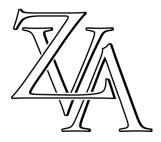# AN UPDATE

of

RESIDENTIAL MARKET POTENTIAL

for

The Downtown Macon Study Area

City of Macon,
Bibb County, Georgia

June, 2019

Conducted by
ZIMMERMAN/VOLK ASSOCIATES, INC.
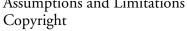P.O. Box 4907
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Residential Market Analysis Across the Urban-to-Rural Transect

STUDY CONTENTS

❦

AN UPDATE OF
RESIDENTIAL MARKET POTENTIAL

Downtown Macon Study Area
City of Macon, Bibb County, Georgia

June, 2019

INTRODUCTION

The purpose of this study is to update the market potential and optimum market position for newly-introduced rental and for-sale housing units that could be developed within the Downtown Macon Study Area in the City of Macon, Georgia. The original study was published in April, 2008, and the first update was published in August, 2014.

The optimum market position for new housing units in the Downtown Study Area has been derived from: the housing preferences, financial capacities, and lifestyle characteristics of the target households; the Downtown's location, visibility and physical attributes; the rental and for-sale housing market context in the Macon market area; and Zimmerman/Volk Associates' extensive experience with urban development and redevelopment. For the purposes of this update, the boundaries of the Downtown Study Area are the same as for the August, 2014 update and include Interstate 16 and the Emery Highway to the north, the boundary of the Ocmulgee National Monument and 7ᵗʰ Street to the east, the railroad tracks and Mercer University Drive to the south, and Interstate 75 to the west. In addition to the core Downtown and Mercer University, several neighborhoods are included, entirely or in part, within the Study Area: East Macon, In-Town Macon, College Hill, Beall's Hill, Huegenin Heights, Tatnall Square Heights, and Pleasant Hill.

The extent and characteristics of the potential market for new housing units that could be developed within the Study Area, then, were updated using Zimmerman/Volk Associates' proprietary target market methodology. This methodology was developed in response to the challenges that are inherent in the application of conventional supply/demand analysis to urban development and

redevelopment. Supply/demand analysis ignores the potential impact of newly-introduced housing supply on settlement patterns, which can be substantial when housing choices in the market are increased with new housing types that match the housing preferences and economic capabilities of the draw area households.

In contrast to conventional supply/demand analysis, which is typically limited by supply-side dynamics and baseline demographic projections, target market analysis determines the depth and breadth of the potential market derived from the housing preferences and socio-economic characteristics of households in the defined draw areas. Because it considers not only basic demographic characteristics, such as income qualification and age, but also less frequently analyzed attributes such as lifestage, mobility rates, lifestyle patterns and household compatibility issues, the target market methodology is particularly effective in defining a realistic housing potential for urban development and redevelopment where often no directly-comparable properties exist.

Based on the target market methodology, then, this update re-examined the following:

- <u>Where</u> the potential renters and buyers of new mixed-income dwelling units that could be developed within the Downtown Macon Study Area currently live (the draw areas);
- <u>How</u> <u>many</u> households have the potential to move to the Study Area each year (depth and breadth of the market);
- <u>What</u> their housing preferences are in aggregate (rental or ownership, multi-family or single-family);
- <u>Who</u> are they and what they are like (the target markets);
- <u>What</u> are their current housing alternatives (the Macon area market context);
- <u>What</u> are the rents and prices of new units that could be developed within the Study Area that correspond to target household financial capabilities (optimum market position); and
- <u>How</u> quickly they will rent or purchase the new units (absorption forecasts).

The target market methodology is described in detail in the METHODOLOGY document, provided separately.

AVERAGE ANNUAL MARKET POTENTIAL FOR THE CITY OF MACON

*Where are the potential renters and buyers of new and existing housing units
in the City of Macon likely to move from?*

An update of migration, mobility and geo-demographic characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing units within the City of Macon and the Downtown Study Area.

An understanding of these mobility trends, as well as the socio-economic and lifestyle characteristics of households currently living within defined draw areas, is the first step in the update. The draw areas are derived primarily through household migration analysis (using the latest taxpayer data provided by the Internal Revenue Service). To refine the draw area for the city, the IRS migration data have been supplemented by population migration and mobility data for the City of Macon from the five-year estimates of the 2013-2017 American Community Survey.

The most recent Macon-Bibb County migration and mobility data—from taxpayer records compiled by the Internal Revenue Service from 2011 through 2015—and the American Community Survey estimates for the City of Macon shows that the draw areas for new and existing housing units in the City and in the Study Area have been updated as follows:

- The primary draw area, covering households who live within the Macon city limits.
- The county draw area, covering households with the potential to move to the City of Macon from the balance of Macon-Bibb County.
- The regional draw area, covering households with the potential to move to the City of Macon from Houston, Jones, and Monroe Counties.
- The national draw area, covering households with the potential to move to the City of Macon from all other U.S. cities and counties.

As derived from the migration, mobility and target market updates, the draw area distribution of market potential (those households with the potential to move within or to the City of Macon each year over the next five years) is shown on the table following this page:

Average Annual Market Potential by Draw Area
City of Macon, Bibb County, Georgia

City of Macon (Local Draw Area):	65.2%
Balance of Macon-Bibb County (County Draw Area):	7.1%
Houston, Jones, and Monroe Counties (Regional Draw Area):	7.5%
Balance of US (National Draw Area):	20.2%
Total:	100.0%

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

As updated by the target market methodology, then, which accounts for household mobility within the City of Macon, as well as migration and mobility patterns for households currently living in all other cities and counties, an annual average of 7,335 households represent the potential market for new and existing housing units within the City each year over the next five years. (NOTE: Differences between 2019 and 2014 are not relevant because in 2014, when the city-wide number was 5,460 households, the analysis focused on only households with incomes at or above $45,000 per year, whereas in 2019, the analysis is covering households of all incomes.)

AVERAGE ANNUAL MARKET POTENTIAL FOR THE DOWNTOWN MACON STUDY AREA

*Where are the potential renters and buyers of new and existing housing units
in the Downtown Study Area likely to move from?*

The target market methodology identifies those households that prefer living in downtowns and walkable urban neighborhoods. After eliminating those segments of the potential city-wide market that have preferences for new or existing housing in more suburban or rural areas, the distribution of draw area market potential for new and existing housing units in the Downtown Macon Study Area is summarized on the following table:

Average Annual Market Potential by Draw Area
The Downtown Macon Study Area
City of Macon, Bibb County, Georgia

City of Macon (Local Draw Area):	63.8%
Balance of Macon-Bibb County (County Draw Area):	1.3%
Houston, Jones, and Monroe Counties (Regional Draw Area):	4.8%
Balance of US (National Draw Area):	30.0%
Total:	100.0%

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

*How many households have the potential to move
within and to the Study Area each year over the next five years?*

Based on the updated target market analysis, then, an annual average of 2,600 younger singles and couples, empty nesters and retirees, and compact families of all incomes represent the annual potential market for new and existing housing units of every kind within the Study Area each year over the next five years (*see* Table 1 *following the text*).

What are their housing preferences in aggregate?

The updated tenure (rental or ownership) preferences of these 2,600 draw area households indicate that approximately 70 percent of these households (or 1,821 households) comprise the annual potential market for new and existing rental units and the remaining 30 percent (779 households) comprise the market for new and existing for-sale (ownership) housing units.

The combined tenure and housing type propensities of the target 2,600 renter and owner households are outlined on the following table (*see again* Table 1 *following the text*):

Average Annual Potential Market for New and Existing Housing Units
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	1,821	70.0%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	74	2.9%
Single-family attached for-sale (townhouses/live-work, fee-simple/ condominium ownership)	185	7.1%
Single-family detached for-sale (houses, fee-simple ownership)	520	20.0%
Total	2,600	100.0%

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

Approximately 70 percent of the 2,600 target households comprise the market for rental dwelling units; some are renters by choice; many, however, would prefer to own but cannot afford the type of housing they want in neighborhoods where they would consider living. Younger people in particular

are challenged by the burden of significant education debt as well as lack of an adequate down payment.

The remaining 30 percent of the market would choose some form of ownership housing (approximately 15 percentage points below the current estimated homeownership rate in the city of 45.5 percent). Approximately two-thirds of the annual potential <u>ownership</u> market would prefer single-family detached units—currently, an estimated 63.9 percent of Macon's housing stock is comprised of single-family detached houses. The remaining third of the ownership market would choose for-sale single-family attached (duplexes/townhouses/live-work units) or multi-family units (condominium/co-operative units).

What is their range of affordability by housing type?

The 2,600 households that represent the potential market for new housing units in the Downtown Macon Study Area have been segmented by income, based on the Macon, GA MSA area median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2019, is $53,900, for a family of four, as follows:

- Households with incomes below 30 percent AMI (the majority of these households typically qualify only for public housing or older existing units);

- Households with incomes between 30 and 60 percent of AMI (these households typically qualify for new affordable rental housing or heavily subsidized ownership housing);

- Households with incomes between 60 and 80 percent of AMI (these households typically qualify for new affordable rental housing or subsidized ownership housing);

- Households with incomes between 80 and 100 percent AMI (these households typically qualify for the lower ranges of new market-rate housing); and

- Households with incomes above 100 percent AMI (these households generally have sufficient incomes to rent or purchase new market-rate housing).

The financial capabilities of the 2,600 target households as measured by the Area Median Income (AMI), combined with their tenure and housing type propensities are detailed on the table following this page:

Downtown Macon Study Area
City of Macon, Bibb County, Georgia

June, 2019

Tenure/Housing Type Propensities by Income
Annual Average Market Potential For New Housing Units
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

HOUSING TYPE	. . . . HOUSEHOLDS	
	NUMBER	PERCENT
Multi-family for-rent	1,821	70.0%
(lofts/apartments, leaseholder)		
< 30% AMI	559	21.5%
30% to 60% AMI	294	11.3%
60% to 80% AMI	199	7.7%
80% to 100% AMI	156	6.0%
> 100% AMI	613	23.5%
Multi-family for-sale	74	2.9%
(lofts/apartments, condo/co-op ownership)		
< 30% AMI	13	0.4%
30% to 60% AMI	7	0.3%
60% to 80% AMI	4	0.2%
80% to 100% AMI	7	0.3%
> 100% AMI	43	1.7%
Single-family attached for-sale	185	7.1%
(townhouses, rowhouses, fee-simple ownership)		
< 30% AMI	40	1.5%
30% to 60% AMI	25	1.0%
60% to 80% AMI	21	0.8%
80% to 100% AMI	21	0.8%
> 100% AMI	78	3.0%
Single-family detached for-sale	520	20.0%
(houses, fee-simple ownership)		
< 30% AMI	110	4.2%
30% to 60% AMI	75	2.9%
60% to 80% AMI	62	2.4%
80% to 100% AMI	57	2.2%
> 100% AMI	216	8.3%
Total	2,600	100.0%

NOTE: For fiscal year 2019, the Macon, GA MSA Median Family Income for a family of four is $53,900.

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

Summarizing the incomes and financial capabilities of the 2,600 target households, 27.8 percent (722 households) have incomes below 30 percent of the AMI; 15.4 percent (401 households) have incomes between 30 and 60 percent AMI; 11.0 percent (286 households) have incomes between 60 and 80 percent AMI; 9.3 percent (241 households) have incomes between 80 and 100 percent AMI; and 36.5 percent (950 households) have incomes above 100 percent AMI.

TARGET MARKET ANALYSIS

*Who are the households that represent the potential market
for new units in the Downtown Study Area?*

As updated by the target market analysis, the general market segments, by lifestage and household type, that represent the annual potential market for new and existing housing units in the Downtown Macon Study Area include (*see also* Table 2 *following the text*):

- Younger singles and childless couples—including young professionals, office, government and retail workers, knowledge workers, as well as students and other young university- and hospital-related employees (60.8 percent);

- Empty nesters and retirees, some with limited incomes from social security alone, others who also have pensions, savings and investments, and the remainder who are still working (25.4 percent); and

- Traditional and non-traditional family households, of which a significant number are single parents with one or two children, as well as traditional family household heads who are small business owners or private-sector employees, or affiliated with the hospital or Mercer University of one of the other educational/cultural institutions located in the city (13.8 percent).

At nearly 61 percent of the market, younger singles and couples remain the largest potential market for Downtown housing. Affordability continues to be a challenge for the influx of young people that are just entering the job market and are living on their own for the first time. This challenge can be addressed in part by the introduction of smaller, less expensive units.

Just under 30 percent of the younger singles and couples that comprise the target markets for the Downtown Study Area have incomes that fall below 30 percent of AMI. If they are employed, these households, work in part-time or lower-paying jobs, including entry-level retail, such as store clerks, and service occupations, such as waiters and waitresses; many are students.

Another 29 percent of the households in this market segment have incomes that fall within the 30-to-60 percent and 60-to-80 percent income bands. These include young artists and artisans, recent

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college graduates just beginning their white-collar careers, lower-level medical personnel, and general office workers, who have full-time employment.

The remaining 41 percent of the younger singles and couples have incomes that are above 80 percent of the AMI. These younger households engaged in a variety of free-lance entrepreneurships; mid- and upper-level office workers; academic and hospital affiliates, including employees of the Macon Medical Center and Coliseum Medical Center; and more established artists and artisans.

Just under two-thirds of the younger singles and couples moving to the Study Area would be moving from elsewhere in the city; 1.3 percent would be moving from elsewhere in Bibb County; 4.1 percent would be moving from Houston, Jones, or Monroe Counties, and the remaining 28.8 percent would be moving from elsewhere in the U.S.

The next largest general market segment, at 25.4 percent of the annual potential market, is comprised of older households (empty nesters and retirees). A significant number of these target households have grown children who have recently moved out of the family home; another large percentage are retired.

In this general market segment, approximately 23.9 percent have incomes below 30 percent of AMI—older singles and couples struggling on limited incomes, mostly from social security—many of whom are living in substandard housing.

Another 21 percent of the older target households have incomes between 30 and 80 percent of the area median. These households will often move to dwelling units that require less upkeep and maintenance expense, but if given appropriate housing options, will choose to remain in their current neighborhoods.

Older households with incomes above 80 percent of AMI comprise 55 percent of the target empty nester and retiree market segment. These older singles and couples are enthusiastic participants in community life, and most are still actively involved in well-paying careers in the medical, legal, financial professions as well as academia.

Two-thirds of the empty nesters and retirees would be moving from elsewhere within the City of Macon; less than one percent would be moving from Bibb County; 3.8 percent would be moving from the region; and the remaining 28.8 percent would be moving from elsewhere in the U.S.

Family-oriented households represent just under 14 percent of the market for new housing units within the Downtown Macon Study Area. These households include both traditional and non-traditional families. Non-traditional families, which, starting in the 1990s, have become an increasingly larger proportion of all U.S. households, encompass a wide range of family households, from a single mother or father with one or more children, an adult taking care of younger siblings, a grandparent responsible for grandchildren, to an unrelated couple of the same gender with children. In the 1950s, the "traditional family household" comprised more than 65 percent of all American households. That demographic has now fallen to less than 22 percent of all American households (approximately 13 percent in Macon). Households with children are now increasingly diverse and in some areas are largely non-traditional families.

Just under 27 percent of the family households that comprise the annual potential market for the Downtown Macon Study Area have incomes below 30 percent of AMI and are typically spending more than 40 percent of their incomes on housing costs. Many of these households are single-parent families struggling to make ends meet.

Another 24.4 percent of the family-oriented households have incomes that fall within the 30-to-60 and 60-to-80 percent income bands. A significant number of the heads of household in these family groups are production and blue-collar workers; the remainder have lower-level office jobs.

The remaining 48.9 percent of the traditional and non-traditional families have incomes above 80 percent of AMI. These households are, in large part, dual-income households, with medical careers; academic positions; and middle- to upper-middle management jobs and professionals in the financial and legal sectors.

Half of these households are already living in the City of Macon, and just under three percent are currently living elsewhere in Bibb County. Another 9.7 percent would be moving to the Study Area from the region, and the remaining 37.5 percent would be moving to Downtown Macon from elsewhere in the U.S.

Downtown Macon Study Area
City of Macon, Bibb County, Georgia
June, 2019

THE CURRENT CONTEXT

What are their current residential alternatives?

Summary supply-side information for the Macon market area (covering multi-family rental properties, for-sale condominium and townhouse listings, and for-sale single-family detached houses) is provided in tabular form following the text: Table 3, Summary of Selected Rental Properties, Table 4, Summary of Selected For-Sale Multi-Family and Single-Family Attached Resales, and Table 5, Summary of Newly-Constructed For-Sale Single-Family Detached Houses.

Walk Score, a number between 0 and 100 denoting the walkability of a specific address or neighborhood, has grown in importance as a value criterion. Walk Scores above 90 indicate a "Walker's Paradise," where daily errands do not require a car. Walk Scores between 70 and 90 are considered to be very walkable, where most errands can be accomplished on foot, and Walk Scores between 50 and 69 are regarded as somewhat walkable, where some errands can be accomplished on foot. Walk Scores below 50 indicate that most or almost all errands require an automobile.

With the exception of two properties, all of the Macon area properties have Walk scores below 70. The Lofts at College Hill on Hardeman Avenue in Downtown has a Walk Score of 73 and the apartments at 610 Mulberry Street have a Walk Score of 70. These Walk Scores are evidence that the Downtown will still require significant additional mixed-use development to achieve all of the attributes and positive impact of a vibrant, walkable neighborhood.

—Multi-Family Rental Properties—

Table 3 provides detailed information on 22 surveyed rental properties, containing more than 1,725 rental units, and is summarized below.

—Studios (Seven properties)—
- Rents for studios range from $375 per month at The Massee, located on College Street, to $995 per month at Spearman Lofts, on Mulberry Street, both in Downtown.
- Studios contain between 300 square feet at Ashley Towers on New Street and 844 square feet at Broadway Lofts on MLK Jr. Boulevard, both in Downtown.

- The studio rents per square foot range between $0.95 at The Massee and $2.03 at Ashley Towers.

—One-Bedroom Units (20 properties)—

- Rents for one-bedroom apartments range from $515 per month at The Massee to $2,500 per month at 610 Mulberry Street in Downtown.

- One-bedroom units range in size from 475 square feet at Ashley Towers to 1,100 square feet for a one-bedroom/one-bath loft at Lanier Lofts at 340 Second Street in Downtown.

- One-bedroom rents per square foot range between $0.76 at Katherine Court at 855 Mulberry Street in Downtown and also at Northwood on Thomaston Road to $2.30 at 610 Mulberry Street.

—Two-Bedroom Units (19[04]] properties)—

- Rents for two-bedroom, one- or two-bathroom flats range from $695 per month for a two-bedroom/one-bath apartment at The Massee, to $2,400 per month for a two-bedroom/two-bath unit at the Lofts at Navicent on Spring Street in Downtown.

- Two-bedroom units range in size from 695 square feet for the two-bedroom/one-bath at The Massee to 1,546 square feet for a two-bedroom/two-bath apartment at Broadway Lofts.

- Two-bedroom rents per square foot fall between $0.70 at Northwood and $1.91 at 610 Mulberry Street.

—Three-Bedroom Units (Six properties)—

- Only one of the properties with three-bedroom apartments, Katherine Court, is located in Downtown. Three-bedroom rental rates range between $900 at Northwood and $1,719 per month at Riverstone, on Riverside Park Boulevard.

- Three-bedroom apartments sizes range between 1,355 square feet at Northwood and 2,075 square feet at Katherine Court.

- Three-bedroom apartment rents per square foot range between $0.60 at Katherine Court and $1.19 at Riverstone.

Where information was available, the rental properties included in the survey are either at functional full occupancy (less than five percent vacancy rate) or still in the initial lease-up stage. Outside of Downtown, nearly all of the properties provide a range of community amenities to replace the Downtown experience. These include pools, fitness centers, clubhouses or residents' lounges, and business centers; less typical amenities include a car care center, dog wash station, car wash area, and a picnic area.

—Multi-Family and Single-Family Attached For-Sale Properties—

Table 4 provides pricing and unit sizes and configuration information for the few condominium and townhouse listings as of April 2019. An older townhouse was being marketed at Highland Oaks; the two-bedroom/two-bath unit was priced at $99,000 for just under 1,300 square feet of living space ($76 per square foot). At Brookstone, a two-bedroom/two-bath townhouse containing 1,689 square feet was listed at $145,000 ($86 per square foot). The most expensive townhouse on the market was a three-bedroom/three-and-a-half-square-foot model at Hampton Glen at Barrington Hall. This unit contains 2,742 square feet and was priced at $229,000 ($84 per square foot).

Three condominiums were listed for sale. A 1,580-square-foot, two-bedroom/two-bath unit at Corbin Condominiums was priced at $134,900 ($85 per square foot). There were two listings at Covington Square—a three-bedroom/one-and-a-half bath condo with 3,126 square feet priced at $410,000 ($131 per square foot), and a two-bedroom/two-bath unit with more than 2,800 square feet priced at $425,000 ($151 per square foot—highest of all the units listed at the time of the survey).

—Single-Family Detached For-Sale Properties—

Nearly 100 newly-constructed single-family detached houses were being marketed at several existing subdivisions in the Macon market area. The houses ranged in size from 1,000 square feet at Beaumont Heights to more than 5,200 square feet, a mansion located on Clearwater Plantation Drive. That house was also the most expensive, with an asking price of $949,000 for five bedrooms and five-and-a-half bathrooms (a price per square foot of $182.

All of the newly-constructed houses contained at least three or four bedrooms. A small number offered five-bedroom configurations, ranging in size from just under 2,700 square feet at Pheasant Run to more than 5,360 square feet for a mansion on Field Springs Court. Five-bedroom houses were priced from $232,400 for the Pheasant Run House to the afore-mentioned mansion priced at $949,000 ($60 to $182 per square foot).

Four-bedroom models had asking prices between $107,490 (a 1,200-square-foot house at Beaumont Heights) and $599,000 for just over 4,000 square feet of living space for a new house in Ashton Hall ($90 to $148 per square foot). The most expensive three-bedroom house on the market was at Marion Oaks, at $239,900 for 2,675 square feet of living space ($90 per square foot).

Lot sizes ranged between approximately 6,500 square feet for the smallest and least expensive houses to more than five acres for a five-bedroom house on Field Springs Court priced at $895,000. In general, though, the largest lots in these subdivisions contained just over half an acre of land.

OPTIMUM MARKET POSITION: DOWNTOWN MACON STUDY AREA

*What is the market currently able to pay to rent or purchase
new dwelling units in the Downtown Study Area?*

As noted above under AVERAGE ANNUAL MARKET POTENTIAL FOR THE DOWNTOWN MACON STUDY AREA, 2,600 households of all incomes represent the annual market potential for new and existing housing units in the Downtown Study Area. This analysis is focusing on the 1,477 households with incomes at or above 60 percent AMI, which covers the incomes required to rent or purchase new workforce and market-rate housing units. The combined tenure and housing type preferences and financial capabilities of the 1,477 target households are shown on the following table (*reference again* Table 1):

<div align="center">

Tenure/Housing Type Propensities by Income
Annual Average Market Potential For New Housing Units
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

</div>

	. . . . HOUSEHOLDS	
HOUSING TYPE	NUMBER	PERCENT
Multi-family for-rent	968	65.5%
(lofts/apartments, leaseholder)		
60% to 80% AMI	199	13.5%
80% to 100% AMI	156	10.5%
> 100% AMI	613	41.5%
Multi-family for-sale	54	3.7%
(lofts/apartments, condo/co-op ownership)		
60% to 80% AMI	4	0.3%
80% to 100% AMI	7	0.5%
> 100% AMI	43	2.9%
Single-family attached for-sale	120	8.1%
(townhouses, rowhouses, fee-simple ownership)		
60% to 80% AMI	21	1.4%
80% to 100% AMI	21	1.4%
> 100% AMI	78	5.3%
Single-family detached for-sale	335	22.7%
(houses, fee-simple ownership)		
60% to 80% AMI	62	4.2%
80% to 100% AMI	57	3.9%
> 100% AMI	216	14.6%
Total	1,477	100.0%

NOTE: For fiscal year 2019, the Macon, GA MSA Median Family Income for a family of four is $53,900.

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

—Multi-Family For-Rent Affordability Distribution by Price Range—

An annual average of 968 households with incomes at or above 60 percent of the AMI represents the potential market for newly-constructed workforce and market-rate rental housing units within the Downtown Study Area (*as shown on* Table 6 *following the text*). Supportable rent ranges have been established at 25 to 30 percent of the monthly gross incomes of each of the 968 households, yielding the affordability distribution shown on the following table:

Affordability Distribution by Rent Range
Average Annual Potential Market for Multi-Family For-Rent Housing Units
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

MONTHLY RENT RANGE	HOUSEHOLDS PER YEAR	PERCENTAGE
$500–$750	320	33.1%
$750–$1,000	356	36.8%
$1,000–$1,250	100	10.3%
$1,250–$1,500	64	6.6%
$1,500–$1,750	58	6.0%
$1,750–$2,000	35	3.6%
$2,000–$2,250	22	2.3%
$2,250–$2,500	7	0.7%
$2,500 and up	6	0.6%
Total:	968	100.0%

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

- The largest group of potential renters are younger singles and couples, comprising more than 70 percent of the rental market. Approximately 2.2 percent have careers that provide them with the financial capacity to afford rents at or above $2,000 per month. Over 14 percent of the younger singles and couples represent the market for units with rents between $1,250 and $2,000 per month. The remaining 84 percent could only be able to support rents between $5000 and $1,250 per month paying no more than 30 percent of their annual income for rent.

- Empty nesters and retirees represent the next largest share, at 19 percent of the market for rental units within the Downtown Study Area. Over 7.6 percent of the empty nester and retiree market have the incomes that enable them to support rents above $2,000 per month. Approximately 16 percent are able to support rents between $1,250 and $2,000 per month.

The remaining 76.6 percent represent the market for rental units leasing for between $500 and $1,250 or less per month.

- The smallest group of potential renters are traditional and non-traditional families, at 10.8 percent of the market for new rental units within the Downtown Macon Study Area. Approximately 5.7 percent of the family market have the financial capacity to pay rents above $2,000 per month, 30.5 percent can support rents between $1,250 and $2,000 per month, and the remaining 63.8 percent represent the market for rents between $500 and $1,250 per month.

—Multi-Family For-Sale Affordability Distribution by Price Range—

An annual average of 54 households with incomes at or above 60 percent of the AMI represent the target markets for newly-constructed for-sale multi-family housing units (condominiums) within the Downtown Macon Study Area (*as shown on* Table 7 *following the text*). Supportable price points have been determined by assuming a down payment of 10 percent, an interest rate of four percent, and a monthly mortgage payment, excluding taxes and utilities, that does not exceed 25 percent of gross income for each of the 54 annual households that represent the annual potential for-sale multi-family market, yielding the affordability distribution shown on the following table:

Affordability Distribution by Price Range
Average Annual Potential Market for Multi-Family For-Sale Housing Units
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

PRICE RANGE	HOUSEHOLDS PER YEAR	PERCENTAGE
$100,000–$150,000	15	27.7%
$150,000–$200,000	10	18.5%
$200,000–$250,000	10	18.5%
$250,000–$300,000	7	13.0%
$300,000–$350,000	6	11.1%
$350,000–$400,000	3	5.6%
$400,000 and up	3	6.6%
Total:	54	100.0%

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

- Younger singles and couples are also the largest segment of the market for multi-family for-sale units (condominiums) in the Downtown Macon Study Area, with a plurality of 48.1 percent of the market. Just over 15 percent would be able to afford new

condominiums priced above $300,000. Up to 38.5 percent could purchase new condominiums for base prices between $200,000 and $300,000. Over 46 percent of this segment are younger households that could only afford condominiums priced between $100,000 and $200,000.

- At nearly 39 percent of the market, empty nesters and retirees represent the next largest segment of the market for multi-family for-sale units in the Study Area. Over 58 percent of these older households have the income and assets sufficient to purchase condominiums with base prices of $200,000 or more, equally divided between condominiums priced above $300,000 and between $200,000 and $300,000. The remaining 41.9 percent could only afford condominiums priced between $100,000 and $200,000.

- The smallest group, traditional and non-traditional families, comprise just 13 percent of the market for new for-sale multi-family units in the Study Area. Approximately 28.6 percent are able to afford new condominiums priced above $300,000, 14.3 percent are able to purchase new units with base prices between $200,000 and $300,000, and the majority, 57 percent, of these families would be limited to condominium units priced between $100,000 and $200,000.

—Single-Family Attached For-Sale Affordability Distribution by Price Range—

An annual average of 120 households with incomes at or above 60 percent AMI represent the target markets for newly-constructed single-family attached housing units (rowhouses/townhouses) within the Downtown Macon Study Area (*as shown on* Table 8 *following the text*). As with the for-sale condominiums, supportable price points for the rowhouses and townhouses have been determined by assuming a down payment of 10 percent, an interest rate of four percent, and a monthly mortgage payment, excluding taxes and utilities, that does not exceed 25 percent of gross income for each of the 120 households that represent the annual potential rowhouse/townhouse market, yielding the distribution shown on the table following this page.

Downtown Macon Study Area
City of Macon, Bibb County, Georgia

June, 2019

Affordability Distribution by Price Range
Average Annual Potential Market for Single-Family Attached Housing Units
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

PRICE RANGE	HOUSEHOLDS PER YEAR	PERCENTAGE
$100,000–$150,000	37	30.8%
$150,000–$200,000	28	23.2%
$200,000–$250,000	22	18.3%
$250,000–$300,000	14	11.7%
$300,000–$350,000	9	7.6%
$350,000–$400,000	5	4.2%
$400,000 and up	3	4.2%
Total:	120	100.0%

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

- At a 42.5 percent share, the largest group of target buyers of new rowhouses/townhouses in the Downtown Macon Study Area is younger singles and couples. A large majority—72.5 percent—represent the market for new rowhouses/townhouses with base prices between $100,000 and $200,000. Nearly 20 percent of the targeted younger singles and couples market are able to purchase new rowhouses/townhouses with base prices between $200,000 and $300,000. The remaining 7.8 percent have the income and assets that enable them purchase new units priced above $300,000.

- The next largest group of target buyers of rowhouses/townhouses are the empty nesters and retirees, at just under 36 percent of the market for new for-sale single-family attached units within the Study Area. Almost 21 percent of the empty nesters and retirees represent the market for new rowhouses/townhouses with base prices above $300,000. Another 41.9 percent could afford to purchase new rowhouses/townhouses with base prices ranging between $200,000 and $300,000. The remaining 37.2 percent are only able to purchase units priced between $100,000 and $200,000.

- Traditional and non-traditional families account for just under 22 percent of the market for new rowhouses/townhouses within the Study Area. Over 33 percent of the targeted traditional and non-traditional families market have the income and assets that enable them to purchase new rowhouses/townhouses with base prices above $300,000. Almost 31 percent could purchase new single-family attached units priced between $200,000 and $300,000.

Over 37 percent of the family market can only afford base prices of new rowhouses/townhouses between $100,000 and $200,000.

—Single-Family Detached For-Sale Affordability Distribution by Price Range—

An annual average of 335 households with incomes at or above 60 percent of the AMI represent the target markets for newly-constructed single-family detached housing units (houses) within the Downtown Macon Study Area (*as shown on* Table 9 *following the text*). As with the for-sale condominiums and rowhouses/townhouses, supportable price points for the single-family houses have been determined by assuming a down payment of 10 percent, an interest rate of four percent, and a monthly mortgage payment, excluding taxes and utilities, that does not exceed 25 percent of gross income for each of the 335 households that represent the annual potential rowhouse/townhouse market, yielding the distribution shown on the following table:

Affordability Distribution by Price Range
Average Annual Potential Market for Single-Family Detached Housing Units
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

PRICE RANGE	HOUSEHOLDS PER YEAR	PERCENTAGE
$100,000–$150,000	60	17.9%
$150,000–$200,000	88	26.3%
$200,000–$250,000	66	19.7%
$250,000–$300,000	47	14.0%
$300,000–$350,000	31	9.3%
$350,000–$400,000	22	6.6%
$400,000 and up	21	6.3%
Total:	335	100.0%

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

- With a share of over 52 percent, the largest group of buyers of new single-family detached houses in the Study Area is empty nesters and retirees. Almost a third of these households represent the market for new detached houses with base prices above $300,000. Another 36.6 percent of the older households can afford new houses priced between $200,000 and $300,000. The remaining 31.4 percent of the empty nest and retirees households are only able to purchase new houses with base prices between $100,000 and $200,000.

- Traditional and non-traditional families represent 26 percent of the new single-family detached house market segment in the Study Area. Just under 14 percent of the family

households have the income and assets that enable them to purchase new detached houses with base prices above $300,000. Another 39 percent of the family households can afford base prices of new houses between $200,000 and $300,000. The remaining 47.1 percent represent the market for new houses priced between $100,000 and $200,000.

- Younger singles and couples are the smallest group of buyers of detached houses at 21.8 percent of the market in the Downtown Macon Study Area. Just over eight percent of these younger households could afford to purchase detached houses with base prices above $300,000, another 20.5 percent would be able to buy new detached houses ranging between $200,000 and $300,000, but the overwhelming majority, 71.2 percent, are only able to purchase new houses priced between $100,000 and $200,000.

The urban unit and housing types that are appropriate for construction in the core of the Study Area consist of rental apartments and for-sale (condominium) apartments developed in the upper floors of existing multi-story buildings, as well as new construction multi-family apartment buildings. The most appropriate housing types for the edge locations of the Study Area include small-scale apartment buildings, both rental and for-sale, and new infill for-sale duplexes, triplexes, rowhouses, and townhouses, and single-family detached houses. (*For greater detail, see* BUILDING AND UNIT TYPES *below*.)

—OPTIMUM MARKET POSITION: DOWNTOWN MACON STUDY AREA—

As detailed in the preceding section, an annual average of 1,477 potential renters and buyers with incomes at or above 60 percent of the AMI comprise the annual potential market for new rental and ownership housing units in the Downtown Macon Study Area over the next five years. The optimum market position for new housing in the Study Area has therefore been developed based on a variety of factors, including but not limited to:

- The tenure and housing preferences, financial capabilities, and lifestages of the target households;
- The physical and locational characteristics of the Study Area; and
- Current market area residential market dynamics.

It will be critical to expand the mixed-use development of Downtown Macon in order to capture the full potential market. The target households have very strong preferences for walkable neighborhoods with a variety of attractive destinations. While the Downtown has made significant

advances toward achieving walkability and diversity of uses, it is still short of the optimal urban condition to yield the highest values. Walk Scores registered by the residential properties already developed in the Downtown remain below the levels where walkability has a significant impact on housing values. There is a more than sufficient market to continue residential development in the Downtown Study Area to build toward its greatest potential. The increased number of residents living in additional housing units will make the Study Area even more attractive to retailers and office users, thereby increasing vibrancy and convenient access to shopping, dining and services.

Based on these factors and objectives, then, the optimum market position for new rental and for-sale housing within the Downtown Macon Study Area is summarized on the following table (*see also* Table 10 *following the text for greater detail*):

<div align="center">

Optimum Market Position
Households With Annual Incomes At or Above 60 Percent AMI
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

</div>

HOUSING TYPE	UNIT RENT/PRICE RANGE	UNIT SIZE RANGE	BASE RENT/PRICE PER SQ. FT.
MULTI-FAMILY FOR-RENT—65.5%			
Microlofts, Lofts {Affordable}	$500 to $1,000	350 to 800 sf	$1.25 to $1.43
Apartments {Affordable}	$675 to $1,050	600 to 950 sf	$1.11 to $1.13
Microlofts, Lofts {Market-rate}	$625 to $1,600	350 to 1,000 sf	$1.60 to $1.79
Apartments {Market-rate}	$1,475 to $2,500	800 to 1,450 sf	$1.72 to $1.84
MULTI-FAMILY FOR-SALE—3.7%			
Condominiums {Affordable}	$100,000 to $140,000	600 to 950 sf	$147 to $167
Condominiums {Market-rate}	$150,000 to $250,000	800 to 1,500 sf	$167 to $188
SINGLE-FAMILY ATTACHED FOR-SALE—8.1%			
Rowhouses/Townhouses {Affordable}	$135,000 to $165,000	1,000 to 1,250 sf	$132 to $135
Rowhouses/Townhouses { Market-rate }	$225,000 to $260,000	1,350 to 1,600 sf	$163 to $167

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HOUSING TYPE	UNIT RENT/PRICE RANGE	UNIT SIZE RANGE	BASE RENT/PRICE PER SQ. FT.
SINGLE-FAMILY DETACHED FOR-SALE—22.7%			
Urban Houses {Affordable}	$145,000 to $175,000	1,100 to 1,350 sf	$130 to $132
Urban Houses {Market-rate}	$210,000 to $300,000	1,200 to 1,800 sf	$167 to $175

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

Based on the mix of unit types, sizes, and rents/prices outlined in the optimum market position, the combined weighted average rents and prices for each of the housing types are shown on the following table (*see again* Table 10 *following the text for greater detail*):

Combined Weighted Average Base Rents/Prices and Size Ranges
Households With Annual Incomes At or Above 60 Percent AMI
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

HOUSING TYPE	WEIGHTED AVERAGE BASE RENTS/PRICES	WEIGHTED AVERAGE UNIT SIZE	WEIGHTED AVERAGE BASE RENTS/PRICES PER SQ. FT.
MULTI-FAMILY FOR-RENT	$1,332	814 sf	$1.64 psf
MULTI-FAMILY FOR-SALE	$191,083	1,099 sf	$174 psf
SINGLE-FAMILY ATTACHED FOR-SALE	$226,833	1,417 sf	$160 psf
SINGLE-FAMILY DETACHED FOR-SALE	$231,000	1,406 sf	$164 psf

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

The proposed prices are in year 2019 dollars and are exclusive of location or floor premiums and consumer-added options or upgrades.

—MARKET CAPTURE—

Based on 31 years' experience employing the target market methodology in urban locations at every scale in 47 states, and given current economic conditions, Zimmerman/Volk Associates has determined that a capture of between 15 to 18 percent of the annual potential market for new rental units (including adaptive re-use of existing non-residential buildings as well as new construction), and from 10 to 12 percent of the annual potential market for new for-sale units could be achievable in the Downtown Macon Study Area.

Downtown Macon Study Area
City of Macon, Bibb County, Georgia
June, 2019

Based on a 15 to 18 percent capture of the annual average market for new rental housing units, and a 10 to 12 percent capture of the annual average market for new for-sale housing units, the Downtown Macon Study Area could potentially absorb an annual average of between 198 and 235 new multi-family and single-family attached and detached housing units with rent and price points that correspond to target household financial capabilities over the next five years, as shown on the following table:

Annual Forecast Absorption
Households With Annual Incomes At or Above 60 Percent AMI
DOWNTOWN MACON STUDY AREA
City of Macon, Bibb County, Georgia

HOUSING TYPE	NUMBER OF HOUSEHOLDS	CAPTURE RATE	NUMBER OF NEW UNITS
Multi-family for-rent (lofts/apartments, leaseholder)	968	15%-18%	146-174
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	54	10%-12%	6-7
Single-family attached for-sale (duplexes/triplexes/rowhouses/townhouses, fee-simple ownership)	120	10%-12%	12-14
Single-family detached for-sale (urban houses, fee-simple ownership)	335	10%-12%	34-40
Total	1,477		198-235

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

New housing units, configured according to target market preferences, can not only attract new households to the Downtown and to the city, but can also provide appropriate alternatives to households that, due to a change in household composition or economic status, might otherwise have moved out of the city. Additional housing units will also support the social and economic sustainability of the Study Area.

The capture rates of the annual potential market used here fall within the target market methodology's parameters of feasibility.

NOTE: 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—in aggregate and by housing type—by the number of households that have the potential to purchase or rent new housing within a specified area *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 or study area is more precisely defined using the residential 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 AND UNIT TYPES

Building and unit types most appropriate for the Downtown Macon Study Area include:

—MULTI-FAMILY BUILDINGS—

- <u>Courtyard</u> <u>Apartment</u> <u>Building</u>: In new construction, an urban-scale, pedestrian-oriented equivalent to conventional garden apartments. An urban courtyard building is typically four or more stories, often combined with non-residential uses on the ground floor, or with a ground floor configured for later conversion from residential to retail use—see "Mezzanine Loft" below. The building should be built to the sidewalk edge and when the ground-floor serves a permanent residential use it should be elevated significantly above grade to provide privacy and a sense of security. Parking is either below grade, at grade behind or in a parking courtyard, or in an integral structure.

- <u>Loft</u> <u>Apartment</u> <u>Building</u>: Either adaptive re-use of older warehouse or manufacturing buildings or a new-construction building type inspired by those buildings. The new-construction version is usually elevator-served with double-loaded corridors.

- <u>Mansion Apartment</u> <u>Building</u>: A two- to three-story flexible-use structure with a street façade resembling a large detached or attached house (hence, "mansion"). The attached version of the mansion, typically built to a sidewalk on the front lot line, is most appropriate for downtown locations. 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. Parking is behind the mansion buildings—in open lots, in garages with units above, or integral to the building—and can be either rear-loaded, or front-loaded served by shared drives.

- <u>Mixed-Use</u> <u>Building</u>: A pedestrian-oriented building, either attached or free-standing, with apartments and/or offices over flexible ground floor uses that can range from retail to office to residential.

- <u>Podium</u> <u>Building</u>: A small-scale apartment building construction type with two or more stories of stick-frame residential units (lofts or apartments) built over a single level of above-grade structured parking, usually constructed with reinforced concrete. With a well-conceived street pattern, a podium building can include ground-level non-residential uses lining one or more sides of the parking deck.

—MULTI-FAMILY UNIT TYPES—

- <u>Apartments</u>: More conventionally-finished single-level units, typically with completely-partitioned rooms. Trim, interior doors, kitchens and baths are often fitted out with higher-end finishes and fixtures than in lofts.

- <u>Lofts</u>: Unit interiors typically have high ceilings, are fully finished and partitioned into individual rooms. Units may also contain architectural elements reminiscent of hard lofts, such as exposed ceiling beams and ductwork, concrete floors and industrial finishes, particularly if the building is an adaptive re-use of an existing industrial structure.

- <u>Maisonette</u> <u>Apartment</u>: An apartment that is integral to a multifamily apartment building, but that includes a private, individual entrance at street level. When sited with shallow setbacks, the entrance to the apartment on the first floor is elevated above sidewalk level to provide privacy and a sense of security.

- <u>Mezzanine</u> <u>Loft</u>: Lofts with an additional half level, the mezzanine, that typically occur only on the lowest or uppermost full floor of a multi-family building. When located on the ground floor, the mezzanine loft works well for potential conversion to non-residential use. The main double-height space—with at least 16-foot ceilings—should have large, two-story windows. The kitchen and often a half bath are on the main level, at least one full bath is located on the mezzanine.

- <u>Microlofts</u>: A unit on a single level in a multi-family building, with special design constraints due to their size. Because volume space will add to their livability, ceilings should be at least nine feet high and windows should be no smaller than six feet high. Microlofts typically include a full-height refrigerator and standard 30-inch kitchen sink, cooktop, and microwave

range hood, but not an oven. Built-in furniture, including a pull-down bed option, as well as built-in storage also improves the livability of microlofts.

Several cities across the country are changing minimum unit size requirements as part of a strategy to attract young knowledge workers with contemporary yet affordable units. Millennial knowledge workers have responded positively to efficiency units as small as 220 square feet, often leasing out new micro loft projects within a matter of days.

- <u>Penthouse</u>: An apartment situated on the top floor of a multifamily apartment building that has exclusive use of a portion of the building's roof as a private terrace.

—SINGLE-FAMILY ATTACHED UNIT TYPES—

- <u>Duplex</u>/<u>Triplex</u>/<u>Rowhouse</u>/<u>Townhouse</u>: Similar in form to the conventional suburban equivalent except that the garage—either attached or detached—is located to the rear of the unit and accessed from an alley or auto court. Unlike the conventional units, urban duplexes/triplexes/rowhouses/townhouses conform to the pattern of streets, typically with shallow front-yard setbacks.

—SINGLE-FAMILY DETACHED UNIT TYPES—

- <u>Single-Family</u> <u>Detached</u> <u>Houses</u>: Includes cottages and bungalows, as well as mansions. A one-and-a-half- or two-story single-family detached house sited relatively close to the street. Parking can be in attached or detached garages or open, and located at the rear of the lot well back from the front façade.

❧

Table 1

Average Annual Market Potential For New Housing Units
Distribution Of Annual Average Number Of Draw Area Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
Based On Housing Preferences And Income Levels
Downtown Macon Study Area
City of Macon, Bibb County, Georgia

City of Macon; Balance of Bibb County;
Houston, Jones, and Monroe Counties, Georgia; Balance of U.S.
Draw Areas

Annual Number Of Households
With The Potential To Rent/Purchase Within
The City of Macon   7,335

Annual Number Of Target Market Households
With Potential To Rent/Purchase Within The
Downtown Macon Study Area   2,600

Average Annual Market Potential: Downtown Macon Study Area

	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	*Subtotal*
Multi-Family For-Rent:	559	294	199	156	613	**1,821**
Multi-Family For-Sale:	13	7	4	7	43	**74**
Single-Family Attached For-Sale:	40	25	21	21	78	**185**
Single-Family Detached For-Sale:	110	75	62	57	216	**520**
Total:	**722**	**401**	**286**	**241**	**950**	**2,600**
Percent:	**27.8%**	**15.4%**	**11.0%**	**9.3%**	**36.5%**	**100.0%**

Note: For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four
is $53,900.

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

Table 2

Average Annual Market Potential By Lifestage And Housing Type
Derived From Purchase And Rental Propensies Of Draw Area Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
Based On Housing Preferences And Income Levels
Downtown Macon Study Area
City of Macon, Bibb County, Georgia

	Total	*. . . . . Multi-Family . . . .*		*. . . . . Single-Family . . . .*	
		For-Rent	*For-Sale*	*Attached*	*Detached*
Number of Households:	**2,600**	**1,821**	**74**	**185**	**520**
Empty Nesters & Retirees	25.4%	17.6%	39.2%	33.5%	47.9%
Traditional & Non-Traditional Families	13.8%	9.9%	14.9%	21.2%	25.1%
Younger Singles & Couples	60.8%	72.5%	45.9%	61.3%	30.0%
	100.0%	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Note: For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four
is $53,900.

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

Table 3
Page 1 of 4

Summary Of Selected Rental Properties

Macon-Bibb County, Georgia

April, 2019

Property Address	Number/Type of Units	Reported Base Rent		Reported Unit Size		Rent per Sq. Ft.		Additional Information
		. . . . . Downtown Macon						
The Massee (orig. 1924)	**74**	*… Apartments …*						**n/a**
347 College Street	Studio/1ba	$375	to	395	to	$0.95	to	*Historic building.*
Wilberfoss Management, LLC		$550		495		$1.11		*Secure building*
	1br/1ba	$515	to	595	to	$0.87	to	*access,*
66 Walk score		$560		610		$0.92		*laundry facilities,*
	2br/1ba	$695	to	695	to	$1.00	to	*terrace,*
		$900		840		$1.07		*and views.*
Katherine Court (1915:2002)	**28**	*… Apartments …*						**100% occupancy**
855 Mulberry Street	Studio/1ba	$450	to	400	to	$1.08	to	*Historic building.*
Aderhold Properties, Inc.		$650		600		$1.13		*Sun deck,*
	1br/1ba	$650	to	850		$0.76	to	*court yards,*
60 Walk score		$900				$1.06		*access controlled,*
	2br/2ba	$950	to	1,100	to	$0.86		*and gated*
		$1,200		1,400				*community.*
	3br/2ba	$1,250		2,075		$0.60		
The Terrace (1925:2005)	**34**	*… Apartments …*						**100% occupancy**
876 Mulberry Street	Studio/1ba	$450	to	400	to	$1.13	to	*Historic building.*
Better Leasing, LLC		n/a		500		n/a		*Gated community,*
	1br/1ba	$600	to	500	to	$1.20	to	*and access controlled.*
66 Walk score		n/a		650		n/a		
	2br/1ba	$700		700		$1.00		
Broadway Lofts (1911:2015)	**87**	*… Lofts …*						**94% occupancy**
698 MLK Jr Boulevard	Loft/2ba	$595	to	920	to	$0.65	to	*Historic building.*
		$1,200		1,640		$0.73		*Laundry facility,*
53 Walk score		*… Apartments …*						*and courtyard.*
	Studio/1ba	$750	to	565	to	$1.33	to	
		$1,400		844		$1.66		
	2br/2ba	$750	to	972	to	$0.77	to	
		$1,300		1,546		$0.84		
Ashley Towers (1951)	**60**	*… Apartments …*						**95% occupancy**
365 New Street	Studio/1ba	$610		300		$2.03		*Laundry facilities,*
REAL Property Management	1br/1ba	$730	to	475		$1.54	to	*and secure access.*
		$790		500		$1.58		
65 Walk score	2br/1ba	$950	to	700		$1.36	to	
		$995				$1.42		

SOURCE: Zimmerman/Volk Associates, Inc.

Table 3   Page 2 of 4

Summary Of Selected Rental Properties
Macon-Bibb County, Georgia
April, 2019

Property Address	Number/Type of Units	Reported Base Rent		Reported Unit Size		Rent per Sq. Ft.		Additional Information
		..... *Downtown Macon (continued)*.....						
Johnson Lofts (2016)	**12**	… *Lofts* …						**100% occupancy**
555 Poplar Street	Studio/1ba	$775	to	505	to	$1.45	to	*Historic Building.*
NewTown Macon		$795		550		$1.53		*Conference rooms,*
	1br/1ba	$995		555	to	$1.40	to	*cowork offices, and*
63 Walk score				712		$1.79		*gathering kitchen.*
Dannenberg Lofts (1890:2012)	**69**	… *Lofts* …						**n/a**
476 Third Street	1br/1ba	$875	to	779	to	$0.99	to	*Fitness center,*
		$915		927		$1.12		*Laundry.*
62 Walk score	2br/2ba	$1,200		1,196	to	$0.89	to	
				1,350		$1.00		
Cotton Avenue Lofts (1890:2012)	**6**	… *Lofts* …						**n/a**
377 Cotton Avenue	1br/1ba	$925	to	800	to	$1.16	to	*Historic building.*
New Street Properties		$975		825		$1.18		*Secure access,*
63 Walk score								*and security system.*
Rhodes-Standard Lofts (??)		… *Lofts* …						
369 Second Street	Loft/1ba	$950	to	800	to	$1.13	to	*Parking*
New Street Properties		$1,300		1,150		$1.19		
63 Walk score								
Spearman Lofts (1904; 2019)	**12**	… *Lofts* …						**In lease-up.**
520 Mulberry Street	Studio/1ba	$995		505		$1.97		*Historic Building.*
New Town Macon	1br/1ba	$1,200	to	690	to	$1.52	to	*Views.*
		$1,350		890		$1.74		
59 Walk score	2br/2ba	$1,595		1,065	to	$1.47	to	
				1,086		$1.50		
The Lamar (orig. 1870)	**38**	… *Lofts* …						**100% occupancy**
562 Cherry Street	1br/1ba	$1,100	to	639	to	$1.41	to	*Historic Building.*
The Lamar		$1,125		798		$1.72		*Courtyard, bar &*
	2br/2ba	$1,450		1,013	to	$1.24	to	*retrocade, and security*
61 Walk score				1,170		$1.43		*controlled access.*
Lanier Lofts	**2**	… *Lofts* …						**100% occupancy**
340 Second Street	1br/1ba	$1,150		1,100		$1.05		*Historic building.*
New Street Properties	2br/2ba	$1,250		1,100		$1.14		*Pet friendly.*
61 Walk score								

SOURCE: Zimmerman/Volk Associates, Inc.

Table 3   Page 3 of 4

Summary Of Selected Rental Properties
Macon-Bibb County, Georgia
April, 2019

Property Address	Number/Type of Units	Reported Base Rent	Reported Unit Size	Rent per Sq. Ft.	Additional Information
. . . . . Downtown Macon (continued)					
The Lofts at College Hill (2015)	**146**	*… Furnished Lofts …*			**n/a**
1345 Hardeman Avenue	1br/1ba	$1,249	714	$1.75	*Fitness center, rooftop*
Peak Campus	2br/2ba	$1,698 to	973 to	$1.60 to	*terrace, yoga room,*
73 Walk score		$1,798	1,122	$1.75	*and cyber cafe.*
Lofts at Capricorn (2018)	**137**	*… Lofts …*			**93% occupancy**
520 MLK Jr Boulevard	1br/1ba	$1,205 to	808 to	$1.45	*Pool,*
Sierra Development		$1,385	955	$1.49	*fitness center,*
66 Walk score	2br/2ba	$1,575 to	968 to	$1.27 to	*and laundry service.*
		$1,885	1,482	$1.63	
Lofts at Navicent (2017)	**60**	*… Lofts …*			**95% occupancy**
781 Spring Street	1br/1ba	$1,340 to	796	$1.68 to	*Historic Building.*
Sierra Development		$1,490		$1.87	*Fitness center,*
	2br/2ba	$1,735 to	1,092 to	$1.59 to	*grill area, dog park,*
69 Walk score		$2,400	1,395	$1.72	*and secured access.*
610 Mulberry Street (2019)	**9**	*… Lofts …*			**In lease-up**
610 Mulberry Street	1br/1ba	$1,500 to	776 to	$1.93 to	*Historic Building.*
		$2,500	1,089	$2.30	
70 Walk score	2br/2ba	$2,100 to	1,100 to	$1.88 to	
		$2,300	1,223	$1.91	
. . . . . Macon-Bibb County					
Northwood (1996: 2012)	**220**	*… Apartments …*			**98% occupancy**
6229 Thomaston Road	1br/1ba	$745 to	976 to	$0.76 to	*Pool, cabana, fitness*
Pinnacle		$1,085	977	$1.11	*center, sport court,*
	2br/2ba	$795 to	1,130 to	$0.70 to	*sand volleyball arena,*
7 Walk score		$1,160	1,310	$0.89	*business center,*
	3br/2ba	$900 to	1,355 to	$0.66 to	*courtyard, picnic area,*
		$1,370	1,428	$0.96	*and playground.*
Thomaston Crossing (2014)	**250**	*… Apartments …*			**98% occupancy**
5744 Thomaston Road	1br/1ba	$777 to	820 to	$0.95 to	*Pool, sundeck,*
Maxus Properties		$1,471	910	$1.62	*clubhouse, fitness center,*
43 Walk score	2br/2ba	$1,666	1,200	$1.39	*area, dog park,*
	3br/2ba	$1,206	1,360	$0.89	*laundry facility.*

SOURCE: Zimmerman/Volk Associates, Inc.

Table 3 Page 4 of 4

Summary Of Selected Rental Properties
Macon-Bibb County, Georgia
April, 2019

Property Address	Number/Type of Units	Reported Base Rent		Reported Unit Size		Rent per Sq. Ft.		Additional Information
		. . . . .Macon-Bibb County {continued}.						
Lofts at Zebulon (2019)	**241**	*… Lofts …*						**In lease-up**
5801 Zebulon Road	1br/1ba	$985	to	837	to	$1.16	to	*Pool, clubroom.*
Sierra Development		$1,225		1,060		$1.18		*community park,*
	2br/2ba	$1,185	to	1,120	to	$1.06	to	*trails, key card access,*
16 Walk score		$1,475		1,380		$1.07		*car wash, and*
	3br/2ba	$1,595		1,536		$1.04		*dog wash station.*
Bowman Station (2018)	**240**	*… Apartments …*						**In lease-up**
5235 Bowman Road	1br/1ba	$1,000	to	850	to	$1.04	to	*Pool, cabana,*
Bowman Station		$1,030		991		$1.18		*grilling stations,*
	2br/1ba	$1,100	to	1,185	to	$0.88	to	*clubhouse, playground,*
6 Walk score		$1,170		1,326		$0.93		*recreation room,*
	2br/2ba	$1,275	to	1,275	to	$1.00		*fitness center,*
		$1,415		1,415		$1.00		*business center,*
	3br/2ba	$1,475		1,437		$1.03		*and cyber café.*
Riverstone (2012)	**220**	*… Apartments …*						**99% occupancy**
3990 Riverside Park Boulevard	1br/1ba	$1,024	to	850		$1.20	to	*Business center,*
Kole Management Company		$1,169				$1.38		*fitness center,*
	2br/1ba	$1,414		1,185		$1.19		*car care center,*
11 Walk score	2br/2ba	$1,190	to	1,240	to	$0.95	to	*clubhouse,*
		$1,291		1,360		$0.96		*pool,*
	3br/2ba	$1,459	to	1,440		$1.01	to	*playground,*
		$1,719				$1.19		*pool table,*
		… Apartments with Great Room …						*laundry rooms,*
	1br/1ba	$1,121	to	990		$1.13	to	*and charcoal &*
		$1,228				$1.24		*gas grills.*
	2br/1ba	$1,152	to	1,326		$0.87	to	
		$1,328				$1.00		
	2br/2ba	$1,242	to	1,390	to	$0.89	to	
		$1,432		1,495		$0.96		
	3br/2ba	$1,424	to	1,590		$0.90	to	
		$1,449				$0.91		
Lofts at Bass I & II (2014)		*… Lofts …*						**n/a**
5437 Bowman Road	1br/1ba	$1,290	to	826	to	$1.51	to	*Pool, sundeck,*
Sierra Development		$1,495		991		$1.56		*grills, cyber café,*
	2br/2ba	$1,110	to	1,100	to	$1.01	to	*clubhouse, and*
37 Walk score		$2,035		1,626		$1.25		*fitness center.*

SOURCE: Zimmerman/Volk Associates, Inc.

Table 4

Summary Of Selected For-Sale Multi-Family
And Single-Family Attached Resales
Macon-Bibb County, Georgia
April, 2019

Property (Year Built) Address/Walk Score		Unit Type	Asking Price	Unit Size	Asking Price Per Sq. Ft.
Highland Oaks (2000)					
127 Braxton Drive	TH	2br/2ba	$99,000	1,297	$76
12 Walk Score					
Corbin Condominiums (1985)					
185 Corbin Avenue	CO	2br/2ba	$134,900	1,580	$85
60 Walk Score					
Brookstone (1990)					
166 Brookstone Way	TH	2br/2ba	$145,000	1,689	$86
5 Walk Score					
Hampton Glen at Barrington Hall (2002)					
216 Hampton Way	TH	3br/3.5ba	$229,900	2,742	$84
2 Walk Score					
Covington Square (1984)					
150 Covington Place	CO	3br/1.5ba	$410,000	3,126	$131
7 Walk Score		2br/2ba	$425,000	2,810	$151

SOURCE: Zimmerman/Volk Associates, Inc.

Table 5   Page 1 of 3

Summary Of Newly-Constructed For-Sale
Single-Family Detached Houses
Macon-Bibb County
May, 2019

Property Address/Developer/Walk Score	Number of Listings	Lot Size	Unit Configuration	Price	Unit Size	Price Per Sq. Ft.
Beaumont Heights	12	0.15 ac.	3br/2ba	$97,490	1,000	$97
Tributary Court/Wynne Street		0.15 ac.	3br/2ba	$99,490	1,001	$99
Wade Jurney Homes		0.15 ac.	4br/2ba	$107,490	1,200	$90
14 Walk Score		0.15 ac.	4br/2ba	$109,490	1,200	$91
		0.18 ac.	3br/2.5ba	$114,490	1,401	$82
Wheeler's Landing	8	0.32 ac.	3br/2ba	$110,490	1,014	$109
Maddux Drive		0.32 ac.	3br/2ba	$118,490	1,201	$99
Wade Jurney Homes		0.32 ac.	3br/2ba	$120,490	1,201	$100
0 Walk Score		0.25 ac.	4br/2.5ba	$121,990	1,601	$76
		0.25 ac.	3br/2.5ba	$125,490	1,507	$83
		0.32 ac.	3br/2ba	$126,490	1,513	$84
		0.25 ac.	3br/2ba	$127,490	1,513	$84
		0.32 ac.	3br/2ba	$397,950	2,485	$160
Hampton Lakes	9	0.4 ac.	3br/3ba	$126,990	1,327	$96
Haley Street		0.3 ac.	3br/2ba	$133,490	1,327	$101
Wade Jurney Homes		0.47 ac.	3br/2ba	$135,490	1,437	$94
0 Walk Score		0.32 ac.	3br/2ba	$137,990	1,507	$92
		0.3 ac.	3br/3ba	$137,990	1,601	$86
		0.36 ac.	3br/3ba	$138,990	1,709	$81
		0.3 ac.	4br/3ba	$141,490	1,601	$88
		0.3 ac.	3br/2ba	$150,990	1,800	$84
Kinsale	16	0.32 ac.	3br/2ba	$130,990	1,327	$99
Kinsale Drive		0.33 ac.	3br/3ba	$133,990	1,437	$93
Wade Jurney Homes		0.32 ac.	4br/2ba	$136,990	1,513	$91
32 Walk Score		0.32 ac.	3br/3ba	$136,990	1,437	$95
		0.32 ac.	3br/2ba	$136,990	1,513	$91
		0.32 ac.	4br/2ba	$137,990	1,402	$98
		0.37 ac.	4br/3ba	$137,990	1,601	$86
		0.32 ac.	4br/3ba	$140,490	1,601	$88
		0.33 ac.	3br/3ba	$140,490	1,507	$93
		0.24 ac.	4br/3ba	$142,990	1,709	$84
		0.37 ac.	4br/3ba	$144,490	1,805	$80
		0.28 ac.	3br/2ba	$148,990	1,800	$83
		0.32 ac.	3br/2ba	$149,990	1,800	$83

SOURCE: Zimmerman/Volk Associates, Inc.

Table 5   Page 2 of 3

Summary Of Newly-Constructed For-Sale
Single-Family Detached Houses
Macon-Bibb County
May, 2019

Property Address/Developer/Walk Score	Number of Listings	Lot Size	Unit Configuration	Price	Unit Size	Price Per Sq. Ft.
Liberty Church Estates	20	0.59 ac.	3br/3ba	$133,900	1,507	$89
Kinsale Drive		0.57 ac.	3br/3ba	$137,990	1,507	$92
Wade Jurney Homes		0.46 ac.	3br/3ba	$138,990	1,507	$92
32 Walk Score		0.46 ac.	4br/3ba	$141,990	1,601	$89
		0.63 ac.	4br/3ba	$142,990	1,601	$89
		0.46 ac.	4br/3ba	$142,990	1,601	$89
		0.57 ac.	4br/3ba	$143,490	1,601	$90
		0.57 ac.	4br/3ba	$144,490	1,709	$85
		0.46 ac.	3br/3ba	$145,490	1,805	$81
		0.53 ac.	4br/3ba	$145,990	1,709	$85
		0.57 ac.	4br/3ba	$146,490	1,709	$86
		0.55 ac.	3br/3ba	$147,990	1,805	$82
		0.46 ac.	3br/3ba	$148,490	2,007	$74
		0.57 ac.	4br/3ba	$149,490	2,007	$74
		0.63 ac.	4br/3ba	$150,490	2,007	$75
		0.57 ac.	3br/3ba	$150,990	1,800	$84
		0.57 ac.	3br/2ba	$152,490	1,800	$85
		0.63 ac.	4br/3ba	$158,490	2,007	$79
		0.57 ac.	4br/3ba	$158,490	2,007	$79
Highland Plantation	10	0.27 ac.	3br/3ba	$141,990	1,602	$89
Ivy Brook Way		0.18 ac.	3br/3ba	$143,990	1,602	$90
Wade Jurney Homes		0.18 ac.	3br/3ba	$143,990	1,602	$90
8 Walk Score		0.11 ac.	3br/3ba	$145,490	1,602	$91
		0.24 ac.	4br/3ba	$145,990	1,802	$81
		0.26 ac.	4br/3ba	$147,990	1,802	$82
		0.18 ac.	4br/3ba	$150,990	1,802	$84
Summer Grove	8	0.18 ac.	3br/2ba	$179,500	1,632	$110
Summer Grove Lane		0.18 ac.	3br/2ba	$180,950	1,645	$110
15 Walk Score		0.18 ac.	3br/2ba	$182,750	1,645	$111
		0.23 ac.	3br/2ba	$187,500	1,704	$110
		0.18 ac.	3br/2ba	$187,500	1,703	$110
		0.18 ac.	4br/2ba	$187,650	1,706	$110
Oakview	2	0.31 ac.	3br/2ba	$189,500	1,700	$111
Southern Oaks Drive		0.32 ac.	4br/2ba	$193,800	1,764	$110
1 Walk Score						
Pheasant Run	3	0.41 ac.	5br/3ba	$232,400	2,672	$87
Pheasant Run Trail		0.41 ac.	4br/3ba	$243,700	3,801	$64
6 Walk Score		0.41 ac.	5br/4ba	$253,400	4,191	$60

SOURCE: Zimmerman/Volk Associates, Inc.

Table 5   Page 3 of 3

Summary Of Newly-Constructed For-Sale
Single-Family Detached Houses
Macon-Bibb County
May, 2019

Property Address/Developer/Walk Score	Number of Listings	Lot Size	Unit Configuration	Price	Unit Size	Price Per Sq. Ft.
Marion Oaks	4	0.44 ac.	3br/3ba	$239,900	2,675	$90
Marion Oaks Drive		0.32 ac.	4br/3ba	$249,900	2,550	$98
1 Walk Score		0.32 ac.	4br/3ba	$249,900	2,775	$90
		0.34 ac.	4br/3ba	$279,900	3,000	$93
Barrington	5	0.3 ac.	4br/3ba	$260,900	3,825	$68
Barrington Place Lane, Tivoli		0.5 ac.	5br/4ba	$265,900	4,191	$63
21 Walk Score		0.29 ac.	4br/3ba	$296,000	2,426	$122
		0.55 ac.	4br/3ba	$302,750	2,426	$125
		0.31 ac.	4br/4ba	$324,500	2,596	$125
Carillon	2	0.23 ac.	4br/4ba	$299,900	2,475	$121
Carillon Lane		0.19 ac.	4br/4ba	$364,900	3,170	$115
26 Walk Score						
Individual Listings						
Oglethorpe Street		0.21 ac.	3br/2.5ba	$265,000	1,928	$137
Webster Court		0.54 ac.	4br/4ba	$399,900	3,100	$129
Waverly Point		0.4 ac.	5br/4ba	$449,500	3,260	$138
Carrick Way		1.2 ac.	4br/4ba	$449,900	3,759	$120
Aston Hall		n/a	4br/4ba	$599,000	4,050	$148
Heydon Court		1.03 ac.	5br/5ba	$636,900	4,713	$135
Field Springs Court		5.13 ac.	5br/7ba	$895,000	5,363	$167
Clearwater Plantation Drive		0.98 ac.	5br/5.5ba	$949,000	5,220	$182

SOURCE: Zimmerman/Volk Associates, Inc.

Table 6   Page 1 of 2

Target Groups For New Multi-Family For Rent
Downtown Macon Study Area
City of Macon, Bibb County, Georgia

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

Empty Nesters & Retirees**	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent of Total*
The One Percenters	0	0	2	2	0.2%
Old Money	0	0	1	1	0.1%
The Social Register	0	0	1	1	0.1%
Affluent Empty Nesters	0	0	1	1	0.1%
Urban Establishment	1	1	10	12	1.2%
Suburban Establishment	0	0	3	3	0.3%
Second City Establishment	0	0	3	3	0.3%
Multi-Ethnic Empty Nesters	0	0	3	3	0.3%
Mainstream Empty Nesters	2	2	15	19	2.0%
Middle-American Retirees	2	2	15	19	2.0%
Cosmopolitan Couples	2	2	13	17	1.8%
Blue-Collar Retirees	3	3	13	19	2.0%
Middle-Class Move-Downs	1	1	3	5	0.5%
Hometown Seniors	6	4	14	24	2.5%
Second City Seniors	14	10	31	55	5.7%
Subtotal:	31	25	128	184	19.0%

Traditional & Non-Traditional Families††					
e-Type Families	0	0	2	2	0.2%
Unibox Transferees	1	1	4	6	0.6%
Multi-Ethnic Families	2	2	8	12	1.2%
Uptown Families	6	5	23	34	3.5%
Multi-Cultural Families	0	0	2	2	0.2%
Single-Parent Families	0	0	3	3	0.3%
Inner-City Families	0	0	2	2	0.2%
In-Town Families	4	3	8	15	1.5%
New American Strivers	8	6	15	29	3.0%
Subtotal:	21	17	67	105	10.8%

† For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four is $53,900.

** Predominantly one- and two-person households.
†† Predominantly three -to five-person households.

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

Table 6   Page 2 of 2

Target Groups For New Multi-Family For Rent
Downtown Macon Study Area
City of Macon, Bibb County, Georgia

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

Younger Singles & Couples**	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent of Total*
New Power Couples	0	0	2	2	0.2%
New Bohemians	3	3	36	42	4.3%
Cosmopolitan Elite	0	0	4	4	0.4%
Fast-Track Professionals	5	5	36	46	4.8%
The VIPs	4	4	28	36	3.7%
Suburban Achievers	2	2	7	11	1.1%
Suburban Strivers	13	11	45	69	7.1%
Downtown Couples	2	2	8	12	1.2%
Downtown Proud	6	5	23	34	3.5%
Small-City Singles	9	7	26	42	4.3%
Twentysomethings	26	21	73	120	12.4%
Second-City Strivers	19	15	45	79	8.2%
Multi-Ethnic Singles	58	39	85	182	18.8%
Subtotal:	147	114	418	679	70.1%
Total Households:	**199**	**156**	**613**	**968**	**100.0%**
Percent of Total:	**20.6%**	**16.1%**	**63.3%**	**100.0%**	

† For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four is $53,900.

** Predominantly one- and two-person households.

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

Table 7   Page 1 of 2

Target Groups For New Multi-Family For Sale
Downtown Macon Study Area
City of Macon, Bibb County, Georgia

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

Empty Nesters & Retirees**	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent*
The Social Register	0	0	1	1	1.9%
Urban Establishment	0	0	3	3	5.6%
Suburban Establishment	0	0	1	1	1.9%
Multi-Ethnic Empty Nesters	0	0	1	1	1.9%
Mainstream Empty Nesters	0	0	3	3	5.6%
Middle-American Retirees	0	0	3	3	5.6%
Cosmopolitan Couples	0	0	2	2	3.7%
Blue-Collar Retirees	0	1	2	3	5.6%
Middle-Class Move-Downs	0	0	2	2	3.7%
Hometown Seniors	0	0	1	1	1.9%
Second City Seniors	0	0	1	1	1.9%
Subtotal:	0	1	20	21	38.9%

Traditional & Non-Traditional Families††					
e-Type Families	0	0	1	1	1.9%
Unibox Transferees	0	0	1	1	1.9%
Multi-Ethnic Families	0	0	1	1	1.9%
Uptown Families	0	1	3	4	7.4%
Subtotal:	0	1	6	7	13.0%

† For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four is $53,900.

** Predominantly one- and two-person households.
†† Predominantly three -to five-person households.

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

Table 7   Page 2 of 2

Target Groups For New Multi-Family For Sale
Downtown Macon Study Area
City of Macon, Bibb County, Georgia

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

Younger Singles & Couples**	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent*
New Power Couples	0	0	1	1	1.9%
New Bohemians	0	1	3	4	7.4%
Cosmopolitan Elite	0	0	1	1	1.9%
Fast-Track Professionals	0	0	2	2	3.7%
The VIPs	0	1	4	5	9.3%
Suburban Achievers	0	0	2	2	3.7%
Suburban Strivers	1	1	1	3	5.6%
Downtown Couples	0	1	1	2	3.7%
Small-City Singles	1	0	1	2	3.7%
Second-City Strivers	1	0	0	1	1.9%
Multi-Ethnic Singles	1	1	1	3	5.6%
Subtotal:	4	5	17	26	48.1%
Total Households:	**4**	**7**	**43**	**54**	100.0%
Percent of Total:	**7.4%**	**13.0%**	**79.6%**	**100.0%**	

† For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four is $53,900.

** Predominantly one- and two-person households.

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

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Target Groups For New Single-Family Attached For Sale
Downtown Macon Study Area

City of Macon, Bibb County, Georgia

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

Empty Nesters & Retirees**	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent*
The One Percenters	0	0	1	1	0.8%
The Social Register	0	0	1	1	0.8%
Urban Establishment	0	0	2	2	1.7%
Suburban Establishment	0	0	3	3	2.5%
Multi-Ethnic Empty Nesters	0	0	2	2	1.7%
Second City Establishment	0	0	2	2	1.7%
Mainstream Empty Nesters	1	1	5	7	5.8%
Middle-American Retirees	1	1	6	8	6.7%
Cosmopolitan Couples	0	0	1	1	0.8%
Blue-Collar Retirees	1	1	4	6	5.0%
Middle-Class Move-Downs	0	0	2	2	1.7%
Hometown Seniors	1	1	3	5	4.2%
Second City Seniors	1	1	1	3	2.5%
Subtotal:	5	5	33	43	35.8%

Traditional & Non-Traditional Families††					
e-Type Families	0	0	1	1	0.8%
Unibox Transferees	0	1	3	4	3.3%
Multi-Cultural Families	0	0	1	1	0.8%
Multi-Ethnic Families	1	1	2	4	3.3%
Uptown Families	2	4	6	12	10.0%
In-Town Families	1	1	0	2	1.7%
New American Strivers	1	1	0	2	1.7%
Subtotal:	5	8	13	26	21.7%

† For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four is $53,900.

** Predominantly one- and two-person households.
†† Predominantly three -to five-person households.

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

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Target Groups For New Single-Family Attached For Sale
Downtown Macon Study Area
City of Macon, Bibb County, Georgia

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

Younger **Singles & Couples****	*60% to* *80% AMI†*	*80% to* *100% AMI†*	*Above* *100% AMI†*	*Total*	*Percent*
New Power Couples	0	0	1	1	0.8%
New Bohemians	1	0	1	2	1.7%
Cosmopolitan Elite	0	0	2	2	1.7%
Fast-Track Professionals	0	0	2	2	1.7%
The VIPs	1	2	5	8	6.7%
Suburban Achievers	1	0	2	3	2.5%
Suburban Strivers	2	2	7	11	9.2%
Downtown Couples	1	1	2	4	3.3%
Small-City Singles	2	1	6	9	7.5%
Second-City Strivers	0	0	1	1	0.8%
Multi-Ethnic Singles	3	2	3	8	6.7%
Subtotal:	11	8	32	51	42.5%
Total Households:	**21**	**21**	**78**	**120**	100.0%
Percent of Total:	**17.5%**	**17.5%**	**65.0%**	**100.0%**	

† For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four is $53,900.

** Predominantly one- and two-person households.

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

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Target Groups For New Single-Family Attached For Sale
Downtown Macon Study Area
City of Macon, Bibb County, Georgia

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

Empty Nesters & Retirees**	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent*
The One Percenters	0	0	12	12	3.6%
Old Money	0	0	4	4	1.2%
The Social Register	0	0	2	2	0.6%
Affluent Empty Nesters	0	0	4	4	1.2%
Urban Establishment	0	0	1	1	0.3%
Suburban Establishment	1	1	13	15	4.5%
Multi-Ethnic Empty Nesters	1	1	0	2	0.6%
Mainstream Empty Nesters	3	3	18	24	7.2%
Second City Establishment	1	1	11	13	3.9%
Middle-American Retirees	5	5	30	40	11.9%
Blue-Collar Retirees	5	3	18	26	7.8%
Middle-Class Move-Downs	2	2	3	7	2.1%
Hometown Seniors	5	4	11	20	6.0%
Second City Seniors	1	1	3	5	1.5%
Subtotal:	24	21	130	175	52.2%

Traditional & Non-Traditional Families††					
e-Type Families	0	0	1	1	0.3%
Unibox Transferees	1	2	8	11	3.3%
Multi-Cultural Families	0	1	1	2	0.6%
Multi-Ethnic Families	2	2	11	15	4.5%
Uptown Families	12	13	21	46	13.7%
In-Town Families	7	4	0	11	3.3%
New American Strivers	1	0	0	1	0.3%
Subtotal:	23	22	42	87	26.0%

† For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four is $53,900.

** Predominantly one- and two-person households.
†† Predominantly three -to five-person households.

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

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Target Groups For New Single-Family Attached For Sale
Downtown Macon Study Area
City of Macon, Bibb County, Georgia

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

Younger Singles & Couples**	*60% to 80% AMI†*	*80% to 100% AMI†*	*Above 100% AMI†*	*Total*	*Percent*
New Power Couples	0	0	1	1	0.3%
New Bohemians	0	0	2	2	0.6%
Cosmopolitan Elite	0	0	3	3	0.9%
Fast-Track Professionals	0	1	1	2	0.6%
The VIPs	1	1	6	8	2.4%
Suburban Achievers	2	2	6	10	3.0%
Suburban Strivers	3	2	0	5	1.5%
Downtown Couples	1	0	2	3	0.9%
Small-City Singles	6	6	19	31	9.3%
Second-City Strivers	0	1	0	1	0.3%
Multi-Ethnic Singles	2	1	4	7	2.1%
Subtotal:	15	14	44	73	21.8%
Total Households:	**62**	**57**	**216**	**335**	100.0%
Percent of Total:	**18.5%**	**17.0%**	**64.5%**	**100.0%**	

† For fiscal year 2019, Macon, GA MSA Area Median Income for a family of four is $53,900.

** Predominantly one- and two-person households.

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

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Optimum Market Position--Affordable and Market-Rate Dwelling Units
Mixed-Income Development
Downtown Macon Study Area
City of Macon, Bibb County, Georgia
June, 2019

Percent of Households Number	Housing Type	Unit Configuration	Unit Mix	Base Rent/Price	Unit Size	Rent/Price Per Sq. Ft.	Annual Market Capture
65.5%	**Multi-Family For-Rent: Courtyard Bldgs; Mansion Bldgs (4-6 du per building)**						**146 to 174 units**
100	Microlofts, Lofts	Microloft/1ba	25%	$500	350	$1.43	15 to 18
	{Affordable}	1br/1ba	50%	$650	500	$1.30	
		2br/1ba	25%	$1,000	800	$1.25	
		Weighted averages:		$700	538	$1.30	
100	Apartments	1br/1ba	35%	$675	600	$1.13	15 to 18
	{Affordable}	2br/1ba	30%	$950	850	$1.12	
		2br/2ba	35%	$1,050	950	$1.11	
		Weighted averages:		$889	798	$1.11	
450	Microlofts, Lofts	Microloft/1ba	20%	$625	350	$1.79	68 to 81
	{Market-rate}	Studio/1ba	20%	$850	500	$1.70	
		1br/1ba	30%	$1,250	750	$1.67	
		2br/2ba	30%	$1,600	1,000	$1.60	
		Weighted averages:		$1,150	695	$1.65	
318	Apartments	1br/1.5ba	35%	$1,475	800	$1.84	48 to 57
	{Market-rate}	2br/2ba	25%	$2,000	1,100	$1.82	
		2br/2.5ba	30%	$2,200	1,250	$1.76	
		3br/2.5ba	10%	$2,500	1,450	$1.72	
		Weighted averages:		$1,926	1,075	$1.79	
968 households		Combined Weighted Averages:		$1,332	814	$1.64	

NOTE: Base rents/prices in year 2019 dollars and exclude floor and view premiums,
options and upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Table 10   Page 2 of 3

Optimum Market Position--Affordable and Market-Rate Dwelling Units
Mixed-Income Development
Downtown Macon Study Area
City of Macon, Bibb County, Georgia
June, 2019

Percent of Households Number	Housing Type	Unit Configuration	Unit Mix	Base Rent/Price	Unit Size	Rent/Price Per Sq. Ft.	Annual Market Capture
3.7%	**Multi-Family For-Sale: Mansion Bldgs (4-6 du per building)**						**6 to 7 units**
8	Condominiums	1br/1ba	30%	$100,000	600	$167	1
	{Affordable}	2br/1ba	40%	$130,000	850	$153	
		2br/2ba	30%	$140,000	950	$147	
		Weighted averages:		$124,000	805	$154	
46	Condominiums	1br/1.5ba	35%	$150,000	800	$188	5 to 6
	{Market-rate}	2br/2ba	35%	$215,000	1,200	$179	
		2br/2.5ba	30%	$250,000	1,500	$167	
		Weighted averages:		$202,750	1,150	$176	
54	households	Combined Weighted Averages:		$191,083	1,099	$174	
8.1%	**Single-Family Attached For-Sale: Rowhouses; Townhouses**						**12 to 14 units**
20	Rowhouses/ Townhouses {Affordable}	2br/1.5ba	55%	$135,000	1,000	$135	2
		3br/1.5ba	45%	$165,000	1,250	$132	
		Weighted averages:		$148,500	1,113	$133	
100	Rowhouses/ Townhouses {Market-rate}	2br/1.5ba	35%	$225,000	1,350	$167	10 to 12
		2br/2.5ba	35%	$245,000	1,500	$163	
		3br/2.5ba	30%	$260,000	1,600	$163	
		Weighted averages:		$242,500	1,478	$164	
120	households	Combined Weighted Averages:		$226,833	1,417	$160	

NOTE: Base rents/prices in year 2019 dollars and exclude floor and view premiums,
options and upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Table 10   Page 3 of 3

Optimum Market Position--Affordable and Market-Rate Dwelling Units
Mixed-Income Development
Downtown Macon Study Area
City of Macon, Bibb County, Georgia
June, 2019

Percent of Households Number	Housing Type	Unit Configuration	Unit Mix	Base Rent/Price	Unit Size	Rent/Price Per Sq. Ft.	Annual Market Capture
22.7%	**Single-Family Detached For-Sale: Cottages/Bungalows; Urban Houses**						**34 to 40 units**
67	Urban Houses	2br/2ba	40%	$145,000	1,100	$132	7 to 8
	{Affordable}	3br/2ba	60%	$175,000	1,350	$130	
		Weighted averages:		$163,000	1,250	$130	
268	Urban Houses	2br/2ba	30%	$210,000	1,200	$175	27 to 32
	{Market-rate}	2br/2.5ba	25%	$235,000	1,350	$174	
		3br/2ba	25%	$265,000	1,550	$171	
		3br/2.5ba	20%	$300,000	1,800	$167	
		Weighted averages:		$248,000	1,445	$172	
335	households	Combined Weighted Averages:		$231,000	1,406	$164	
100.0%							
1,477	total households						

NOTE: Base rents/prices in year 2019 dollars and exclude floor and view premiums, options and upgrades.

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Residential Market Analysis Across the Urban-to-Rural Transect

ASSUMPTIONS AND LIMITATIONS—

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

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

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

❦

RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the ZVA residential target market methodology™ and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

❦

METHODOLOGY

TARGET MARKET TABLES
— Appendices One and Two —

An Update of the
Analysis of Residential Market Potential

Downtown Macon Study Area

The City of Macon,
Bibb County, Georgia

May, 2019

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

Study Contents

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Residential Market Analysis Across the Urban-to-Rural Transect

METHODOLOGY

AN UPDATE OF THE ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

Downtown Macon Study Area
City of Macon, Bibb County, Georgia

May, 2019

The technical analysis to re-evaluate the market potential for new mixed-income housing units within Downtown Macon in the City of Macon, Georgia, included the confirmation or update of the following:

- The draw areas for new and existing housing units within the City of Macon, based on the most recently available county-to-county migration data from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey for the City of Macon, as well as other market dynamics;

- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family and single-family attached and detached units);

- The composition of the potential housing market (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); and

- The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2018 income limits for below 30 percent AMI, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 100 percent AMI, and above 100 percent AMI).

The original Downtown study was published in April, 2008, followed by an update published in August, 2014.

CONFIRMATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

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

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the update of the draw areas—the principal counties of origin for households that are likely to move to Macon. These data are maintained at the county and "county equivalent" level by the Internal Revenue Service and provide a clear representation of mobility patterns. The IRS household migration data have been supplemented by population migration and mobility data for the City of Macon from the most recent American Community Survey.

Historically, American households, more than any other nation's, have been extraordinarily mobile. In general, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households.

Nationally, one lingering consequence of the Great Recession (officially December, 2007 through June, 2009) has been a considerable reduction in mobility. However, according to the American Community Survey, which measures population mobility, Macon-Bibb County—where over 15 percent of the county's population either moved within or to the county between 2016 and 2017—has a higher mobility rate than the national average of just under 12 percent.

Appendix One, Table 1.
Migration Trends—

The update of Macon-Bibb County migration and mobility patterns from 2011 through 2015—the most recent data available from the Internal Revenue Service—shows that the number of households moving into the county was at its highest in 2011 at 4,385 households, dropping each year to 2,850 households in 2014, then rebounding to 3,380 households in 2015. To the south, Houston County consistently accounted for approximately 12 to 15 percent of household migration into Macon-Bibb County. Jones and Monroe Counties, to the north, each contributed a steady share of in-migration over the study period, from seven to over nine percent for Jones County, and between five and six

percent for Monroe County. All other counties individually accounted for less than four percent of household migration into Macon-Bibb County. (*Reference* Appendix One, Table 1.)

Households moving <u>out</u> of the county reached a five-year peak of 4,965 out-migrating households in 2011, falling to 3,025 households in 2014, then rising to 3,910 households in 2015. A significant percentage of out-migrating households have moved to Houston County, which received 15 percent of Macon-Bibb County movers in 2015. Migration to Jones and Monroe Counties has also been notable, ranging between approximately seven to eight percent to Jones County, and five to six percent to Monroe County over the study period.

Net migration—the difference between households moving into the county and those moving out—continues to show net losses, ranging from the largest net loss of 865 households in 2012 to the smallest net loss of 175 households loss in 2014.

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

Based on the Macon-Bibb County migration data, then, supplemented by American Community Survey data for the city and county, the draw areas for the City of Macon have been confirmed as follows:

- The <u>local</u> draw area, covering households who are living within the City of Macon.
- The <u>county</u> draw area, covering households with the potential to move to the City of Macon from the balance of Macon-Bibb County.
- The <u>regional</u> draw area, covering households with the potential to move to the City of Macon from Houston, Jones, and Monroe Counties.
- The <u>national</u> draw area, covering households with the potential to move to the City of Macon from all other U.S. counties.

Migration Methodology:

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

2019 TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—

Demographic and geo-demographic data obtained from Claritas, Inc. provide the framework for the categorization of households, not only by lifestage and demographic characteristics, but also by lifestyle preferences and socio-economic factors. For purposes of this update, households of all incomes are included in the analysis. An appendix containing detailed descriptions of each of the target market households is provided along with the study.

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 35, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. The housing and lifestyle choices of the Millennials have had, and will continue to have a profound effect on the nation as a whole and cities in particular. The leading edge of iGen, the next generation following the Millennials, is now 23 years old and they are just beginning to have an impact on this lifestage's housing preferences.

- Families, comprising both "traditional" families (married couples with one or more children) and "non-traditional" families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), primarily Generation X, born between 1965 and 1976. However, as the

leading edge Millennials enter their late 30s and early 40s, they have begun to have children, thus moving into the family lifestage.

- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations. As with the Millennials, as it ages the Boomer generation will continue its significant impact on the nation's housing.

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

According to Claritas, Inc., in 2019 an estimated 33,400 households live in the City of Macon, a loss of 1,620 households since 2014, when the number of households exceeded 35,000. Median income in the city is estimated at $28,300, less than half the national median of $62,300, but a 15.5 percent increase over 2014's median of $24,500. The median reported value of owner-occupied dwelling units in the city is estimated at $89,900, nearly 60 percent below the national median of $222,100, and a more than eight percent drop from 2014's median of $98,100.

(The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

As characterized by lifestage, in 2019, 42 percent of the city's households are empty nesters and retirees (represented in 18 Zimmerman/Volk Associates' target market groups), down from 48 percent in 2014; another 40 percent are younger singles and couples (in 12 target market groups), up from 31 percent in 2014; and the remaining 18 percent are traditional and non-traditional families (in 17 groups), down from 20.8 percent in 2014. (*Reference* Appendix One, Table 2.)

In 2019, an estimated 59,045 households live in Mason-Bibb County, a drop of just under three percent from 2014. The county median income is estimated at $39,700, more than $11,000 above the city median but 36 percent below the national median. The median reported value of owner-occupied dwelling units in the county is estimated at $121,600, nearly $32,000 above the city median home value but 45 percent under the national median.

As characterized by lifestage, in 2019, 40.5 percent of Bibb County's households are empty nesters and retirees (in 21 target market groups), 30.5 percent are traditional and non-traditional families (in 19 market groups), and the remaining 29 percent are younger singles and couples (in 12 groups). (*Reference* Appendix One, Table 3.)

Residential Target Market Methodology:

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

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

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

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

Lifestyle patterns reflect the ways households choose to live, *e.g.*—an urban lifestyle includes residing in a dwelling unit in a town, most likely high-density, and implies the ability to walk to more

activities and locations than a suburban lifestyle, which is most likely lower-density and typically requires an automobile to access non-residential locations.

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

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

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

UPDATE OF THE ANNUAL POTENTIAL MARKET FOR THE CITY OF MACON (MOBILITY ANALYSIS)—

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

Appendix One, Table 4.
Internal Mobility (Households Moving <u>within</u> the City of Macon)—

Zimmerman/Volk Associates integrates U.S. Bureau of the Census data from the American Community Survey with data from Claritas Inc. to determine the number of households in each

target market group that will move from one residence to another within a specific area or jurisdiction in a given year (internal mobility).

After updating the migration and mobility date, Zimmerman/Volk Associates has determined that an annual average of 4,785 households of all incomes living in Macon have the potential to move from one residence to another—rental or ownership, new or resale—within the city each year over the next five years. (In 2014, the analysis was limited to households in target market groups with median annual incomes of $45,000 or more.)

Nearly 62 percent of these households are likely to be younger singles and couples (in 11 market groups); just under 21 percent are likely to be empty nesters and retirees (in 16 groups); and the remaining 17 percent are likely to be traditional and non-traditional families (in 15 groups).

Appendix One, Table 5.
External Mobility (Households Moving <u>to</u> the City of Macon from the Balance of Macon-Bibb County)—

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

The analysis shows that an annual average of 520 households living in the balance of Macon-Bibb County have the potential to move from a residence elsewhere in the county to a residence in the City of Macon each year over the next five years.

Nearly 59 percent of these households are likely to be traditional and non-traditional families (in 11 market groups); another 21 percent are likely to be empty nesters and retirees (in 10 groups); and the remaining 20 percent are likely to be younger singles and couples (in eight groups).

Appendix One, Tables 6 and 7; Appendix Two, Tables 1 through 3.
External Mobility (Households Moving <u>to</u> the City of Macon from Outside Macon-Bibb County)—

These tables determine the number of households in each target market group living in Houston, Jones, and Monroe Counties (the regional draw area) and the balance of the United States that are likely to move to the City of Macon each year over the next five years (through a correlation of

Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data).

Appendix One, Table 8.
Average Annual Market Potential for the City of Macon—

This table summarizes Appendix One, Tables 4 through 7. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in the City of Macon each year over the next five years originating from households living in the designated draw areas. An annual average of 7,335 households of all incomes have the potential to move within or to the city each year over the next five years.

Younger singles and couples (in all 17 of Zimmerman/Volk Associates' younger target market groups) are likely to account for nearly 53 percent of the market, traditional and non-traditional families (in all 25 family groups) another 26 percent, and the remaining 21 percent are likely to be empty nesters and retirees (in all 26 empty nester/retiree groups).

The updated distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in the City of Macon is shown on the following table:

<div align="center">

Average Annual Market Potential by Draw Area
City of Macon, Bibb County, Georgia

City of Macon (Local Draw Area):	65.2%
Balance of Macon-Bibb County (County Draw Area):	7.1%
Houston, Jones, and Monroe Counties (Regional Draw Area):	7.5%
Balance of US (National Draw Area):	20.2%
Total:	100.0%

</div>

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

UPDATE OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE DOWNTOWN MACON STUDY AREA—

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

Appendix One, Tables 9 through 11.

Average Annual Market Potential for the Downtown Macon Study Area—

As updated by the target market methodology, then, an annual average of 2,600 of the 7,335 households that represent the annual market for new and existing housing units in the City of Macon are a market for new housing units of any kind located within the Downtown Macon Study Area. Nearly 61 percent of these households are likely to be younger singles and couples (in 13 target market groups), 25 percent are likely to be empty nesters and retirees (in 15 groups), and the remaining 14 percent are likely to be traditional and non-traditional families (in nine groups). (*Reference* Appendix One, Table 9.)

The distribution of the draw areas as a percentage of the potential market for new mixed-income housing units in the Downtown Macon Study Area is shown on the following table.

Average Annual Market Potential by Draw Area
The Downtown Macon Study Area
City of Macon, Bibb County, Georgia

City of Macon (Local Draw Area):	63.8%
Balance of Macon-Bibb County (County Draw Area):	1.3%
Houston, Jones, and Monroe Counties (Regional Draw Area):	4.8%
Balance of US (National Draw Area):	30.0%
Total:	100.0%

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

The annual average of 2,600 draw area households that have the potential to move to new mixed-income housing units within the Downtown Macon Study Area each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Seventy percent of these households (or 1,821 households) comprise the average annual potential market for new multi-

family rental units. The remaining 30 percent (779 households) comprise the annual potential market for new for-sale (ownership) housing units. (*Reference* Appendix One, Table 10.)

The income limits in Macon by household size and percent of median family income, based on the Macon, GA MSA median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2019, is $53,900, for a family of four, are shown on the table following this page:

<div align="center">

Fiscal Year 2019 Income Limits
City of Macon, Bibb County, Georgia

</div>

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	$12,490	$18,900	$30,200
Two	$16,910	$21,600	$34,500
Three	$21,330	$24,300	$38,800
Four	$25,750	$26,950	$43,100
Five	$29,150	$29,150	$46,550
Six	$31,300	$31,300	$50,000
Seven	$33,450	$33,450	$53,450
Eight	$35,600	$35,600	$56,900

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

The 1,821 renter households have been grouped by income, using income limits derived from the preceding table. (*Reference* Appendix One, Table 11.)

<div align="center">

Renter Households By Income
The Downtown Macon Study Area
City of Macon, Bibb County, Georgia

</div>

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	559	30.7%
Between 30% and 60% AMI	294	16.1%
Between 60% and 80% AMI	199	10.9%
Between 80% and 100% AMI	156	8.6%
Above 100% AMI	613	33.7%
Total:	1,821	100.0%

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

The remaining 30 percent of the average annual potential market (or 779 households) comprise the market for new for-sale (ownership) housing units in the Downtown Macon Study Area. These

households have also been grouped by income, as detailed on the following table: (*Reference* Appendix One, Table 12.)

Owner Households By Income
The Downtown Macon Study Area
City of Macon, Bibb County, Georgia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	163	20.9%
Between 30% and 60% AMI	107	13.7%
Between 60% and 80% AMI	87	11.2%
Between 80% and 100% AMI	85	10.9%
Above 100% AMI	337	43.3%
Total:	779	100.0%

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

Of the 779 potential owner households, 74 households (9.5 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the following table: (*Reference* Appendix One, Table 13.)

Multi-Family Owner Households By Income
The Downtown Macon Study Area
City of Macon, Bibb County, Georgia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	13	17.6%
Between 30% and 60% AMI	7	9.5%
Between 60% and 80% AMI	4	5.4%
Between 80% and 100% AMI	7	9.5%
Above 100% AMI	43	58.0%
Total:	74	100.0%

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

Of the 779 potential owner households, 185 households (23.7 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes) and have also been grouped by income as shown on the table following this page. (*Reference* Appendix One, Table 14.)

Single-Family Attached Owner Households By Income
The Downtown Macon Study Area
City of Macon, Bibb County, Georgia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	40	21.6%
Between 30% and 60% AMI	25	13.5%
Between 60% and 80% AMI	21	11.4%
Between 80% and 100% AMI	21	11.4%
Above 100% AMI	78	42.1%
Total:	185	100.0%

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

Of the 779 potential owner households, 520 households (66.8 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the following table: (*Reference* Appendix One, Table 15.)

Single-Family Detached Owner Households By Income
The Downtown Macon Study Area
City of Macon, Bibb County, Georgia

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	110	21.2%
Between 30% and 60% AMI	75	14.4%
Between 60% and 80% AMI	62	11.9%
Between 80% and 100% AMI	57	11.0%
Above 100% AMI	216	41.5%
Total:	520	100.0%

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

—Target Market Data—

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

Zimmerman/Volk Associates' target market classifications are updated annually to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-

demographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*—a move from one neighborhood condition to another. However, these changes of classification can also reflect an alteration in one or more of three additional basic characteristics:

- Age;

- Household composition; and/or

- Economic status.

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

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

Household Classification Methodology:

Household classifications were originally based on the PRIZM geo-demographic segmentation system that was established by Claritas in 1974 and then replaced by PRIZM NE clustering system in 2005. The PRIZM PREMIER system now in place was updated in 2016 to include 68 household groups, each ranging between one and two and a half million households. The revised household classifications are based on PRIZM which was developed through unique classification and regression trees delineating 68 specific clusters of American households. The system is now accurate to the individual

household level, adding self-reported and list-based household data to geo-demographic information. The process applies hundreds of demographic variables to nearly 10,000 "behaviors."

Over the past 31 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company's proprietary residential target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names.

Appendix One Tables

❧

Gross Annual Household In-Migration
Macon-Bibb County, Georgia
2011, 2012, 2013, 2014, 2015

County of Origin	. . . . . 2011		. . . . . 2012		. . . . . 2013		. . . . . 2014		. . . . . 2015	
	Number	*Share*	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*
Houston	520	11.9%	515	13.5%	500	15.0%	395	13.9%	450	13.3%
Jones	300	6.8%	365	9.6%	265	8.0%	250	8.8%	275	8.1%
Monroe	220	5.0%	210	5.5%	190	5.7%	170	6.0%	190	5.6%
Peach	115	2.6%	115	3.0%	95	2.9%	80	2.8%	110	3.3%
Baldwin	85	1.9%	75	2.0%	75	2.3%	75	2.6%	85	2.5%
Twiggs	85	1.9%	105	2.8%	100	3.0%	80	2.8%	75	2.2%
Fulton	220	5.0%	125	3.3%	100	3.0%	80	2.8%	75	2.2%
Henry	60	1.4%	50	1.3%	50	1.5%	35	1.2%	75	2.2%
Crawford	125	2.9%	90	2.4%	95	2.9%	75	2.6%	75	2.2%
Cobb	65	1.5%	65	1.7%	45	1.4%	35	1.2%	65	1.9%
DeKalb	130	3.0%	80	2.1%	85	2.6%	40	1.4%	60	1.8%
Clayton	80	1.8%	85	2.2%	35	1.1%	40	1.4%	55	1.6%
Travis, TX	0	0.0%	0	0.0%	0	0.0%	100	3.5%	55	1.6%
Gwinnett	75	1.7%	50	1.3%	40	1.2%	50	1.8%	55	1.6%
Laurens	60	1.4%	50	1.3%	45	1.4%	35	1.2%	50	1.5%
Chatham	70	1.6%	50	1.3%	35	1.1%	30	1.1%	45	1.3%
Lowndes	30	0.7%	25	0.7%	25	0.8%	0	0.0%	30	0.9%
Putnam	20	0.5%	15	0.4%	25	0.8%	0	0.0%	30	0.9%
Wilkinson	30	0.7%	25	0.7%	25	0.8%	0	0.0%	25	0.7%
Muscogee	65	1.5%	30	0.8%	30	0.9%	25	0.9%	20	0.6%
All Other Counties	2,030	46.3%	1,690	44.3%	1,470	44.1%	1,255	44.0%	1,480	43.8%
Total In-Migration:	**4,385**	**100.0%**	**3,815**	**100.0%**	**3,330**	**100.0%**	**2,850**	**100.0%**	**3,380**	**100.0%**

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

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

Gross Annual Household Out-Migration

Macon-Bibb County, Georgia
2011, 2012, 2013, 2014, 2015

Destination County	. . . . 2011		. . . . 2012		. . . . 2013		. . . . 2014		. . . . 2015	
	Number	*Share*	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*	*Number*	*Share*
Houston	550	11.1%	620	13.2%	495	12.1%	390	12.9%	585	15.0%
Jones	420	8.5%	380	8.1%	290	7.1%	215	7.1%	290	7.4%
Monroe	275	5.5%	275	5.9%	240	5.9%	185	6.1%	235	6.0%
Peach	145	2.9%	125	2.7%	110	2.7%	100	3.3%	110	2.8%
Baldwin	65	1.3%	75	1.6%	65	1.6%	40	1.3%	55	1.4%
Twiggs	125	2.5%	75	1.6%	75	1.8%	85	2.8%	70	1.8%
Fulton	255	5.1%	205	4.4%	150	3.7%	120	4.0%	180	4.6%
Henry	115	2.3%	100	2.1%	85	2.1%	90	3.0%	110	2.8%
Crawford	110	2.2%	100	2.1%	95	2.3%	65	2.1%	85	2.2%
Cobb	110	2.2%	95	2.0%	90	2.2%	65	2.1%	100	2.6%
DeKalb	155	3.1%	145	3.1%	110	2.7%	85	2.8%	125	3.2%
Clayton	130	2.6%	90	1.9%	70	1.7%	65	2.1%	70	1.8%
Travis, TX	10	0.2%	50	1.1%	160	3.9%	45	1.5%	0	0.0%
Gwinnett	80	1.6%	100	2.1%	85	2.1%	60	2.0%	75	1.9%
Laurens	25	0.5%	45	1.0%	35	0.9%	25	0.8%	30	0.8%
Chatham	80	1.6%	60	1.3%	55	1.3%	40	1.3%	65	1.7%
Lowndes	30	0.6%	20	0.4%	0	0.0%	0	0.0%	0	0.0%
Putnam	30	0.6%	30	0.6%	25	0.6%	0	0.0%	20	0.5%
Wilkinson	25	0.5%	20	0.4%	25	0.6%	0	0.0%	0	0.0%
Muscogee	65	1.3%	50	1.1%	35	0.9%	30	1.0%	35	0.9%
All Other Counties	2,165	43.6%	2,020	43.2%	1,780	43.7%	1,320	43.6%	1,670	42.7%
Total Out-Migration:	**4,965**	**100.0%**	**4,680**	**100.0%**	**4,075**	**100.0%**	**3,025**	**100.0%**	**3,910**	**100.0%**

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

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

Net Annual Household Migration
Macon-Bibb County, Georgia
2011, 2012, 2013, 2014, 2015

County	. . . . . 2011 . . . . . *Number*	. . . . . 2012 . . . . . *Number*	. . . . . 2013 . . . . . *Number*	. . . . . 2014 . . . . . *Number*	. . . . . 2015 . . . . . *Number*
Houston	-30	-105	5	5	-135
Jones	-120	-15	-25	35	-15
Monroe	-55	-65	-50	-15	-45
Peach	-30	-10	-15	-20	0
Baldwin	20	0	10	35	30
Twiggs	-40	30	25	-5	5
Fulton	-35	-80	-50	-40	-105
Henry	-55	-50	-35	-55	-35
Crawford	15	-10	0	10	-10
Cobb	-45	-30	-45	-30	-35
DeKalb	-25	-65	-25	-45	-65
Clayton	-50	-5	-35	-25	-15
Travis, TX	-10	-50	-160	55	55
Gwinnett	-5	-50	-45	-10	-20
Laurens	35	5	10	10	20
Chatham	-10	-10	-20	-10	-20
Lowndes	0	5	25	0	30
Putnam	-10	-15	0	0	10
Wilkinson	5	5	0	0	25
Muscogee	0	-20	-5	-5	-15
All Other Counties	-135	-330	-310	-65	-190
Total Net Migration:	**-580**	**-865**	**-745**	**-175**	**-530**

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

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

2019 Household Classification by Market Groups
City of Macon, Bibb County, Georgia

Household Type / Geographic Designation	*Estimated Number*	*Estimated Share*
Empty Nesters & Retirees	**14,040**	**42.0%**
Metropolitan Cities	0	0.0%
Small Cities/Satellite Cities	10,045	30.1%
Metropolitan Suburbs	2,170	6.5%
Town & Country/Exurbs	1,825	5.5%
Traditional & Non-Traditional Families	**5,980**	**17.9%**
Metropolitan Cities	0	0.0%
Small Cities/Satellite Cities	3,360	10.1%
Metropolitan Suburbs	1,660	5.0%
Town & Country/Exurbs	960	2.9%
Younger Singles & Couples	**13,380**	**40.1%**
Metropolitan Cities	0	0.0%
Small Cities/Satellite Cities	9,655	28.9%
Metropolitan Suburbs	1,760	5.3%
Town & Country/Exurbs	1,965	5.9%
Total:	**33,400**	**100.0%**

2019 Estimated Median Income:	**$28,300**
2019 Estimated National Median Income:	**$62,300**
2019 Estimated Median Home Value:	**$89,900**
2019 Estimated National Median Home Value:	**$222,100**

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

2019 Household Classification by Market Groups
City of Macon, Bibb County, Georgia

	Estimated Number	Estimated Share	Estimated Median Income	Estimated Median Home Value
Empty Nesters & Retirees	**14,040**	**42.0%**		
Metropolitan Cities				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Subtotal:	0	0.0%		
Small Cities/Satellite Cities				
Second City Establishment	485	1.5%	$60,500	$180,700
Blue-Collar Retirees	900	2.7%	$34,700	$90,200
Middle-Class Move-Downs	405	1.2%	$33,300	$96,100
Hometown Seniors	4,805	14.4%	$23,300	$55,600
Second City Seniors	3,450	10.3%	$20,200	$76,900
Subtotal:	10,045	30.1%		
Metropolitan Suburbs				
The One Percenters	65	0.2%	$119,800	$464,700
Old Money	90	0.3%	$117,300	$507,800
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	255	0.8%	$75,500	$233,800
Mainstream Empty Nesters	445	1.3%	$48,300	$133,800
Middle-American Retirees	1,315	3.9%	$47,300	$128,700
Subtotal:	2,170	6.5%		
Town & Country/Exurbs				
Small-Town Patriarchs	105	0.3%	$88,900	$314,300
Pillars of the Community	75	0.2%	$66,200	$174,500
New Empty Nesters	0	0.0%		
Traditional Couples	100	0.3%	$63,500	$193,300
RV Retirees	5	0.0%	$51,700	$122,300
Country Couples	500	1.5%	$47,000	$121,500
Hometown Retirees	0	0.0%		
Heartland Retirees	0	0.0%		
Village Elders	215	0.6%	$31,200	$87,600
Small-Town Seniors	760	2.3%	$29,900	$77,400
Back Country Seniors	65	0.2%	$27,600	$61,900
Subtotal:	1,825	5.5%		

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

2019 Household Classification by Market Groups

City of Macon, Bibb County, Georgia

	Estimated Number	Estimated Share	Estimated Median Income	Estimated Median Home Value
Traditional & Non-Traditional Families	**5,980**	**17.9%**		
Metropolitan Cities				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
Subtotal:	0	0.0%		
Small Cities/Satellite Cities				
Unibox Transferees	180	0.5%	$71,100	$233,100
Multi-Ethnic Families	270	0.8%	$49,300	$137,400
Uptown Families	1,090	3.3%	$47,100	$124,400
In-Town Families	1,620	4.9%	$29,600	$70,700
New American Strivers	200	0.6%	$28,100	$89,800
Subtotal:	3,360	10.1%		
Metropolitan Suburbs				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	550	1.6%	$73,500	$214,400
Fiber-Optic Families	325	1.0%	$71,700	$177,500
Late-Nest Suburbanites	105	0.3%	$58,000	$207,200
Full-Nest Suburbanites	380	1.1%	$54,800	$186,500
Kids 'r' Us	300	0.9%	$52,800	$135,300
Subtotal:	1,660	5.0%		
Town & Country/Exurbs				
Ex-Urban Elite	75	0.2%	$92,800	$266,600
New Town Families	30	0.1%	$68,900	$175,500
Full-Nest Exurbanites	0	0.0%		
Rural Families	0	0.0%		
Traditional Families	20	0.1%	$51,600	$138,300
Small-Town Families	200	0.6%	$51,400	$167,700
Four-by-Four Families	235	0.7%	$47,900	$118,300
Rustic Families	5	0.0%	$40,700	$85,800
Hometown Families	395	1.2%	$31,900	$95,800
Subtotal:	960	2.9%		

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

2019 Household Classification by Market Groups
City of Macon, Bibb County, Georgia

	Estimated Number	Estimated Share	Estimated Median Income	Estimated Median Home Value
Younger Singles & Couples	**13,380**	**40.1%**		
Metropolitan Cities				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
Subtotal:	0	0.0%		
Small Cities/Satellite Cities				
The VIPs	375	1.1%	$52,500	$207,600
Small-City Singles	1,390	4.2%	$28,300	$64,800
Twentysomethings	1,050	3.1%	$25,800	$127,700
Second-City Strivers	1,100	3.3%	$25,700	$106,300
Multi-Ethnic Singles	5,740	17.2%	$16,900	$55,100
Subtotal:	9,655	28.9%		
Metropolitan Suburbs				
Fast-Track Professionals	155	0.5%	$53,400	$205,800
Suburban Achievers	760	2.3%	$34,400	$95,400
Suburban Strivers	845	2.5%	$30,900	$109,400
Subtotal:	1,760	5.3%		
Town & Country/Exurbs				
Hometown Sweethearts	605	1.8%	$33,400	$81,700
Blue-Collar Traditionalists	10	0.0%	$31,400	$67,700
Rural Couples	220	0.7%	$24,200	$50,500
Rural Strivers	1,130	3.4%	$19,900	$55,700
Subtotal:	1,965	5.9%		

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

2019 Household Classification by Market Groups
Bibb County, Georgia

Household Type/ Geographic Designation	*Estimated Number*	*Estimated Share*
Empty Nesters & Retirees	**23,920**	**40.5%**
Metropolitan Cities	0	0.0%
Small Cities/Satellite Cities	10,455	17.7%
Metropolitan Suburbs	2,615	4.4%
Town & Country/Exurbs	10,850	18.4%
Traditional & Non-Traditional Families	**18,030**	**30.5%**
Metropolitan Cities	0	0.0%
Small Cities/Satellite Cities	3,790	6.4%
Metropolitan Suburbs	1,905	3.2%
Town & Country/Exurbs	12,335	20.9%
Younger Singles & Couples	**17,095**	**29.0%**
Metropolitan Cities	0	0.0%
Small Cities/Satellite Cities	10,000	16.9%
Metropolitan Suburbs	1,945	3.3%
Town & Country/Exurbs	5,150	8.7%
Total:	**59,045**	**100.0%**

2019 Estimated Median Income:	**$39,700**
2019 Estimated National Median Income:	**$62,300**
2019 Estimated Median Home Value:	**$121,600**
2019 Estimated National Median Home Value:	**$222,100**

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

2019 Household Classification by Market Groups
Bibb County, Georgia

	Estimated Number	*Estimated Share*	*Estimated Median Income*	*Estimated Median Home Value*
Empty Nesters & Retirees	**23,920**	**40.5%**		
Metropolitan Cities				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Subtotal:	0	0.0%		
Small Cities/Satellite Cities				
Second City Establishment	560	0.9%	$71,800	$202,800
Blue-Collar Retirees	965	1.6%	$34,700	$90,200
Middle-Class Move-Downs	435	0.7%	$33,300	$96,100
Hometown Seniors	4,970	8.4%	$23,300	$55,600
Second City Seniors	3,525	6.0%	$20,200	$76,900
Subtotal:	10,455	17.7%		
Metropolitan Suburbs				
The One Percenters	80	0.1%	$119,800	$464,700
Old Money	110	0.2%	$117,300	$507,800
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	310	0.5%	$93,000	$266,900
Mainstream Empty Nesters	545	0.9%	$59,500	$151,600
Middle-American Retirees	1,570	2.7%	$58,200	$147,500
Subtotal:	2,615	4.4%		
Town & Country/Exurbs				
Small-Town Patriarchs	1,320	2.2%	$105,000	$347,800
Pillars of the Community	935	1.6%	$79,400	$197,300
New Empty Nesters	290	0.5%	$80,700	$276,400
Traditional Couples	1,135	1.9%	$76,000	$212,700
RV Retirees	495	0.8%	$63,200	$148,200
Country Couples	2,085	3.5%	$57,700	$143,300
Hometown Retirees	310	0.5%	$48,800	$102,600
Heartland Retirees	285	0.5%	$47,800	$124,800
Village Elders	950	1.6%	$39,800	$102,100
Small-Town Seniors	2,090	3.5%	$38,400	$92,400
Back Country Seniors	955	1.6%	$34,700	$81,300
Subtotal:	10,850	18.4%		

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

2019 Household Classification by Market Groups
Bibb County, Georgia

	Estimated Number	Estimated Share	Estimated Median Income	Estimated Median Home Value
Traditional & Non-Traditional Families	**18,030**	**30.5%**		
Metropolitan Cities				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
Subtotal:	0	0.0%		
Small Cities/Satellite Cities				
Unibox Transferees	190	0.3%	$71,100	$233,100
Multi-Ethnic Families	285	0.5%	$49,300	$137,400
Uptown Families	1,265	2.1%	$57,600	$142,100
In-Town Families	1,800	3.0%	$36,800	$85,400
New American Strivers	250	0.4%	$34,500	$104,200
Subtotal:	3,790	6.4%		
Metropolitan Suburbs				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	610	1.0%	$73,500	$214,400
Fiber-Optic Families	380	0.6%	$85,200	$196,100
Late-Nest Suburbanites	115	0.2%	$58,000	$207,200
Full-Nest Suburbanites	450	0.8%	$66,300	$211,400
Kids 'r' Us	350	0.6%	$63,200	$151,700
Subtotal:	1,905	3.2%		
Town & Country/Exurbs				
Ex-Urban Elite	1,585	2.7%	$108,600	$301,200
New Town Families	565	1.0%	$81,800	$187,900
Full-Nest Exurbanites	210	0.4%	$81,300	$217,500
Rural Families	1,030	1.7%	$63,100	$138,300
Traditional Families	1,170	2.0%	$63,300	$157,600
Small-Town Families	2,525	4.3%	$63,500	$182,300
Four-by-Four Families	1,620	2.7%	$58,600	$138,100
Rustic Families	1,080	1.8%	$48,700	$99,800
Hometown Families	2,550	4.3%	$40,400	$110,500
Subtotal:	12,335	20.9%		

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

2019 Household Classification by Market Groups
Bibb County, Georgia

	Estimated Number	Estimated Share	Estimated Median Income	Estimated Median Home Value
Younger Singles & Couples	**17,095**	**29.0%**		
Metropolitan Cities				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
Subtotal:	0	0.0%		
Small Cities/Satellite Cities				
The VIPs	400	0.7%	$52,500	$207,600
Small-City Singles	1,455	2.5%	$28,300	$64,800
Twentysomethings	1,120	1.9%	$25,800	$127,700
Second-City Strivers	1,170	2.0%	$25,700	$106,300
Multi-Ethnic Singles	5,855	9.9%	$16,900	$55,100
Subtotal:	10,000	16.9%		
Metropolitan Suburbs				
Fast-Track Professionals	160	0.3%	$53,400	$205,800
Suburban Achievers	850	1.4%	$43,300	$109,800
Suburban Strivers	935	1.6%	$30,900	$109,400
Subtotal:	1,945	3.3%		
Town & Country/Exurbs				
Hometown Sweethearts	2,110	3.6%	$42,500	$98,500
Blue-Collar Traditionalists	270	0.5%	$40,000	$84,900
Rural Couples	710	1.2%	$31,400	$68,000
Rural Strivers	2,060	3.5%	$25,300	$70,000
Subtotal:	5,150	8.7%		

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

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

City of Macon, Bibb County, Georgia

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**14,040**	**1,000**	**20.9%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	10,045	725	15.2%
Metropolitan Suburbs	2,170	135	2.8%
Town & Country/Exurbs	1,825	140	2.9%
Traditional & Non-Traditional Families	**5,980**	**825**	**17.2%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	3,360	515	10.8%
Metropolitan Suburbs	1,660	130	2.7%
Town & Country/Exurbs	960	180	3.8%
Younger Singles & Couples	**13,380**	**2,960**	**61.9%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	9,655	2,265	47.3%
Metropolitan Suburbs	1,760	340	7.1%
Town & Country/Exurbs	1,965	355	7.4%
Total:	**33,400**	**4,785**	**100.0%**

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

Annual Average Number Of Households With The Potential
To Move Within The City Of Macon Each Year Over The Next Five Years
City of Macon, Bibb County, Georgia

	Estimated Number	Potential	Share of Potential
Empty Nesters & Retirees	**14,040**	**1,000**	**20.9%**
Metropolitan Cities			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Second City Establishment	485	15	0.3%
Blue-Collar Retirees	900	70	1.5%
Middle-Class Move-Downs	405	20	0.4%
Hometown Seniors	4,805	115	2.4%
Second City Seniors	3,450	505	10.6%
Subtotal:	10,045	725	15.2%
Metropolitan Suburbs			
The One Percenters	65	5	0.1%
Old Money	90	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	255	10	0.2%
Mainstream Empty Nesters	445	45	0.9%
Middle-American Retirees	1,315	75	1.6%
Subtotal:	2,170	135	2.8%
Town & Country/Exurbs			
Small-Town Patriarchs	105	5	0.1%
Pillars of the Community	75	5	0.1%
New Empty Nesters	0	0	0.0%
Traditional Couples	100	5	0.1%
RV Retirees	5	0	0.0%
Country Couples	500	30	0.6%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	215	15	0.3%
Small-Town Seniors	760	75	1.6%
Back Country Seniors	65	5	0.1%
Subtotal:	1,825	140	2.9%

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

Annual Average Number Of Households With The Potential
To Move Within The City Of Macon Each Year Over The Next Five Years
City of Macon, Bibb County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**5,980**	**825**	**17.2%**
Metropolitan Cities			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	180	20	0.4%
Multi-Ethnic Families	270	40	0.8%
Uptown Families	1,090	165	3.4%
In-Town Families	1,620	245	5.1%
New American Strivers	200	45	0.9%
Subtotal:	3,360	515	10.8%
Metropolitan Suburbs			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	550	30	0.6%
Fiber-Optic Families	325	15	0.3%
Late-Nest Suburbanites	105	15	0.3%
Full-Nest Suburbanites	380	35	0.7%
Kids 'r' Us	300	35	0.7%
Subtotal:	1,660	130	2.7%
Town & Country/Exurbs			
Ex-Urban Elite	75	5	0.1%
New Town Families	30	5	0.1%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	20	0	0.0%
Small-Town Families	200	35	0.7%
Four-by-Four Families	235	35	0.7%
Rustic Families	5	0	0.0%
Hometown Families	395	100	2.1%
Subtotal:	960	180	3.8%

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

Annual Average Number Of Households With The Potential
To Move Within The City Of Macon Each Year Over The Next Five Years
City of Macon, Bibb County, Georgia

	Estimated Number	*Potential*	*Share of Potential*	
Younger Singles & Couples	**13,380**	**2,960**	**61.9%**	
Metropolitan Cities				
New Power Couples	0	0	0.0%	
New Bohemians	0	0	0.0%	
Cosmopolitan Elite	0	0	0.0%	
Downtown Couples	0	0	0.0%	
Downtown Proud	0	0	0.0%	
Subtotal:	0	0	0.0%	
Small Cities/Satellite Cities				
The VIPs	375	75	1.6%	
Small-City Singles	1,390	250	5.2%	
Twentysomethings	1,050	360	7.5%	
Second-City Strivers	1,100	280	5.9%	
Multi-Ethnic Singles	5,740	1,300	27.2%	
Subtotal:	9,655	2,265	47.3%	
Metropolitan Suburbs				
Fast-Track Professionals	155	45	0.9%	
Suburban Achievers	760	55	1.1%	
Suburban Strivers	845	240	5.0%	
Subtotal:	1,760	340	7.1%	
Town & Country/Exurbs				
Hometown Sweethearts	605	40	0.8%	
Blue-Collar Traditionalists	10	0	0.0%	
Rural Couples	220	30	0.6%	
Rural Strivers	1,130	285	6.0%	
Subtotal:	1,965	355	7.4%	

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years**
Balance of Bibb County, Georgia

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**9,880**	**110**	**21.2%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	410	0	0.0%
Metropolitan Suburbs	445	5	1.0%
Town & Country/Exurbs	9,025	105	20.2%
Traditional & Non-Traditional Families	**12,050**	**305**	**58.7%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	430	10	1.9%
Metropolitan Suburbs	245	0	0.0%
Town & Country/Exurbs	11,375	295	56.7%
Younger Singles & Couples	**3,715**	**105**	**20.2%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	345	15	2.9%
Metropolitan Suburbs	185	5	1.0%
Town & Country/Exurbs	3,185	85	16.3%
Total Balance of County:	**25,645**	**520**	**100.0%**

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

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Balance of Bibb County, Georgia

	Estimated Number	Potential	Share of Potential
Empty Nesters & Retirees	**9,880**	**110**	**21.2%**
Metropolitan Cities			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Second City Establishment	75	0	0.0%
Blue-Collar Retirees	65	0	0.0%
Middle-Class Move-Downs	30	0	0.0%
Hometown Seniors	165	0	0.0%
Second City Seniors	75	0	0.0%
Subtotal:	410	0	0.0%
Metropolitan Suburbs			
The One Percenters	15	0	0.0%
Old Money	20	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	55	0	0.0%
Mainstream Empty Nesters	100	0	0.0%
Middle-American Retirees	255	5	1.0%
Subtotal:	445	5	1.0%
Town & Country/Exurbs			
Small-Town Patriarchs	1,215	10	1.9%
Pillars of the Community	860	10	1.9%
New Empty Nesters	290	0	0.0%
Traditional Couples	1,035	10	1.9%
RV Retirees	490	5	1.0%
Country Couples	1,585	20	3.8%
Hometown Retirees	310	5	1.0%
Heartland Retirees	285	0	0.0%
Village Elders	735	10	1.9%
Small-Town Seniors	1,330	25	4.8%
Back Country Seniors	890	10	1.9%
Subtotal:	9,025	105	20.2%

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

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Balance of Bibb County, Georgia

	Estimated Number	Potential	Share of Potential
Traditional & Non-Traditional Families	**12,050**	**305**	**58.7%**
Metropolitan Cities			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	10	0	0.0%
Multi-Ethnic Families	15	0	0.0%
Uptown Families	175	5	1.0%
In-Town Families	180	5	1.0%
New American Strivers	50	0	0.0%
Subtotal:	430	10	1.9%
Metropolitan Suburbs			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	60	0	0.0%
Fiber-Optic Families	55	0	0.0%
Late-Nest Suburbanites	10	0	0.0%
Full-Nest Suburbanites	70	0	0.0%
Kids 'r' Us	50	0	0.0%
Subtotal:	245	0	0.0%
Town & Country/Exurbs			
Ex-Urban Elite	1,510	20	3.8%
New Town Families	535	10	1.9%
Full-Nest Exurbanites	210	5	1.0%
Rural Families	1,030	10	1.9%
Traditional Families	1,150	15	2.9%
Small-Town Families	2,325	75	14.4%
Four-by-Four Families	1,385	35	6.7%
Rustic Families	1,075	25	4.8%
Hometown Families	2,155	100	19.2%
Subtotal:	11,375	295	56.7%

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

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Balance of Bibb County, Georgia

	Estimated Number	Potential	Share of Potential
Younger Singles & Couples	**3,715**	**105**	**20.2%**
Metropolitan Cities			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
The VIPs	25	0	0.0%
Small-City Singles	65	0	0.0%
Twentysomethings	70	5	1.0%
Second-City Strivers	70	5	1.0%
Multi-Ethnic Singles	115	5	1.0%
Subtotal:	345	15	2.9%
Metropolitan Suburbs			
Fast-Track Professionals	5	0	0.0%
Suburban Achievers	90	0	0.0%
Suburban Strivers	90	5	1.0%
Subtotal:	185	5	1.0%
Town & Country/Exurbs			
Hometown Sweethearts	1,505	20	3.8%
Blue-Collar Traditionalists	260	5	1.0%
Rural Couples	490	15	2.9%
Rural Strivers	930	45	8.7%
Subtotal:	3,185	85	16.3%

**Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years**
Summary: Appendix Two, Tables 1 Through 3
Houston County, Georgia, Jones County, Georgia, Monroe County, Georgia

Household Type / Geographic Designation	*Houston County*	*Jones County*	*Monroe County*	Total
Empty Nesters & Retirees	**40**	**35**	**30**	**105**
Metropolitan Cities	0	0	0	0
Small Cities/Satellite Cities	10	0	0	10
Metropolitan Suburbs	15	0	0	15
Town & Country/Exurbs	15	35	30	80
Traditional & Non-Traditional Families	**145**	**75**	**45**	**265**
Metropolitan Cities	0	0	0	0
Small Cities/Satellite Cities	60	0	0	60
Metropolitan Suburbs	25	0	0	25
Town & Country/Exurbs	60	75	45	180
Younger Singles & Couples	**85**	**55**	**40**	**180**
Metropolitan Cities	0	0	0	0
Small Cities/Satellite Cities	45	0	0	45
Metropolitan Suburbs	20	0	0	20
Town & Country/Exurbs	20	55	40	115
Total:	**270**	**165**	**115**	**550**
Percent:	**49.1%**	**30.0%**	**20.9%**	**100.0%**

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

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Summary: Appendix Two, Tables 1 Through 3
Houston County, Georgia, Jones County, Georgia, Monroe County, Georgia

	Houston County	Jones County	Monroe County	Total
Empty Nesters & Retirees	**40**	**35**	**30**	**105**
Metropolitan Cities				
The Social Register	0	0	0	0
Urban Establishment	0	0	0	0
Multi-Ethnic Empty Nesters	0	0	0	0
Cosmopolitan Couples	0	0	0	0
Subtotal:	0	0	0	0
Small Cities/Satellite Cities				
Second City Establishment	0	0	0	0
Blue-Collar Retirees	5	0	0	5
Middle-Class Move-Downs	0	0	0	0
Hometown Seniors	0	0	0	0
Second City Seniors	5	0	0	5
Subtotal:	10	0	0	10
Metropolitan Suburbs				
The One Percenters	0	0	0	0
Old Money	0	0	0	0
Affluent Empty Nesters	0	0	0	0
Suburban Establishment	0	0	0	0
Mainstream Empty Nesters	10	0	0	10
Middle-American Retirees	5	0	0	5
Subtotal:	15	0	0	15
Town & Country/Exurbs				
Small-Town Patriarchs	0	0	0	0
Pillars of the Community	5	0	0	5
New Empty Nesters	0	5	5	10
Traditional Couples	0	0	0	0
RV Retirees	0	5	0	5
Country Couples	5	0	0	5
Hometown Retirees	0	5	5	10
Heartland Retirees	0	0	5	5
Village Elders	0	0	0	0
Small-Town Seniors	5	5	0	10
Back Country Seniors	0	15	15	30
Subtotal:	15	35	30	80

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

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Summary: Appendix Two, Tables 1 Through 3
Houston County, Georgia, Jones County, Georgia, Monroe County, Georgia

	Houston County	*Jones County*	*Monroe County*	Total
Traditional & Non-Traditional Families	**145**	**75**	**45**	**265**
Metropolitan Cities				
e-Type Families	0	0	0	0
Multi-Cultural Families	0	0	0	0
Inner-City Families	0	0	0	0
Single-Parent Families	0	0	0	0
Subtotal:	0	0	0	0
Small Cities/Satellite Cities				
Unibox Transferees	0	0	0	0
Multi-Ethnic Families	10	0	0	10
Uptown Families	15	0	0	15
In-Town Families	10	0	0	10
New American Strivers	25	0	0	25
Subtotal:	60	0	0	60
Metropolitan Suburbs				
Corporate Establishment	0	0	0	0
Nouveau Money	0	0	0	0
Button-Down Families	0	0	0	0
Fiber-Optic Families	0	0	0	0
Late-Nest Suburbanites	10	0	0	10
Full-Nest Suburbanites	5	0	0	5
Kids 'r' Us	10	0	0	10
Subtotal:	25	0	0	25
Town & Country/Exurbs				
Ex-Urban Elite	0	0	0	0
New Town Families	5	0	0	5
Full-Nest Exurbanites	5	15	15	35
Rural Families	0	15	5	20
Traditional Families	10	0	0	10
Small-Town Families	15	0	0	15
Four-by-Four Families	10	5	0	15
Rustic Families	5	40	25	70
Hometown Families	10	0	0	10
Subtotal:	60	75	45	180

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

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Summary: Appendix Two, Tables 1 Through 3
Houston County, Georgia, Jones County, Georgia, Monroe County, Georgia

	Houston County	*Jones County*	*Monroe County*	Total
Younger Singles & Couples	**85**	**55**	**40**	**180**
Metropolitan Cities				
New Power Couples	0	0	0	0
New Bohemians	0	0	0	0
Cosmopolitan Elite	0	0	0	0
Downtown Couples	0	0	0	0
Downtown Proud	0	0	0	0
Subtotal:	0	0	0	0
Small Cities/Satellite Cities				
The VIPs	5	0	0	5
Small-City Singles	15	0	0	15
Twentysomethings	10	0	0	10
Second-City Strivers	10	0	0	10
Multi-Ethnic Singles	5	0	0	5
Subtotal:	45	0	0	45
Metropolitan Suburbs				
Fast-Track Professionals	10	0	0	10
Suburban Achievers	5	0	0	5
Suburban Strivers	5	0	0	5
Subtotal:	20	0	0	20
Town & Country/Exurbs				
Hometown Sweethearts	5	5	0	10
Blue-Collar Traditionalists	0	15	15	30
Rural Couples	5	25	25	55
Rural Strivers	10	10	0	20
Subtotal:	20	55	40	115

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

Household Type / Geographic Designation	Potential	Share of Potential
Empty Nesters & Retirees	**320**	**21.6%**
Metropolitan Cities	60	4.1%
Small Cities/Satellite Cities	55	3.7%
Metropolitan Suburbs	75	5.1%
Town & Country/Exurbs	130	8.8%
Traditional & Non-Traditional Families	**535**	**36.1%**
Metropolitan Cities	50	3.4%
Small Cities/Satellite Cities	130	8.8%
Metropolitan Suburbs	110	7.4%
Town & Country/Exurbs	245	16.6%
Younger Singles & Couples	**625**	**42.2%**
Metropolitan Cities	175	11.8%
Small Cities/Satellite Cities	210	14.2%
Metropolitan Suburbs	120	8.1%
Town & Country/Exurbs	120	8.1%
Total:	**1,480**	**100.0%**

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

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

	Potential	Share of Potential
Empty Nesters & Retirees	**320**	**21.6%**
Metropolitan Cities		
The Social Register	5	0.3%
Urban Establishment	20	1.4%
Multi-Ethnic Empty Nesters	10	0.7%
Cosmopolitan Couples	25	1.7%
Subtotal:	60	4.1%
Small Cities/Satellite Cities		
Second City Establishment	5	0.3%
Blue-Collar Retirees	20	1.4%
Middle-Class Move-Downs	5	0.3%
Hometown Seniors	5	0.3%
Second City Seniors	20	1.4%
Subtotal:	55	3.7%
Metropolitan Suburbs		
The One Percenters	10	0.7%
Old Money	5	0.3%
Affluent Empty Nesters	5	0.3%
Suburban Establishment	15	1.0%
Mainstream Empty Nesters	20	1.4%
Middle-American Retirees	20	1.4%
Subtotal:	75	5.1%
Town & Country/Exurbs		
Small-Town Patriarchs	10	0.7%
Pillars of the Community	5	0.3%
New Empty Nesters	10	0.7%
Traditional Couples	10	0.7%
RV Retirees	10	0.7%
Country Couples	10	0.7%
Hometown Retirees	10	0.7%
Heartland Retirees	5	0.3%
Village Elders	10	0.7%
Small-Town Seniors	25	1.7%
Back Country Seniors	25	1.7%
Subtotal:	130	8.8%

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

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

	Potential	Share of Potential
Traditional & Non-Traditional Families	**535**	**36.1%**
Metropolitan Cities		
e-Type Families	5	0.3%
Multi-Cultural Families	5	0.3%
Inner-City Families	15	1.0%
Single-Parent Families	25	1.7%
Subtotal:	50	3.4%
Small Cities/Satellite Cities		
Unibox Transferees	15	1.0%
Multi-Ethnic Families	20	1.4%
Uptown Families	30	2.0%
In-Town Families	25	1.7%
New American Strivers	40	2.7%
Subtotal:	130	8.8%
Metropolitan Suburbs		
Corporate Establishment	10	0.7%
Nouveau Money	10	0.7%
Button-Down Families	20	1.4%
Fiber-Optic Families	5	0.3%
Late-Nest Suburbanites	25	1.7%
Full-Nest Suburbanites	15	1.0%
Kids 'r' Us	25	1.7%
Subtotal:	110	7.4%
Town & Country/Exurbs		
Ex-Urban Elite	25	1.7%
New Town Families	15	1.0%
Full-Nest Exurbanites	20	1.4%
Rural Families	20	1.4%
Traditional Families	10	0.7%
Small-Town Families	40	2.7%
Four-by-Four Families	25	1.7%
Rustic Families	55	3.7%
Hometown Families	35	2.4%
Subtotal:	245	16.6%

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

	Potential	*Share of Potential*
Younger Singles & Couples	**625**	**42.2%**
Metropolitan Cities		
New Power Couples	5	0.3%
New Bohemians	65	4.4%
Cosmopolitan Elite	10	0.7%
Downtown Couples	35	2.4%
Downtown Proud	60	4.1%
Subtotal:	175	11.8%
Small Cities/Satellite Cities		
The VIPs	40	2.7%
Small-City Singles	35	2.4%
Twentysomethings	70	4.7%
Second-City Strivers	35	2.4%
Multi-Ethnic Singles	30	2.0%
Subtotal:	210	14.2%
Metropolitan Suburbs		
Fast-Track Professionals	40	2.7%
Suburban Achievers	15	1.0%
Suburban Strivers	65	4.4%
Subtotal:	120	8.1%
Town & Country/Exurbs		
Hometown Sweethearts	15	1.0%
Blue-Collar Traditionalists	30	2.0%
Rural Couples	40	2.7%
Rural Strivers	35	2.4%
Subtotal:	120	8.1%

**Annual Average Number Of Households With The Potential
To Move Within/To The City Of Macon Each Year Over The Next Five Years**
Summary: Appendix One, Tables 4 Through 7
Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	Macon City	Bibb County	Regional Draw Area	Balance of U.S.	Total
Empty Nesters & Retirees	**1,000**	**110**	**105**	**320**	**1,535**
Metropolitan Cities	0	0	0	60	60
Small Cities/Satellite Cities	725	0	10	55	790
Metropolitan Suburbs	135	5	15	75	230
Town & Country/Exurbs	140	105	80	130	455
Traditional & Non-Traditional Families	**825**	**305**	**265**	**535**	**1,930**
Metropolitan Cities	0	0	0	50	50
Small Cities/Satellite Cities	515	10	60	130	715
Metropolitan Suburbs	130	0	25	110	265
Town & Country/Exurbs	180	295	180	245	900
Younger Singles & Couples	**2,960**	**105**	**180**	**625**	**3,870**
Metropolitan Cities	0	0	0	175	175
Small Cities/Satellite Cities	2,265	15	45	210	2,535
Metropolitan Suburbs	340	5	20	120	485
Town & Country/Exurbs	355	85	115	120	675
Total:	**4,785**	**520**	**550**	**1,480**	**7,335**
Percent:	**65.2%**	**7.1%**	**7.5%**	**20.2%**	**100.0%**

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

Annual Average Number Of Households With The Potential
To Move Within/To The City Of Macon Each Year Over The Next Five Years
Summary: Appendix One, Tables 4 Through 7
Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

	Macon City	*Bibb County*	*Regional Draw Area*	*Balance of U.S.*	Total
Empty Nesters & Retirees	**1,000**	**110**	**105**	**320**	**1,535**
Metropolitan Cities					
The Social Register	0	0	0	5	5
Urban Establishment	0	0	0	20	20
Multi-Ethnic Empty Nesters	0	0	0	10	10
Cosmopolitan Couples	0	0	0	25	25
Subtotal:	0	0	0	60	60
Small Cities/Satellite Cities					
Second City Establishment	15	0	0	5	20
Blue-Collar Retirees	70	0	5	20	95
Middle-Class Move-Downs	20	0	0	5	25
Hometown Seniors	115	0	0	5	120
Second City Seniors	505	0	5	20	530
Subtotal:	725	0	10	55	790
Metropolitan Suburbs					
The One Percenters	5	0	0	10	15
Old Money	0	0	0	5	5
Affluent Empty Nesters	0	0	0	5	5
Suburban Establishment	10	0	0	15	25
Mainstream Empty Nesters	45	0	10	20	75
Middle-American Retirees	75	5	5	20	105
Subtotal:	135	5	15	75	230
Town & Country/Exurbs					
Small-Town Patriarchs	5	10	0	10	25
Pillars of the Community	5	10	5	5	25
New Empty Nesters	0	0	10	10	20
Traditional Couples	5	10	0	10	25
RV Retirees	0	5	5	10	20
Country Couples	30	20	5	10	65
Hometown Retirees	0	5	10	10	25
Heartland Retirees	0	0	5	5	10
Village Elders	15	10	0	10	35
Small-Town Seniors	75	25	10	25	135
Back Country Seniors	5	10	30	25	70
Subtotal:	140	105	80	130	455

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

Annual Average Number Of Households With The Potential
To Move Within/To The City Of Macon Each Year Over The Next Five Years
Summary: Appendix One, Tables 4 Through 7
Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

	Macon City	Bibb County	Regional Draw Area	Balance of U.S.	Total
Traditional & Non-Traditional Families	**825**	**305**	**265**	**535**	**1,930**
Metropolitan Cities					
e-Type Families	0	0	0	5	5
Multi-Cultural Families	0	0	0	5	5
Inner-City Families	0	0	0	15	15
Single-Parent Families	0	0	0	25	25
Subtotal:	0	0	0	50	50
Small Cities/Satellite Cities					
Unibox Transferees	20	0	0	15	35
Multi-Ethnic Families	40	0	10	20	70
Uptown Families	165	5	15	30	215
In-Town Families	245	5	10	25	285
New American Strivers	45	0	25	40	110
Subtotal:	515	10	60	130	715
Metropolitan Suburbs					
Corporate Establishment	0	0	0	10	10
Nouveau Money	0	0	0	10	10
Button-Down Families	30	0	0	20	50
Fiber-Optic Families	15	0	0	5	20
Late-Nest Suburbanites	15	0	10	25	50
Full-Nest Suburbanites	35	0	5	15	55
Kids 'r' Us	35	0	10	25	70
Subtotal:	130	0	25	110	265
Town & Country/Exurbs					
Ex-Urban Elite	5	20	0	25	50
New Town Families	5	10	5	15	35
Full-Nest Exurbanites	0	5	35	20	60
Rural Families	0	10	20	20	50
Traditional Families	0	15	10	10	35
Small-Town Families	35	75	15	40	165
Four-by-Four Families	35	35	15	25	110
Rustic Families	0	25	70	55	150
Hometown Families	100	100	10	35	245
Subtotal:	180	295	180	245	900

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

Annual Average Number Of Households With The Potential
To Move Within/To The City Of Macon Each Year Over The Next Five Years
Summary: Appendix One, Tables 4 Through 7
Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

	Macon City	Bibb County	Regional Draw Area	Balance of U.S.	Total
Younger Singles & Couples	**2,960**	**105**	**180**	**625**	**3,870**
Metropolitan Cities					
New Power Couples	0	0	0	5	5
New Bohemians	0	0	0	65	65
Cosmopolitan Elite	0	0	0	10	10
Downtown Couples	0	0	0	35	35
Downtown Proud	0	0	0	60	60
Subtotal:	0	0	0	175	175
Small Cities/Satellite Cities					
The VIPs	75	0	5	40	120
Small-City Singles	250	0	15	35	300
Twentysomethings	360	5	10	70	445
Second-City Strivers	280	5	10	35	330
Multi-Ethnic Singles	1,300	5	5	30	1,340
Subtotal:	2,265	15	45	210	2,535
Metropolitan Suburbs					
Fast-Track Professionals	45	0	10	40	95
Suburban Achievers	55	0	5	15	75
Suburban Strivers	240	5	5	65	315
Subtotal:	340	5	20	120	485
Town & Country/Exurbs					
Hometown Sweethearts	40	20	10	15	85
Blue-Collar Traditionalists	0	5	30	30	65
Rural Couples	30	15	55	40	140
Rural Strivers	285	45	20	35	385
Subtotal:	355	85	115	120	675

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

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

Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	Macon City	Bibb County	Regional Draw Area	Balance of U.S.	Total
Empty Nesters & Retirees	**440**	**5**	**25**	**190**	**660**
Metropolitan Cities	0	0	0	60	60
Small Cities/Satellite Cities	320	0	10	55	385
Metropolitan Suburbs	120	5	15	75	215
Town & Country/Exurbs	0	0	0	0	0
Traditional & Non-Traditional Families	**180**	**10**	**35**	**135**	**360**
Metropolitan Cities	0	0	0	20	20
Small Cities/Satellite Cities	180	10	35	115	340
Metropolitan Suburbs	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0
Younger Singles & Couples	**1,040**	**20**	**65**	**455**	**1,580**
Metropolitan Cities	0	0	0	160	160
Small Cities/Satellite Cities	905	15	45	185	1,150
Metropolitan Suburbs	135	5	20	110	270
Town & Country/Exurbs	0	0	0	0	0
Total:	**1,660**	**35**	**125**	**780**	**2,600**
Percent:	**63.8%**	**1.3%**	**4.8%**	**30.0%**	**100.0%**

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

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

Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

	Macon City	Bibb County	Regional Draw Area	Balance of U.S.	Total
Empty Nesters & Retirees	**440**	**5**	**25**	**190**	**660**
Metropolitan Cities					
The Social Register	0	0	0	5	5
Urban Establishment	0	0	0	20	20
Multi-Ethnic Empty Nesters	0	0	0	10	10
Cosmopolitan Couples	0	0	0	25	25
Subtotal:	0	0	0	60	60
Small Cities/Satellite Cities					
Second City Establishment	15	0	0	5	20
Blue-Collar Retirees	60	0	5	20	85
Middle-Class Move-Downs	20	0	0	5	25
Hometown Seniors	100	0	0	5	105
Second City Seniors	125	0	5	20	150
Subtotal:	320	0	10	55	385
Metropolitan Suburbs					
The One Percenters	5	0	0	10	15
Old Money	0	0	0	5	5
Affluent Empty Nesters	0	0	0	5	5
Suburban Establishment	10	0	0	15	25
Mainstream Empty Nesters	40	0	10	20	70
Middle-American Retirees	65	5	5	20	95
Subtotal:	120	5	15	75	215

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

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

Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

	Macon City	Bibb County	Regional Draw Area	Balance of U.S.	Total
Traditional & Non-Traditional Families	**180**	**10**	**35**	**135**	**360**
Metropolitan Cities					
e-Type Families	0	0	0	5	5
Multi-Cultural Families	0	0	0	5	5
Inner-City Families	0	0	0	5	5
Single-Parent Families	0	0	0	5	5
Subtotal:	0	0	0	20	20
Small Cities/Satellite Cities					
Unibox Transferees	10	0	0	15	25
Multi-Ethnic Families	20	0	5	20	45
Uptown Families	85	5	10	25	125
In-Town Families	40	5	5	20	70
New American Strivers	25	0	15	35	75
Subtotal:	180	10	35	115	340

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

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

Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

	Macon City	Bibb County	Regional Draw Area	Balance of U.S.	Total
Younger Singles & Couples	**1,040**	**20**	**65**	**455**	**1,580**
Metropolitan Cities					
New Power Couples	0	0	0	5	5
New Bohemians	0	0	0	60	60
Cosmopolitan Elite	0	0	0	10	10
Downtown Couples	0	0	0	30	30
Downtown Proud	0	0	0	55	55
Subtotal:	0	0	0	160	160
Small Cities/Satellite Cities					
The VIPs	30	0	5	35	70
Small-City Singles	100	0	15	30	145
Twentysomethings	145	5	10	65	225
Second-City Strivers	110	5	10	30	155
Multi-Ethnic Singles	520	5	5	25	555
Subtotal:	905	15	45	185	1,150
Metropolitan Suburbs					
Fast-Track Professionals	20	0	10	35	65
Suburban Achievers	20	0	5	15	40
Suburban Strivers	95	5	5	60	165
Subtotal:	135	5	20	110	270

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

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

Household Type / Geographic Designation	*Potential Renters*	*Potential Owners*	Total
Empty Nesters & Retirees	**320**	**340**	**660**
Metropolitan Cities	40	20	60
Small Cities/Satellite Cities	222	163	385
Metropolitan Suburbs	58	157	215
Town & Country/Exurbs	0	0	0
Traditional & Non-Traditional Families	**180**	**180**	**360**
Metropolitan Cities	11	9	20
Small Cities/Satellite Cities	169	171	340
Metropolitan Suburbs	0	0	0
Town & Country/Exurbs	0	0	0
Younger Singles & Couples	**1,321**	**259**	**1,580**
Metropolitan Cities	132	28	160
Small Cities/Satellite Cities	999	151	1,150
Metropolitan Suburbs	190	80	270
Town & Country/Exurbs	0	0	0
Total:	**1,821**	**779**	**2,600**
Percent:	**70.0%**	**30.0%**	**100.0%**

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

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

Empty Nesters & Retirees	Potential Renters	Potential Owners	Total
Metropolitan Cities			
The Social Register	1	4	5
Urban Establishment	14	6	20
Multi-Ethnic Empty Nesters	3	7	10
Cosmopolitan Couples	22	3	25
Subtotal:	40	20	60
Small Cities/Satellite Cities			
Second City Establishment	3	17	20
Blue-Collar Retirees	30	55	85
Middle-Class Move-Downs	8	17	25
Hometown Seniors	51	54	105
Second City Seniors	130	20	150
Subtotal:	222	163	385
Metropolitan Suburbs			
The One Percenters	2	13	15
Old Money	1	4	5
Affluent Empty Nesters	1	4	5
Suburban Establishment	3	22	25
Mainstream Empty Nesters	25	45	70
Middle-American Retirees	26	69	95
Subtotal:	58	157	215
Total:	**320**	**340**	**660**
Percent:	**48.5%**	**51.5%**	**100.0%**

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

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

Traditional & Non-Traditional Families	Potential Renters	Potential Owners	Total
Metropolitan Cities			
e-Type Families	2	3	5
Multi-Cultural Families	2	3	5
Inner-City Families	3	2	5
Single-Parent Families	4	1	5
Subtotal:	11	9	20
Small Cities/Satellite Cities			
Unibox Transferees	7	18	25
Multi-Ethnic Families	17	28	45
Uptown Families	50	75	125
In-Town Families	32	38	70
New American Strivers	63	12	75
Subtotal:	169	171	340
Total:	**180**	**180**	**360**
Percent:	**50.0%**	**50.0%**	**100.0%**

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

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

Younger Singles & Couples	Potential Renters	Potential Owners	Total
Metropolitan Cities			
New Power Couples	2	3	5
New Bohemians	52	8	60
Cosmopolitan Elite	4	6	10
Downtown Couples	19	11	30
Downtown Proud	55	0	55
Subtotal:	132	28	160
Small Cities/Satellite Cities			
The VIPs	46	24	70
Small-City Singles	73	72	145
Twentysomethings	225	0	225
Second-City Strivers	149	6	155
Multi-Ethnic Singles	506	49	555
Subtotal:	999	151	1,150
Metropolitan Suburbs			
Fast-Track Professionals	59	6	65
Suburban Achievers	17	23	40
Suburban Strivers	114	51	165
Subtotal:	190	80	270
Total:	**1,321**	**259**	**1,580**
Percent:	**83.6%**	**16.4%**	**100.0%**

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

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

Household Type / Geographic Designation	. . . . .Renter Income Bands					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Empty Nesters & Retirees	**92**	**44**	**31**	**25**	**128**	**320**
Metropolitan Cities	4	3	3	3	27	40
Small Cities/Satellite Cities	80	36	24	18	64	222
Metropolitan Suburbs	8	5	4	4	37	58
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**59**	**16**	**21**	**17**	**67**	**180**
Metropolitan Cities	2	0	0	0	9	11
Small Cities/Satellite Cities	57	16	21	17	58	169
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**408**	**234**	**147**	**114**	**418**	**1,321**
Metropolitan Cities	22	16	11	10	73	132
Small Cities/Satellite Cities	346	194	116	86	257	999
Metropolitan Suburbs	40	24	20	18	88	190
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**559**	**294**	**199**	**156**	**613**	**1,821**
Percent:	**30.7%**	**16.1%**	**10.9%**	**8.6%**	**33.7%**	**100.0%**

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

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

Empty Nesters & Retirees	. . . . .Renter Income Bands					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
The Social Register	0	0	0	0	1	1
Urban Establishment	1	1	1	1	10	14
Multi-Ethnic Empty Nesters	0	0	0	0	3	3
Cosmopolitan Couples	3	2	2	2	13	22
Subtotal:	4	3	3	3	27	40
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	3	3
Blue-Collar Retirees	7	4	3	3	13	30
Middle-Class Move-Downs	2	1	1	1	3	8
Hometown Seniors	18	9	6	4	14	51
Second City Seniors	53	22	14	10	31	130
Subtotal:	80	36	24	18	64	222
Metropolitan Suburbs						
The One Percenters	0	0	0	0	2	2
Old Money	0	0	0	0	1	1
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	0	0	0	0	3	3
Mainstream Empty Nesters	4	2	2	2	15	25
Middle-American Retirees	4	3	2	2	15	26
Subtotal:	8	5	4	4	37	58
Total:	**92**	**44**	**31**	**25**	**128**	**320**
Percent:	**28.8%**	**13.8%**	**9.7%**	**7.8%**	**40.0%**	**100.0%**

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

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

Traditional & Non-Traditional Families	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
e-Type Families	0	0	0	0	2	2
Multi-Cultural Families	0	0	0	0	2	2
Inner-City Families	1	0	0	0	2	3
Single-Parent Families	1	0	0	0	3	4
Subtotal:	2	0	0	0	9	11
Small Cities/Satellite Cities						
Unibox Transferees	1	0	1	1	4	7
Multi-Ethnic Families	4	1	2	2	8	17
Uptown Families	12	4	6	5	23	50
In-Town Families	13	4	4	3	8	32
New American Strivers	27	7	8	6	15	63
Subtotal:	57	16	21	17	58	169
Total:	**59**	**16**	**21**	**17**	**67**	**180**
Percent:	**32.8%**	**8.9%**	**11.7%**	**9.4%**	**37.2%**	**100.0%**

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

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

Younger Singles & Couples	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
New Power Couples	0	0	0	0	2	2
New Bohemians	6	4	3	3	36	52
Cosmopolitan Elite	0	0	0	0	4	4
Downtown Couples	4	3	2	2	8	19
Downtown Proud	12	9	6	5	23	55
Subtotal:	22	16	11	10	73	132
Small Cities/Satellite Cities						
The VIPs	6	4	4	4	28	46
Small-City Singles	18	13	9	7	26	73
Twentysomethings	69	36	26	21	73	225
Second-City Strivers	43	27	19	15	45	149
Multi-Ethnic Singles	210	114	58	39	85	506
Subtotal:	346	194	116	86	257	999
Metropolitan Suburbs						
Fast-Track Professionals	8	5	5	5	36	59
Suburban Achievers	4	2	2	2	7	17
Suburban Strivers	28	17	13	11	45	114
Subtotal:	40	24	20	18	88	190
Total:	**408**	**234**	**147**	**114**	**418**	**1,321**
Percent:	**30.9%**	**17.7%**	**11.1%**	**8.6%**	**31.6%**	**100.0%**

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

Household Type/ Geographic Designation	. . . .*Ownership Income Bands*					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Empty Nesters & Retirees	**66**	**35**	**29**	**27**	**183**	**340**
Metropolitan Cities	1	1	1	1	16	20
Small Cities/Satellite Cities	45	22	17	15	64	163
Metropolitan Suburbs	20	12	11	11	103	157
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**37**	**23**	**28**	**31**	**61**	**180**
Metropolitan Cities	2	1	0	1	5	9
Small Cities/Satellite Cities	35	22	28	30	56	171
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**60**	**49**	**30**	**27**	**93**	**259**
Metropolitan Cities	1	1	3	3	20	28
Small Cities/Satellite Cities	41	26	18	16	50	151
Metropolitan Suburbs	18	22	9	8	23	80
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**163**	**107**	**87**	**85**	**337**	**779**
Percent:	**20.9%**	**13.7%**	**11.2%**	**10.9%**	**43.3%**	**100.0%**

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Empty Nesters & Retirees	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
The Social Register	0	0	0	0	4	4
Urban Establishment	0	0	0	0	6	6
Multi-Ethnic Empty Nesters	1	1	1	1	3	7
Cosmopolitan Couples	0	0	0	0	3	3
Subtotal:	1	1	1	1	16	20
Small Cities/Satellite Cities						
Second City Establishment	1	1	1	1	13	17
Blue-Collar Retirees	13	7	6	5	24	55
Middle-Class Move-Downs	4	2	2	2	7	17
Hometown Seniors	19	9	6	5	15	54
Second City Seniors	8	3	2	2	5	20
Subtotal:	45	22	17	15	64	163
Metropolitan Suburbs						
The One Percenters	0	0	0	0	13	13
Old Money	0	0	0	0	4	4
Affluent Empty Nesters	0	0	0	0	4	4
Suburban Establishment	2	1	1	1	17	22
Mainstream Empty Nesters	7	4	4	4	26	45
Middle-American Retirees	11	7	6	6	39	69
Subtotal:	20	12	11	11	103	157
Total:	**66**	**35**	**29**	**27**	**183**	**340**
Percent:	**19.4%**	**10.3%**	**8.5%**	**7.9%**	**53.8%**	**100.0%**

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

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

Traditional & Non-Traditional Families	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
e-Type Families	0	0	0	0	3	3
Multi-Cultural Families	0	0	0	1	2	3
Inner-City Families	1	1	0	0	0	2
Single-Parent Families	1	0	0	0	0	1
Subtotal:	2	1	0	1	5	9
Small Cities/Satellite Cities						
Unibox Transferees	1	1	1	3	12	18
Multi-Ethnic Families	6	2	3	3	14	28
Uptown Families	5	8	14	18	30	75
In-Town Families	16	9	8	5	0	38
New American Strivers	7	2	2	1	0	12
Subtotal:	35	22	28	30	56	171
Total:	**37**	**23**	**28**	**31**	**61**	**180**
Percent:	**20.6%**	**12.8%**	**15.6%**	**17.2%**	**33.9%**	**100.0%**

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

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

Younger Singles & Couples	. . . . .Ownership Income Bands					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
New Power Couples	0	0	0	0	3	3
New Bohemians	0	0	1	1	6	8
Cosmopolitan Elite	0	0	0	0	6	6
Downtown Couples	1	1	2	2	5	11
Subtotal:	1	1	3	3	20	28
Small Cities/Satellite Cities						
The VIPs	1	2	2	4	15	24
Small-City Singles	18	12	9	7	26	72
Second-City Strivers	2	1	1	1	1	6
Multi-Ethnic Singles	20	11	6	4	8	49
Subtotal:	41	26	18	16	50	151
Metropolitan Suburbs						
Fast-Track Professionals	0	0	0	1	5	6
Suburban Achievers	5	3	3	2	10	23
Suburban Strivers	13	19	6	5	8	51
Subtotal:	18	22	9	8	23	80
Total:	**60**	**49**	**30**	**27**	**93**	**259**
Percent:	**23.2%**	**18.9%**	**11.6%**	**10.4%**	**35.9%**	**100.0%**

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

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

Household Type / Geographic Designation	. . . . *Multi-Family Ownership Income Bands*					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Empty Nesters & Retirees	**6**	**2**	**0**	**1**	**20**	**29**
Metropolitan Cities	0	0	0	0	7	7
Small Cities/Satellite Cities	4	2	0	1	6	13
Metropolitan Suburbs	2	0	0	0	7	9
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**3**	**1**	**0**	**1**	**6**	**11**
Metropolitan Cities	0	0	0	0	1	1
Small Cities/Satellite Cities	3	1	0	1	5	10
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**4**	**4**	**4**	**5**	**17**	**34**
Metropolitan Cities	0	0	0	2	6	8
Small Cities/Satellite Cities	2	2	3	2	6	15
Metropolitan Suburbs	2	2	1	1	5	11
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**13**	**7**	**4**	**7**	**43**	**74**
Percent:	**17.6%**	**9.5%**	**5.4%**	**9.5%**	**58.0%**	**100.0%**

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

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

Empty Nesters & Retirees	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
The Social Register	0	0	0	0	1	1
Urban Establishment	0	0	0	0	3	3
Multi-Ethnic Empty Nesters	0	0	0	0	1	1
Cosmopolitan Couples	0	0	0	0	2	2
Subtotal:	0	0	0	0	7	7
Small Cities/Satellite Cities						
Blue-Collar Retirees	0	0	0	1	2	3
Middle-Class Move-Downs	1	0	0	0	2	3
Hometown Seniors	1	1	0	0	1	3
Second City Seniors	2	1	0	0	1	4
Subtotal:	4	2	0	1	6	13
Metropolitan Suburbs						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	1	0	0	0	3	4
Middle-American Retirees	1	0	0	0	3	4
Subtotal:	2	0	0	0	7	9
Total:	**6**	**2**	**0**	**1**	**20**	**29**
Percent:	**20.7%**	**6.9%**	**0.0%**	**3.4%**	**69.0%**	**100.0%**

Column span note: *. . . . . .Multi-Family Ownership Income Bands . . . .*

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

Traditional & Non-Traditional Families	. . . .*Multi-Family Ownership Income Bands*					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
e-Type Families	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	0	1	1
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	0	0	0	1	3	4
In-Town Families	2	0	0	0	0	2
New American Strivers	1	1	0	0	0	2
Subtotal:	3	1	0	1	5	10
Total:	**3**	**1**	**0**	**1**	**6**	**11**
Percent:	**27.3%**	**9.1%**	**0.0%**	**9.1%**	**54.5%**	**100.0%**

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

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

Younger Singles & Couples	. . . . *Multi-Family Ownership Income Bands*					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
New Power Couples	0	0	0	0	1	1
New Bohemians	0	0	0	1	3	4
Cosmopolitan Elite	0	0	0	0	1	1
Downtown Couples	0	0	0	1	1	2
Subtotal:	0	0	0	2	6	8
Small Cities/Satellite Cities						
The VIPs	0	0	0	1	4	5
Small-City Singles	0	1	1	0	1	3
Second-City Strivers	0	0	1	0	0	1
Multi-Ethnic Singles	2	1	1	1	1	6
Subtotal:	2	2	3	2	6	15
Metropolitan Suburbs						
Fast-Track Professionals	0	0	0	0	2	2
Suburban Achievers	0	0	0	0	2	2
Suburban Strivers	2	2	1	1	1	7
Subtotal:	2	2	1	1	5	11
Total:	**4**	**4**	**4**	**5**	**17**	**34**
Percent:	**11.8%**	**11.8%**	**11.8%**	**14.7%**	**50.0%**	**100.0%**

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

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

Household Type/ Geographic Designation	. . . .*Singe-Family Attached Ownership Income Bands*					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Empty Nesters & Retirees	**12**	**7**	**5**	**5**	**33**	**62**
Metropolitan Cities	0	0	0	0	6	6
Small Cities/Satellite Cities	9	5	3	3	12	32
Metropolitan Suburbs	3	2	2	2	15	24
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**9**	**4**	**5**	**8**	**13**	**39**
Metropolitan Cities	0	1	0	0	2	3
Small Cities/Satellite Cities	9	3	5	8	11	36
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**19**	**14**	**11**	**8**	**32**	**84**
Metropolitan Cities	0	0	2	1	6	9
Small Cities/Satellite Cities	13	10	6	5	15	49
Metropolitan Suburbs	6	4	3	2	11	26
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**40**	**25**	**21**	**21**	**78**	**185**
Percent:	**21.6%**	**13.5%**	**11.4%**	**11.4%**	**42.1%**	**100.0%**

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

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

Empty Nesters & Retirees	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
The Social Register	0	0	0	0	1	1
Urban Establishment	0	0	0	0	2	2
Multi-Ethnic Empty Nesters	0	0	0	0	2	2
Cosmopolitan Couples	0	0	0	0	1	1
Subtotal:	0	0	0	0	6	6
Small Cities/Satellite Cities						
Second City Establishment	0	0	0	0	2	2
Blue-Collar Retirees	2	1	1	1	4	9
Middle-Class Move-Downs	1	1	0	0	2	4
Hometown Seniors	3	2	1	1	3	10
Second City Seniors	3	1	1	1	1	7
Subtotal:	9	5	3	3	12	32
Metropolitan Suburbs						
The One Percenters	0	0	0	0	1	1
Suburban Establishment	0	0	0	0	3	3
Mainstream Empty Nesters	2	1	1	1	5	10
Middle-American Retirees	1	1	1	1	6	10
Subtotal:	3	2	2	2	15	24
Total:	**12**	**7**	**5**	**5**	**33**	**62**
Percent:	**19.4%**	**11.3%**	**8.1%**	**8.1%**	**53.2%**	**100.0%**

. . . . .Singe-Family Attached Ownership Income Bands . . . .

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

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

Traditional & Non-Traditional Families	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
e-Type Families	0	0	0	0	1	1
Multi-Cultural Families	0	0	0	0	1	1
Inner-City Families	0	1	0	0	0	1
Subtotal:	0	1	0	0	2	3
Small Cities/Satellite Cities						
Unibox Transferees	0	0	0	1	3	4
Multi-Ethnic Families	1	0	1	1	2	5
Uptown Families	2	1	2	4	6	15
In-Town Families	4	1	1	1	0	7
New American Strivers	2	1	1	1	0	5
Subtotal:	9	3	5	8	11	36
Total:	**9**	**4**	**5**	**8**	**13**	**39**
Percent:	**23.1%**	**10.3%**	**12.8%**	**20.5%**	**33.3%**	**100.0%**

Column span header: *. . . . . .Singe-Family Attached Ownership Income Bands . . . .*

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

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

Younger Singles & Couples	. . . . *Singe-Family Attached Ownership Income Bands*					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
New Power Couples	0	0	0	0	1	1
New Bohemians	0	0	1	0	1	2
Cosmopolitan Elite	0	0	0	0	2	2
Downtown Couples	0	0	1	1	2	4
Subtotal:	0	0	2	1	6	9
Small Cities/Satellite Cities						
The VIPs	0	1	1	2	5	9
Small-City Singles	3	3	2	1	6	15
Second-City Strivers	1	1	0	0	1	3
Multi-Ethnic Singles	9	5	3	2	3	22
Subtotal:	13	10	6	5	15	49
Metropolitan Suburbs						
Fast-Track Professionals	0	0	0	0	2	2
Suburban Achievers	1	1	1	0	2	5
Suburban Strivers	5	3	2	2	7	19
Subtotal:	6	4	3	2	11	26
Total:	**19**	**14**	**11**	**8**	**32**	**84**
Percent:	**22.6%**	**16.7%**	**13.1%**	**9.5%**	**38.1%**	**100.0%**

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

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
Macon City, Bibb County,
Regional Draw Area, and Balance of the United States

Household Type / Geographic Designation	. . . .*Single-Family Detached Ownership Income Bands*					
	Below 30% AMI	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Empty Nesters & Retirees	**48**	**26**	**24**	**21**	**130**	**249**
Metropolitan Cities	1	1	1	1	3	7
Small Cities/Satellite Cities	32	15	14	11	46	118
Metropolitan Suburbs	15	10	9	9	81	124
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**25**	**18**	**23**	**22**	**42**	**130**
Metropolitan Cities	2	0	0	1	2	5
Small Cities/Satellite Cities	23	18	23	21	40	125
Metropolitan Suburbs	0	0	0	0	0	0
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**37**	**31**	**15**	**14**	**44**	**141**
Metropolitan Cities	1	1	1	0	8	11
Small Cities/Satellite Cities	26	14	9	9	29	87
Metropolitan Suburbs	10	16	5	5	7	43
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**110**	**75**	**62**	**57**	**216**	**520**
Percent:	**21.2%**	**14.4%**	**11.9%**	**11.0%**	**41.5%**	**100.0%**

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

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

. . . .*Single-Family Detached Ownership Income Bands* . . . .

Empty Nesters & Retirees	*Below 30% AMI*	*30% to 60% AMI*	*60% to 80% AMI*	*80% to 100% AMI*	*Above 100% AMI*	Total
Metropolitan Cities						
The Social Register	0	0	0	0	2	2
Urban Establishment	0	0	0	0	1	1
Multi-Ethnic Empty Nesters	1	1	1	1	0	4
Subtotal:	1	1	1	1	3	7
Small Cities/Satellite Cities						
Second City Establishment	1	1	1	1	11	15
Blue-Collar Retirees	11	6	5	3	18	43
Middle-Class Move-Downs	2	1	2	2	3	10
Hometown Seniors	15	6	5	4	11	41
Second City Seniors	3	1	1	1	3	9
Subtotal:	32	15	14	11	46	118
Metropolitan Suburbs						
The One Percenters	0	0	0	0	12	12
Old Money	0	0	0	0	4	4
Affluent Empty Nesters	0	0	0	0	4	4
Suburban Establishment	2	1	1	1	13	18
Mainstream Empty Nesters	4	3	3	3	18	31
Middle-American Retirees	9	6	5	5	30	55
Subtotal:	15	10	9	9	81	124
Total:	**48**	**26**	**24**	**21**	**130**	**249**
Percent:	**19.3%**	**10.4%**	**9.6%**	**8.4%**	**52.2%**	**100.0%**

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

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

Traditional & Non-Traditional Families	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
e-Type Families	0	0	0	0	1	1
Multi-Cultural Families	0	0	0	1	1	2
Inner-City Families	1	0	0	0	0	1
Single-Parent Families	1	0	0	0	0	1
Subtotal:	2	0	0	1	2	5
Small Cities/Satellite Cities						
Unibox Transferees	1	1	1	2	8	13
Multi-Ethnic Families	5	2	2	2	11	22
Uptown Families	3	7	12	13	21	56
In-Town Families	10	8	7	4	0	29
New American Strivers	4	0	1	0	0	5
Subtotal:	23	18	23	21	40	125
Total:	**25**	**18**	**23**	**22**	**42**	**130**
Percent:	**19.2%**	**13.8%**	**17.7%**	**16.9%**	**32.3%**	**100.0%**

Column group header: *. . . . . .Single-Family Detached Ownership Income Bands . . . .*

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

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

Younger Singles & Couples	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
............*Single-Family Detached Ownership Income Bands*............						
Metropolitan Cities						
New Power Couples	0	0	0	0	1	1
New Bohemians	0	0	0	0	2	2
Cosmopolitan Elite	0	0	0	0	3	3
Downtown Couples	1	1	1	0	2	5
Subtotal:	1	1	1	0	8	11
Small Cities/Satellite Cities						
The VIPs	1	1	1	1	6	10
Small-City Singles	15	8	6	6	19	54
Second-City Strivers	1	0	0	1	0	2
Multi-Ethnic Singles	9	5	2	1	4	21
Subtotal:	26	14	9	9	29	87
Metropolitan Suburbs						
Fast-Track Professionals	0	0	0	1	1	2
Suburban Achievers	4	2	2	2	6	16
Suburban Strivers	6	14	3	2	0	25
Subtotal:	10	16	5	5	7	43
Total:	**37**	**31**	**15**	**14**	**44**	**141**
Percent:	**26.2%**	**22.0%**	**10.6%**	**9.9%**	**31.2%**	**100.0%**

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

Appendix Two Tables

❦

Annual Average Number Of Households With The Potential To Move To The City Of Macon Each Year Over The Next Five Years
Houston County, Georgia

Household Type/ Geographic Designation	Estimated Number	Potential	Share of Potential
Empty Nesters & Retirees	**18,975**	**40**	**14.8%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	4,400	10	3.7%
Metropolitan Suburbs	6,020	15	5.6%
Town & Country/Exurbs	8,555	15	5.6%
Traditional & Non-Traditional Families	**29,020**	**145**	**53.7%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	8,035	60	22.2%
Metropolitan Suburbs	7,965	25	9.3%
Town & Country/Exurbs	13,020	60	22.2%
Younger Singles & Couples	**11,830**	**85**	**31.5%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	5,630	45	16.7%
Metropolitan Suburbs	3,220	20	7.4%
Town & Country/Exurbs	2,980	20	7.4%
Total:	**59,825**	**270**	**100.0%**

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

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

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**18,975**	**40**	**14.8%**
Metropolitan Cities			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Second City Establishment	700	0	0.0%
Blue-Collar Retirees	865	5	1.9%
Middle-Class Move-Downs	150	0	0.0%
Hometown Seniors	1,890	0	0.0%
Second City Seniors	795	5	1.9%
Subtotal:	4,400	10	3.7%
Metropolitan Suburbs			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	20	0	0.0%
Suburban Establishment	1,010	0	0.0%
Mainstream Empty Nesters	1,905	10	3.7%
Middle-American Retirees	3,085	5	1.9%
Subtotal:	6,020	15	5.6%
Town & Country/Exurbs			
Small-Town Patriarchs	1,300	0	0.0%
Pillars of the Community	2,030	5	1.9%
New Empty Nesters	260	0	0.0%
Traditional Couples	435	0	0.0%
RV Retirees	335	0	0.0%
Country Couples	1,530	5	1.9%
Hometown Retirees	130	0	0.0%
Heartland Retirees	130	0	0.0%
Village Elders	425	0	0.0%
Small-Town Seniors	1,390	5	1.9%
Back Country Seniors	590	0	0.0%
Subtotal:	8,555	15	5.6%

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Houston County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**29,020**	**145**	**53.7%**
Metropolitan Cities			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	205	0	0.0%
Multi-Ethnic Families	1,330	10	3.7%
Uptown Families	2,450	15	5.6%
In-Town Families	1,460	10	3.7%
New American Strivers	2,590	25	9.3%
Subtotal:	8,035	60	22.2%
Metropolitan Suburbs			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	1,095	0	0.0%
Fiber-Optic Families	1,410	0	0.0%
Late-Nest Suburbanites	1,745	10	3.7%
Full-Nest Suburbanites	1,000	5	1.9%
Kids 'r' Us	2,715	10	3.7%
Subtotal:	7,965	25	9.3%
Town & Country/Exurbs			
Ex-Urban Elite	0	0	0.0%
New Town Families	1,920	5	1.9%
Full-Nest Exurbanites	1,360	5	1.9%
Rural Families	585	0	0.0%
Traditional Families	3,685	10	3.7%
Small-Town Families	2,005	15	5.6%
Four-by-Four Families	1,715	10	3.7%
Rustic Families	1,000	5	1.9%
Hometown Families	750	10	3.7%
Subtotal:	13,020	60	22.2%

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Houston County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Younger Singles & Couples	**11,830**	**85**	**31.5%**
Metropolitan Cities			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
The VIPs	895	5	1.9%
Small-City Singles	2,365	15	5.6%
Twentysomethings	755	10	3.7%
Second-City Strivers	860	10	3.7%
Multi-Ethnic Singles	755	5	1.9%
Subtotal:	5,630	45	16.7%
Metropolitan Suburbs			
Fast-Track Professionals	790	10	3.7%
Suburban Achievers	1,780	5	1.9%
Suburban Strivers	650	5	1.9%
Subtotal:	3,220	20	7.4%
Town & Country/Exurbs			
Hometown Sweethearts	1,445	5	1.9%
Blue-Collar Traditionalists	115	0	0.0%
Rural Couples	675	5	1.9%
Rural Strivers	745	10	3.7%
Subtotal:	2,980	20	7.4%

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

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

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**3,845**	**35**	**21.2%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	0	0	0.0%
Metropolitan Suburbs	0	0	0.0%
Town & Country/Exurbs	3,845	35	21.2%
Traditional & Non-Traditional Families	**4,620**	**75**	**45.5%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	0	0	0.0%
Metropolitan Suburbs	0	0	0.0%
Town & Country/Exurbs	4,620	75	45.5%
Younger Singles & Couples	**2,075**	**55**	**33.3%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	0	0	0.0%
Metropolitan Suburbs	0	0	0.0%
Town & Country/Exurbs	2,075	55	33.3%
Total:	**10,540**	**165**	**100.0%**

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Jones County, Georgia

	Estimated Number	Potential	Share of Potential
Empty Nesters & Retirees	**3,845**	**35**	**21.2%**
Metropolitan Cities			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Second City Establishment	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
Subtotal:	0	0	0.0%
Metropolitan Suburbs			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
Subtotal:	0	0	0.0%
Town & Country/Exurbs			
Small-Town Patriarchs	0	0	0.0%
Pillars of the Community	20	0	0.0%
New Empty Nesters	495	5	3.0%
Traditional Couples	20	0	0.0%
RV Retirees	630	5	3.0%
Country Couples	155	0	0.0%
Hometown Retirees	635	5	3.0%
Heartland Retirees	305	0	0.0%
Village Elders	110	0	0.0%
Small-Town Seniors	435	5	3.0%
Back Country Seniors	1,040	15	9.1%
Subtotal:	3,845	35	21.2%

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

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Jones County, Georgia

	Estimated Number	Potential	Share of Potential
Traditional & Non-Traditional Families	**4,620**	**75**	**45.5%**
Metropolitan Cities			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
Subtotal:	0	0	0.0%
Metropolitan Suburbs			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
Subtotal:	0	0	0.0%
Town & Country/Exurbs			
Ex-Urban Elite	0	0	0.0%
New Town Families	10	0	0.0%
Full-Nest Exurbanites	1,195	15	9.1%
Rural Families	1,310	15	9.1%
Traditional Families	0	0	0.0%
Small-Town Families	80	0	0.0%
Four-by-Four Families	255	5	3.0%
Rustic Families	1,760	40	24.2%
Hometown Families	10	0	0.0%
Subtotal:	4,620	75	45.5%

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

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

	Estimated Number	Potential	Share of Potential
Younger Singles & Couples	**2,075**	**55**	**33.3%**
Metropolitan Cities			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
The VIPs	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
Subtotal:	0	0	0.0%
Metropolitan Suburbs			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
Subtotal:	0	0	0.0%
Town & Country/Exurbs			
Hometown Sweethearts	370	5	3.0%
Blue-Collar Traditionalists	510	15	9.1%
Rural Couples	955	25	15.2%
Rural Strivers	240	10	6.1%
Subtotal:	2,075	55	33.3%

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

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

Household Type/ Geographic Designation	*Estimated Number*	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**4,450**	**30**	**26.1%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	0	0	0.0%
Metropolitan Suburbs	0	0	0.0%
Town & Country/Exurbs	4,450	30	26.1%
Traditional & Non-Traditional Families	**3,635**	**45**	**39.1%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	0	0	0.0%
Metropolitan Suburbs	0	0	0.0%
Town & Country/Exurbs	3,635	45	39.1%
Younger Singles & Couples	**2,145**	**40**	**34.8%**
Metropolitan Cities	0	0	0.0%
Small Cities/Satellite Cities	0	0	0.0%
Metropolitan Suburbs	0	0	0.0%
Town & Country/Exurbs	2,145	40	34.8%
Total:	**10,230**	**115**	**100.0%**

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Monroe County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Empty Nesters & Retirees	**4,450**	**30**	**26.1%**
Metropolitan Cities			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Second City Establishment	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
Subtotal:	0	0	0.0%
Metropolitan Suburbs			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
Subtotal:	0	0	0.0%
Town & Country/Exurbs			
Small-Town Patriarchs	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	1,290	5	4.3%
Traditional Couples	0	0	0.0%
RV Retirees	430	0	0.0%
Country Couples	0	0	0.0%
Hometown Retirees	500	5	4.3%
Heartland Retirees	485	5	4.3%
Village Elders	5	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	1,740	15	13.0%
Subtotal:	4,450	30	26.1%

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

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Monroe County, Georgia

	Estimated Number	*Potential*	*Share of Potential*
Traditional & Non-Traditional Families	**3,635**	**45**	**39.1%**
Metropolitan Cities			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
Subtotal:	0	0	0.0%
Metropolitan Suburbs			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
Subtotal:	0	0	0.0%
Town & Country/Exurbs			
Ex-Urban Elite	0	0	0.0%
New Town Families	5	0	0.0%
Full-Nest Exurbanites	1,430	15	13.0%
Rural Families	595	5	4.3%
Traditional Families	0	0	0.0%
Small-Town Families	25	0	0.0%
Four-by-Four Families	0	0	0.0%
Rustic Families	1,580	25	21.7%
Hometown Families	0	0	0.0%
Subtotal:	3,635	45	39.1%

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

Annual Average Number Of Households With The Potential
To Move To The City Of Macon Each Year Over The Next Five Years
Monroe County, Georgia

	Estimated Number	Potential	Share of Potential
Younger Singles & Couples	**2,145**	**40**	**34.8%**
Metropolitan Cities			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
Subtotal:	0	0	0.0%
Small Cities/Satellite Cities			
The VIPs	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
Subtotal:	0	0	0.0%
Metropolitan Suburbs			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
Subtotal:	0	0	0.0%
Town & Country/Exurbs			
Hometown Sweethearts	5	0	0.0%
Blue-Collar Traditionalists	695	15	13.0%
Rural Couples	1,445	25	21.7%
Rural Strivers	0	0	0.0%
Subtotal:	2,145	40	34.8%

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

ASSUMPTIONS AND LIMITATIONS—

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

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

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

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RIGHTS AND STUDY OWNERSHIP—

TARGET MARKET DESCRIPTIONS
— Appendix Three —

An Update of the
Analysis of Residential Market Potential

Downtown Macon Study Area

The City of Macon,
Bibb County, Georgia

May, 2019

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

TARGET MARKET DESCRIPTIONS

The following target market lifestyle and values profiles have been developed by Zimmerman/Volk Associates, Inc., based on United States Bureau of Census data, the Nielsen Company's PRIZM PREMIER household cluster segmentation, and Zimmerman/Volk Associates' lifestyle and housing correlation methodology. The target market lifestyle and values profiles have been devised for use by design, marketing, and merchandising professionals in perfecting the position of newly-created housing within the marketplace.

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EMPTY NESTERS & RETIREES

– *Metropolitan Cities* –

✤

THE SOCIAL REGISTER

Configuration:	Empty-nest singles and couples.
	Typical household size—1 or 2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2018 national median household income: $107,000.
	2018 national median home value (for the more than three-quarters who own): $564,700
	Over $1 million in income-producing assets.
	Nearly 95 percent are college educated; 42 percent have advanced degrees.
	Over 46 percent are retired; those still working are CEOs and high-ranking individuals in management, business and finance, and the legal profession.
Housing characteristics:	Downtowns and exclusive urban neighborhoods.
	Elegant mansions on small, manicured lots; townhouses (the city version); apartments and condominiums (the mid- to high-rise version).
	80 percent have lived in their current dwelling for more than 10 years.
Consumption patterns:	Drive a Mercedes S-Class hybrid.
	Shop at Nordstrom.
	Contribute to PBS.
	Read *The Atlantic*.
	Would not miss The Kennedy Center Honors.
	Eat at The Capital Grille.
Icons:	The red Cartier box; California whites in the undercounter wine cooler.

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"Luxury must be comfortable, otherwise it is not luxury."

— Coco Chanel

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URBAN ESTABLISHMENT

Configuration:	Singles and couples.
	Average household size—1 or 2 persons.
	Predominant age range of adults— 45 to 64.
Characteristics:	2018 national median household income: $87,200.
	2018 national median home value (for the nearly one-third who own): $690,000
	High income-producing assets.
	Just under 85 percent are college-educated; 23 percent have advanced degrees.
	Single-income households.
	Car-free households 2.7 times the national average.
	More than 80 percent are still working; many work in arts and entertainment industries and the media, and upper management in business.
Housing characteristics:	Live in diverse urban neighborhoods.
	Nearly half of the housing stock was built pre-1960.
	Condominiums and apartments; rowhouses and townhouses; and bungalows and other urban houses.
Consumption patterns:	Shop at Trader Joe's.
	Attend theater.
	Read *The New Yorker*.
	Own a Lexus.
	Snack on brie cheese.

    Icons: Theater subscription; Senior transit pass.

❖

"Culture is the habit of being pleased with the best and knowing why."

– Henry Van Dyke

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MULTI-ETHNIC EMPTY NESTERS

Configuration:	Predominantly married couples; a few with a teen-ager or older child present.
	Average household size—2 to 3 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2018 national median household income: $61,600
	2018 national median housing value (for the nearly two-thirds who own): $252,600
	Below average income-producing assets.
	High proportion of Latinos; nearly 30 percent speak Spanish.
	Half are college graduates; 15 percent have advanced degrees.
	A quarter are dual-income households.
	More than three-quarters are still working, in offices, as well as sales-related jobs; managers or supervisors in business and finance.
Housing characteristics:	Postwar detached or attached housing stock.
	Urban houses, rowhouses, and condominiums.
	57 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at 7-Eleven.
	Buy weekly lottery ticket.
	Own a Hyundai.
	Watch *Access Hollywood.*
	Know the best local taqueria.

Icons: Costco membership; Well-worn futbol jersey.

❖

"There is communion of more than our bodies when bread is broken and wine drunk."

– M.F.K. Fisher

❖

COSMOPOLITAN COUPLES

Configuration:	Middle-aged to older empty-nest couples.
	Average household size—2 persons.
	Predominant age range of adults—45 to 64; 25 percent are over 65.
Characteristics:	2018 national median household income: $52,500.
	2018 national median housing value (for the nearly one-quarter who own): $443,700
	Low income-producing assets.
	Approximately 72 percent are college-educated; eight percent have advanced degrees.
	20 percent are African American; 20 percent Latino.
	30 percent are retired. Those who are working are employed primarily behind a desk.
	Some are part-timers in health care support jobs and food service industry jobs.
Housing characteristics:	Live in ethnically diverse in-town neighborhoods.
	More than half of the housing stock was built pre-1960.
	Urban houses, rowhouses, and condominiums.
Consumption patterns:	Shop at the neighborhood market.
	Use a laundry service.
	Read *Popular Photography*.
	Own a Volkswagen.
	Snack on Entenmann's.
Icons:	The Seamless app; Name brand everything.

❖

"Ah, but a man's reach should exceed his grasp,

Or what's a heaven for?"

– Robert Browning

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EMPTY NESTERS & RETIREES

– Small Cities/Satellite Cities –

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SECOND CITY ESTABLISHMENT

Configuration:	Empty-nest married couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2018 national median household income: $76,600
	2018 national median home value (for the more than three-quarters who own): $245,300
	Very high income-producing assets.
	Nearly 84 percent attended college; over 22 percent have advanced degrees.
	Nearly two-thirds are retired; if not retired, single-income households.
Housing characteristics:	Live in outer-ring suburbs of smaller cities.
	Over 43 percent of all dwelling units have been constructed since 1980.
	New single-family houses, relatively-new townhouses, and garden apartments or condominiums.
	More than 73 percent have lived in their current dwelling for more than 10 years.
Consumption patterns:	Shop at Chico's.
	Drive a Buick.
	Read *Birding*.
	Watch *MSNBC*.
	Take an annual European vacation.

Icons:	Pin-riddled world map; Rimowa luggage.

❖

"I travel not to go anywhere, but to go."

– Robert Louis Stevenson

❖

BLUE-COLLAR RETIREES

Configuration:	Primarily singles, some married couples.
	Average household size—1 person.
	Predominant age range of adults—55 to 74.
Characteristics:	2018 national median household income: $47,100
	2018 national median home value (for the two-thirds who own): $127,900
	Moderate income-producing assets.
	Over 75 percent attended or graduated from college.
	Two-thirds are retired; those still working are retail clerks or office workers.
	No Internet connection; no computer; no mobile phone.
Housing characteristics:	Live in older suburbs of small to mid-size cities.
	Half live in dwellings built between 1950 and 1980.
	Detached houses and townhouses.
	Just over 55 percent have lived in their current dwelling for more than 10 years.
Consumption patterns:	Order from Lands End catalogue.
	Shop at Stein Mart.
	Own a Buick.
	Watch *The Gameshow Network*.
	Eat at Bennigan's.
Icons:	Well-used workbench; Hallmark Channel.

❖

"And love can come to everyone,
The best things in life are free."

– Buddy De Sylva

❖

MIDDLE-CLASS MOVE-DOWNS

Configuration:	Older married couples and widows/widowers.
	Average household size—1 to 2 persons.
	Predominant age range of adults— 65 and up.
Characteristics:	2018 national median household income: $45,400
	2018 national median home value (for the nearly three-quarters who own):
	$143,100
	Moderate income-producing assets.
	Nine percent have advanced degrees; nearly 70 percent have attended or graduated
	from college.
	84 percent are retired.
	No Internet connection; no computer.
Housing characteristics:	Retire to newer suburbs.
	Half live in post-1980s construction.
	Well-kept bungalows, ranch houses, and older townhouses.
	64 percent have lived in their current dwelling for more than 10 years.
Consumption patterns:	Shop at T.J. Maxx.
	Sew from patterns.
	Read *AARP Magazine.*
	Watch *Turner Classic Movies*.
	Own a Mercury.
Icons:	Quilting; coupon organizer.

❖

"You will be safest in the middle."

– Ovid

❖

HOMETOWN SENIORS

Configuration:	Singles, widows and widowers, and couples.
	Average household size—1 or 2 persons.
	Predominant age ranges—65 and older.
Characteristics:	2018 national median household income: $32,800
	2018 national median home value (for the more than half who own): $86,300
	Low income-producing assets.
	Approximately 32 percent have high-school diplomas; 60 percent have some college.
	More than 72 percent are retired.
	No Internet connection; no computer; no mobile phone.
Housing characteristics:	Live in older suburbs of mid-size cities.
	Over 41 percent live in dwellings built before 1960.
	Small detached houses, townhouses.
	Nearly 71 percent have lived in their current dwelling for more than 10 years.
Consumption patterns:	Shop at Sears.
	Drives an old Lincoln.
	Read *Christianity Today*.
	Watch *CBS Face The Nation*.
	Eat at Church's Chicken.

Icons:	Night out at a fast-casual restaurant; the old Lincoln.

❖

"Wrinkles should merely indicate where the smiles have been."

– Mark Twain

❖

SECOND CITY SENIORS

Configuration:	Mostly singles (widowed/divorced), a few couples.
	Average household size—1 person.
	Predominant age range of adults—55 to 74.
Characteristics:	2018 national median household income: $28,400
	2018 national median housing value (for the more than one-quarter who own): $123,600
	Low income-producing assets.
	Nearly a third attended some high school or have high-school diplomas; 20 percent have college diplomas and only five percent have advanced degrees.
	70 percent are now retired; those still working hold low-level office jobs.
Housing characteristics:	Live in first-ring suburbs of small cities.
	Nearly 30 percent live in dwellings built before 1950.
	Pre-war and mid-century low- and mid-rise apartment buildings.
Consumption patterns:	Shop at Kroger.
	Play bingo.
	Read *House Beautiful*.
	Watch *Wheel of Fortune*.
	Eat at Captain D's.

Icons: TV Guide (print version); Barcalounger.

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"Where's the remote?"

– Internet meme

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EMPTY NESTERS & RETIREES

– Metropolitan Suburbs –

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THE ONE PERCENTERS

Configuration:	Primarily married couples; some singles (divorced/widowed.)
	Average household size—2 persons.
	Predominant age range of adults—55 to 64.
Characteristics:	2018 national median household income: $144,500
	2018 national median housing value (for the nearly 90 percent who own): $601,600
	Very high income-producing assets.
	Well educated—82 percent are college graduates; 40 percent have achieved advanced degrees.
	Half are in the upper tiers of management, business or finance. One quarter are top executives. Only 17 percent have retired.
Housing characteristics:	Live in mansions in the most affluent suburbs; high-value condominiums in the city.
	42 percent of the housing units were built post-1980.
	For those who rent, typically large expensive apartments.
	Single-family detached houses.
	Over 73 percent have lived in their dwellings for 10 years or more.
Consumption patterns:	Shop at Lord & Taylor.
	Attend classical concerts.
	Read *The Wall Street Journal.*
	Watch Bloomberg Television.
	Stay at Hilton hotels.

Icons: His and Hers BMWs; European ski vacations.

❖

"Wealth is like sea water; the more we drink, the thirstier we become."

– Arthur Schopenhauer

❖

OLD MONEY

Configuration:	Empty-nest couples; singles; children away at boarding school or college.
	Average household size—2 persons.
	Predominant age range of adults—65 and over.
Characteristics:	2018 national median household income: $142,300
	2018 national median housing value (for the nearly 90 percent who own): $713,700
	Over $1 million in income-producing assets.
	High levels of education; 80 percent with college degrees and 46 percent having graduate degrees.
	57 percent have retired; those still working are judges; medical specialists; chief executive officers. Upper crust, wealthy American families.
Housing characteristics:	Live in older, exclusive metropolitan suburbs.
	Over 60 percent of the housing stock was built pre-1980.
	Estate houses in high-prestige neighborhoods, townhouses in the city, urban *pieds-à-terre*.
	Just under 80 percent of these households have lived in their dwelling for more than 10 years.
Consumption patterns:	Shop at J. Press.
	Attend the opera.
	Drive a Lexus, own classic show cars.
	Watch *PBS Newshour.*
	Eat at Ruth's Chris Steakhouse.

Icons: Threadbare Oriental carpets; chipped Waterford crystal.

❖

"They [the very rich] are different from you and me."

– F. Scott Fitzgerald

❖

AFFLUENT EMPTY NESTERS

Configuration: Empty-nest couples, very few with children still living at home.

         Average household size—2 persons.

         Predominant age range of adults—55 to 74.

Characteristics: 2018 national median household income: $109,300

         2018 national median housing value (for the nearly 90 percent who own): $423,800

         74 percent graduated from college; just under 38 percent hold advanced degrees.

         Over $1 million in income-producing assets.

         More than half are retired, but have significant financial resources. Those employed are small-business owners; corporate officers; sales directors.

Housing characteristics: Live in older suburbs; likely to move to or near downtown or an urban neighborhood when last child has left home.

         More than half of the housing stock was built between 1960 and 1990.

         Single-family detached houses; high percentage of second/vacation homes.

         Nearly 73 percent have lived in their dwellings for more than 10 years.

Consumption patterns: Shop at Talbots.

         Drive a Lexus.

         Belong to a country club.

         Read *Architectural Digest.*

         Watch *The Golf Channel.*

         Own a vacation home.

Icons: His and Hers Golf Shoes; Columbia Valley reds.

❖

"We made our money the old-fashioned way; we earned it."

– Variation on Advertisement

❖

SUBURBAN ESTABLISHMENT

Configuration:	Mostly older couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2018 national median household income: $98,900
	2018 national median housing value (for the nearly 90 percent who own): $318,100
	Very high income-producing assets.
	Approximately two-thirds hold college degrees; another 28 percent have attended graduate school.
	39 percent are retired. Those still working are professionals, mid-to upper-level management, and business and financial experts.
Housing characteristics:	Live in established suburbs surrounding smaller cities.
	Single-family neighborhoods built primarily in the 1970s and 1980s.
	Primarily single-family detached houses, some townhouses, very few apartments or condominiums.
	Like other older suburban couples, long-time homeowners; nearly 72 percent have lived in their dwellings for more than 10 years.
Consumption patterns:	Shop at Whole Foods.
	Depends on an older Volvo.
	Read *Barron's*.
	Would not miss the Tour de France.
	Eat at Sabarro.

Icons: Blue-chip stock portfolio; cruise line loyalty club.

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"Just enjoy your ice cream while it's on your plate."

– Thornton Wilder

❖

MAINSTREAM EMPTY NESTERS

Configuration:	Dual-income married couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 64.
Characteristics:	2018 national median household income: $63,300
	2018 national median housing value (for the two-thirds who own): $175,700
	Low income-producing assets.
	79 percent are college-educated; 13 percent have advanced degrees.
	20 percent are retired; those still working are managers or superiors in business and finance professions, computer or technology related jobs.
Housing characteristics:	Close-in suburbs.
	Detached residences in small postwar suburban detached developments.
	Over 45 percent have lived in their current dwelling for over 10 years.
	Some live in '70s era apartment properties.
Consumption patterns:	Shop at Lane Bryant.
	Enjoy karaoke.
	Read *Sunset*.
	Watch *MLB Network*.
	Eat at Jason's Deli.

Icons: Remodeling to-do list; college football jersey.

❖

"The home should be the treasure chest of living"

– Le Corbusier

❖

MIDDLE-AMERICAN RETIREES

Configuration:	Significant number of singles (divorced/widowed/) and some empty-nest couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—45 to 74.
Characteristics:	2018 national median household income: $62,000
	2018 national median housing value (for the nearly three-quarters who own): $175,500
	Low income-producing assets.
	Just over 42 percent are college graduates; another 38 percent have attended college, but not graduated.
	40 percent are retired. Those still working are employed in a variety of professions, ranging from teachers, bank employees to middle management and sales positions.
Housing characteristics:	Live in older inner-city suburbs. '50s, '60s, and '70s construction.
	Renters live in suburban mid-sized apartment complexes.
	Owners live in rowhouses and duplexes.
	Just over 62 percent have lived in their dwellings for more than 10 years.
Consumption patterns:	Drive a Kia.
	Belong to a union.
	Read *Popular Woodworking*.
	Watch the Home Shopping Network.
	Eat at Friendly's.

Icons: Home workshop; AARP card.

❖

"If you want something done well, do it yourself."

– Napoleon Bonaparte

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EMPTY NESTERS & RETIREES

– Town & Country/Exurbs –

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SMALL-TOWN PATRIARCHS

Configuration:	Empty-nest couples.
	Average household size—2 persons.
	Predominant age range of adults—65 to 74.
Characteristics:	2018 national median household income: $111,800
	2018 national median housing value (for the nearly 90 percent who own): $421,500
	Very high income-producing assets.
	35 percent have college degrees; 35 percent have advanced degrees.
	57 percent are retired; those still working are small-town lawyers, doctors, bankers and small-business owners.
Housing characteristics:	Large single-family house owners on the best street in town. The leading citizens of small-town communities.
	About half still live in their updated older houses which were bought after 1970.
Consumption patterns:	Order from Travelsmith.
	Dependable Suburu. Owns a supercar to drive on Sundays.
	Contribute to NPR.
	Read *The Economist*.
	Would not miss The Masters.
	Own a timeshare.
Icons:	On-line brokerage account; Framed advanced degrees.

❖

"The life of the wealthy is one long Sunday."

– Anton Chekhov

❖

PILLARS OF THE COMMUNITY

Configuration:	Three-quarters are empty nest couples,
	Average household size—2 to 4 persons.
	Predominant age range of adults—45 to 64.
Characteristics:	2018 national median household income: $84,700
	2018 national median housing value (for the nearly 90 percent who own): $234,400
	High income-producing assets.
	38 percent are college graduates; 18 percent have advanced degrees.
	A third are dual-income households. Many occupy important positions in local businesses and the educational and protective governmental services.
Housing characteristics:	Suburban houses in a small-town setting.
	Nearly half bought single family houses built between 1990-2005.
	61 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at Eddie Bauer.
	Own a Kia.
	Read *Boating*.
	Watch *The History Channel*.
	Eat at Panera Bread.
Icons:	Bass boat; vintage Chevy Stepside.

❖

"This is a small town, so everyone talks.

Ironic, isn't it—so few people, so many opinions?"

– Katarina Bivald

❖

NEW EMPTY NESTERS

Configuration:	Primarily empty nest couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 64.
Characteristics:	2018 national median household income: $86,600
	2018 national median housing value (for the more than 80 percent who own): $339,800
	Very high income-producing assets.
	A third have college degrees; 30 percent have advanced degrees.
	About half are retired; a high percentage of those working are CEOs and upper managers in business and finance.
Housing characteristics:	Most live in luxury apartment or townhouse properties built post-1970.
	64 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Order from L.L. Bean.
	Vacation by motor home.
	Read *Outdoor Life*.
	Would not miss the Kentucky Derby.
	Eat at Ruby Tuesday.
Icons:	Gun dog; Maine hunting shoes.

❖

"I do hunt and I do fish, and I don't apologize to anybody for hunting and fishing."

– Norman Schwarzkopf

❖

TRADITIONAL COUPLES

Configuration:	Older couples.
	Average household size—2 persons.
	Predominant age range of adults—65 to 74.
Characteristics:	2018 national median household income: $81,900
	2018 national median housing value (for the nearly 90 percent who own): $268,600
	Very high income-producing assets.
	A third have college degrees; a quarter have advanced degrees.
	Two-thirds are retired; the rest are lawyers, local business owners and managers who are nearing retirement in their professions.
Housing characteristics:	Detached houses in small towns.
	One-third of them bought between 1990-2005.
	62 percent have lived in their current dwelling for over 10 years.
	Many have vacation/weekend house.
Consumption patterns:	Local country club members.
	Read *Traditional Home.*
	Own a Buick.
	Would not miss the Westminster Dog Show.
	Eat at Bonefish Grill.
Icons:	Matching golf bags; cherished old Cadillac.

❖

"Grow old along with me!

The best is yet to be."

– Robert Browning

❖

RV RETIREES

Configuration:	Most are empty nest couples.
	Average household size—2 persons.
	Predominant age range of adults—55 to 74.
Characteristics:	2018 national median household income: $67,100
	2018 national median housing value (for the more than 80 percent who own): $180,700
	High income-producing assets.
	Almost 30 percent have college degrees; almost 20 percent have advanced degrees.
	Half are retired; those still working are educators, local business owners, professionals and maintenance workers.
Housing characteristics:	Majority are older single-family houses with the mortgage paid off.
	A fifth live in farmhouses built before 1940.
	Two-thirds have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at Tractor Supply Co.
	Own a GMC.
	Own a farmette.
	Read *The American Legion Magazine*.
	Watch *Live with Kelly*.
	Eat at Bob Evans.
Icons:	Winnebago; Cracker Barrel rocking chair.

❖

"To travel hopefully is a better thing than to arrive."

– Robert Louis Stevenson

❖

COUNTRY COUPLES_____

Configuration:	Mostly empty-nest couples, and some singles.
	Average household size—2 persons.
	Predominant age range of adults—45 and over.
Characteristics:	2018 national median household income: $61,500
	2018 national median housing value (for the more than three-quarters who own): $173,400
	Low income-producing assets.
	26 percent have college degrees; another 11 percent also have advanced degrees.
	43 percent are retired; those still working are unionized on the assembly line, on the construction crew, or working in clerical jobs.
Housing characteristics:	Long-time residents of older stick or brick detached or rowhouse neighborhoods.
	58 percent have lived in their dwelling for over 10 years.
Consumption patterns:	Shop at Hobby Lobby.
	Belong to a veterans club.
	Read *Field & Stream.*
	Watch *The Hallmark Channel.*
	Eat at Cracker Barrel.
Icons:	Signed major league jersey; coin collection.

❖

"If you wish to get rich, save what you get."

– Brigham Young

❖

HOMETOWN RETIREES

Configuration: Two-thirds are married couples, and one-third are widowed or divorced singles.

Average household size—1 to 2 persons

Predominant age range of adults—55 to 74.

Characteristics: 2018 national median household income: $52,600

2018 national median housing value (for the more than three-quarters who own): $138,000

69 percent attended college; only 31 percent finished.

Above average income-producing assets.

More than half were born and raised in the same town; one of the least likely households to use new technology.

56 percent are retired; almost a quarter of those still working are carpooling or using public transportation to construction and maintenance jobs.

Housing characteristics: Small-town environments.

'90s developments surrounding old town centers.

About half own detached houses, be it two-story, bi-level, ranch, or mobile home.

62 percent have lived in their current dwelling for over 10 years.

Consumption patterns: Shop at True Value.

Read *Deer & Deer Hunting*.

Watch *The Weather Channel*.

Eat at Bojangle's.

Icons: Well-used vice-grips; needlepoint.

❖

"His first, best country ever is, at home."

– Oliver Goldsmith

❖

HEARTLAND RETIREES

Configuration:	Singles and couples.
	Average household size—1 or 2 persons
	Predominant age range of adults—65 and over.
Characteristics:	2018 national median household income: $51,200
	2018 national median housing value (for the more than three-quarters who own): $165,700
	Above average income-producing assets.
	Very low technology use.
	A third have high school diplomas; 18 percent have college degrees.
	85 percent are retired.
Housing characteristics:	71 percent live in single-family detached houses built in the '70s, '80s, and '90s.
	Over 80 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Order from JC Penney catalogue.
	Own a working farm.
	Read *VFW*.
	Would not miss the Thanksgiving Day Parade.
	Eat at Bonanza Steakhouse.

Icons:	The pop-up camper; bib overalls.

❖

"The farmer has to be an optimist or he wouldn't still be a farmer."

– Will Rogers

❖

Village Elders

Configuration:	Primarily single-person households; many of them widowers.
	Average household size—1 person.
	Predominant age range of adults—65 and over.
Characteristics:	2018 national median household income: $43,000
	2018 national median housing value (for the nearly three-quarters who own): $137,200
	Low income-producing assets.
	Do not use new technology.
	A quarter have graduated college; 35 percent did not attend anything more advanced than high school.
	86 percent are retired.
Housing characteristics:	Two-thirds live in modest detached houses.
	The majority bought between 1970-2000.
	56 percent lived in their current dwelling for over 10 years.
Consumption patterns:	Drive a Buick.
	Belong to a Veteran's Club.
	Read *Grit.*
	Watch *NBC Nightly News.*
	Eat at Shoney's.

Icons: The trusty Buick; the corner booth at Shoney's.

❖

"Maybe it's a symptom of a small town,
but for some, even after graduation.
high school never really ends."

– Matt Abrams

❖

SMALL-TOWN SENIORS

Configuration:	55 percent single, 38 percent of whom are widows/widowers.
	Average household size—1 person.
	Predominant age range of adults—55 to 74.
Characteristics:	2018 national median household income: $41,600
	2018 national median housing value (for the nearly two-thirds who own): $117,600
	Below average income-producing assets.
	38 percent dropped out of college; 22 percent graduated, and only four percent have advanced degrees.
	59 percent are retired; and the rest occupy sales, office and clerical positions.
Housing characteristics:	Single-family detached houses; small rental apartments.
	A large portion bought '70s era construction.
	46 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at Kmart.
	Use a prepaid calling card.
	Listen to gospel music.
	Watch *CNN Headline News.*
	Eat at Golden Corral.
Icons:	Canasta; scrapbooking.

❖

"If I'd known I was going to live this long,
I'd have taken better care of myself."
– Eubie Blake

❖

BACK COUNTRY SENIORS

Configuration:	More than half are single-person households.
	Average household size—1 or 2 persons.
	Predominant age range of adults—55 and over.
Characteristics:	2018 national median household income: $38,100
	2018 national median housing value (for the more than three-quarters who own): $102,200
	Low income-producing assets. Low technology use.
	36 percent only have high school diplomas; 38 percent dropped out of college, and 20 percent graduated.
	70 percent are retired; those working have agricultural, construction and maintenance related jobs.
Housing characteristics:	Small farming communities.
	A few own old farmhouses; most need fixing-up.
	Older single-family houses.
	Most own their ranch houses, ramblers or mobile homes.
	57 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Drive a GMC pickup.
	Would not miss the National Finals Rodeo.
	Listen to Christian radio.
	Eat at Hardee's.

Icons: John Deere gimme hats; kitchen canning equipment.

❖

"Some folks rail against other folks,

because other folks have what some folks would be glad of."

– Henry Fielding

❖

❦

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Cities –

❦

e-Type Families
_____

Configuration:	Two-thirds are married couples with children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $110,300.
	2018 national median housing value (for the nearly three-quarters who own): $499,500
	Over $1 million in income-producing assets.
	Highly educated: 96 percent attended college, a third have advanced degrees. Multi-ethnic, with significant numbers of Asians. Half of the households are dual-income.
	12 percent use public transportation.
	High-living, high-energy city-dwellers. Frequent home re-modelers.
	Jobs require significant networking resources; e-Businesses, information technologies.
	Top executives, financial analysts; planning and design firm employees.
Housing Characteristics:	Trendy detached and multi-family housing in upscale urban neighborhoods, often near universities. 11 percent live in new construction.
	Older buildings have at least been updated post-1985.
Consumption Patterns:	Shop at Bloomingdale's
	Drive a Mercedes.
	Read NYTimes app on an iPad
	Watch *Frontline*
	Eat at California Pizza Kitchen

Icons: Latest home digital media center build; WiFi-enabled espresso maker.

❖

"Innovation distinguishes between a leader and a follower."

– Steve Jobs

❖

MULTI-CULTURAL FAMILIES

Configuration:	Couples and singles with children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $52,300.
	2018 national median housing value (for the more than half who own): $150,600
	Very high income-producing assets.
	Middle-income households from diverse backgrounds.
	Over 88 percent attended college; 22 percent have advanced degrees.
	Mid-level positions in business, management, and finance, or have their own small businesses.
Housing Characteristics:	Long-time residents of in-town neighborhoods.
	52 percent have lived in their current dwelling for more than 10 years.
	Nearly half of all housing units were built prior to 1960.
	Owners live in rowhouses and duplexes; renters in apartment buildings.
Consumption Patterns:	Shop at Safeway.
	Own an old Cadillac.
	Read *Kiplinger's Personal Finance*.
	Watch *The View.*
	Eat at Jack-in-the-Box.

Icons: The essential DIY toolbox; NHL jersey.

❖

"The dictionary is the only place that success comes before work."

– Vince Lombardi

❖

INNER-CITY FAMILIES

Configuration:	One-third are married couples with children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $39,000.
	2018 national median housing value (for the more than one-quarter who own): $168,900
	Low income-producing assets.
	25 percent have high school diplomas; more than half who attended college dropped out.
	Two-thirds speak Spanish. Almost a quarter are African American.
	Employed as waiters or waitresses, bartenders, factory workers on the night shift, sales clerks in small stores, building maintenance and housekeeping crews.
Housing characteristics:	Public housing.
	Struggling neighborhoods.
Consumption patterns:	Shop at La Michoacana Meat Market.
	Pre-paid metroPCS mobile.
	Listen to Hispanic format radio.
	Drive a Mitsubishi.
	Eat at Sizzler Steakhouse.
Icons:	American Latino Tv; Hip hop for kids.

❖

"Hold fast to dreams for if dreams die,

life is a broken-winged bird that cannot fly."

– Langston Hughes

❖

SINGLE-PARENT FAMILIES

Configuration:	25 percent are single adult households. Children across all ages present.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $39,900
	2018 national median housing value (for the more than one-quarter who own): $216,100
	Low income-producing assets.
	28 percent have college degrees; nine percent have advanced degrees.
	A third are Latino, over a quarter are African American, and 44 percent speak Spanish.
	Many first-generation Americans.
	Hard-working middle-class families committed to paying the bills (and saving); even the kids contribute.
Housing Characteristics:	Downtown, in-town neighborhoods in immigrant gateway cities.
	Newer mid- and high-rise apartments.
Consumption Patterns:	Shop at Ross Dress for Less.
	Avid moviegoers.
	Drive a Nissan.
	Watch TeenNick.
	Eat at Carl's Jr.

Icons: USCIS case status; Liga MX warm-ups.

❖

"Over time, grit is what separates fruitful lives from aimlessness."

– John Ortberg

❖

❧

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Small Cities/Satellite Cities –

❧

UNIBOX TRANSFEREES

Configuration:	Married couples with children, most of them school-age.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $91,300
	2018 national median housing value (for the nearly three-quarters who own): $294,300
	High income-producing assets.
	Upper-middle-income families; both spouses work.
	Highly educated: 50 percent are college graduates, and 22 percent advanced degrees.
	High-ranking professionals; architects and engineers, IT specialists and web developers, accountants, financial analysts and day traders, to business executives.
Housing characteristics:	Some are older updated detached houses inside established neighborhoods in second-tier cities. Over a third live in new construction.
Consumption patterns:	Shop at Express.
	Trade stock online.
	Read *Dwell.*
	Watch the *Esquire Network.*
	Eat at Chevy's.
	Own a Mitsubishi.

Icons: National Park annual pass; 529 college savings plans.

❖

"They change their clime, not their disposition."

– Horace

❖

MULTI-ETHNIC FAMILIES

Configuration:	Married couples with children.
	Average household size—3 or 4 persons.
	Predominant age ranges—25 to 44.
Characteristics:	2018 national median household income: $64,200
	2018 national median housing value (for the nearly two-thirds who own): $187,900
	Multi-ethnic, multi-racial American families. About a third speak Spanish.
	79 percent attended college for one year; nine percent have advanced degrees. Low income-producing assets.
	Many own their own start-up company.
	High percentage of military, former military.
	About a quarter use public transportation, and a high percentage walk.
	Jobs include secretaries, bank tellers, construction workers, mechanics, truck and taxi drivers, and electricians.
Housing characteristics:	New mid and high-rise apartments and condominiums.
	Smaller cities and suburbs.
Consumption patterns:	Shop at military commissary.
	Do needlepoint.
	Own a GMC.
	Watch WWE pay per view.
	Eat at CiCi's Pizza.

Icons:	Deployment mementos; staycations.

❖

"It's almost worth having been in the army

for the joy that freedom gives you."

– John Dos Passos

❖

UPTOWN FAMILIES

Configuration:	Couples with young school-age children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $61,200
	2018 national median housing value (for the more than half who own): $169,300
	Low income-producing assets. Dual-income, dual-career couples.
	40 percent are college grads, and 12 percent have advanced degrees.
	10 percent use public transport and 11 percent carpool to work.
	Yesterday: *Twentysomethings*. Tomorrow: *Nouveau Money*.
	White-collar professionals and department heads; in tech businesses.
Housing characteristics:	Middle-class neighborhoods in second-tier cities and suburbs.
	New, upscale condos and townhouses in town, 1970s detached houses in the neighborhoods. Only a quarter have lived in their dwelling for over 10 years.
Consumption patterns:	Drive a Cadillac.
	Go to karaoke.
	Read *Wired.*
	Watch the *Cartoon Network.*
	Eat at Joe's Crab Shack.
Icons:	Media credenza; Frequent diner cards.

❖

"It's all fun and games
until you have to wake up
and be a parent at 6 am."
— Greeting card

❖

In-Town Families_____

Configuration:	Couples with infants and school-age children; a quarter are families with more than two generations present.
	Typical household size—3 or 4 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2018 national median household income: $40,100
	2018 national median housing value (for the more than half who own): $104,700
	Low income-producing assets.
	40 percent have taken college-level online classes; 30 percent graduated high school.
	Over 48 percent are Spanish speaking.
	Younger families with Nanna or Papi helping out.
	High proportions of Latinos and African Americans.
	Work in mostly in health care support positions. In one out of four households, another member works part-time.
Housing characteristics:	Affordable detached houses in and around second- and third-tier cities.
	About 10 percent rent in new construction.
	More than a third have lived in their current dwelling for over 10 years.
Consumption patterns:	Buy baby food.
	Burritos for breakfast.
	Read *People En Espanol.*
	Watch *Univision*.
	Eat at Whataburger.
Icons:	Budget family vacations; SNAP.

❖

"Every house needs a grandmother in it."

– Louisa May Alcott

❖

NEW AMERICAN STRIVERS

Configuration:	Older married couples with children. Some grandfamilies.
	Average household size—2 to 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $37,600
	2018 national median housing value (for the more than one-quarter who own): $133,400
	Low income-producing assets. One works full-time, the other part-time.
	29 percent only have high school diplomas; 61 percent attended college; 21 percent graduated.
	29 percent Spanish language speakers.
	Most work in food service jobs, maintenance and housekeeping jobs, construction and landscaping, and healthcare support services; only a few in offices. 17 percent unemployed.
Housing characteristics:	Second tier cities, often with military presence.
	Sections of the city where there are restaurants and food vendors selling ethnic fare, places to buy items from back home and traditional garb.
Consumption patterns:	Shop at Rent-A-Center.
	Own a Mazda.
	Read *Spin*.
	Watch *Nick at Nite*.
	Eat at Krispy Kreme.

Icons: Latin pop, A-pop, J-pop, K-pop; poblanas, saris, kimonos and djellabas.

❖

"The land flourished because it was fed from so many sources –

because it was nourished by so many cultures and traditions and peoples."

– Lyndon B. Johnson

❖

❦

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Suburbs –

❦

CORPORATE ESTABLISHMENT

Configuration:	Older families with children in school.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $146,800
	2018 national median housing value (nearly all own): $463,100
	Over $1 million in income-producing assets. Highest technology use rating.
	Very high dual-income white and Asian families.
	97 percent are college-educated; 43 percent have undergraduate degrees, 43 percent have advanced degrees.
	Prominent professionals and executives in business, finance, law, and communications industries.
Housing characteristics:	Tech-enhanced updated estates built in the '90s. 45 percent are in newer (post 2000) construction. Million-dollar homes.
	Most are detached houses in wealthy enclaves, often near the country club; expensive condominiums or exclusive co-ops in the city.
	39 percent have lived in their current dwelling for over 10 years
Consumption patterns:	Shop at Brooks Brothers.
	Read *Investor's Business Daily*.
	Play tennis.
	Watch *Saturday Night Live*.
	Stay at Courtyard By Marriott.

Icons: Acoustically-neutral audiophile multi-media room; the genuine club tie.

❖

"Wealth is not without its advantages."

– John Kenneth Galbraith

❖

Nouveau Money

Configuration:	Married couples with mostly older children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $113,300
	2018 national median housing value (for the more than three-quarters who own): $345,300
	Very high income-producing assets.
	White and Asian dual-income households.
	Big spenders with high incomes. He's a portfolio manager, she's a high school teacher.
	Half have college degrees and a third have advanced degrees.
	Investment analysts; high-tech careers; had a successful start-up, sold it for millions.
Housing characteristics:	McMansions in new-money suburban subdivisions.
	37 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at Ralph Lauren.
	Own a BMW.
	Visit wsj.com.
	Watch the *NHL Network*.
	Drink Perrier.

Icons: The black titanium AmEx Centurion card; outdoor kitchen.

❖

"A sumptuous dwelling the rich man hath."

– Mary Elizabeth Hewitt

❖

BUTTON-DOWN FAMILIES

Configuration:	Married couples with older children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $94,900
	2018 national median housing value (for the more than three-quarters who own): $303,000
	Very high income-producing assets.
	Computer-savvy and career-oriented; both spouses work full-time.
	Many own team or brand-specific cycling gear. A high proportion choose walkable neighborhoods. 14 percent use public transportation.
	91 percent are college-educated; 23 percent have advanced degrees.
	About half work in the corporate environment. Several are middle managers.
Housing characteristics:	Subdivisions near third-tier cities with lower cost of living.
	From large older updated houses on small lots to new condominiums.
	51 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at Ethan Allen Galleries.
	Belong to a country club.
	Read *Money.*
	Watch *CNBC*.
	Snacks at Auntie Anne's.
	Drink O'Doul's.
Icons:	Golf cart; Team-specific cycling gear.

❖

"So always look for the silver lining
And try to find the sunny side of life."
– P.G. Wodehouse

❖

FIBER-OPTIC FAMILIES

Configuration:	Older families.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $89,600
	2018 national median housing value (for the nearly 90 percent who own): $230,100
	High income-producing assets.
	More than half have college degrees; 21 percent have advanced degrees.
	Mid- to upper-level executives in tech, business, education, accounting, financial services, planning and design.
Housing characteristics:	Detached houses in close-in suburban subdivisions.
	Many bought between 1995 and 2009.
	40 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at Anthropologie.
	High-speed internet with mega bandwidth.
	Visit CNET.com.
	Own a Mazda.
	Watch *Sundance Channel*.
	Eat at Five Guys.

Icons:	Fandor and Indieflix subscriptions; Organic LED television.

❖

"Any sufficiently advanced technology
is indistinguishable from magic."
– Arthur C. Clarke

❖

LATE-NEST SUBURBANITES

Configuration:	Older married couples with school-age children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $74,600
	2018 national median housing value (for the nearly two-thirds who own): $275,400
	Upper-middle-income suburban families; a third are dual-income; some are minivan soccer moms. Low income-producing assets.
	43 percent have college degrees; 23 percent have advanced degrees.
	Officers of small corporations; sales managers; communications and technology.
Housing characteristics:	New upscale suburban subdivisions.
	Half live in older houses. Relatively high property values.
	A third have lived in their current dwelling for over 10 years.
Consumption patterns:	Own an Acura.
	Attend soccer games.
	Visit Disney.com.
	Watch *The Tennis Channel.*
	Eat at Fuddrucker's.
Icons:	Family YouTube channel; "My child is an honor student at . . ." bumper stickers.

❖

"Hail wedded love, mysterious law, true source of human offspring."

– John Milton

❖

FULL-NEST SUBURBANITES

Configuration:	Married couples with children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2018 national median household income: $70,900
	2018 national median housing value (for the more than two-thirds who own): $252,700
	Low income-producing assets.
	Over 60 percent have college degrees, 21 percent have advanced degrees.
	A third of the households are dual-income.
	Business managers, supervisors, and accountants, along with other white-collar jobs.
	Many are employed in the educational system at all levels.
Housing characteristics:	Suburban subdivisions outside fast-growing metro areas.
	Pre-crash detached houses.
	46 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at Publix.
	Own a Lexus.
	Weekly Pilates class.
	Read *Entrepreneur*.
	Watch *The Cooking Channel*.
	Eat at Romano's Macaroni Grill.

Icons: Babolat AeroPro Drive tennis racquets; WebMD.

❖

"Other things may change us,

but we start and end with the family."

– Anthony Brandt

❖

KIDS 'R' US

Configuration:	Family households with above-average number of children.
	Average household size—3 to 5 persons.
	Predominant age range of adults—35 to 44.
Characteristics:	2018 national median household income: $66,800
	2018 national median housing value (for the nearly three-quarters who own): $174,300
	Low income-producing assets.
	Living the Middle-Class Dream. A third are dual-income, but 56 percent are still provided for by only one parent.
	82 percent are college-educated; 12 percent have advanced degrees.
	10 percent carpool to work. Employment across all job categories.
Housing characteristics:	Detached houses in older subdivisions. only 20 percent live in new construction.
	The quarter-acre lot, USA.
Consumption patterns:	Shop at New York & Company.
	Visit Walt Disney World.
	Read *Sports Illustrated*.
	Watch *Nick Jr*.
	Eat at Wingstop.
	Own a Kia.
Icons:	Amazon Prime; iCloud family calendar.

❖

"These are your peak earning years, my friend.
You've got kids to think about"
– Garth Risk Hallberg

❖

❦

TRADITIONAL & NON-TRADITIONAL FAMILIES

– Town & Country/Exurbs –

❦

EX-URBAN ELITE

Configuration:	Married couples; most with school-age children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $114,400
	2018 national median housing value (nearly all own): $354,100
	Very high income-producing assets.
	76 percent graduated college; 29 percent have advanced degrees.
	Former residents of cities or metropolitan suburbs who have "escaped" urban stress.
	Wealthy families living in private luxury.
	Executives; professionals; entrepreneurs; consulting businesses.
Housing characteristics:	"Retreat" locations—the New England coast; horse farms in Virginia and New Jersey; Monterey County, California.
	Only 30 percent live in pre-1985 buildings.
	"Estate" houses—custom if new; restored if old.
Consumption patterns:	Shop at Pottery Barn.
	Own a Steinway grand.
	Read *Forbes*.
	Play golf.
	Eat at Bertucci's.
Icons:	E*Trade; Rolex chronographs.

❖

"Far from the madding crowd's ignoble strife,
Their sober wishes never learn'd to stray;
Along the cool sequester'd vale of life
They kept the noiseless tenor of their way."

– Thomas Gray

❖

NEW TOWN FAMILIES

Configuration:	Young, upper middle-class families with babies or school-age children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $86,600
	2018 national median housing value (for the more than three-quarters who own): $220,300
	High income-producing assets.
	Educated townsfolk; typically close to outdoor recreational activities.
	Half are dual-income.
	Two-thirds have college degrees; 21 percent have advanced degrees.
	Range of employment from contractors to business executives, with a high percentage of educators.
Housing characteristics:	Detached houses in rural townships, clustered suburban subdivisions near the town center.
	Lake towns, large amounts of preserved land close by.
	47 percent live in post-2000 construction.
Consumption patterns:	Shop at Ann Taylor.
	Own a powerboat.
	Own a Subaru.
	Watch *Nick*.
	Eat at Cold Stone Creamery.
Icons:	PlayStation 4; Everything Gore-Tex.

❖

"Welcome to the great American two-career family
and pass the aspirin, please."

– Anastasia Toufexis

❖

FULL-NEST EXURBANITES

Configuration:	Older married couples with children; mostly school-age.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $86,800
	2018 national median housing value (for the more than three-quarters who own): $267,700
	Above average income-producing assets.
	58 percent have college degrees; 16 percent have advanced degrees.
	Professionals and tech-related business careers; a high proportion of executives and upper managers.
Housing characteristics:	Cookie-cutter detached houses in exurban subdivisions.
	Half live in older houses.
Consumption patterns:	Shop at BJ's Wholesale Club.
	Travel internationally.
	Read *Audubon Magazine*.
	Watch college basketball.
	Eat at Qdoba.
	GMC SUV.

Icons: Her horse; his power boat.

❖

"A piece of land not so very large, which would contain a garden,

and near the house a spring of ever-flowing water,

and beyond these a bit of wood."

– Horace

❖

RURAL FAMILIES

Configuration:	Married couples with mainly older children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $67,000
	2018 national median housing value (for the more than three-quarters who own): $168,600
	Above average income-producing assets.
	Middle-class dual-income families. Preference for outdoor activities.
	A quarter did not finish college; while 13 percent have advanced degrees.
	Policemen or firefighters, truck drivers, oil riggers, lumberjacks, and craftsmen.
Housing characteristics:	Older detached houses and townhouses usually in subdivisions around main intersections.
	43 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at Cabela's.
	Own a Jeep.
	Read *American Angler*.
	Watch *The Outdoor Channel*.
	Eat at Pizza Inn.

Icons: Sports equipment wall rack; cowboy boots.

❖

"Sport is the bloom and glow of a perfect health."

– Ralph Waldo Emerson

❖

TRADITIONAL FAMILIES

Configuration:	Married couples; children of all ages.
	Average household size—3 or 4 persons.
	Predominant age range of adults—35 to 54.
Characteristics:	2018 national median household income: $67,300
	2018 national median housing value (for the more than three-quarters who own): $181,700
	Low income-producing assets.
	51 percent have undergraduate degrees; 17 percent have advanced degrees.
	Outdoor recreation-oriented family activities.
	A third are dual-income households.
	Middle to upper income white-collar employment; Management and professionals.
	Small percentage of military personnel.
Housing characteristics:	Detached houses in small town neighborhoods.
	45 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Shop at Dillard's.
	Own a timeshare.
	Visit NFL.com.
	Watch *ESPN Classic*.
	Eat at Zaxby's.

Icons: Mountain bikes; NCAA basketball bracket family competition.

❖

"It [tradition] cannot be inherited, and if

you want it you must obtain it by great labor."

– T.S. Eliot

❖

SMALL-TOWN FAMILIES

Configuration:	Middle-class families with babies and younger children.
	Average household size—2 to 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $67,700
	2018 national median housing value (for the more than half who own): $221,000
	Low income-producing assets.
	One-third are dual-income.
	80 percent attended college; 31 percent dropped out.
	Home-improvement professionals, maintenance crews, franchise managers, auto salesmen.
Housing characteristics:	Detached houses in and around small towns with about a fifth in new construction. Many bought pre-crash.
	41 percent have lived at the same address for the past one to four years.
Consumption patterns:	Shop at Bass Pro Shops.
	Drive a motorcycle.
	Visit MLB.com.
	Watch *the DIY Network*.
	Eat at Logan's Roadhouse.

Icons: Minor league baseball; *Pat the Bunny*.

❖

"In the small town each citizen had done something

in his own way to build the community"

– Daniel J. Boorstin

❖

FOUR-BY-FOUR FAMILIES

Configuration:	Families with school-age children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $62,400
	2018 national median housing value (for the nearly three-quarters who own): $165,700
	Low income-producing assets.
	75 percent have a college-level education.
	Some dual-income couples.
	Middle-class technical school graduates, health-care support workers, unionized plant workers; repairman of everything from plumbing to roof.
Housing characteristics:	Detached and attached houses in small towns.
	Half are older houses that need constant maintenance and upkeep.
Consumption patterns:	Shop at Academy Sports + Outdoors.
	Buy a home computer online.
	Own a 4WD pickup.
	Visit accuweather.com.
	Watch *Extra*.
	Eat at Krystal.

Icons: His John Deere Gator; her GMC Canyon 4WD pickup.

❖

"A happy family is but an earlier heaven."

– George Bernard Shaw

❖

RUSTIC FAMILIES

Configuration:	Married couples with children.
	Average household size—3 or 4 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2018 national median household income: $52,400
	2018 national median housing value (for the more than three-quarters who own): $132,200
	Below average income-producing assets.
	A third didn't go past high school; just over a quarter have college degrees. Mostly single-income households.
	Construction and maintenance staff, electricians, truck drivers and delivery staff, and production and assembly workers.
Housing characteristics:	'90s construction and older townhouses, detached houses and mobile homes in the rural heartlands.
	37 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Purchase work boots.
	Own a horse.
	Read *Hunting*.
	Watch *The Sportsman Channel*.
	Eat at Waffle House.

Icons: NHRA drag races; a six-pack of Mountain Dew.

❖

"Life ain't always beautiful,

but it's a beautiful ride."

– Gary Allen

❖

HOMETOWN FAMILIES

Configuration:	Couples with children. Many are non-traditional families; only a third are married.
	Average household size—2 to 4 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2018 national median household income: $43,400.
	2018 national median housing value (less than half own): $138,100
	Low income-producing assets. Single-income families.
	11 percent ride the bus, 16 percent carpool to work.
	30 percent are high school graduates; more than 60 percent attended college, five percent did not finish high school.
	Employment in restaurants and the food service industry, as landscapers or building maintenance employees, cash register clerks in retail, personal and child care services and as health care support workers. Some students, full- or part-time.
Housing characteristics:	Rent older attached and detached houses in small towns.
Consumption patterns:	Own a Dodge.
	Go horseback riding.
	Read *American Baby*.
	Watch *Women's Entertainment* (*WE*).
	Eat at Sonic.

Icons:	Diaper hamper; Swing set.

❖

"Perhaps the greatest social service that can be rendered by anybody

to the country and to mankind is to bring up a family."

– George Bernard Shaw

❖

❦

YOUNGER SINGLES & COUPLES

– Metropolitan Cities –

❦

NEW POWER COUPLES

Configuration:	Mostly couples; with some singles.
	Typical household size—2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $74,900
	2018 national median housing value (for the more than half who own): $350,300
	Below average income-producing assets.
	Active social lives; many unmarried couples living together.
	Two-thirds of the couples both work in high-level job positions.
	60 percent have college-level degrees; 20 percent have advanced degrees.
	High-ranking professionals mostly in management, business and finance, as well as
	high-end law firms, architectural firms, product and apparel design teams, marketing
	and public relations firms.
Housing characteristics:	Vibrant urban neighborhoods in high-growth cities.
	Urban townhouses and high-rises; vintage houses on urban lots.
Consumption patterns:	Own a BMW.
	Shop at Crate & Barrel.
	Go snowboarding.
	Read *Wine Spectator*.
	Watch *E! Entertainment Television*.
	Eat at Au Bon Pain.

Icons:	Next week's opening; European activewear

❖

"Wine and cheese are ageless companions,

like aspirin and aches, or June and moon,

or good people and noble ventures."

– M.F.K. Fisher

❖

NEW BOHEMIANS

Configuration:	Primarily singles and couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 34.
Characteristics:	2018 national median household income: $72,900
	2018 national median housing value (for the nearly one-fifth who own): $481,500
	Above average income-producing assets.
	Unconventional, ethnically-diverse, upper-middle-income households.
	Two-thirds graduated from college; 82 percent attended.
	Tech-savvy executives, students, actors, artists, writers, boutique owners, and public-interest advocates.
Housing characteristics:	The social and political *avant-garde*; one-third are gay. Heart of the real "creative class;" alternative lifestyles: hippies, political leftists, community activists. In-town and downtown neighborhoods.
	Funky flats in brownstones, apartment houses, and converted lofts in emerging neighborhoods. Nearly 11 percent live in new construction/renovation.
Consumption patterns:	Own a hybrid vehicle.
	Shop at IKEA.
	Use Twitter.
	Goes skiing/snowboarding.
	Subscribe to Spotify.
	Airline miles cards.
Icons:	Cold brew, fair-trade coffee, everything urban.

❖

"Sacred cows make the tastiest hamburger."

– Abbie Hoffman

❖

COSMOPOLITAN ELITE

Configuration:	Primarily couples, a few with children.
	Average household size—1 to 2 persons.
	Predominant age range of adults—45 to 64.
Characteristics:	2018 national median household income: $71,000
	2018 national median housing value (for the almost two-thirds who own): $382,000
	Below average income-producing assets.
	Almost 40 percent have college-level degrees; nearly 12 percent have advanced degrees. 21 percent speak Spanish.
	One quarter of households are dual-income, and eight percent work at home.
	Job types include business management and finance, accountants and educators.
Housing characteristics:	Multi-lingual urban neighborhoods.
	Under seven percent live in new construction.
	Half live in single-family detached housing.
	Relatively settled—78 percent have lived in the same dwelling for more than five years; 60 percent over 10 years.
Consumption patterns:	Own a Lexus.
	Shop at Costco.
	Frequent comedy clubs.
	Read *The New York Times.*
	Would not miss the Screen Actors Guild Awards.
	Eat at Cheesecake Factory.
Icons:	Eurosport on Kodi; New Lexus.

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"Neighborhood is a word that has come to sound like a Valentine."

– Jane Jacobs

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DOWNTOWN COUPLES

Configuration:	27 percent are married couples, the rest are singles.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 64.
Characteristics:	2018 national median household income: $34,800
	2018 national median housing value (for the 44 percent who own): $115,300
	Low income-producing assets.
	High proportions of African Americans and Latinos.
	About a quarter speak Spanish.
	Nearly 20 percent are college graduates; over 45 percent attended.
	15 percent use public transport. Twice as likely to not own a car.
	Employment includes tellers, clerks, and secretaries, sales representatives and telemarketers.
Housing characteristics:	Old buildings in ethnically-diverse urban neighborhoods.
	28 percent live in prewar houses, townhouses and apartment buildings.
Consumption patterns:	Own a Nissan.
	Buy groceries online.
	Shop at Burlington Coat Factory.
	Read *Ebony*.
	Watch BET.
	Eat at White Castle.

Icons: Cricket mobile phone; Manny Pacquiao hoodie

❖

"In this country 'American' means white.

Everyone else has to hyphenate."

– Toni Morrison

❖

DOWNTOWN PROUD

Configuration:	A quarter are married couples, 40 percent are single-person households.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $32,600
	2018 national median housing value (for the 10 percent who own): $239,800
	Moderate income-producing assets.
	High proportions of African Americans and Latinos.
	27 percent have college-level degrees; eight percent have advanced degrees, but most didn't finish college or never attended.
	Primarily blue-collar and service jobs;.
	Nearly three and a half times as likely not to own a car.
Housing characteristics:	High-density apartments or rowhouses in inner-city, often distressed neighborhoods.
	18 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Own a Mitsubishi.
	Shop at Banana Republic.
	Attend professional basketball games.
	Watch *Telemundo*.
	Snacks at Starbucks.
Icons:	"Jailbroken" smartphone; LeBron.

❖

"Start where you are. Use what you have.

Do what you can."

– Arthur Ashe

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YOUNGER SINGLES & COUPLES

– Small Cities/Satellite Cities –

❦

THE VIPs

Configuration:	45 percent are married couples, the rest are singles with roommates.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $68,500
	2018 national median housing value (for the 40 percent who own): $281,900
	Low income-producing assets.
	High proportions of white and Asian upper-middle-income households.
	Nearly half are college graduates; 17 percent have advanced degrees.
	Type-A college grads. Career- and lifestyle-oriented techies.
	More than half of the married couples are working in prominent positions. Many are employed by software and IT companies, communications firms, and some are supervisors or upper managers in business and finance.
Housing characteristics:	Downtowns of small cities; high-value close-in suburbs.
	Only 21 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Own a Volkswagen.
	Shop at The Limited.
	Go to the movies monthly.
	Read *Rolling Stone*.
	Watch *The Tonight Show*.
	Eat at Panera.

Icons: The gold Apple Watch; The Alumni Athletic Club.

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"Action is the foundational key to all success."

– Pablo Picasso

❖

SMALL-CITY SINGLES

Configuration:	Mostly singles; but about a third are married couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 54.
Characteristics:	2018 national median household income: $38,400
	2018 national median housing value (for the more than half who own): $93,900
	Below average income-producing assets.
	About 46 percent are college-educated; almost a quarter with a diploma.
	Sales, telemarketing and tele-representation jobs as well as personal and child care services. Some work as secretaries, tellers or clerks.
Housing characteristics:	Detached and attached houses in diverse second city neighborhoods.
	A few still live with their parents; some still live in college dormitories.
Consumption patterns:	Own a Chevrolet.
	Order from Victoria's Secret.
	Shop at Sam's Club.
	Visit abcnews.com
	Watch *Syfy Channel*.
	Eat at Papa John's.

Icons: The *only* nightclub; taco Tuesdays.

❖

"Where there is no struggle, there is no strength."
– Oprah Winfrey

❖

TWENTYSOMETHINGS_____

Configuration:	18 percent are married, but the majority are singles.
	Average household size—1 person.
	Predominant age range of adults—18 to 34.
Characteristics:	2018 national median household income: $35,500
	2018 national median housing value (for the few who own): $179,400
	Low income-producing assets.
	Ethnically-mixed technology users.
	Two-thirds have been or still are going to college; 15 percent have advanced degrees.
	Office workers in business and finance, as well as call center reps, secretaries, tellers and clerks; many still looking for a career.
Housing characteristics:	Rental apartments in college towns; some still living in dorms or at home.
	Only eight percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Own a Chrysler.
	Purchase designer shoes.
	No landline.
	Visit MTV.com.
	Watch *MTV2.*
	Eat at Taco Bell.

Icons: Snapchat; Taylor Swift.

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"But first, let me take a selfie."

– Instagram caption

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SECOND-CITY STRIVERS

Configuration:	Almost a third are single-person households, a quarter are married couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $34,700.
	2018 national median housing value (for the few who own): $149,900
	Low income-producing assets.
	Multi-lingual, multi-ethnic households.
	Over half attended college; 26 percent have college degrees.
	Transient blue- and white-collar workers seeking upward mobility.
Housing characteristics:	Rental houses and apartments in modest close-in neighborhoods.
	16 percent are single-family detached houses.
Consumption patterns:	Own a Volkswagen.
	Frequent cash advances.
	Go to the movies monthly.
	Read *Jet*.
	Would not miss the BET Awards.
	Eat at Dunkin Donuts.
Icons:	Monster.com; Fandango.

❖

"In America, getting on in the world means getting
out of the world we have known before."
– Ellery Sedgwick

❖

MULTI-ETHNIC SINGLES

Configuration:	32 percent are single-person households, a fifth are married couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $23,400
	2018 national median housing value (for the one-quarter who own): $86,700
	Low income-producing assets.
	42 percent are African-American, 21 percent are Hispanic. 20 percent speak Spanish.
	62 percent did not attend college; 17 percent have degrees.
	Ethnically diverse, and often on the move.
	Entry-level service jobs; nine percent are students.
Housing characteristics:	Small city inner-city neighborhoods.
	Small garden apartment properties, rowhouses, duplexes and modest
	single-family houses.
Consumption patterns:	Own a Mercury.
	Shop at Albertsons.
	Travel by bus.
	Read *Jet.*
	Watch *ABC World News Hour.*
	Dinner at Long John Silver's.

Icons: Check-cashing store; Online training course.

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"If in doubt, just walk until your day becomes interesting."

– Rolf Potts

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YOUNGER SINGLES & COUPLES

– Metropolitan Suburbs –

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FAST-TRACK PROFESSIONALS

Configuration:	Half are dual-income married couples; a few have infants.
	Average household size—1 to 3 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $68,100
	2018 national median housing value (for the few who own): $304,100
	Low income-producing assets.
	Nearly all of them went to college. Almost a fifth have advanced degrees.
	Highest household technology use.
	15 percent are African-American, 15 percent are Asian.
	Professionals and corporate jobs, from computer and tech, such as statistician, programmer and web developer, to clerks, secretaries and tellers.
Housing characteristics:	Well-located new apartments in old and new suburbia.
Consumption patterns:	Own a Mercury.
	Shop at Best Buy.
	Own an e-reader.
	Read *Harvard Business Review*.
	Watch *Adult Swim*.
	Eat at Benihana.

Icons: iPad Pro, health club to dance club clothing.

❖

"Have nothing in your homes
that you do not know to be useful
or believe to be beautiful."
– William Morris

❖

SUBURBAN ACHIEVERS

Configuration:	37 percent are married couples. 30 percent are single person households. Some are non-traditional households.
	Average household size—1 to 3 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $46,300
	2018 national median housing value (for the 60 percent who own): $130,600
	Moderate income-producing assets.
	57 percent are college-educated; 30 percent have degrees.
	10 percent carpooled to their daily activity.
	Employed in sales and office jobs as secretaries, tellers and clerks, telemarketing and tele-representation staff, as well as construction/maintenance crew.
Housing characteristics:	Apartments and townhouses in inner-ring suburbs and second cities.
	48 percent have lived in their current dwelling for over 10 years.
Consumption patterns:	Own a GMC.
	Shop at Banana Republic.
	Soccer games (as player and fan).
	Read *Brides.*
	Watch *South Park.*
	Eat at Blimpie.

Icons: LinkedIn; 1999 GMC Suburban.

❖

"The key is not to prioritize what's on your schedule,

but to schedule your priorities."

– Stephen Covey

❖

SUBURBAN STRIVERS__

Configuration:	Young couples; a third are married.
	Average household size—1 to 3 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $42,300
	2018 national median housing value (for the more than one-third who own): $155,600
	Low income-producing assets.
	Twice as likely than the average to bike to work.
	Two-thirds are college educated; 33 percent have graduated college.
	Employed in food service jobs, healthcare support jobs, and construction and maintenance jobs; nine percent are students.
Housing characteristics:	Renters in new suburban townhouses, owners of older detached housing stock.
Consumption patterns:	Own a Nissan.
	Shop at GameStop.
	Attend soccer games.
	Read *GQ*.
	Watch *MTV*.
	Eat at Burger King.
Icons:	Fan blogs; Pokémon GO.

❖

"Everything not saved will be lost."

– Nintendo quit screen message

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YOUNGER SINGLES & COUPLES

– Town & Country/Exurbs –

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HOMETOWN SWEETHEARTS

Configuration:	Some singles, but mainly couples.
	Average household size—2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $45,700
	2018 national median housing value (for the nearly two-thirds who own): $124,100
	Below average income-producing assets.
	High school educated; 24 percent have college degrees.
	Building, landscaping and housekeeping, personal and childcare services, as well as sales and office related jobs.
Housing characteristics:	Single family houses, townhouses, and apartments in and around small towns in the rural hinterlands.
	Almost a third live in dwellings built between 1990-2010.
	Close to 70 percent have lived in their current dwelling for over five years.
Consumption patterns:	Own a Lincoln.
	Shop at Walmart Supercenter.
	Drive a recreational vehicle (RV).
	Follows Grand Prix.
	Would not miss the Country Music Awards.
	Eat at Little Caesars.

Icons: High School Reunions; Peyton Manning.

❖

"Blame it all on my roots,
I showed up in boots."

– Garth Brooks

❖

BLUE-COLLAR TRADITIONALISTS

Configuration:	Middle-aged singles and unmarried couples, some married couples.
	Average household size—1 to 4 persons.
	Predominant age range of adults—35 to 64.
Characteristics:	2018 national median household income: $43,100
	2018 national median housing value (for the more than three-quarters who own): $107,800
	Low income-producing assets.
	Nearly 40 percent have attended college; but only 20 percent have degrees.
	Making the challenging transition from blue-collar farming, factory, construction and maintenance jobs, to service industry jobs.
Housing characteristics:	Large-lot detached houses outside small towns and rural villages.
	Many own houses built between 1990-2000.
Consumption patterns:	Own a Jeep.
	Shop at Save-a-Lot.
	Read *U.S. Veterans.*
	Monster truck enthusiasts.
	Watch *Ultimate Fighting Championship.*
	Eat at Ponderosa.

Icons: Job retraining certificate; Monster Jam polo shirt.

❖

"My parents had always preached the virtues of hard work.

But hard work is one thing; economic struggle is another"

– Sargent Shriver

❖

RURAL COUPLES

Configuration:	A third are single and a third are married couples.
	Average household size—1 to 3 persons.
	Predominant age range of adults—35 to 64.
Characteristics:	2018 national median household income: $34,000
	2018 national median home value (for the nearly two-thirds who own): $88,000
	Low income-producing assets.
	Long for a simple life without the economic woes.
	15 percent dropped out of high school, another 38 percent never attended college.
	12 percent carpool to work; 3 percent walk.
	Employed in construction and maintenance, sales, office, and telemarketing and tele-representation jobs.
Housing characteristics:	Rural crossroads villages.
	Mobile homes; modest ranch houses on small lots.
Consumption patterns:	Own a Ford.
	Shop at Dollar General.
	Follows monster trucks.
	Go on overnight camping trips.
	Read *Bassin'*.
	Watch CMT.
	Eats at Hardee's.

Icons: NASCAR bumper stickers; The doublewide.

❖

"Driving a race car
is like dancing with a chainsaw."

– Cale Yarborough

❖

RURAL STRIVERS

Configuration:	Singles, room-mates, and a few married couples.
	Average household size—1 to 2 persons.
	Predominant age range of adults—25 to 44.
Characteristics:	2018 national median household income: $28,100
	2018 national median home value (for the nearly half who own): $89,600
	Low income-producing assets.
	Just under a quarter never graduated high school (a third with their diplomas); 20 percent dropped out of college. 17 percent speak Spanish.
	Service workers; some are students renting together.
Housing characteristics:	Small, isolated rural settlements. Older clapboard houses that require constant upkeep, and mobile homes.
	Over two-thirds were built before the 1990's.
Consumption patterns:	Own a Chrysler.
	Shop at Walmart Neighborhood Market.
	Take karate or other martial arts.
	Read *Transworld Motocross*.
	Watch *Tru TV*.
	Drink Hi-C.

Icons: Double coupon day; American Le Mans Series on TV.

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"Rust never sleeps."

– Neil Young

❖

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