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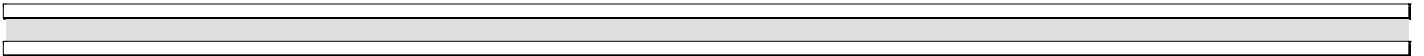
# A RESIDENTIAL MARKET ANALYSIS

## College Town Study Area

City of Lexington/Fayette County  
Kentucky

July 16, 2002

Conducted by  
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Research & Strategic Analysis

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Tables 1 through 3 outline the optimum market position for new residential construction within the College Town Study Area, located to the northeast of the University of Kentucky and southwest of Downtown, in the City of Lexington/Fayette County, Kentucky. Table 4 summarizes the relevant rental supply-side context. The Appendix Tables contain summaries of migration and target market data covering the appropriate draw area(s) for the study area.

### INTRODUCTION

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This study identifies the market potential for new residential construction within the College Town Study Area—bounded by the Avenue of Champions to the east adjacent to the campus, Main Street to the west, South Limestone to the north, and Rose Street to the south.

The market feasibility of 350 to 400 new housing units introduced over a five-year period within the study area has been analyzed using Zimmerman/Volk Associates' proprietary target market methodology (the capture of qualified households that have the potential to move to and within the College Town Study Area) and verified within the context of the residential marketplace.

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 preferences and lifestyle characteristics of households in the draw area within the framework of the local housing market context.

The target market methodology is particularly effective in defining housing potential because it encompasses not only basic demographic characteristics, such as income qualification and age, but

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also less-frequently analyzed attributes such as mobility rates, lifestyle patterns and compatibility of household types.

The extent and characteristics of the potential market for new housing units within the College Town Study Area were therefore determined through detailed analysis of households currently living within the appropriate draw areas. These draw areas were derived primarily through migration and mobility analyses, and incorporating information obtained from real estate brokers, sales persons and other knowledgeable sources, and from Zimmerman/Volk Associates' field investigation. (*See Appendix Tables and METHODOLOGY below.*)

City of Lexington/Fayette County migration data between 1996 and 2000—from Internal Revenue Service taxpayer records—shows that the number of households moving into the county has increased from 8,160 in 1996 to more than 9,300 in 2000. (*See Appendix Table 1.*) However, with the number of households moving out of the county also rising each year, ranging between 7,600 in 1996 to nearly 9,800 out-migrating households in 2000, the city/county is now beginning to lose households through net migration.

#### MARKET POTENTIAL

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American households, perhaps more than any other nation's, have always demonstrated extraordinary mobility. Last year, approximately 16 percent of American households moved from one dwelling unit to another. Household mobility is higher in urban areas; a higher percentage of renters move than owners; and a higher percentage of younger households move than older households.

Based on Zimmerman/Volk Associates' extensive experience with urban development and redevelopment, as well as analysis of migration and mobility data, the primary draw area for new residential construction within the College Town Study Area has been defined as the City of Lexington/Fayette County, the adjacent counties of Jessamine, Madison, Scott, Woodford, Clark and Bourbon Counties, the nearby counties of Jefferson (Louisville) and Franklin (Frankfort) in Kentucky, and Hamilton County, Ohio (Cincinnati). This analysis also factors in those households moving from all other counties represented in Fayette County migration.

### POTENTIAL HOUSING MARKET

As determined by the target market methodology, which accounts for household mobility within the City of Lexington/Fayette County as well as mobility patterns for households currently living in all other counties, in the year 2002, more than 4,800 younger singles and couples, empty nesters and retirees, and traditional and non-traditional families currently living in the draw areas comprise the potential market for new residential construction within the College Town Study Area. The tenure (renter/buyer) preferences and income levels of these draw area households result in the following distribution of housing types (*see* Table 1):

Potential Market  
For New Housing Units  
COLLEGE TOWN STUDY AREA  
City of Lexington/Fayette County, Kentucky

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent	1,250	25.8%
Multi-family for-sale	730	15.1%
Single-family attached for-sale	590	12.2%
Low-range single-family detached	770	15.9%
Mid-range single-family detached	840	17.3%
High-range single-family detached	<u>670</u>	<u>13.7%</u>
Total	4,850	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2002

These numbers indicate the depth of the potential market for market-rate housing units within the College Town Study Area, not housing need. These are the households that are likely to move within or to the area if appropriate housing options were to be made available.

### TARGET RESIDENTIAL MIX

From the perspective of draw area target market propensities and compatibility, and within the context of the new housing marketplace in the Lexington market area, the potential market for new housing units within the College Town Study Area could include the full range of housing types, from higher-density multi-family to single-family detached. However, new construction

should concentrate on higher-density housing types, which support urban development and redevelopment most efficiently and include:

- Rental apartments (multi-family for-rent); and
- For-sale apartments (multi-family for-sale).

After excluding those households with a preference for single-family attached and detached units, then, this analysis has determined that nearly 2,000 households represent the pool of potential renters/buyers of new market-rate multi-family housing units within the College Town Study Area (*see again* Table 1). As derived from the tenure and housing preferences of those draw area households, the Target Residential Mix for the College Town Study Area would be delineated as follows:

Target Residential Mix  
For New Housing Units  
COLLEGE TOWN STUDY AREA  
City of Lexington/Fayette County, Kentucky

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent	1,250	63.1%
Multi-family for-sale	<u>730</u>	<u>36.9%</u>
Total	1,980	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2002

TARGET MARKETS

The potential market for market-rate housing units within the College Town Study Area consists of a range of compatible households—younger and older, family and non-family (*see below*)—with a preference for newly-constructed housing in an in-town neighborhood. These households can be characterized by general household type as follows (*see Table 2*):

Target Residential Mix  
 By Household and Unit Types  
 COLLEGE TOWN STUDY AREA  
 City of Lexington/Fayette County, Kentucky

HOUSEHOLD TYPE	PERCENT OF TOTAL	RENTAL MULTI-FAM.	FOR-SALE MULTI-FAM.
Empty-Nesters & Retirees	23%	26%	17%
Traditional & Non-Traditional Families	10%	12%	8%
Younger Singles & Couples	<u>67%</u>	<u>62%</u>	<u>75%</u>
Total	100%	100%	100%

SOURCE: Zimmerman/Volk Associates, Inc., 2002

The largest general market segment is composed of younger, mostly childless households (younger singles and couples), accounting for between two-thirds and three-quarters of the market for new housing units within the College Town Study Area. These households typically choose to live in neighborhoods that contain a diverse mix of people, housing types, and uses. In city after city, new neighborhoods have been pioneered by younger singles and couples, who, if appropriate housing options are available, will help populate or re-populate the area.

The largest potential markets for the College Town Study Area are *Fast-Track Professionals* and *University/College Affiliates*—young professionals, office workers, small business owners, and graduate students, teachers, and other higher-education affiliates. Although these households have yet not reached their full income potential, those that represent the potential market for the College Town Study Area have incomes above the median for each group.

The next largest market segment is comprised of older households (empty nesters and retirees), representing between 17 percent and 26 percent of the market for housing units in the College

Town Study Area, depending on housing type. A majority of these households—*Affluent Empty Nesters* and *Middle-Class Move-Downs*—are couples whose children have grown up and moved away; these leading-edge Baby Boomers represent a significant market for new dwelling units in an urban location.

These older households can be quite dissimilar in their attitudes from family-oriented households. They have different expectations, and, for many of these households, paramount among them is the perceived ease and convenience of single-level living, meaning a master suite on the same floor as the living area and, in some cases, elevator access to the unit. A significant number of these households want their dwelling unit to accommodate, to the fullest extent possible, their ability to age in place.

As might be expected, family-oriented households comprise the smallest percentage of the market for each of the housing types. Non-traditional families, which during the 1990s became an increasingly larger proportion of all U.S. households, encompass a wide range of family households, from a single parent with one or more children, an adult with younger siblings, a grandparent with children and grandchildren, to an unrelated couple of the same sex with children. Traditional families contain a married man and woman with an average of two or more children. These can also include “blended” families, in which each parent was previously married to another individual and each has children from that marriage.

The largest target family group for the College Town Study Area—*Cosmopolitan Families*—is made up by households that have a preference for urban living. Most of the adults in these households were raised in or near an urban center and have rejected the suburban alternative; most will already have made appropriate school accommodations—public, parochial or private.

(See APPENDIX ONE, TARGET MARKET DESCRIPTIONS, *for greater detail on each target group.*)

## OPTIMUM MARKET POSITION

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A significant market exists for new housing units at appropriate locations within the College Town Study Area; the optimum market position for new housing units to be constructed within each area is outlined below. The optimum market positions are predicated on the continuation of current national and regional economic conditions. However, projections of the optimum market positions, both near-term and through 2010, are not certain, since the severity and duration of any economic recession are likely to have significant influence on housing values and the depth of the housing market. Conversely, it is likely that the steady and continuous introduction of new, appropriately-positioned housing units will have a transforming effect on the study area, although the extent to which this transformation will affect housing values within any given area is impossible to determine in advance.

The optimum market position for the College Town Study Area has therefore been developed based on a variety of factors, including but not limited to:

- The area's adjacencies to Downtown Lexington and the University of Kentucky;
- Redevelopment of individual parcels following the planning principles of traditional neighborhood development;
- The location and configuration of each of the individual parcels;
- The new unit rental and purchase propensities of draw area households; and
- Current residential market dynamics in the Lexington market area.

## POTENTIAL SITES—COLLEGE TOWN STUDY AREA

From a market perspective, the most promising parcels for new residential development, with or without related retail uses, in the College Town Study Area include:

- Open parking lots on Limestone Street between Maxwell and High (after street and sidewalk improvements and landscaping)—identified below as Sites A and B.
- Several sites along Martin Luther King (after straightening and reconstruction of street)—identified below as Sites C through I.
- Stone Street between Maxwell and High (redevelopment of multi-family site)—identified below as Site J.

From the perspective of draw area target market propensities and compatibility, and the advantageous location of the College Town Study Area between Downtown and the University, a mix of rental and for-sale construction (one- and two-story apartments and lofts) can be achieved in the area.

Based on the socio-economic and lifestyle characteristics of the target households, the supply-side context in Lexington's Downtown and in-town neighborhoods, the optimum initial market position for new residential development on Sites A through J in the College Town Study area would be as follows (*see Table 3 for greater detail and Table 4 for the rental context*):

Optimum Market Position  
 COLLEGE TOWN STUDY AREA  
 City of Lexington/Fayette County, Kentucky

Number	Location	Housing Type	Approx. Base Rent/Price Range	Approx. Unit Size Range	Approx. Rent/Price Per Sq. Ft.
<b>MULTI-FAMILY FOR-RENT—60.2%</b>					
78	Sites A & B	Lofts Over Commercial	\$800/mo. {average}	890 {average}	\$0.90 {average}
88	Site C	Courtyard Building	\$700 to \$1,075/mo.	700 to 1,170	\$0.92 to \$1.00
4	Site H	Live-Work	\$1,200	1,128	\$1.06
45	Site I	L-Shaped Building	\$525 to \$1,200/mo.	500 to 1,300	\$0.92 to \$1.05
<b>MULTI-FAMILY FOR-SALE—39.8%</b>					
26	Site F	Lofts.	\$50,000 to \$105,000	450 to 975	\$108 to \$111
38	Site E	Lofts.	\$80,000 to \$100,000	750 to 950	\$105 to \$107
38	Site G	Lofts.	\$80,000 to \$102,000	750 to 955	\$107
22	Site D	Maisonette Apts.	\$115,000 to \$225,000	912 to 1,824	\$123 to \$126
18	Site J	Mansion Buildings	\$145,000 to \$275,000	1,100 to 2,200	\$125 to \$132

357 total units

SOURCE: Zimmerman/Volk Associates, Inc., 2002

The above prices are in year 2002 dollars and are exclusive of options, upgrades, and location premiums; significant premiums should be achieved on lots or units that face greens, and/or have other special conditions. The recommended price points place the units within the current purchasing capabilities of the target market households and establish an optimum initial market position for residential development in the area. Anecdotal data and analysis of urban infill developments currently under construction suggest that, once the neighborhood is re-established, appreciation of remaining dwelling units—manifest as either escalating absorption or rising values of those units—occurs at a higher rate than within an otherwise comparable conventionally-planned project.

The optimum market position is also predicated on the following development principles:

- Buildings should front each street to enhance neighborhood character.
- Buildings should emphasize the public realm, with well-defined pedestrian entrances and sidewalks. Separate auto access to parking should be provided.
- Buildings should be located at a specified “build-to” line close to the sidewalk to enhance the street’s urban character. However, these minimal setbacks require that the first living floor be designed to provide privacy and psychological separation from the street.
- Exteriors of the buildings should be of consistent quality, finished in materials that evoke masonry construction.
- Neighborhood amenities should be urban and should include strategically-located benches, trees and plantings. A unique physical environment should be created, including “street furniture”—the trash receptacles, seating areas, public sculptures, and other small street amenities that make the difference between an “automobile-oriented road” and a “neighborhood street.”

#### ABSORPTION FORECASTS

Absorption of 357 dwelling units within the College Town Study Area could be achieved within three to four years from commencement of marketing, given parcel assemblage, phasing and construction, and barring a significant and persistent downturn in the national, regional and/or

local economies over the next five years. Pricing and positioning has been designed to maximize values and the potential for escalation, yet achieve build-out within a reasonable absorption period.

Annual Average Absorption  
 COLLEGE TOWN STUDY AREA  
 City of Lexington/Fayette County, Kentucky

Multi-family for-rent	120
Lofts over Commercial	36
Apartments in Courtyard Building	42
Live-Work Units	4
Apartments in L-Shaped Building	38
Multi-family for-sale	46
Lofts	32
Maisonette Apartments	8
Apartments in Mansion Buildings	6

SOURCE: Zimmerman/Volk Associates, Inc., 2002

At the forecast absorption of 172 rental and for-sale units in one year, new residential development within the College Town Study Area would require a capture rate of 8.7 percent of the 1,980 households, identified through target market analysis, that have the potential to rent or purchase new multi-family units in the area in the year 2002—a rate that is well within the target market methodology’s parameters of feasibility.

The annual absorption paces require specific capture rates of those households that, in the year 2002, represent the potential market for each housing type on the sites, as follows:

Required Capture Rates  
 Based on Annual Absorption  
 COLLEGE TOWN STUDY AREA  
 City of Lexington/Fayette County, Kentucky

Housing Type	Annual Market Potential (HHs)	Average Annual Absorption (Units)	Required Capture Rate
Multi-family for-rent	1,250	120	9.6%
Multi-family for-sale	730	46	6.3

SOURCE: Zimmerman/Volk Associates, Inc., 2002

These housing type-specific capture rates are well within the parameters required for feasible development. For a development of this size and scale, there is a high degree of confidence in

capture rate of between 10 and 20 percent for rental housing and between five and 10 percent for each of the for-sale housing types. The target market capture rates of the potential purchaser or renter pool are a unique and highly-refined measure of feasibility. Target market capture rates are not equivalent to—and should not be confused with—penetration rates or traffic conversion rates.

The target market capture rate is derived by dividing the annual forecast absorption by the number of households that have the potential to move to the site in a given year.

The penetration rate is derived by dividing the total number of dwelling units planned for a property by the total number of draw area households, sometimes qualified by income.

The traffic conversion rate is derived by dividing the total number of buyers or renters by the total number of prospects that have visited a site.

Because the prospective market for a property is more precisely defined using target market methodology, a substantially smaller number of households are qualified; as a result, target market capture rates are higher than the more grossly-derived penetration rates. The resulting higher capture rates remain within the range of feasibility.

## BUILDING TYPES

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Building and unit types proposed for the College Town Study Area that have been successfully used in new residential construction in infill sites in cities comparable in size and scale to Lexington, include:

### –Multi-Family–

- **Courtyard Apartment Building**: An urban, pedestrian-oriented equivalent to conventional garden apartments. An urban courtyard building is four or more stories, often combined with non-residential uses on the ground floor. The building should be built to the sidewalk edge and, to provide privacy and a sense of security, the first floor should be elevated above grade. Parking is either below grade or in an integral structure. The L-Shaped Building is similar to a courtyard apartment building but does not enclose the block.

The building's apartments can be leased, as in a conventional income property, or sold to individual buyers, under condominium or cooperative ownership, in which the owner pays a monthly maintenance fee in addition to the purchase price.

- **Live-Work**: Similar in form to a conventional suburban townhouse except that the parking—attached or detached garage or open on-site parking—is located at the rear of the unit and accessed from an alley or auto court. The unit contains ground-floor space that can function as residential, office, workshop or retail, depending on the needs of the occupant. The code governing live-work should strictly regulate form—such as building mass, height and build-to line—but loosely regulate use—imposing only standard life and safety requirements.
- **Loft Apartment Building**: A new-construction building type inspired by adaptive re-use of 19th century warehouse and manufacturing buildings. The building is usually elevator-served with double-loaded corridors. Unit interiors typically have high ceilings and commercial windows and can be minimally finished, limited to architectural elements such as columns and fin walls, or unfinished, with no interior partitions except those for

bathrooms. As with the adaptive re-use version, new construction lofts, whether for-rent or for-sale, should include work space as a permitted use.

The building's loft apartments can be leased, as in a conventional income property, or sold to individual buyers, under condominium or cooperative ownership, in which the owner pays a monthly maintenance fee in addition to the purchase price. (Loft apartments can also be incorporated into multifamily buildings along with conventionally-finished apartment units.)

- Maisonette Apartment Building: A three-story building with an elevation that resembles a row of townhouses; the interior, however, combines single-level and two-level apartments. Each unit has its own street entrance and attached or detached garage or open on-site parking, accessed from the rear of the building.
- Mansion Building: A two- to three-story flexible-use structure with a street façade resembling a large detached house (hence, “mansion”). The building can accommodate a variety of uses—from rental or for-sale apartments, professional offices, any of these uses over ground-floor retail, a bed and breakfast inn, or a large single-family detached house—and its physical structure complements other buildings within a neighborhood.

NOTE: Development flexibility of use is somewhat constrained by the handicapped accessibility regulations in both the 1988 Fair Housing Amendments Act and the Americans with Disabilities Act. Smaller mansion buildings can be exempt from all but the public accommodations regulations of the ADA. Buildings with three or fewer dwelling units are exempt from the Fair Housing handicapped accessibility regulations, and upper-floor commercial uses of less than 3,000 feet fall below the threshold of the imposition of handicapped accessibility under the ADA.

Parking behind the mansion buildings can be either alley-loaded, or front-loaded served by shared drives. The form of the parking can be in open lots, garages with units above, or integral to the building.

## METHODOLOGY

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The proprietary target market methodology developed by Zimmerman/Volk Associates is an analytical technique, using the PRIZM geo-demographic 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 geo-demographic segmentation, 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.

Once the draw area(s) 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 housing mix—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.

Appendix Table 1.

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 City of Lexington/Fayette County. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service and provide a clear representation of mobility patterns.

Between 1996 and 2000, the number of households moving into Fayette County ranged between approximately 8,100 to more than 9,300 households per year. A significant percentage of the county’s in-migration is local—households moving into the county from adjacent counties. Nearly 18 percent of all households who move to Fayette County move from one of the adjacent counties of Jessamine, Madison, Scott, Woodford, Clark and Bourbon Counties.

Until the year 2000, Fayette County experienced net migration growth, *i.e.*—the county gained more households through in-migration than it lost through out-migration. Between 1996 and 1999, the county gained on average more than 550 households per year; however, in 2000, the county lost more than 400 households, most of whom moved to other parts of the country.

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

Based on the migration data, the draw areas for the College Town Study Area have been delineated as follows:

- The primary (or internal) draw area, covering households currently living within the City of Lexington/Fayette County.
- The local draw area, covering households with the potential to move to the City of Lexington from Jessamine, Madison, Scott, Woodford, Clark and Bourbon Counties.
- A metropolitan draw area, covering households with the potential to move to the City of Lexington from Jefferson County (Louisville) and Franklin County (Frankfort), Kentucky and Hamilton County (Cincinnati), Ohio.

- The national draw area, covering households with the potential to move to the City of Lexington from all other U.S. counties taken in aggregate.

Anecdotal information obtained from real estate brokers, sales persons, market analysts, 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.

Appendix Table 2.

Target Market Classification of City/County Households—

Geo-demographic 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. For purposes of this study, only those household groups with median incomes that enable most of the households within each group to qualify for market-rate housing are included in the tables. An appendix containing detailed descriptions of each of these target market groups is provided along with the study.

Just under 71 percent, or 78,155 households, of the estimated 110,650 households living in the City of Lexington/Fayette County in 2002 had the capacity to rent or buy market-rate housing. Up to 42 percent of these households are classified as younger singles and couples, another 33 percent are empty nesters and retirees, and the remaining 25 percent are traditional and non-traditional families. (See Appendix Table 2.)

Determination of the Potential Market for the City of Lexington (Mobility Analysis)  
(Appendix Tables 3 through 7.)

The mobility tables, individually and in summaries, indicate the number and type of households that have the potential to move to the City of Lexington/Fayette County in the year 2002. The

total number from each county is derived from historic migration trends; the number of households from each group is based on each group's mobility rate.

Appendix Table 3.

Internal Mobility (Households Moving within the City of Lexington/Fayette County: Primary Draw Area)—

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 more than 9,100 households currently living in Lexington/Fayette have the potential to move from one residence to another this year. Approximately 51 percent of these households are likely to be younger singles and couples (as characterized within five Zimmerman/Volk Associates target market groups); another 25.9 percent are likely to be empty nesters and retirees (in eight market groups); and 23 percent are likely to be traditional and non-traditional families (in nine market groups).

Appendix Table 4.

External Mobility (In-Migration from Adjacent Counties: Local Draw Area)—

This table determines the number of households in each target market group living in the adjacent draw area counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon) that are likely to move to Lexington this year (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service migration data).

Of the 20,700 households living in adjacent counties with the capacity to rent or buy market-rate housing, just under 1,300 have the potential to move to the City of Lexington/Fayette County in the year 2002. More than 85 percent of these households are traditional and non-traditional families (in nine market groups); 10.9 percent of these households are empty nesters and retirees (in two groups); and the remaining 3.9 percent are younger singles and couples (in two groups).

Appendix Table 5.

External Mobility (In-Migration from Nearby Counties: Metropolitan Draw Area)—

This table determines the number of households in each target market group living in nearby counties (Jefferson and Franklin Counties, Kentucky, and Hamilton County, Ohio) that are likely to move to Lexington this year (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service migration data).

Of the 372,455 households living in Jefferson, Franklin and Hamilton Counties with the capacity to rent or buy market-rate housing, 550 have the potential to move to the City of Lexington/Fayette County in the year 2002. Approximately 38 percent of these households are family-oriented households (in nine market groups); another 36 percent are empty nesters and retirees (in eight groups); and the remaining 26 percent are younger singles and couples (in seven groups).

Appendix Table 6.

External Mobility (In-Migration from All Other Counties: National Draw Area)—

This table determines the number of households in each target market group living in all other U.S. counties that are likely to move to Lexington this year (again, through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service migration data).

Approximately 4,400 households with the capacity to rent or buy market-rate housing have the potential to move to the City of Lexington/Fayette County in the year 2002. Up to 48 percent of these households are traditional and non-traditional families (in all 18 market groups); another 27.5 percent are empty nesters and retirees (in all 12 groups); and the remaining 24.5 percent are younger singles and couples (in all 11 groups).

Appendix Table 7.

Market Potential for the City of Lexington—

The total potential market for the City of Lexington includes the primary, local (adjacent counties), metropolitan (nearby counties), and national draw areas. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new

dwelling units in the City of Lexington in the year 2002 from the draw areas. Just under 15,400 households have the potential to move within or to the City of Lexington this year. Younger singles and couples are likely to account for approximately 39 percent of these households (in 11 market groups); just under 36 percent are likely to be traditional and non-traditional families (in 18 groups); and 25.5 percent are likely to be empty nesters and retirees (in 12 groups).

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

Market Potential By Draw Area  
City of Lexington/Fayette County, Kentucky

City of Lexington/Fayette County (Primary Draw Area):	9,140	59.4 percent
Adjacent Counties (Local Draw Area):	1,290	8.4 percent
Nearby Counties (Metropolitan Draw Area):	550	3.6 percent
Balance of US (National Draw Area):	4,400	28.6 percent
Total:	15,380	100.0 percent

SOURCE: Zimmerman/Volk Associates, Inc., 2002.

Appendix Tables 8 through 10.

Market Potential for the College Town Study Area—

The total potential market for the study area also includes the primary, local, metropolitan and national draw areas. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Claritas data, to determine which target market groups, as well as how many households within each group, are likely to move to the College Town Study Area in a given year.

As derived by the target market methodology, nearly 5,700 of the 15,380 qualified households that represent the market for new market-rate housing units in the City of Lexington/Fayette County are a market for new housing units within the College Town Study Area, or over 36 percent of the total potential market, if appropriate housing options are available. (See Appendix Table 8.) Younger singles and couples are likely to account for nearly 56 percent of these households (in seven market groups); just over 30 percent are likely to be empty nesters and retirees (in five groups); and just under 14 percent are likely to be traditional and non-traditional families (in four groups).

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

Market Potential By Draw Area  
COLLEGE TOWN STUDY AREA  
City of Lexington/Fayette County, Kentucky

City of Lexington/Fayette County (Primary Draw Area):	3,910	68.7 percent
Adjacent Counties (Local Draw Area):	40	0.7 percent
Nearby Counties (Metropolitan Draw Area):	170	3.0 percent
Balance of US (National Draw Area):	1,570	27.6 percent
Total:	5,690	100.0 percent

SOURCE: Zimmerman/Volk Associates, Inc., 2002.

The 5,690 draw area households that have the potential to move to the College Town Study Area this year have been categorized by tenure propensities to determine renter/owner ratios. Approximately 22 percent of these households (or 1,250 households) comprise the potential market for rental units at the rent levels required to support newly-constructed market-rate housing. (See Appendix Table 9.) More than 63 percent (or 3,600 households) comprise the market for new for-sale housing units.

Of these 3,600 households, 20.3 percent (or 730 households) comprise the market for the multi-family for-sale units (condominium apartments and lofts); another 16.4 percent (590 households) comprise the market for the attached single-family (townhouse or duplex) units. Another 63 percent (or 2,280 households) comprise the market for all ranges of single-family detached houses. (See Appendix Table 10.)

—Target Market Data—

Target market data are based on the Claritas PRIZM geo-demographic 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 Strivers* and the *Urban Achievers*; a move by the *Suburban Strivers* 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 Strivers* who move up socio-economically, but remain within the metropolitan suburbs may become *Fast-Track Professionals* or *The VIPs*.

#### Household Classification Methodology:

Household classifications are based on the Claritas PRIZM geo-demographic segmentation system, which was established in 1974 and is the most widely-used neighborhood target marketing system in the United States. Claritas uses 15 unique clustering algorithms to define various domains of affluence and settlement density. These algorithms isolate the key factors in each density-affluence domain that accounted for the most statistical difference among neighborhoods within that group.

Over the past 15 years, Zimmerman/Volk Associates has augmented the PRIZM cluster system 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. For purposes of this study, only those household groups with median incomes that enable most of the households within each group to qualify for market-rate housing are included in the tables.



Table 1

**Potential Housing Market**

Derived From New Unit Purchase And Rental Propensities Of Draw Area Households  
With The Potential To Move To The Area In 2002

***College Town Study Area***

*The City of Lexington/Fayette County, Kentucky*

**City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);  
Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties**

Total Target Market Households  
With Potential To Rent/Purchase In  
The City of Lexington/Fayette County, Kentucky 15,380

Total Target Market Households  
With Potential To Rent/Purchase Within The  
College Town Study Area 4,850

**Potential Housing Market**

	<i>Multi- ..... Family .....</i>		<i>Single- ..... Family .....</i>				<u>Total</u>
	<u>For-Rent</u>	<u>For-Sale</u>	<i>.. Attached ..</i> <u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	
Total Households:	1,250	730	590	770	840	670	4,850
{Mix Distribution}:	25.8%	15.1%	12.2%	15.9%	17.3%	13.7%	100.0%

**Target Residential Mix  
(Excluding Single-Family Attached and Detached)**

	<i>Multi- ..... Family .....</i>		<u>Total</u>
	<u>For-Rent</u>	<u>For-Sale</u>	
Total Households:	1,250	730	1,980
{Mix Distribution}:	63.1%	36.9%	100.0%

NOTE: Reference Appendix Tables 1 through 10.

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

Table 2

### Potential Housing Market By Household Type

Derived From New Unit Purchase And Rental Propensities Of Draw Area Households  
With The Potential To Move To The Area In 2002

### *College Town Study Area*

*The City of Lexington/Fayette County, Kentucky*

	<b>Potential Housing Market</b>						
	<b>Total</b>	<i>Multi-Family</i>		<i>Single-Family</i>			
		<i>For-Rent</i>	<i>For-Sale</i>	<i>Attached</i>		<i>Detached</i>	
				<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>
Number of Households:	4,850	1,250	730	590	770	840	670
<b>Empty Nesters &amp; Retirees</b>	34%	26%	17%	24%	40%	42%	55%
<b>Traditional &amp; Non-Traditional Families</b>	15%	12%	8%	10%	18%	26%	18%
<b>Younger Singles &amp; Couples</b>	51%	62%	75%	66%	42%	32%	27%
	100%	100%	100%	100%	100%	100%	100%

### Target Residential Mix

	<i>Multi-Family</i>		
	<b>Total</b>	<i>For-Rent</i>	<i>For-Sale</i>
Number of Households:	1,980	1,250	730
<b>Empty Nesters &amp; Retirees</b>	23%	26%	17%
<b>Traditional &amp; Non-Traditional Families</b>	10%	12%	8%
<b>Younger Singles &amp; Couples</b>	67%	62%	75%
	100%	100%	100%

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

**Optimum Market Position**  
**College Town Study Area**  
*City of Lexington/Fayette County, Kentucky*  
**July, 2002**

<u>Percent of Units Number Location</u>	<u>Housing Type</u>	<u>Unit Type</u>	<u>Unit Mix</u>	<u>Percent Mix</u>	<u>Approx. Unit Size</u>	<u>Approx. Rents/Prices</u>	<u>Rent/Price Per Sq. Ft.</u>	<u>Average Absorption</u>
<b>60.2%</b>	<b>Multi-Family For-Rent</b>							<b>120</b>
78 Sites A & B {Limestone}	<b>Lofts</b> <b>Over Commercial</b> 4-story buildings  76 parking spaces 0.9 sp/unit	Open Lofts			890 (average)	\$800 (average)	\$0.90 (average)	36
88 Site C	<b>Courtyard Building</b> 3-story building w/ basement units  138 parking spaces 1.5 sp/unit	1br/1ba 2br/1ba 2br/2ba 2br/2ba {dual masters}	52 12 16 8	59% 14% 18% 9%	700 1,020 1,130 1,170	\$700 \$975 \$1,050 \$1,075	\$1.00 \$0.96 \$0.93 \$0.92	42
4 Site H	<b>Live-Work Units</b>  4 parking spaces 1 sp/unit				1,128	\$1,200	\$1.06	4
45 Site I	<b>L-Shaped Building</b> 3-story building  38 parking spaces 0.8 sp/unit	Studio 1br/1ba 2br/2ba 3br/2ba	12 18 10 5	27% 40% 22% 11%	500 650 1,050 1,300	\$525 \$650 \$1,000 \$1,200	\$1.05 \$1.00 \$0.95 \$0.92	38

NOTE: Base rents/prices are in year 2002 dollars and do not include premiums, options or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position**  
**College Town Study Area**  
*City of Lexington/Fayette County, Kentucky*  
**July, 2002**

<u>Percent of Units Number Location</u>	<u>Housing Type</u>	<u>Unit Type</u>	<u>Unit Mix</u>	<u>Percent Mix</u>	<u>Approx. Unit Size</u>	<u>Approx. Rents/Prices</u>	<u>Rent/Price Per Sq. Ft.</u>	<u>Average Absorption</u>
<b>39.8%</b>	<b>Multi-Family For-Sale</b>							<b>46</b>
26 Site F	<b>Loft Building</b> 29 parking spaces 1.1 sp/unit	Open	10	38%	450	\$50,000	\$111	
		Lofts	16	62%	975	\$105,000	\$108	
38 Site E	<b>Loft Building</b> 41 parking spaces 1.1 sp/unit	Open	20	53%	750	\$80,000	\$107	32
		Lofts	18	47%	950	\$100,000	\$105	
38 Site G	<b>Loft Building</b> 41 parking spaces 1.1 sp/unit	Open	19	50%	750	\$80,000	\$107	
		Lofts	19	50%	955	\$102,000	\$107	
22 Site D	<b>Maisonette Apts.</b> 22 parking spaces 1 sp/unit	1br/den	11	50%	912	\$115,000	\$126	8
		2br/den or 3br	11	50%	1,824	\$225,000	\$123	
18 Site J	<b>Mansion Buildings</b> {4 buildings} 30 parking spaces 1.6 sp/unit	2br flat	12	67%	1,100	\$145,000	\$132	6
		3br duplex	6	33%	2,200	\$275,000	\$125	
<b>100.0%</b>								<b>172</b>
<b>357</b>	<b>Total Dwelling Units</b>							

NOTE: Base rents/ prices are in year 2002 dollars and do not include premiums, options or upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

**Summary Of Selected Rental Properties***City of Lexington/Fayette County, Kentucky***April, 2002**

<u>Property</u> Location	<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>..... Downtown .....</i>					
<b>Park Plaza (1987)</b> 120 East Main Street	<b>201</b>				<b>90% occupancy.</b>
Studio		\$495 to \$545	437 to 482	\$1.13 to \$1.13	<i>Pool, spa, fitness center.</i>
1BR/1BA		\$590 to \$655	563 to 742	\$0.88 to \$1.05	<i>Utilities included.</i>
2BR/2BA		\$715 to \$865	762 to 1,006	\$0.86 to \$0.94	
3BR/2BA		\$1,145	1,200	\$0.95	
<i>..... South of Downtown/Within New Circle Road .....</i>					
<b>Omni Place (1965)</b> 333 Legion Drive	<b>97</b>				<b>93% occupancy.</b>
Studio		\$375	325	\$1.15	<i>Utilities included.</i>
<b>Limestone Square (1986)</b> 129 Transcript Avenue	<b>85</b>				<b>100% occupancy.</b>
Studio		\$410	400	\$1.03	<i>Some income restricted.</i>
1BR/1BA		\$385 to \$450	550 to 600	\$0.70 to \$0.75	
2BR/1BA		\$630	600	\$1.05	
3BR/2BA		\$890	1,000	\$0.89	
<b>Arbors at Brookhaven (1969)</b> 2504 Larkin Road	<b>309</b>				<b>85% occupancy.</b>
1BR/1BA		\$430	750	\$0.57	<i>Pool, spa, clubhouse, tennis.</i>
2BR/1BA		\$495 to \$665	950 to 1,150	\$0.52 to \$0.58	<i>Utilities included.</i>
<b>Clermont</b> 828 Malabu Drive					<b>80% occupancy.</b>
1BR/1BA		\$475	715	\$0.66	

## Summary Of Selected Rental Properties

*City of Lexington/Fayette County, Kentucky*

**April, 2002**

<u>Property</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>
Location					
. . . . . South of Downtown/Within New Circle Road (continued) . . . . .					
<b>Kirklevington Hills (1975)</b>	<b>126</b>				<b>87% occupancy.</b>
3050 Kirklevington Drive					
1BR/1BA		\$559 to	640 to	\$0.79 to	Pool,
		\$569	720	\$0.87	clubhouse.
2BR/1 1/2BA		\$830	1,250	\$0.66	
<b>Chinoe Creek</b>	<b>356</b>				<b>90% occupancy.</b>
3522 Creekwood Drive					
1BR/1BA		\$559	676	\$0.83	Pool, tennis,
1BR/1BA w/Den		\$599	840	\$0.71	fitness center,
2BR/1BA		\$619	845	\$0.73	sport courts.
2BR/2BA		\$699	1,000	\$0.70	
<b>Merrick Place (1970)</b>	<b>457</b>				<b>94% occupancy.</b>
3380 Tate's Creek Road					
1BR/1BA		\$580	652	\$0.89	Pool, tennis,
2BR/1BA		\$680	835	\$0.81	sport courts,
2BR/1 1/2BA		\$790 to	1,080 to	\$0.73	playground.
		\$815	1,120	\$0.73	
3BR/2 1/2BA		\$945 to	1,339 to	\$0.71	
		\$1,300	1,824	\$0.71	
. . . . . Southwest of Downtown/Within New Circle Road . . . . .					
<b>Cabana Royal Arms</b>	<b>204</b>				<b>93% occupancy.</b>
2044 Georgian Way					
1BR/1BA		\$447	600	\$0.75	Pools,
2BR/1 1/2BA		\$522	850	\$0.61	clubhouse.
3BR/2BA		\$722	1,260	\$0.57	
<b>Huntington (1985)</b>	<b>132</b>				<b>79% occupancy.</b>
951 Red Mile Court					
1BR/1BA		\$465	550	\$0.85	Pool, clubhouse,
2BR/2BA		\$695	1,200	\$0.58	fitness center.
2BR/2 1/2BA -TH		\$715	1,200	\$0.60	

**Summary Of Selected Rental Properties***City of Lexington/Fayette County, Kentucky***April, 2002**

<u>Property</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>Location</i>					
<i>. . . . Southwest of Downtown/Within New Circle Road (continued). . . .</i>					
<b>West Chase</b>	<b>120</b>				<b>98% occupancy.</b>
1346 Village Drive					
2BR/1BA		\$529 to \$559	840 to 890	\$0.63 \$0.63	<i>Utilities included.</i>
<i>. . . . Southeast of Downtown/Within New Circle Road . . . .</i>					
<b>Stone Bridge (1972)</b>	<b>113</b>				<b>78% occupancy.</b>
1261 Village Drive					
2BR/2BA		\$485	770	\$0.63	<i>Pool,</i>
<b>Sonnet Cove (1974)</b>	<b>332</b>				<b>70% occupancy.</b>
495 Laketower Drive					
1BR/1BA		\$475	650	\$0.73	<i>Pool,</i>
2BR/1 1/2BA		\$569	925	\$0.62	<i>weight room.</i>
2BR/2BA		\$715	1,258	\$0.57	
3BR/2BA		\$769	1,150	\$0.67	
<b>Heritage</b>	<b>180</b>				<b>93% occupancy.</b>
2150 Richmond Road					
1BR/1BA		\$489	700	\$0.70	<i>Pool, spa.</i>
2BR/1BA		\$544	950	\$0.57	<i>Utilities included.</i>
3BR/2BA		\$689	1,150	\$0.60	
<b>The Landings (1973)</b>	<b>102</b>				<b>95% occupancy.</b>
2414 Lake Park Road					
1BR/1BA		\$529	710	\$0.75	<i>Clubhouse,</i>
2BR/?BA		\$649 to \$824	1,150 to 1,450	\$0.56 to \$0.57	<i>pool, tennis.</i>
3BR/2BA		\$875	1,500	\$0.58	
<b>Lakepointe (1985)</b>	<b>118</b>				<b>96% occupancy.</b>
2334 Lake Park Road					
1BR/1BA		\$549 to \$594	628 to 800	\$0.74 to \$0.87	<i>Clubhouse,</i>
2BR/2BA		\$739	1,067	\$0.69	<i>pool, tennis.</i>

SOURCE: Zimmerman/Volk Associates, Inc.

## Summary Of Selected Rental Properties

*City of Lexington/Fayette County, Kentucky*

**April, 2002**

<u>Property</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>..... Beyond New Circle Road .....</i>					
<b>Bridle Creek (2002)</b>	<b>384</b>				<b>In Lease-Up</b>
3800 Nicholasville Road					
1BR/1BA		\$690	741	\$0.93	<i>Construction nearly complete. Pool, clubhouse, fitness center.</i>
1BR/1BA w/Den		\$810	974	\$0.83	
2BR/2BA		\$830 to	978 to	\$0.83 to	
		\$890	1,070	\$0.85	
3BR/2BA		\$1,050	1,218	\$0.86	
<b>Fountains at Andover (1998)</b>	<b>318</b>				<b>86% occupancy.</b>
3200 Todds Road					
Studio		\$575	500	\$1.15	<i>Pool, fitness center, tennis.</i>
1BR/1BA		\$665	704	\$0.94	
2BR/2BA		\$840	1,050	\$0.80	
3BR/2BA		\$1,029	1,200	\$0.86	
<b>Grand Reserve (2000)</b>	<b>370</b>				<b>95% occupancy.</b>
3200 Todds Road					
1BR/1BA		\$750 to	766 to	\$0.95 to	<i>Gated, pool, fitness center, tennis, cable, concierge services.</i>
		\$795	836	\$0.98	
2BR/2BA		\$920 to	1,227 to	\$0.75 to	
		\$1,090	1,191	\$0.92	
2BR/2BA -TH		\$1,050	1,330	\$0.79	
2BR/2 1/2BA		\$915 to	1,218 to	\$0.75 to	
		\$1,080	1,290	\$0.84	
2BR/2 1/2BA -TH		\$885	1,215	\$0.73	
3BR/2BA		\$1,225 to	1,349 to	\$0.86 to	
		\$1,325	1,548	\$0.91	
<b>Park Place (1987:2000)</b>	<b>464</b>				<b>75% occupancy.</b>
4030 Tates Creek Road					
1BR/1BA		\$699 to	875 to	\$0.64 to	<i>Pool, clubhouse, fitness center, tennis, cable.</i>
		\$899	1,412	\$0.80	
2BR/2BA		\$850 to	1,200 to	\$0.62 to	
		\$1,039	1,663	\$0.71	
2BR/2BA w/direct access garages		\$999 to	1,300 to	\$0.77 to	
		\$1,100	1,400	\$0.79	
2BR/2 1/2BA		\$999 to	1,745 to	\$0.57 to	
		\$1,169	1,773	\$0.66	
3BR/2BA		\$1,225 to	1,500 to	\$0.82 to	
		\$1,395	1,575	\$0.89	

SOURCE: Zimmerman/Volk Associates, Inc.



## APPENDIX TABLES



**Gross Annual Household In-Migration***Fayette County, Kentucky***1996, 1997, 1998, 1999, 2000**

County of Origin	..... 1996 .....		..... 1997 .....		..... 1998 .....		..... 1999 .....		..... 2000 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Jessamine	455	5.6%	515	6.1%	540	6.2%	450	5.3%	540	5.8%
APO/FPO/Foreign	415	5.1%	420	5.0%	435	5.0%	400	4.7%	395	4.2%
Madison	290	3.6%	365	4.3%	365	4.2%	335	4.0%	395	4.2%
Jefferson	365	4.5%	345	4.1%	415	4.8%	365	4.3%	385	4.1%
Scott	260	3.2%	245	2.9%	260	3.0%	265	3.1%	280	3.0%
Woodford	230	2.8%	205	2.4%	265	3.0%	230	2.7%	270	2.9%
Clark	200	2.5%	225	2.7%	225	2.6%	225	2.7%	260	2.8%
Franklin	185	2.3%	155	1.8%	190	2.2%	175	2.1%	215	2.3%
Bourbon	200	2.5%	190	2.3%	190	2.2%	200	2.4%	190	2.0%
Boyle	65	0.8%	110	1.3%	90	1.0%	100	1.2%	115	1.2%
Pike	65	0.8%	105	1.2%	85	1.0%	105	1.2%	115	1.2%
Hamilton, OH	95	1.2%	95	1.1%	90	1.0%	70	0.8%	105	1.1%
Laurel	50	0.6%	55	0.7%	65	0.7%	50	0.6%	85	0.9%
Anderson	75	0.9%	70	0.8%	85	1.0%	65	0.8%	80	0.9%
Harrison	80	1.0%	65	0.8%	65	0.7%	75	0.9%	80	0.9%
Daviess	70	0.9%	80	1.0%	65	0.7%	65	0.8%	80	0.9%
Mercer	65	0.8%	75	0.9%	65	0.7%	75	0.9%	80	0.9%
Pulaski	60	0.7%	65	0.8%	70	0.8%	80	0.9%	75	0.8%
Hardin	60	0.7%	65	0.8%	75	0.9%	65	0.8%	75	0.8%
Montgomery	70	0.9%	55	0.7%	55	0.6%	80	0.9%	70	0.7%
Cook, IL	65	0.8%	65	0.8%	55	0.6%	70	0.8%	70	0.7%
Boyd	75	0.9%	85	1.0%	105	1.2%	75	0.9%	70	0.7%
Kenton	65	0.8%	65	0.8%	55	0.6%	60	0.7%	65	0.7%
Boone	35	0.4%	35	0.4%	50	0.6%	50	0.6%	60	0.6%
Floyd	50	0.6%	45	0.5%	60	0.7%	85	1.0%	60	0.6%
Garrard	50	0.6%	50	0.6%	60	0.7%	55	0.6%	60	0.6%
Davidson, TN	40	0.5%	35	0.4%	45	0.5%	50	0.6%	60	0.6%
Franklin, OH	45	0.6%	50	0.6%	65	0.7%	40	0.5%	55	0.6%
Warren	45	0.6%	55	0.7%	65	0.7%	50	0.6%	50	0.5%
Knox, TN	25	0.3%	35	0.4%	40	0.5%	30	0.4%	50	0.5%
Rowan	45	0.6%	35	0.4%	50	0.6%	55	0.6%	45	0.5%
Greenup	50	0.6%	35	0.4%	55	0.6%	40	0.5%	45	0.5%
McCracken	40	0.5%	30	0.4%	30	0.3%	45	0.5%	45	0.5%
Johnson	25	0.3%	35	0.4%	35	0.4%	50	0.6%	40	0.4%
Powell	30	0.4%	30	0.4%	25	0.3%	25	0.3%	40	0.4%
All Other Counties	4,120	50.5%	4,220	50.2%	4,245	48.6%	4,215	49.8%	4,655	49.7%
<b>Total In-Migration:</b>	<b>8,160</b>	<b>100.0%</b>	<b>8,410</b>	<b>100.0%</b>	<b>8,735</b>	<b>100.0%</b>	<b>8,470</b>	<b>100.0%</b>	<b>9,360</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***Fayette County, Kentucky***1996, 1997, 1998, 1999, 2000**

Destination County	..... 1996 .....		..... 1997 .....		..... 1998 .....		..... 1999 .....		..... 2000 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Jessamine	560	7.3%	595	7.7%	545	6.9%	600	7.3%	695	7.1%
APO/FPO/Foreign	50	0.7%	70	0.9%	65	0.8%	85	1.0%	85	0.9%
Madison	305	4.0%	240	3.1%	330	4.2%	365	4.4%	420	4.3%
Jefferson	420	5.5%	450	5.8%	405	5.1%	410	5.0%	550	5.6%
Scott	315	4.1%	305	4.0%	375	4.7%	390	4.7%	405	4.1%
Woodford	230	3.0%	285	3.7%	255	3.2%	280	3.4%	275	2.8%
Clark	190	2.5%	205	2.7%	250	3.2%	235	2.8%	290	3.0%
Franklin	130	1.7%	165	2.1%	160	2.0%	175	2.1%	225	2.3%
Bourbon	205	2.7%	165	2.1%	190	2.4%	200	2.4%	245	2.5%
Boyle	75	1.0%	65	0.8%	90	1.1%	85	1.0%	75	0.8%
Pike	45	0.6%	35	0.5%	35	0.4%	35	0.4%	45	0.5%
Hamilton, OH	115	1.5%	135	1.8%	125	1.6%	120	1.5%	130	1.3%
Laurel	40	0.5%	45	0.6%	45	0.6%	50	0.6%	45	0.5%
Anderson	90	1.2%	100	1.3%	85	1.1%	105	1.3%	100	1.0%
Harrison	70	0.9%	70	0.9%	50	0.6%	70	0.8%	70	0.7%
Daviess	45	0.6%	25	0.3%	35	0.4%	30	0.4%	50	0.5%
Mercer	75	1.0%	60	0.8%	90	1.1%	80	1.0%	85	0.9%
Pulaski	50	0.7%	50	0.6%	50	0.6%	45	0.5%	40	0.4%
Hardin	35	0.5%	30	0.4%	40	0.5%	35	0.4%	45	0.5%
Montgomery	50	0.7%	50	0.6%	50	0.6%	55	0.7%	55	0.6%
Cook, IL	50	0.7%	70	0.9%	70	0.9%	60	0.7%	80	0.8%
Boyd	25	0.3%	30	0.4%	35	0.4%	40	0.5%	55	0.6%
Kenton	95	1.2%	85	1.1%	90	1.1%	70	0.8%	90	0.9%
Boone	110	1.4%	65	0.8%	70	0.9%	70	0.8%	100	1.0%
Floyd	25	0.3%	25	0.3%	40	0.5%	20	0.2%	40	0.4%
Garrard	70	0.9%	85	1.1%	100	1.3%	110	1.3%	105	1.1%
Davidson, TN	60	0.8%	90	1.2%	65	0.8%	70	0.8%	85	0.9%
Franklin, OH	65	0.9%	80	1.0%	65	0.8%	80	1.0%	80	0.8%
Warren	35	0.5%	35	0.5%	40	0.5%	30	0.4%	40	0.4%
Knox, TN	30	0.4%	30	0.4%	25	0.3%	35	0.4%	40	0.4%
Rowan	25	0.3%	30	0.4%	25	0.3%	30	0.4%	30	0.3%
Greenup	15	0.2%	15	0.2%	20	0.3%	30	0.4%	20	0.2%
McCracken	0	0.0%	20	0.3%	20	0.3%	20	0.2%	20	0.2%
Johnson	20	0.3%	0	0.0%	20	0.3%	10	0.1%	25	0.3%
Powell	15	0.2%	30	0.4%	25	0.3%	35	0.4%	30	0.3%
All Other Counties	3,910	51.1%	3,860	50.2%	3,940	49.7%	4,100	49.6%	5,005	51.2%
<b>Total Out-Migration:</b>	<b>7,645</b>	<b>100.0%</b>	<b>7,695</b>	<b>100.0%</b>	<b>7,920</b>	<b>100.0%</b>	<b>8,260</b>	<b>100.0%</b>	<b>9,775</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***Fayette County, Kentucky***1996, 1997, 1998, 1999, 2000**

County	..... 1996 .....	..... 1997 .....	..... 1998 .....	..... 1999 .....	..... 2000 .....
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Jessamine	-105	-80	-5	-150	-155
APO/FPO/Foreign	365	350	370	315	310
Madison	-15	125	35	-30	-25
Jefferson	-55	-105	10	-45	-165
Scott	-55	-60	-115	-125	-125
Woodford	0	-80	10	-50	-5
Clark	10	20	-25	-10	-30
Franklin	55	-10	30	0	-10
Bourbon	-5	25	0	0	-55
Boyle	-10	45	0	15	40
Pike	20	70	50	70	70
Hamilton, OH	-20	-40	-35	-50	-25
Laurel	10	10	20	0	40
Anderson	-15	-30	0	-40	-20
Harrison	10	-5	15	5	10
Daviess	25	55	30	35	30
Mercer	-10	15	-25	-5	-5
Pulaski	10	15	20	35	35
Hardin	25	35	35	30	30
Montgomery	20	5	5	25	15
Cook, IL	15	-5	-15	10	-10
Boyd	50	55	70	35	15
Kenton	-30	-20	-35	-10	-25
Boone	-75	-30	-20	-20	-40
Floyd	25	20	20	65	20
Garrard	-20	-35	-40	-55	-45
Davidson, TN	-20	-55	-20	-20	-25
Franklin, OH	-20	-30	0	-40	-25
Warren	10	20	25	20	10
Knox, TN	-5	5	15	-5	10
Rowan	20	5	25	25	15
Greenup	35	20	35	10	25
McCracken	40	10	10	25	25
Johnson	5	35	15	40	15
Powell	15	0	0	-10	10
All Other Counties	210	360	305	115	-350
<b>Total Net Migration:</b>	<b>515</b>	<b>715</b>	<b>815</b>	<b>210</b>	<b>-415</b>

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

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

## 2002 Household Classification By Market Groups

*City of Lexington/Fayette County, Kentucky*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
<b>Empty Nesters &amp; Retirees</b>	<b>25,485</b>	<b>32.6%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	16,955	21.7%
<i>Small Cities/Edge Cities</i>	8,530	10.9%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>19,855</b>	<b>25.4%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	12,195	15.6%
<i>Small Cities/Edge Cities</i>	3,935	5.0%
<i>Town &amp; Country/Exurbs</i>	3,145	4.0%
<i>Agrarian/Rural</i>	580	0.7%
<b>Younger Singles &amp; Couples</b>	<b>32,815</b>	<b>42.0%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	24,630	31.5%
<i>Small Cities/Edge Cities</i>	8,185	10.5%
<i>Agrarian/Rural</i>	0	0.0%
<b>Total:</b>	<b>78,155</b>	<b>100.0%</b>
<b>Total City/County Households:</b>	<b>110,650</b>	
<b>Classified Households As A Share Of Total City/County Households:</b>	<b>70.6%</b>	
<b>Estimated Median Income:</b>	<b>\$45,700</b>	
<b>Estimated National Median Income:</b>	<b>\$45,000</b>	
<b>Estimated Median Home Value:</b>	<b>\$116,900</b>	
<b>Estimated National Median Home Value:</b>	<b>\$116,100</b>	

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

## 2002 Household Classification By Market Groups

*City of Lexington/Fayette County, Kentucky*

	<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>25,485</b>	<b>32.6%</b>		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Rowhouse Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The Social Register	0	0.0%		
Nouveau Money	4,015	5.1%	\$152,300	\$354,000
Post-War Suburban Pioneers	515	0.7%	\$75,700	\$215,400
Affluent Empty Nesters	2,025	2.6%	\$68,000	\$182,100
Blue-Collar Button-Downs	4,815	6.2%	\$53,600	\$101,300
Middle-American Retirees	5,585	7.1%	\$40,100	\$100,900
<i>Subtotal:</i>	16,955	21.7%		
<i>Small Cities/Edge Cities</i>				
Middle-Class Move-Downs	5,940	7.6%	\$47,400	\$106,100
Active Retirees	1,690	2.2%	\$47,100	\$161,700
Blue-Collar Retirees	900	1.2%	\$39,500	\$71,900
<i>Subtotal:</i>	8,530	10.9%		
<i>Town &amp; Country/Exurbs</i>				
Mainstream Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		

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

## 2002 Household Classification By Market Groups

*City of Lexington/Fayette County, Kentucky*

	<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>19,855</b>	<b>25.4%</b>		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0.0%		
Multi-Cultural Families	0	0.0%		
Black Urban Families	0	0.0%		
Latino Urban Families	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
Full-Nest Suburbanites	8,630	11.0%	\$77,700	\$186,600
Kids 'r' Us	3,565	4.6%	\$57,700	\$106,700
<i>Subtotal:</i>	12,195	15.6%		
<i>Small Cities/Edge Cities</i>				
Cosmopolitan Families	3,000	3.8%	\$106,500	\$223,200
Unibox Transferees	935	1.2%	\$70,000	\$162,100
Mainstream Families	0	0.0%		
<i>Subtotal:</i>	3,935	5.0%		
<i>Town &amp; Country/Exurbs</i>				
Exurban Elite	265	0.3%	\$140,400	\$289,500
Full-Nest Exurbanites	1,385	1.8%	\$73,600	\$158,400
New-Town Families	1,250	1.6%	\$59,700	\$116,800
Pillars of the Community	0	0.0%		
Middle-American Families	245	0.3%	\$46,800	\$79,200
Young Homesteaders	0	0.0%		
<i>Subtotal:</i>	3,145	4.0%		
<i>Agrarian/Rural</i>				
Heartland Families	580	0.7%	\$58,200	\$116,500
Small-Town Families	0	0.0%		
Rustic Families	0	0.0%		
<i>Subtotal:</i>	580	0.7%		

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

## 2002 Household Classification By Market Groups

*City of Lexington/Fayette County, Kentucky*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Younger Single &amp; Couples</b>	<b>32,815</b>	<b>42.0%</b>		
<i>Metropolitan Cities</i>				
Urban Elite	0	0.0%		
e-Types	0	0.0%		
Urban Achievers	0	0.0%		
New Bohemians	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The VIPs	0	0.0%		
Fast-Track Professionals	8,840	11.3%	\$68,300	\$179,700
Suburban Strivers	4,215	5.4%	\$52,300	\$128,500
Generation X	11,575	14.8%	\$40,100	\$107,900
<i>Subtotal:</i>	24,630	31.5%		
<i>Small Cities/Edge Cities</i>				
Twentysomethings	1,110	1.4%	\$51,300	\$112,500
University / College Affiliates	7,075	9.1%	\$38,200	\$109,600
<i>Subtotal:</i>	8,185	10.5%		
<i>Agrarian/Rural</i>				
PC Pioneers	0	0.0%		
<i>Subtotal:</i>	0	0.0%		

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

**Households With The Potential  
To Move Within The City Of Lexington/Fayette County In 2002**

Household Classification By Market Groups

*City of Lexington/Fayette County, Kentucky*

<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>25,485</b>	<b>2,370</b>	<b>25.9%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	16,955	1,530	16.7%
<i>Small Cities/Edge Cities</i>	8,530	840	9.2%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>			
	<b>19,855</b>	<b>2,080</b>	<b>22.8%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	12,195	1,340	14.7%
<i>Small Cities/Edge Cities</i>	3,935	370	4.0%
<i>Town &amp; Country/Exurbs</i>	3,145	320	3.5%
<i>Agrarian/Rural</i>	580	50	0.5%
<b>Younger Singles &amp; Couples</b>			
	<b>32,815</b>	<b>4,690</b>	<b>51.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	24,630	3,470	38.0%
<i>Small Cities/Edge Cities</i>	8,185	1,220	13.3%
<i>Agrarian/Rural</i>	0	0	0.0%
<b>Total:</b>	<b>78,155</b>	<b>9,140</b>	<b>100.0%</b>
<b>Total City/County Households:</b>	<b>110,650</b>		
<b>Classified Households As A Share Of Total City/County Households:</b>	<b>70.6%</b>		

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

**Households With The Potential  
To Move Within The City Of Lexington/Fayette County In 2002**

Household Classification By Market Groups

*City of Lexington/Fayette County, Kentucky*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>25,485</b>	<b>2,370</b>	<b>25.9%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Rowhouse Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
Nouveau Money	4,015	330	3.6%
Post-War Suburban Pioneers	515	40	0.4%
Affluent Empty Nesters	2,025	170	1.9%
Blue-Collar Button-Downs	4,815	380	4.2%
Middle-American Retirees	5,585	610	6.7%
<i>Subtotal:</i>	16,955	1,530	16.7%
<i>Small Cities/Edge Cities</i>			
Middle-Class Move-Downs	5,940	600	6.6%
Active Retirees	1,690	160	1.8%
Blue-Collar Retirees	900	80	0.9%
<i>Subtotal:</i>	8,530	840	9.2%
<i>Town &amp; Country/Exurbs</i>			
Mainstream Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

**Households With The Potential  
To Move Within The City Of Lexington/Fayette County In 2002**

Household Classification By Market Groups  
*City of Lexington/Fayette County, Kentucky*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>19,855</b>	<b>2,080</b>	<b>22.8%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Black Urban Families	0	0	0.0%
Latino Urban Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Full-Nest Suburbanites	8,630	910	10.0%
Kids 'r' Us	3,565	430	4.7%
<i>Subtotal:</i>	<u>12,195</u>	<u>1,340</u>	<u>14.7%</u>
<i>Small Cities/Edge Cities</i>			
Cosmopolitan Families	3,000	250	2.7%
Unibox Transferees	935	120	1.3%
Mainstream Families	0	0	0.0%
<i>Subtotal:</i>	<u>3,935</u>	<u>370</u>	<u>4.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Exurban Elite	265	30	0.3%
Full-Nest Exurbanites	1,385	140	1.5%
New-Town Families	1,250	130	1.4%
Pillars of the Community	0	0	0.0%
Middle-American Families	245	20	0.2%
Young Homesteaders	0	0	0.0%
<i>Subtotal:</i>	<u>3,145</u>	<u>320</u>	<u>3.5%</u>
<i>Agrarian/Rural</i>			
Heartland Families	580	50	0.5%
Small-Town Families	0	0	0.0%
Rustic Families	0	0	0.0%
<i>Subtotal:</i>	<u>580</u>	<u>50</u>	<u>0.5%</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

**Households With The Potential  
To Move Within The City Of Lexington/Fayette County In 2002**

Household Classification By Market Groups

*City of Lexington/Fayette County, Kentucky*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>32,815</b>	<b>4,690</b>	<b>51.3%</b>
<i>Metropolitan Cities</i>			
Urban Elite	0	0	0.0%
e-Types	0	0	0.0%
Urban Achievers	0	0	0.0%
New Bohemians	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The VIPs	0	0	0.0%
Fast-Track Professionals	8,840	1,180	12.9%
Suburban Strivers	4,215	510	5.6%
Generation X	11,575	1,780	19.5%
<i>Subtotal:</i>	<u>24,630</u>	<u>3,470</u>	<u>38.0%</u>
<i>Small Cities/Edge Cities</i>			
Twentysomethings	1,110	150	1.6%
University/College Affiliates	7,075	1,070	11.7%
<i>Subtotal:</i>	<u>8,185</u>	<u>1,220</u>	<u>13.3%</u>
<i>Agrarian/Rural</i>			
PC Pioneers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

**Households With The Potential  
To Move To The City Of Lexington In 2002  
Adjacent Counties**

*Jessamine, Madison, Scott, Woodford, Clark and Bourbon Counties, Kentucky*

Household Type/ Geographic Designation	<i>Jessamine County</i>	<i>Madison County</i>	<i>Scott County</i>	<i>Woodford County</i>	<i>Clark County</i>	<i>Bourbon County</i>	Total
<b>Empty Nesters &amp; Retirees</b>							
	<b>60</b>	<b>50</b>	<b>20</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>140</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	10	0	0	0	0	0	10
<i>Small Cities/Edge Cities</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	50	50	20	0	10	0	130
<b>Traditional &amp; Non-Traditional Families</b>							
	<b>290</b>	<b>140</b>	<b>190</b>	<b>240</b>	<b>120</b>	<b>120</b>	<b>1,100</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Small Cities/Edge Cities</i>	0	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	270	100	150	220	80	0	820
<i>Agrarian/Rural</i>	20	40	40	20	40	120	280
<b>Younger Singles &amp; Couples</b>							
	<b>0</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>50</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Small Cities/Edge Cities</i>	0	40	0	0	0	0	40
<i>Agrarian/Rural</i>	0	0	0	0	10	0	10
<b>Total:</b>	<b>350</b>	<b>230</b>	<b>210</b>	<b>240</b>	<b>140</b>	<b>120</b>	<b>1,290</b>
<b>Percent:</b>	<b>27.1%</b>	<b>17.8%</b>	<b>16.3%</b>	<b>18.6%</b>	<b>10.9%</b>	<b>9.3%</b>	<b>100%</b>
<b>Total Classified Households:</b>	<b>7,960</b>	<b>13,070</b>	<b>6,910</b>	<b>6,530</b>	<b>5,545</b>	<b>665</b>	<b>20,700</b>
<b>Total Households:</b>	<b>13,945</b>	<b>25,790</b>	<b>12,140</b>	<b>8,660</b>	<b>12,505</b>	<b>7,385</b>	<b>42,495</b>

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

**Households With The Potential  
To Move To The City Of Lexington In 2002  
Adjacent Counties**

*Jessamine, Madison, Scott, Woodford, Clark and Bourbon Counties, Kentucky*

	<u>Jessamine County</u>	<u>Madison County</u>	<u>Scott County</u>	<u>Woodford County</u>	<u>Clark County</u>	<u>Bourbon County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>60</b>	<b>50</b>	<b>20</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>140</b>
<i>Metropolitan Cities</i>							
Urban Establishment	0	0	0	0	0	0	0
Rowhouse Retirees	0	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>							
The Social Register	0	0	0	0	0	0	0
Nouveau Money	0	0	0	0	0	0	0
Post-War Suburban Pioneers	0	0	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0	0	0
Blue-Collar Button-Downs	10	0	0	0	0	0	10
Middle-American Retirees	0	0	0	0	0	0	0
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>
<i>Small Cities/Edge Cities</i>							
Middle-Class Move-Downs	0	0	0	0	0	0	0
Active Retirees	0	0	0	0	0	0	0
Blue-Collar Retirees	0	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town &amp; Country/Exurbs</i>							
Mainstream Retirees	50	50	20	0	10	0	130
<i>Subtotal:</i>	<u>50</u>	<u>50</u>	<u>20</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>130</u>

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

**Households With The Potential  
To Move To The City Of Lexington In 2002  
Adjacent Counties**

*Jessamine, Madison, Scott, Woodford, Clark and Bourbon Counties, Kentucky*

	<u>Jessamine County</u>	<u>Madison County</u>	<u>Scott County</u>	<u>Woodford County</u>	<u>Clark County</u>	<u>Bourbon County</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>290</b>	<b>140</b>	<b>190</b>	<b>240</b>	<b>120</b>	<b>120</b>	<b>1,100</b>
<i>Metropolitan Cities</i>							
Full-Nest Urbanites	0	0	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0	0	0
Black Urban Families	0	0	0	0	0	0	0
Latino Urban Families	0	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>							
Full-Nest Suburbanites	0	0	0	0	0	0	0
Kids 'r' Us	0	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Edge Cities</i>							
Cosmopolitan Families	0	0	0	0	0	0	0
Unibox Transferees	0	0	0	0	0	0	0
Mainstream Families	0	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town &amp; Country/Exurbs</i>							
Exurban Elite	40	0	0	0	0	0	40
Full-Nest Exurbanites	30	20	20	0	10	0	80
New-Town Families	20	0	60	130	0	0	210
Pillars of the Community	0	50	0	0	50	0	100
Middle-American Families	180	0	70	90	0	0	340
Young Homesteaders	0	30	0	0	20	0	50
<i>Subtotal:</i>	<u>270</u>	<u>100</u>	<u>150</u>	<u>220</u>	<u>80</u>	<u>0</u>	<u>820</u>
<i>Agrarian/Rural</i>							
Heartland Families	20	0	20	20	10	120	190
Small-Town Families	0	30	20	0	10	0	60
Rustic Families	0	10	0	0	20	0	30
<i>Subtotal:</i>	<u>20</u>	<u>40</u>	<u>40</u>	<u>20</u>	<u>40</u>	<u>120</u>	<u>280</u>

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

**Households With The Potential  
To Move To The City Of Lexington In 2002  
Adjacent Counties**

*Jessamine, Madison, Scott, Woodford, Clark and Bourbon Counties, Kentucky*

	<u>Jessamine County</u>	<u>Madison County</u>	<u>Scott County</u>	<u>Woodford County</u>	<u>Clark County</u>	<u>Bourbon County</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>0</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>50</b>
<i>Metropolitan Cities</i>							
Urban Elite	0	0	0	0	0	0	0
e-Types	0	0	0	0	0	0	0
Urban Achievers	0	0	0	0	0	0	0
New Bohemians	0	0	0	0	0	0	0
Subtotal:	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>							
The VIPs	0	0	0	0	0	0	0
Fast-Track Professionals	0	0	0	0	0	0	0
Suburban Strivers	0	0	0	0	0	0	0
Generation X	0	0	0	0	0	0	0
Subtotal:	0	0	0	0	0	0	0
<i>Small Cities/Edge Cities</i>							
Twentysomethings	0	0	0	0	0	0	0
University/College Affiliates	0	40	0	0	0	0	40
Subtotal:	0	40	0	0	0	0	40
<i>Agrarian/Rural</i>							
PC Pioneers	0	0	0	0	10	0	10
Subtotal:	0	0	0	0	10	0	10

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

**Households With The Potential  
To Move To The City Of Lexington In 2002  
Nearby Counties**

*Jefferson County (Louisville), Franklin County (Frankfort), Kentucky; Hamilton County (Cincinnati), Ohio*

Household Type/ Geographic Area	Jefferson County (Louisville)	Franklin County (Frankfort)	Hamilton County (Cincinnati)	Total
<b>Empty Nesters &amp; Retirees</b>	<b>130</b>	<b>20</b>	<b>50</b>	<b>200</b>
<i>Metropolitan Cities</i>	10	0	0	10
<i>Metropolitan Suburbs</i>	110	0	50	160
<i>Small Cities/Edge Cities</i>	10	0	0	10
<i>Town &amp; Country/Exurbs</i>	0	20	0	20
<b>Traditional &amp; Non-Traditional Families</b>	<b>50</b>	<b>150</b>	<b>10</b>	<b>210</b>
<i>Metropolitan Cities</i>	10	0	0	10
<i>Metropolitan Suburbs</i>	30	0	10	40
<i>Small Cities/Edge Cities</i>	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	10	130	0	140
<i>Agrarian/Rural</i>	0	20	0	20
<b>Younger Singles &amp; Couples</b>	<b>100</b>	<b>0</b>	<b>40</b>	<b>140</b>
<i>Metropolitan Cities</i>	20	0	10	30
<i>Metropolitan Suburbs</i>	70	0	20	90
<i>Small Cities/Edge Cities</i>	10	0	10	20
<i>Agrarian/Rural</i>	0	0	0	0
<b>Total:</b>	<b>280</b>	<b>170</b>	<b>100</b>	<b>550</b>
<b>Total Classified Households:</b>	<b>147,920</b>	<b>12,135</b>	<b>224,535</b>	<b>372,455</b>
<b>Total Households:</b>	<b>282,420</b>	<b>18,910</b>	<b>336,400</b>	<b>618,820</b>

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

**Households With The Potential  
To Move To The City Of Lexington In 2002  
Nearby Counties**

*Jefferson County (Louisville), Franklin County (Frankfort), Kentucky; Hamilton County (Cincinnati), Ohio*

	<i>Jefferson County (Louisville)</i>	<i>Franklin County (Frankfort)</i>	<i>Hamilton County (Cincinnati)</i>	<i>Total</i>
<b>Empty Nesters &amp; Retirees</b>	<b>130</b>	<b>20</b>	<b>50</b>	<b>200</b>
<i>Metropolitan Cities</i>				
Urban Establishment	10	0	0	10
Rowhouse Retirees	0	0	0	0
<i>Subtotal:</i>	10	0	0	10
<i>Metropolitan Suburbs</i>				
The Social Register	0	0	0	0
Nouveau Money	20	0	10	30
Post-War Suburban Pioneers	10	0	10	20
Affluent Empty Nesters	10	0	10	20
Blue-Collar Button-Downs	40	0	10	50
Middle-American Retirees	30	0	10	40
<i>Subtotal:</i>	110	0	50	160
<i>Small Cities/Edge Cities</i>				
Active Retirees	0	0	0	0
Middle-Class Move-Downs	10	0	0	10
Blue-Collar Retirees	0	0	0	0
<i>Subtotal:</i>	10	0	0	10
<i>Town &amp; Country/Exurbs</i>				
Mainstream Retirees	0	20	0	20
<i>Subtotal:</i>	0	20	0	20

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

**Households With The Potential  
To Move To The City Of Lexington In 2002  
Nearby Counties**

*Jefferson County (Louisville), Franklin County (Frankfort), Kentucky; Hamilton County (Cincinnati), Ohio*

	<i>Jefferson County (Louisville)</i>	<i>Franklin County (Frankfort)</i>	<i>Hamilton County (Cincinnati)</i>	Total
<b>Traditional &amp; Non-Traditional Families</b>	<b>50</b>	<b>150</b>	<b>10</b>	<b>210</b>
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0	0	0
Multi-Cultural Families	10	0	0	10
Black Urban Families	0	0	0	0
Latino Urban Families	0	0	0	0
Subtotal:	10	0	0	10
<i>Metropolitan Suburbs</i>				
Full-Nest Suburbanites	20	0	10	30
Kids 'r' Us	10	0	0	10
Subtotal:	30	0	10	40
<i>Small Cities/Edge Cities</i>				
Cosmopolitan Families	0	0	0	0
Unibox Transferees	0	0	0	0
Mainstream Families	0	0	0	0
Subtotal:	0	0	0	0
<i>Town &amp; Country/Exurbs</i>				
Exurban Elite	10	0	0	10
Full-Nest Exurbanites	0	40	0	40
New-Town Families	0	0	0	0
Pillars of the Community	0	30	0	30
Middle-American Families	0	0	0	0
Young Homesteaders	0	60	0	60
Subtotal:	10	130	0	140
<i>Agrarian/Rural</i>				
Heartland Families	0	10	0	10
Small-Town Families	0	10	0	10
Rustic Families	0	0	0	0
Subtotal:	0	20	0	20

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

**Households With The Potential  
To Move To The City Of Lexington In 2002  
Nearby Counties**

*Jefferson County (Louisville), Franklin County (Frankfort), Kentucky; Hamilton County (Cincinnati), Ohio*

	<i>Jefferson County (Louisville)</i>	<i>Franklin County (Frankfort)</i>	<i>Hamilton County (Cincinnati)</i>	Total
<b>Younger Singles &amp; Couples</b>	<b>100</b>	<b>0</b>	<b>40</b>	<b>140</b>
<i>Metropolitan Cities</i>				
Urban Elite	0	0	0	0
e-Types	0	0	0	0
Urban Achievers	10	0	0	10
New Bohemians	10	0	10	20
Subtotal:	20	0	10	30
<i>Metropolitan Suburbs</i>				
The VIPs	20	0	0	20
Fast-Track Professionals	20	0	10	30
Suburban Strivers	10	0	0	10
Generation X	20	0	10	30
Subtotal:	70	0	20	90
<i>Small Cities/Edge Cities</i>				
Twentysomethings	0	0	0	0
University/College Affiliates	10	0	10	20
Subtotal:	10	0	10	20
<i>Agrarian/Rural</i>				
PC Pioneers	0	0	0	0
Subtotal:	0	0	0	0

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

## Households With The Potential To Move To The City Of Lexington In 2002

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>1,210</b>	<b>27.5%</b>
<i>Metropolitan Cities</i>	90	2.0%
<i>Metropolitan Suburbs</i>	610	13.9%
<i>Small Cities/Edge Cities</i>	390	8.9%
<i>Town &amp; Country/Exurbs</i>	120	2.7%
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,110</b>	<b>48.0%</b>
<i>Metropolitan Cities</i>	300	6.8%
<i>Metropolitan Suburbs</i>	310	7.0%
<i>Small Cities/Edge Cities</i>	380	8.6%
<i>Town &amp; Country/Exurbs</i>	800	18.2%
<i>Agrarian/Rural</i>	320	7.3%
<b>Younger Singles &amp; Couples</b>	<b>1,080</b>	<b>24.5%</b>
<i>Metropolitan Cities</i>	280	6.4%
<i>Metropolitan Suburbs</i>	510	11.6%
<i>Small Cities/Edge Cities</i>	230	5.2%
<i>Agrarian/Rural</i>	60	1.4%
<b>Total:</b>	<b>4,400</b>	<b>100.0%</b>

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

## Households With The Potential To Move To The City Of Lexington In 2002

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>1,210</b>	<b>27.5%</b>
<i>Metropolitan Cities</i>		
Urban Establishment	40	0.9%
Rowhouse Retirees	50	1.1%
<i>Subtotal:</i>	90	2.0%
<i>Metropolitan Suburbs</i>		
The Social Register	50	1.1%
Nouveau Money	120	2.7%
Affluent Empty Nesters	90	2.0%
Post-War Suburban Pioneers	130	3.0%
Blue-Collar Button-Downs	110	2.5%
Comfortable Retirees	110	2.5%
<i>Subtotal:</i>	610	13.9%
<i>Small Cities/Edge Cities</i>		
Middle-Class Move-Downs	130	3.0%
Active Retirees	150	3.4%
Blue-Collar Retirees	110	2.5%
<i>Subtotal:</i>	390	8.9%
<i>Town &amp; Country/Exurbs</i>		
Mainstream Retirees	120	2.7%
<i>Subtotal:</i>	120	2.7%

## Households With The Potential To Move To The City Of Lexington In 2002

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>2,110</b>	<b>48.0%</b>
<i>Metropolitan Cities</i>		
Full-Nest Urbanites	80	1.8%
Multi-Cultural Families	70	1.6%
Black Urban Families	60	1.4%
Latino Urban Families	90	2.0%
<i>Subtotal:</i>	<u>300</u>	<u>6.8%</u>
<i>Metropolitan Suburbs</i>		
Full-Nest Suburbanites	220	5.0%
Kids 'r' Us	90	2.0%
<i>Subtotal:</i>	<u>310</u>	<u>7.0%</u>
<i>Small Cities/Edge Cities</i>		
Cosmopolitan Families	100	2.3%
Unibox Transferees	160	3.6%
Traditionalists	120	2.7%
<i>Subtotal:</i>	<u>380</u>	<u>8.6%</u>
<i>Town &amp; Country/Exurbs</i>		
Landed Gentry	100	2.3%
Full-Nest Exurbanites	210	4.8%
Small-Town Families	110	2.5%
Pillars of the Community	100	2.3%
Mainstream Families	160	3.6%
Young Homesteaders	120	2.7%
<i>Subtotal:</i>	<u>800</u>	<u>18.2%</u>
<i>Agrarian/Rural</i>		
Heartland Families	100	2.3%
Farmhouse Families	110	2.5%
Rustic Families	110	2.5%
<i>Subtotal:</i>	<u>320</u>	<u>7.3%</u>

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

**Households With The Potential  
To Move To The City Of Lexington In 2002**

Household Classification By Market Groups

*All Other U.S. Counties*

	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>1,080</b>	<b>24.5%</b>
<i>Metropolitan Cities</i>		
Urban Elite	10	0.2%
Yuppies & Eggheads	60	1.4%
Urban Achievers	100	2.3%
New Bohemians	110	2.5%
Subtotal:	<u>280</u>	<u>6.4%</u>
<i>Metropolitan Suburbs</i>		
The VIPs	120	2.7%
Fast-Track Professionals	130	3.0%
Suburban Strivers	120	2.7%
Generation X	140	3.2%
Subtotal:	<u>510</u>	<u>11.6%</u>
<i>Small Cities/Edge Cities</i>		
Twentysomethings	80	1.8%
University/College Affiliates	150	3.4%
Subtotal:	<u>230</u>	<u>5.2%</u>
<i>Agrarian/Rural</i>		
PC Pioneers	60	1.4%
Subtotal:	<u>60</u>	<u>1.4%</u>

### Households With The Potential To Move Within/To The City Of Lexington In 2002

Summary: Appendix One, Tables 3 Through 6

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);  
Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties*

Household Type/ Geographic Designation	<i>City of Lexington</i>	<i>Adjacent Counties</i>	<i>Nearby Counties</i>	<i>Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>2,370</b>	<b>140</b>	<b>200</b>	<b>1,210</b>	<b>3,920</b>
<i>Metropolitan Cities</i>	0	0	10	90	100
<i>Metropolitan Suburbs</i>	1,530	10	160	610	2,310
<i>Small Cities/Edge Cities</i>	840	0	10	390	1,240
<i>Town &amp; Country/Exurbs</i>	0	130	20	120	270
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,080</b>	<b>1,100</b>	<b>210</b>	<b>2,110</b>	<b>5,500</b>
<i>Metropolitan Cities</i>	0	0	10	300	310
<i>Metropolitan Suburbs</i>	1,340	0	40	310	1,690
<i>Small Cities/Edge Cities</i>	370	0	0	380	750
<i>Town &amp; Country/Exurbs</i>	320	820	140	800	2,080
<i>Agrarian/Rural</i>	50	280	20	320	670
<b>Younger Singles &amp; Couples</b>	<b>4,690</b>	<b>50</b>	<b>140</b>	<b>1,080</b>	<b>5,960</b>
<i>Metropolitan Cities</i>	0	0	30	280	310
<i>Metropolitan Suburbs</i>	3,470	0	90	510	4,070
<i>Small Cities/Edge Cities</i>	1,220	40	20	230	1,510
<i>Agrarian/Rural</i>	0	10	0	60	70
<b>Total:</b>	<b>9,140</b>	<b>1,290</b>	<b>550</b>	<b>4,400</b>	<b>15,380</b>
<b>Percent:</b>	<b>59.4%</b>	<b>8.4%</b>	<b>3.6%</b>	<b>28.6%</b>	<b>100%</b>

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

### Households With The Potential To Move Within/To The City Of Lexington In 2002

Summary: Appendix One, Tables 3 Through 6

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);  
Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties*

	<u>City of Lexington</u>	<u>Adjacent Counties</u>	<u>Nearby Counties</u>	<u>Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>2,370</b>	<b>140</b>	<b>200</b>	<b>1,210</b>	<b>3,920</b>
<i>Metropolitan Cities</i>					
Urban Establishment	0	0	10	40	50
Rowhouse Retirees	0	0	0	50	50
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>90</u>	<u>100</u>
<i>Metropolitan Suburbs</i>					
The Social Register	0	0	0	50	50
Nouveau Money	330	0	30	120	480
Post-War Suburban Pioneers	40	0	20	90	150
Affluent Empty Nesters	170	0	20	130	320
Blue-Collar Button-Downs	380	10	50	110	550
Middle-American Retirees	610	0	40	110	760
<i>Subtotal:</i>	<u>1,530</u>	<u>10</u>	<u>160</u>	<u>610</u>	<u>2,310</u>
<i>Small Cities/Edge Cities</i>					
Middle-Class Move-Downs	600	0	0	130	730
Active Retirees	160	0	10	150	320
Blue-Collar Retirees	80	0	0	110	190
<i>Subtotal:</i>	<u>840</u>	<u>0</u>	<u>10</u>	<u>390</u>	<u>1,240</u>
<i>Town &amp; Country/Exurbs</i>					
Mainstream Retirees	0	130	20	120	270
<i>Subtotal:</i>	<u>0</u>	<u>130</u>	<u>20</u>	<u>120</u>	<u>270</u>

## Households With The Potential To Move Within/To The City Of Lexington In 2002

Summary: Appendix One, Tables 3 Through 6

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);  
Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties*

	<u>City of Lexington</u>	<u>Adjacent Counties</u>	<u>Nearby Counties</u>	<u>Other US Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,080</b>	<b>1,100</b>	<b>210</b>	<b>2,110</b>	<b>5,500</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	0	0	80	80
Multi-Cultural Families	0	0	10	70	80
Black Urban Families	0	0	0	60	60
Latino Urban Families	0	0	0	90	90
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>300</u>	<u>310</u>
<i>Metropolitan Suburbs</i>					
Full-Nest Suburbanites	910	0	30	220	1,160
Kids 'r' Us	430	0	10	90	530
<i>Subtotal:</i>	<u>1,340</u>	<u>0</u>	<u>40</u>	<u>310</u>	<u>1,690</u>
<i>Small Cities/Edge Cities</i>					
Cosmopolitan Families	250	0	0	100	350
Unibox Transferees	120	0	0	160	280
Mainstream Families	0	0	0	120	120
<i>Subtotal:</i>	<u>370</u>	<u>0</u>	<u>0</u>	<u>380</u>	<u>750</u>
<i>Town &amp; Country/Exurbs</i>					
Exurban Elite	30	40	10	100	180
Full-Nest Exurbanites	140	80	40	210	470
New-Town Families	130	210	0	110	450
Pillars of the Community	0	100	30	100	230
Middle-American Families	20	340	0	160	520
Young Homesteaders	0	50	60	120	230
<i>Subtotal:</i>	<u>320</u>	<u>820</u>	<u>140</u>	<u>800</u>	<u>2,080</u>
<i>Agrarian/Rural</i>					
Heartland Families	50	190	10	100	350
Small-Town Families	0	60	10	110	180
Rustic Families	0	30	0	110	140
<i>Subtotal:</i>	<u>50</u>	<u>280</u>	<u>20</u>	<u>320</u>	<u>670</u>

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

### Households With The Potential To Move Within/To The City Of Lexington In 2002

Summary: Appendix One, Tables 3 Through 6

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);  
Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties*

	<u>City of Lexington</u>	<u>Adjacent Counties</u>	<u>Nearby Counties</u>	<u>Other US Counties</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>4,690</b>	<b>50</b>	<b>140</b>	<b>1,080</b>	<b>5,960</b>
<i>Metropolitan Cities</i>					
Urban Elite	0	0	0	10	10
e-Types	0	0	0	60	60
Urban Achievers	0	0	10	100	110
New Bohemians	0	0	20	110	130
Subtotal:	0	0	30	280	310
<i>Metropolitan Suburbs</i>					
The VIPs	0	0	20	120	140
Fast-Track Professionals	1,180	0	30	130	1,340
Suburban Strivers	510	0	10	120	640
Generation X	1,780	0	30	140	1,950
Subtotal:	3,470	0	90	510	4,070
<i>Small Cities/Edge Cities</i>					
Twentysomethings	150	0	0	80	230
University/College Affiliates	1,070	40	20	150	1,280
Subtotal:	1,220	40	20	230	1,510
<i>Agrarian/Rural</i>					
PC Pioneers	0	10	0	60	70
Subtotal:	0	10	0	60	70

**Draw Area Households  
With The Potential To Move To The College Town Study Area In 2002**

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);  
Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties*

Household Type/ Geographic Designation	<i>City of Lexington</i>	<i>Adjacent Counties</i>	<i>Nearby Counties</i>	<i>Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>1,140</b>	<b>0</b>	<b>80</b>	<b>510</b>	<b>1,730</b>
<i>Metropolitan Cities</i>	0	0	10	40	50
<i>Metropolitan Suburbs</i>	540	0	70	340	950
<i>Small Cities/Edge Cities</i>	600	0	0	130	730
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>370</b>	<b>0</b>	<b>10</b>	<b>410</b>	<b>790</b>
<i>Metropolitan Cities</i>	0	0	10	150	160
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Small Cities/Edge Cities</i>	370	0	0	260	630
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<i>Agrarian/Rural</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>2,400</b>	<b>40</b>	<b>80</b>	<b>650</b>	<b>3,170</b>
<i>Metropolitan Cities</i>	0	0	10	170	180
<i>Metropolitan Suburbs</i>	1,180	0	50	250	1,480
<i>Small Cities/Edge Cities</i>	1,220	40	20	230	1,510
<i>Agrarian/Rural</i>	0	0	0	0	0
<b>Total:</b>	<b>3,910</b>	<b>40</b>	<b>170</b>	<b>1,570</b>	<b>5,690</b>
<b>Percent:</b>	<b>68.7%</b>	<b>0.7%</b>	<b>3.0%</b>	<b>27.6%</b>	<b>100%</b>

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

**Draw Area Households  
With The Potential To Move To The College Town Study Area In 2002**

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);  
Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties*

	<u>City of Lexington</u>	<u>Adjacent Counties</u>	<u>Nearby Counties</u>	<u>Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>1,140</b>	<b>0</b>	<b>80</b>	<b>510</b>	<b>1,730</b>
<i>Metropolitan Cities</i>					
Urban Establishment	0	0	10	40	50
<i>Subtotal:</i>	0	0	10	40	50
<i>Metropolitan Suburbs</i>					
Nouveau Money	330	0	30	120	480
Post-War Suburban Pioneers	40	0	20	90	150
Affluent Empty Nesters	170	0	20	130	320
<i>Subtotal:</i>	540	0	70	340	950
<i>Small Cities/Edge Cities</i>					
Middle-Class Move-Downs	600	0	0	130	730
<i>Subtotal:</i>	600	0	0	130	730

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

**Draw Area Households**  
**With The Potential To Move To The College Town Study Area In 2002**

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);  
Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties*

	<u>City of Lexington</u>	<u>Adjacent Counties</u>	<u>Nearby Counties</u>	<u>Other US Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>370</b>	<b>0</b>	<b>10</b>	<b>410</b>	<b>790</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	0	0	80	80
Multi-Cultural Families	0	0	10	70	80
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>150</u>	<u>160</u>
<i>Small Cities/Edge Cities</i>					
Cosmopolitan Families	250	0	0	100	350
Unibox Transferees	120	0	0	160	280
<i>Subtotal:</i>	<u>370</u>	<u>0</u>	<u>0</u>	<u>260</u>	<u>630</u>

**Draw Area Households  
With The Potential To Move To The College Town Study Area In 2002**

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);  
Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties*

	<u>City of Lexington</u>	<u>Adjacent Counties</u>	<u>Nearby Counties</u>	<u>Other US Counties</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>2,400</b>	<b>40</b>	<b>80</b>	<b>650</b>	<b>3,170</b>
<i>Metropolitan Cities</i>					
Urban Elite	0	0	0	10	10
e-Types	0	0	0	60	60
Urban Achievers	0	0	10	100	110
Subtotal:	<u>0</u>	<u>0</u>	<u>10</u>	<u>170</u>	<u>180</u>
<i>Metropolitan Suburbs</i>					
The VIPs	0	0	20	120	140
Fast-Track Professionals	1,180	0	30	130	1,340
Subtotal:	<u>1,180</u>	<u>0</u>	<u>50</u>	<u>250</u>	<u>1,480</u>
<i>Small Cities/Edge Cities</i>					
Twentysomethings	150	0	0	80	230
University/College Affiliates	1,070	40	20	150	1,280
Subtotal:	<u>1,220</u>	<u>40</u>	<u>20</u>	<u>230</u>	<u>1,510</u>

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

**Tenure (Renter/Buyer) Profile**

Draw Area Households

With The Potential To Move To The College Town Study Area In 2002

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);**Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US 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>110</b>	<b>330</b>	<b>0</b>	<b>190</b>	<b>600</b>	<b>500</b>	<b>1,730</b>
<i>Metropolitan Cities</i>	0	10	0	0	20	20	50
<i>Metropolitan Suburbs</i>	20	160	0	60	410	300	950
<i>Small Cities/Edge Cities</i>	90	160	0	130	170	180	730
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>40</b>	<b>150</b>	<b>70</b>	<b>190</b>	<b>190</b>	<b>150</b>	<b>790</b>
<i>Metropolitan Cities</i>	10	40	20	40	20	30	160
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Small Cities/Edge Cities</i>	30	110	50	150	170	120	630
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<i>Agrarian/Rural</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>690</b>	<b>770</b>	<b>630</b>	<b>540</b>	<b>290</b>	<b>250</b>	<b>3,170</b>
<i>Metropolitan Cities</i>	30	70	20	30	10	20	180
<i>Metropolitan Suburbs</i>	130	390	280	350	190	140	1,480
<i>Small Cities/Edge Cities</i>	530	310	330	160	90	90	1,510
<i>Agrarian/Rural</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>840</b>	<b>1,250</b>	<b>700</b>	<b>920</b>	<b>1,080</b>	<b>900</b>	<b>5,690</b>
<b>Percent:</b>	<b>14.8%</b>	<b>22.0%</b>	<b>12.3%</b>	<b>16.2%</b>	<b>19.0%</b>	<b>15.8%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**

Draw Area Households

With The Potential To Move To The College Town Study Area In 2002

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);**Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US Counties*

<b>Empty Nesters &amp; Retirees</b>	<i>..... Rental .....</i>		<i>..... Ownership .....</i>				<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><i>Metropolitan Cities</i></b>							
Urban Establishment	0	10	0	0	20	20	50
<i>Subtotal:</i>	0	10	0	0	20	20	50
<b><i>Metropolitan Suburbs</i></b>							
Nouveau Money	0	70	0	0	250	160	480
Post-War Suburban Pioneers	0	30	0	0	80	40	150
Affluent Empty Nesters	20	60	0	60	80	100	320
<i>Subtotal:</i>	20	160	0	60	410	300	950
<b><i>Small Cities/Edge Cities</i></b>							
Middle-Class Move-Downs	90	160	0	130	170	180	730
<i>Subtotal:</i>	90	160	0	130	170	180	730
<b>Total:</b>	<b>110</b>	<b>330</b>	<b>0</b>	<b>190</b>	<b>600</b>	<b>500</b>	<b>1,730</b>
<b>Percent:</b>	<b>6.4%</b>	<b>19.1%</b>	<b>0.0%</b>	<b>11.0%</b>	<b>34.7%</b>	<b>28.9%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**

Draw Area Households

With The Potential To Move To The College Town Study Area In 2002

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);**Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US 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	20	10	20	80
Multi-Cultural Families	10	20	10	20	10	10	80
<i>Subtotal:</i>	10	40	20	40	20	30	160
<b>Small Cities/Edge Cities</b>							
Cosmopolitan Families	10	50	20	80	100	90	350
Unibox Transferees	20	60	30	70	70	30	280
<i>Subtotal:</i>	30	110	50	150	170	120	630
<b>Total:</b>	<b>40</b>	<b>150</b>	<b>70</b>	<b>190</b>	<b>190</b>	<b>150</b>	<b>790</b>
<b>Percent:</b>	<b>5.1%</b>	<b>19.0%</b>	<b>8.9%</b>	<b>24.1%</b>	<b>24.1%</b>	<b>19.0%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**

Draw Area Households

With The Potential To Move To The College Town Study Area In 2002

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);**Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US 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>	
<b>Metropolitan Cities</b>							
Urban Elite	0	10	0	0	0	0	10
e-Types	10	20	10	10	0	10	60
Urban Achievers	20	40	10	20	10	10	110
<i>Subtotal:</i>	30	70	20	30	10	20	180
<b>Metropolitan Suburbs</b>							
The VIPs	10	40	10	30	40	10	140
Fast-Track Professionals	120	350	270	320	150	130	1,340
<i>Subtotal:</i>	130	390	280	350	190	140	1,480
<b>Small Cities/Edge Cities</b>							
Twentysomethings	60	80	30	30	20	10	230
University/College Affiliates	470	230	300	130	70	80	1,280
<i>Subtotal:</i>	530	310	330	160	90	90	1,510
<b>Total:</b>	<b>690</b>	<b>770</b>	<b>630</b>	<b>540</b>	<b>290</b>	<b>250</b>	<b>3,170</b>
<b>Percent:</b>	<b>21.8%</b>	<b>24.3%</b>	<b>19.9%</b>	<b>17.0%</b>	<b>9.1%</b>	<b>7.9%</b>	<b>100.0%</b>

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

**New Unit Purchase Propensity By Housing Type**

Draw Area Households

With The Potential To Move To The College Town Study Area In 2002

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);*

*Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US 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>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>120</b>	<b>140</b>	<b>310</b>	<b>350</b>	<b>370</b>	<b>1,290</b>
<i>Metropolitan Cities</i>	0	10	0	10	20	40
<i>Metropolitan Suburbs</i>	60	60	90	240	320	770
<i>Small Cities/Edge Cities</i>	60	70	220	100	30	480
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>60</b>	<b>60</b>	<b>140</b>	<b>220</b>	<b>120</b>	<b>600</b>
<i>Metropolitan Cities</i>	20	20	30	30	10	110
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Small Cities/Edge Cities</i>	40	40	110	190	110	490
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<i>Agrarian/Rural</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>550</b>	<b>390</b>	<b>320</b>	<b>270</b>	<b>180</b>	<b>1,710</b>
<i>Metropolitan Cities</i>	20	20	10	10	20	80
<i>Metropolitan Suburbs</i>	290	180	140	210	140	960
<i>Small Cities/Edge Cities</i>	240	190	170	50	20	670
<i>Agrarian/Rural</i>	0	0	0	0	0	0
<b>Total:</b>	<b>730</b>	<b>590</b>	<b>770</b>	<b>840</b>	<b>670</b>	<b>3,600</b>
<b>Percent:</b>	<b>20.3%</b>	<b>16.4%</b>	<b>21.4%</b>	<b>23.3%</b>	<b>18.6%</b>	<b>100.0%</b>

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

## New Unit Purchase Propensity By Housing Type

Draw Area Households

With The Potential To Move To The College Town Study Area In 2002

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);*

*Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US 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>Low-Range</i>	<i>Mid-Range</i>		<i>High-Range</i>
<b>Metropolitan Cities</b>						
Urban Establishment	0	10	0	10	20	40
<i>Subtotal:</i>	0	10	0	10	20	40
<b>Metropolitan Suburbs</b>						
Nouveau Money	20	20	10	110	250	410
Post-War Suburban Pioneers	10	10	10	50	40	120
Affluent Empty Nesters	30	30	70	80	30	240
<i>Subtotal:</i>	60	60	90	240	320	770
<b>Small Cities/Edge Cities</b>						
Middle-Class Move-Downs	60	70	220	100	30	480
<i>Subtotal:</i>	60	70	220	100	30	480
<b>Total:</b>	<b>120</b>	<b>140</b>	<b>310</b>	<b>350</b>	<b>370</b>	<b>1,290</b>
<b>Percent:</b>	<b>9.3%</b>	<b>10.9%</b>	<b>24.0%</b>	<b>27.1%</b>	<b>28.7%</b>	<b>100.0%</b>

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

## New Unit Purchase Propensity By Housing Type

Draw Area Households

With The Potential To Move To The College Town Study Area In 2002

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);*

*Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US 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>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<b>Metropolitan Cities</b>						
Full-Nest Urbanites	10	10	10	20	10	60
Multi-Cultural Families	10	10	20	10	0	50
<i>Subtotal:</i>	20	20	30	30	10	110
<b>Small Cities/Edge Cities</b>						
Cosmopolitan Families	20	20	60	110	80	290
Unibox Transferees	20	20	50	80	30	200
<i>Subtotal:</i>	40	40	110	190	110	490
<b>Total:</b>	<b>60</b>	<b>60</b>	<b>140</b>	<b>220</b>	<b>120</b>	<b>600</b>
<b>Percent:</b>	<b>10.0%</b>	<b>10.0%</b>	<b>23.3%</b>	<b>36.7%</b>	<b>20.0%</b>	<b>100.0%</b>

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

## New Unit Purchase Propensity By Housing Type

Draw Area Households

With The Potential To Move To The College Town Study Area In 2002

*City of Lexington; Adjacent Counties (Jessamine, Madison, Scott, Woodford, Clark and Bourbon);*

*Nearby Counties (Jefferson and Franklin Counties, Kentucky and Hamilton County, Ohio); Other US 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 ..</i>	<i>..... Detached .....</i>	<i>Low-Range</i>		
<b>Metropolitan Cities</b>						
e-Types	10	10	0	0	10	30
Urban Achievers	10	10	10	10	10	50
<i>Subtotal:</i>	20	20	10	10	20	80
<b>Metropolitan Suburbs</b>						
The VIPs	20	10	10	30	20	90
Fast-Track Professionals	270	170	130	180	120	870
<i>Subtotal:</i>	290	180	140	210	140	960
<b>Small Cities/Edge Cities</b>						
Twentysomethings	30	20	30	10	0	90
University/College Affiliates	210	170	140	40	20	580
<i>Subtotal:</i>	240	190	170	50	20	670
<b>Total:</b>	<b>550</b>	<b>390</b>	<b>320</b>	<b>270</b>	<b>180</b>	<b>1,710</b>
<b>Percent:</b>	<b>32.2%</b>	<b>22.8%</b>	<b>18.7%</b>	<b>15.8%</b>	<b>10.5%</b>	<b>100.0%</b>

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

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## 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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