1,650</b>	<b>1,410</b>	<b>3,520</b>	<b>17,250</b>
<b>Percent:</b>	<b>21.3%</b>	<b>26.8%</b>	<b>13.8%</b>	<b>9.6%</b>	<b>8.2%</b>	<b>20.4%</b>	<b>100.0%</b>
<b>Percent Rental:</b>	<b>48.1%</b>						
<b>Percent Ownership:</b>	<b>51.9%</b>						
<b>Percent Multi-Family/Single-Family Attached:</b>			<b>71.4%</b>				
<b>Percent Single-Family Detached:</b>			<b>28.6%</b>				

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

**All Draw Area Households With The Potential  
To Move Within/To The City Of Rochester In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	30	30	20	0	50	130
Cosmopolitan Couples	0	30	30	20	0	50	130
Multi-Ethnic Empty Nesters	130	210	150	130	100	200	920
Downtown Retirees	150	90	90	30	110	70	540
Multi-Ethnic Seniors	60	30	390	40	50	20	590
	<u>340</u>	<u>390</u>	<u>690</u>	<u>240</u>	<u>260</u>	<u>390</u>	<u>2,310</u>
<b>Small Cities/Satellite Cities</b>							
Cosmopolitan Elite	0	0	10	0	0	20	30
Middle-Class Move-Downs	10	10	10	10	30	10	80
Blue-Collar Retirees	0	10	10	0	20	0	40
Hometown Retirees	0	0	10	0	0	0	10
Second City Seniors	10	0	10	0	0	0	20
<i>Subtotal:</i>	<u>20</u>	<u>20</u>	<u>50</u>	<u>10</u>	<u>50</u>	<u>30</u>	<u>180</u>
<b>Metropolitan Suburbs</b>							
Old Money	0	0	20	20	0	100	140
Suburban Establishment	0	60	60	50	0	200	370
Affluent Empty Nesters	0	40	60	40	0	160	300
Mainstream Retirees	20	70	60	40	0	140	330
Middle-American Retirees	30	40	50	40	40	110	310
Suburban Retirees	20	20	40	0	60	30	170
Suburban Seniors	120	90	70	10	70	20	380
<i>Subtotal:</i>	<u>190</u>	<u>320</u>	<u>360</u>	<u>200</u>	<u>170</u>	<u>760</u>	<u>2,000</u>
<b>Town &amp; Country/Exurbs</b>							
Small-Town Establishment	0	20	30	20	0	120	190
New Empty Nesters	0	20	20	20	0	70	130
RV Retirees	0	10	0	0	10	20	40
Heartland Empty Nesters	0	10	10	0	20	10	50
Small-Town Seniors	0	10	10	0	20	10	50
Back Country Seniors	0	0	10	0	10	0	20
Rural Seniors	10	0	0	0	10	0	20
Struggling Retirees	10	0	0	0	10	0	20
<i>Subtotal:</i>	<u>20</u>	<u>70</u>	<u>80</u>	<u>40</u>	<u>80</u>	<u>230</u>	<u>520</u>
<b>Total:</b>	<b>570</b>	<b>800</b>	<b>1,180</b>	<b>490</b>	<b>560</b>	<b>1,410</b>	<b>5,010</b>
<b>Percent:</b>	<b>11.4%</b>	<b>16.0%</b>	<b>23.6%</b>	<b>9.8%</b>	<b>11.2%</b>	<b>28.1%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move Within/To The City Of Rochester In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	----- Rental -----		----- Ownership -----				<b>Total</b>
	..... Multi-Family .....		..... Single-Family .....				
	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Full-Nest Urbanites	0	190	20	100	0	250	560
Multi-Cultural Families	360	440	70	250	220	320	1,660
In-Town Families	400	280	90	30	20	10	830
Urban Public Housing	1,050	460	160	50	60	0	1,780
<i>Subtotal:</i>	<u>1,810</u>	<u>1,370</u>	<u>340</u>	<u>430</u>	<u>300</u>	<u>580</u>	<u>4,830</u>
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	0	10	0	10	0	40	60
Multi-Ethnic Families	10	10	0	10	10	20	60
Single Parent Families	<u>10</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>40</u>
<i>Subtotal:</i>	<u>20</u>	<u>30</u>	<u>10</u>	<u>20</u>	<u>20</u>	<u>60</u>	<u>160</u>
<b>Metropolitan Suburbs</b>							
The Social Register	0	10	0	0	0	100	110
The Entrepreneurs	0	40	30	30	40	80	220
Nouveau Money	0	20	10	30	0	200	260
Late-Nest Suburbanites	0	40	10	30	10	190	280
Full-Nest Suburbanites	10	80	20	70	40	300	520
Blue-Collar Button-Downs	40	50	20	40	50	70	270
Struggling Suburbanites	<u>70</u>	<u>70</u>	<u>50</u>	<u>30</u>	<u>130</u>	<u>0</u>	<u>350</u>
<i>Subtotal:</i>	<u>120</u>	<u>310</u>	<u>140</u>	<u>230</u>	<u>270</u>	<u>940</u>	<u>2,010</u>
<b>Town &amp; Country/Exurbs</b>							
Kids 'r' Us	10	10	10	0	10	10	50
Rustic Families	<u>0</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>20</u>
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>20</u>	<u>0</u>	<u>20</u>	<u>10</u>	<u>70</u>
<b>Total:</b>	<b>1,960</b>	<b>1,720</b>	<b>510</b>	<b>680</b>	<b>610</b>	<b>1,590</b>	<b>7,070</b>
<b>Percent:</b>	<b>27.7%</b>	<b>24.3%</b>	<b>7.2%</b>	<b>9.6%</b>	<b>8.6%</b>	<b>22.5%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move Within/To The City Of Rochester In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Younger Singles &amp; Couples</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
e-Types	0	110	50	30	0	10	200
New Bohemians	120	190	70	40	0	0	420
Urban Achievers	330	890	150	90	10	0	1,470
<i>Subtotal:</i>	450	1,190	270	160	10	10	2,090
<b>Small Cities/Satellite Cities</b>							
The VIPs	0	20	10	10	0	20	60
Fast-Track Professionals	10	20	10	10	0	10	60
Small-City Singles	10	40	10	10	10	0	80
Blue-Collar Singles	10	10	0	0	10	0	30
Soul City Singles	10	0	20	0	0	0	30
<i>Subtotal:</i>	40	90	50	30	20	30	260
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	0 0	70	30	30	0	50	180
Upscale Suburban Couples	0 0	140	60	80	0	220	500
Suburban Achievers	210 0	270	100	80	20	40	720
No-Nest Suburbanites	70 0	70	50	70	80	120	460
Suburban Strivers	320	250	100	20	30	10	730
	600	800	340	280	130	440	2,590
<b>Town &amp; Country/Exurbs</b>							
Ex-Urban Power Couples	0	0	0	0	0	10	10
Cross-Training Couples	10 0	10	10	10	10	20	70
Exurban Suburbanites	0 0	0	0	0	10	10	20
Country Couples	10	0	10	0	20	0	40
Rural Singles	20	10	10	0	20	0	60
Rural Strivers	10	0	0	0	20	0	30
<i>Subtotal:</i>	50	20	30	10	80	40	230
<b>Total:</b>	<b>1,140</b>	<b>2,100</b>	<b>690</b>	<b>480</b>	<b>240</b>	<b>520</b>	<b>5,170</b>
<b>Percent:</b>	<b>22.1%</b>	<b>40.6%</b>	<b>13.3%</b>	<b>9.3%</b>	<b>4.6%</b>	<b>10.1%</b>	<b>0.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>160</b>	<b>770</b>	<b>60</b>	<b>110</b>	<b>1,100</b>
<i>Metropolitan Cities</i>	110	40	0	50	200
<i>Small Cities/Satellite Cities</i>	0	10	0	20	30
<i>Metropolitan Suburbs</i>	50	540	0	40	630
<i>Town &amp; Country/Exurbs</i>	0	180	60	0	240
<b>Traditional &amp; Non-Traditional Families</b>	<b>210</b>	<b>30</b>	<b>0</b>	<b>40</b>	<b>280</b>
<i>Metropolitan Cities</i>	210	10	0	20	240
<i>Small Cities/Satellite Cities</i>	0	0	0	10	10
<i>Metropolitan Suburbs</i>	0	20	0	10	30
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>980</b>	<b>320</b>	<b>10</b>	<b>250</b>	<b>1,560</b>
<i>Metropolitan Cities</i>	930	30	0	110	1,070
<i>Small Cities/Satellite Cities</i>	0	30	10	90	130
<i>Metropolitan Suburbs</i>	50	260	0	50	360
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>1,350</b>	<b>1,120</b>	<b>70</b>	<b>400</b>	<b>2,940</b>
<b>Percent:</b>	<b>45.9%</b>	<b>38.1%</b>	<b>2.4%</b>	<b>13.6%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>160</b>	<b>770</b>	<b>60</b>	<b>110</b>	<b>1,100</b>
<i>Metropolitan Cities</i>					
Urban Establishment	50	20	0	30	100
Cosmopolitan Couples	60	20	0	20	100
<i>Subtotal:</i>	110	40	0	50	200
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	0	10	0	20	30
<i>Subtotal:</i>	0	10	0	20	30
<i>Metropolitan Suburbs</i>					
Old Money	10	100	0	0	110
Suburban Establishment	20	240	0	20	280
Affluent Empty Nesters	20	200	0	20	240
<i>Subtotal:</i>	50	540	0	40	630
<i>Town &amp; Country/Exurbs</i>					
Small-Town Establishment	0	110	30	0	140
New Empty Nesters	0	70	30	0	100
<i>Subtotal:</i>	0	180	60	0	240

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>210</b>	<b>30</b>	<b>0</b>	<b>40</b>	<b>280</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	50	10	0	10	70
Multi-Cultural Families	160	0	0	10	170
<i>Subtotal:</i>	210	10	0	20	240
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	10	10
<i>Subtotal:</i>	0	0	0	10	10
<i>Metropolitan Suburbs</i>					
The Entrepreneurs	0	20	0	10	30
<i>Subtotal:</i>	0	20	0	10	30

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



Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Younger Singles &amp; Couples</b>	<b>980</b>	<b>320</b>	<b>10</b>	<b>250</b>	<b>1,560</b>
<i>Metropolitan Cities</i>					
e-Types	70	10	0	30	110
New Bohemians	170	10	0	40	220
Urban Achievers	690	10	0	40	740
<i>Subtotal:</i>	<u>930</u>	<u>30</u>	<u>0</u>	<u>110</u>	<u>1,070</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	10	0	30	40
Twentysomethings	0	10	0	30	40
Small-City Singles	0	10	10	30	50
<i>Subtotal:</i>	<u>0</u>	<u>30</u>	<u>10</u>	<u>90</u>	<u>130</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	10	70	0	20	100
Upscale Suburban Couples	40	190	0	30	260
<i>Subtotal:</i>	<u>50</u>	<u>260</u>	<u>0</u>	<u>50</u>	<u>360</u>

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<u>Household Type/ Geographic Designation</u>	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>720</b>	<b>60</b>	<b>10</b>	<b>50</b>	<b>840</b>
<i>Metropolitan Cities</i>	720	50	0	20	790
<i>Small Cities/Satellite Cities</i>	0	10	10	30	50
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>330</b>	<b>10</b>	<b>0</b>	<b>30</b>	<b>370</b>
<i>Metropolitan Cities</i>	330	0	0	0	330
<i>Small Cities/Satellite Cities</i>	0	10	0	30	40
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>50</b>	<b>60</b>
<i>Small Cities/Satellite Cities</i>	0	10	0	50	60
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>1,050</b>	<b>80</b>	<b>10</b>	<b>130</b>	<b>1,270</b>
<b>Percent:</b>	<b>82.7%</b>	<b>6.3%</b>	<b>0.8%</b>	<b>10.2%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>720</b>	<b>60</b>	<b>10</b>	<b>50</b>	<b>840</b>
<i>Metropolitan Cities</i>					
Downtown Retirees	350	20	0	10	380
Multi-Ethnic Seniors	370	30	0	10	410
<i>Subtotal:</i>	720	50	0	20	790
<i>Small Cities/Satellite Cities</i>					
Blue-Collar Retirees	0	10	10	10	30
Hometown Retirees	0	0	0	10	10
Second City Seniors	0	0	0	10	10
<i>Subtotal:</i>	0	10	10	30	50

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>330</b>	<b>10</b>	<b>0</b>	<b>30</b>	<b>370</b>
<i>Metropolitan Cities</i>					
In-Town Families	330	0	0	0	330
Subtotal:	<u>330</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>330</u>
<i>Small Cities/Satellite Cities</i>					
Single Parent Families	0	10	0	30	40
Subtotal:	<u>0</u>	<u>10</u>	<u>0</u>	<u>30</u>	<u>40</u>
<b>Younger Singles &amp; Couples</b>					
<i>Small Cities/Satellite Cities</i>					
Blue-Collar Singles	0	10	0	20	30
Soul City Singles	0	0	0	30	30
Subtotal:	<u>0</u>	<u>10</u>	<u>0</u>	<u>50</u>	<u>60</u>

## Household Groups With Median Incomes Over \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The Downtown/High Falls Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>0</b>	<b>160</b>	<b>0</b>	<b>30</b>	<b>470</b>	<b>440</b>	<b>1,100</b>
<i>Metropolitan Cities</i>	0	50	0	0	90	60	200
<i>Small Cities/Satellite Cities</i>	0	0	0	0	20	10	30
<i>Metropolitan Suburbs</i>	0	80	0	0	270	280	630
<i>Town &amp; Country/Exurbs</i>	0	30	0	30	90	90	240
<b>Traditional &amp; Non-Traditional Families</b>	<b>40</b>	<b>70</b>	<b>30</b>	<b>50</b>	<b>60</b>	<b>30</b>	<b>280</b>
<i>Metropolitan Cities</i>	40	60	30	40	40	30	240
<i>Small Cities/Satellite Cities</i>	0	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	0	10	0	10	10	0	30
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>220</b>	<b>680</b>	<b>220</b>	<b>260</b>	<b>120</b>	<b>60</b>	<b>1,560</b>
<i>Metropolitan Cities</i>	200	530	140	130	30	40	1,070
<i>Small Cities/Satellite Cities</i>	20	40	20	30	20	0	130
<i>Metropolitan Suburbs</i>	0	110	60	100	70	20	360
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>260</b>	<b>910</b>	<b>250</b>	<b>340</b>	<b>650</b>	<b>530</b>	<b>2,940</b>
<b>Percent:</b>	<b>8.8%</b>	<b>31.0%</b>	<b>8.5%</b>	<b>11.6%</b>	<b>22.1%</b>	<b>18.0%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Over \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The Downtown/High Falls Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	20	0	0	50	30	100
Cosmopolitan Couples	0	30	0	0	40	30	100
<i>Subtotal:</i>	0	50	0	0	90	60	200
<b>Small Cities/Satellite Cities</b>							
Cosmopolitan Elite	0	0	0	0	20	10	30
<i>Subtotal:</i>	0	0	0	0	20	10	30
<b>Metropolitan Suburbs</b>							
Old Money	0	0	0	0	50	60	110
Suburban Establishment	0	40	0	0	130	110	280
Affluent Empty Nesters	0	40	0	0	90	110	240
<i>Subtotal:</i>	0	80	0	0	270	280	630
<b>Town &amp; Country/Exurbs</b>							
Small-Town Establishment	0	20	0	10	50	60	140
New Empty Nesters	0	10	0	20	40	30	100
<i>Subtotal:</i>	0	30	0	30	90	90	240
<b>Total:</b>	<b>0</b>	<b>160</b>	<b>0</b>	<b>30</b>	<b>470</b>	<b>440</b>	<b>1,100</b>
<b>Percent:</b>	<b>0.0%</b>	<b>14.5%</b>	<b>0.0%</b>	<b>2.7%</b>	<b>42.7%</b>	<b>40.0%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Over \$45,000  
**Tenure (Renter/Buyer) Profile**  
 Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Full-Nest Urbanites	0	20	10	10	20	10	70
Multi-Cultural Families	40	40	20	30	20	20	170
<i>Subtotal:</i>	40	60	30	40	40	30	240
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	0	0	0	0	10	0	10
<i>Subtotal:</i>	0	0	0	0	10	0	10
<b>Metropolitan Suburbs</b>							
The Entrepreneurs	0	10	0	10	10	0	30
<i>Subtotal:</i>	0	10	0	10	10	0	30
<b>Total:</b>	<b>40</b>	<b>70</b>	<b>30</b>	<b>50</b>	<b>60</b>	<b>30</b>	<b>280</b>
<b>Percent:</b>	<b>14.3%</b>	<b>25.0%</b>	<b>10.7%</b>	<b>17.9%</b>	<b>21.4%</b>	<b>10.7%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Over \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The Downtown/High Falls Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	..... Rental .....		..... Ownership .....				<b>Total</b>
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
e-Types	0	50	20	20	10	10	110
New Bohemians	40	100	30	30	10	10	220
Urban Achievers	160	380	90	80	10	20	740
<i>Subtotal:</i>	<u>200</u>	<u>530</u>	<u>140</u>	<u>130</u>	<u>30</u>	<u>40</u>	<u>1,070</u>
<b>Small Cities/Satellite Cities</b>							
The VIPs	0	10	10	10	10	0	40
Twentysomethings	10	10	10	10	0	0	40
Small-City Singles	10	20	0	10	10	0	50
<i>Subtotal:</i>	<u>20</u>	<u>40</u>	<u>20</u>	<u>30</u>	<u>20</u>	<u>0</u>	<u>130</u>
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	0	40	20	30	10	0	100
Upscale Suburban Couples	0	70	40	70	60	20	260
<i>Subtotal:</i>	<u>0</u>	<u>110</u>	<u>60</u>	<u>100</u>	<u>70</u>	<u>20</u>	<u>360</u>
<b>Total:</b>	<b>220</b>	<b>680</b>	<b>220</b>	<b>260</b>	<b>120</b>	<b>60</b>	<b>1,560</b>
<b>Percent:</b>	<b>14.1%</b>	<b>43.6%</b>	<b>14.1%</b>	<b>16.7%</b>	<b>7.7%</b>	<b>3.8%</b>	<b>100.0%</b>

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



Households In Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- ..... Family .....			Total	
	<i>All Ranges</i>	.. Attached .. <i>All Ranges</i>	..... Detached .....	<i>All Ranges</i>		
	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>		
<b>Empty Nesters &amp; Retirees</b>	<b>190</b>	<b>150</b>	<b>0</b>	<b>280</b>	<b>320</b>	<b>940</b>
<i>Metropolitan Cities</i>	40	40	0	30	40	150
<i>Small Cities/Satellite Cities</i>	10	0	0	10	10	30
<i>Metropolitan Suburbs</i>	110	80	0	150	210	550
<i>Town &amp; Country/Exurbs</i>	30	30	0	90	60	210
<b>Traditional &amp; Non-Traditional Families</b>	<b>10</b>	<b>50</b>	<b>20</b>	<b>60</b>	<b>30</b>	<b>170</b>
<i>Metropolitan Cities</i>	10	40	20	50	20	140
<i>Small Cities/Satellite Cities</i>	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	0	10	0	0	10	20
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>270</b>	<b>200</b>	<b>10</b>	<b>110</b>	<b>70</b>	<b>660</b>
<i>Metropolitan Cities</i>	200	120	10	0	10	340
<i>Small Cities/Satellite Cities</i>	20	30	0	10	10	70
<i>Metropolitan Suburbs</i>	50	50	0	100	50	250
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>470</b>	<b>400</b>	<b>30</b>	<b>450</b>	<b>420</b>	<b>1,770</b>
<b>Percent:</b>	<b>26.6%</b>	<b>22.6%</b>	<b>1.7%</b>	<b>25.4%</b>	<b>23.7%</b>	<b>100.0%</b>

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

Households In Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached .....</i> <i>Mid-Range</i>		
<b>Metropolitan Cities</b>						
Urban Establishment	20	20	0	10	30	80
Cosmopolitan Couples	20	20	0	20	10	70
<i>Subtotal:</i>	40	40	0	30	40	150
<b>Small Cities/Satellite Cities</b>						
Cosmopolitan Elite	10	0	0	10	10	30
<i>Subtotal:</i>	10	0	0	10	10	30
<b>Metropolitan Suburbs</b>						
Old Money	20	10	0	0	80	110
Suburban Establishment	40	40	0	90	70	240
Affluent Empty Nesters	50	30	0	60	60	200
<i>Subtotal:</i>	110	80	0	150	210	550
<b>Town &amp; Country/Exurbs</b>						
Small-Town Establishment	20	20	0	40	40	120
New Empty Nesters	10	10	0	50	20	90
<i>Subtotal:</i>	30	30	0	90	60	210
<b>Total:</b>	<b>190</b>	<b>150</b>	<b>0</b>	<b>280</b>	<b>320</b>	<b>940</b>
<b>Percent:</b>	<b>20.2%</b>	<b>16.0%</b>	<b>0.0%</b>	<b>29.8%</b>	<b>34.0%</b>	<b>100.0%</b>

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

Households In Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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<b>Traditional &amp; Non-Traditional Families</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<b>Total</b>	
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>..... Detached .....</i>	<i>..... Detached .....</i>		
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	<b>Total</b>
<b><i>Metropolitan Cities</i></b>						
Full-Nest Urbanites	0	10	0	20	20	50
Multi-Cultural Families	10	30	20	30	0	90
<i>Subtotal:</i>	10	40	20	50	20	140
<b><i>Small Cities/Satellite Cities</i></b>						
Unibox Transferees	0	0	0	10	0	10
<i>Subtotal:</i>	0	0	0	10	0	10
<b><i>Metropolitan Suburbs</i></b>						
The Entrepreneurs	0	10	0	0	10	20
<i>Subtotal:</i>	0	10	0	0	10	20
<b>Total:</b>	<b>10</b>	<b>50</b>	<b>20</b>	<b>60</b>	<b>30</b>	<b>170</b>
<b>Percent:</b>	<b>5.9%</b>	<b>29.4%</b>	<b>11.8%</b>	<b>35.3%</b>	<b>17.6%</b>	<b>100.0%</b>

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

Households In Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Downtown/High Falls Study Area In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached .....</i> <i>Mid-Range</i>		
<b><i>Metropolitan Cities</i></b>						
e-Types	30	20	0	0	10	60
New Bohemians	50	30	0	0	0	80
Urban Achievers	120	70	10	0	0	200
<i>Subtotal:</i>	<u>200</u>	<u>120</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>340</u>
<b><i>Small Cities/Satellite Cities</i></b>						
The VIPs	0	10	0	10	10	30
Twentysomethings	10	10	0	0	0	20
Small-City Singles	10	10	0	0	0	20
<i>Subtotal:</i>	<u>20</u>	<u>30</u>	<u>0</u>	<u>10</u>	<u>10</u>	<u>70</u>
<b><i>Metropolitan Suburbs</i></b>						
Fast-Track Professionals	20	10	0	10	20	60
Upscale Suburban Couples	30	40	0	90	30	190
<i>Subtotal:</i>	<u>50</u>	<u>50</u>	<u>0</u>	<u>100</u>	<u>50</u>	<u>250</u>
<b>Total:</b>	<b>270</b>	<b>200</b>	<b>10</b>	<b>110</b>	<b>70</b>	<b>660</b>
<b>Percent:</b>	<b>40.9%</b>	<b>30.3%</b>	<b>1.5%</b>	<b>16.7%</b>	<b>10.6%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move To The Downtown/High Falls Study Area In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
	Below Market Rate Apt.	Market Rate Apt.	All Ranges Apt.	All Ranges Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>160</b>	<b>250</b>	<b>540</b>	<b>200</b>	<b>120</b>	<b>670</b>	<b>1,940</b>
<i>Metropolitan Cities</i>	150	130	380	90	100	140	990
<i>Small Cities/Satellite Cities</i>	10	10	20	0	20	20	80
<i>Metropolitan Suburbs</i>	0	80	110	80	0	360	630
<i>Town &amp; Country/Exurbs</i>	0	30	30	30	0	150	240
<b>Traditional &amp; Non-Traditional Families</b>	<b>210</b>	<b>190</b>	<b>60</b>	<b>60</b>	<b>40</b>	<b>90</b>	<b>650</b>
<i>Metropolitan Cities</i>	200	170	50	50	30	70	570
<i>Small Cities/Satellite Cities</i>	10	10	10	0	10	10	50
<i>Metropolitan Suburbs</i>	0	10	0	10	0	10	30
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>240</b>	<b>690</b>	<b>290</b>	<b>200</b>	<b>20</b>	<b>180</b>	<b>1,620</b>
<i>Metropolitan Cities</i>	200	530	200	120	10	10	1,070
<i>Small Cities/Satellite Cities</i>	40	50	40	30	10	20	190
<i>Metropolitan Suburbs</i>	0	110	50	50	0	150	360
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>610</b>	<b>1,130</b>	<b>890</b>	<b>460</b>	<b>180</b>	<b>940</b>	<b>4,210</b>
<b>Percent:</b>	<b>14.5%</b>	<b>26.8%</b>	<b>21.1%</b>	<b>10.9%</b>	<b>4.3%</b>	<b>22.3%</b>	<b>100.0%</b>
<b>Percent Rental:</b>	<b>41.3%</b>						
<b>Percent Ownership:</b>	<b>58.7%</b>						
<b>Percent Multi-Family/Single-Family Attached:</b>	<b>73.4%</b>						
<b>Percent Single-Family Detached:</b>	<b>26.6%</b>						

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

**All Draw Area Households With The Potential  
To Move To The Downtown/High Falls Study Area In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	20	20	20	0	40	100
Cosmopolitan Couples	0	30	20	20	0	30	100
Downtown Retirees	110	60	70	20	70	50	380
Multi-Ethnic Seniors	40	20	270	30	30	20	410
	<u>150</u>	<u>130</u>	<u>380</u>	<u>90</u>	<u>100</u>	<u>140</u>	<u>990</u>
<b>Small Cities/Satellite Cities</b>							
Cosmopolitan Elite	0	0	10	0	0	20	30
Blue-Collar Retirees	0	10	0	0	20	0	30
Hometown Retirees	0	0	10	0	0	0	10
Second City Seniors	10	0	0	0	0	0	10
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>20</u>	<u>0</u>	<u>20</u>	<u>20</u>	<u>80</u>
<b>Metropolitan Suburbs</b>							
Old Money	0	0	20	10	0	80	110
Suburban Establishment	0	40	40	40	0	160	280
Affluent Empty Nesters	0	40	50	30	0	120	240
<i>Subtotal:</i>	<u>0</u>	<u>80</u>	<u>110</u>	<u>80</u>	<u>0</u>	<u>360</u>	<u>630</u>
<b>Town &amp; Country/Exurbs</b>							
Small-Town Establishment	0	20	20	20	0	80	140
New Empty Nesters	0	10	10	10	0	70	100
<i>Subtotal:</i>	<u>0</u>	<u>30</u>	<u>30</u>	<u>30</u>	<u>0</u>	<u>150</u>	<u>240</u>
<b>Total:</b>	<b>160</b>	<b>250</b>	<b>540</b>	<b>200</b>	<b>120</b>	<b>670</b>	<b>1,940</b>
<b>Percent:</b>	<b>8.2%</b>	<b>12.9%</b>	<b>27.8%</b>	<b>10.3%</b>	<b>6.2%</b>	<b>34.5%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move To The Downtown/High Falls Study Area In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Full-Nest Urbanites	0	20	0	10	0	40	70
Multi-Cultural Families	40	40	10	30	20	30	170
In-Town Families	160	110	40	10	10	0	330
<i>Subtotal:</i>	<u>200</u>	<u>170</u>	<u>50</u>	<u>50</u>	<u>30</u>	<u>70</u>	<u>570</u>
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	0	0	0	0	0	10	10
Single Parent Families	10	10	10	0	10	0	40
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>10</u>	<u>50</u>
<b>Metropolitan Suburbs</b>							
The Entrepreneurs	0	10	0	10	0	10	30
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>30</u>
<b>Total:</b>	<b>210</b>	<b>190</b>	<b>60</b>	<b>60</b>	<b>40</b>	<b>90</b>	<b>650</b>
<b>Percent:</b>	<b>32.3%</b>	<b>29.2%</b>	<b>9.2%</b>	<b>9.2%</b>	<b>6.2%</b>	<b>13.8%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move To The Downtown/High Falls Study Area In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Younger Singles &amp; Couples</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
e-Types	0	50	30	20	0	10	110
New Bohemians	40	100	50	30	0	0	220
Urban Achievers	160	380	120	70	10	0	740
<i>Subtotal:</i>	<u>200</u>	<u>530</u>	<u>200</u>	<u>120</u>	<u>10</u>	<u>10</u>	<u>1,070</u>
<b>Small Cities/Satellite Cities</b>							
The VIPs	0	10	0	10	0	20	40
Twentysomethings	10	10	10	10	0	0	40
Small-City Singles	10	20	10	10	0	0	50
Blue-Collar Singles	10	10	0	0	10	0	30
Soul City Singles	10	0	20	0	0	0	30
<i>Subtotal:</i>	<u>40</u>	<u>50</u>	<u>40</u>	<u>30</u>	<u>10</u>	<u>20</u>	<u>190</u>
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	0	40	20	10	0	30	100
Upscale Suburban Couples	0	70	30	40	0	120	260
<i>Subtotal:</i>	<u>0</u>	<u>110</u>	<u>50</u>	<u>50</u>	<u>0</u>	<u>150</u>	<u>360</u>
<b>Total:</b>	<b>240</b>	<b>690</b>	<b>290</b>	<b>200</b>	<b>20</b>	<b>180</b>	<b>1,620</b>
<b>Percent:</b>	<b>14.8%</b>	<b>42.6%</b>	<b>17.9%</b>	<b>12.3%</b>	<b>1.2%</b>	<b>11.1%</b>	<b>0.0%</b>

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



Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Maplewood Study Area In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>150</b>	<b>190</b>	<b>20</b>	<b>30</b>	<b>390</b>
<i>Metropolitan Cities</i>	140	10	0	20	170
<i>Small Cities/Satellite Cities</i>	0	0	0	10	10
<i>Metropolitan Suburbs</i>	10	170	0	0	180
<i>Town &amp; Country/Exurbs</i>	0	10	20	0	30
<b>Traditional &amp; Non-Traditional Families</b>	<b>220</b>	<b>100</b>	<b>0</b>	<b>60</b>	<b>380</b>
<i>Metropolitan Cities</i>	210	10	0	20	240
<i>Small Cities/Satellite Cities</i>	0	0	0	10	10
<i>Metropolitan Suburbs</i>	10	90	0	30	130
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>220</b>	<b>120</b>	<b>10</b>	<b>80</b>	<b>430</b>
<i>Metropolitan Cities</i>	180	0	0	30	210
<i>Small Cities/Satellite Cities</i>	0	0	0	30	30
<i>Metropolitan Suburbs</i>	40	120	0	20	180
<i>Town &amp; Country/Exurbs</i>	0	0	10	0	10
<b>Total:</b>	<b>590</b>	<b>410</b>	<b>30</b>	<b>170</b>	<b>1,200</b>
<b>Percent:</b>	<b>49.2%</b>	<b>34.2%</b>	<b>2.5%</b>	<b>14.2%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Maplewood Study Area In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>150</b>	<b>190</b>	<b>20</b>	<b>30</b>	<b>390</b>
<i>Metropolitan Cities</i>					
Urban Establishment	10	0	0	10	20
Cosmopolitan Couples	10	0	0	0	10
Multi-Ethnic Empty Nesters	120	10	0	10	140
Subtotal:	140	10	0	20	170
<i>Small Cities/Satellite Cities</i>					
Middle-Class Move-Downs	0	0	0	10	10
Subtotal:	0	0	0	10	10
<i>Metropolitan Suburbs</i>					
Suburban Establishment	0	50	0	0	50
Affluent Empty Nesters	0	40	0	0	40
Mainstream Retirees	0	40	0	0	40
Middle-American Retirees	10	40	0	0	50
Subtotal:	10	170	0	0	180
<i>Town &amp; Country/Exurbs</i>					
New Empty Nesters	0	10	10	0	20
RV Retirees	0	0	10	0	10
Subtotal:	0	10	20	0	30

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Maplewood Study Area In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>220</b>	<b>100</b>	<b>0</b>	<b>60</b>	<b>380</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	50	10	0	10	70
Multi-Cultural Families	160	0	0	10	170
<i>Subtotal:</i>	210	10	0	20	240
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	10	10
<i>Subtotal:</i>	0	0	0	10	10
<i>Metropolitan Suburbs</i>					
The Entrepreneurs	0	0	0	10	10
Nouveau Money	0	0	0	10	10
Late-Nest Suburbanites	0	30	0	0	30
Full-Nest Suburbanites	0	40	0	10	50
Blue-Collar Button-Downs	10	20	0	0	30
<i>Subtotal:</i>	10	90	0	30	130

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Maplewood Study Area In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Younger Singles &amp; Couples</b>	<b>220</b>	<b>120</b>	<b>10</b>	<b>80</b>	<b>430</b>
<i>Metropolitan Cities</i>					
e-Types	10	0	0	10	20
New Bohemians	30	0	0	10	40
Urban Achievers	140	0	0	10	150
<i>Subtotal:</i>	<u>180</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>210</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	0	10	10
Twentysomethings	0	0	0	10	10
Small-City Singles	0	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>30</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	10	0	0	10
Upscale Suburban Couples	10	40	0	10	60
Suburban Achievers	10	50	0	10	70
No-Nest Suburbanites	20	20	0	0	40
<i>Subtotal:</i>	<u>40</u>	<u>120</u>	<u>0</u>	<u>20</u>	<u>180</u>
<i>Town &amp; Country/Exurbs</i>					
Cross-Training Couples	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The Maplewood Study Area In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<u>Household Type/ Geographic Designation</u>	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>130</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>130</b>
<i>Metropolitan Cities</i>	100	0	0	0	100
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	30	0	0	0	30
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>140</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>150</b>
<i>Metropolitan Cities</i>	110	0	0	0	110
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	30	10	0	0	40
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>40</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>70</b>
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	40	30	0	0	70
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>310</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>350</b>
<b>Percent:</b>	<b>88.6%</b>	<b>11.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The Maplewood Study Area In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>130</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>130</b>
<i>Metropolitan Cities</i>					
Downtown Retirees	50	0	0	0	50
Multi-Ethnic Seniors	50	0	0	0	50
<i>Subtotal:</i>	100	0	0	0	100
<i>Metropolitan Suburbs</i>					
Suburban Retirees	10	0	0	0	10
Suburban Seniors	20	0	0	0	20
<i>Subtotal:</i>	30	0	0	0	30

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The Maplewood Study Area In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>140</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>150</b>
<i>Metropolitan Cities</i>					
In-Town Families	60	0	0	0	60
Urban Public Housing	50	0	0	0	50
<i>Subtotal:</i>	110	0	0	0	110
<i>Metropolitan Suburbs</i>					
Struggling Suburbanites	30	10	0	0	40
<i>Subtotal:</i>	30	10	0	0	40
<b>Younger Singles &amp; Couples</b>					
	<b>40</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>70</b>
<i>Metropolitan Suburbs</i>					
Suburban Strivers	40	30	0	0	70
<i>Subtotal:</i>	40	30	0	0	70

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The Maplewood Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>50</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>160</b>	<b>140</b>	<b>390</b>
<i>Metropolitan Cities</i>	30	20	0	0	70	50	170
<i>Small Cities/Satellite Cities</i>	0	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	20	20	0	0	60	80	180
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	20	10	30
<b>Traditional &amp; Non-Traditional Families</b>	<b>50</b>	<b>70</b>	<b>40</b>	<b>60</b>	<b>110</b>	<b>50</b>	<b>380</b>
<i>Metropolitan Cities</i>	40	60	30	40	40	30	240
<i>Small Cities/Satellite Cities</i>	0	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	10	10	10	20	60	20	130
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>120</b>	<b>140</b>	<b>40</b>	<b>40</b>	<b>90</b>	<b>0</b>	<b>430</b>
<i>Metropolitan Cities</i>	80	80	10	10	30	0	210
<i>Small Cities/Satellite Cities</i>	0	20	0	0	10	0	30
<i>Metropolitan Suburbs</i>	40	40	30	30	40	0	180
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	10	0	10
<b>Total:</b>	<b>220</b>	<b>250</b>	<b>80</b>	<b>100</b>	<b>360</b>	<b>190</b>	<b>1,200</b>
<b>Percent:</b>	<b>18.3%</b>	<b>20.8%</b>	<b>6.7%</b>	<b>8.3%</b>	<b>30.0%</b>	<b>15.8%</b>	<b>100.0%</b>

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



## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The Maplewood Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	0	0	0	10	10	20
Cosmopolitan Couples	0	0	0	0	10	0	10
Multi-Ethnic Empty Nesters	30	20	0	0	50	40	140
<i>Subtotal:</i>	30	20	0	0	70	50	170
<b>Small Cities/Satellite Cities</b>							
Middle-Class Move-Downs	0	0	0	0	10	0	10
<i>Subtotal:</i>	0	0	0	0	10	0	10
<b>Metropolitan Suburbs</b>							
Suburban Establishment	0	10	0	0	20	20	50
Affluent Empty Nesters	0	10	0	0	10	20	40
Mainstream Retirees	10	0	0	0	10	20	40
Middle-American Retirees	10	0	0	0	20	20	50
<i>Subtotal:</i>	20	20	0	0	60	80	180
<b>Town &amp; Country/Exurbs</b>							
New Empty Nesters	0	0	0	0	10	10	20
RV Retirees	0	0	0	0	10	0	10
<i>Subtotal:</i>	0	0	0	0	20	10	30
<b>Total:</b>	<b>50</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>160</b>	<b>140</b>	<b>390</b>
<b>Percent:</b>	<b>12.8%</b>	<b>10.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>41.0%</b>	<b>35.9%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The Maplewood Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Full-Nest Urbanites	0	20	10	10	20	10	70
Multi-Cultural Families	40	40	20	30	20	20	170
<i>Subtotal:</i>	40	60	30	40	40	30	240
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	0	0	0	0	10	0	10
<i>Subtotal:</i>	0	0	0	0	10	0	10
<b>Metropolitan Suburbs</b>							
The Entrepreneurs	0	0	0	0	10	0	10
Nouveau Money	0	0	0	0	10	0	10
Late-Nest Suburbanites	0	0	0	10	10	10	30
Full-Nest Suburbanites	0	10	10	10	10	10	50
Blue-Collar Button-Downs	10	0	0	0	20	0	30
<i>Subtotal:</i>	10	10	10	20	60	20	130
<b>Total:</b>	<b>50</b>	<b>70</b>	<b>40</b>	<b>60</b>	<b>110</b>	<b>50</b>	<b>380</b>
<b>Percent:</b>	<b>13.2%</b>	<b>18.4%</b>	<b>10.5%</b>	<b>15.8%</b>	<b>28.9%</b>	<b>13.2%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The Maplewood Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	..... Rental .....		..... Ownership .....				<b>Total</b>
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
e-Types	0	10	0	0	10	0	20
New Bohemians	10	20	0	0	10	0	40
Urban Achievers	70	50	10	10	10	0	150
<i>Subtotal:</i>	<u>80</u>	<u>80</u>	<u>10</u>	<u>10</u>	<u>30</u>	<u>0</u>	<u>210</u>
<b>Small Cities/Satellite Cities</b>							
The VIPs	0	0	0	0	10	0	10
Twentysomethings	0	10	0	0	0	0	10
Small-City Singles	0	10	0	0	0	0	10
<i>Subtotal:</i>	<u>0</u>	<u>20</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>30</u>
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	0	0	0	0	10	0	10
Upscale Suburban Couples	10	10	10	10	20	0	60
Suburban Achievers	20	30	10	10	0	0	70
No-Nest Suburbanites	10	0	10	10	10	0	40
<i>Subtotal:</i>	<u>40</u>	<u>40</u>	<u>30</u>	<u>30</u>	<u>40</u>	<u>0</u>	<u>180</u>
<b>Town &amp; Country/Exurbs</b>							
Cross-Training Couples	0	0	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>
<b>Total:</b>	<b>120</b>	<b>140</b>	<b>40</b>	<b>40</b>	<b>90</b>	<b>0</b>	<b>430</b>
<b>Percent:</b>	<b>27.9%</b>	<b>32.6%</b>	<b>9.3%</b>	<b>9.3%</b>	<b>20.9%</b>	<b>0.0%</b>	<b>100.0%</b>

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

Households Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Maplewood Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- ..... Family .....			Total	
	<i>.. Attached ..</i>	<i>..... Detached .....</i>				
	<u>All Ranges</u>	<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	
<b>Empty Nesters &amp; Retirees</b>	<b>30</b>	<b>10</b>	<b>110</b>	<b>100</b>	<b>50</b>	<b>300</b>
<i>Metropolitan Cities</i>	20	10	40	30	20	120
<i>Small Cities/Satellite Cities</i>	0	0	10	0	0	10
<i>Metropolitan Suburbs</i>	10	0	50	60	20	140
<i>Town &amp; Country/Exurbs</i>	0	0	10	10	10	30
<b>Traditional &amp; Non-Traditional Families</b>	<b>30</b>	<b>30</b>	<b>40</b>	<b>110</b>	<b>50</b>	<b>260</b>
<i>Metropolitan Cities</i>	30	30	30	40	10	140
<i>Small Cities/Satellite Cities</i>	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	0	0	10	60	40	110
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>40</b>	<b>10</b>	<b>30</b>	<b>60</b>	<b>30</b>	<b>170</b>
<i>Metropolitan Cities</i>	20	10	10	0	10	50
<i>Small Cities/Satellite Cities</i>	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	20	0	10	50	20	100
<i>Town &amp; Country/Exurbs</i>	0	0	10	0	0	10
<b>Total:</b>	<b>100</b>	<b>50</b>	<b>180</b>	<b>270</b>	<b>130</b>	<b>730</b>
<b>Percent:</b>	<b>13.7%</b>	<b>6.8%</b>	<b>24.7%</b>	<b>37.0%</b>	<b>17.8%</b>	<b>100.0%</b>

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

Households Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Maplewood Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	<i>Multi- .. Family ..</i>		<i>Single- ..... Family .....</i>			<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached .....</i>			
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<b>Metropolitan Cities</b>						
Urban Establishment	0	0	0	10	10	20
Cosmopolitan Couples	0	0	10	0	0	10
Multi-Ethnic Empty Nesters	20	10	30	20	10	90
<i>Subtotal:</i>	20	10	40	30	20	120
<b>Small Cities/Satellite Cities</b>						
Middle-Class Move-Downs	0	0	10	0	0	10
<i>Subtotal:</i>	0	0	10	0	0	10
<b>Metropolitan Suburbs</b>						
Suburban Establishment	0	0	10	20	10	40
Affluent Empty Nesters	0	0	10	10	10	30
Mainstream Retirees	10	0	10	10	0	30
Middle-American Retirees	0	0	20	20	0	40
<i>Subtotal:</i>	10	0	50	60	20	140
<b>Town &amp; Country/Exurbs</b>						
New Empty Nesters	0	0	0	10	10	20
RV Retirees	0	0	10	0	0	10
<i>Subtotal:</i>	0	0	10	10	10	30
<b>Total:</b>	<b>30</b>	<b>10</b>	<b>110</b>	<b>100</b>	<b>50</b>	<b>300</b>
<b>Percent:</b>	<b>10.0%</b>	<b>3.3%</b>	<b>36.7%</b>	<b>33.3%</b>	<b>16.7%</b>	<b>100.0%</b>

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

Households Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Maplewood Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached .....</i>		
<b>Metropolitan Cities</b>						
Full-Nest Urbanites	10	10	0	20	10	50
Multi-Cultural Families	20	20	30	20	0	90
<i>Subtotal:</i>	30	30	30	40	10	140
<b>Small Cities/Satellite Cities</b>						
Unibox Transferees	0	0	0	10	0	10
<i>Subtotal:</i>	0	0	0	10	0	10
<b>Metropolitan Suburbs</b>						
The Entrepreneurs	0	0	0	0	10	10
Nouveau Money	0	0	0	0	10	10
Late-Nest Suburbanites	0	0	0	20	10	30
Full-Nest Suburbanites	0	0	0	30	10	40
Blue-Collar Button-Downs	0	0	10	10	0	20
<i>Subtotal:</i>	0	0	10	60	40	110
<b>Total:</b>	<b>30</b>	<b>30</b>	<b>40</b>	<b>110</b>	<b>50</b>	<b>260</b>
<b>Percent:</b>	<b>11.5%</b>	<b>11.5%</b>	<b>15.4%</b>	<b>42.3%</b>	<b>19.2%</b>	<b>100.0%</b>

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

Households Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Maplewood Study Area In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached .....</i>		
<b>Metropolitan Cities</b>						
e-Types	0	0	0	0	10	10
New Bohemians	10	0	0	0	0	10
Urban Achievers	10	10	10	0	0	30
<i>Subtotal:</i>	20	10	10	0	10	50
<b>Small Cities/Satellite Cities</b>						
The VIPs	0	0	0	10	0	10
<i>Subtotal:</i>	0	0	0	10	0	10
<b>Metropolitan Suburbs</b>						
Fast-Track Professionals	0	0	0	0	10	10
Upscale Suburban Couples	10	0	0	20	10	40
Suburban Achievers	10	0	0	10	0	20
No-Nest Suburbanites	0	0	10	20	0	30
<i>Subtotal:</i>	20	0	10	50	20	100
<b>Town &amp; Country/Exurbs</b>						
Cross-Training Couples	0	0	10	0	0	10
<i>Subtotal:</i>	0	0	10	0	0	10
<b>Total:</b>	<b>40</b>	<b>10</b>	<b>30</b>	<b>60</b>	<b>30</b>	<b>170</b>
<b>Percent:</b>	<b>23.5%</b>	<b>5.9%</b>	<b>17.6%</b>	<b>35.3%</b>	<b>17.6%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move To The Maplewood Study Area In 2006**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
	Below Market Rate Apt.	Market Rate Apt.	All Ranges Apt.	All Ranges Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>80</b>	<b>50</b>	<b>80</b>	<b>10</b>	<b>130</b>	<b>170</b>	<b>520</b>
<i>Metropolitan Cities</i>	50	30	60	10	50	70	270
<i>Small Cities/Satellite Cities</i>	0	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	30	20	20	0	60	80	210
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	10	20	30
<b>Traditional &amp; Non-Traditional Families</b>	<b>120</b>	<b>110</b>	<b>60</b>	<b>30</b>	<b>50</b>	<b>160</b>	<b>530</b>
<i>Metropolitan Cities</i>	100	90	50	30	30	50	350
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	10	10
<i>Metropolitan Suburbs</i>	20	20	10	0	20	100	170
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>150</b>	<b>160</b>	<b>60</b>	<b>10</b>	<b>30</b>	<b>90</b>	<b>500</b>
<i>Metropolitan Cities</i>	80	80	20	10	10	10	210
<i>Small Cities/Satellite Cities</i>	0	20	0	0	0	10	30
<i>Metropolitan Suburbs</i>	70	60	40	0	10	70	250
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	10	0	10
<b>Total:</b>	<b>350</b>	<b>320</b>	<b>200</b>	<b>50</b>	<b>210</b>	<b>420</b>	<b>1,550</b>
<b>Percent:</b>	<b>22.6%</b>	<b>20.6%</b>	<b>12.9%</b>	<b>3.2%</b>	<b>13.5%</b>	<b>27.1%</b>	<b>100.0%</b>
<b>Percent Rental:</b>	<b>43.2%</b>						
<b>Percent Ownership:</b>	<b>56.8%</b>						
<b>Percent Multi-Family/Single-Family Attached:</b>			<b>59.4%</b>				
<b>Percent Single-Family Detached:</b>			<b>40.6%</b>				

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



**All Draw Area Households With The Potential  
To Move To The Maplewood Study Area In 2006**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	0	0	0	0	20	20
Cosmopolitan Couples	0	0	0	0	0	10	10
Multi-Ethnic Empty Nesters	30	20	20	10	30	30	140
Downtown Retirees	10	10	10	0	10	10	50
Multi-Ethnic Seniors	10	0	30	0	10	0	50
	<u>50</u>	<u>30</u>	<u>60</u>	<u>10</u>	<u>50</u>	<u>70</u>	<u>270</u>
<b>Small Cities/Satellite Cities</b>							
Middle-Class Move-Downs	0	0	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>
<b>Metropolitan Suburbs</b>							
Suburban Establishment	0	10	0	0	10	30	50
Affluent Empty Nesters	0	10	0	0	10	20	40
Mainstream Retirees	10	0	10	0	10	10	40
Middle-American Retirees	10	0	0	0	20	20	50
Suburban Retirees	0	0	0	0	10	0	10
Suburban Seniors	10	0	10	0	0	0	20
<i>Subtotal:</i>	<u>30</u>	<u>20</u>	<u>20</u>	<u>0</u>	<u>60</u>	<u>80</u>	<u>210</u>
<b>Town &amp; Country/Exurbs</b>							
New Empty Nesters	0	0	0	0	0	20	20
RV Retirees	0	0	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>20</u>	<u>30</u>
<b>Total:</b>	<b>80</b>	<b>50</b>	<b>80</b>	<b>10</b>	<b>130</b>	<b>170</b>	<b>520</b>
<b>Percent:</b>	<b>15.4%</b>	<b>9.6%</b>	<b>15.4%</b>	<b>1.9%</b>	<b>25.0%</b>	<b>32.7%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move To The Maplewood Study Area In 2006**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Traditional &amp; Non-Traditional Families</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Full-Nest Urbanites	0	20	10	10	0	30	70
Multi-Cultural Families	40	40	20	20	30	20	170
In-Town Families	30	20	10	0	0	0	60
Urban Public Housing	30	10	10	0	0	0	50
<i>Subtotal:</i>	<u>100</u>	<u>90</u>	<u>50</u>	<u>30</u>	<u>30</u>	<u>50</u>	<u>350</u>
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	0	0	0	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>
<b>Metropolitan Suburbs</b>							
The Entrepreneurs	0	0	0	0	0	10	10
Nouveau Money	0	0	0	0	0	10	10
Late-Nest Suburbanites	0	0	0	0	0	30	30
Full-Nest Suburbanites	0	10	0	0	0	40	50
Blue-Collar Button-Downs	10	0	0	0	10	10	30
Struggling Suburbanites	10	10	10	0	10	0	40
<i>Subtotal:</i>	<u>20</u>	<u>20</u>	<u>10</u>	<u>0</u>	<u>20</u>	<u>100</u>	<u>170</u>
<b>Total:</b>	<b>120</b>	<b>110</b>	<b>60</b>	<b>30</b>	<b>50</b>	<b>160</b>	<b>530</b>
<b>Percent:</b>	<b>22.6%</b>	<b>20.8%</b>	<b>11.3%</b>	<b>5.7%</b>	<b>9.4%</b>	<b>30.2%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move To The Maplewood Study Area In 2006**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Younger Singles &amp; Couples</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
e-Types	0	10	0	0	0	10	20
New Bohemians	10	20	10	0	0	0	40
Urban Achievers	70	50	10	10	10	0	150
<i>Subtotal:</i>	<u>80</u>	<u>80</u>	<u>20</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>210</u>
<b>Small Cities/Satellite Cities</b>							
The VIPs	0	0	0	0	0	10	10
Twentysomethings	0	10	0	0	0	0	10
Small-City Singles	0	10	0	0	0	0	10
<i>Subtotal:</i>	<u>0</u>	<u>20</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>30</u>
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	0	0	0	0	0	10	10
Upscale Suburban Couples	10	10	10	0	0	30	60
Suburban Achievers	20	30	10	0	0	10	70
No-Nest Suburbanites	10	0	0	0	10	20	40
Suburban Strivers	30	20	20	0	0	0	70
	<u>70</u>	<u>60</u>	<u>40</u>	<u>0</u>	<u>10</u>	<u>70</u>	<u>250</u>
<b>Town &amp; Country/Exurbs</b>							
Cross-Training Couples	0	0	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>
<b>Total:</b>	<b>150</b>	<b>160</b>	<b>60</b>	<b>10</b>	<b>30</b>	<b>90</b>	<b>500</b>
<b>Percent:</b>	<b>30.0%</b>	<b>32.0%</b>	<b>12.0%</b>	<b>2.0%</b>	<b>6.0%</b>	<b>18.0%</b>	<b>0.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The North And South Marketview Heights Neighborhoods In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>100</b>	<b>10</b>	<b>0</b>	<b>20</b>	<b>130</b>
<i>Metropolitan Cities</i>	100	10	0	10	120
<i>Small Cities/Satellite Cities</i>	0	0	0	10	10
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>210</b>	<b>10</b>	<b>0</b>	<b>30</b>	<b>250</b>
<i>Metropolitan Cities</i>	210	10	0	20	240
<i>Small Cities/Satellite Cities</i>	0	0	0	10	10
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>180</b>	<b>0</b>	<b>0</b>	<b>60</b>	<b>240</b>
<i>Metropolitan Cities</i>	180	0	0	30	210
<i>Small Cities/Satellite Cities</i>	0	0	0	30	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>490</b>	<b>20</b>	<b>0</b>	<b>110</b>	<b>620</b>
<b>Percent:</b>	<b>79.0%</b>	<b>3.2%</b>	<b>0.0%</b>	<b>17.7%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential**  
**To Move To The North And South Marketview Heights Neighborhoods In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>100</b>	<b>10</b>	<b>0</b>	<b>20</b>	<b>130</b>
<i>Metropolitan Cities</i>					
Urban Establishment	10	0	0	0	10
Cosmopolitan Couples	10	0	0	0	10
Multi-Ethnic Empty Nesters	80	10	0	10	100
<i>Subtotal:</i>	<u>100</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>120</u>
<i>Small Cities/Satellite Cities</i>					
Middle-Class Move-Downs	0	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential**  
**To Move To The North And South Marketview Heights Neighborhoods In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>210</b>	<b>10</b>	<b>0</b>	<b>30</b>	<b>250</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	50	10	0	10	70
Multi-Cultural Families	160	0	0	10	170
<i>Subtotal:</i>	210	10	0	20	240
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	10	10
<i>Subtotal:</i>	0	0	0	10	10

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential**  
**To Move To The North And South Marketview Heights Neighborhoods In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Younger Singles &amp; Couples</b>	<b>180</b>	<b>0</b>	<b>0</b>	<b>60</b>	<b>240</b>
<i>Metropolitan Cities</i>					
e-Types	10	0	0	10	20
New Bohemians	30	0	0	10	40
Urban Achievers	140	0	0	10	150
<i>Subtotal:</i>	<u>180</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>210</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	0	10	10
Twentysomethings	0	0	0	10	10
Small-City Singles	0	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>30</u>

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential**  
**To Move To The North And South Marketview Heights Neighborhoods In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>280</b>	<b>40</b>	<b>0</b>	<b>50</b>	<b>370</b>
<i>Metropolitan Cities</i>	280	40	0	20	340
<i>Small Cities/Satellite Cities</i>	0	0	0	30	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>210</b>	<b>10</b>	<b>0</b>	<b>30</b>	<b>250</b>
<i>Metropolitan Cities</i>	210	0	0	0	210
<i>Small Cities/Satellite Cities</i>	0	10	0	30	40
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>50</b>	<b>60</b>
<i>Small Cities/Satellite Cities</i>	0	10	0	50	60
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>490</b>	<b>60</b>	<b>0</b>	<b>130</b>	<b>680</b>
<b>Percent:</b>	<b>72.1%</b>	<b>8.8%</b>	<b>0.0%</b>	<b>19.1%</b>	<b>100.0%</b>

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



Household Groups With Median Incomes Below \$45,000  
**Households With The Potential**  
**To Move To The North And South Marketview Heights Neighborhoods In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>280</b>	<b>40</b>	<b>0</b>	<b>50</b>	<b>370</b>
<i>Metropolitan Cities</i>					
Downtown Retirees	130	20	0	10	160
Multi-Ethnic Seniors	150	20	0	10	180
<i>Subtotal:</i>	280	40	0	20	340
<i>Small Cities/Satellite Cities</i>					
Blue-Collar Retirees	0	0	0	10	10
Hometown Retirees	0	0	0	10	10
Second City Seniors	0	0	0	10	10
<i>Subtotal:</i>	0	0	0	30	30

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential**  
**To Move To The North And South Marketview Heights Neighborhoods In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>210</b>	<b>10</b>	<b>0</b>	<b>30</b>	<b>250</b>
<i>Metropolitan Cities</i>					
In-Town Families	110	0	0	0	110
Urban Public Housing	100	0	0	0	100
<i>Subtotal:</i>	210	0	0	0	210
<i>Small Cities/Satellite Cities</i>					
Single Parent Families	0	10	0	30	40
<i>Subtotal:</i>	0	10	0	30	40
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>50</b>	<b>60</b>
<i>Small Cities/Satellite Cities</i>					
Blue-Collar Singles	0	10	0	20	30
Soul City Singles	0	0	0	30	30
<i>Subtotal:</i>	0	10	0	50	60

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

## Households With The Potential

## To Move To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>30</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>70</b>	<b>20</b>	<b>130</b>
<i>Metropolitan Cities</i>	30	10	0	0	60	20	120
<i>Small Cities/Satellite Cities</i>	0	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>40</b>	<b>60</b>	<b>30</b>	<b>40</b>	<b>50</b>	<b>30</b>	<b>250</b>
<i>Metropolitan Cities</i>	40	60	30	40	40	30	240
<i>Small Cities/Satellite Cities</i>	0	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>80</b>	<b>100</b>	<b>10</b>	<b>10</b>	<b>40</b>	<b>0</b>	<b>240</b>
<i>Metropolitan Cities</i>	80	80	10	10	30	0	210
<i>Small Cities/Satellite Cities</i>	0	20	0	0	10	0	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>150</b>	<b>170</b>	<b>40</b>	<b>50</b>	<b>160</b>	<b>50</b>	<b>620</b>
<b>Percent:</b>	<b>24.2%</b>	<b>27.4%</b>	<b>6.5%</b>	<b>8.1%</b>	<b>25.8%</b>	<b>8.1%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	0	0	0	10	0	10
Cosmopolitan Couples	0	0	0	0	10	0	10
Multi-Ethnic Empty Nesters	30	10	0	0	40	20	100
<i>Subtotal:</i>	30	10	0	0	60	20	120
<b>Small Cities/Satellite Cities</b>							
Middle-Class Move-Downs	0	0	0	0	10	0	10
<i>Subtotal:</i>	0	0	0	0	10	0	10
<b>Total:</b>	<b>30</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>70</b>	<b>20</b>	<b>130</b>
<b>Percent:</b>	<b>23.1%</b>	<b>7.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>53.8%</b>	<b>15.4%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Full-Nest Urbanites	0	20	10	10	20	10	70
Multi-Cultural Families	40	40	20	30	20	20	170
<i>Subtotal:</i>	40	60	30	40	40	30	240
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	0	0	0	0	10	0	10
<i>Subtotal:</i>	0	0	0	0	10	0	10
<b>Total:</b>	<b>40</b>	<b>60</b>	<b>30</b>	<b>40</b>	<b>50</b>	<b>30</b>	<b>250</b>
<b>Percent:</b>	<b>16.0%</b>	<b>24.0%</b>	<b>12.0%</b>	<b>16.0%</b>	<b>20.0%</b>	<b>12.0%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	..... Rental .....		..... Ownership .....				<b>Total</b>
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
e-Types	0	10	0	0	10	0	20
New Bohemians	10	20	0	0	10	0	40
Urban Achievers	70	50	10	10	10	0	150
<i>Subtotal:</i>	80	80	10	10	30	0	210
<b>Small Cities/Satellite Cities</b>							
The VIPs	0	0	0	0	10	0	10
Twentysomethings	0	10	0	0	0	0	10
Small-City Singles	0	10	0	0	0	0	10
<i>Subtotal:</i>	0	20	0	0	10	0	30
<b>Total:</b>	<b>80</b>	<b>100</b>	<b>10</b>	<b>10</b>	<b>40</b>	<b>0</b>	<b>240</b>
<b>Percent:</b>	<b>33.3%</b>	<b>41.7%</b>	<b>4.2%</b>	<b>4.2%</b>	<b>16.7%</b>	<b>0.0%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move Within/To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental ----- ..... Multi-Family .....			----- Ownership ----- ..... Single-Family .....			Total
	Below Market Rate Apt.	Market Rate Apt.	Market Rate Apt.	Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>70</b>	<b>40</b>	<b>150</b>	<b>20</b>	<b>60</b>	<b>30</b>	<b>370</b>
<i>Metropolitan Cities</i>	60	40	150	20	40	30	340
<i>Small Cities/Satellite Cities</i>	10	0	0	0	20	0	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>110</b>	<b>80</b>	<b>50</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>250</b>
<i>Metropolitan Cities</i>	100	70	40	0	0	0	210
<i>Small Cities/Satellite Cities</i>	10	10	10	0	0	10	40
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>20</b>	<b>10</b>	<b>20</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>60</b>
<i>Small Cities/Satellite Cities</i>	20	10	20	0	10	0	60
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>200</b>	<b>130</b>	<b>220</b>	<b>20</b>	<b>70</b>	<b>40</b>	<b>680</b>
<b>Percent:</b>	<b>29.4%</b>	<b>19.1%</b>	<b>32.4%</b>	<b>2.9%</b>	<b>10.3%</b>	<b>5.9%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move Within/To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----			----- Ownership -----			Total
	..... Multi-Family .....			..... Single-Family .....			
	Below			Below			
Empty Nesters & Retirees	Market	Market	Market	Attached	Market-Rate	Market-Rate	
	Rate Apt.	Rate Apt.	Rate Apt.		Detached	Detached	
<b>Metropolitan Cities</b>							
Downtown Retirees	40	30	30	10	30	20	160
Multi-Ethnic Seniors	20	10	120	10	10	10	180
Subtotal:	60	40	150	20	40	30	340
<b>Small Cities/Satellite Cities</b>							
Blue-Collar Retirees	0	0	0	0	10	0	10
Hometown Retirees	0	0	0	0	10	0	10
Second City Seniors	10	0	0	0	0	0	10
Subtotal:	10	0	0	0	20	0	30
<b>Total:</b>	<b>70</b>	<b>40</b>	<b>150</b>	<b>20</b>	<b>60</b>	<b>30</b>	<b>370</b>
<b>Percent:</b>	<b>18.9%</b>	<b>10.8%</b>	<b>40.5%</b>	<b>5.4%</b>	<b>16.2%</b>	<b>8.1%</b>	<b>100.0%</b>

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



Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move Within/To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	----- Rental -----			----- Ownership -----			Total
	..... Multi-Family .....			..... Single-Family .....			
	Below Market Rate Apt.	Market Rate Apt.	Market Rate Apt.	Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Metropolitan Cities</b>							
In-Town Families	50	40	20	0	0	0	110
Urban Public Housing	50	30	20	0	0	0	100
<i>Subtotal:</i>	<u>100</u>	<u>70</u>	<u>40</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>210</u>
<b>Small Cities/Satellite Cities</b>							
Single Parent Families	10	10	10	0	0	10	40
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>40</u>
<b>Total:</b>	<b>110</b>	<b>80</b>	<b>50</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>250</b>
<b>Percent:</b>	<b>44.0%</b>	<b>32.0%</b>	<b>20.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.0%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move Within/To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----			----- Ownership -----			Total
	..... Multi-Family .....			..... Single-Family .....			
	Below			Below			
<b>Younger Singles &amp; Couples</b>	<i>Market</i>	<i>Market</i>	<i>Market</i>	<i>Attached</i>	<i>Market-Rate</i>	<i>Market-Rate</i>	
	<i>Rate Apt.</i>	<i>Rate Apt.</i>	<i>Rate Apt.</i>		<i>Detached</i>	<i>Detached</i>	
<i>Small Cities/Satellite Cities</i>							
Blue-Collar Singles	10	10	0	0	10	0	30
Soul City Singles	10	0	20	0	0	0	30
<i>Subtotal:</i>	20	10	20	0	10	0	60
<b>Total:</b>	<b>20</b>	<b>10</b>	<b>20</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>60</b>
<b>Percent:</b>	<b>33.3%</b>	<b>16.7%</b>	<b>33.3%</b>	<b>0.0%</b>	<b>16.7%</b>	<b>0.0%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**

Households With The Potential

To Move Within/To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- ..... Family .....			Total	
	<i>All Ranges</i>	.. Attached .. <i>All Ranges</i>	..... Detached .....	<i>All Ranges</i>		
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>20</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>90</b>
<i>Metropolitan Cities</i>	20	10	20	10	20	80
<i>Small Cities/Satellite Cities</i>	0	0	0	0	10	10
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>150</b>
<i>Metropolitan Cities</i>	30	30	30	30	20	140
<i>Small Cities/Satellite Cities</i>	0	0	0	0	10	10
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>60</b>
<i>Metropolitan Cities</i>	20	10	10	0	10	50
<i>Small Cities/Satellite Cities</i>	0	0	0	10	0	10
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>70</b>	<b>50</b>	<b>60</b>	<b>50</b>	<b>70</b>	<b>300</b>
<b>Percent:</b>	<b>23.3%</b>	<b>16.7%</b>	<b>20.0%</b>	<b>16.7%</b>	<b>23.3%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move Within/To The North And South Marketview Heights Neighborhoods In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	<i>Multi- .. Family ..</i>		<i>Single- ..... Family .....</i>			<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached .....</i>	<i>Low-Range</i>	<i>Mid-Range</i>	
<b><i>Metropolitan Cities</i></b>						
Urban Establishment	0	0	0	0	10	10
Cosmopolitan Couples	0	0	0	0	10	10
Multi-Ethnic Empty Nesters	20	10	20	10	0	60
<i>Subtotal:</i>	20	10	20	10	20	80
<b><i>Small Cities/Satellite Cities</i></b>						
Middle-Class Move-Downs	0	0	0	0	10	10
<i>Subtotal:</i>	0	0	0	0	10	10
<b>Total:</b>	<b>20</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>90</b>
<b>Percent:</b>	<b>22.2%</b>	<b>11.1%</b>	<b>22.2%</b>	<b>11.1%</b>	<b>33.3%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move Within/To The North And South Marketview Heights Neighborhoods In 2007  
 City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties

<b>Traditional &amp; Non-Traditional Families</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached .....</i> <i>Mid-Range</i>		
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	10	10	0	20	10	50
Multi-Cultural Families	20	20	30	10	10	90
<i>Subtotal:</i>	30	30	30	30	20	140
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	10	10
<i>Subtotal:</i>	0	0	0	0	10	10
<b>Total:</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>150</b>
<b>Percent:</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move Within/To The North And South Marketview Heights Neighborhoods In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached .....</i> <i>Mid-Range</i>		
<i>Metropolitan Cities</i>						
e-Types	0	0	0	0	10	10
New Bohemians	10	0	0	0	0	10
Urban Achievers	10	10	10	0	0	30
<i>Subtotal:</i>	<u>20</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>50</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>
<b>Total:</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>60</b>
<b>Percent:</b>	<b>33.3%</b>	<b>16.7%</b>	<b>16.7%</b>	<b>16.7%</b>	<b>16.7%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move Within/To The North And South Marketview Heights Neighborhoods In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
	Below Market Rate Apt.	Market Rate Apt.	All Ranges Apt.	All Ranges Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>100</b>	<b>50</b>	<b>170</b>	<b>30</b>	<b>80</b>	<b>70</b>	<b>500</b>
<i>Metropolitan Cities</i>	90	50	170	30	60	60	460
<i>Small Cities/Satellite Cities</i>	10	0	0	0	20	10	40
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>150</b>	<b>140</b>	<b>80</b>	<b>30</b>	<b>30</b>	<b>70</b>	<b>500</b>
<i>Metropolitan Cities</i>	140	130	70	30	30	50	450
<i>Small Cities/Satellite Cities</i>	10	10	10	0	0	20	50
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>100</b>	<b>110</b>	<b>40</b>	<b>10</b>	<b>20</b>	<b>20</b>	<b>300</b>
<i>Metropolitan Cities</i>	80	80	20	10	10	10	210
<i>Small Cities/Satellite Cities</i>	20	30	20	0	10	10	90
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>350</b>	<b>300</b>	<b>290</b>	<b>70</b>	<b>130</b>	<b>160</b>	<b>1,300</b>
<b>Percent:</b>	<b>26.9%</b>	<b>23.1%</b>	<b>22.3%</b>	<b>5.4%</b>	<b>10.0%</b>	<b>12.3%</b>	<b>100.0%</b>
<b>Percent Rental:</b>	<b>50.0%</b>						
<b>Percent Ownership:</b>	<b>50.0%</b>						
<b>Percent Multi-Family/Single-Family Attached:</b>			<b>77.7%</b>				
<b>Percent Single-Family Detached:</b>			<b>22.3%</b>				

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

**All Draw Area Households With The Potential  
To Move Within/To The North And South Marketview Heights Neighborhoods In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	0	0	0	0	10	10
Cosmopolitan Couples	0	0	0	0	0	10	10
Multi-Ethnic Empty Nesters	30	10	20	10	20	10	100
Downtown Retirees	40	30	30	10	30	20	160
Multi-Ethnic Seniors	20	10	120	10	10	10	180
	<u>90</u>	<u>50</u>	<u>170</u>	<u>30</u>	<u>60</u>	<u>60</u>	<u>460</u>
<b>Small Cities/Satellite Cities</b>							
Middle-Class Move-Downs	0	0	0	0	0	10	10
Blue-Collar Retirees	0	0	0	0	10	0	10
Hometown Retirees	0	0	0	0	10	0	10
Second City Seniors	10	0	0	0	0	0	10
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>10</u>	<u>40</u>
<b>Total:</b>	<b>100</b>	<b>50</b>	<b>170</b>	<b>30</b>	<b>80</b>	<b>70</b>	<b>500</b>
<b>Percent:</b>	<b>20.0%</b>	<b>10.0%</b>	<b>34.0%</b>	<b>6.0%</b>	<b>16.0%</b>	<b>14.0%</b>	<b>100.0%</b>

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



**All Draw Area Households With The Potential  
To Move Within/To The North And South Marketview Heights Neighborhoods In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Traditional &amp; Non-Traditional Families</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Full-Nest Urbanites	0	20	10	10	0	30	70
Multi-Cultural Families	40	40	20	20	30	20	170
In-Town Families	50	40	20	0	0	0	110
Urban Public Housing	50	30	20	0	0	0	100
<i>Subtotal:</i>	<u>140</u>	<u>130</u>	<u>70</u>	<u>30</u>	<u>30</u>	<u>50</u>	<u>450</u>
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	0	0	0	0	0	10	10
Single Parent Families	10	10	10	0	0	10	40
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>50</u>
<b>Total:</b>	<b>150</b>	<b>140</b>	<b>80</b>	<b>30</b>	<b>30</b>	<b>70</b>	<b>500</b>
<b>Percent:</b>	<b>30.0%</b>	<b>28.0%</b>	<b>16.0%</b>	<b>6.0%</b>	<b>6.0%</b>	<b>14.0%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move Within/To The North And South Marketview Heights Neighborhoods In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Younger Singles &amp; Couples</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
e-Types	0	10	0	0	0	10	20
New Bohemians	10	20	10	0	0	0	40
Urban Achievers	70	50	10	10	10	0	150
<i>Subtotal:</i>	<u>80</u>	<u>80</u>	<u>20</u>	<u>10</u>	<u>10</u>	<u>10</u>	<u>210</u>
<b>Small Cities/Satellite Cities</b>							
The VIPs	0	0	0	0	0	10	10
Twentysomethings	0	10	0	0	0	0	10
Small-City Singles	0	10	0	0	0	0	10
Blue-Collar Singles	10	10	0	0	10	0	30
Soul City Singles	10	0	20	0	0	0	30
<i>Subtotal:</i>	<u>20</u>	<u>30</u>	<u>20</u>	<u>0</u>	<u>10</u>	<u>10</u>	<u>90</u>
<b>Total:</b>	<b>100</b>	<b>110</b>	<b>40</b>	<b>10</b>	<b>20</b>	<b>20</b>	<b>300</b>
<b>Percent:</b>	<b>33.3%</b>	<b>36.7%</b>	<b>13.3%</b>	<b>3.3%</b>	<b>6.7%</b>	<b>6.7%</b>	<b>0.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The South Wedge Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>60</b>	<b>20</b>	<b>0</b>	<b>20</b>	<b>100</b>
<i>Metropolitan Cities</i>	60	20	0	20	100
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>190</b>	<b>10</b>	<b>0</b>	<b>20</b>	<b>220</b>
<i>Metropolitan Cities</i>	190	10	0	20	220
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>220</b>	<b>20</b>	<b>0</b>	<b>50</b>	<b>290</b>
<i>Metropolitan Cities</i>	220	20	0	50	290
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>470</b>	<b>50</b>	<b>0</b>	<b>90</b>	<b>610</b>
<b>Percent:</b>	<b>77.0%</b>	<b>8.2%</b>	<b>0.0%</b>	<b>14.8%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The South Wedge Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>60</b>	<b>20</b>	<b>0</b>	<b>20</b>	<b>100</b>
<i>Metropolitan Cities</i>					
Urban Establishment	10	0	0	10	20
Cosmopolitan Couples	20	10	0	0	30
Multi-Ethnic Empty Nesters	30	10	0	10	50
<i>Subtotal:</i>	<u>60</u>	<u>20</u>	<u>0</u>	<u>20</u>	<u>100</u>

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The South Wedge Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>190</b>	<b>10</b>	<b>0</b>	<b>20</b>	<b>220</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	90	10	0	10	110
Multi-Cultural Families	100	0	0	10	110
<i>Subtotal:</i>	190	10	0	20	220

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The South Wedge Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Younger Singles &amp; Couples</b>	<b>220</b>	<b>20</b>	<b>0</b>	<b>50</b>	<b>290</b>
<i>Metropolitan Cities</i>					
e-Types	40	0	0	10	50
New Bohemians	80	10	0	20	110
Urban Achievers	100	10	0	20	130
<i>Subtotal:</i>	<u>220</u>	<u>20</u>	<u>0</u>	<u>50</u>	<u>290</u>

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The South Wedge Neighborhood In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<u>Household Type/ Geographic Designation</u>	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>270</b>	<b>40</b>	<b>0</b>	<b>30</b>	<b>340</b>
<i>Metropolitan Cities</i>	270	40	0	30	340
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>210</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>210</b>
<i>Metropolitan Cities</i>	210	0	0	0	210
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>30</b>
<i>Small Cities/Satellite Cities</i>	0	0	0	30	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>480</b>	<b>40</b>	<b>0</b>	<b>60</b>	<b>580</b>
<b>Percent:</b>	<b>82.8%</b>	<b>6.9%</b>	<b>0.0%</b>	<b>10.3%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The South Wedge Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>270</b>	<b>40</b>	<b>0</b>	<b>30</b>	<b>340</b>
<i>Metropolitan Cities</i>					
Downtown Retirees	130	20	0	10	160
Multi-Ethnic Seniors	140	20	0	20	180
<i>Subtotal:</i>	270	40	0	30	340



Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The South Wedge Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>210</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>210</b>
<i>Metropolitan Cities</i>					
In-Town Families	110	0	0	0	110
Urban Public Housing	100	0	0	0	100
<i>Subtotal:</i>	210	0	0	0	210
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>30</b>
<i>Small Cities/Satellite Cities</i>					
Soul City Singles	0	0	0	30	30
<i>Subtotal:</i>	0	0	0	30	30

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The South Wedge Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>10</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>40</b>	<b>30</b>	<b>100</b>
<i>Metropolitan Cities</i>	10	20	0	0	40	30	100
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>10</b>	<b>80</b>	<b>20</b>	<b>40</b>	<b>40</b>	<b>30</b>	<b>220</b>
<i>Metropolitan Cities</i>	10	80	20	40	40	30	220
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>40</b>	<b>180</b>	<b>30</b>	<b>30</b>	<b>10</b>	<b>0</b>	<b>290</b>
<i>Metropolitan Cities</i>	40	180	30	30	10	0	290
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>60</b>	<b>280</b>	<b>50</b>	<b>70</b>	<b>90</b>	<b>60</b>	<b>610</b>
<b>Percent:</b>	<b>9.8%</b>	<b>45.9%</b>	<b>8.2%</b>	<b>11.5%</b>	<b>14.8%</b>	<b>9.8%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The South Wedge Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	0	0	0	10	10	20
Cosmopolitan Couples	0	10	0	0	10	10	30
Multi-Ethnic Empty Nesters	10	10	0	0	20	10	50
<i>Subtotal:</i>	10	20	0	0	40	30	100
<b>Total:</b>	<b>10</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>40</b>	<b>30</b>	<b>100</b>
<b>Percent:</b>	<b>10.0%</b>	<b>20.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>40.0%</b>	<b>30.0%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Above \$45,000

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The South Wedge Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Full-Nest Urbanites	0	40	10	20	20	20	110
Multi-Cultural Families	10	40	10	20	20	10	110
<i>Subtotal:</i>	10	80	20	40	40	30	220
<b>Total:</b>	<b>10</b>	<b>80</b>	<b>20</b>	<b>40</b>	<b>40</b>	<b>30</b>	<b>220</b>
<b>Percent:</b>	<b>4.5%</b>	<b>36.4%</b>	<b>9.1%</b>	<b>18.2%</b>	<b>18.2%</b>	<b>13.6%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The South Wedge Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<i>Metropolitan Cities</i>							
e-Types	0	30	10	10	0	0	50
New Bohemians	10	70	10	10	10	0	110
Urban Achievers	30	80	10	10	0	0	130
<i>Subtotal:</i>	40	180	30	30	10	0	290
<b>Total:</b>	<b>40</b>	<b>180</b>	<b>30</b>	<b>30</b>	<b>10</b>	<b>0</b>	<b>290</b>
<b>Percent:</b>	<b>13.8%</b>	<b>62.1%</b>	<b>10.3%</b>	<b>10.3%</b>	<b>3.4%</b>	<b>0.0%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move To The South Wedge Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental ----- ..... Multi-Family .....			----- Ownership ----- ..... Single-Family .....			Total
	Below Market Rate Apt.	Market Rate Apt.	Market Rate Apt.	Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>60</b>	<b>40</b>	<b>150</b>	<b>20</b>	<b>40</b>	<b>30</b>	<b>340</b>
<i>Metropolitan Cities</i>	60	40	150	20	40	30	340
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>100</b>	<b>70</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>210</b>
<i>Metropolitan Cities</i>	100	70	40	0	0	0	210
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>10</b>	<b>0</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>
<i>Small Cities/Satellite Cities</i>	10	0	20	0	0	0	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>170</b>	<b>110</b>	<b>210</b>	<b>20</b>	<b>40</b>	<b>30</b>	<b>580</b>
<b>Percent:</b>	<b>29.3%</b>	<b>19.0%</b>	<b>36.2%</b>	<b>3.4%</b>	<b>6.9%</b>	<b>5.2%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move To The South Wedge Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	----- Rental -----			----- Ownership -----			<b>Total</b>
	..... Multi-Family .....			..... Single-Family .....			
	<i>Below</i>			<i>Below</i>			
	<i>Market</i>	<i>Market</i>	<i>Market</i>	<i>Attached</i>	<i>Market-Rate</i>	<i>Market-Rate</i>	
	<u><i>Rate Apt.</i></u>	<u><i>Rate Apt.</i></u>	<u><i>Rate Apt.</i></u>		<u><i>Detached</i></u>	<u><i>Detached</i></u>	
<b>Metropolitan Cities</b>							
Downtown Retirees	40	30	30	10	30	20	160
Multi-Ethnic Seniors	20	10	120	10	10	10	180
<i>Subtotal:</i>	<u>60</u>	<u>40</u>	<u>150</u>	<u>20</u>	<u>40</u>	<u>30</u>	<u>340</u>
<b>Total:</b>	<b>60</b>	<b>40</b>	<b>150</b>	<b>20</b>	<b>40</b>	<b>30</b>	<b>340</b>
<b>Percent:</b>	<b>17.6%</b>	<b>11.8%</b>	<b>44.1%</b>	<b>5.9%</b>	<b>11.8%</b>	<b>8.8%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move To The South Wedge Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	----- Rental -----			----- Ownership -----			Total
	..... Multi-Family .....			..... Single-Family .....			
	Below			Below			
	Market Rate Apt.	Market Rate Apt.	Market Rate Apt.	Attached	Market-Rate Detached	Market-Rate Detached	
<i>Metropolitan Cities</i>							
In-Town Families	50	40	20	0	0	0	110
Urban Public Housing	50	30	20	0	0	0	100
<i>Subtotal:</i>	100	70	40	0	0	0	210
<b>Total:</b>	<b>100</b>	<b>70</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>210</b>
<b>Percent:</b>	<b>47.6%</b>	<b>33.3%</b>	<b>19.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>

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



Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move To The South Wedge Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----			----- Ownership -----			Total
	..... Multi-Family .....			..... Single-Family .....			
	Below Market Rate Apt.	Market Rate Apt.	Market Rate Apt.	Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Younger Singles &amp; Couples</b>							
<i>Small Cities/Satellite Cities</i>							
Soul City Singles	10	0	20	0	0	0	30
Subtotal:	10	0	20	0	0	0	30
<b>Total:</b>	<b>10</b>	<b>0</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>
<b>Percent:</b>	<b>33.3%</b>	<b>0.0%</b>	<b>66.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>

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

Households Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The North And South Marketview Heights Neighborhoods In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	Multi- .. Family ..		Single- ..... Family .....			Total
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached .....</i>	<i>Low-Range</i>	<i>Mid-Range</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>20</b>	<b>0</b>	<b>10</b>	<b>30</b>	<b>10</b>	<b>70</b>
<i>Metropolitan Cities</i>	20	0	10	30	10	70
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>10</b>	<b>30</b>	<b>20</b>	<b>60</b>	<b>10</b>	<b>130</b>
<i>Metropolitan Cities</i>	10	30	20	60	10	130
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>40</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>70</b>
<i>Metropolitan Cities</i>	40	30	0	0	0	70
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>70</b>	<b>60</b>	<b>30</b>	<b>90</b>	<b>20</b>	<b>270</b>
<b>Percent:</b>	<b>25.9%</b>	<b>22.2%</b>	<b>11.1%</b>	<b>33.3%</b>	<b>7.4%</b>	<b>100.0%</b>

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

Households Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**

Households With The Potential

To Move To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	<i>Multi- .. Family ..</i>		<i>Single- ..... Family .....</i>			<b>Total</b>
	<i>.. Attached ..</i>	<i>..... Detached .....</i>				
	<u>All Ranges</u>	<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	10	10	20
Cosmopolitan Couples	10	0	0	10	0	20
Multi-Ethnic Empty Nesters	10	0	10	10	0	30
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>10</u>	<u>30</u>	<u>10</u>	<u>70</u>
<b>Total:</b>	<b>20</b>	<b>0</b>	<b>10</b>	<b>30</b>	<b>10</b>	<b>70</b>
<b>Percent:</b>	<b>28.6%</b>	<b>0.0%</b>	<b>14.3%</b>	<b>42.9%</b>	<b>14.3%</b>	<b>100.0%</b>

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

Households Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**

Households With The Potential

To Move To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	<i>Multi- .. Family ..</i>		<i>Single- ..... Family .....</i>			<b>Total</b>
	<i>.. Attached ..</i>	<i>..... Detached .....</i>	<i>.....</i>	<i>.....</i>	<i>.....</i>	
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	0	20	0	40	10	70
Multi-Cultural Families	10	10	20	20	0	60
<i>Subtotal:</i>	10	30	20	60	10	130
<b>Total:</b>	<b>10</b>	<b>30</b>	<b>20</b>	<b>60</b>	<b>10</b>	<b>130</b>
<b>Percent:</b>	<b>7.7%</b>	<b>23.1%</b>	<b>15.4%</b>	<b>46.2%</b>	<b>7.7%</b>	<b>100.0%</b>

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

Households Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**

Households With The Potential

To Move To The North And South Marketview Heights Neighborhoods In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	<i>Multi- Family</i>		<i>Single- Family</i>			<b>Total</b>
	<i>All Ranges</i>	<i>Attached All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<i>Metropolitan Cities</i>						
e-Types	10	10	0	0	0	20
New Bohemians	20	10	0	0	0	30
Urban Achievers	10	10	0	0	0	20
<i>Subtotal:</i>	<u>40</u>	<u>30</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>70</u>
<b>Total:</b>	<b>40</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>70</b>
<b>Percent:</b>	<b>57.1%</b>	<b>42.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move Within/To The South Wedge Neighborhood In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
	Below Market Rate Apt.	Market Rate Apt.	All Ranges Apt.	All Ranges Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>70</b>	<b>60</b>	<b>170</b>	<b>20</b>	<b>50</b>	<b>70</b>	<b>440</b>
<i>Metropolitan Cities</i>	70	60	170	20	50	70	440
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>110</b>	<b>150</b>	<b>50</b>	<b>30</b>	<b>20</b>	<b>70</b>	<b>430</b>
<i>Metropolitan Cities</i>	110	150	50	30	20	70	430
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>50</b>	<b>180</b>	<b>60</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>320</b>
<i>Metropolitan Cities</i>	40	180	40	30	0	0	290
<i>Small Cities/Satellite Cities</i>	10	0	20	0	0	0	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>230</b>	<b>390</b>	<b>280</b>	<b>80</b>	<b>70</b>	<b>140</b>	<b>1,190</b>
<b>Percent:</b>	<b>19.3%</b>	<b>32.8%</b>	<b>23.5%</b>	<b>6.7%</b>	<b>5.9%</b>	<b>11.8%</b>	<b>100.0%</b>
<b>Percent Rental:</b>	<b>52.1%</b>						
<b>Percent Ownership:</b>	<b>47.9%</b>						
<b>Percent Multi-Family/Single-Family Attached:</b>			<b>82.4%</b>				
<b>Percent Single-Family Detached:</b>			<b>17.6%</b>				

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

**All Draw Area Households With The Potential  
To Move Within/To The South Wedge Neighborhood In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<i>Metropolitan Cities</i>							
Urban Establishment	0	0	0	0	0	20	20
Cosmopolitan Couples	0	10	10	0	0	10	30
Multi-Ethnic Empty Nesters	10	10	10	0	10	10	50
Downtown Retirees	40	30	30	10	30	20	160
Multi-Ethnic Seniors	20	10	120	10	10	10	180
	<u>70</u>	<u>60</u>	<u>170</u>	<u>20</u>	<u>50</u>	<u>70</u>	<u>440</u>
<b>Total:</b>	<b>70</b>	<b>60</b>	<b>170</b>	<b>20</b>	<b>50</b>	<b>70</b>	<b>440</b>
<b>Percent:</b>	<b>15.9%</b>	<b>13.6%</b>	<b>38.6%</b>	<b>4.5%</b>	<b>11.4%</b>	<b>15.9%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move Within/To The South Wedge Neighborhood In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Traditional &amp; Non-Traditional Families</b>	<i>Below</i>	<i>Market</i>	<i>All</i>	<i>All</i>	<i>Below</i>	<i>Market-Rate</i>	<i>Market-Rate</i>
	<u>Rate Apt.</u>	<u>Rate Apt.</u>	<u>Ranges Apt.</u>	<u>Ranges Attached</u>	<u>Market-Rate Detached</u>	<u>Market-Rate Detached</u>	
<i>Metropolitan Cities</i>							
Full-Nest Urbanites	0	40	0	20	0	50	110
Multi-Cultural Families	10	40	10	10	20	20	110
In-Town Families	50	40	20	0	0	0	110
Urban Public Housing	50	30	20	0	0	0	100
<i>Subtotal:</i>	<u>110</u>	<u>150</u>	<u>50</u>	<u>30</u>	<u>20</u>	<u>70</u>	<u>430</u>
<b>Total:</b>	<b>110</b>	<b>150</b>	<b>50</b>	<b>30</b>	<b>20</b>	<b>70</b>	<b>430</b>
<b>Percent:</b>	<b>25.6%</b>	<b>34.9%</b>	<b>11.6%</b>	<b>7.0%</b>	<b>4.7%</b>	<b>16.3%</b>	<b>100.0%</b>

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



**All Draw Area Households With The Potential  
To Move Within/To The South Wedge Neighborhood In 2007**

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Younger Singles &amp; Couples</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
e-Types	0	30	10	10	0	0	50
New Bohemians	10	70	20	10	0	0	110
Urban Achievers	30	80	10	10	0	0	130
<i>Subtotal:</i>	<u>40</u>	<u>180</u>	<u>40</u>	<u>30</u>	<u>0</u>	<u>0</u>	<u>290</u>
<b>Small Cities/Satellite Cities</b>							
Soul City Singles	10	0	20	0	0	0	30
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>20</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>30</u>
<b>Total:</b>	<b>50</b>	<b>180</b>	<b>60</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>320</b>
<b>Percent:</b>	<b>15.6%</b>	<b>56.3%</b>	<b>18.8%</b>	<b>9.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential**  
**To Move To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>70</b>	<b>30</b>	<b>0</b>	<b>30</b>	<b>130</b>
<i>Metropolitan Cities</i>	70	20	0	10	100
<i>Small Cities/Satellite Cities</i>	0	10	0	20	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>110</b>	<b>10</b>	<b>0</b>	<b>10</b>	<b>130</b>
<i>Metropolitan Cities</i>	110	10	0	10	130
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>110</b>	<b>20</b>	<b>10</b>	<b>130</b>	<b>270</b>
<i>Metropolitan Cities</i>	110	0	0	20	130
<i>Small Cities/Satellite Cities</i>	0	20	10	110	140
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>290</b>	<b>60</b>	<b>10</b>	<b>170</b>	<b>530</b>
<b>Percent:</b>	<b>54.7%</b>	<b>11.3%</b>	<b>1.9%</b>	<b>32.1%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>70</b>	<b>30</b>	<b>0</b>	<b>30</b>	<b>130</b>
<i>Metropolitan Cities</i>					
Cosmopolitan Couples	40	20	0	10	70
Multi-Ethnic Empty Nesters	30	0	0	0	30
<i>Subtotal:</i>	<u>70</u>	<u>20</u>	<u>0</u>	<u>10</u>	<u>100</u>
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	0	10	0	20	30
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>20</u>	<u>30</u>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>110</b>	<b>10</b>	<b>0</b>	<b>10</b>	<b>130</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	50	10	0	10	70
Multi-Cultural Families	60	0	0	0	60
<i>Subtotal:</i>	110	10	0	10	130

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential**  
**To Move To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Younger Singles &amp; Couples</b>	<b>110</b>	<b>20</b>	<b>10</b>	<b>130</b>	<b>270</b>
<i>Metropolitan Cities</i>					
e-Types	30	0	0	10	40
New Bohemians	30	0	0	10	40
Urban Achievers	50	0	0	0	50
<i>Subtotal:</i>	<u>110</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>130</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	0	0	0
Twentysomethings	0	10	0	50	60
Small-City Singles	0	10	10	60	80
<i>Subtotal:</i>	<u>0</u>	<u>20</u>	<u>10</u>	<u>110</u>	<u>140</u>

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<u>Household Type/ Geographic Designation</u>	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>130</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>150</b>
<i>Metropolitan Cities</i>	130	20	0	0	150
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>120</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>120</b>
<i>Metropolitan Cities</i>	120	0	0	0	120
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>50</b>	<b>60</b>
<i>Small Cities/Satellite Cities</i>	0	10	0	50	60
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>250</b>	<b>30</b>	<b>0</b>	<b>50</b>	<b>330</b>
<b>Percent:</b>	<b>75.8%</b>	<b>9.1%</b>	<b>0.0%</b>	<b>15.2%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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	<u>City of Rochester</u>	<u>Balance of Monroe</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>130</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>150</b>
<i>Metropolitan Cities</i>					
Downtown Retirees	70	10	0	0	80
Multi-Ethnic Seniors	60	10	0	0	70
<i>Subtotal:</i>	130	20	0	0	150

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	<i>City of Rochester</i>	<i>Balance of Monroe</i>	<i>Regional Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>120</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>120</b>
<i>Metropolitan Cities</i>					
In-Town Families	60	0	0	0	60
Urban Public Housing	60	0	0	0	60
<i>Subtotal:</i>	120	0	0	0	120
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>50</b>	<b>60</b>
<i>Small Cities/Satellite Cities</i>					
Blue-Collar Singles	0	10	0	20	30
Soul City Singles	0	0	0	30	30
<i>Subtotal:</i>	0	10	0	50	60

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



Household Groups With Median Incomes Above \$45,000  
**Tenure (Renter/Buyer) Profile**  
 Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>60</b>	<b>40</b>	<b>130</b>
<i>Metropolitan Cities</i>	0	30	0	0	40	30	100
<i>Small Cities/Satellite Cities</i>	0	0	0	0	20	10	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>10</b>	<b>40</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>130</b>
<i>Metropolitan Cities</i>	10	40	20	20	20	20	130
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>50</b>	<b>120</b>	<b>30</b>	<b>30</b>	<b>40</b>	<b>0</b>	<b>270</b>
<i>Metropolitan Cities</i>	30	60	10	10	20	0	130
<i>Small Cities/Satellite Cities</i>	20	60	20	20	20	0	140
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>60</b>	<b>190</b>	<b>50</b>	<b>50</b>	<b>120</b>	<b>60</b>	<b>530</b>
<b>Percent:</b>	<b>11.3%</b>	<b>35.8%</b>	<b>9.4%</b>	<b>9.4%</b>	<b>22.6%</b>	<b>11.3%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Tenure (Renter/Buyer) Profile**  
 Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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<b>Empty Nesters &amp; Retirees</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Cosmopolitan Couples	0	20	0	0	30	20	70
Multi-Ethnic Empty Nesters	0	10	0	0	10	10	30
<i>Subtotal:</i>	0	30	0	0	40	30	100
<b>Small Cities/Satellite Cities</b>							
Cosmopolitan Elite	0	0	0	0	20	10	30
<i>Subtotal:</i>	0	0	0	0	20	10	30
<b>Total:</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>60</b>	<b>40</b>	<b>130</b>
<b>Percent:</b>	<b>0.0%</b>	<b>23.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>46.2%</b>	<b>30.8%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Tenure (Renter/Buyer) Profile**  
 Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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<b>Traditional &amp; Non-Traditional Families</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<i>Metropolitan Cities</i>							
Full-Nest Urbanites	0	20	10	10	20	10	70
Multi-Cultural Families	10	20	10	10	0	10	60
<i>Subtotal:</i>	10	40	20	20	20	20	130
<b>Total:</b>	<b>10</b>	<b>40</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>130</b>
<b>Percent:</b>	<b>7.7%</b>	<b>30.8%</b>	<b>15.4%</b>	<b>15.4%</b>	<b>15.4%</b>	<b>15.4%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**Tenure (Renter/Buyer) Profile**  
 Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

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<b>Younger Singles &amp; Couples</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
e-Types	0	20	10	10	0	0	40
New Bohemians	10	20	0	0	10	0	40
Urban Achievers	20	20	0	0	10	0	50
<i>Subtotal:</i>	<u>30</u>	<u>60</u>	<u>10</u>	<u>10</u>	<u>20</u>	<u>0</u>	<u>130</u>
<b>Small Cities/Satellite Cities</b>							
Twentysomethings	0	30	10	10	10	0	60
Small-City Singles	20	30	10	10	10	0	80
<i>Subtotal:</i>	<u>20</u>	<u>60</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>0</u>	<u>140</u>
<b>Total:</b>	<b>50</b>	<b>120</b>	<b>30</b>	<b>30</b>	<b>40</b>	<b>0</b>	<b>270</b>
<b>Percent:</b>	<b>18.5%</b>	<b>44.4%</b>	<b>11.1%</b>	<b>11.1%</b>	<b>14.8%</b>	<b>0.0%</b>	<b>100.0%</b>

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

## Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move To The Plymouth Exchange Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental ----- ..... Multi-Family .....			----- Ownership ----- ..... Single-Family .....			Total
	Below Market Rate Apt.	Market Rate Apt.	Market Rate Apt.	Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>30</b>	<b>10</b>	<b>40</b>	<b>10</b>	<b>50</b>	<b>10</b>	<b>150</b>
<i>Metropolitan Cities</i>	30	10	40	10	50	10	150
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>60</b>	<b>40</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>120</b>
<i>Metropolitan Cities</i>	60	40	20	0	0	0	120
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>20</b>	<b>10</b>	<b>20</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>60</b>
<i>Small Cities/Satellite Cities</i>	20	10	20	0	10	0	60
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>110</b>	<b>60</b>	<b>80</b>	<b>10</b>	<b>60</b>	<b>10</b>	<b>330</b>
<b>Percent:</b>	<b>33.3%</b>	<b>18.2%</b>	<b>24.2%</b>	<b>3.0%</b>	<b>18.2%</b>	<b>3.0%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move To The Plymouth Exchange Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	----- Rental -----			----- Ownership -----			<b>Total</b>
	..... Multi-Family .....			..... Single-Family .....			
	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>Attached</i>	<i>Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Downtown Retirees	20	10	20	0	20	10	80
Multi-Ethnic Seniors	10	0	20	10	30	0	70
<i>Subtotal:</i>	30	10	40	10	50	10	150
<b>Total:</b>	<b>30</b>	<b>10</b>	<b>40</b>	<b>10</b>	<b>50</b>	<b>10</b>	<b>150</b>
<b>Percent:</b>	<b>20.0%</b>	<b>6.7%</b>	<b>26.7%</b>	<b>6.7%</b>	<b>33.3%</b>	<b>6.7%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move To The Plymouth Exchange Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	----- Rental -----			----- Ownership -----			<b>Total</b>
	..... Multi-Family .....			..... Single-Family .....			
	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>Attached</i>	<i>Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
In-Town Families	30	20	10	0	0	0	60
Urban Public Housing	30	20	10	0	0	0	60
<i>Subtotal:</i>	<u>60</u>	<u>40</u>	<u>20</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>120</u>
<b>Total:</b>	<b>60</b>	<b>40</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>120</b>
<b>Percent:</b>	<b>50.0%</b>	<b>33.3%</b>	<b>16.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Below \$45,000

**Tenure (Renter/Owner) Profile**

Households With The Potential

To Move To The Plymouth Exchange Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----			----- Ownership -----			Total
	..... Multi-Family .....			..... Single-Family .....			
	Below			Below			
<b>Younger Singles &amp; Couples</b>	Market	Market	Market	Attached	Market-Rate	Market-Rate	
	Rate Apt.	Rate Apt.	Rate Apt.		Detached	Detached	
<i>Small Cities/Satellite Cities</i>							
Blue-Collar Singles	10	10	0	0	10	0	30
Soul City Singles	10	0	20	0	0	0	30
Subtotal:	20	10	20	0	10	0	60
<b>Total:</b>	<b>20</b>	<b>10</b>	<b>20</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>60</b>
<b>Percent:</b>	<b>33.3%</b>	<b>16.7%</b>	<b>33.3%</b>	<b>0.0%</b>	<b>16.7%</b>	<b>0.0%</b>	<b>100.0%</b>

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



Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- ..... Family .....			Total	
	<i>.. Attached ..</i>	<i>..... Detached .....</i>				
	<u>All Ranges</u>	<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	
<b>Empty Nesters &amp; Retirees</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>20</b>	<b>20</b>	<b>100</b>
<i>Metropolitan Cities</i>	20	10	20	10	10	70
<i>Small Cities/Satellite Cities</i>	0	0	10	10	10	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>80</b>
<i>Metropolitan Cities</i>	20	20	10	20	10	80
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>40</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>100</b>
<i>Metropolitan Cities</i>	20	0	10	0	10	40
<i>Small Cities/Satellite Cities</i>	20	20	10	10	0	60
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>80</b>	<b>50</b>	<b>60</b>	<b>50</b>	<b>40</b>	<b>280</b>
<b>Percent:</b>	<b>28.6%</b>	<b>17.9%</b>	<b>21.4%</b>	<b>17.9%</b>	<b>14.3%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Empty Nesters &amp; Retirees</b>	<i>Multi- .. Family ..</i>		<i>Single- ..... Family .....</i>			<b>Total</b>
	<i>All Ranges</i>	<i>Attached ..</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<b>Metropolitan Cities</b>						
Cosmopolitan Couples	10	10	10	10	10	50
Multi-Ethnic Empty Nesters	10	0	10	0	0	20
<i>Subtotal:</i>	20	10	20	10	10	70
<b>Small Cities/Satellite Cities</b>						
Cosmopolitan Elite	0	0	10	10	10	30
<i>Subtotal:</i>	0	0	10	10	10	30
<b>Total:</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>20</b>	<b>20</b>	<b>100</b>
<b>Percent:</b>	<b>20.0%</b>	<b>10.0%</b>	<b>30.0%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**

Households With The Potential

To Move To The Plymouth Exchange Neighborhood In 2007

*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Traditional &amp; Non-Traditional Families</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<b>Total</b>	
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached .....</i>			
	<u><i>All Ranges</i></u>	<u><i>All Ranges</i></u>	<u><i>Low-Range</i></u>	<u><i>Mid-Range</i></u>	<u><i>High-Range</i></u>	
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	10	10	0	20	10	50
Multi-Cultural Families	10	10	10	0	0	30
<i>Subtotal:</i>	<u>20</u>	<u>20</u>	<u>10</u>	<u>20</u>	<u>10</u>	<u>80</u>
<b>Total:</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>80</b>
<b>Percent:</b>	<b>25.0%</b>	<b>25.0%</b>	<b>12.5%</b>	<b>25.0%</b>	<b>12.5%</b>	<b>100.0%</b>

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

Household Groups With Median Incomes Above \$45,000  
**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Plymouth Exchange Neighborhood In 2007  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached .....</i> <i>Mid-Range</i>		
<b><i>Metropolitan Cities</i></b>						
e-Types	10	0	0	0	10	20
New Bohemians	10	0	0	0	0	10
Urban Achievers	0	0	10	0	0	10
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>40</u>
<b><i>Small Cities/Satellite Cities</i></b>						
Twentysomethings	10	10	0	10	0	30
Small-City Singles	10	10	10	0	0	30
<i>Subtotal:</i>	<u>20</u>	<u>20</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>60</u>
<b>Total:</b>	<b>40</b>	<b>20</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>100</b>
<b>Percent:</b>	<b>40.0%</b>	<b>20.0%</b>	<b>20.0%</b>	<b>10.0%</b>	<b>10.0%</b>	<b>100.0%</b>

**All Draw Area Households With The Potential  
To Move Within/To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

Household Type/ Geographic Area	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
	Below Market Rate Apt.	Market Rate Apt.	All Ranges Apt.	All Ranges Attached	Below Market-Rate Detached	Market-Rate Detached	
<b>Empty Nesters &amp; Retirees</b>	<b>30</b>	<b>40</b>	<b>60</b>	<b>20</b>	<b>60</b>	<b>70</b>	<b>280</b>
<i>Metropolitan Cities</i>	30	40	60	20	60	40	250
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	30	30
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>70</b>	<b>80</b>	<b>40</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>250</b>
<i>Metropolitan Cities</i>	70	80	40	20	10	30	250
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>70</b>	<b>130</b>	<b>60</b>	<b>20</b>	<b>30</b>	<b>20</b>	<b>330</b>
<i>Metropolitan Cities</i>	30	60	20	0	10	10	130
<i>Small Cities/Satellite Cities</i>	40	70	40	20	20	10	200
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>170</b>	<b>250</b>	<b>160</b>	<b>60</b>	<b>100</b>	<b>120</b>	<b>860</b>
<b>Percent:</b>	<b>19.8%</b>	<b>29.0%</b>	<b>18.6%</b>	<b>7.0%</b>	<b>11.6%</b>	<b>14.0%</b>	<b>100.0%</b>
<b>Percent Rental:</b>	<b>48.8%</b>						
<b>Percent Ownership:</b>	<b>51.2%</b>						
<b>Percent Multi-Family/Single-Family Attached:</b>	<b>74.3%</b>						
<b>Percent Single-Family Detached:</b>	<b>25.6%</b>						

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

**All Draw Area Households With The Potential  
To Move Within/To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Empty Nesters &amp; Retirees</b>	<i>Below Market Rate Apt.</i>	<i>Market Rate Apt.</i>	<i>All Ranges Apt.</i>	<i>All Ranges Attached</i>	<i>Below Market-Rate Detached</i>	<i>Market-Rate Detached</i>	
<b>Metropolitan Cities</b>							
Cosmopolitan Couples	0	20	10	10	0	30	70
Multi-Ethnic Empty Nesters	0	10	10	0	10	0	30
Downtown Retirees	20	10	20	0	20	10	80
Multi-Ethnic Seniors	10	0	20	10	30	0	70
	<u>30</u>	<u>40</u>	<u>60</u>	<u>20</u>	<u>60</u>	<u>40</u>	<u>250</u>
<b>Small Cities/Satellite Cities</b>							
Cosmopolitan Elite	0	0	0	0	0	30	30
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>30</u>
<b>Total:</b>	<b>30</b>	<b>40</b>	<b>60</b>	<b>20</b>	<b>60</b>	<b>70</b>	<b>280</b>
<b>Percent:</b>	<b>10.7%</b>	<b>14.3%</b>	<b>21.4%</b>	<b>7.1%</b>	<b>21.4%</b>	<b>25.0%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move Within/To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Traditional &amp; Non-Traditional Families</b>	<i>Below</i>	<i>Market</i>	<i>All</i>	<i>All</i>	<i>Below</i>	<i>Market-Rate</i>	
	<i>Market</i>	<i>Rate Apt.</i>	<i>Ranges</i>	<i>Ranges</i>	<i>Market-Rate</i>	<i>Market-Rate</i>	
	<u>Rate Apt.</u>	<u>Rate Apt.</u>	<u>Apt.</u>	<u>Attached</u>	<u>Detached</u>	<u>Detached</u>	
<i>Metropolitan Cities</i>							
Full-Nest Urbanites	0	20	10	10	0	30	70
Multi-Cultural Families	10	20	10	10	10	0	60
In-Town Families	30	20	10	0	0	0	60
Urban Public Housing	30	20	10	0	0	0	60
<i>Subtotal:</i>	<u>70</u>	<u>80</u>	<u>40</u>	<u>20</u>	<u>10</u>	<u>30</u>	<u>250</u>
<b>Total:</b>	<b>70</b>	<b>80</b>	<b>40</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>250</b>
<b>Percent:</b>	<b>28.0%</b>	<b>32.0%</b>	<b>16.0%</b>	<b>8.0%</b>	<b>4.0%</b>	<b>12.0%</b>	<b>100.0%</b>

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

**All Draw Area Households With The Potential  
To Move Within/To The Plymouth Exchange Neighborhood In 2007**  
*City of Rochester; Balance of Monroe County; Regional Draw Area; All Other U.S. Counties*

	----- Rental -----		----- Ownership -----				Total
	..... Multi-Family .....		..... Single-Family .....				
<b>Younger Singles &amp; Couples</b>	Below	Market	All	All	Below	Market-Rate	Market-Rate
	Market	Rate Apt.	Ranges	Ranges	Market-Rate	Detached	Detached
	Rate Apt.	Rate Apt.	Apt.	Attached	Detached	Detached	
<b>Metropolitan Cities</b>							
e-Types	0	20	10	0	0	10	40
New Bohemians	10	20	10	0	0	0	40
Urban Achievers	20	20	0	0	10	0	50
<i>Subtotal:</i>	30	60	20	0	10	10	130
<b>Small Cities/Satellite Cities</b>							
Twentysomethings	0	30	10	10	0	10	60
Small-City Singles	20	30	10	10	10	0	80
Blue-Collar Singles	10	10	0	0	10	0	30
Soul City Singles	10	0	20	0	0	0	30
<i>Subtotal:</i>	40	70	40	20	20	10	200
<b>Total:</b>	<b>70</b>	<b>130</b>	<b>60</b>	<b>20</b>	<b>30</b>	<b>20</b>	<b>330</b>
<b>Percent:</b>	<b>21.2%</b>	<b>39.4%</b>	<b>18.2%</b>	<b>6.1%</b>	<b>9.1%</b>	<b>6.1%</b>	<b>0.0%</b>

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



## Appendix Two Tables



Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Wayne County, New York*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>6,400</b>	<b>60</b>	<b>60.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	6,400	60	60.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>12,825</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	12,825	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>2,925</b>	<b>40</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	2,925	40	40.0%
<b>Total:</b>	<b>22,150</b>	<b>100</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>35,550</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>62.3%</b>		

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Wayne County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>6,400</b>	<b>60</b>	<b>60.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	890	10	10.0%
New Empty Nesters	1,240	10	10.0%
RV Retirees	4,270	40	40.0%
<i>Subtotal:</i>	<u>6,400</u>	<u>60</u>	<u>60.0%</u>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Wayne County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>12,825</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural 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%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
The Entrepreneurs	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	390	0	0.0%
Full-Nest Exurbanites	1,525	0	0.0%
New-Town Families	2,345	0	0.0%
Small-Town Families	3,825	0	0.0%
Blue-Collar Families	4,740	0	0.0%
<i>Subtotal:</i>	12,825	0	0.0%

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Wayne County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>2,925</b>	<b>40</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	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%
Twentysomethings	0	0	0.0%
Small-City 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%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	175	0	0.0%
Cross-Training Couples	1,495	20	20.0%
Exurban Suburbanites	1,255	20	20.0%
<i>Subtotal:</i>	<u>2,925</u>	<u>40</u>	<u>40.0%</u>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Wayne County, New York*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty-Nesters &amp; Retirees</b>	<b>6,175</b>	<b>20</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	6,175	20	40.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>3,310</b>	<b>10</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	3,310	10	20.0%
<b>Younger Singles &amp; Couples</b>	<b>3,915</b>	<b>20</b>	<b>40.0%</b>
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	3,915	20	40.0%
<b>Total:</b>	<b>13,400</b>	<b>50</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>35,550</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>37.7%</b>		

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

Household Groups With Median Incomes Below \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Wayne County, New York*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty-Nesters &amp; Retirees</b>	<b>6,175</b>	<b>20</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>			
Downtown Retirees	0	0	0.0%
Multi-Ethnic Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Retirees	0	0	0.0%
Hometown Retirees	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>			
Suburban Retirees	0	0	0.0%
Suburban Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Heartland Empty Nesters	2,305	10	20.0%
Small-Town Seniors	1,370	10	20.0%
Back Country Seniors	1,005	0	0.0%
Rural Seniors	770	0	0.0%
Struggling Retirees	725	0	0.0%
<i>Subtotal:</i>	<u>6,175</u>	<u>20</u>	<u>40.0%</u>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Wayne County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>3,310</b>	<b>10</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>			
In-Town Families	0	0	0.0%
Urban Public Housing	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Single Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Struggling Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Kids 'r' Us	920	10	20.0%
Rustic Families	1,600	0	0.0%
Rural Public Housing	790	0	0.0%
<i>Subtotal:</i>	<u>3,310</u>	<u>10</u>	<u>20.0%</u>
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Singles	0	0	0.0%
Soul City Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Country Couples	1,525	10	20.0%
Rural Singles	1,190	10	20.0%
Rural Strivers	1,200	0	0.0%
<i>Subtotal:</i>	<u>3,915</u>	<u>20</u>	<u>40.0%</u>

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



Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Ontario County, New York*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>7,985</b>	<b>40</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	755	10	10.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	7,230	30	30.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,355</b>	<b>10</b>	<b>10.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	430	10	10.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	10,925	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>4,805</b>	<b>50</b>	<b>50.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	510	10	10.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	4,295	40	40.0%
<b>Total:</b>	<b>24,145</b>	<b>100</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>40,775</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>59.2%</b>		

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Ontario County, New York*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>7,985</b>	<b>40</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	170	0	0.0%
Middle-Class Move-Downs	585	10	10.0%
<i>Subtotal:</i>	<u>755</u>	<u>10</u>	<u>10.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	2,145	20	20.0%
New Empty Nesters	1,045	10	10.0%
RV Retirees	4,040	0	0.0%
<i>Subtotal:</i>	<u>7,230</u>	<u>30</u>	<u>30.0%</u>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Ontario County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,355</b>	<b>10</b>	<b>10.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	110	0	0.0%
Multi-Ethnic Families	320	10	10.0%
<i>Subtotal:</i>	430	10	10.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
The Entrepreneurs	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	1,195	0	0.0%
Full-Nest Exurbanites	1,435	0	0.0%
New-Town Families	2,490	0	0.0%
Small-Town Families	2,785	0	0.0%
Blue-Collar Families	3,020	0	0.0%
<i>Subtotal:</i>	10,925	0	0.0%

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Ontario County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>4,805</b>	<b>50</b>	<b>50.0%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	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	110	0	0.0%
Twentysomethings	105	0	0.0%
Small-City Singles	295	10	10.0%
<i>Subtotal:</i>	<u>510</u>	<u>10</u>	<u>10.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	590	10	10.0%
Cross-Training Couples	2,060	30	30.0%
Exurban Suburbanites	1,645	0	0.0%
<i>Subtotal:</i>	<u>4,295</u>	<u>40</u>	<u>40.0%</u>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Ontario County, New York*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty-Nesters &amp; Retirees</b>	<b>8,915</b>	<b>30</b>	<b>60.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,365	10	20.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	6,550	20	40.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>3,235</b>	<b>10</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	480	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	2,755	10	20.0%
<b>Younger Singles &amp; Couples</b>	<b>4,480</b>	<b>10</b>	<b>20.0%</b>
<i>Small Cities/Satellite Cities</i>	615	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	3,865	10	20.0%
<b>Total:</b>	<b>16,630</b>	<b>50</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>40,775</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>40.8%</b>		

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Ontario County, New York*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty-Nesters &amp; Retirees</b>	<b>8,915</b>	<b>30</b>	<b>60.0%</b>
<i>Metropolitan Cities</i>			
Downtown Retirees	0	0	0.0%
Multi-Ethnic Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Retirees	1,565	10	20.0%
Hometown Retirees	385	0	0.0%
Second City Seniors	415	0	0.0%
<i>Subtotal:</i>	<u>2,365</u>	<u>10</u>	<u>20.0%</u>
<i>Metropolitan Suburbs</i>			
Suburban Retirees	0	0	0.0%
Suburban Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Heartland Empty Nesters	2,270	10	20.0%
Small-Town Seniors	1,995	10	20.0%
Back Country Seniors	695	0	0.0%
Rural Seniors	730	0	0.0%
Struggling Retirees	860	0	0.0%
<i>Subtotal:</i>	<u>6,550</u>	<u>20</u>	<u>40.0%</u>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Ontario County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>3,235</b>	<b>10</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>			
In-Town Families	0	0	0.0%
Urban Public Housing	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Single Parent Families	480	0	0.0%
<i>Subtotal:</i>	<u>480</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Struggling Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Kids 'r' Us	1,045	10	20.0%
Rustic Families	1,065	0	0.0%
Rural Public Housing	645	0	0.0%
<i>Subtotal:</i>	<u>2,755</u>	<u>10</u>	<u>20.0%</u>
<b>Younger Singles &amp; Couples</b>	<b>615</b>	<b>0</b>	<b>0.0%</b>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Singles	340	0	0.0%
Soul City Singles	275	0	0.0%
<i>Subtotal:</i>	<u>615</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Country Couples	1,555	0	0.0%
Rural Singles	1,365	10	20.0%
Rural Strivers	945	0	0.0%
<i>Subtotal:</i>	<u>3,865</u>	<u>10</u>	<u>20.0%</u>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Livingston County, New York*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>3,490</b>	<b>30</b>	<b>60.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	3,490	30	60.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>5,505</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	5,505	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>2,390</b>	<b>20</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	2,390	20	40.0%
<b>Total:</b>	<b>11,385</b>	<b>50</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>22,630</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>50.3%</b>		

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



Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Livingston County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>3,490</b>	<b>30</b>	<b>60.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	790	10	20.0%
New Empty Nesters	1,285	20	40.0%
RV Retirees	1,415	0	0.0%
<i>Subtotal:</i>	<u>3,490</u>	<u>30</u>	<u>60.0%</u>

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

Household Groups With Median Incomes Above \$45,000  
**Households With The Potential  
 To Move To The City Of Rochester In 2007**  
*Livingston County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>5,505</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural 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%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
The Entrepreneurs	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	10	0	0.0%
Full-Nest Exurbanites	1,320	0	0.0%
New-Town Families	900	0	0.0%
Small-Town Families	1,325	0	0.0%
Blue-Collar Families	1,950	0	0.0%
<i>Subtotal:</i>	5,505	0	0.0%

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

## Household Groups With Median Incomes Above \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Livingston County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>2,390</b>	<b>20</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	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%
Twentysomethings	0	0	0.0%
Small-City 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%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	90	0	0.0%
Cross-Training Couples	1,435	20	40.0%
Exurban Suburbanites	865	0	0.0%
<i>Subtotal:</i>	<u>2,390</u>	<u>20</u>	<u>40.0%</u>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Livingston County, New York*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty-Nesters &amp; Retirees</b>	<b>4,260</b>	<b>10</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	4,260	10	20.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>3,160</b>	<b>10</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	3,160	10	20.0%
<b>Younger Singles &amp; Couples</b>	<b>3,825</b>	<b>30</b>	<b>60.0%</b>
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	3,825	30	60.0%
<b>Total:</b>	<b>11,245</b>	<b>50</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>22,630</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>49.7%</b>		

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Livingston County, New York*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty-Nesters &amp; Retirees</b>	<b>4,260</b>	<b>10</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>			
Downtown Retirees	0	0	0.0%
Multi-Ethnic Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Retirees	0	0	0.0%
Hometown Retirees	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>			
Suburban Retirees	0	0	0.0%
Suburban Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Heartland Empty Nesters	1,530	10	20.0%
Small-Town Seniors	770	0	0.0%
Back Country Seniors	700	0	0.0%
Rural Seniors	490	0	0.0%
Struggling Retirees	770	0	0.0%
<i>Subtotal:</i>	<u>4,260</u>	<u>10</u>	<u>20.0%</u>

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

## Household Groups With Median Incomes Below \$45,000

**Households With The Potential  
To Move To The City Of Rochester In 2007***Livingston County, New York*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>3,160</b>	<b>10</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>			
In-Town Families	0	0	0.0%
Urban Public Housing	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Single Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Struggling Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Kids 'r' Us	645	10	20.0%
Rustic Families	1,835	0	0.0%
Rural Public Housing	680	0	0.0%
<i>Subtotal:</i>	<u>3,160</u>	<u>10</u>	<u>20.0%</u>
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Singles	0	0	0.0%
Soul City Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Country Couples	1,600	10	20.0%
Rural Singles	1,030	10	20.0%
Rural Strivers	1,195	10	20.0%
<i>Subtotal:</i>	<u>3,825</u>	<u>30</u>	<u>60.0%</u>

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

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Research & Strategic Analysis

## 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 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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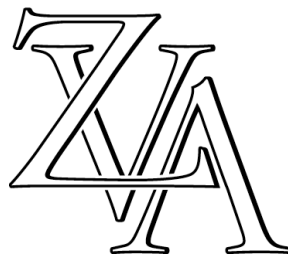
TARGET MARKET DESCRIPTIONS

AN ANALYSIS  
OF  
RESIDENTIAL MARKET POTENTIAL

City of Rochester  
Monroe County, New York

March, 2007

Conducted by  
ZIMMERMAN / VOLK ASSOCIATES, INC.  
P.O. Box 4907  
Clinton, New Jersey 08809





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Research & Strategic Analysis

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TARGET MARKET DESCRIPTIONS\_\_\_\_\_

The following target market lifestyle and values profiles have been developed by Zimmerman/Volk Associates, Inc., based on United States Bureau of Census data, Claritas' geo-demographic segmentation, and Zimmerman/Volk Associates' lifestyle and housing correlation methodology. The target market lifestyle and values profiles have been devised for use by design, marketing, and merchandising professionals in perfecting the position of new housing within the marketplace.





EMPTY NESTERS & RETIREES

– *Metropolitan Cities* –



THE URBAN ESTABLISHMENT 

---

*Configuration:* Empty-nest couples; older singles (divorced and widowed).

Average household size—2 persons.

Predominant age range of adults—45 to 64.

*Characteristics:* Affluent, educated and sophisticated older couples.

Success achieved through intelligence, connections and contacts.

Over two-thirds attended or graduated from college or have advanced degrees.

High-ranking professionals in medicine, law, business and finance; arts and entertainment.

*Housing preferences:* Exclusive urban neighborhoods.

Elegant mansions, townhouses (the city version) and condominiums (the high-rise version).

Nearly one quarter lease large, luxurious apartments.

*Consumption patterns:* Chauffeured car; drive a Jaguar.

Investment property.

Undercounter wine cellar.

Watch *Washington Week In Review*.

Read *The Wall Street Journal*.

*Icons:* Mark Cross appointment book; the blue Tiffany box and the red Cartier box.



“Luxury must be comfortable, otherwise it is not luxury.”

— Coco Chanel



COSMOPOLITAN COUPLES 

---

*Configuration:* Empty-nest couples; widows and widowers.  
Average household size—1 and 2 persons.  
Predominant age range of adults—55 and older.

*Characteristics:* Multi-ethnic neighborhoods, including white, African-American, Latino and Asian residents.  
Leisure-intensive lifestyles.  
College-educated.  
Lawyers, administrators, financial analysts.

*Housing preferences:* Vibrant urban neighborhoods built before World War II.  
High-rises and rowhouses; detached houses on urban lots.  
Nearly three-quarters own their homes.

*Consumption patterns:* Lincoln Town Car.  
Play the lottery.  
Avid theater-goers.  
Watch *People's Court*.  
Read *Time*.

*Icons:* Theater tickets; lottery tickets.



“Join the United States and join the family—  
But not much in between unless a college.”

– Robert Frost





MULTI-ETHNIC EMPTY NESTERS 

---

*Configuration:* Older couples; empty nesters, or with adult children still living at home.  
Average household size—2 to 3 persons.  
Predominant age range of adults—55 and up.

*Characteristics:* Middle-class African-American, Latino and Asian households.  
Nearly 60 percent graduated high school; another 35 percent have some college education.  
More than a quarter are retired; the remainder are still working.  
Social services; health care employees; service workers; administrative support.

*Housing preferences:* Rowhouses; mid- and high-rise apartments in urban neighborhoods.  
Mix of long-time residents and newcomers.  
Nearly 60 percent own their dwelling units, which they have owned for several years.

*Consumption patterns:* Acura TL, Toyota Corolla.  
Dancing monthly.  
Volunteer and community involvement.  
Watch *Court TV*.  
Read *Prevention*.

*Icons:* Collection of classic jazz; framed photograph of Martin Luther King.



“Before a group can enter the open society,  
it must first close ranks.”

– Stokely Carmichael and  
Charles Vernon Hamilton





EMPTY NESTERS & RETIREES

– *Small Cities/Satellite Cities* –



COSMOPOLITAN ELITE 

---

*Configuration:* Young empty-nesters; older families with college-aged children.  
Average household size—2 to 3 persons.  
Predominant age range of adults—45 to 64.

*Characteristics:* Upper-middle- to high-income empty-nesters—leading-edge Baby Boomers.  
Established cultural elite of America’s smaller cities.  
Well educated—more than two-thirds attended or graduated from college,  
or received professional degrees.  
Prominent lawyers, doctors, professors and executives in local management,  
finance, and technical companies.

*Housing preferences:* Single-family neighborhoods within and outside smaller cities.  
Detached houses in wealthy enclaves, often near the country club.  
More than 38 percent have moved within the past five years.

*Consumption patterns:* German SUVs—BMW for her, Mercedes-Benz for him—and the Porsche  
Boxster for fun.  
Country club board member.  
Involvement in civic activities—historic preservation, beautification  
programs.  
Watch *Great Performances*.  
Read *Wine Spectator*.

*Icons:* Automated home theatre; symphony subscription tickets.



“Once discover comfort, there is no turning back.”

– Mason Cooley



MIDDLE-CLASS MOVE-DOWNS

---

*Configuration:* Older married couples, widows/widowers, divorcés/divorcées.

Average household size—2 persons.

Predominant age range of adults—55 plus.

*Characteristics:* Older couples in the middle of the socio-economic scale.

Some members of this group have already retired.

Most are high school graduates; some attended college.

Middle managers; social service workers; librarians; sales.

*Housing preferences:* Mid-sized satellite cities.

Moderate-value bungalows and ranches; new townhouses as move-down alternatives.

Nearly three-quarters of these households own their homes.

*Consumption patterns:* Toyota Camry.

Bird watching.

Adult education courses.

Watch *Golf* network.

Read *AARP The Magazine*

*Icons:* Audubon membership; upright piano.



“So always look for the silver lining  
And try to find the sunny side of life.”

– P.G. Wodehouse





EMPTY NESTERS & RETIREES

*– Metropolitan Suburbs –*



## OLD MONEY

---

*Configuration:* Empty-nest couples; some with college-aged children.  
 Average household size—2 to 3 persons.  
 Predominant age range of adults—50 to 74.

*Characteristics:* Upper crust, wealthy American families—one in 10 is a multi-millionaire.  
 Heirs to “old money;” accustomed to privilege and luxury.  
 Highly educated, with college and graduate degrees.  
 Judges; medical specialists; chief executive officers.

*Housing preferences:* Older metropolitan suburban fringe areas.  
 Estate homes in high-prestige neighborhoods; secluded older estates.  
 Attached units for resort homes or urban *pieds-à-terre*.

*Consumption patterns:* A collection of thoroughbred automobiles.  
 Personal services to cater to their needs.  
 Theater; classical music.  
 Sailing; tennis.  
 World travel; extended visits to Europe.  
 Watch *Nightly Business Report*.  
 Read *Architectural Digest*.

*Icons:* Threadbare Oriental carpets; chipped heirloom Waterford crystal.



“They [the very rich] are different from you and me.”

– F. Scott Fitzgerald



SUBURBAN ESTABLISHMENT 

---

*Configuration:* Mature empty-nest couples.  
Average household size—2 persons.  
Predominant age range of adults—50 and older.

*Characteristics:* Upper-middle-income couples in their peak earning years.  
Parents of the trailing-edge Baby Boomers.  
More than half attended or graduated from college.  
Mostly white-collar managers and professionals, with many years at the same firm.

*Housing preferences:* Vintage 1960s suburban subdivisions.  
Their originally middle-class detached houses have been upgraded over the years to match their growing income and status.  
Many still live in the houses they bought new, 30 or 40 years ago; when they move, they downsize to an apartment downtown or a resort condominium.

*Consumption patterns:* VW Beetle; PT Cruiser; Chrysler 300.  
Resort cruises.  
Theater and museum attendees.  
Listen to jazz.  
Read *Consumer Digest*.

*Icons:* A timeshare condo; Boston Market take-out.



“Just enjoy your ice cream while it’s on your plate.”

– Thornton Wilder



AFFLUENT EMPTY NESTERS 

---

*Configuration:* Married empty-nest couples.  
 Average household size—2 persons.  
 Predominant age range of adults—55 and older.

*Characteristics:* Older established couples, often with two incomes.  
 Significant financial resources—untapped equity in their homes.  
 Half attended or graduated from college.  
 Small-business owners; corporate officers; sales directors.

*Housing preferences:* Eighty-five percent own their homes.  
 Detached houses with high property values.  
 Likely to move to or near downtown when last child has left home.

*Consumption patterns:* Buick Park Avenue; Cadillac CTS.  
 An active life of travel, leisure, and entertainment.  
 All-inclusive European travel packages.  
 Watch *Charlie Rose*.  
 Read *Smithsonian*.

*Icons:* Well-thumbed Italian phrasebook; AAA membership card.



“We made our money the old-fashioned way; we earned it.”

– Variation on Advertisement





MAINSTREAM RETIREES

---

*Configuration:* Retired singles and couples.  
Average household size—2 persons.  
Predominant age range of adults—65 and older.

*Characteristics:* Middle- to upper-middle-income households.  
Prefer to spend their “golden years” around people of all ages.  
Nearly half attended or graduated from college.  
Country lawyers, doctors, and shopkeepers.

*Housing preferences:* Small suburban towns.  
Cottages; townhouses; condominiums.  
High percentage of vacation/weekend homes.

*Consumption patterns:* Mercury Sable.  
Golf; gardening; reading.  
Museums of all kinds.  
Watch *This Old House*.  
Read *House and Garden*.

*Icons:* Cable TV guide; his ‘n’ her golf clubs.



“And love can come to everyone,  
The best things in life are free.”

– Buddy De Sylva



MIDDLE-AMERICAN RETIREES \_\_\_\_\_

*Configuration:* Retired couples and singles.  
Average household size—1 to 2 persons.  
Predominant age range of adults—55 and older.

*Characteristics:* Middle-income households with middle-class sensibilities.  
Family- and community-oriented.  
Most are high school graduates; 10 percent graduated from college.  
Former secretaries; accountants; small business owners.

*Housing preferences:* Older inner-ring suburbs.  
Well-kept bungalows, ramblers, colonials.  
More than three-quarters own their residences and the mortgage is paid off.

*Consumption patterns:* Mercury Grand Marquis.  
Bowling.  
Membership in a fraternal order.  
Watch *NBC Today Show*.  
Read *Ladies Home Journal*.

*Icons:* Frank Sinatra records; his 'n' hers bowling balls.



“If I’d known I was going to live this long,  
I’d have taken better care of myself.”

– Eubie Blake





EMPTY NESTERS & RETIREES

*– Town & Country/Exurbs –*



SMALL-TOWN ESTABLISHMENT \_\_\_\_\_

*Configuration:* Empty-nest couples.  
Average household size—2 persons.  
Predominant age range of adults—50 and older.

*Characteristics:* The leading citizens of small-town communities.  
Nearly half have college or graduate degrees.  
Most have annual incomes of \$100,000 or more.  
Small-town lawyers, doctors, bankers, chief executives.

*Housing preferences:* Affluent rural enclaves.  
Large single-family houses in the country; second homes in the city.  
High-tech homes.

*Consumption patterns:* Older Cadillac de Ville in showroom condition.  
Belong to a country club.  
Cross-country skiing.  
Watch *HBO*.  
Read *Country Living*.

*Icons:* Investment portfolios; Caribbean cruises.



“The life of the wealthy is one long Sunday.”

– Anton Chekhov



NEW EMPTY NESTERS 

---

*Configuration:* Empty-nest couples; a small percentage have a youngest child still at home.  
Average household size—2 to 3 persons.  
Predominant age range of adults—45 to 60.

*Characteristics:* Middle-aged and upper-middle-class.  
Dual-income households.  
High disposable income.  
Small business owners; local homebuilders.

*Housing preferences:* Semi-rural small towns fast becoming middle-class suburbs.  
The nicest house on the nicest street in town.  
A large percentage own timeshares or second homes.

*Consumption patterns:* Ford Explorer.  
Belong to a civic organization.  
Dining out.  
Watch *Fox News*.  
Read *U.S. News and World Report*.

*Icons:* Travel club; Chamber of commerce membership.



“In the small town each citizen had done something  
in his own way to build the community”

– Daniel J. Boorstin



RV RETIREES

---

*Configuration:* Older couples.  
Average household size—2 persons.  
Predominant age range of adults—55 and older.

*Characteristics:* Empty-nest, middle-income households.  
Former policemen, firemen, repairmen, technicians.  
High-school grads; a third went to college.  
Most are retired or nearing retirement.

*Housing preferences:* Detached houses in small towns.  
Most stay in their homes, but a few choose to retire in resort locations.  
More than 20 percent are still living in the same house they bought when they got married.

*Consumption patterns:* Buick Lucerne.  
Easy-listening tapes.  
Recreational vehicles; camping equipment.  
Watch the *National Geographic Channel*.  
Read *Country Home*.

*Icons:* Winnebago; Wal-Mart



“To travel hopefully is a better thing than to arrive.”

– Robert Louis Stevenson





TRADITIONAL & NON-TRADITIONAL FAMILIES

*– Metropolitan Cities –*



FULL-NEST URBANITES

---

*Configuration:* Traditional and non-traditional families; multi-generational households.  
Average household size—4 to 5 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* Ethnically diverse, upper-middle-class.  
Many immigrants, second-generation Americans.  
Well-educated.  
Multi-racial, multi-lingual.  
White-collar office and “knowledge” workers; government and arts.

*Housing preferences:* Single-family, duplexes or apartments in urban neighborhoods.  
Relatively settled—more than half have lived in the same dwelling for more than five years.  
Just under two-thirds own their homes.

*Consumption patterns:* Toyota Sienna.  
Low-fat food and diet drinks.  
Foreign movies.  
Watch *Good Morning America*.  
Read *People*.

*Icons:* Kate Spade pocketbook; transit card.



“America, the land of unlimited possibilities.”

– Ludwig Max Goldberger





MULTI-CULTURAL FAMILIES 

---

*Configuration:* Families with several children; single-parent families.

Average household size—5 persons.

Predominant age range of adults—25 to 44.

*Characteristics:* Middle-income immigrant families.

High-school graduates.

First-generation Americans.

Jobs range from day laborers to management professionals.

*Housing preferences:* Older urban rowhouse and bungalow neighborhoods.

Half own, half rent their dwelling units.

Dream of moving to larger houses in more affluent neighborhoods.

*Consumption patterns:* Public transportation.

Bodegas; Czech bakeries; Mexican restaurants; German breweries; Pizzerias.

Foreign-language newspapers.

Watch *Cops*.

Read *Us*.

*Icons:* Blue Cult jeans; U.S. Savings Bonds.



“America is God’s crucible, the great melting pot where all  
the races are melting and reforming.”

– Israel Zangwill





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Small Cities/Satellite Cities* –



UNIBOX TRANSFEREES

---

*Configuration:* Families with pre-school and school-aged children.  
Average household size—4 persons.  
Predominant age range of adults—35 to 50.

*Characteristics:* Upper-middle-income families; both spouses work.  
One-third graduated from college.  
On the move; frequent transfers for better jobs, better pay.  
Career-oriented middle managers; many are computer literate with home offices.

*Housing preferences:* Single-family detached houses in brand-new subdivisions just outside satellite cities.  
Two-story uniboxes, easy to resell when the next transfer comes.  
More than 22 percent move every year.

*Consumption patterns:* Chevy Suburban.  
Cleaning service; laundry service; 12-hour babysitters.  
Soccer Moms and Dads.  
Watch *Nickolodean*.  
Read *Forbes*.

*Icons:* Blackberries; platinum frequent flyer cards.



“They change their clime, not their disposition.”

– Horace



MULTI-ETHNIC FAMILIES 

---

*Configuration:* Middle-class families with children.  
Average household size—4-plus persons.  
Predominant age range of adults—25 to 34.

*Characteristics:* A large percentage of Spanish-speaking households; many recent immigrants from the Near and Far East.  
More than 75 percent finished high school.  
A high percentage are in the Armed Forces.  
Construction workers; maintenance workers; government employees.

*Housing preferences:* Low-rise apartments in older neighborhoods; rowhouses; cottages.  
More than 35 percent are renters.  
Highly mobile: more than half have moved within the last five years.

*Consumption patterns:* Ford Excursion.  
Vibrant street life; sitting on the stoop chatting with the neighbors.  
Social clubs.  
Watch *All My Children*.  
Read *Soap Opera Weekly*.

*Icons:* Fast-food containers; Home remodeling projects.



“Con pan y vino se anda el camino.  
[With bread and wine you can walk your road.]”

– Proverb





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Metropolitan Suburbs* –



THE SOCIAL REGISTER

---

*Configuration:* Older families with teen-aged children.  
Average household size—4 to 5 persons.  
Predominant age range of adults—35 to 54.

*Characteristics:* Very high-income families.  
Pre-empty nesters; professional parents who had their children in their 30s.  
Three-quarters are college-educated; more than a quarter with advanced degrees.  
Prominent professionals and executives in local business, finance, law, and communications industries.

*Housing preferences:* Million-dollar homes.  
Detached houses in wealthy enclaves, often near the country club.  
More than 40 percent have moved within the past five years.

*Consumption patterns:* Mom (Chevrolet Suburban), Dad (Mercedes-Benz), and the kids (Volkswagon Jetta and a Jeep).  
Family membership at the country club.  
Involvement in civic activities—historic preservation, beautification programs.  
Watch *Antiques Roadshow*.  
Read *Bon Appetit*.

*Icons:* Flat-screen TV in the multi-media room; family membership in English Heritage.



“Wealth is not without its advantages.”

– John Kenneth Galbraith



THE ENTREPRENEURS

---

*Configuration:* Traditional families with one or two children.

Average household size—4 persons.

Predominant age range of adults—35 to 54.

*Characteristics:* Wealthy, dual-income families.

High percentage of home-based businesses.

Well educated—more than 53 percent hold college or graduate degrees.

Business owners, executives and white-collar professionals.

*Housing preferences:* Detached houses in the suburbs; high-rise condominiums in the city.

More than half have moved within the past five years.

Very high property values.

*Consumption patterns:* A Lincoln Navigator and a Porsche.

Family-oriented activities.

Color-coded calendar for family members.

Watch *HBO*.

Read *Forbes Small Business*.

*Icons:* The wireless home office; family scuba gear.



“A creative economy is the fuel of magnificence.”

– Ralph Waldo Emerson



NOUVEAU MONEY

---

*Configuration:* Young families with children.  
Average household size—5 or more persons.  
Predominant age range of adults—25 to 34.

*Characteristics:* Big spenders with high incomes.  
Highly mobile; two-thirds moved within the past five years.  
Highly-educated; dot-com millionaires.  
Investment analysts; business owners; high-tech careers.

*Housing preferences:* New-money subdivisions.  
McMansions in the suburbs; penthouses in the city.  
Second homes in resort areas.

*Consumption patterns:* Cadillac Escalade for shopping; Hummer H2.  
Downhill skiing.  
Designer logo clothes.  
Watch *The Cartoon Network*.  
Read *House & Garden*.

*Icons:* Tiered-seating home theater; Centurion Black American Express card.



“A sumptuous dwelling the rich man hath.”

– Mary Elizabeth Hewitt





LATE-NEST SUBURBANITES

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*Configuration:* Older families with younger children.  
Average household size—4 persons.  
Predominant age range of adults—40 to 55.

*Characteristics:* Middle-aged Baby Boomers who married late.  
High percentage of college graduates.  
White-collar employment.  
Technicians; financial specialists; accountants; engineers.

*Housing preferences:* Suburban subdivisions outside fast-growing metro areas.  
Detached houses—two-story colonials.  
More than 80 percent own their homes, but have just started payments on a mortgage.

*Consumption patterns:* Station wagons and minivans.  
Kids' toys.  
Family vacations.  
Watch *Commander in Chief*.  
Read *Business Week*.

*Icons:* Cell phone family plan; Whole Foods.



“Welcome to the great American two-career family  
and pass the aspirin, please.”

– Anastasia Toufexis



FULL-NEST SUBURBANITES 

---

*Configuration:* Families with two or more children.  
Average household size—4-plus persons.  
Predominant age range of adults—35 to 44; 45 to 54.

*Characteristics:* Upper-middle-income suburban families.  
Significant numbers of stay-at-home Moms.  
Well educated—more than two-thirds went to college.  
Officers of small corporations; sales managers; communications and technology.

*Housing preferences:* Upscale suburban subdivisions.  
Nearly two-thirds have moved within the past six years.  
Relatively high property values.

*Consumption patterns:* Practical family automobiles—mini-vans for carpooling (*e.g.*—Honda Odyssey) and SUVs for show (*e.g.*—Ford Expedition).  
Family-oriented activities.  
Frequent visits to Disney World.  
Watch *Nickelodeon*.  
Read *Parenting*.

*Icons:* Weber barbecue grill; “My child is an honor student at . . .” bumper stickers.



“Hail wedded love, mysterious law, true source of human offspring.”

– John Milton



BLUE-COLLAR BUTTON-DOWNS 

---

*Configuration:* Married couples with several children.  
Average household size—5+ persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* Ethnically diverse, middle-class households with working-class values.  
Multi-generational households.  
Most are high-school grads; many also attended two-year colleges or technical schools.  
Military families, policemen/firemen, technical or sales workers.

*Housing preferences:* Older single-family detached houses in post-war subdivisions of “carpenter capes” and ranches.  
A significant number live in townhouses, both rental and ownership.  
Two-thirds own their homes.

*Consumption patterns:* American cars, *e.g.*—Ford Focus.  
Community-oriented activities.  
Do-it-yourself home and auto maintenance.  
Watch soap operas.  
Read *Reader’s Digest*.

*Icons:* Above-ground swimming pool; backyard gas grill.



“Nice work if you can get it,  
And you can get it if you try.”

– Ira Gershwin





TRADITIONAL & NON-TRADITIONAL FAMILIES

*– Town & Country/Exurbs –*



EX-URBAN ELITE

---

*Configuration:* Married couples with children.  
Average household size—4 persons.  
Predominant age range of adults—35 to 54.

*Characteristics:* Wealthy families living in private luxury.  
Highly-educated; 80 percent went to college.  
Former residents of cities or metropolitan suburbs who have “escaped” urban stress.  
Executives; professionals; entrepreneurs; freelance consulting businesses.

*Housing preferences:* “Retreat” locations—the Maine coast; horse farms in Virginia; Taos, New Mexico.  
“Estate” homes—custom if new; restored if old.  
Among the highest home values in the nation.

*Consumption patterns:* Saabs, Audis, Volvos.  
Country club sports.  
The children attend boarding school.  
Watch *The Late Show With David Letterman*.  
Read *Martha Stewart Living*.

*Icons:* Ralph Lauren; private stables.



“Far from the madding crowd’s ignoble strife,  
Their sober wishes never learn’d to stray;  
Along the cool sequester’d vale of life  
They kept the noiseless tenor of their way.”

– Thomas Gray



FULL-NEST EXURBANITES 

---

*Configuration:* Older couples with children.  
 Average household size—4 persons.  
 Predominant age range of adults—35 to 44; 45 to 54.

*Characteristics:* Upper-middle-income families who relocate frequently.  
 Family- and outdoor-oriented.  
 Well educated, with college degrees.  
 Professional and managerial workers, following high-tech companies.

*Housing preferences:* Rural, upscale boomtowns.  
 Detached houses in new subdivisions, often on recently-developed farmland.  
 Close to corporations located along major highway corridors.

*Consumption patterns:* GMC Yukon.  
 Camping in state forests; hiking; backpacking; canoeing.  
 Video cameras, DVDs, flat-screen TVs and TiVo.  
 Watch *Home Improvement* reruns.  
 Read *Country Living*.

*Icons:* Garden tiller; Newcomers Club membership.



“A piece of land not so very large, which would contain a garden,  
 and near the house a spring of ever-flowing water,  
 and beyond these a bit of wood.”

– Horace



NEW-TOWN FAMILIES

---

*Configuration:* Families with children of all ages.  
Average household size—4 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* Dual-income families.  
High-school graduates, half have gone to local universities.  
Cost-conscious early adopters.  
Local white- and blue-collar occupations.

*Housing preferences:* New subdivisions, both infill and greenfields.  
New ranches, capes, cottages, bungalows, colonials.  
Nearly 80 percent own their homes, which are mortgaged to the hilt.

*Consumption patterns:* Chrysler Town and Country.  
Volunteers at schools and sporting clubs.  
Little League baseball; children's soccer and football leagues.  
Watch *The Disney Channel*.  
Read *Woman's World*.

*Icons:* Home fitness equipment; maxed-out credit cards.



“The root of the state is in the family.”

– Mencius



SMALL-TOWN FAMILIES 

---

*Configuration:* Married couples, with two or three school-aged children.

Average household size—4-5 persons.

Predominant age range of adults—35 to 44.

*Characteristics:* Solid middle-class citizens.

High-school graduates.

Raising kids in an old-fashioned way of life.

Blue-collar and farming-related employment.

*Housing preferences:* Rural middle-class towns.

Farmhouses, of the front-porch variety; ranches, ramblers, and mobile homes.

Predominantly homeowners.

*Consumption patterns:* Chevy Silverado.

Friday night football at the local high school.

Boats and campers for fishing and hunting.

Watch *Family Channel*.

Read *Family Circle*.

*Icons:* American flag; bib overalls.



“No Farmers, No Food.”

– Bumper Sticker





BLUE-COLLAR FAMILIES 

---

*Configuration:* Married couples with school-age children.  
Average household size—4 persons.  
Predominant age range of adults—35 to 54.

*Characteristics:* Middle-income, middle-class households.  
High-school educated.  
“Old-fashioned” outdoor-oriented lifestyles.  
Farmers; blue-collar workers, many in the construction industry; machinists.

*Housing preferences:* Small towns and villages  
Modest detached houses or mobile homes; ranch houses.  
Over 80 percent own their homes.

*Consumption patterns:* Chevrolet, Dodge and Ford 4x4 pickup trucks with CD players and gun racks.  
Deer hunting; target shooting.  
Watch *NASCAR* races.  
Read *American Rifleman*.

*Icons:* Camouflage hunting outfit; professional chain saw.



“When you’re running down our country, man,  
You’re walking on the fightin’ side of me.”

– Merle Haggard





YOUNGER SINGLES & COUPLES

– *Metropolitan Cities* –



E-TYPES

---

*Configuration:* Mostly singles, some couples, just a few years out of college.  
Average household size—1 to 2 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* High-living, high-energy city-dwellers.  
More than 25 percent hold advanced degrees.  
Multi-ethnic, with significant numbers of Asians.  
E-businesses, information technologies.

*Housing preferences:* Upscale urban neighborhoods, often near universities.  
Half rent; half own urban apartments.  
Median home value is second highest in the nation.

*Consumption patterns:* Convertibles, from Beetle to Mercedes.  
Everything on-line.  
Frequent movers.  
Listen to National Public Radio.  
Read *Wired*.

*Icons:* Bandwidth; IPO red herring.



“In the future, everything will be digital”

– Bill Gates



NEW BOHEMIANS 

---

*Configuration:* Mostly singles; some couples.  
Average household size—1 person.  
Predominant age range of adults—25 to 40.

*Characteristics:* Unconventional, ethnically-diverse, upper-middle-income households.  
“Politically correct” college graduates.  
The social and political *avant-garde*; one-third are gay.  
Executives; students; actors; artists; writers; boutique owners; public-interest advocates.

*Housing preferences:* In-town and downtown urban neighborhoods.  
Three-quarters rent; the rest own flats in brownstones, apartment houses, and converted lofts.

*Consumption patterns:* Transit cards; Audi A4.  
Early adaptors.  
Poetry readings and gallery openings.  
Watch *Family Guy*.  
Read *Vanity Fair*.

*Icons:* Jean-Michèl Basquiat; state-of the-art haircuts.



“Sacred cows make the tastiest hamburger.”

– Abbie Hoffman



URBAN ACHIEVERS

---

*Configuration:* Mostly singles, some couples.  
Average household size—1.5 persons.  
Predominant age range of adults—21 to 30.

*Characteristics:* Well-educated middle- to upper-middle-class households.  
One-third are foreign-born.  
Ethnically diverse; many are recent immigrants.  
Students; junior administrators; entertainment and media occupations.

*Housing preferences:* Diverse urban neighborhoods.  
More than 80 percent are renters.  
Lofts, apartments and townhouses.

*Consumption patterns:* Transit cards; VW Jetta.  
Ethnic clubs and restaurants.  
Imported food, newspapers, videos and CDs.  
Watch *Seinfeld* reruns.  
Read *Fitness*.

*Icons:* Running shoes with business suits; credit cards and green cards.



“¿Qué pasa, dude?”

– Greeting





YOUNGER SINGLES & COUPLES

– *Small Cities/Satellite Cities* –



THE VIPS

---

*Configuration:* Couples and some singles.  
Average household size—2 persons.  
Predominant age range of adults—35 to 44.

*Characteristics:* Dual-income, dual-career couples.  
Forty percent have college or post-graduate degrees.  
Yesterday: *Twentysomethings*. Tomorrow: *Nouveau Money*.  
White-collar professionals: executive vice presidents; department heads;  
architects and engineers.

*Housing preferences:* Upper-middle-class neighborhoods in smaller cities.  
New single-family detached homes in new subdivisions.  
Upscale condos and townhouses in more urban areas.

*Consumption patterns:* BMW 5 series.  
Downtown commuters.  
Financial planning services.  
Watch *News Hour with Jim Lehrer*.  
Read *Boating* magazine.

*Icons:* Espresso/cappuccino maker; The RAZR phone.



“Power is the great aphrodisiac.”

– Henry Kissinger



TWENTYSOMETHINGS 

---

*Configuration:* Mostly singles; couples.  
Average household size—1 to 2 persons.  
Predominant age ranges—20 to 30.

*Characteristics:* Middle-income singles and couples.  
Recent college graduates who have moved to “edge city” areas to start their careers.  
Highly athletic, technologically advanced, active nightlife.  
Starter positions in info-tech start-ups, public and private service industries.

*Housing preferences:* Fast-growing satellite cities; small-city suburbs.  
Fifty-four percent rent lofts and apartments.  
The 46 percent who are owners bought starter houses, townhouses, or condominiums.

*Consumption patterns:* Old Volvos and BMWs.  
Take-out, fast food, and happy hour grazing.  
Health clubs and night clubs.  
Watch *Comedy Central*.  
Read *Shape*.

*Icons:* txt msg; Craig’s List.



“You can’t always get what you want  
But if you try sometimes  
You just might find  
You get what you need.”

– Mick Jagger and Keith Richard





SMALL-CITY SINGLES

---

*Configuration:* Mostly singles and some couples (cohabs), few children.  
Average household size—1 to 2 persons.  
Predominant age ranges—18 to 30.

*Characteristics:* Students and college graduates; the highly-educated professionals that teach them.  
Highly mobile—two-thirds have moved in the last five years.  
Recent grads who've launched start-up companies; sales and white-collar workers.

*Housing preferences:* College and university towns.  
Sixty percent are renters in apartment complexes or houses.  
Students often live off-campus.

*Consumption patterns:* Compact imports such as VW, Toyota.  
Alternative music.  
ATM card.  
Watch *MTV Punk'd*.  
Read *Sports Illustrated*.

*Icons:* Singles bars; Grateful Dead (same as it ever was) CDs or MP3s.



“Youth is wholly experimental.”

– Robert Louis Stevenson





YOUNGER SINGLES & COUPLES

– *Metropolitan Suburbs* –



FAST-TRACK PROFESSIONALS 

---

*Configuration:* Singles and couples.  
Average household size—1 to 2 persons.  
Predominant age range of adults—25 to 34.

*Characteristics:* Upper-middle-income households.  
Type-A college grads.  
Career- and lifestyle-oriented techies.  
Employed by software and IT companies, communications firms, law offices.

*Housing preferences:* Inner suburbs of large cities; downtowns of small cities.  
Upscale condominiums, townhouses, and apartments.  
Sixty percent own their residences.

*Consumption patterns:* BMW 3 series.  
High-tech electronics.  
Exercise equipment and health clubs.  
Watch *Will & Grace*.  
Read *GQ*.

*Icons:* Work week: Burberry; weekends: REI.



“Nothing succeeds like success.”

– Alexandre Dumas, père



UPSCALE SUBURBAN COUPLES \_\_\_\_\_

*Configuration:* Married couples, few children.  
Average household size—2.1 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* Well-educated suburban couples.  
Predominantly white and Asian households.  
Management, computer, business and financial specialists.

*Housing preferences:* Close-in suburbs.  
Detached residences in small new housing developments, many at cluster densities.  
Colonial, Victorian, and Georgian architecture.

*Consumption patterns:* Chevy TrailBlazer.  
DVD movie collection.  
Home recycling center.  
Watch *ESPN*.  
Read *Entertainment Weekly*.

*Icons:* Labrador Retriever; Plasma TV.



“The home should be the treasure chest of living”

– Le Corbusier



SUBURBAN ACHIEVERS

---

*Configuration:* Mostly singles, some couples.  
Average household size—1.5 persons.  
Predominant age range of adults—21 to 34.

*Characteristics:* More than 70 percent have moved in the past five years.  
Recent college grads.  
High-tech employment; entertainment, sports and media jobs.  
White-collar workers looking for upward mobility.

*Housing preferences:* Older suburbs near the big city.  
One-third own their homes—soft lofts and townhouses.  
Two-thirds are renters living in suburban apartment complexes.

*Consumption patterns:* Mazda; Hyundai.  
Shopping at the malls.  
Commute to downtown.  
Watch *That '70s Show*.  
Read *Rolling Stone*.

*Icons:* Hooters T-shirt; Sony Vaio.



“What’s up?!?”

– Greeting



NO-NEST SUBURBANITES

---

*Configuration:* Mostly married couples, some singles.  
Average household size—2 persons.  
Predominant age range of adults—30 to 40.

*Characteristics:* Generation X households.  
Half attended or graduated from college.  
Predominantly white.  
Teachers, hospital workers, white-collar and clerical employment.

*Housing preferences:* Old and new suburbia.  
Townhouses and single-family houses.  
Nearly 70 percent own their homes.

*Consumption patterns:* Nissan Xterra.  
Home-delivery meals.  
Huge video collection.  
Watch *Saturday Night Live*.  
Read *Time*.

*Icons:* Treadmill; Trivial Pursuit.



“You will be safest in the middle.”

– Ovid





YOUNGER SINGLES & COUPLES

*– Town & Country/Exurbs –*



EX-URBAN POWER COUPLES

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*Configuration:* Married couples, no children.  
Average household size—2 persons.  
Predominant age range of adults—35 to 54.

*Characteristics:* Well-educated upper-income urban-exile couples.  
Urban tastes in a rural environment.  
High-powered jobs/laid-back leisure.

*Housing preferences:* An hour's drive from the closest metro in scenic, formerly rural areas.  
Large detached residences in small new housing developments, many at  
cluster densities.  
Home office.

*Consumption patterns:* Porsche Cayenne.  
Caribbean travel.  
Chocolate labradors.  
Watch *NBC Nightly News*.  
Read *The Wall Street Journal* on line.

*Icons:* Six-burner professional range; e-Trade account.



“Knowledge is power”

– Francis Bacon





CROSS-TRAINING COUPLES

---

*Configuration:* Married couples, very few children.  
Average household size—2 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* College-educated; 10 percent with advanced degrees.  
Active engagement in outdoor activities.  
Engineers; high school teachers; physical therapists.

*Housing preferences:* New construction in or just outside small towns.  
Detached houses and townhouses close to their jobs.  
Plenty of storage for their skis, bikes, kayaks.

*Consumption patterns:* Ford F360 Super Duty XLT truck.  
Mountain biking.  
Self-help books.  
Watch *Discovery Channel*.  
Read *Outdoor Life*.

*Icons:* Carabiners; Gore-Tex XCR pullover.



“Sport is the bloom and glow of a perfect health.”

– Ralph Waldo Emerson



EXURBAN SUBURBANITES

---

*Configuration:* Singles and married couples.  
Average household size—2 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* High-school graduates.  
Middle-income households.  
Employed in manufacturing and construction.

*Housing preferences:* Exurban towns that are growing rapidly.  
Three-quarters own their homes.  
Detached houses; duplexes; townhouses.

*Consumption patterns:* Chevy Equinox.  
Fast food.  
NASCAR races.  
Watch *The Speed Channel*.  
Read *Sports Illustrated*.

*Icons:* Dale Earnhardt; K-Mart.



“A hard-working man and a thrifty woman are the real treasures of any family.”

– Chinese Proverb





EMPTY NESTERS & RETIREES

*– Metropolitan Cities –*



DOWNTOWN RETIREES

---

*Configuration:* Singles, mostly widows or widowers.  
Average household size—1 person.  
Predominant age range of adults—65 and over.

*Characteristics:* Lower-income households from diverse racial backgrounds.  
One-third have some college; one-third are high school graduates; and one-third did not finish high school.  
Most are living on fixed incomes, from Social Security and pensions.  
Former service workers, clerks and low-level health-care support jobs.

*Housing preferences:* Long-time residents of in-town neighborhoods.  
More than half own their homes.  
Owners live in rowhouses and duplexes; renters in apartment buildings.

*Consumption patterns:* Hyundai Accent.  
Trips to casinos.  
Churchgoers.  
Watch made-for-TV movies  
Read *Guideposts*.

*Icons:* Lottery ticket; family Bible.



“I have been young, and now am old.”

– Psalms 37:25



MULTI-ETHNIC SENIORS 

---

*Configuration:* Retired singles.  
Average household size—1 person.  
Predominant age range of adults—60 and over.

*Characteristics:* Mostly Hispanic and African-American households.  
Only 15 percent have some college education, and only a quarter are high-school graduates.  
Social Security, pensions and some require public assistance.  
Retired from social service, health-care support, and maintenance jobs.

*Housing preferences:* Long-time residents of down-town neighborhoods.  
Most are renters.  
Apartments in mid- and high-rise buildings.

*Consumption patterns:* Travel by transit.  
Belong to a fraternal order.  
Politically active.  
Watch reruns of the Steve Harvey Show.  
Read the neighborhood newspaper.

*Icons:* Collection of old Louis Armstrong records; family photo albums.



“Few, save for the poor, feel for the poor.”

– Letitia Elizabeth Landon





EMPTY NESTERS & RETIREES

– *Small Cities/Satellite Cities* –



BLUE-COLLAR RETIREES

---

*Configuration:* Older singles and couples.  
Average household size—1.5 persons.  
Predominant age range of adults—60 and over.

*Characteristics:* Modest incomes and modest lifestyles.  
A third are high school graduates; a quarter attended college.  
Former nurses, retail and restaurant personnel, maintenance workers.  
Most live on social security and small pensions.

*Housing preferences:* Older neighborhoods.  
Nearly 70 percent own their homes.  
Small detached houses, duplexes or rowhouses.

*Consumption patterns:* Five-year-old Buick Century.  
Belong to the Y.  
Active members of the Democratic Party.  
Watch *People's Court*.  
Read *Mature Fitness* magazine.

*Icons:* Framed needlepoint samplers; coin collection.



“You will be safest in the middle.”

– Ovid



HOMETOWN RETIREES

---

*Configuration:* Retired widows or widowers, some couples.  
Average household size—1 or 2 persons.  
Predominant age range of adults—70 and over.

*Characteristics:* Low-income racially-diverse population.  
Few attended school beyond high school, and  
more than a third dropped out.  
Former factory workers, clerks, cashiers.  
Most live on social security.

*Housing preferences:* Long-time residents of older neighborhoods.  
Nearly 40 percent are renters.  
Older detached houses or rowhouses.

*Consumption patterns:* 10-year-old Buick Skylark.  
Churches, seniors centers, and fraternal organizations.  
Book clubs and music clubs.  
Watch *CBS Evening News*.  
Read *Family Circle*.

*Icons:* Betty Crocker cookbook; Scrabble.



“If I’d known I was going to live this long,  
I’d have taken better care of myself.”

– Eubie Blake





SECOND CITY SENIORS

---

*Configuration:* Retired singles.  
Average household size—1 person.  
Predominant age range of adults—75 and older.

*Characteristics:* Low-income seniors of all races.  
Fixed incomes.  
Low high-school graduation rates.  
Former blue-collar employment.

*Housing preferences:* Older neighborhoods of satellite cities  
Well-kept garden apartments; seniors towers.  
More than 70 percent are renters.

*Consumption patterns:* Kia Rio.  
Belong to a veterans' club.  
Play Bingo.  
Watch daytime soap operas and game shows.  
Read *Soap Opera Digest*.

*Icons:* 20-year-old toaster oven; single-serving frozen dinners.



“It’s no disgrace t’ be poor, but it might as well be.”

– Frank McKinney Hubbard





EMPTY NESTERS & RETIREES

*– Metropolitan Suburbs –*



SUBURBAN RETIREES

---

*Configuration:* Older married couples; some singles.  
Average household size—1.8 persons.  
Predominant age range of adults—60 and over.

*Characteristics:* Ethnically-mixed lower middle-income households who are part of close-knit families.  
Three-quarters are high school graduates; more than a third of those have some college education.  
Although officially “retired,” many hold part-time jobs.  
Former service workers, clerks and low-level management jobs.

*Housing preferences:* Older inner-ring suburbs.  
Modest three-bedroom ranch houses with carports; mobile homes.  
More than 78 percent own their homes.

*Consumption patterns:* 15-year-old Ford.  
Belong to AARP.  
Flower garden; roses.  
Watch the *Home Shopping Network*.  
Read a daily newspaper.

*Icons:* Piggybank; bookcase full of family picture albums.



“There is no substitute for hard work.”

– Thomas Alva Edison



SUBURBAN SENIORS

---

*Configuration:* Singles.

Average household size—1 person.

Predominant age range of adults—75 and over.

*Characteristics:* Racially-diverse lower-income widows and widowers.

One-third graduated from high school; another 25 percent went to community colleges.

Fixed incomes; most rely on Social Security.

Former maintenance and health care employment.

*Housing preferences:* Older inner-ring suburbs.

Predominantly renters.

Mid- and high-rise apartment buildings; rowhouses.

*Consumption patterns:* Well-maintained Ford Taurus.

Belong to the Elks Club.

Indoor gardening.

Watch *Who Wants To Be a Millionaire?*

Read *Reader's Digest Large Print Edition*.

*Icons:* Romance novels; stack of mail-order catalogues.



“Power is conferred only on adults. It is denied to youth and seniors.”

– Virginia Satir





EMPTY NESTERS & RETIREES

*– Town & Country/Exurbs –*



HEARTLAND EMPTY NESTERS 

---

*Configuration:* Older married couples, a small percentage with adult children living at home.

Average household size—2 persons.

Predominant age range of adults—55 and older.

*Characteristics:* Working-class households.

More than half were born and raised in the same town; the rest moved from nearby small towns.

High-school graduates.

Well-paid skilled craftsmen; machinists; farmers.

*Housing preferences:* Small middle-class towns.

New ranch-house developments surrounding old town centers.

Most own their own detached homes, be it two-story, bi-level, ranch, or mobile home.

*Consumption patterns:* GMC Sierra 2500.

Hunting; fishing; boating; other outdoor activities.

Vegetable gardens.

Watch *NASCAR Winston Cup*.

Read *Field & Stream*.

*Icons:* “His” and “hers” backpacks and sleeping bags; fly fishing gear.



“His first, best country ever is, at home.”

– Oliver Goldsmith



SMALL-TOWN SENIORS 

---

*Configuration:* Older couples, some singles.  
Average household size—2 persons.  
Predominant age range of adults—70 and over.

*Characteristics:* Lower-middle-class households.  
Conservative; usually vote Republican.  
Some have limited mobility or chronic health problems.  
Former blue-collar workers, retired for years; significant percentage served in the military.

*Housing preferences:* Rural small towns.  
Mobile homes or older wood-framed houses on acre-plus lots.  
Most own their homes, having paid off the mortgage years ago.

*Consumption patterns:* Older American pick-up trucks and large sedans.  
Veterans' organizations.  
Hunt, fish, and attend tractor pulls.  
Watch *Wheel of Fortune*.  
Read *TV Guide*.

*Icons:* A recliner; false teeth.



“Do not go gentle into that good night,  
Old age should burn and rave at close of day;  
Rage, rage against the dying of the light.”

– Dylan Thomas



BACK COUNTRY SENIORS 

---

*Configuration:* Predominantly white households headed by seniors.  
Average household size—1 to 2 persons.  
Predominant age range of adults—60 and over.

*Characteristics:* Aging farmers and small-town retirees.  
Few went to college.  
Other family members contribute to the household income.  
Farm-related occupations.

*Housing preferences:* Tiny farm communities.  
A few own old farmhouses, most need fixing-up.  
Most own their '50s ranch houses (ramblers) or mobile homes.

*Consumption patterns:* Old pick-up trucks.  
Hunting and fishing; sewing and canning vegetables.  
Playing cards.  
Watch the evening news shows.  
Read the *Farmers' Almanac*.

*Icons:* John Deere gimme hats; farmer tans.



“Some folks rail against other folks,  
because other folks have what some folks would be glad of.”

– Henry Fielding





RURAL SENIORS

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*Configuration:* Older singles, few couples.  
Average household size—1.3 persons.  
Predominant age range of adults—75 and over.

*Characteristics:* Many households are below the poverty level.  
Former blue-collar employment.  
More than 60 percent were high school graduates.  
Most have no income other than social security.

*Housing preferences:* On the outskirts of rural towns.  
Many live in seniors facilities, from independent apartments to nursing homes.  
Because of affordability, mobile homes and small ranch houses predominate.

*Consumption patterns:* Community bus.  
Bingo, television, craft projects.  
Active in the local churches.  
Watch soap operas, talk shows and game shows.  
Read *Creative Knitting*.

*Icons:* Cane or walker; hand-embroidered aprons.



“Cast me not off in the time of old age; forsake me not when my strength faileth.”

– Psalms 71:9



STRUGGLING RETIREES

---

*Configuration:* Older singles; few couples.  
Average household size—1 person.  
Predominant age range of adults—65 and over.

*Characteristics:* Downscale lifestyles.  
Former employment in mining and mill work.  
High school educations.  
Most live on social security, supplemented with small pensions.

*Housing preferences:* Small manufacturing and mill towns.  
Two-thirds own their homes; one-third are renters.  
Mobile homes, ranch houses and two-family houses.

*Consumption patterns:* Rebuilt Oldsmobile.  
Fishing, hunting and camping.  
Members of veterans' clubs and religious organizations.  
Watch *The Price Is Right*.  
Read *Quilter's World*.

*Icons:* TV antennae; plastic lawn chairs in the driveway.



“Use it up, wear it out;  
Make it do, or do without.”

– Aphorism





TRADITIONAL & NON-TRADITIONAL FAMILIES

*– Metropolitan Cities –*



IN-TOWN FAMILIES 

---

*Configuration:* Single parents with children.  
Average household size—5 persons.  
Predominant age range of adults—21-34.

*Characteristics:* Many recent immigrants.  
Half are Hispanic, 30 percent are African-American; the rest multi-cultural.  
More than 40 percent did not finish high school.  
Manual laborers; maintenance workers; government clerks.

*Housing preferences:* High-rise and low-rise apartments in older neighborhoods; rowhouses.  
Highly mobile: more than half have moved within the last six years.  
More than 82 percent are renters.

*Consumption patterns:* Nissan Sentra.  
Vibrant street life; sitting on the stoop chatting with the neighbors.  
Social clubs.  
Watch *Belleza y poder* telenove.  
Read *Estylo*.

*Icons:* Salsa; Café Cubano.



“Con pan y vino se anda el camino.  
[With bread and wine you can walk your road.]”

– Proverb



URBAN PUBLIC HOUSING 

---

*Configuration:* Single parents with children; multi-generations.

Average household size—5 to 6 persons.

Predominant age range of adults—21-34.

*Characteristics:* Significant percentage require public assistance to survive.

African-American; Hispanic; immigrant households.

Nearly 60 percent did not finish high school.

High unemployment; those who can find work are employed in  
blue-collar or service jobs.

*Housing preferences:* High-density apartments or rowhouses in inner-city, often  
distressed neighborhoods.

More than two-thirds have moved within the past six years.

More than 85 percent are renters.

*Consumption patterns:* Older American cars.

Gospel music.

Church groups.

Watch *Oprah*.

Read *Jet*.

*Icons:* DKNY; Destiny's Child CDs.



“Before a group can enter the open society,  
it must first close ranks.”

– Stokely Carmichael and  
Charles Vernon Hamilton





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Small Cities/Satellite Cities* –



SINGLE PARENT FAMILIES 

---

*Configuration:* One- and two-parent families with several children.

Average household size—5 to 6 persons.

Predominant age range of adults—18 to 34.

*Characteristics:* Ethnically diverse, white and Latinos, African-Americans.

A few are college-educated; 28 percent graduated from high school; nearly 20 percent have only a grade-school education.

Multi-generational households.

Wide range of entry-level jobs, including lower-echelon white-collar salespeople, clerks, and technicians; military service.

*Housing preferences:* Downtown neighborhoods of small cities and “second cities.”

Sixty percent rent apartments in rowhouses, small apartment buildings or mid-rises; the rest own small detached cottages and bungalows.

The majority have recently moved into the neighborhood.

*Consumption patterns:* Kia Spectra.

Used-furniture shops.

Children’s movies.

Watch *MTV*.

Read *Parenting* magazine.

*Icons:* Basketball sneakers in all sizes; yard-sale toys.



“It’s no disgrace t’ be poor, but it might as well be.”

– Frank McKinney Hubbard





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Metropolitan Suburbs* –





STRUGGLING SUBURBANITES 

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*Configuration:* Young single-parent families, many recently divorced.

Average household size—5 persons.

Predominant age range of adults—20 to 30.

*Characteristics:* Working class married couples and single parents.

Half graduated from high school and some went to college.

Young, ethnically mixed, and often on the move.

Primary employment in construction, transportation and health care support.

*Housing preferences:* Inner-ring suburbs of major metropolitan areas.

Sixty percent own, forty percent rent; more than half are recent arrivals.

Small apartment buildings, rowhouses, duplexes and modest  
single-family houses.

*Consumption patterns:* Hyundai Accent.

Dog owners.

Attend professional sports games.

Watch *Entertainment Tonight*.

Read *People* magazine.

*Icons:* RC Cola; Nintendo Game Cube.



“It [tradition] cannot be inherited, and if  
you want it you must obtain it by great labor.”

– T.S. Eliot





TRADITIONAL & NON-TRADITIONAL FAMILIES

*– Town & Country/Exurbs –*



KIDS 'R' US

---

*Configuration:* Large families with several young children.  
Average household size—5-plus persons.  
Predominant age range of adults—20 to 30.

*Characteristics:* Early child-rearing families concerned with cost and convenience.  
High proportion of military personnel.  
High-school graduates with conservative values.  
Construction, transportation and manufacturing jobs.

*Housing preferences:* Former exurban towns/now bedroom suburbs.  
Older brick houses and double-wides; base housing.  
Two-thirds own their homes.

*Consumption patterns:* Pontiac Montana minivan.  
Maternity clothes.  
Bargain shopping at Kmart, Sears and Wal-Mart.  
Watch *Wonderful World of Disney*.  
Read *Baby Talk*.

*Icons:* Disposable diapers; garage sales.



“There’s always room for one more.”

– Saying



RUSTIC FAMILIES 

---

*Configuration:* Married couples with children of all ages.  
Average household size—4 persons.  
Predominant age range of adults—25 to 34; under 24.

*Characteristics:* Lower-income families.  
High school educated.  
Respectful children, well-tended gardens, a few cattle for extra money.  
Farmers; blue-collar workers, many in the lumber industry; military recruits.

*Housing preferences:* Rural crossroads villages.  
Modest detached houses or mobile homes; ranch houses on small lots.  
Just under 80 percent own their homes.

*Consumption patterns:* Chevrolet, Dodge and Ford 4x4 pickup trucks with CD players  
and gun racks.  
Deer hunting; target shooting.  
Woodworking; auto repair; country music; needlepoint.  
Watch *Family Feud*.  
Read *Guns & Ammo*.

*Icons:* Camouflage hunting outfit; double-barreled 12-gauge shotgun.



“When you’re running down our country, man,  
You’re walking on the fightin’ side of me.”

– Merle Haggard



RURAL PUBLIC HOUSING

---

*Configuration:* Very young married couples and single parents with children.  
Average household size—5-plus persons.  
Predominant age range of adults—18 to 25.

*Characteristics:* Significant number of families below the poverty level.  
Grade school graduates; 50 percent are high-school drop-outs.  
Constant worry over lay-offs.  
Farming, logging and mining jobs.

*Housing preferences:* Small, isolated rural settlements.  
Older clapboard houses that require constant upkeep, and mobile homes.  
Houses are a quarter-mile apart.

*Consumption patterns:* Ford and Chevrolet pick-up trucks.  
Fishing, hunting and camping for entertainment.  
Shop at Dollar stores.  
Watch *America's Most Wanted*.  
Read *4-Wheel and Off-Road*.

*Icons:* Lunch boxes; NASCAR tee-shirts.



“When a great many people are unable to find work,  
unemployment results.”

– Calvin Coolidge





YOUNGER SINGLES & COUPLES

– *Small Cities/Satellite Cities* –



BLUE-COLLAR SINGLES 

---

*Configuration:* Singles and unmarried singles with kids.  
 Average household size—1.3 persons.  
 Predominant age range of adults—18 to 30.

*Characteristics:* Ethnically- and racially-diverse.  
 A third attended college, a third graduated high school, and a third dropped out of high school.  
 Transient lifestyles.  
 Lower-income blue-collar jobs.

*Housing preferences:* Working-class neighborhoods in small cities.  
 Older duplexes, rowhouses, and apartments in mid-rise buildings.  
 Two-thirds have moved in the past five years.

*Consumption patterns:* Nissan Frontier pick-up truck.  
 Pool halls and bowling alleys.  
 Sparsely-furnished homes.  
 Watch *WWF*.  
 Read *Muscle & Fitness*.

*Icons:* Kid Rock; “wife-beater” shirts.



“To travel hopefully is a better thing than to arrive.”

– Robert Louis Stevenson



SOUL CITY SINGLES 

---

*Configuration:* Young singles, a few couples.  
Average household size—1 person.  
Predominant age range of adults—18 to 25.

*Characteristics:* Ethnically-diverse households.  
Three-quarters have college or high school educations;  
a quarter are still in school.  
Alternative lifestyles: hippies, political leftists, community activists.  
Low-paying jobs as waiters or waitresses, bartenders, factory workers on the  
night shift, sales clerks in small neighborhood stores.

*Housing preferences:* Downtown neighborhoods of small cities – the “poor man’s Bohemia.”  
Mid- and high-rise apartments near universities.  
Eighty percent are new to the neighborhood.

*Consumption patterns:* Few own cars.  
Hip-hop and thrash.  
Singles bars; jazz clubs; museums and galleries.  
Watch *Mad TV*.  
Read alternative weeklies.

*Icons:* Vintage Pumas; graffiti tags.



“Man, if you gotta ask you’ll never know.”

– Louis Armstrong







YOUNGER SINGLES & COUPLES

– *Metropolitan Suburbs* –



SUBURBAN STRIVERS 

---

*Configuration:* Ethnically-mixed married couples; singles.  
Average household size—1 and 2 persons.  
Predominant age range of adults—18 to 34.

*Characteristics:* Multi-lingual, multi-ethnic households in the heart of suburbia.  
High-school and college graduates.  
First- and second-generation immigrants; young people in transition.  
Blue- and white-collar workers looking for upward mobility.

*Housing preferences:* Older suburbs within commuting distance of the big city.  
Just over 20 percent own their homes—starter single-family, townhouses, or  
condominiums.  
The rest are renters in suburban apartment complexes.

*Consumption patterns:* Used Saturns.  
Shopping at the malls.  
Commute to downtown.  
Watch *Jerry Springer Show*.  
Read *Time*.

*Icons:* Internet dating; ESL classes.



“In America, getting on in the world means getting  
out of the world we have known before.”

– Ellery Sedgwick





YOUNGER SINGLES & COUPLES

*– Town & Country/Exurbs –*



COUNTRY COUPLES

---

*Configuration:* Married couples.  
Average household size—2 persons.  
Predominant age range of adults—25 to 44.

*Characteristics:* Lower-middle-class rural couples.  
High-school graduates.  
Comfortable rural lifestyle.  
Job base includes forestry, fishing, ranching, mining and agriculture.

*Housing preferences:* The American heartland; isolated farms and villages.  
Brick homes on several acres, with barns and grain silos.  
Mobile homes for the 20 percent who rent.

*Consumption patterns:* New Caterpillar tractor.  
Hunting, fishing for him; crafts and needlework for her.  
Country music.  
Watch Country Music Television.  
Read *Farm & Ranch Living*.

*Icons:* Antlers from a 12-point buck; worn Levis.



“Ah too fortunate farmers, if they knew their own good fortune!”

– Virgil



RURAL SINGLES 

---

*Configuration:* Mostly singles.  
 Average household size—1 person.  
 Predominant age range of adults—18 to 25.

*Characteristics:* Lower-income small-town singles.  
 High-school graduates, who move frequently.  
 Fast-paced lifestyle.  
 Construction workers, waiters and waitresses, medical assistants.

*Housing preferences:* Exurban towns.  
 Small garden apartments and townhouses.  
 More than 45 percent have bought their first house.

*Consumption patterns:* Harley-Davidson Sportster 1200.  
 Pick-up basketball.  
 7-11s.  
 Watch *Days of Our Lives*.  
 Read *Easyriders* magazine.

*Icons:* Marlon Brando; white tee-shirts.



“Every man loves what he is good at.”  
 – Thomas Shadwell



RURAL STRIVERS

---

*Configuration:* Married couples; a few singles.  
Average household size—2 persons.  
Predominant age range of adults—35 to 44.

*Characteristics:* Lower-middle-income blue-collar couples.  
High-school graduates; few went on to college.  
Self-reliant and cautious.  
A variety of blue-collar occupations, none high-paying.

*Housing preferences:* Small towns and villages.  
Mobile homes; small ramblers and cottages.  
Most live within 50 miles of where they were born.

*Consumption patterns:* Dodge Ram pick-up truck.  
Three freezers and two refrigerators stocked with venison and homegrown vegetables.  
Handguns.  
Watch Great American Country TV.  
Read *Deer & Deer Hunting Magazine*.

*Icons:* Bass Pro shop; Stihl chain saw.



“There is a passion for hunting something  
deeply implanted in the human breast.”

– Charles Dickens



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