

December 2014

downtown allentown

development and urban design plan

APPENDIX: AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL



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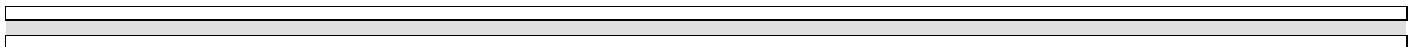
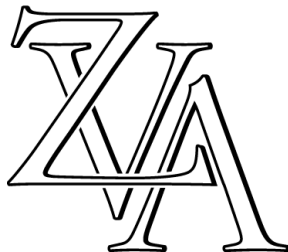
AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Center City Study Area

The City of Allentown,
Lehigh County, Pennsylvania

December, 2014

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Research & Strategic Analysis

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Research & Strategic Analysis

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Center City Study Area *The City of Allentown, Lehigh County, Pennsylvania*

December, 2014

INTRODUCTION

This study identifies the optimum market position for new urban housing units—created both through adaptive re-use of existing non-residential buildings as well as through new construction—that could be developed over the next several years within the City of Allentown in general, and the Center City Study Area in specific. The Center City Study Area is bounded by the Jordan Creek in the northeast, Union Street in the southeast, 12th Street in the southwest (including portions of the adjacent blocks between Walnut and Linden Streets), and Tilghman Street in the northwest, including North Seventh Street to Sumner Avenue. In addition to the core Downtown, the Center City Study Area also includes the in-town neighborhoods of Old Allentown and Old Fairgrounds.

The extent and characteristics of the potential market for new and existing housing units within the city and the Center City Study Area were determined using Zimmerman/Volk Associates' proprietary target market methodology. In contrast to conventional supply/demand analysis—which is derived from supply-side dynamics and baseline demographic projections—target market analysis establishes the market potential for new and existing housing based on the housing preferences and socio-economic characteristics of households in the relevant draw areas.

The target market methodology is particularly effective in defining realistic housing potential for underutilized, fragile or emerging neighborhoods because it encompasses not only basic demographic characteristics, such as income qualification and age, but also less-frequently

analyzed attributes such as mobility rates, lifestage, lifestyle patterns, and household compatibility issues (*see* METHODOLOGY *provided with detailed tabular data in a separate document*).

In brief, using the target market methodology, Zimmerman/Volk Associates examined the following:

- Where the potential renters and buyers of new and existing housing units in the City of Allentown are likely to move from (the draw areas);
- How many households have the potential to move within and to the city and to the Study Area each year (depth and breadth of the market);
- What their range of affordability is, and what their housing preferences are in aggregate (income qualifications; rental or ownership, multi-family or single-family);
- Who the households are that represent the potential market for new and existing units in the city and the Study Area (the target markets);
- What their current housing alternatives are (relevant rental and for-sale development);
- What the market is currently able to pay (market-entry base rents and prices); and
- How quickly the new units will lease or sell (absorption forecasts).

CONCLUSIONS OF THE ANALYSIS

This study has determined that, from the market perspective, up to 1,000 new market-rate rental and for-sale dwelling units could be constructed, or created through adaptive re-use, and absorbed within the Center City Study Area over the next five to seven years.

- The study has established that an annual average of 1,995 households represent the potential renters and buyers of new and existing affordable and market-rate housing units within the Center City Study Area each year over the next five years.
- 745 of those 1,995 households are potential renters of new market-rate housing units in the City Center Study Area each year.
 - The annual incomes of these 745 households can support base rents, not including utilities, ranging from \$750 to \$1,950 per month for lofts, microlofts, studios, and one- and two-bedroom apartments ranging in size from 450 to 1,250 square feet.
 - Based on the recommended unit configurations and proposed rents, absorption is forecast at an average of 89 to 112 units per year (a capture of 12 to 15 percent of the annual potential renters).
 - At those forecast annual absorption paces, between 445 and 560 new market-rate rental units could be leased within five years.
- 220 of those 1,995 households are potential purchasers of new market-rate condominiums (multi-family for-sale) in the City Center Study Area each year.
 - The annual incomes of these 220 households can support base prices of condominiums ranging from \$115,000 to \$275,000 for lofts, and one- and two-bedroom units ranging in size from 750 to 1,650 square feet.
 - Based on the recommended unit configurations and proposed base prices, absorption is forecast at an average of 19 to 22 units per year (a capture of 8.5 to 10 percent of the annual potential condominium buyers).

- At those forecast annual absorption paces, between 95 and 110 new market-rate condominium units could be sold within five years.
- 240 of those 1,995 households are potential purchasers of new market-rate rowhouses (single-family attached for-sale) in the Center City Study Area each year.
 - The annual incomes of these 240 households can support base prices of new rowhouses ranging from \$125,000 to \$185,000 for two- and three-bedroom rowhouses ranging in size from 950 to 1,500 square feet.
 - Based on the recommended unit configurations and proposed prices, absorption is forecast at an average of 20 to 24 units per year (a capture of 8.5 to 10 percent of the annual potential rowhouse buyers).
 - At those forecast annual absorption paces, between 100 and 120 new market-rate rowhouses could be sold within five years.
- 340 of those 1,995 households are potential purchasers of new market-rate urban houses (single-family detached for-sale) in the Center City Study Area each year over the next five years.
 - The annual incomes of these 340 households can support base prices of new urban houses ranging from \$140,000 to \$225,000 for two- and three-bedroom urban houses ranging in size from 1,100 to 1,800 square feet.
 - Based on the recommended unit configurations and proposed base prices, absorption is forecast at an average of 29 to 34 units per year (a capture of 8.5 to 10 percent of the annual potential single-family buyers).
 - At those forecast annual absorption paces, between 145 and 170 new market-rate single-family urban houses could be sold within five years.

DEMOGRAPHIC OVERVIEW OF THE CITY OF ALLENTOWN

Based on past demographic trends, the Nielsen Company, a respected provider of Census-based demographic data, estimates that the City of Allentown's population grew to 120,324 persons in 2014, up by nearly 2,300 persons over the 2010 Census, an increase of 1.9 percent. That increase in population followed the gain of more than 11,350 persons between 2000 and 2010. Nielsen projects that the city's population will continue to grow, to 122,625 persons by 2019, an increase of another 1.9 percent over the next five years. (*Reference* Table 1.)

There were 42,044 households in the City of Allentown as of the 2000 Census, rising to 42,804 households by the 2010 Census. Between 2014 and 2019, the projected number of households shows a continuation of household growth, from 43,475 to 44,255 households. The 2019 projection represents a household increase of more than 5.2 percent since the year 2000.

The number of persons per household has a direct impact on the type of housing needed, with smaller households typically requiring less square footage than larger households.

- Just under 58 percent of all households in the city contain just one or two persons (compared to 59.3 percent in Lehigh County and 59.5 percent nationwide).
- 15.7 percent contain three persons (less than the county's share of 16.7 percent and 16.2 percent in the nation).
- The remaining 26.4 percent contain four or more persons (24 percent in the county and 24.3 percent in the U.S.).

The composition of those households can also affect the type of housing required and influence housing decisions. Households with children typically prefer single-family detached units located in a good school district; older and younger households without children represent the bulk of the potential market for downtown and urban neighborhoods, and they are much more likely to select smaller units, often in multi-family buildings.

- Approximately 15.6 percent of the City of Allentown households could be characterized as traditional families, *e.g.*—married couples with children under age 18 (compared to the county's 20.9 percent and 21.8 percent nationally).

- Non-traditional families with children, *e.g.*—single persons with children under 18 represent 19.9 percent of the city’s households (11.9 percent in Lehigh County; 11.7 percent in the U.S.).
- The remaining 64.5 percent of city households do not have children under 18 and include non-traditional family households without children as well as married couples (19.5 percent married couples without children, 7.8 percent related adults living in the same household), and 37.3 percent non-family households (unrelated or single adults living in the same household).

Median household income in the city in 2014 exceeded \$32,837, approximately 64 percent of the county median of \$51,174. Just over 32 percent of the city’s households have incomes above \$50,000 per year, approximately 40.3 percent have incomes of \$25,000 per year or less.

The city’s population is considerably more diverse than the county’s.

- Approximately 55 percent of the city’s current residents are white (compared to 76.8 percent in the county, 71.3 percent in the nation).
- 13.5 percent are African American (compared to 6.7 percent in the county, 12.7 percent nationally).
- 2.2 percent are Asian (3.3 percent in the county and five percent in the U.S.).
- The remaining 29.5 percent are some other race, or a mix of two or more races (13.2 percent in Lehigh County, 11 percent nationally). NOTE: The Census Bureau originally created “some other race alone” as a small residual category, but the results of the 2010 Census showed that it had become the third largest race group, after white alone and black alone, with respondents of Hispanic origin comprising most of those self-classifying as “Some Other Race Alone.”

Just under 48 percent of the city population is Hispanic/Latino by origin, predominantly Puerto Rican (21.1 percent in the county; 17.6 percent in the U.S.).

City residents have considerably lower educational attainment than county residents: 15.4 percent of all city residents aged 25 or older have a college or advanced degree, more than 10 percentage points below the countywide share of 26.5 percent.

The housing stock of the city is currently estimated to contain 47,794 dwelling units. Single-family attached units (rowhouses) are the predominant housing type in the city.

- 24.8 percent of the city's 47,794 housing units are single-family detached houses (half the 49.6 percent in the county, and approximately 40 percent of the 61.6 percent in the U.S.).
- 36.8 percent are single-family attached units (24.3 percent in Lehigh County; 5.8 percent nationally).
- 7.4 percent are units in two-unit buildings (4.1 percent Lehigh County; 3.8 percent nationally).
- 23 percent are located in buildings of three to 19 units (14.8 percent in the county; 13.7 percent nationally).
- Just 7.7 percent are in buildings of 20 or more units (4.9 percent in Lehigh County; 8.5 percent nationally).
- Less than one-half of one percent of city units are mobile homes, trailers, boats, RVs, or vans (2.3 percent countywide; and 6.6 percent nationally).

Based on Census and Nielsen estimates, in 2014, approximately nine percent of the 47,794 city housing units are unoccupied. Of the 43,475 *occupied* units, 51.5 percent are rented and 48.5 percent are owner-occupied, a share of ownership found in many cities. The county's vacancy rate is 6.2 percent, and nearly 68 percent of the occupied units are owned, and 32 percent are rented.

Nearly 61 percent of the city's housing stock was built before 1960, and just three percent of all dwelling units have been built since 2005. Median value of owner-occupied dwelling units in the city is estimated at \$138,660, approximately three-quarters of the county median of \$191,800, which is more than five percent higher than the national median of \$182,060.

Residents of the city have considerably lower rates of automobile ownership than the county as a whole.

- More than 22 percent of the city's households do not own an automobile (10.8 percent in the county; 9.2 percent nationally).

- 39.8 percent own only one vehicle (32.2 percent in Lehigh County; 33.9 percent nationally).
- Just over 38 percent own two or more vehicles (57 percent countywide; and almost 57 percent nationally).

The primary means of transportation to work for workers aged 16 and older living in the city is the automobile; the city is less auto-dependent than either the county or the nation.

- 70 percent drive alone to work (80.9 percent in the county; 76.4 percent nationally).
- 16.4 percent car-pool (10.4 percent in the county; 9.8 percent nationally).
- Just under four percent take public transportation (1.6 percent in the county; five percent nationally).
- 4.9 percent walk to work (2.5 percent in the county; 2.8 percent nationally).
- The remaining 4.8 percent either work at home (4.1 percent) or have other means of getting to work (0.7 percent). (In Lehigh County, 4.2 percent work at home, and 0.4 percent have other means of getting to work; nationally, 4.3 percent work at home, and over 1.7 percent have other means.)

Over 48 percent of the city's residents over age 16 are employed in white-collar occupations, 30 percent blue-collar, and 21.8 percent service and farm occupations. (White-collar jobs make up just under 60 percent of county employment, 23.3 percent are blue-collar, and 16.8 percent are service and farm occupations.) Nationally, white-collar jobs comprise nearly 61 percent of all employment, blue-collar 20.4 percent, and service and farm occupations 18.9 percent.

By occupation, office and administrative support jobs account for the largest percentage—16.1 percent—of civilian employees in the City of Allentown, followed by transportation/moving employment at 11.9 percent, and production jobs at 10.3 percent. Nationally, office and administrative support jobs represent 13.7 percent of civilian employment; transportation/moving employment at 6.1 percent; and production jobs comprise just under six percent of national civilian employment.

SOURCES: U.S. Bureau of the Census; The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Key Demographic Data
2014 Estimates

| | City of Allentown | Lehigh County | United States |
|------------------------------------|----------------------|------------------|---------------|
| Population | 120,324 | 358,263 | 317,199,353 |
| Households | 43,475 | 136,622 | 120,163,305 |
| Housing Units | 47,794 | 145,700 | 135,654,502 |
| 1&2 pp HHst | 57.9% | 59.3% | 59.5% |
| 3 pp HHs | 15.7% | 16.7% | 16.2% |
| 4+ pp HHs | 26.4% | 24.0% | 24.3% |
| Married couples w/ children | 15.6% | 20.9% | 21.8% |
| Single persons w/ children | 19.9% | 11.9% | 11.7% |
| HHs without children | 64.5% | 67.2% | 66.5% |
| Median HH income | \$32,837 | \$51,174 | \$51,579 |
| HHs below \$25,000 | 40.3% | 25.0% | 24.4% |
| White | 54.8% | 76.8% | 71.3% |
| African American | 13.5% | 6.7% | 12.7% |
| Asian | 2.2% | 3.3% | 5.0% |
| Other | 29.5% | 13.2% | 11.0% |
| Hispanic/Latino | 47.7% | 21.1% | 17.6% |
| Single-family attached units | 36.8% | 24.3% | 5.8% |
| Single-family detached units | 24.8% | 49.6% | 61.6% |
| Units in 2-unit bldgs. | 7.4% | 4.1% | 3.8% |
| Units in 3- to 19-unit bldgs. | 23.0% | 14.8% | 13.7% |
| Units in 20+-unit bldgs. | 7.7% | 4.9% | 8.5% |
| Mobile home or trailer | 0.3% | 2.3% | 6.6% |
| Vacant units | 9.0% | 6.2% | 11.4% |
| Renter-occupied units | 51.5% | 32.1% | 35.0% |
| Owner-occupied units | 48.5% | 67.9% | 65.0% |
| Units new since 2005 | 3.1% | 5.6% | 15.8% |
| Median housing value | \$138,660 | \$191,800 | \$182,060 |
| No vehicle ownership | 22.1% | 10.8% | 9.2% |
| Own 1 vehicle | 39.8% | 32.2% | 33.9% |
| Own 2 or more vehicles | 38.1% | 57.0% | 56.9% |
| Drive alone to work | 70.0% | 80.9% | 76.4% |
| Car-pool | 16.4% | 10.4% | 9.8% |
| Take public transportation to work | 3.9% | 1.6% | 5.0% |
| Walk to work | 4.9% | 2.5% | 2.8% |
| Other | 4.8% | 4.6% | 6.1% |
| White-collar employment | 48.2% | 59.9% | 60.7% |
| Blue-collar employment | 30.0% | 23.3% | 20.4% |
| Service/farm employment | 21.8% | 16.8% | 18.9% |

+ HH=Household

SOURCES: U.S. Bureau of Census; The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Employment Information
City of Allentown, Lehigh County, Pennsylvania
2014 Estimates

| | | |
|--|---------------|---------------|
| Population 16+ | 92,432 | |
| By Employment Status | 92,432 | 100.0% |
| In Armed Forces | 21 | 0.0% |
| Employed Civilians | 47,195 | 51.1% |
| Unemployed Civilians | 9,655 | 10.4% |
| Not in Labor Force | 35,561 | 38.5% |
| | | |
| Employed Civilian By Worker Class | 49,063 | 100.0% |
| For-Profit Private | 37,281 | 76.0% |
| Non-Profit Private | 5,784 | 11.8% |
| Local Government | 2,191 | 4.5% |
| State Government | 711 | 1.4% |
| Federal Government | 462 | 0.9% |
| Self-Employed | 2,571 | 5.2% |
| Unpaid Family | 63 | 0.1% |
| | | |
| Employed Civilian By Occupation | 49,063 | 100.0% |
| Architect/Engineer | 658 | 1.3% |
| Arts/Entertainment/Sports | 549 | 1.1% |
| Building Grounds Maintenance | 2,157 | 4.4% |
| Business/Financial | 1,435 | 2.9% |
| Community/Social Services | 729 | 1.5% |
| Computer/Mathematical | 683 | 1.4% |
| Construction/Extraction | 2,003 | 4.1% |
| Education/Training/Library | 2,185 | 4.5% |
| Farming/Fishing/Forestry | 125 | 0.3% |
| Food Preparation/Serviing | 3,826 | 7.8% |
| Health Practitioner/Technician | 1,876 | 3.8% |
| Healthcare Support | 1,995 | 4.1% |
| Maintenance Repair | 1,812 | 3.7% |
| Legal | 187 | 0.4% |
| Life/Physical/Social Sciences | 245 | 0.5% |
| Management | 2,223 | 4.5% |
| Office/Administrative Support | 7,904 | 16.1% |
| Production | 5,047 | 10.3% |
| Protective Services | 1,029 | 2.1% |
| Sales/Related | 4,953 | 10.1% |
| Personal Care/Services | 1,610 | 3.3% |
| Transportation/Moving | 5,832 | 11.9% |

SOURCES: U.S. Bureau of Census; The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

ANNUAL MARKET POTENTIAL FOR THE CITY OF ALLENTOWN

The extent and characteristics of the potential market for new residential units within the City of Allentown have been determined through detailed analysis of households living within the appropriate draw areas. These draw areas were confirmed through migration and mobility analyses, with additional supporting data drawn from the 2013 American Community Survey for the City of Allentown and for Lehigh County.

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

The most recent Lehigh County migration and mobility data—as derived from taxpayer records compiled by the Internal Revenue Service from 2006 through 2010 and from the 2013 American Community Survey one-year estimates for the City of Allentown and Lehigh County—shows that the draw areas for new and existing housing units in the city include the following:

- The primary draw area, covering households living within the Allentown city limits.
- The local draw area, covering households living in the balance of Lehigh County.
- The regional draw area, covering households that are likely to move to the City of Allentown from adjacent Northampton, Berks, Bucks, and Montgomery Counties.
- The metropolitan draw area, covering households that are likely to move to the City of Allentown from Bronx County, New York and Philadelphia County, Pennsylvania.
- The Puerto Rican draw area, covering households that are likely to move to the City of Allentown from the Commonwealth of Puerto Rico.
- The national draw area, covering households with the potential to move to the City of Allentown from all other U.S. counties (primarily other counties located in the Northeast).

As derived from the migration and mobility analyses, then, the draw area distribution of market potential (those households with the potential to move within or to the City of Allentown each year over the next five years) is shown on the following table (*reference* Appendix One, Table 10):

Annual Market Potential by Draw Area
City of Allentown, Lehigh County, Pennsylvania

| | |
|---|--------|
| City of Allentown (Primary Draw Area): | 51.8% |
| Balance of Lehigh County (Local Draw Area): | 19.5% |
| Northampton, Berks, Bucks, and Montgomery Counties (Regional Draw Area): | 10.6% |
| Bronx and Philadelphia Counties (Metropolitan Draw Area): | 1.9% |
| Commonwealth of Puerto Rico (Puerto Rican Draw Area): | 1.5% |
| Balance of US (National Draw Area): | 14.7% |
| Total: | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

As determined by the target market methodology, which accounts for household mobility within the City of Allentown, as well as mobility patterns for households currently living in all other counties, an average of just under 12,000 households represent the potential market for new and existing housing units within the city each year over the next five years.

ANNUAL MARKET POTENTIAL FOR THE CENTER CITY STUDY AREA

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

The target market methodology identifies those households with a preference for living in downtowns and other urban neighborhoods. After discounting for those segments of the city's potential market that have preferences for suburban and/or rural locations, the distribution of draw area market potential for new and existing units within the Center City Study Area each year over the next five years is as follows (*reference* Appendix One, Table 11):

**Annual Market Potential by Draw Area
 CENTER CITY STUDY AREA
*City of Allentown, Lehigh County, Pennsylvania***

| | |
|---|--------------|
| City of Allentown (Primary Draw Area): | 33.5% |
| Balance of Lehigh County (Local Draw Area): | 21.9% |
| Northampton, Berks, Bucks, and Montgomery Counties (Regional Draw Area): | 7.9% |
| Bronx and Philadelphia Counties (Metropolitan Draw Area): | 2.7% |
| Commonwealth of Puerto Rico (Puerto Rican Draw Area): | 6.3% |
| Balance of US (National Draw Area): | <u>27.7%</u> |
| Total: | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Based on the migration analysis, which accounts for household mobility within the City of Allentown and the balance of Lehigh County, as well as migration and mobility patterns for households currently living in other cities and counties in the U.S., as well as the Commonwealth of Puerto Rico, an average of nearly 2,800 younger singles and couples, empty nesters and retirees, and traditional and non-traditional families represent the potential market for new and existing housing units within the Center City Study Area each year over the next five years.

***What are their housing preferences in aggregate,
 and what is their range of affordability?***

The tenure and housing preferences of those 2,780 draw area households are as follows:

**Tenure/Housing Type Propensities
 Annual Average Market Potential For New and Existing Housing Units
 CENTER CITY STUDY AREA
*City of Allentown, Lehigh County, Pennsylvania***

| HOUSING TYPE | NUMBER OF HOUSEHOLDS | PERCENT OF TOTAL |
|--|----------------------|------------------|
| Multi-family for-rent (lofts/apartments, leaseholder) | 1,460 | 52.5% |
| Multi-family for-sale (lofts/apartments, condo/co-op ownership) | 340 | 12.2% |
| Single-family attached for-sale (rowhouses/live-work, fee-simple/ condominium ownership) | 400 | 14.4% |
| Single-family detached for-sale (houses, fee-simple ownership) | <u>580</u> | <u>20.9%</u> |
| Total | 2,780 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

The 2,780 households that represent the potential market for new and existing housing units in the Study Area have also been segmented by income, based on the Allentown-Easton-Bethlehem median family income (AMI), which, for fiscal year 2014 is \$68,800 for a family of four; this study examines affordability based on the following general income groupings:

- 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 50 percent of AMI (these households typically qualify for existing affordable rental housing or heavily subsidized ownership housing);
- Households with incomes between 50 and 80 percent of AMI (these households typically qualify for new workforce or affordable rental housing or subsidized ownership housing);

- Households with incomes between 80 and 100 percent AMI (these households typically qualify for existing market-rate rentals or new workforce or affordable for-sale housing); and
- Households with incomes above 100 percent AMI (these households generally have sufficient incomes to rent or purchase market-rate housing).

The tenure and housing type preferences and financial capabilities of the 2,780 target households are shown on the following table (*reference* Table 2):

Tenure/Housing Type Propensities by Income
Annual Average Market Potential For New and Existing Housing Units
 CENTER CITY STUDY AREA
City of Allentown, Lehigh County, Pennsylvania

| HOUSING TYPE | HOUSEHOLDS | |
|---|--------------|--------------|
| | NUMBER | PERCENT |
| Multi-family for-rent (lofts/apartments, leaseholder) | <u>1,460</u> | <u>52.5%</u> |
| < 30% AMI | 250 | 9.0% |
| 30% to 50% AMI | 225 | 8.1% |
| 50% to 80% AMI | 240 | 8.6% |
| 80% to 100% AMI | 255 | 9.2% |
| > 100% AMI | 490 | 17.6% |
| Multi-family for-sale (lofts/apartments, condo/co-op ownership) | <u>340</u> | <u>12.2%</u> |
| < 30% AMI | 40 | 1.4% |
| 30% to 50% AMI | 25 | 0.9% |
| 50% to 80% AMI | 55 | 2.0% |
| 80% to 100% AMI | 60 | 2.2% |
| > 100% AMI | 160 | 5.7% |
| Single-family attached for-sale (rowhouses, fee-simple ownership) | <u>400</u> | <u>14.4%</u> |
| < 30% AMI | 50 | 1.8% |
| 30% to 50% AMI | 40 | 1.4% |
| 50% to 80% AMI | 70 | 2.5% |
| 80% to 100% AMI | 55 | 2.0% |
| > 100% AMI | 185 | 6.7% |
| Single-family detached for-sale (houses, fee-simple ownership) | <u>580</u> | <u>20.9%</u> |
| < 30% AMI | 85 | 3.1% |
| 30% to 50% AMI | 70 | 2.5% |
| 50% to 80% AMI | 85 | 3.1% |
| 80% to 100% AMI | 95 | 3.4% |
| > 100% AMI | 245 | 8.8% |
| Total | 2,780 | |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Given the incomes and financial capabilities of the 2,780 target households that represent the annual potential market for new and existing units in the Study Area, 15.3 percent (425 households) have incomes at 30 percent or less than the AMI; 12.9 percent (360 households) have incomes between 30 and 50 percent AMI; 16.2 percent (450 households) have incomes between 50 and 80 percent AMI; 16.7 percent (465 households) have incomes between 80 and 100 percent AMI; and 38.8 percent (1,080 households) have incomes above 100 percent AMI.

This analysis covers a broad range of appropriate urban housing types. In the core downtown, these housing types include multi-family rental and for-sale units, and a small number of single-family attached units. The adjacent single-family neighborhoods could support smaller-scale multi-family buildings on larger vacant lots as well as infill single-family attached and urban detached housing types.

Because of the significant subsidies required to enable households with incomes below 50 percent AMI to rent or own newly-constructed housing, those households have not been included in the more detailed analysis of the potential market which follows. Limited to households with incomes at or above 50 percent AMI, then, an annual average of 1,995 households currently living in the defined draw areas represents the pool of potential renters/buyers of new housing units (new construction and/or adaptive re-use of non-residential structures) within the Center City Study Area each year over the next five years.

As derived from the tenure and housing preferences, qualified by income, of those 1,995 draw area households, the distribution of rental and for-sale multi-family and for-sale single-family attached and detached housing types is shown on the table on the following page:

**Tenure/Housing Type Propensities by Income
 Incomes At or Above 50 Percent AMI
 Annual Average Market Potential
 For New and Existing Housing Units
 CENTER CITY STUDY AREA
*City of Allentown, Lehigh County, Pennsylvania***

| | | |
|---|------------|--------------|
| Multi-family for-rent | <u>985</u> | <u>49.4%</u> |
| (lofts/apartments, leaseholder) | | |
| 50% to 80% AMI | 240 | 12.0% |
| > 80% AMI | 745 | 37.4% |
| Multi-family for-sale | <u>275</u> | <u>13.8%</u> |
| (lofts/apartments, condo/co-op ownership) | | |
| 50% to 80% AMI | 55 | 2.8% |
| > 80% AMI | 220 | 11.0% |
| Single-family attached for-sale | <u>310</u> | <u>15.5%</u> |
| (rowhouses, fee-simple ownership) | | |
| 50% to 80% AMI | 70 | 3.5% |
| > 80% AMI | 240 | 12.0% |
| Single-family detached for-sale | <u>425</u> | <u>21.3%</u> |
| (houses, fee-simple ownership) | | |
| 50% to 80% AMI | 85 | 4.3% |
| > 80% AMI | 340 | 17.0% |
| Total | 1,995 | |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Approximately 22.5 percent (450 households) of the target households have incomes between 50 and 80 percent AMI, and 77.5 percent (1,545 households) have incomes above 80 percent AMI. The rents and price points for new and existing market-rate housing units that could be developed in the Study Area have been derived from the income and financial capabilities of those target households that have incomes above 80 percent of the AMI.

Table 2

Annual Market Potential For New And Existing Housing Units
 Distribution Of Annual Average Number Of Draw Area Households With The Potential
 To Move Within/To The Center City Study Area Each Year Over The Next Five Years
 Based On Housing Preferences And Income Levels

The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

*City of Allentown; Balance of Lehigh County;
 Regional Draw Area; Metropolitan Draw Area; Commonwealth of Puerto Rico; All Other US Counties
 Draw Areas*

| | |
|---|--------|
| Annual Number Of Households With The Potential To Rent/Purchase Within The City of Allentown | 11,990 |
| Annual Number Of Target Market Households With Potential To Rent/Purchase Within The Center City Study Area | 2,780 |

Annual Market Potential

| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | <i>Subtotal</i> |
|---|--------------------------|---------------------------|---------------------------|----------------------------|---------------------------|-----------------|
| <i>Multi-Family For-Rent:</i> | 250 | 225 | 240 | 255 | 490 | 1,460 |
| <i>Multi-Family For-Sale:</i> | 40 | 25 | 55 | 60 | 160 | 340 |
| <i>Single-Family Attached For-Sale:</i> | 50 | 40 | 70 | 55 | 185 | 400 |
| <i>Single-Family Detached For-Sale:</i> | 85 | 70 | 85 | 95 | 245 | 580 |
| <i>Total:</i> | 425 | 360 | 450 | 465 | 1,080 | 2,780 |
| <i>Percent:</i> | 15.3% | 12.9% | 16.2% | 16.7% | 38.8% | 100.0% |

Note: For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800.

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

TARGET MARKETS

Who are the households that represent the potential market for new and existing units in the Center City Study Area each year?

The protracted ownership housing slump since 2008 has led to a measurable shift in market preferences from home ownership to rental dwelling units, particularly among younger households, yielding a higher share of consumer preference for multi-family rentals even among relatively affluent consumers than would have been typical less than a decade ago. At the same time, there has been a significant shift in preferences from suburban subdivisions toward mixed-use, walkable urban neighborhoods.

From the demographic perspective, this shift has been driven by the convergence of the preferences of the two largest generations in the history of America: the Baby Boomers (currently estimated at 77 million), born between 1946 and 1964, and the estimated 78 million Millennials, who were born from 1977 to 1996 and who, in 2010, surpassed the Boomers in population.

In addition to their shared preference for walkable urban living, the Boomers and Millennials are changing housing markets in multiple ways. In contrast to the traditional family (married couples with children) that comprised the typical post-war American household, Boomers and Millennials are households of predominantly singles and couples. As a result, the 21st Century home-buying market now contains more than 63 percent one- and two-person households, and the 37 percent of the homebuyers that could be categorized as family households are equally likely to be non-traditional (*e.g.*—single parents or unrelated couples of the same sex with one or more children, adults caring for younger siblings, to grandparents with custody of grandchildren) as traditional families. A major consequence of this evolution is that mixed-use, mixed-income development is now acceptable to, or even preferred by, a significant percentage of households.

As determined by the target market analysis, then, the total annual potential market for new housing units within the Center City Study Area can be characterized by general lifestage and household type as follows (*reference* Table 3):

- Younger singles and childless couples—(62 percent);

- Empty nesters and retirees—(22 percent); and
- Traditional and non-traditional families—(16 percent).

The largest general market segment, at just over 62 percent of the Study Area potential market, is composed of younger single- and two-person households. Among the principal factors in the higher share of the market held by younger singles and couples are:

- Their higher mobility rates—young people tend to move much more frequently than older people;
- The strong preference of many younger households for mixed-use walkable neighborhoods; and
- The reduced mobility of older singles and couples because of their inability, or reluctance, to sell their existing units.

The target groups in this segment often choose to live in neighborhoods that contain a diverse mix of people, housing types, and uses. The revitalization of scores of urban neighborhoods in cities across the country has been pioneered by younger singles and couples, who, when appropriate housing options have been available, helped re-populate those neighborhoods. For the most part, these younger households tend to be risk-tolerant, rather than risk-averse. Due to a combination of economic issues and lifestyle preferences, a higher percentage of Millennials choose to be renters than was typical in predecessor generations.

Just under 27 percent of the younger singles and couples that comprise the target markets for the Study Area have incomes that fall below 50 percent of AMI. If they are employed, these households, for the most part *Soul City Singles*, *Small-City Singles*, *Blue-Collar Singles* and *Working-Class Singles*, work in part-time or lower-paying jobs, including entry-level retail, such as store clerks, and service occupations; many are students.

Approximately 15 percent of the households in this market segment have incomes that fall within the 50 to 80 percent income bands. These include office and retail employees and medical personnel in the more affluent of the target groups cited above, as well as *Urban Achievers*, *Suburban Achievers*, *Twentysomethings* and *Upscale Suburban Couples*.

The remaining 58 percent of the younger singles and couples have incomes that are above 80 percent of the AMI. These include the target groups of *The Entrepreneurs*, *e-Types*, *The VIPs*, *Fast-Track Professionals* and *New Bohemians*, who are engaged in a variety of free-lance entrepreneurship; mid- and upper-level office workers; academic and hospital affiliates; and artists and artisans.

Approximately a third of the younger singles and couples moving to the Study Area would be moving from elsewhere in the city; a quarter would be moving from elsewhere in Lehigh County; just under nine percent are currently living in one of the counties in the regional or metropolitan draw areas; and the remaining third would be moving from Puerto Rico or from elsewhere in the U.S.

The next largest general market segment, at just over 22 percent of the annual potential market, is comprised of older households (empty nesters and retirees). A significant number of these households have grown children who have recently moved out of the family home; another large percentage are retired, with income largely from social security, and, for a few, supplemented by pensions, savings and investments.

In this market segment, 24.4 percent have incomes below 50 percent of AMI—older singles and couples on limited incomes, mostly from social security—a large percentage of whom are living in substandard housing. These households include *Second City Seniors* and *Suburban Retirees*.

Another 16.3 percent of the older households have incomes between 50 and 80 percent of the area median. These households, including primarily *Middle-Class Move-Downs*, *Blue-Collar Retirees*, and the somewhat higher income *Second-City Seniors*, will 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 over 59 percent of the empty nester and retiree market segment. These older singles and couples are enthusiastic participants in community life—*Urban Establishment*, *Suburban Establishment* and *Small-Town Establishment*—and most are still actively involved in well-paying careers in the medical, legal

and financial professions as well as academia—*Cosmopolitan Elite, Affluent Empty Nesters, New Empty Nesters, Cosmopolitan Couples*, and more affluent *Middle-Class Move-Downs*.

Over 39 percent of the empty nesters and retirees would be moving from elsewhere within the City of Allentown; almost 15 percent would be moving from elsewhere in Lehigh County; just 13 percent are currently living in one of the counties of the region or metropolitan draw area; and the remaining third would be moving from elsewhere in the U.S or the Commonwealth of Puerto Rico.

Family-oriented households represent 16 percent of the market for new housing units within the Study Area. An increasing percentage of family-oriented households are non-traditional families, notably single parents with one to three children. 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 15.6 percent in Allentown). Households with children are now increasingly diverse and in some areas are largely non-traditional families.

Nearly 40 percent of the family households that comprise the potential market for the Center City Study Area have incomes below 50 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—*Inner-City Families, Single-Parent Families, In-Town Families*—struggling to make ends meet. Over 57 percent of them are renters, not homeowners.

Another 21.6 percent of the family-oriented households have incomes that fall within the 50 to 80 percent income bands, including *Multi-Cultural Families, Multi-Ethnic Families, Working-Class Families*, and the higher-income households within the *Inner-City Families* market group.

The remaining 38.6 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 middle- to

upper-middle management jobs and professionals in the financial and legal sectors. These households include *Full-Nest Urbanites*, *Unibox Transferees*, and *Late-Nest* and *Full-Nest Suburbanites* moving into the Study Area to be closer to employment.

Nearly 30 percent of these households are already living in the City of Allentown, and almost 31 percent are currently living elsewhere in Lehigh County or the region or the metropolitan draw area. The remaining 40 percent would be moving to the Study Area from elsewhere in the U.S. or from Puerto Rico.

The full spectrum of household groups (including households that have incomes below 80 per cent AMI) that represent the market for new and existing housing units in the Center City Study Area, their estimated median incomes and estimated median home values in 2014, are shown on the following table:

**Primary Target Groups
 (In Order of Median Income)
 CENTER CITY STUDY AREA
*City of Allentown, Lehigh County, Pennsylvania***

| HOUSEHOLD TYPE | MEDIAN INCOME | MEDIAN HOME VALUE (IF OWNED) |
|---------------------------------|------------------|---------------------------------|
| Empty Nesters & Retirees | | |
| <i>Urban Establishment</i> | \$119,500 | \$483,900 |
| <i>Small-Town Establishment</i> | \$109,700 | \$314,800 |
| <i>Cosmopolitan Elite</i> | \$105,000 | \$278,900 |
| <i>New Empty Nesters</i> | \$96,300 | \$218,400 |
| <i>Suburban Establishment</i> | \$94,200 | \$260,900 |
| <i>Affluent Empty Nesters</i> | \$93,500 | \$275,100 |
| <i>Cosmopolitan Couples</i> | \$78,100 | \$270,700 |
| <i>Middle-Class Move-Downs</i> | \$68,600 | \$175,500 |
| <i>Mainstream Retirees</i> | \$66,100 | \$202,900 |
| <i>No-Nest Suburbanites</i> | \$64,200 | \$162,000 |
| <i>Middle-American Retirees</i> | \$60,800 | \$154,600 |
| <i>Blue-Collar Retirees</i> | \$48,400 | \$129,100 |
| <i>Suburban Retirees</i> | \$43,000 | \$116,100 |
| <i>Multi-Ethnic Seniors</i> | \$37,200 | \$97,800 |
| <i>Suburban Seniors</i> | \$35,900 | \$108,400 |
| <i>Hometown Retirees</i> | \$34,800 | \$119,000 |
| <i>Second City Seniors</i> | \$33,600 | \$108,400 |

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| HOUSEHOLD TYPE | MEDIAN INCOME | MEDIAN HOME VALUE (IF OWNED) |
|--|------------------|---------------------------------|
| Traditional & Non-Traditional Families | | |
| <i>Unibox Transferees</i> | \$112,500 | \$256,200 |
| <i>Late-Nest Suburbanites</i> | \$94,000 | \$257,300 |
| <i>Full-Nest Suburbanites</i> | \$93,800 | \$210,000 |
| <i>Full-Nest Urbanites</i> | \$76,900 | \$254,800 |
| <i>Multi-Ethnic Families</i> | \$68,300 | \$160,600 |
| <i>Blue-Collar Button-Downs</i> | \$62,500 | \$155,300 |
| <i>Multi-Cultural Families</i> | \$59,100 | \$219,300 |
| <i>Inner-City Families</i> | \$45,600 | \$158,600 |
| <i>Working-Class Families</i> | \$43,900 | \$108,500 |
| <i>In-Town Families</i> | \$37,200 | \$111,000 |
| <i>Single-Parent Families</i> | \$37,000 | \$108,100 |
| Younger Singles & Couples | | |
| <i>The Entrepreneurs</i> | \$131,700 | \$382,300 |
| <i>e-Types</i> | \$102,600 | \$358,600 |
| <i>The VIPs</i> | \$94,200 | \$263,400 |
| <i>Fast-Track Professionals</i> | \$93,400 | \$291,500 |
| <i>Upscale Suburban Couples</i> | \$88,500 | \$223,100 |
| <i>New Bohemians</i> | \$75,800 | \$293,400 |
| <i>Twentysomethings</i> | \$68,000 | \$187,400 |
| <i>Suburban Achievers</i> | \$63,300 | \$189,300 |
| <i>Small-City Singles</i> | \$50,000 | \$142,700 |
| <i>Urban Achievers</i> | \$49,900 | \$206,300 |
| <i>Working-Class Singles</i> | \$39,300 | \$129,500 |
| <i>Blue-Collar Singles</i> | \$34,300 | \$106,100 |
| <i>Soul-City Singles</i> | \$30,000 | \$141,100 |

NOTE: The names and descriptions of the market groups summarize each group's tendencies—as determined through geo-demographic cluster analysis—rather than their absolute composition. Hence, every group could contain “anomalous” households, such as empty-nester households within a “full-nest” category.

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Detailed descriptions of each target market group are provided in a separate document: APPENDIX THREE, TARGET MARKET DESCRIPTIONS

Table 3

Annual Market Potential By Lifestage And Household Type
 Derived From Purchase And Rental Propensities Of Draw Area Households With The Potential
 To Move Within/To The Center City Study Area Each Year Over The Next Five Years
 Based On Housing Preferences And Income Levels
The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

| Number of Households: | Total | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> |
|---|---------------|--------------------------|---------------------------|---------------------------|----------------------------|---------------------------|
| | 2,780 | 425 | 360 | 450 | 465 | 1,080 |
| Empty Nesters & Retirees | 22.1% | 18.9% | 19.5% | 22.2% | 24.7% | 23.1% |
| Traditional & Non-Traditional Families | 15.8% | 23.5% | 20.8% | 21.1% | 12.9% | 10.2% |
| Younger Singles & Couples | 62.1% | 57.6% | 59.7% | 56.7% | 62.4% | 66.7% |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Note: For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800.

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

THE MARKET CONTEXT

What residential properties are currently located in the Allentown market area?

Information on relevant rental and for-sale, multi-family and single-family attached and detached properties/units located in the Allentown market area is provided as follows: for rental properties, see Table 4; for for-sale condominium and rowhouse properties, see Table 5 and Table 6, and for single-family houses, see Table 7.

—MULTI-FAMILY RENTAL PROPERTIES—

The newest and largest rental property to enter the market in the core Downtown is the 170-unit Flats at Four City Center, which is currently under construction and scheduled for occupancy in 2015. Currently, rents are proposed to start at \$900 to \$1,110 per month for a 648-square-foot studio (\$1.39 to \$1.71 per square foot); one-bedroom apartments will reportedly contain 762 square feet and range between \$1,050 and \$1,280 per month (\$1.38 to \$1.68 per square foot); and two-bedroom, two-bath units will rent for a reported \$1,200 to \$1,620 per month for 1,050 square feet of living space (\$1.14 to \$1.54 per square foot). Community amenities will include a community room, fitness center, billiards lounge, and a rooftop party deck.

Comparatively high rents per square foot are also being achieved at Farr Lofts, an historic building located on West Hamilton Street. Asking rents start at \$750 per month for a 460-square-foot studio (\$1.63 per square foot) and reach \$1,150 per month for 980 to 1,000 square feet of living space with two bedrooms, one bath, and a den (\$1.15 to \$1.17 per square foot). The 20 units are all occupied.

Four upper-floor units are being rented at 813 Hamilton Street for \$950 to \$1,345 per month for one- and two-bedroom units. All four units were occupied at the time of the survey.

Three-quarters of the 16 units are leased at Versailles at Eighth, the adaptive-reuse of an existing building. The lofts rent for \$1,000 to \$1,500 per month for 1,000 to 1,500 square feet (\$1.00 per square foot), and the 3,700-square-foot penthouse has an asking rent of \$2,500 per month (\$0.68 per square foot).

Outside of the core Downtown, 13 apartment properties were included in the survey. Nearly all the rental communities in the survey are at functional full occupancy (occupancy rates at 95 percent or higher). Summary information on these properties follows.

Three of the 13 properties located outside of the core Downtown lease studios.

—*Studios*—

- Rents for studio units start at \$780 per month at Bridgeview on Harrison Street.
- The highest studio rent is \$1,010 per month Trexler Park Apartments.
- Studios range in size from 300 square feet to 550 square feet.
- Studio rents per square foot fall between \$1.45 and \$3.37.

Eleven of the 13 properties located outside of the core Downtown lease one-bedroom units.

—*One-Bedroom Units*—

- Rents for one-bedroom units start at \$699 per month at Riverbend on South Penn Street.
- The highest one-bedroom rent is \$1,280 per month at Trexler Park.
- One-bedroom units range in size from 503 square feet to 1,110 square feet.
- One-bedroom rents per square foot fall between \$0.95 and \$1.58.

Twelve of the 13 properties located outside of the core Downtown lease two-bedroom units.

—*Two-Bedroom Units*—

- Rents for two-bedroom units start at \$815 per month at Bridgeview.
- The highest two-bedroom rent is \$1,480 per month at Trexler Park.
- Two-bedroom units range in size from 760 square feet to 1,400 square feet.
- Two-bedroom rents per square foot fall between \$0.82 and \$1.38.

Five of the 13 properties located outside of the core Downtown lease three-bedroom apartments.

—Three-Bedroom Units—

- Rents for three-bedroom units start at \$1,285 per month at Hampshire House on Hamilton Street.
- The highest three-bedroom rent is \$2,250 per month at Regency Towers on Lehigh Parkway East.
- Three-bedroom units range in size from 1,000 square feet to 2,100 square feet.
- Three-bedroom rents per square foot fall between \$0.97 and \$1.29.

Auburn Station, the former silk/ribbon mill on Auburn Street, is leasing 43 900- to 1,350-square-foot lofts for \$950 to \$1,350 per month (\$1.00 to \$1.06 per square foot).

Not all of the properties have extensive community amenities. Those that do provide a clubhouse, pool, fitness center, and sometimes a business center for use of the residents.

Summary Of Selected Rental Properties*The City of Allentown, Lehigh County, Pennsylvania***December, 2014**

| <u>Property (Date Opened)</u> <u>Address</u> | <u>Number</u> <u>of Units</u> | <u>Reported</u> <u>Base Rent</u> | <u>Reported</u> <u>Unit Size</u> | <u>Rent per</u> <u>Sq. Ft.</u> | <u>Other Information</u> |
|---|----------------------------------|-------------------------------------|-------------------------------------|-----------------------------------|---|
| <i>..... Core Downtown</i> | | | | | |
| Farr Lofts (2005) 739 West Hamilton Street Historic Building. | 20 | | | | 100% occupancy |
| | Studio/1ba | \$750 | 460 | \$1.63 | |
| | 1br/1ba | \$950 | 645 | \$1.47 | |
| | 1br/1ba w/den | \$1,050 | 860 | \$1.22 | |
| | 2br/1ba w/den | \$1,150 | 980 to 1,000 | \$1.15 to \$1.17 | |
| Flats at Four City Center (2015) 27 North Seventh Street | 170 | | | | Pre-leasing. <i>Community room, fitness center, billiards lounge, rooftop party deck.</i> |
| | Studio/1ba | \$900 to \$1,110 | 648 | \$1.39 to \$1.71 | |
| | 1br/1ba | \$1,050 to \$1,280 | 762 | \$1.38 to \$1.68 | |
| | 2br/2ba | \$1,200 to \$1,620 | 1,050 | \$1.14 to \$1.54 | |
| 813 Hamilton Street (2013) 813 Hamilton Street | 4 | | | | 100% occupancy |
| | 1br/1ba | \$950 | | | |
| | 2br/1ba | \$1,345 | | | |
| Versailles at Eighth (2012) 128 North Eighth Street <i>Adaptive reuse.</i> | 16 | | | | 75% occupancy |
| | Lofts | \$1,000 to \$1,500 | 1,000 to 1,500 | \$1.00 | |
| | Penthouse | \$2,500 | 3,700 | \$0.68 | |
| <i>..... Other Allentown</i> | | | | | |
| Riverbend (1985) 250 South Penn Street | 230 | | | | 97% occupancy <i>Clubhouse, pool, fitness center, sport courts, tennis courts.</i> |
| | 1br/1ba | \$699 to \$889 | 503 to 703 | \$1.26 to \$1.39 | |
| | 1br/1ba w/den | \$879 to \$999 | 703 to 822 | \$1.22 to \$1.25 | |
| | 2br/1ba | \$889 to \$1,159 | 837 | \$1.06 to \$1.38 | |
| | 2br/2ba | \$969 to \$1,119 | 981 to 1,048 | \$0.99 to \$1.07 | |

Summary Of Selected Rental Properties*The City of Allentown, Lehigh County, Pennsylvania***December, 2014**

| <u>Property (Date Opened)</u> <u>Address</u> | <u>Number of Units</u> | <u>Reported Base Rent</u> | <u>Reported Unit Size</u> | <u>Rent per Sq. Ft.</u> | <u>Other Information</u> |
|--|-----------------------------|-------------------------------|-------------------------------|-----------------------------|--|
| Other Allentown {continued}. | | | | | |
| Regency Towers (1972; 2000) 1600 Lehigh Parkway East Mid-rise. | 175 | | | | 98% occupancy |
| | 1br/1ba | \$750 to \$950 | 600 to 970 | \$0.98 to \$1.25 | Clubhouse, pool, elevators, tennis courts. |
| | 2br/2ba | \$1,020 to \$1,345 | 1,125 to 1,200 | \$0.91 to \$1.12 | |
| | 3br/3ba | \$2,250 | 2,100 | \$1.07 | |
| Bridgeview (1986) 701 Harrison Street Adaptive reuse. | 160 | | | | 92% occupancy |
| | Studio/1ba | \$780 to \$890 | 460 | \$1.70 to \$1.93 | Clubhouse, pool, fitness center, sport courts. |
| | 1br/1ba | \$825 to \$895 | 625 | \$1.32 to \$1.43 | |
| | 1br/1ba/den | \$895 to \$950 | 700 | \$1.28 to \$1.36 | |
| | 2br/1ba | \$815 to \$880 | 760 | \$1.07 to \$1.16 | |
| | 2br/1.5ba | \$895 to \$995 | 870 | \$1.03 to \$1.14 | |
| Whitestone Village (1976) 2647 30th Street, SW | 172 | | | | 98% occupancy |
| | 1br/1ba | \$790 | 727 | \$1.09 | Courtyards. |
| | 2br/1ba | \$930 | 864 | \$1.08 | |
| Devonshire Park (1979) (Senior Apts: 2012) 1641 33rd SW Street | 271 (39 senior apts) | | | | 96% occupancy |
| | Studio/1ba | \$795 to \$815 | 550 | \$1.45 to \$1.48 | Resident lounge, fitness center, pool. |
| | 1br/1ba | \$845 to \$1,050 | 560 to 1,110 | \$0.95 to \$1.51 | |
| | 2br/2ba | \$1,145 to \$1,215 | 1,020 to 1,070 | \$1.12 to \$1.14 | |
| | 3br/2ba | \$1,335 to \$1,445 | 1,280 to 1,330 | \$1.04 to \$1.09 | |

Summary Of Selected Rental Properties
The City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Property (Date Opened)</u> <u>Address</u> | <u>Number of Units</u> | <u>Reported Base Rent</u> | <u>Reported Unit Size</u> | <u>Rent per Sq. Ft.</u> | <u>Other Information</u> |
|---|----------------------------|-------------------------------|-------------------------------|-----------------------------|---|
| Other Allentown {continued}. | | | | | |
| Highland Gardens 1011 N. 22nd Street | 78 | | | | 95% occupancy Sundecks. |
| | 1br/1ba | \$850 \$900 | 697 | \$1.22 to \$1.29 | |
| | 2br/1ba | \$895 to \$995 | 778 to 927 | \$1.07 to \$1.15 | |
| | 2br/2ba | \$1,025 to \$1,150 | 1,100 to 1,400 | \$0.82 to \$0.93 | |
| Auburn Station 375 Auburn Street Former silk/ribbon mill | 43 | | | | 100% occupancy Clubhouse. |
| | Loft/1ba | \$950 to \$1,350 | 900 to 1,350 | \$1.00 to \$1.06 | |
| Hampshire House (1990) 1500 Hamilton Street Mid-rise. | 81 | | | | 100% occupancy |
| | 1br/1ba | \$985 | 750 to 850 | \$1.16 to \$1.31 | |
| | 2br/2ba | \$1,125 | 950 to 1,000 | \$1.13 to \$1.18 | |
| | 3br/2ba | \$1,285 | 1,000 to 1,050 | \$1.22 to \$1.29 | |
| Trexler Park Apts (1974) 645 Springhouse Road | 250 | | | | 98% occupancy Fitness center, 2 pools, sundecks, business center. |
| | Studio/1ba | \$1,010 | 300 | \$3.37 | |
| | 1br/1ba | \$1,050 to \$1,280 | 722 to 811 | \$1.45 to \$1.58 | |
| | 2br/1.5ba | \$1,050 to \$1,185 | 882 to 1,040 | \$1.19 to \$1.14 | |
| | 2br/2ba | \$1,060 | 1,265 | \$0.84 | |
| | 2br/1ba TH | \$1,105 | 1,017 | \$1.09 | |
| | 2br/1ba | \$1,185 to \$1,255 | 820 to 988 | \$1.27 to \$1.28 | |
| | 2br/1.5ba TH | \$1,195 | 1,017 | \$1.18 | |
| | 2br/2ba | \$1,200 to \$1,480 | 980 to 1,157 | \$1.22 to \$1.28 | |
| | 3br/2ba | \$1,305 | 1,350 | \$0.97 | |
| | 3br/2ba | \$1,400 to \$1,675 | 1,120 to 1,322 | \$1.25 to \$1.27 | |

Summary Of Selected Rental Properties
The City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Property (Date Opened)</u> <u>Address</u> | <u>Number</u> <u>of Units</u> | <u>Reported</u> <u>Base Rent</u> | <u>Reported</u> <u>Unit Size</u> | <u>Rent per</u> <u>Sq. Ft.</u> | <u>Other Information</u> | |
|--|--|--|--|---|--|--|
| <i>Other Allentown {continued}</i> | | | | | | |
| Liberty Park at Allentown (2008) 2501 Allenbrook Drive | 133 1br/1ba 2br/2ba | \$1,019 \$1,175 \$1,275 | to to | 939 1,091 1,218 | to to | 97% occupancy Clubhouse, pool, fitness center. sundecks. |
| Summit Ridge (2012) 333 River Drive | 200 1br/1ba 2br/2ba | \$1,024 \$1,200 | | 780 1,120 | \$1.31 \$1.07 | 86% occupancy Clubhouse, fitness center, business center. |
| The Lakes (1970s; 2014) 3218 West Cedar Street | 235 1br/1ba 2br/1ba 2br/1.5ba TH 2br/2ba 3br/2ba 3br/2.5ba TH | \$1,070 \$1,120 \$1,245 \$1,295 \$1,305 \$1,385 \$1,365 \$1,405 \$1,515 \$1,520 \$1,550 \$1,560 | to to to to to to to to to to to | 880 926 1,148 1,198 1,070 1,181 1,254 1,304 1,427 1,495 1,400 | to to to to to to to to to to to | 92% occupancy Pool, tennis, sundecks, playground. |
| P & P Mill (2009) 201 Third Street Former 1904 Silk Mill. | 64 2br/2ba 2br/2.5ba | \$1,085 \$1,600 \$1,350 | to to | 1,015 1,908 1,333 | to to | 98% occupancy Residents' lounge, fitness center. |

—MULTI-FAMILY AND SINGLE-FAMILY ATTACHED AND DETACHED FOR-SALE PROPERTIES—

Since the collapse of the housing market and the Great Recession, only two new townhouse properties have marketed new units in or near the Study Area. The North Street Townhouses opened for sales in 2012; seven listings are currently on the market priced between \$124,900 for a 2,047-square-foot three-bedroom, two-and-a-half bath townhouse and \$130,000 for a 2,203-square-foot three-bedroom, three bath townhouse (\$59 to \$61 per square foot). (*Reference Table 5.*)

The 20-unit Carriages at Jordan Creek on Jordan Drive opened in 2009. Five of the units are currently on the market priced between \$169,900 and \$174,900 for 1,600 square feet of living space (\$106 to \$109 per square foot).

As of December, 2014, there were hundreds of existing single- and multi-unit rowhouses and detached houses listed on the market with asking prices below \$150,000, with a significant majority of those priced below \$50,000. (*Reference Tables 6 and 7.*) The majority of the single-occupancy rowhouses and detached houses contain three to five bedrooms and one bath—although there are also a few two-bedroom units listed as well, and a small number, typically new construction, with two baths—with asking prices ranging between just \$20,000 for a 1,643-square-foot four-bedroom, two-bath rowhouse built in 1880 located on North Hall Street, and \$190,000 for a 3,400-square-foot four-bedroom, two bath rowhouse built in 1885 and located on West Walnut Street. Most of the more expensive rowhouses have already been converted to multiple-unit structures.

Resale prices for single-family houses range from \$42,000 for a 934-square-foot two-bedroom one-bath house built in 1940 on North Refwal Street to \$205,500 for a four-bedroom, two-and-a-half bath house built in 1925 on South 16th Street and containing 2,392 square feet.

Table 5

Summary Of Selected For-Sale Multi-Family And Single-Family Attached Projects

City of Allentown, Lehigh County, Pennsylvania

December, 2014

| <u>Development (Date Opened)</u> <u>Developer/Address</u> | <u>Unit Configuration</u> | <u>Base Price Range</u> | <u>Unit Size Range</u> | <u>Base Price psf</u> | <u>Number of Units</u> | <u>Number of Listings</u> |
|--|-------------------------------|-----------------------------|----------------------------|---------------------------|----------------------------|-------------------------------|
| North Street Townhouses (2012) | TH | | | | | 7 |
| <i>Housing Assoc. Devt Corp</i> | 3br/2.5ba | \$124,900 to | 2,047 to | \$59 to | | |
| 413-433 North Street | 3br/3ba | \$130,000 | 2,203 | \$61 | | |
| Carriages at Jordan Creek (2009) | TH | | | | 20 | 5 |
| <i>Schooch Homes</i> | 3br/2.5ba | \$169,900 | 1,600 | \$106 to | | |
| Jordan Drive | | \$174,900 | | \$109 | | |

SOURCE: Zimmerman/Volk Associates, Inc.

Summary of Existing Townhouses/Rowhouses Currently Listed For Sale
City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Property Address</u> | <u>Year Built</u> | <u>Asking Price</u> | <u>Unit Size</u> | <u>Price psf</u> | <u>Unit Configuration</u> |
|--|-----------------------|-------------------------|----------------------|----------------------|-------------------------------|
| <i>..... Core Downtown</i> | | | | | |
| 123 North 2nd | 1900 | \$149,900 | 2,640 | \$57 | 2 units |
| 117 North Lav | 1900 | \$52,500 | 1,448 | \$36 | 2 units |
| 108 North 8th | 1900 | \$89,000 | 1,137 | \$78 | 3br/2ba |
| 41 North 9th | 1900 | \$419,000 | 9,895 | \$42 | 8 units |
| 30 North 11th | 1890 | \$46,000 | 1,852 | \$25 | 4br/2ba |
| 31 North 11th | 1890 | \$76,500 | 2,388 | \$32 | 2 units |
| 30 North 12th | 1900 | \$54,900 | 2,590 | \$21 | 4br/1.5ba |
| 117 South 5th | 1900 | \$50,000 | 1,704 | \$29 | 4br/1.5ba |
| 130 South 5th | 1880 | \$124,900 | 2,946 | \$42 | 5br/1.5ba |
| 942 West Maple | 1915 | \$62,000 | 1,386 | \$45 | 4br/1ba |
| 1146 West Hamilton | 1900 | \$297,500 | 4,596 | \$65 | 5 units |
| 209 West Linden | 1895 | \$64,900 | 1,815 | \$36 | 5br/1.5ba |
| 831 West Linden | 1896 | \$199,000 | 3,857 | \$52 | 3 units |
| <i>..... In-Town Neighborhoods</i> | | | | | |
| 402 North 2nd | 1900 | \$39,900 | 2,473 | \$16 | 5br/2ba |
| 227 North 2nd | 1900 | \$55,000 | 1,318 | \$42 | 4br/1ba |
| 333 North 2nd | 1875 | \$59,900 | 2,085 | \$29 | 4br/1ba |
| 303 North 3rd | 1863 | \$65,000 | 1,524 | \$43 | 3br/1ba |
| 748 North 4th | 1900 | \$45,900 | 1,239 | \$37 | 3br/1.5ba |
| 916 North 4th | 1910 | \$59,900 | 1,472 | \$41 | 4br/1.5ba |
| 223 North 4th | 1875 | \$67,500 | 2,592 | \$26 | 7br/1ba |
| 434 North 4th | 1895 | \$74,000 | 1,710 | \$43 | 5br/1ba |
| 616 North 5th | 1900 | \$100,000 | 2,176 | \$46 | 3 units |
| 340 North 6th | 1875 | \$16,000 | 1,591 | \$10 | 3br/1ba |
| 333 North 6th | 1870 | \$49,900 | 1,974 | \$25 | 2 units |
| 617 North 6th | 1910 | \$78,900 | 2,133 | \$37 | 5br/1ba |
| 427 North 6th | 1868 | \$82,900 | 2,204 | \$38 | 3br/2.5ba |
| 615 North 6th | 1910 | \$93,900 | 2,301 | \$41 | 3br/2.5ba |
| 801 North 6th | 1930 | \$94,900 | 2,948 | \$32 | 3 units |
| 616 North 6th | 1895 | \$96,900 | 3,063 | \$32 | 3br/2.5ba |
| 337 North 6th | 1898 | \$99,000 | 2,268 | \$44 | 5br/1.5ba |
| 425 North 6th | 1905 | \$135,000 | 2,544 | \$53 | 4br/2ba |
| 335 North 6th | 1876 | \$135,000 | 3,165 | \$43 | 2 units |
| 626 North 6th | 1880 | \$372,900 | 5,614 | \$66 | 8 units |

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

Summary of Existing Townhouses/Rowhouses Currently Listed For Sale
City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Property Address</u> | <u>Year Built</u> | <u>Asking Price</u> | <u>Unit Size</u> | <u>Price psf</u> | <u>Unit Configuration</u> |
|---|-----------------------|-------------------------|----------------------|----------------------|-------------------------------|
| <i>..... In-Town Neighborhoods (continued).</i> | | | | | |
| 927 North 7th | 1916 | \$79,900 | 1,845 | \$43 | 5br/1ba |
| 920 North 7th | 1916 | \$84,900 | 1,956 | \$43 | 5br/2ba |
| 942 North 7th | 1913 | \$89,900 | 1,688 | \$53 | 4br/1.5ba |
| 808 North 7th | 1900 | \$109,900 | 2,612 | \$42 | 2 units |
| 724 North 8th | 1893 | \$44,900 | 1,694 | \$27 | 4br/1ba |
| 501 North 8th | 1870 | \$104,900 | 1,596 | \$66 | 2br/2ba |
| 744 North 8th | 1890 | \$139,900 | 1,803 | \$78 | 2 units |
| 409 North 9th | 1874 | \$97,000 | | | 3br/2.5ba |
| 224 North 9th | 1890 | \$109,500 | 2,437 | \$45 | 2 units |
| 138 North 9th | 1880 | \$144,888 | 2,708 | \$54 | 4 units |
| 312 North 9th | 1880 | \$144,900 | 2,517 | \$58 | 4 units |
| 530 North 9th | 1890 | \$165,000 | 2,223 | \$74 | 3 units |
| 440 North 9th | 1875 | \$265,000 | 3,464 | \$77 | 6 units |
| 121 North 9th | 1900 | \$194,900 | 2,892 | \$67 | 3 units |
| 245 North 9th | 1890 | \$389,900 | 10,260 | \$38 | 8 units |
| 142 North 10th | 1890 | \$119,900 | 2,640 | \$45 | 2 units |
| 140 North 10th | 1890 | \$129,900 | 2,884 | \$45 | 3 units |
| 144 North 10th | 1890 | \$129,900 | 2,704 | \$48 | 3 units |
| 552 North 10th | 1900 | \$134,900 | 2,490 | \$54 | 3 units |
| 309 North 10th | 1875 | \$140,000 | 1,929 | \$73 | 2 units |
| 138 North 11th | 1885 | \$139,900 | 1,875 | \$75 | 3br/2ba |
| 234 North 12th | 1890 | \$180,000 | 3,024 | \$60 | 3 units |
| 320 North 13th | 1910 | \$219,900 | 2,614 | \$84 | 5 units |
| 118 North 14th | 1910 | \$120,000 | 2,028 | \$59 | 5br/1ba |
| 32 North 14th | 1911 | \$172,000 | | | 3 units |
| 26 North 14th | 1910 | \$315,900 | 5,511 | \$57 | 6 units |
| 315 North 14th | 1900 | \$840,000 | 13,252 | \$63 | 14 units |
| 291 North 15th | 1907 | \$44,900 | 1,880 | \$24 | 5br/1ba |
| 27 North 15th | 1910 | \$159,900 | 2,781 | \$57 | 2 units |
| 608 North 16th | 1910 | \$78,000 | 1,160 | \$67 | 3br/1ba |
| 939 North Allen | 1914 | \$79,900 | 1,844 | \$43 | 5br/1ba |
| 207 North Bryan | 1890 | \$32,888 | 1,676 | \$20 | 2 units |

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

Summary of Existing Townhouses/Rowhouses Currently Listed For Sale
City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Property</u> <i>Address</i> | <u>Year</u> <u>Built</u> | <u>Asking</u> <u>Price</u> | <u>Unit</u> <u>Size</u> | <u>Price</u> <u>psf</u> | <u>Configuration</u> |
|---|-----------------------------|-------------------------------|----------------------------|----------------------------|----------------------|
| <i>..... In-Town Neighborhoods (continued).</i> | | | | | |
| 533 North Fountain | 1900 | \$32,900 | 1,060 | \$31 | 2br/1ba |
| 221-1/2 North Fountain | 1910 | \$49,900 | 1,150 | \$43 | 3br/1ba |
| 614 North Fountain | 1900 | \$50,000 | 1,206 | \$41 | 3br/1ba |
| 319 North Franklin | 1922 | \$49,900 | 1,806 | \$28 | 4br/1.5ba |
| 36 North Franklin | 1900 | \$109,900 | 2,400 | \$46 | 5br/2.5ba |
| 432 North Fulton | 1890 | \$54,900 | 1,071 | \$51 | 3br/1.5ba |
| 336 North Fulton | 1915 | \$109,900 | 1,346 | \$82 | 3br/1ba |
| 434 North Hall | 1880 | \$20,000 | 1,643 | \$12 | 4br/2ba |
| 532 North Hazel | 1900 | \$48,500 | 551 | \$88 | 1br/1ba |
| 641 North Howard | 1910 | \$119,900 | 1,932 | \$62 | 2 units |
| 732 North Jordan | 1890 | \$49,922 | 1,104 | \$45 | 3br/1ba |
| 529 North Jordan | 1905 | \$52,000 | 726 | \$72 | 2br/1ba |
| 539 North Jordan | 1900 | \$53,000 | 2,162 | \$25 | 3br/1.5ba |
| 705 North Jordan | 1904 | \$69,900 | 1,160 | \$60 | 3br/1ba |
| 318 North Law | 1900 | \$15,000 | 1,186 | \$13 | 4br/1ba |
| 324 North Law | 1860 | \$34,500 | 1,330 | \$26 | 3br/1.5ba |
| 334 North Limestone | 1903 | \$50,000 | 1,192 | \$42 | 2br/1ba |
| 627 North Lumber | 1878 | \$24,900 | 1,576 | \$16 | 3br/1ba |
| 521 North Lumber | 1900 | \$54,700 | 896 | \$61 | 3br/1ba |
| 228 North Madison | 1904 | \$99,000 | 2,099 | \$47 | 4br/1ba |
| 518 North Mohr | 1900 | \$29,900 | 1,233 | \$24 | 3br/1ba |
| 755 North Nagle | 1905 | \$49,900 | 805 | \$62 | 2br/1ba |
| 620 North New | 1908 | \$49,000 | 2,004 | \$24 | 4br/2ba |
| 916 North Penn | 1910 | \$25,900 | 1,314 | \$20 | 3br/1ba |
| 629 North Penn | 1905 | \$36,000 | 1,998 | \$18 | 5br/1ba |
| 416 North Penn | 1880 | \$69,520 | 2,640 | \$26 | 3 units |
| 918 North Penn | 1910 | \$79,000 | 1,490 | \$53 | 4br/1ba |
| 622 North Penn | 1904 | \$87,000 | 1,779 | \$49 | 4br/1ba |
| 910 North Refwal | 1900 | \$49,900 | 1,380 | \$36 | 4br/1ba |
| 541 North Silk | 1878 | \$25,000 | 1,417 | \$18 | 3br/1ba |
| 38 North West | 1911 | \$159,900 | 2,664 | \$60 | 2 units |
| 222 South 13th | 1914 | \$44,900 | 1,508 | \$30 | 3br/1.5ba |
| 205 South 13th | 1911 | \$50,000 | 1,836 | \$27 | 5br/1.5ba |
| 207 South 13th | 1911 | \$120,000 | 1,836 | \$65 | 2 units |

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

Summary of Existing Townhouses/Rowhouses Currently Listed For Sale
City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Property Address</u> | <u>Year Built</u> | <u>Asking Price</u> | <u>Unit Size</u> | <u>Price psf</u> | <u>Configuration</u> |
|--|-----------------------|-------------------------|----------------------|----------------------|----------------------|
| <i>..... In-Town Neighborhoods (continued).</i> | | | | | |
| 130 South 14th | 1905 | \$115,000 | 1,950 | \$59 | 5br/2.5ba |
| 29 South 14th | 1905 | \$125,000 | | | 2 units |
| 129 South 16th | 1914 | \$114,900 | 2,615 | \$44 | 5br/1.5ba |
| 329 South 16th | 1928 | \$129,000 | 1,652 | \$78 | 3br/1.5ba |
| 227 South 16th | 1925 | \$129,900 | 1,652 | \$79 | 2 units |
| 323 South 16th | 1928 | \$129,900 | 1,652 | \$79 | 2 units |
| 216 South Franklin | 1910 | \$76,900 | 1,658 | \$46 | 5br/1.5ba |
| 309 South Fulton | 1922 | \$118,000 | 1,536 | \$77 | 3br/1.5ba |
| 36 South Howard | 1895 | \$73,900 | 1,872 | \$39 | 4br/1ba |
| 1505 South Penn | 1892 | \$72,000 | 1,500 | \$48 | 5br/1ba |
| 218 South West | 1922 | \$119,900 | 1,592 | \$75 | 3br/1.5ba |
| 123 South West | 1911 | \$134,900 | 2,484 | \$54 | 5br/1ba |
| 930 West Allen | 1890 | \$38,900 | 1,351 | \$29 | 2 units |
| 1020 West Allen | 1907 | \$59,900 | 1,488 | \$40 | 5br/1ba |
| 1227 West Allen | 1925 | \$65,000 | 1,383 | \$47 | 3br/2ba |
| 424 West Allen | 1890 | \$74,900 | 2,004 | \$37 | 2 units |
| 905 West Allen | 1912 | \$75,000 | 1,307 | \$57 | 2 units |
| 944 West Allen | 1905 | \$80,000 | 1,456 | \$55 | 3br/1ba |
| 818 West Cedar | 1900 | \$54,900 | 1,812 | \$30 | 5br/1.5ba |
| 523 West Cedar | 1903 | \$55,000 | 1,296 | \$42 | 5br/1ba |
| 728 West Cedar | 1890 | \$60,000 | 1,316 | \$46 | 4br/1ba |
| 829 West Cedar | 1900 | \$62,900 | 1,656 | \$38 | 3br/2ba |
| 622-5 West Cedar | 1901 | \$64,900 | 1,440 | \$45 | 5br/1ba |
| 614 West Cedar | 1901 | \$79,900 | 1,742 | \$46 | 5br/1ba |
| 1437 West Court | 1905 | \$85,000 | 1,688 | \$50 | 2 units |
| 943-951 West Chew | 1900 | \$439,900 | 21,600 | \$20 | 7 units |
| 1350 West Fairview | 1915 | \$85,000 | 1,771 | \$48 | 4br/1.5ba |
| 236 West Franklin | 1910 | \$55,000 | 1,709 | \$32 | 3br/1ba |
| 1522 West Gordon | 1905 | \$26,950 | 1,450 | \$19 | 4br/1ba |
| 1322 West Gordon | 1900 | \$36,800 | 1,570 | \$23 | 4br/1ba |
| 446 West Gordon | 1890 | \$49,500 | 1,226 | \$40 | 3br/1ba |
| 635 West Gordon | 1890 | \$59,900 | 2,136 | \$28 | 5br/1ba |
| 379 West Gordon | 1907 | \$99,900 | 2,148 | \$47 | 5br/2.5ba |
| 215 West Gordon | 1875 | \$124,900 | 3,130 | \$40 | 3 units |
| 165 West Gordon | 1892 | \$199,900 | 3,042 | \$66 | 4 units |

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

Summary of Existing Townhouses/Rowhouses Currently Listed For Sale
City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Property Address</u> | <u>Year Built</u> | <u>Asking Price</u> | <u>Unit Size</u> | <u>Price psf</u> | <u>Configuration</u> |
|--|-----------------------|-------------------------|----------------------|----------------------|----------------------|
| <i>..... In-Town Neighborhoods (continued).</i> | | | | | |
| 955 West Green | 1910 | \$65,000 | 1,980 | \$33 | 5br/1ba |
| 1040 West Green | 1916 | \$89,500 | 1,255 | \$71 | 3br/1.5ba |
| 1016 West Green | 1916 | \$99,900 | 1,256 | \$80 | 3br/2ba |
| 515 West Greenleaf | 1907 | \$29,900 | 1,475 | \$20 | 4br/1ba |
| 816 West Greenleaf | 1926 | \$49,990 | 1,024 | \$49 | 3br/1ba |
| 725 West Greenleaf | 1909 | \$64,900 | 1,397 | \$46 | 4br/1ba |
| 1314 West Greenleaf | 1925 | \$115,000 | 2,108 | \$55 | 3br/2ba |
| 1327 West Liberty | 1915 | \$40,000 | 1,246 | \$32 | 3br/1ba |
| 1339 West Liberty | 1905 | \$46,000 | 1,612 | \$29 | 5br/1ba |
| 1403 West Liberty | 1905 | \$59,900 | 1,086 | \$55 | 3br/1ba |
| 435 West Liberty | 1896 | \$60,000 | 1,760 | \$34 | 3 units |
| 713 West Liberty | 1878 | \$61,000 | 1,999 | \$31 | 4br/1ba |
| 430 West Liberty | 1890 | \$64,900 | 1,783 | \$36 | 4br/1.5ba |
| 423 West Liberty | 1898 | \$74,900 | 1,776 | \$42 | 4br/2ba |
| 624 West Liberty | 1890 | \$75,000 | 1,752 | \$43 | 2 units |
| 1036 West Liberty | 1890 | \$84,900 | 1,104 | \$77 | 3br/1ba |
| 441 West Liberty | 1875 | \$89,900 | 1,770 | \$51 | 3br/2.5ba |
| 426 West Liberty | 1890 | \$269,000 | 4,392 | \$61 | 8 units |
| 1416 West Linden | 1911 | \$124,900 | 2,742 | \$46 | 3br/1.5ba |
| 1134 West Maples | 1895 | \$45,000 | 1,455 | \$31 | 3br/1.5ba |
| 946 West Pine | 1875 | \$25,000 | 1,172 | \$21 | 3br/1ba |
| 950 West Pine | 1895 | \$33,000 | 1,320 | \$25 | 3br/1ba |
| 116 West Pine | 1900 | \$70,000 | 1,222 | \$57 | 4br/1ba |
| 420 West Tilghman | 1914 | \$34,000 | 1,810 | \$19 | 5br/1.5ba |
| 827 West Tilghman | 1910 | \$47,500 | 2,008 | \$24 | 5br/1ba |
| 533 West Tilghman | 1900 | \$55,900 | 2,058 | \$27 | 5br/1ba |
| 968 West Tilghman | 1890 | \$60,900 | 1,368 | \$45 | 4br/1ba |
| 637 West Tilghman | 1899 | \$84,500 | 1,830 | \$46 | 2 units |
| 394 West Tilghman | 1910 | \$109,000 | 2,100 | \$52 | 3 units |
| 116-118 West Tilghman | 1896 | \$144,900 | 4,356 | \$33 | 4 units |

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

Summary of Existing Townhouses/Rowhouses Currently Listed For Sale
City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Property Address</u> | <u>Year Built</u> | <u>Asking Price</u> | <u>Unit Size</u> | <u>Price psf</u> | <u>Configuration</u> |
|---|-----------------------|-------------------------|----------------------|----------------------|----------------------|
| <i>..... In-Town Neighborhoods (continued).</i> | | | | | |
| 625 West Turner | 1885 | \$70,000 | 2,015 | \$35 | 2 units |
| 1229 West Turner | 1899 | \$84,500 | 2,721 | \$31 | 5br / 1ba |
| 739 West Turner | 1892 | \$115,000 | 1,742 | \$66 | 4 units |
| 1509 West Turner | 1912 | \$121,900 | 2,084 | \$58 | 5br / 1.5ba |
| 1627 West Turner | 1910 | \$269,900 | 4,190 | \$64 | 4 units |
| 1203 West Turner | 1890 | \$124,900 | 2,910 | \$43 | 3 units |
| 1617 West Turner | 1913 | \$149,000 | 2,126 | \$70 | 2 units |
| 1519 West Turner | 1910 | \$149,000 | 3,486 | \$43 | 2 units |
| 1527 West Turner | 1910 | \$154,900 | 2,420 | \$64 | 5br / 2ba |
| 533 West Turner | 1890 | \$250,000 | 3,298 | \$76 | 5 units |
| 1150 West Union | 1914 | \$58,999 | 1,200 | \$49 | 3br / 1ba |
| 1628 West Union | 1905 | \$139,500 | 2,144 | \$65 | 5br / 1ba |
| 1413 West Union | 1909 | \$250,000 | 2,328 | \$107 | 5 units |
| 956 West Walnut | 1885 | \$143,900 | 2,628 | \$55 | 3 units |
| 610 West Walnut | 1924 | \$149,900 | 2,650 | \$57 | 2 units |
| 1209 West Walnut | 1923 | \$159,900 | 3,920 | \$41 | 2 units |
| 945 West Walnut | 1885 | \$190,000 | 3,458 | \$55 | 4br / 2ba |
| 916 West Walnut | 1880 | \$114,900 | 2,062 | \$56 | 2 units |
| 623 West Washington | 1898 | \$55,000 | 1,944 | \$28 | 5br / 1ba |
| 1548 West Washington | 1920 | \$72,000 | 1,148 | \$63 | 3br / 1ba |
| 914 West Washington | 1905 | \$77,000 | 1,480 | \$52 | 4br / 1ba |
| 424 West Washington | 1900 | \$79,900 | 1,699 | \$47 | 4br / 2ba |
| 437 West Washington | 1907 | \$109,900 | 2,016 | \$55 | 5br / 1.5ba |
| 373 West Washington | 1890 | \$135,000 | 2,220 | \$61 | 2 units |
| 621 West Whitehall | 1905 | \$44,999 | 1,742 | \$26 | 2br / 1ba |
| 108 12th | 1880 | \$45,000 | 1,285 | \$35 | 4br / 2ba |
| 214 15th | 1914 | \$95,000 | 1,760 | \$54 | 5br / 1ba |
| 1112 Catasauqua | 1920 | \$98,000 | 1,222 | \$80 | 3br / 1.5ba |
| 1067 Catasauqua | 1976 | \$290,000 | 2,240 | \$129 | 4 units |

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

Summary of Existing Townhouses/Rowhouses Currently Listed For Sale
City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Property Address</u> | <u>Year Built</u> | <u>Asking Price</u> | <u>Unit Size</u> | <u>Price psf</u> | <u>Configuration</u> |
|---|-----------------------|-------------------------|----------------------|----------------------|----------------------|
| <i>..... In-Town Neighborhoods (continued).</i> | | | | | |
| 1128 Chew | 1890 | \$55,000 | 1,412 | \$39 | 3br/1ba |
| 940 Chew | 1876 | \$60,000 | 1,468 | \$41 | 3br/1ba |
| 529 Chew | 1893 | \$62,900 | 2,160 | \$29 | 5br/1ba |
| 926 Chew | 1879 | \$79,900 | 1,578 | \$51 | 4br/1ba |
| 184 Chew | 1910 | \$94,999 | 1,350 | \$70 | 3br/2ba |
| 1441 Chew | 1930 | \$115,000 | 1,638 | \$70 | 3br/1.5ba |
| 1442 Chew | | \$119,900 | 1,990 | \$60 | 2 units |
| 1609 Chew | 1908 | \$169,900 | 2,248 | \$76 | 2 units |
| 23 1/2 Dale | 1920 | \$98,700 | 1,366 | \$72 | 4br/1ba |
| 529 Elliger | 1903 | \$58,000 | 1,300 | \$45 | 4br/1ba |
| 1116 Emmett | 1875 | \$59,900 | 858 | \$70 | 3br/1ba |
| 1105 Fullerton | 1920 | \$85,000 | 1,634 | \$52 | 3br/1.5ba |
| 1045 Fullerton | 1926 | \$89,900 | 2,592 | \$35 | 5br/1.5ba |
| 1140 Fullerton | 1915 | \$99,900 | 1,832 | \$55 | 2 units |
| 951 Gordon | 1893 | \$65,000 | 2,298 | \$28 | 5br/2.5ba |
| 625 Grant | 1900 | \$82,500 | 2,372 | \$35 | 3 units |
| 638 Grant | 1880 | \$95,900 | 1,928 | \$50 | 4br/2.5ba |
| 930 Jackson | 1850 | \$67,000 | 836 | \$80 | 2br/1ba |
| 514-516 Jordan | 1903 | \$107,900 | 3,548 | \$30 | 3 units |
| 957 North | 1890 | \$34,000 | 1,039 | \$33 | 2br/1.5ba |
| 931 North | 1900 | \$37,900 | 1,200 | \$32 | 3br/1ba |
| 939 Oak | 1893 | \$42,000 | 1,380 | \$30 | 4br/1ba |
| 615 Park | 1890 | \$43,000 | 2,304 | \$19 | 5br/1.5ba |
| 219 Peach | 1880 | \$69,900 | 1,136 | \$62 | 2 units |
| 319 Ridge | 1917 | \$109,900 | 2,470 | \$44 | 8br/3ba |
| 345 Ridge | 1870 | \$135,000 | 2,600 | \$52 | |
| 1032 Spring Garden | 1890 | \$98,500 | 1,456 | \$68 | 3br/2ba |
| 1329 Warren | 1903 | \$74,500 | 1,045 | \$71 | 3br/2ba |

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

Table 7

Summary of Single-Family Units Currently Listed For Sale

City of Allentown, Lehigh County, Pennsylvania

December, 2014

| <u>Property</u> <i>Address</i> | <u>Year</u> <u>Built</u> | <u>Asking</u> <u>Price</u> | <u>Unit</u> <u>Size</u> | <u>Price</u> <u>psf</u> | <u>Unit</u> <u>Configuration</u> |
|-----------------------------------|-----------------------------|-------------------------------|----------------------------|----------------------------|-------------------------------------|
| 637 North Refwal Street | 1940 | \$42,000 | 934 | \$45 | 2br/1ba |
| 421 North 2nd Street | 1895 | \$49,900 | 1,175 | \$42 | 4br/1ba |
| 521 North Lumber Street | 1900 | \$54,700 | 896 | \$61 | 3br/1ba |
| 328 North Bryan Street | 1860 | \$59,900 | 1,224 | \$49 | 2br/1ba |
| 236 North Jordan Street | 1885 | \$84,900 | 2,175 | \$39 | 5br/2ba |
| 232 North 4th Street | 1915 | \$85,000 | 2,373 | \$36 | 6br/2ba |
| 1023 North 13th Street | 1957 | \$145,000 | 1,112 | \$130 | 2br/2ba |
| 1216 North 15th Street | 1950 | \$117,000 | 768 | \$152 | 2br/1.5ba |
| 1350 Highland Street | 1951 | \$95,900 | 1,350 | \$71 | 3br/1.5ba |
| 44 Lincoln Street | 1959 | \$129,900 | 1,050 | \$124 | 3br/2ba |
| 1620 West Cedar Street | 1965 | \$99,900 | 1,278 | \$78 | 3br/1.5ba |
| 1625 West Cedar Street | 1964 | \$194,000 | 1,438 | \$135 | 4br/2.5ba |
| 1504 West Highland Street | 1940 | \$112,900 | 1,500 | \$75 | 3br/1ba |
| 1510 West Highland Street | 1952 | \$129,900 | 825 | \$157 | 3br/2ba |
| 1314 West Greenleaf Street | 1925 | \$115,000 | 2,108 | \$55 | 3br/2ba |
| 1238 West Livingston Street | 1954 | \$135,000 | 1,304 | \$104 | 2br/2ba |
| 1635 West Livingston Street | 1953 | \$154,900 | 1,232 | \$126 | 3br/1.5ba |
| 1631 West South Street | 1958 | \$137,500 | 1,260 | \$109 | 3br/1ba |
| 1336 West Congress Street | 1966 | \$159,900 | 1,044 | \$153 | 3br/1ba |
| 1632 West Walnut Street | 1924 | \$165,000 | 2,416 | \$68 | 3br/2.5ba |
| 1649 West Turner Street | 1926 | \$198,888 | 2,973 | \$67 | 5br/2.5ba |
| 218 South West Street | 1922 | \$119,900 | 1,592 | \$75 | 3br/1.5ba |
| 226 South West Street | 1922 | \$139,900 | 1,598 | \$88 | 3br/1.5ba |
| 329 South 16th Street | 1928 | \$129,000 | 1,652 | \$78 | 3br/1.5ba |
| 308 South 16th Street | 1925 | \$205,500 | 2,392 | \$86 | 4br/2.5ba |

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

CENTER CITY STUDY AREA MARKET-RATE RENT AND PRICE RANGES

As established above under ANNUAL MARKET POTENTIAL FOR THE CITY CENTER STUDY AREA, and reflecting the urban housing propensities of the 1,995 target households, the mix of new units in the entire City Center Study Area could include, over time:

- 49.4 percent multi-family rental units (985 households), of which 75 percent (745 households) would be market-rate and 25 percent (240 households) would be affordable;
- 13.8 percent multi-family for-sale units (275 households), of which 80 percent (220 households) would be market-rate and 20 percent (55 households) would be affordable;
- 15.5 percent single-family attached for-sale units (310 households), of which 77 percent (240 households) would be market-rate and 23 percent (70 households) would be affordable; and
- 21.3 percent single-family detached for-sale units (425 households), of which 80 percent (340 households) would be market-rate and 20 percent (85 households) would be affordable.

***What are the target markets currently able to pay to live in the
Center City Study Area?***

Because of the preponderance of low-value housing units located throughout the City Center Study Area, it is recommended that, initially, new development in the core downtown be focused on market-rate multi-family units, to provide a more balanced mix of market-rate and affordable units in the downtown as well as greater density in support of retail. The rents and price points for new market-rate housing units that could be developed in the Study Area are derived from the income and financial capabilities of those target households with incomes at or above 80 percent of AMI. Households with incomes below that threshold typically qualify for income-restricted or require subsidized units.

The number of households falling within the specified rent ranges detailed on the table below was determined by calculating a monthly rental payment that, excluding utilities, does not exceed 25 percent of annual gross income, for each of the 745 households that represent the

annual potential market for new *market-rate* rental units. Nevertheless, it is likely that many younger households would be willing to pay up to 40 percent of annual gross incomes in rent.

—Rental Distribution by Rent Range—

Based on the incomes and financial capabilities of the 745 households—with incomes above 80 percent of the AMI (*as shown on* Table 8)—that represent the target markets for new *market-rate* rental units, the distribution of annual market potential by rent range is summarized as follows:

**Distribution by Rent Range
 Target Groups for New Multi-Family For Rent
 Households with Incomes At or Above 80 Percent AMI
 CENTER CITY STUDY AREA
*City of Allentown, Lehigh County, Pennsylvania***

| MONTHLY RENT RANGE | HOUSEHOLDS PER YEAR | PERCENTAGE |
|-----------------------|------------------------|-------------|
| \$500–\$750 | 125 | 16.8% |
| \$750–\$1,000 | 180 | 24.2% |
| \$1,000–\$1,250 | 135 | 18.1% |
| \$1,250–\$1,500 | 130 | 17.4% |
| \$1,500–\$1,750 | 85 | 11.4% |
| \$1,750–\$2,000 | 60 | 8.1% |
| \$2,000 and up | <u>30</u> | <u>4.0%</u> |
| Total: | 745 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Target Groups For New Multi-Family For Rent
The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

. Number of Households

| Empty Nesters & Retirees* | <u>50% to 80% AMI†</u> | <u>Above 80% AMI†</u> | <u>Total</u> | <u>Percent of Total</u> |
|---|----------------------------|---------------------------|--------------|-----------------------------|
| Urban Establishment | 0 | 5 | 5 | 0.5% |
| Small-Town Establishment | 0 | 5 | 5 | 0.5% |
| Cosmopolitan Elite | 0 | 5 | 5 | 0.5% |
| New Empty Nesters | 0 | 10 | 10 | 1.0% |
| Suburban Establishment | 0 | 5 | 5 | 0.5% |
| Affluent Empty Nesters | 0 | 5 | 5 | 0.5% |
| Middle-Class Move-Downs | 5 | 15 | 20 | 2.0% |
| Mainstream Retirees | 0 | 5 | 5 | 0.5% |
| No-Nest Suburbanites | 5 | 15 | 20 | 2.0% |
| Middle-American Retirees | 0 | 10 | 10 | 1.0% |
| Blue-Collar Retirees | 5 | 10 | 15 | 1.5% |
| Suburban Retirees | 5 | 0 | 5 | 0.5% |
| Multi-Ethnic Seniors | 5 | 15 | 20 | 2.0% |
| Hometown Retirees | 5 | 0 | 5 | 0.5% |
| Second City Seniors | 10 | 15 | 25 | 2.5% |
| Subtotal: | 40 | 120 | 160 | 16.2% |
| | | | | |
| Traditional & Non-Traditional Families** | | | | |
| Unibox Transferees | 0 | 5 | 5 | 0.5% |
| Full-Nest Suburbanites | 0 | 10 | 10 | 1.0% |
| Full-Nest Urbanites | 0 | 5 | 5 | 0.5% |
| Multi-Ethnic Families | 5 | 5 | 10 | 1.0% |
| Blue-Collar Button-Downs | 5 | 15 | 20 | 2.0% |
| Multi-Cultural Families | 5 | 0 | 5 | 0.5% |
| Working-Class Families | 5 | 0 | 5 | 0.5% |
| Inner-City Families | 5 | 0 | 5 | 0.5% |
| In-Town Families | 20 | 30 | 50 | 5.1% |
| Single-Parent Families | 5 | 0 | 5 | 0.5% |
| Subtotal: | 50 | 70 | 120 | 12.2% |

* Predominantly one- and two-person households.

** Predominantly three- to five-person households.

† For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800. Market rate is defined as affordable to households with incomes above 80 percent of the AMI, calibrated by household size.

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

Target Groups For New Multi-Family For Rent
The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

. *Number of Households*

| Younger Singles & Couples* | <i>50% to 80% AMI†</i> | <i>Above 80% AMI†</i> | <i>Total</i> | <i>Percent of Total</i> |
|---|----------------------------|---------------------------|---------------|-----------------------------|
| The Entrepreneurs | 0 | 10 | 10 | 1.0% |
| e-Types | 0 | 15 | 15 | 1.5% |
| The VIPs | 0 | 25 | 25 | 2.5% |
| Fast-Track Professionals | 0 | 25 | 25 | 2.5% |
| Upscale Suburban Couples | 5 | 45 | 50 | 5.1% |
| New Bohemians | 5 | 30 | 35 | 3.6% |
| Twentysomethings | 10 | 60 | 70 | 7.1% |
| Suburban Achievers | 15 | 90 | 105 | 10.7% |
| Small-City Singles | 30 | 125 | 155 | 15.7% |
| Urban Achievers | 5 | 30 | 35 | 3.6% |
| Working-Class Singles | 30 | 25 | 55 | 5.6% |
| Blue-Collar Singles | 25 | 30 | 55 | 5.6% |
| Soul City Singles | 25 | 45 | 70 | 7.1% |
| Subtotal: | 150 | 555 | 705 | 71.6% |
| Total Households: | 240 | 745 | 985 | 100.0% |
| Percent of Total: | 24.4% | 75.6% | 100.0% | |

* Predominantly one- and two-person households.

† For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800. Market rate is defined as affordable to households with incomes above 80 percent of the AMI, calibrated by household size.

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

- The largest group of renters with incomes above 80 percent AMI are 555 younger singles and couples that make up three-quarters of the market. A small number (13.5 percent) of these households would be able to afford rents at or above \$1,750 per month; more than half can pay rents between \$1,000 and \$1,750 per month; and 36 percent would require rents below \$1,000 per month.
- Empty nesters and retirees with incomes above 80 percent AMI represent just over 16 percent of the market for new market-rate rental units (120 households). More than 58 percent could pay rents no greater than \$1,000 per month, a third percent are able to afford rents between \$1,000 and \$1,750 per month, and 8.3 percent of the older households make up the market for new units with rents above \$1,750 per month.
- Family households comprise 9.4 percent of the market for new market-rate rental units. Half would require rents below \$1,000 per month, and nearly 43 percent could afford rents between \$1,000 and \$1,750 per month. Just 7.1 percent of the family households can afford rents above \$1,750 per month.

—For-Sale Distribution by Price Range—

For the for-sale distribution of new market-rate condominiums, rowhouses, and single-family detached houses, the number of households by price range was determined by assuming a down payment of 20 percent and then calculating monthly mortgage payments, including taxes and utilities, that would not exceed 30 percent of the annual gross income of the target households.

The realization of the full market potential for ownership units may continue to be challenging over the short-term, given restrictive development financing and mortgage underwriting by financial institutions, the disinterest of some younger households in becoming owners, the fact that many otherwise-qualified households, particularly current renters, lack the funds for a down payment, and the inability of many owner households to sell their existing single-family units even at reduced prices, or their reluctance to sell at a perceived loss of value.

Based on the incomes and assets of the 220 households—those with incomes above 80 percent of the AMI (*as shown on Table 9*)—that represent the target markets for new *market-rate* multi-family for-sale (condominium) units, the distribution of annual market potential by price range is summarized on the following table:

**Distribution by Price Range
 Target Groups for New Multi-Family For Sale
 Households with Incomes At or Above 80 Percent AMI
 CENTER CITY STUDY AREA
*City of Allentown, Lehigh County, Pennsylvania***

| PRICE RANGE | HOUSEHOLDS PER YEAR | PERCENTAGE |
|---------------------|---------------------|--------------|
| \$100,000–\$125,000 | 15 | 6.8% |
| \$125,000–\$150,000 | 20 | 9.1% |
| \$150,000–\$175,000 | 30 | 13.6% |
| \$175,000–\$200,000 | 45 | 20.5% |
| \$200,000–\$225,000 | 40 | 18.2% |
| \$225,000–\$250,000 | 35 | 15.9% |
| \$250,000 and up | <u>35</u> | <u>15.9%</u> |
| Total: | 220 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

- Younger singles and couples are also the largest segment of the market for new multi-family for-sale units (condominiums), at 72.7 percent of the target households with incomes above 80 percent AMI. A quarter of the younger households would be able to purchase new condominiums with base prices at or above \$225,000, and more than 53 percent would be able to afford condominiums priced between \$150,000 and \$225,000. The rest of this segment—21.9 percent—are younger households in the market for condominiums priced below \$150,000.
- At 20.5 percent, empty nesters and retirees with incomes at or above 80 percent AMI represent the next largest segment of the market for new multi-family for-sale units. Half of these older households would be in the market for new condominiums with base prices between \$150,000 and \$225,000, and another the other half could afford condominiums priced above \$225,000.
- The smallest group, traditional and non-traditional families with incomes at or above 80 percent AMI, comprise less than seven percent of the market for new for-sale multi-family units. Two-thirds of these families would be limited to condominium units priced between \$150,000 and \$225,000, and one-third could afford base prices above \$225,000.

Target Groups For New Multi-Family For Sale
The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

. *Number of Households*

| Empty Nesters & Retirees* | <u>50% to 80% AMI†</u> | <u>Above 80% AMI†</u> | <u>Total</u> | <u>Percent</u> |
|---|----------------------------|---------------------------|--------------|----------------|
| Urban Establishment | 0 | 5 | 5 | 1.8% |
| Cosmopolitan Elite | 0 | 5 | 5 | 1.8% |
| Affluent Empty Nesters | 0 | 5 | 5 | 1.8% |
| Cosmopolitan Couples | 0 | 5 | 5 | 1.8% |
| Middle-Class Move-Downs | 5 | 15 | 20 | 7.3% |
| No-Nest Suburbanites | 0 | 5 | 5 | 1.8% |
| Middle-American Retirees | 0 | 5 | 5 | 1.8% |
| Subtotal: | <u>5</u> | <u>45</u> | <u>50</u> | <u>18.2%</u> |
| Traditional & Non-Traditional Families** | | | | |
| Full-Nest Suburbanites | 0 | 5 | 5 | 1.8% |
| Multi-Ethnic Families | 0 | 5 | 5 | 1.8% |
| Blue-Collar Button-Downs | 0 | 5 | 5 | 1.8% |
| Working-Class Families | 5 | 0 | 5 | 1.8% |
| In-Town Families | 5 | 0 | 5 | 1.8% |
| Subtotal: | <u>10</u> | <u>15</u> | <u>25</u> | <u>9.1%</u> |

* Predominantly one- and two-person households.

** Predominantly three- to five-person households.

† For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800. Market rate is defined as affordable to households with incomes above 80 percent of the AMI, calibrated by household size.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Target Groups For New Multi-Family For Sale
The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

. *Number of Households*

| Younger Singles & Couples* | <i>50% to 80% AMI†</i> | <i>Above 80% AMI†</i> | <i>Total</i> | <i>Percent</i> |
|---|----------------------------|---------------------------|---------------|----------------|
| The Entrepreneurs | 0 | 15 | 15 | 5.5% |
| e-Types | 0 | 5 | 5 | 1.8% |
| The VIPs | 0 | 20 | 20 | 7.3% |
| Fast-Track Professionals | 0 | 15 | 15 | 5.5% |
| Upscale Suburban Couples | 5 | 25 | 30 | 10.9% |
| New Bohemians | 5 | 5 | 10 | 3.6% |
| Twentysomethings | 5 | 15 | 20 | 7.3% |
| Suburban Achievers | 5 | 20 | 25 | 9.1% |
| Small-City Singles | 10 | 25 | 35 | 12.7% |
| Urban Achievers | 0 | 5 | 5 | 1.8% |
| Working-Class Singles | 5 | 5 | 10 | 3.6% |
| Blue-Collar Singles | 5 | 5 | 10 | 3.6% |
| Subtotal: | 40 | 160 | 200 | 72.7% |
| Total Households: | 55 | 220 | 275 | 100.0% |
| Percent of Total: | 20.0% | 80.0% | 100.0% | |

* Predominantly one- and two-person households.

† For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800. Market rate is defined as affordable to households with incomes above 80 percent of the AMI, calibrated by household size.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

The market for new market-rate rowhouses in the Center City Study Area is slightly larger than the market for new condominiums, because, as a housing type, they are generally sold as fee-simple rather than condominium ownership units, making them somewhat easier for the consumer to finance. Based on the incomes and financial capabilities of the 240 households with incomes at or above 80 percent AMI that represent the target markets for new *market-rate* for-sale single-family attached units each year over the next five years, the distribution of annual market potential by price range is summarized on the following table (*reference* Table 10):

**Annual Market Potential For New Single-Family Attached For-Sale
 Distributed By Price Range
 Households with Incomes At or Above 80 Percent AMI
 CENTER CITY STUDY AREA
*City of Allentown, Lehigh County, Pennsylvania***

| PRICE RANGE | HOUSEHOLDS PER YEAR | PERCENTAGE |
|---------------------|------------------------|--------------|
| \$100,000–\$125,000 | 40 | 12.3% |
| \$125,000–\$150,000 | 40 | 12.3% |
| \$150,000–\$175,000 | 50 | 15.4% |
| \$175,000–\$200,000 | 50 | 15.4% |
| \$200,000–\$225,000 | 55 | 16.9% |
| \$225,000–\$250,000 | 50 | 15.4% |
| \$250,000 and up | <u>40</u> | <u>12.3%</u> |
| Total: | 325 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

- Younger singles and couples with incomes at or above 80 percent AMI are again the largest market segment, at nearly 65 percent, for new market-rate single-family attached for-sale units (rowhouses). Approximately one quarter would be able to purchase new rowhouses with base prices at or above \$225,000, 51.6 percent would be able to afford units priced between \$150,000 and \$225,000, and just under 23 percent could afford new rowhouses priced below \$150,000.
- At 20.8 percent, empty nesters and retirees with incomes at or above 80 percent AMI comprise the next largest segment of the market for new market-rate single-family attached for-sale units. Sixty percent would be in the market for new rowhouses with base prices between \$150,000 and \$225,000, and 40 percent could afford new rowhouses priced above \$225,000.
- Family households with incomes at or above 80 percent AMI represent approximately 15 percent of the market for new market-rate rowhouses, of which 43 percent could purchase units priced between \$150,000 and \$225,000, 28.6 percent could purchase units priced above \$225,000, and the same percentage could only afford rowhouses priced below \$150,000.

Target Groups For New Single-Family Attached For Sale
The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

..... Number of Households

| Empty Nesters & Retirees* | <u>50% to 80% AMI†</u> | <u>Above 80% AMI†</u> | <u>Total</u> | <u>Percent</u> |
|---|----------------------------|---------------------------|--------------|----------------|
| Cosmopolitan Elite | 0 | 5 | 5 | 1.6% |
| New Empty Nesters | 0 | 5 | 5 | 1.6% |
| Suburban Establishment | 0 | 5 | 5 | 1.6% |
| Affluent Empty Nesters | 0 | 5 | 5 | 1.6% |
| Middle-Class Move-Downs | 5 | 5 | 10 | 3.2% |
| Mainstream Retirees | 0 | 5 | 5 | 1.6% |
| No-Nest Suburbanites | 0 | 10 | 10 | 3.2% |
| Middle-American Retirees | 0 | 5 | 5 | 1.6% |
| Blue-Collar Retirees | 5 | 5 | 10 | 3.2% |
| Subtotal: | 10 | 50 | 60 | 19.4% |
| Traditional & Non-Traditional Families** | | | | |
| Late-Nest Suburbanites | 0 | 5 | 5 | 1.6% |
| Full-Nest Suburbanites | 5 | 5 | 10 | 3.2% |
| Multi-Ethnic Families | 0 | 5 | 5 | 1.6% |
| Blue-Collar Button-Downs | 0 | 5 | 5 | 1.6% |
| Multi-Cultural Families | 0 | 5 | 5 | 1.6% |
| In-Town Families | 5 | 10 | 15 | 4.8% |
| Subtotal: | 10 | 35 | 45 | 14.5% |

* Predominantly one- and two-person households.

** Predominantly three- to five-person households.

† For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800. Market rate is defined as affordable to households with incomes above 80 percent of the AMI, calibrated by household size.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Target Groups For New Single-Family Attached For Sale
The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

..... Number of Households

| Younger Singles & Couples | <i>50% to 80% AMI</i> | <i>Above 80% AMI</i> | <i>Total</i> | <i>Percent</i> |
|--|---------------------------|--------------------------|---------------|----------------|
| The Entrepreneurs | 0 | 15 | 15 | 4.8% |
| e-Types | 0 | 5 | 5 | 1.6% |
| The VIPs | 0 | 15 | 15 | 4.8% |
| Fast-Track Professionals | 5 | 10 | 15 | 4.8% |
| Upscale Suburban Couples | 5 | 25 | 30 | 9.7% |
| New Bohemians | 0 | 5 | 5 | 1.6% |
| Twentysomethings | 5 | 20 | 25 | 8.1% |
| Suburban Achievers | 5 | 20 | 25 | 8.1% |
| Small-City Singles | 10 | 30 | 40 | 12.9% |
| Urban Achievers | 5 | 0 | 5 | 1.6% |
| Working-Class Singles | 5 | 0 | 5 | 1.6% |
| Blue-Collar Singles | 5 | 10 | 15 | 4.8% |
| Soul City Singles | 5 | 0 | 5 | 1.6% |
| Subtotal: | 50 | 155 | 205 | 66.1% |
| Total Households: | 70 | 240 | 310 | 100.0% |
| Percent of Total: | 22.6% | 77.4% | 100.0% | |

* Predominantly one- and two-person households.

† For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800. Market rate is defined as affordable to households with incomes above 80 percent of the AMI, calibrated by household size.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Based on the incomes and financial capabilities of the 340 households (households with annual incomes at or above 80 percent of AMI) that represent the target markets for new *market-rate* for-sale urban detached units each year over the next five years, the distribution of annual market potential by price range is summarized on the following table (*reference* Table 11):

**Annual Market Potential For New Urban Single-Family Detached For-Sale
 Distributed By Price Range
 Households with Incomes At or Above 80 Percent AMI
 CENTER CITY STUDY AREA
*City of Allentown, Lehigh County, Pennsylvania***

| PRICE RANGE | HOUSEHOLDS PER YEAR | PERCENTAGE |
|---------------------|------------------------|-------------|
| \$125,000–\$150,000 | 55 | 16.2% |
| \$150,000–\$175,000 | 60 | 17.6% |
| \$175,000–\$200,000 | 55 | 16.2% |
| \$200,000–\$225,000 | 50 | 14.7% |
| \$225,000–\$250,000 | 50 | 14.7% |
| \$250,000–\$275,000 | 45 | 13.2% |
| \$275,000 and up | <u>25</u> | <u>7.4%</u> |
| Total: | 340 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Target Groups For New Urban Single-Family Detached For Sale
The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

. Number of Households

| Empty Nesters & Retirees* | <i>50% to 80% AMI†</i> | <i>Above 80% AMI†</i> | <i>Total</i> | <i>Percent</i> |
|---|----------------------------|---------------------------|--------------|----------------|
| Small-Town Establishment | 0 | 15 | 15 | 3.5% |
| Cosmopolitan Elite | 0 | 5 | 5 | 1.2% |
| New Empty Nesters | 0 | 25 | 25 | 5.9% |
| Suburban Establishment | 0 | 10 | 10 | 2.4% |
| Affluent Empty Nesters | 0 | 10 | 10 | 2.4% |
| Middle-Class Move-Downs | 5 | 25 | 30 | 7.1% |
| Mainstream Retirees | 5 | 5 | 10 | 2.4% |
| No-Nest Suburbanites | 5 | 20 | 25 | 5.9% |
| Middle-American Retirees | 5 | 5 | 10 | 2.4% |
| Blue-Collar Retirees | 5 | 20 | 25 | 5.9% |
| Suburban Retirees | 5 | 0 | 5 | 1.2% |
| Hometown Retirees | 5 | 10 | 15 | 3.5% |
| Second City Seniors | 10 | 0 | 10 | 2.4% |
| Subtotal: | 45 | 150 | 195 | 45.9% |
| | | | | |
| Traditional & Non-Traditional Families** | | | | |
| Unibox Transferees | 0 | 10 | 10 | 2.4% |
| Late-Nest Suburbanites | 0 | 5 | 5 | 1.2% |
| Full-Nest Suburbanites | 0 | 10 | 10 | 2.4% |
| Full-Nest Urbanites | 0 | 5 | 5 | 1.2% |
| Multi-Ethnic Families | 5 | 5 | 10 | 2.4% |
| Blue-Collar Button-Downs | 10 | 10 | 20 | 4.7% |
| Multi-Cultural Families | 0 | 0 | 0 | 0.0% |
| Working-Class Families | 5 | 0 | 5 | 1.2% |
| In-Town Families | 5 | 5 | 10 | 2.4% |
| Subtotal: | 25 | 50 | 75 | 17.6% |

* Predominantly one- and two-person households.

** Predominantly three- to five-person households.

† For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800. Market rate is defined as affordable to households with incomes above 80 percent of the AMI, calibrated by household size.

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Target Groups For New Urban Single-Family Detached For Sale
The Center City Study Area
City of Allentown, Lehigh County, Pennsylvania

. Number of Households

| Younger Singles & Couples | <i>50% to 80% AMI</i> | <i>Above 80% AMI</i> | <i>Total</i> | <i>Percent</i> |
|--|---------------------------|--------------------------|---------------|----------------|
| The Entrepreneurs | 0 | 25 | 25 | 5.9% |
| The VIPs | 5 | 0 | 5 | 1.2% |
| Fast-Track Professionals | 0 | 20 | 20 | 4.7% |
| Upscale Suburban Couples | 0 | 40 | 40 | 9.4% |
| Twentysomethings | 0 | 10 | 10 | 2.4% |
| Suburban Achievers | 0 | 10 | 10 | 2.4% |
| Small-City Singles | 0 | 30 | 30 | 7.1% |
| Blue-Collar Singles | 10 | 5 | 15 | 3.5% |
| Subtotal: | 15 | 140 | 155 | 36.5% |
| Total Households: | 85 | 340 | 425 | 100.0% |
| Percent of Total: | 20.0% | 80.0% | 100.0% | |

* Predominantly one- and two-person households.

† For fiscal year 2014, Allentown-Easton-Bethlehem, PA Median Family Income for a family of four is \$68,800. Market rate is defined as affordable to households with incomes above 80 percent of the AMI, calibrated by household size.

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

- Empty nesters and retirees with incomes at or above 80 percent AMI are the largest segment of the market for new urban single-family detached for-sale units, representing just over 44 percent of the market. Nearly 27 percent of the empty nester market could purchase new houses with base prices above \$250,000, a third would be able to purchase units priced between \$175,000 and \$250,000, and the remaining 40 percent would be in the market for new houses priced below \$175,000.
- Younger singles and couples with incomes at or above 80 percent AMI comprise 41 percent of the potential market for market-rate urban detached houses. Only 10 percent would be in the market for new urban houses with base prices of \$250,000 or more, the heart of the market—57 percent—would be able to purchase new urban houses with base prices between \$175,000 and \$250,000, and the remaining 32.1 percent could purchase new units priced below \$175,000.
- At less than 15 percent of the annual potential market, family-oriented households with incomes at or above 80 percent AMI represent the smallest market segment for new urban detached houses. Thirty percent of these households could pay base prices above \$250,000, half could purchase new detached houses priced between \$175,000 and \$250,000, and 20 percent would be in the market for new houses priced below \$175,000.

The urban unit and housing types that would be appropriate for construction in the core Downtown consist of rental lofts and apartments and for-sale (condominium) lofts and apartments developed in the upper floors of Downtown multi-story buildings, as well as new construction multi-family apartment buildings. The most appropriate housing types for the surrounding in-town neighborhoods include small-scale apartment buildings, both rental and for-sale, and new infill for-sale rowhouses and urban detached houses. (*For greater detail, see URBAN BUILDING AND UNIT TYPES below.*)

The optimum market position for new *market-rate* housing units in the City Center Study Area has been derived from a variety of factors, including but not limited to:

- The tenure and housing preferences of target draw area households with median incomes at or above 80 percent AMI;
- The lifestyles of the target draw area households; and
- Current residential market dynamics in the Allentown market area.

The optimum market position for new *market-rate* rental and for-sale housing in the City Center Study Area is summarized on the following table (*see also* Table 12 *for further detail*):

**Base Rent, Price and Size Ranges
 1,000 New Market-Rate Housing Units
 CENTER CITY STUDY AREA
 City of Allentown, Lehigh County, Pennsylvania**

| HOUSING TYPE | RENT/PRICE RANGE | SIZE RANGE | RENT/PRICE PER SQ. FT. |
|---|-----------------------|----------------|---------------------------|
| <i>..... CORE DOWNTOWN.....</i> | | | |
| FOR-RENT (MULTI-FAMILY)—625 Dwelling Units | | | |
| Hard Lofts (100 du) | \$800–\$1,100/month | 550–850 sf | \$1.29–\$1.45 psf |
| Soft Lofts (350 du) | \$750–\$1,350/month | 450–950 sf | \$1.42–\$1.67 psf |
| Upscale Apts (175 du) | \$1,100–\$1,950/month | 650–1,250 sf | \$1.56–\$1.69 psf |
| FOR-SALE (MULTI-FAMILY)—125 Dwelling Units | | | |
| Soft Lofts (75 du) | \$115,000–\$175,000 | 750–1,250 sf | \$140–\$153 psf |
| Upscale Condos (50 du) | \$165,000–\$275,000 | 950–1,650 sf | \$167–\$174 psf |
| <i>..... IN-TOWN NEIGHBORHOOD INFILL.....</i> | | | |
| FOR-SALE (SINGLE-FAMILY ATTACHED)—110 Dwelling Units | | | |
| Rowhouses (110 du) | \$125,000–\$185,000 | 1,950–1,500 sf | \$123–\$132 psf |
| FOR-SALE (SINGLE-FAMILY DETACHED)—140 Dwelling Units | | | |
| Urban Houses (140 du) | \$140,000–\$225,000 | 1,100–1,800 sf | \$125–\$127 psf |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Optimum Market Position
1,000 Market-Rate Units
Center City Study Area
City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Number</u> | <u>Housing Type</u> | <u>Unit Configuration</u> | <u>Unit Mix</u> | <u>Base Rent/Price</u> | <u>Unit Size</u> | <u>Rent/Price Per Sq. Ft.</u> | <u>Annual Market Capture</u> |
|----------------------------------|------------------------------|-----------------------------------|-----------------|------------------------|------------------|-------------------------------|------------------------------|
| Core Downtown | | | | | | | |
| 625 | Multi-Family For-Rent | | | | | | 89 to 112 du |
| 100 | Hard Lofts | Loft / 1ba | 25% | \$800 | 550 | \$1.45 | |
| | | Loft / 1ba | 50% | \$925 | 700 | \$1.32 | |
| | | Loft / 1ba | 25% | \$1,100 | 850 | \$1.29 | |
| | | Weighted averages: | | \$938 | 700 | \$1.34 | |
| 350 | Soft Lofts | Microloft / 1ba | 15% | \$750 | 450 | \$1.67 | |
| | | Studio / 1ba | 20% | \$950 | 600 | \$1.58 | |
| | | 1br / 1ba | 30% | \$1,150 | 750 | \$1.53 | |
| | | 2br / 1ba | 25% | \$1,300 | 900 | \$1.44 | |
| | | 2br / 2ba | 10% | \$1,350 | 950 | \$1.42 | |
| | | Weighted averages: | | \$1,108 | 733 | \$1.51 | |
| 175 | Upscale Apartments | 1br / 1.5ba | 30% | \$1,100 | 650 | \$1.69 | |
| | | 2br / 2ba | 30% | \$1,600 | 1,000 | \$1.60 | |
| | | 2br / 2.5ba | 30% | \$1,800 | 1,150 | \$1.57 | |
| | | 2br / 2.5ba / den | 10% | \$1,950 | 1,250 | \$1.56 | |
| | | Weighted averages: | | \$1,545 | 965 | \$1.60 | |
| 625 | market-rate units | Overall Weighted Averages: | | \$1,203 | 792 | \$1.52 | |
| 125 | Multi-Family For-Sale | | | | | | 19 to 22 units |
| 75 | Soft Lofts | 1br / 1ba | 40% | \$115,000 | 750 | \$153 | |
| | | 2br / 2ba | 35% | \$145,000 | 1,000 | \$145 | |
| | | 2br / 2ba / den | 25% | \$175,000 | 1,250 | \$140 | |
| | | Weighted averages: | | \$140,500 | 963 | \$146 | |
| 50 | Upscale Condominiums | 1br / 1.5ba | 35% | \$165,000 | 950 | \$174 | |
| | | 2br / 2ba | 50% | \$195,000 | 1,150 | \$170 | |
| | | 2br / 2.5ba | 50% | \$245,000 | 1,450 | \$169 | |
| | | 3br / 2.5ba | 15% | \$275,000 | 1,650 | \$167 | |
| | | Weighted averages: | | \$196,500 | 1,155 | \$170 | |
| 125 | units | Overall Weighted Averages: | | \$162,900 | 1,040 | \$157 | |

NOTE: Base rents / prices in year 2014 dollars and exclude floor and view premiums, options and upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Optimum Market Position
1,000 Market-Rate Units
Center City Study Area
City of Allentown, Lehigh County, Pennsylvania
December, 2014

| <u>Number</u> | <u>Housing Type</u> | <u>Unit Configuration</u> | <u>Unit Mix</u> | <u>Base Rent/Price</u> | <u>Unit Size</u> | <u>Rent/Price Per Sq. Ft.</u> | <u>Annual Market Capture</u> |
|--|--|---------------------------|-----------------|------------------------|------------------|-------------------------------|------------------------------|
| <i>.....In-Town Neighborhood Infill.....</i> | | | | | | | |
| <u>110</u> | Single-Family Attached For-Sale | | | | | | <u>20 to 24 units</u> |
| | Rowhouses | 2br/1.5ba | 30% | \$125,000 | 950 | \$132 | |
| | | 2br/2.5ba | 50% | \$150,000 | 1,200 | \$125 | |
| <u>110</u> | units | 3br/2.5ba | 20% | \$185,000 | 1,500 | \$123 | |
| | | Weighted averages: | | \$149,500 | 1,185 | \$126 | |
| <u>140</u> | Urban Single-Family Detached For-Sale | | | | | | <u>29 to 34 units</u> |
| | Urban Houses | 2br/2ba | 40% | \$140,000 | 1,100 | \$127 | |
| | | 3br/2ba | 30% | \$195,000 | 1,550 | \$126 | |
| <u>140</u> | units | 3br/2.5ba | 30% | \$225,000 | 1,800 | \$125 | |
| | | Weighted Averages: | | \$182,000 | 1,445 | \$126 | |
| <u>1,000</u> | Market-Rate Units | | | | | | <u>157 to 192 units</u> |

NOTE: Base rents/prices in year 2014 dollars and exclude floor and view premiums, options and upgrades.

SOURCE: Zimmerman/Volk Associates, Inc.

Based on the unit types, sizes, and rents/prices outlined in the optimum market position above, the weighted average rents and prices for each of the housing types are shown on the following table:

Weighted Average Base Rents, Prices and Size Ranges
1,000 New Market-Rate Housing Units
CENTER CITY STUDY AREA
City of Allentown, Lehigh County, Pennsylvania

| HOUSING TYPE | WEIGHTED AVERAGE BASE RENT/PRICES | WEIGHTED AVERAGE UNIT SIZE | WEIGHTED AVERAGE BASE RENT/PRICES PER SQ. FT. |
|---------------------------------|-----------------------------------|----------------------------|---|
| Multi-family for-rent | \$1,203 per month | 792 sf | \$1.52 |
| Multi-family for-sale | \$162,900 | 1,040 sf | \$157 |
| Single-family attached for-sale | \$149,500 | 1,185 sf | \$126 |
| Single-family detached for-sale | \$182,000 | 1,445 sf | \$126 |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

These rents and prices are in year 2014 dollars, are exclusive of consumer options and upgrades, or floor or location premiums, and cover a broad range of rents and prices for newly-developed units currently sustainable by the market in the City Center Study Area. Location will have a significant impact on rents and prices; projects situated within a short walking distance of high-value amenities, such as restaurants, theaters, or shops, will likely command rents and prices at the upper end of values. Those projects that are located on the outer edges of the Study Area are likely to command rents and prices at a lower range of values.

Multi-floor commercial building owners should be encouraged to convert their upper floors to residential units. These upper-floor units will contribute to street vitality when more people live “above the store.” Although the upper floors of smaller buildings are usually suitable for conversion to apartments; many of the owners of these buildings have no experience with residential and are therefore reluctant to commit to residential conversion. Several cities have upper-floor programs to assist in these conversions. A very successful example is the Pittsburgh Vacant Upper Floors Program that provides free pre-development consultation and schematic drawings for building owners considering renovation of their upper floors, as well as gap financing to owners of buildings with up to eight floors of potential residential development.

MARKET CAPTURE: THE CITY CENTER STUDY AREA

Although showing signs of recovery, the housing market continues to be weak by historical measures, and uncertainty concerning housing values continues to hold some potential homebuyers out of the market in many metro areas. Partly as a result of the weak ownership housing market, there has been a significant shift in market preferences from home ownership to rental units, particularly among younger households.

In the context of the target market methodology, and market conditions in the City Center Study Area, new rental development (including adaptive re-use of existing non-residential buildings as well as new construction) in the Study Area should be able to achieve an annual capture of 12 percent of the potential market over the near term and 15 percent longer term.

Given current economic conditions, and the expectation of continued improvement for new for-sale housing over the near term, Zimmerman/Volk Associates has determined that an annual capture of approximately 8.5 percent of the potential market for each for-sale housing type is achievable in the Study Area over the next two to three years, and up to 10 percent over the next three to five years. (Nationally, prior to the housing collapse in 2008, new dwelling units represented 15 percent of all units sold; currently, the National Association of Realtors reports that new units represent approximately eight to nine percent of total housing sales.)

Based on a 12 to 15 percent capture of the potential market for new rental housing, and an 8.5 to 10 percent capture of the potential market for new for-sale housing units, the City Center Study Area should be able to absorb an annual average of between 157 and 192 new market-rate multi-family and single-family attached and detached housing units per year over the next five to seven years, as shown on the table on the following page (*see again* Table 12):

Annual Capture of Market Potential
Households With Incomes At Or Above 80 Percent AMI
CENTER CITY STUDY AREA
City of Allentown, Lehigh County, Pennsylvania

| HOUSING TYPE | NUMBER OF HOUSEHOLDS | CAPTURE RATE | NUMBER OF NEW UNITS |
|---|----------------------|--------------|---------------------|
| Multi-family for-rent (lofts/apartments, leaseholder) | 745 | 12%-15% | 89-112 |
| Multi-family for-sale (lofts/apartments, condo/co-op ownership) | 220 | 8.5%-10% | 19-22 |
| Single-family attached for-sale (rowhouses, fee-simple ownership) | 240 | 8.5%-10% | 20-24 |
| Single-family detached for-sale (urban houses, fee-simple ownership) | 340 | 8.5%-10% | 29-34 |
| Total | 1,545 | | 157-192 |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

At these forecast capture rates, between 445 and 560 new market-rate multi-family rental units could be absorbed within the Study Area over the next five years, and between 95 and 110 new market-rate multi-family for-sale (condominium) units, between 100 and 120 new market-rate single-family attached (rowhouse/townhouse) units, and between 145 and 170 new market-rate single-family detached (house) units could be absorbed within the City Center Study Area over the next five years. A total of between 785 and 960 new market-rate housing units could therefore be supported in the Study Area over the next five years.

Based on those same capture rates, the City Center Study Area should be able to absorb an annual average of between 47 and 57 new workforce/affordable multi-family and single-family attached and detached housing units per year over the next five years, as shown on the table on the following page:

Annual Capture of Market Potential
Households With Incomes Between 50 and 80 Percent AMI
CENTER CITY STUDY AREA
City of Allentown, Lehigh County, Pennsylvania

| HOUSING TYPE | NUMBER OF HOUSEHOLDS | CAPTURE RATE | NUMBER OF NEW UNITS |
|---|----------------------|--------------|---------------------|
| Multi-family for-rent (lofts/apartments, leaseholder) | 240 | 12%-15% | 29-36 |
| Multi-family for-sale (lofts/apartments, condo/co-op ownership) | 55 | 8.5%-10% | 5-6 |
| Single-family attached for-sale (rowhouses, fee-simple ownership) | 70 | 8.5%-10% | 6-7 |
| Single-family detached for-sale (urban houses, fee-simple ownership) | 85 | 8.5%-10% | 7-9 |
| Total | 450 | | 47-57 |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

At these forecast capture rates, a total of between 235 and 285 new workforce/affordable housing units could be supported in the Study Area over the next five years, for a combined annual total of between 1,020 and 1,245 new market-rate and workforce/affordable housing units absorbed in the Study Area over the next five years.

These housing type-specific capture rates are well within the parameters required for feasible development. For a study area of this size and scale, there is a high degree of confidence in a capture rate of up to 25 percent for new multi-family rental development and up to 15 percent for new multi-family for-sale and single-family attached and detached for-sale development.

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** represents the *annual* forecast absorption—in aggregate and by housing type—as a percentage of 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** represents the *total* number of dwelling units planned for a property as a percentage of the *total* number of draw area households, sometimes qualified by income.

The **traffic conversion rate** represents the *total* number of buyers or renters as a percentage of the *total* number of prospects that have visited a site.

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

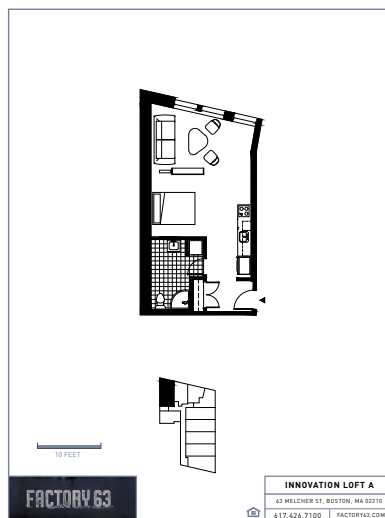
URBAN BUILDING AND UNIT TYPES

Urban unit and building types most appropriate for the City Center Study Area include:

- **Loft Apartment Building:** Either adaptive re-use of older warehouse or manufacturing buildings or a new-construction building type inspired by those buildings. The new-construction version usually has double-loaded corridors.

Microlofts: Several cities across the country are changing minimum unit size requirements as part of a strategy to attract young knowledge workers. 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.

The City of Boston reduced the city's 450-square-foot unit minimum to 350 square feet in a pilot program currently limited to the South Boston "Innovation District." As of February, 2014, 353 micro-units have been approved. The first property to market micro-units, the 38-unit Factory 63, was completely leased within a week, reportedly all to renters who worked within a 10-block radius of the property. There is a waiting list for vacancies in the property where rents now start at \$1,699.



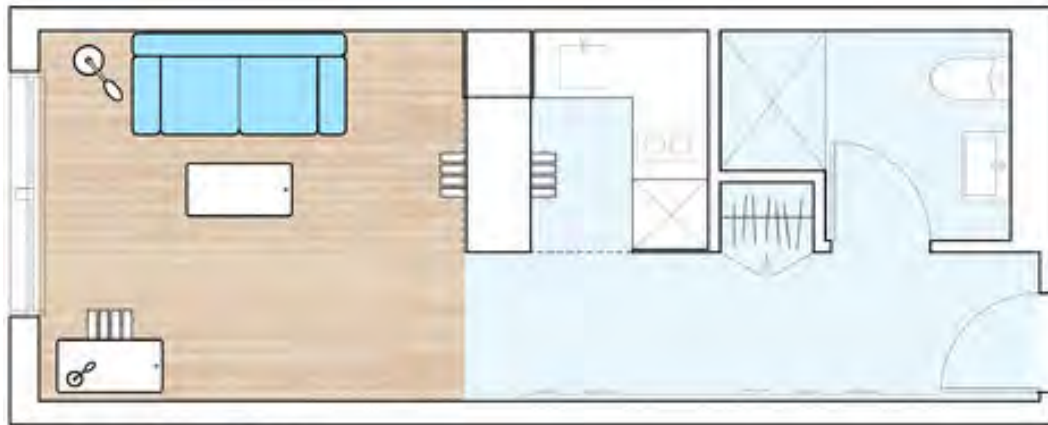
Factory 63.

San Francisco has reduced allowable minimum from 290 square feet to 220 square feet, but limited the change to 375 units until market impact has been assessed by the City's planning department; the concern is that the higher-profit micro units could reduce housing opportunities for households with children. The first completed project, SoMa Studios with 23 295-square-foot units, was bulk leased for five years to the California College of the Arts. The same developer, Panoramic Interests, has a 160-unit building planned with 220-square-foot units slated when announced in 2012 with monthly rents between \$1,300 and \$1,500 (\$5.90 to \$6.80 per square foot); at the time the average San Francisco studio rent was \$2,075 for 493 square feet, or \$4.21 per square foot. The building will include substantial common space and parking for 240 bicycles but, other than a single car-share spot, no automobile parking.



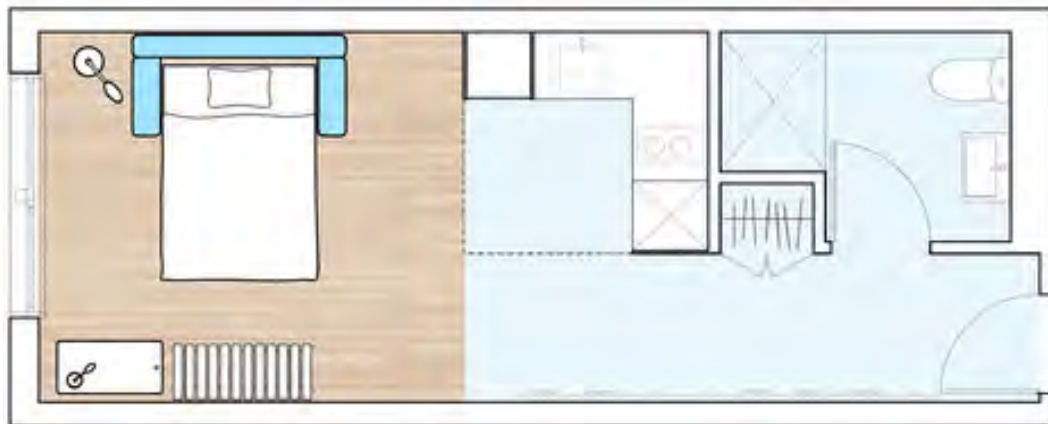
Panoramic Interests.

In New York City a pilot program accommodates units smaller than the current 400-square-foot minimum. The first project, the 55-unit My Micro NY, won the City’s “adapt NYC” micro-unit competition. Units in the modular building range from 250 to 370 square feet; 40 percent will be affordable. Every floor will have a common area; the building will include an attic garden, a ground-floor porch, a lounge and a fitness deck.



APT. #3A - DAY

9'-10" high wall surface behind couch used as pin-up wall; kitchen counter is down and ready for a coffee.



APT. #3A - NIGHT

Convertible sofa-bed folded down; kitchen counter folded up; coffee table on wheels relocated to wall.

My Micro NY.

Because of their small size and intricate layouts, small units are challenging to develop within existing buildings. A U.S. example of creating micro-units through the adaptive re-use of a non-residential building is the redevelopment of the historic, 1828 Arcade building in Providence, Rhode Island. The Arcade closed when its three-story interior retail format was no longer economically viable. It re-opened in 2014 with ground-level retail and its two upper levels converted into 48 dwellings, including 38 micro units ranging from 225 to 450 square feet furnished with built-in beds, storage, banquette seating. In February, 2014, when half the units were completed and occupied, there was a 2,000-name waiting list for the remaining units. Units are now fully leased at rents starting at \$550 a month, \$2.44 per square foot.



Arcade Building.

- Hard Loft: Unit interiors typically have high ceilings and commercial windows and are minimally finished (with minimal room delineations such as columns and fin walls), or unfinished (with no interior partitions except those for bathrooms).



Hard Loft

- Soft Loft: 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.



Soft Loft

- Upscale Apartment: A more conventionally-finished apartment unit, typically with completely-partitioned rooms.—trim, interior doors, kitchens and baths are fitted out with higher-end finishes and fixtures.



Upscale Apartment

- Mansion Apartment Building: 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.



Mansion apartment building

- **Liner Building:** An apartment building with apartments and/or lofts lining two to four sides of a multi-story parking structure. Units are typically served from a single-loaded corridor that often includes access to parking. Ground floors typically include a traditional apartment lobby and can also include apartments, retail or some combination of the two.

Gateway Lofts is a mixed-use infill project, providing affordable housing and street-level retail in downtown Charlotte, North Carolina. The six-story, post-tensioned concrete building was built on a 36- by 300-foot (11- by 91-meter) site adjacent to a parking garage, whose elevator tower it now shares.

Gateway's middle floors have 15-foot (4.6-meter) wide, multilevel, loft-style units with stained concrete floors, exposed load bearing brick walls, and steel stairs open to a mezzanine. Penthouse units have 12-foot (3.6-meter) ceilings, skylit studios, and flowing, wall-free spaces.



Gateway Lofts

- Mixed-Use Building: 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.



Mixed-use buildings

- Podium Building: 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.



Podium building

- Rowhouse: Similar in form to a conventional suburban townhouse 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 conventional townhouses, urban rowhouses conform to the pattern of streets, typically with shallow front-yard setbacks.



Rowhouses

- Urban House: A small one-, one-and-a-half- or two-story single-family detached house on a small lot, often with alley-loaded parking.



Urban House

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Research & Strategic Analysis

ASSUMPTIONS AND LIMITATIONS—

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

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

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



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RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the 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 —

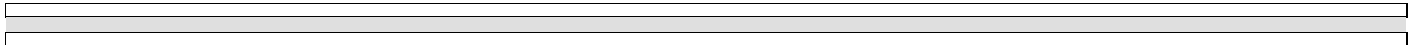
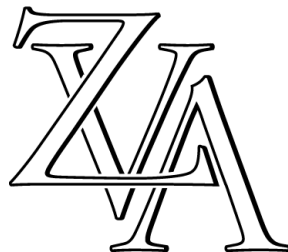
An Analysis of Residential Market Potential

The Center City Study Area

The City of Allentown,
Lehigh County, Pennsylvania

December, 2014

Conducted by
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METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Center City Study Area *The City of Allentown, Lehigh County, Pennsylvania*

December, 2014

The technical analysis of market potential for the Center City Study Area and the City of Allentown included determination of the draw areas—based on the most recent available migration data for Lehigh County, and incorporating additional data from the 2013 American Community Survey for the city and the county—as well as compilation of current residential rental and for-sale activity in the Allentown housing market area.

The Center City Study Area is bounded by the Jordan Creek in the northeast, Union Street in the southeast, 12th Street in the southwest (including portions of the adjacent blocks between Walnut and Linden Streets), and Tilghman Street in the northwest, including North Seventh Street to Sumner Avenue. In addition to the core Downtown, the Center City Study Area also includes the in-town neighborhoods of Old Allentown and Old Fairgrounds.

The evaluation of the Study Area's market potential was derived from target market analysis of households in the draw areas, and yielded:

- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family and single-family attached and detached units);
 - The composition of the potential housing market by lifestage (empty-nesters/retirees, younger singles/couples, traditional and non-traditional families); and
 - The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2014 income limits).
-

DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Analysis of migration, mobility, demographic, economic 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 and existing housing units within the Center City Study Area and the City of Allentown.

Historically, American households, more than any other nation's, have been extraordinarily mobile. Nationally, one lingering consequence of the Great Recession (officially December, 2007 through June, 2009) has been a considerable reduction in household mobility. However, according to the American Community Survey, the City of Allentown—where approximately 20 percent of the city's households moved from one dwelling unit to another in 2013—has a considerably higher mobility rate than the national average. In general nationally, 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.

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the delineation of the draw areas—the principal counties of origin for households that are most likely to move to Lehigh County. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service and provide a clear representation of mobility patterns. The IRS migration data has been supplemented by migration and mobility data for the City of Allentown and Lehigh County from the 2013 American Community Survey.

Appendix One, Table 1.

Migration Trends—

Analysis of the most recent Lehigh County migration and mobility data—from 2006 through 2010—shows that, after an annual in-migration increase in 2007, 2008 and 2009 saw the number of households moving into the county drop below 8,000 households. However, by 2010, in-migration rose to 8,580 households, the highest in-migrating total over the study period.

Out-migration peaked in 2007 at more than 8,500 out-migrating households, and fell to its lowest total over the study period in 2009, when 7,635 households moved out of the county. With the exception of a net loss of 285 households in 2008, net migration was positive throughout the study

period (more households moved into the county than moved out), ranging from a net gain of only five households in 2007 to 560 households in 2010. (See Appendix One, Table 1.)

Although net migration provides insights into a county's historical ability to attract or retain households compared to other locations, it is those households likely to move into a county (gross in-migration) that represent that county's external market potential. Northampton County to the northeast consistently accounts for over a quarter of households migrating into Lehigh County. Three other adjacent counties, Berks County to the southwest, Bucks County to the southeast, and Montgomery County to the south, account for another 12 to 13 percent. Bronx County, New York and Philadelphia County, Pennsylvania each represent an additional three percent; the Commonwealth of Puerto Rico constitutes another one to five percent, and the remaining in-migration is primarily from other Northeast counties.

Extrapolating from the migration data, then, the draw areas for new and existing housing units within the City of Allentown have been determined as follows:

- The primary draw area, covering households currently living within the city.
- The secondary draw area, covering households currently living in the balance of Lehigh County.
- The regional draw area, covering households that are likely to move to the City of Allentown from adjacent Northampton, Berks, Bucks, and Montgomery Counties.
- The metropolitan draw area, covering households that are likely to move to the City of Allentown from Bronx County, New York and Philadelphia County, Pennsylvania.
- The Puerto Rican draw area, covering households that are likely to move to the City of Allentown from the Commonwealth of Puerto Rico.
- The national draw area, covering households with the potential to move to the City of Allentown from all other U.S. counties (primarily other Northeast 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 is also used to clarify migration and mobility patterns for geographic units smaller than the county level.

2014 TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—

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

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 40, comprised now mainly of the Millennial generation, who were born between 1977 and 1996;
- 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; and
- 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.

Appendix One, Tables 2 and 3.

Target Market Classification—

Just under 43,500 households live in the City of Allentown in 2014. Median income is estimated at \$32,800, approximately 64 percent of the national median of \$51,600, and median home value of owner-occupied units is estimated at \$138,700, approximately 76 percent of the national median of \$182,100. (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, nearly 43 percent of these households are empty nesters and retirees, another 29.3 percent are traditional and non-traditional families, and the remaining 27.9 percent are younger singles and couples. (*Reference* Appendix One, Table 2.)

An estimated 136,635 households live in Lehigh County in 2014. Median income in the county is estimated at \$51,200, just \$400 below the national median, and median home value is estimated at \$191,800, approximately 5.3 percent higher than the national median. As characterized by lifestage, 47.7 percent of these households are empty nesters and retirees, another 26.5 percent are younger singles and couples, and the remaining 25.8 percent are traditional and non-traditional families. (*Reference* Appendix One, Table 3.)

Target Market Methodology:

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

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 city, 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 automobile ownership to get to 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 identified 41 target market groups with median incomes that enable most of the households within each group to qualify for market-rate housing. The most affluent of the 41 groups can afford the most expensive new ownership units; the least prosperous are candidates for the least expensive existing rental apartments. Another 25 groups have median incomes such that most of the households require housing finance assistance.

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

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

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

Appendix One, Table 4.

Internal Mobility (Households Moving within the City of Allentown)—

Zimmerman/Volk Associates integrates U.S. Bureau of the Census data from the American Community Survey with data from the Nielsen Company to determine the number of households in each target market group that will move from one residence to another within a specific jurisdiction in a given year (internal mobility).

Based on this analysis, Zimmerman/Volk Associates has determined that an average of 6,215 households currently living in the City of Allentown have the potential to move from one residence to another—rental or ownership, new or existing—within the city each year over the next five years.

Just over 46 percent of these households are likely to be younger singles and couples (as characterized within 10 Zimmerman/Volk Associates' target market groups); another 40.3 percent are likely to be traditional and non-traditional families (in eight market groups); and the remaining 13.4 percent are likely to be empty nesters and retirees (in 13 market groups).

Appendix One, Table 5.

External Mobility (Households Moving to the City of Allentown from the Balance of Lehigh 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 data shows that an average of 2,340 households, currently living in the balance of Lehigh County have the potential to move from a residence in the county to a residence in the City of Allentown each year over the next five years.

Approximately 48.5 percent of these households are likely to be younger singles and couples (in 13 market groups); 26.5 percent are traditional and non-traditional families (in 16 groups); and the remaining 25 percent are empty nesters and retirees (in 23 groups).

Appendix One, Tables 6 through 9; Appendix Two, Tables 1 through 6.

External Mobility (Households Moving to the City of Allentown from Outside Lehigh County)—

These tables determine the average number of households in each target market group living in each draw area county that are likely to move to the City of Allentown each year over the next five years (through a correlation of Nielsen data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data).

Appendix One, Table 10.

Annual Market Potential for the City of Allentown—

This table summarizes Appendix One, Tables 4 through 9. 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 Allentown each year over the next five years originating from households currently living in the draw areas. An average of nearly 12,000 households per year have the potential to move within and to the city each year over the next five years.

Younger singles and couples are likely to account for over 46 percent of these households (in 16 target market groups); another 35.8 percent are likely to be traditional and non-traditional families (in 20 groups); and 17.8 percent are likely to be empty nesters and retirees (in 28 groups).

As derived from the migration and mobility analyses, then, the distribution of the draw areas for new and existing housing units in the City of Allentown is detailed on the following table:

Annual Market Potential by Draw Area
City of Allentown, Lehigh County, Pennsylvania

| | |
|---|--------|
| City of Allentown (Primary Draw Area): | 51.8% |
| Balance of Lehigh County (Local Draw Area): | 19.5% |
| Northampton, Berks, Bucks, and Montgomery Counties (Regional Draw Area): | 10.6% |
| Bronx and Philadelphia Counties (Metropolitan Draw Area): | 1.9% |
| Commonwealth of Puerto Rico (Puerto Rican Draw Area): | 1.5% |
| Balance of US (National Draw Area): | 14.7% |
| Total: | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

DETERMINATION OF THE ANNUAL POTENTIAL MARKET FOR THE CENTER CITY STUDY AREA—

The annual potential market for new and existing housing units within the Center City 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 Nielsen data, to determine which target market groups, as well as how many households within each group, are likely to move within or to the Study Area each year over the next five years.

Appendix One, Tables 11 through 17.

Annual Market Potential for the Center City Study Area—

As derived by the target market methodology, an annual average of 2,780 households have the potential to move to the Study Area each year over the next five years. (*Reference* Appendix One, Table 11.) Up to 62 percent of these households are likely to be younger singles and couples (in 13 market groups); another 22.1 percent are likely to be empty nesters and retirees (in 17 groups); and 15.8 percent are likely to be traditional and non-traditional family households (in 11 groups).

The distribution of the draw areas as a percentage of the annual potential market for the Study Area is shown on the following table:

| Annual Market Potential by Draw Area | |
|---|--------------|
| CENTER CITY STUDY AREA | |
| <i>City of Allentown, Lehigh County, Pennsylvania</i> | |
| City of Allentown (Primary Draw Area): | 33.5% |
| Balance of Lehigh County (Local Draw Area): | 21.9% |
| Northampton, Berks, Bucks, and Montgomery Counties (Regional Draw Area): | 7.9% |
| Bronx and Philadelphia Counties (Metropolitan Draw Area): | 2.7% |
| Commonwealth of Puerto Rico (Puerto Rican Draw Area): | 6.3% |
| Balance of US (National Draw Area): | <u>27.7%</u> |
| Total: | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

The Center City Study Area attracts a much higher percentage (66.5 percent) of its annual potential market from outside the Allentown city limits than does the city as a whole (48.2 percent). The Study Area, particularly the core Downtown, therefore represents a significant source of household growth for the city as a whole.

The annual average of 2,780 draw area households that have the potential to move within and to the Center City Study Area each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Up to 52.5 percent of these households (or 1,460 households) comprise the potential market for new and existing rental units. The remaining 47.5 percent (or 1,320 households) comprise the annual potential market for new and existing for-sale (ownership) housing units. (*Reference Appendix One, Table 12.*)

These 1,460 renter households have been grouped by income based on the Allentown-Easton-Bethlehem median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2014, is \$68,800, for a family of four. (*Reference Appendix One, Table 13.*)

Renter Households By Income
CENTER CITY STUDY AREA
City of Allentown, Lehigh County, Pennsylvania

| INCOME BAND | NUMBER OF HOUSEHOLDS | PERCENTAGE |
|--------------------------|-------------------------|--------------|
| Below 30% AMI | 250 | 17.1% |
| Between 30% and 50% AMI | 225 | 15.4% |
| Between 50% and 80% AMI | 240 | 16.4% |
| Between 80% and 100% AMI | 255 | 17.5% |
| Over 100% AMI | <u>490</u> | <u>33.6%</u> |
| Total: | 1,460 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

The income limits for multifamily tax subsidized projects in the Allentown-Easton-Bethlehem MSA by household size and percent of median family income (AMI), which, for fiscal year 2014 is \$68,800 for a family of four, are shown on the table on the table on the following page:

**Fiscal Year 2014 Income Limits
 Multi-Family Tax Subsidized Projects
 City of Allentown, Lehigh County, Pennsylvania**

| NUMBER OF PERSONS IN HOUSEHOLD | EXTREMELY LOW 30% OF MEDIAN* | VERY LOW 50% OF MEDIAN | LOW 80% OF MEDIAN |
|-----------------------------------|---------------------------------|---------------------------|----------------------|
| One | \$14,500 | \$24,100 | \$38,550 |
| Two | \$16,550 | \$27,550 | \$44,050 |
| Three | \$19,790 | \$31,000 | \$49,550 |
| Four | \$23,850 | \$34,400 | \$55,050 |
| Five | \$27,910 | \$37,200 | \$59,500 |
| Six | \$31,970 | \$39,950 | \$63,900 |
| Seven | \$36,030 | \$42,700 | \$68,300 |
| Eight | \$40,090 | \$45,450 | \$72,700 |

NOTE: The FY 2014 Consolidated Appropriations Act changed the definition of extremely low income to be the greater of 30/50ths (60 percent) of the Section 8 very low income limit or the poverty guideline as established by the Department of Health and Human Services, provided that this amount is not greater than the Section 8 50 percent income limits.

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

The remaining 47.5 percent of the average annual potential market (or 1,320 households) comprise the market for new and existing for-sale (ownership) housing units. These households have also been grouped by income, as detailed on the following table. (*Reference Appendix One, Table 14.*)

**Owner Households By Income
 CENTER CITY STUDY AREA
 City of Allentown, Lehigh County, Pennsylvania**

| INCOME BAND | NUMBER OF HOUSEHOLDS | PERCENTAGE |
|--------------------------|-------------------------|--------------|
| Below 30% AMI | 175 | 13.3% |
| Between 30% and 50% AMI | 135 | 10.2% |
| Between 50% and 80% AMI | 210 | 15.9% |
| Between 80% and 100% AMI | 210 | 15.9% |
| Over 100% AMI | <u>590</u> | <u>44.7%</u> |
| Total: | 1,320 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Of the 1,320 potential owner households, 340 households (25.8 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 table on the following page. (*Reference Appendix One, Table 15.*)

Multi-Family Owner Households By Income
CENTER CITY STUDY AREA
City of Allentown, Lehigh County, Pennsylvania

| INCOME BAND | NUMBER OF HOUSEHOLDS | PERCENTAGE |
|--------------------------|-------------------------|--------------|
| Below 30% AMI | 40 | 11.8% |
| Between 30% and 50% AMI | 25 | 7.4% |
| Between 50% and 80% AMI | 55 | 16.2% |
| Between 80% and 100% AMI | 60 | 17.6% |
| Over 100% AMI | <u>160</u> | <u>47.0%</u> |
| Total: | 340 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Of the 1,320 potential owner households, 400 households (30.3 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes/live-work units) and have also been grouped by income as shown on the following table. (*Reference Appendix One, Table 16.*)

Single-Family Attached Owner Households By Income
CENTER CITY STUDY AREA
City of Allentown, Lehigh County, Pennsylvania

| INCOME BAND | NUMBER OF HOUSEHOLDS | PERCENTAGE |
|--------------------------|-------------------------|--------------|
| Below 30% AMI | 50 | 12.5% |
| Between 30% and 50% AMI | 40 | 10.0% |
| Between 50% and 80% AMI | 70 | 17.5% |
| Between 80% and 100% AMI | 55 | 13.8% |
| Over 100% AMI | <u>185</u> | <u>46.2%</u> |
| Total: | 400 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

Of the 1,320 potential owner households, 580 households (43.9 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the table on the following page. (*Reference Appendix One, Table 17.*)

Single-Family Detached Owner Households By Income
CENTER CITY STUDY AREA
City of Allentown, Lehigh County, Pennsylvania

| INCOME BAND | NUMBER OF HOUSEHOLDS | PERCENTAGE |
|--------------------------|-------------------------|--------------|
| Below 30% AMI | 85 | 14.7% |
| Between 30% and 50% AMI | 70 | 12.1% |
| Between 50% and 80% AMI | 85 | 14.7% |
| Between 80% and 100% AMI | 95 | 16.4% |
| Over 100% AMI | <u>245</u> | <u>42.1%</u> |
| Total: | 580 | 100.0% |

SOURCE: Zimmerman/Volk Associates, Inc., 2014.

—Target Market Data—

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

Zimmerman/Volk Associates' target market classifications are updated periodically to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*—a move from one neighborhood condition to another.

However, these changes of classification can also reflect an alteration in one of three additional basic characteristics:

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

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

segments. Economic status remains clearly defined through measures of annual income and household wealth.

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

Household Classification Methodology:

Household classifications were originally based on the Nielsen Company's PRIZM geo-demographic segmentation system that was established by Claritas, later acquired by Nielsen, in 1974 and then replaced by PRIZM NE in 2005. The revised household classifications are based on PRIZM NE, now simply known as PRIZM, which was developed through unique classification and regression trees delineating 66 specific clusters of American households. The system is now accurate to the individual household level, adding self-reported and list-based household data to geo-demographic information. The process applies hundreds of demographic variables to nearly 10,000 "behaviors."

Over the past 26 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company's proprietary target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names.



Appendix One Tables



Gross Annual Household In-Migration*Lehigh County, Pennsylvania***2006, 2007, 2008, 2009, 2010**

| County of Origin | 2006 | | 2007 | | 2008 | | 2009 | | 2010 | |
|----------------------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|
| | <i>Number</i> | <i>Share</i> | <i>Number</i> | <i>Share</i> | <i>Number</i> | <i>Share</i> | <i>Number</i> | <i>Share</i> | <i>Number</i> | <i>Share</i> |
| Northampton | 2,165 | 26.1% | 2,265 | 26.6% | 2,290 | 28.7% | 2,280 | 29.1% | 2,210 | 25.8% |
| Berks | 360 | 4.3% | 395 | 4.6% | 420 | 5.3% | 370 | 4.7% | 465 | 5.4% |
| Foreign, Puerto Rico | 80 | 1.0% | 110 | 1.3% | 110 | 1.4% | 240 | 3.1% | 405 | 4.7% |
| Bucks | 345 | 4.2% | 340 | 4.0% | 320 | 4.0% | 330 | 4.2% | 290 | 3.4% |
| Bronx, NY | 220 | 2.7% | 310 | 3.6% | 270 | 3.4% | 190 | 2.4% | 285 | 3.3% |
| Montgomery | 280 | 3.4% | 305 | 3.6% | 260 | 3.3% | 320 | 4.1% | 265 | 3.1% |
| Philadelphia | 175 | 2.1% | 180 | 2.1% | 145 | 1.8% | 165 | 2.1% | 260 | 3.0% |
| New York, NY | 125 | 1.5% | 150 | 1.8% | 155 | 1.9% | 185 | 2.4% | 190 | 2.2% |
| Carbon | 205 | 2.5% | 220 | 2.6% | 195 | 2.4% | 205 | 2.6% | 180 | 2.1% |
| Kings, NY | 285 | 3.4% | 245 | 2.9% | 195 | 2.4% | 165 | 2.1% | 155 | 1.8% |
| Monroe | 165 | 2.0% | 160 | 1.9% | 160 | 2.0% | 150 | 1.9% | 140 | 1.6% |
| Queens, NY | 210 | 2.5% | 140 | 1.6% | 110 | 1.4% | 130 | 1.7% | 125 | 1.5% |
| Warren, NJ | 75 | 0.9% | 65 | 0.8% | 55 | 0.7% | 45 | 0.6% | 120 | 1.4% |
| Essex, NJ | 100 | 1.2% | 130 | 1.5% | 80 | 1.0% | 75 | 1.0% | 100 | 1.2% |
| Schuylkill | 65 | 0.8% | 85 | 1.0% | 95 | 1.2% | 95 | 1.2% | 95 | 1.1% |
| Hudson, NJ | 120 | 1.4% | 100 | 1.2% | 65 | 0.8% | 60 | 0.8% | 95 | 1.1% |
| Luzerne | 75 | 0.9% | 110 | 1.3% | 90 | 1.1% | 85 | 1.1% | 85 | 1.0% |
| Middlesex, NJ | 115 | 1.4% | 100 | 1.2% | 65 | 0.8% | 85 | 1.1% | 75 | 0.9% |
| Lancaster | 60 | 0.7% | 50 | 0.6% | 60 | 0.8% | 60 | 0.8% | 70 | 0.8% |
| Chester | 65 | 0.8% | 75 | 0.9% | 65 | 0.8% | 70 | 0.9% | 65 | 0.8% |
| Passaic, NJ | 95 | 1.1% | 80 | 0.9% | 35 | 0.4% | 45 | 0.6% | 60 | 0.7% |
| Dauphin | 30 | 0.4% | 45 | 0.5% | 45 | 0.6% | 40 | 0.5% | 55 | 0.6% |
| Bergen, NJ | 55 | 0.7% | 40 | 0.5% | 35 | 0.4% | 30 | 0.4% | 50 | 0.6% |
| Union, NJ | 65 | 0.8% | 75 | 0.9% | 60 | 0.8% | 50 | 0.6% | 50 | 0.6% |
| Lackawanna | 55 | 0.7% | 35 | 0.4% | 45 | 0.6% | 25 | 0.3% | 50 | 0.6% |
| Suffolk, NY | 100 | 1.2% | 60 | 0.7% | 35 | 0.4% | 40 | 0.5% | 45 | 0.5% |
| Somerset, NJ | 50 | 0.6% | 50 | 0.6% | 35 | 0.4% | 25 | 0.3% | 45 | 0.5% |
| Miami Dade, FL | 15 | 0.2% | 25 | 0.3% | 35 | 0.4% | 25 | 0.3% | 40 | 0.5% |
| Delaware | 35 | 0.4% | 45 | 0.5% | 40 | 0.5% | 35 | 0.4% | 35 | 0.4% |
| Orange, FL | 35 | 0.4% | 30 | 0.4% | 40 | 0.5% | 35 | 0.4% | 35 | 0.4% |
| Nassau, NY | 65 | 0.8% | 50 | 0.6% | 35 | 0.4% | 35 | 0.4% | 35 | 0.4% |
| New Castle, DE | 25 | 0.3% | 20 | 0.2% | 20 | 0.3% | 25 | 0.3% | 35 | 0.4% |
| Maricopa, AZ | 30 | 0.4% | 30 | 0.4% | 15 | 0.2% | 20 | 0.3% | 30 | 0.3% |
| Los Angeles, CA | 25 | 0.3% | 25 | 0.3% | 25 | 0.3% | 20 | 0.3% | 30 | 0.3% |
| Hartford, CT | 20 | 0.2% | 15 | 0.2% | 15 | 0.2% | 15 | 0.2% | 30 | 0.3% |
| All Other Counties | 2,310 | 27.8% | 2,350 | 27.6% | 2,255 | 28.3% | 2,055 | 26.3% | 2,280 | 26.6% |
| Total In-Migration: | 8,300 | 100.0% | 8,510 | 100.0% | 7,975 | 100.0% | 7,825 | 100.0% | 8,580 | 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*Lehigh County, Pennsylvania***2006, 2007, 2008, 2009, 2010**

| Destination County | 2006 | | 2007 | | 2008 | | 2009 | | 2010 | |
|-----------------------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|
| | Number | Share | Number | Share | Number | Share | Number | Share | Number | Share |
| Northampton | 2,275 | 28.0% | 2,220 | 26.1% | 2,120 | 25.7% | 2,125 | 27.8% | 2,040 | 25.4% |
| Berks | 455 | 5.6% | 490 | 5.8% | 470 | 5.7% | 420 | 5.5% | 420 | 5.2% |
| Foreign, Puerto Rico | 30 | 0.4% | 45 | 0.5% | 130 | 1.6% | 100 | 1.3% | 190 | 2.4% |
| Bucks | 255 | 3.1% | 300 | 3.5% | 275 | 3.3% | 230 | 3.0% | 235 | 2.9% |
| Bronx, NY | 80 | 1.0% | 170 | 2.0% | 130 | 1.6% | 125 | 1.6% | 135 | 1.7% |
| Montgomery | 315 | 3.9% | 310 | 3.6% | 325 | 3.9% | 330 | 4.3% | 270 | 3.4% |
| Philadelphia | 220 | 2.7% | 220 | 2.6% | 230 | 2.8% | 235 | 3.1% | 285 | 3.6% |
| New York, NY | 100 | 1.2% | 180 | 2.1% | 120 | 1.5% | 105 | 1.4% | 110 | 1.4% |
| Carbon | 300 | 3.7% | 235 | 2.8% | 215 | 2.6% | 230 | 3.0% | 230 | 2.9% |
| Kings, NY | 85 | 1.0% | 110 | 1.3% | 120 | 1.5% | 100 | 1.3% | 110 | 1.4% |
| Monroe | 100 | 1.2% | 100 | 1.2% | 100 | 1.2% | 100 | 1.3% | 95 | 1.2% |
| Queens, NY | 75 | 0.9% | 100 | 1.2% | 100 | 1.2% | 60 | 0.8% | 85 | 1.1% |
| Warren, NJ | 25 | 0.3% | 40 | 0.5% | 30 | 0.4% | 35 | 0.5% | 40 | 0.5% |
| Essex, NJ | 45 | 0.6% | 30 | 0.4% | 65 | 0.8% | 35 | 0.5% | 60 | 0.7% |
| Schuylkill | 165 | 2.0% | 120 | 1.4% | 125 | 1.5% | 90 | 1.2% | 105 | 1.3% |
| Hudson, NJ | 50 | 0.6% | 55 | 0.6% | 65 | 0.8% | 55 | 0.7% | 55 | 0.7% |
| Luzerne | 80 | 1.0% | 105 | 1.2% | 95 | 1.2% | 80 | 1.0% | 85 | 1.1% |
| Middlesex, NJ | 50 | 0.6% | 45 | 0.5% | 60 | 0.7% | 45 | 0.6% | 50 | 0.6% |
| Lancaster | 60 | 0.7% | 60 | 0.7% | 70 | 0.8% | 65 | 0.9% | 65 | 0.8% |
| Chester | 85 | 1.0% | 90 | 1.1% | 100 | 1.2% | 80 | 1.0% | 90 | 1.1% |
| Passaic, NJ | 25 | 0.3% | 30 | 0.4% | 35 | 0.4% | 25 | 0.3% | 25 | 0.3% |
| Dauphin | 50 | 0.6% | 50 | 0.6% | 55 | 0.7% | 40 | 0.5% | 50 | 0.6% |
| Bergen, NJ | 20 | 0.2% | 25 | 0.3% | 30 | 0.4% | 20 | 0.3% | 20 | 0.2% |
| Union, NJ | 25 | 0.3% | 30 | 0.4% | 40 | 0.5% | 30 | 0.4% | 25 | 0.3% |
| Lackawanna | 20 | 0.2% | 45 | 0.5% | 30 | 0.4% | 40 | 0.5% | 35 | 0.4% |
| Suffolk, NY | 30 | 0.4% | 30 | 0.4% | 25 | 0.3% | 20 | 0.3% | 35 | 0.4% |
| Somerset, NJ | 15 | 0.2% | 20 | 0.2% | 15 | 0.2% | 15 | 0.2% | 25 | 0.3% |
| Miami Dade, FL | 20 | 0.2% | 30 | 0.4% | 25 | 0.3% | 35 | 0.5% | 40 | 0.5% |
| Delaware | 55 | 0.7% | 50 | 0.6% | 55 | 0.7% | 35 | 0.5% | 45 | 0.6% |
| Orange, FL | 45 | 0.6% | 40 | 0.5% | 60 | 0.7% | 45 | 0.6% | 40 | 0.5% |
| Nassau, NY | 15 | 0.2% | 25 | 0.3% | 20 | 0.2% | 25 | 0.3% | 30 | 0.4% |
| New Castle, DE | 30 | 0.4% | 20 | 0.2% | 20 | 0.2% | 30 | 0.4% | 30 | 0.4% |
| Maricopa, AZ | 40 | 0.5% | 55 | 0.6% | 40 | 0.5% | 35 | 0.5% | 35 | 0.4% |
| Los Angeles, CA | 35 | 0.4% | 40 | 0.5% | 30 | 0.4% | 35 | 0.5% | 35 | 0.4% |
| Hartford, CT | 15 | 0.2% | 15 | 0.2% | 20 | 0.2% | 15 | 0.2% | 20 | 0.2% |
| All Other Counties | 2,845 | 35.0% | 2,975 | 35.0% | 2,815 | 34.1% | 2,545 | 33.3% | 2,775 | 34.6% |
| Total Out-Migration: | 8,135 | 100.0% | 8,505 | 100.0% | 8,260 | 100.0% | 7,635 | 100.0% | 8,020 | 100.0% |

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

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

Net Annual Household Migration*Lehigh County, Pennsylvania***2006, 2007, 2008, 2009, 2010**

| County | 2006 | 2007 | 2008 | 2009 | 2010 |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|
| | <i>Number</i> | <i>Number</i> | <i>Number</i> | <i>Number</i> | <i>Number</i> |
| Northampton | -110 | 45 | 170 | 155 | 170 |
| Berks | -95 | -95 | -50 | -50 | 45 |
| Foreign, Puerto Rico | 50 | 65 | -20 | 140 | 215 |
| Bucks | 90 | 40 | 45 | 100 | 55 |
| Bronx, NY | 140 | 140 | 140 | 65 | 150 |
| Montgomery | -35 | -5 | -65 | -10 | -5 |
| Philadelphia | -45 | -40 | -85 | -70 | -25 |
| New York, NY | 25 | -30 | 35 | 80 | 80 |
| Carbon | -95 | -15 | -20 | -25 | -50 |
| Kings, NY | 200 | 135 | 75 | 65 | 45 |
| Monroe | 65 | 60 | 60 | 50 | 45 |
| Queens, NY | 135 | 40 | 10 | 70 | 40 |
| Warren, NJ | 50 | 25 | 25 | 10 | 80 |
| Essex, NJ | 55 | 100 | 15 | 40 | 40 |
| Schuylkill | -100 | -35 | -30 | 5 | -10 |
| Hudson, NJ | 70 | 45 | 0 | 5 | 40 |
| Luzerne | -5 | 5 | -5 | 5 | 0 |
| Middlesex, NJ | 65 | 55 | 5 | 40 | 25 |
| Lancaster | 0 | -10 | -10 | -5 | 5 |
| Chester | -20 | -15 | -35 | -10 | -25 |
| Passaic, NJ | 70 | 50 | 0 | 20 | 35 |
| Dauphin | -20 | -5 | -10 | 0 | 5 |
| Bergen, NJ | 35 | 15 | 5 | 10 | 30 |
| Union, NJ | 40 | 45 | 20 | 20 | 25 |
| Lackawanna | 35 | -10 | 15 | -15 | 15 |
| Suffolk, NY | 70 | 30 | 10 | 20 | 10 |
| Somerset, NJ | 35 | 30 | 20 | 10 | 20 |
| Miami Dade, FL | -5 | -5 | 10 | -10 | 0 |
| Delaware | -20 | -5 | -15 | 0 | -10 |
| Orange, FL | -10 | -10 | -20 | -10 | -5 |
| Nassau, NY | 50 | 25 | 15 | 10 | 5 |
| New Castle, DE | -5 | 0 | 0 | -5 | 5 |
| Maricopa, AZ | -10 | -25 | -25 | -15 | -5 |
| Los Angeles, CA | -10 | -15 | -5 | -15 | -5 |
| Hartford, CT | 5 | 0 | -5 | 0 | 10 |
| All Other Counties | -535 | -625 | -560 | -490 | -495 |
| Total Net Migration: | 165 | 5 | -285 | 190 | 560 |

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

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

2014 Household Classification by Market Groups
City of Allentown, Lehigh County, Pennsylvania

| Household Type/ Geographic Designation | Estimated Number | Estimated Share |
|---|---------------------|--------------------|
| Empty Nesters & Retirees | 18,625 | 42.8% |
| <i>Metropolitan Cities</i> | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 12,510 | 28.8% |
| <i>Metropolitan Suburbs</i> | 6,115 | 14.1% |
| <i>Town & Country/Exurbs</i> | 0 | 0.0% |
| Traditional & Non-Traditional Families | 12,735 | 29.3% |
| <i>Metropolitan Cities</i> | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 11,340 | 26.1% |
| <i>Metropolitan Suburbs</i> | 1,395 | 3.2% |
| <i>Town & Country/Exurbs</i> | 0 | 0.0% |
| Younger Singles & Couples | 12,115 | 27.9% |
| <i>Metropolitan Cities</i> | 1,935 | 4.5% |
| <i>Small Cities/Satellite Cities</i> | 7,110 | 16.4% |
| <i>Metropolitan Suburbs</i> | 3,070 | 7.1% |
| <i>Town & Country/Exurbs</i> | 0 | 0.0% |
| Total: | 43,475 | 100.0% |

2014 Estimated Median Income: \$32,800
2014 Estimated National Median Income: \$51,600

2014 Estimated Median Home Value: \$138,700
2014 Estimated National Median Home Value: \$182,100

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

2014 Household Classification by Market Groups

City of Allentown, Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Estimated Share</i> | <i>Estimated Median Income</i> | <i>Estimated Median Home Value</i> |
|---|-----------------------------|----------------------------|--|--|
| Empty Nesters & Retirees | 18,625 | 42.8% | | |
| <i>Metropolitan Cities</i> | | | | |
| Urban Establishment | 0 | 0.0% | | |
| Cosmopolitan Couples | 0 | 0.0% | | |
| Multi-Ethnic Retirees | 0 | 0.0% | | |
| Downtown Retirees | 0 | 0.0% | | |
| Multi-Ethnic Seniors | 0 | 0.0% | | |
| <i>Subtotal:</i> | 0 | 0.0% | | |
| <i>Small Cities/Satellite Cities</i> | | | | |
| Cosmopolitan Elite | 205 | 0.5% | \$101,000 | \$276,200 |
| Middle-Class Move-Downs | 1,845 | 4.2% | \$64,600 | \$172,800 |
| Blue-Collar Retirees | 4,355 | 10.0% | \$45,300 | \$128,500 |
| Hometown Retirees | 2,570 | 5.9% | \$32,400 | \$118,600 |
| Second City Seniors | 3,535 | 8.1% | \$30,600 | \$90,000 |
| <i>Subtotal:</i> | 12,510 | 28.8% | | |
| <i>Metropolitan Suburbs</i> | | | | |
| Old Money | 265 | 0.6% | \$146,800 | \$484,500 |
| Suburban Establishment | 395 | 0.9% | \$92,200 | \$258,100 |
| Affluent Empty Nesters | 615 | 1.4% | \$91,000 | \$274,400 |
| Mainstream Retirees | 735 | 1.7% | \$64,200 | \$201,600 |
| No-Nest Suburbanites | 955 | 2.2% | \$57,600 | \$161,300 |
| Middle-American Retirees | 1,510 | 3.5% | \$56,400 | \$153,100 |
| Suburban Retirees | 600 | 1.4% | \$39,700 | \$115,200 |
| Suburban Seniors | 1,040 | 2.4% | \$31,300 | \$107,700 |
| <i>Subtotal:</i> | 6,115 | 14.1% | | |
| <i>Town & Country/Exurbs</i> | | | | |
| Small-Town Establishment | 0 | 0.0% | | |
| New Empty Nesters | 0 | 0.0% | | |
| RV Retirees | 0 | 0.0% | | |
| Blue-Collar Empty Nesters | 0 | 0.0% | | |
| Exurban Suburbanites | 0 | 0.0% | | |
| Heartland Empty Nesters | 0 | 0.0% | | |
| Country Couples | 0 | 0.0% | | |
| Small-Town Seniors | 0 | 0.0% | | |
| Rural Singles | 0 | 0.0% | | |
| Back Country Seniors | 0 | 0.0% | | |
| Rural Seniors | 0 | 0.0% | | |
| Struggling Retirees | 0 | 0.0% | | |
| <i>Subtotal:</i> | 0 | 0.0% | | |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2014 Household Classification by Market Groups

City of Allentown, Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Estimated Share</i> | <i>Estimated Median Income</i> | <i>Estimated Median Home Value</i> |
|---|-----------------------------|----------------------------|--|--|
| Traditional & Non-Traditional Families | 12,735 | 29.3% | | |
| <i>Metropolitan Cities</i> | | | | |
| Full-Nest Urbanites | 0 | 0.0% | | |
| Multi-Cultural Families | 0 | 0.0% | | |
| Inner-City Families | 0 | 0.0% | | |
| Single-Parent Families | 0 | 0.0% | | |
| <i>Subtotal:</i> | 0 | 0.0% | | |
| <i>Small Cities/Satellite Cities</i> | | | | |
| Unibox Transferees | 170 | 0.4% | \$107,100 | \$254,900 |
| Multi-Ethnic Families | 1,500 | 3.5% | \$65,200 | \$159,300 |
| In-Town Families | 9,670 | 22.2% | \$36,900 | \$110,200 |
| <i>Subtotal:</i> | 11,340 | 26.1% | | |
| <i>Metropolitan Suburbs</i> | | | | |
| The Social Register | 55 | 0.1% | \$156,100 | \$441,500 |
| Nouveau Money | 100 | 0.2% | \$133,600 | \$323,800 |
| Late-Nest Suburbanites | 215 | 0.5% | \$84,500 | \$255,100 |
| Full-Nest Suburbanites | 145 | 0.3% | \$81,800 | \$208,600 |
| Blue-Collar Button-Downs | 425 | 1.0% | \$57,900 | \$154,800 |
| Working-Class Families | 455 | 1.0% | \$39,600 | \$108,100 |
| <i>Subtotal:</i> | 1,395 | 3.2% | | |
| <i>Town & Country/Exurbs</i> | | | | |
| Ex-Urban Elite | 0 | 0.0% | | |
| Full-Nest Exurbanites | 0 | 0.0% | | |
| New-Town Families | 0 | 0.0% | | |
| Small-Town Families | 0 | 0.0% | | |
| Kids 'r' Us | 0 | 0.0% | | |
| Rustic Families | 0 | 0.0% | | |
| Subsistence Families | 0 | 0.0% | | |
| <i>Subtotal:</i> | 0 | 0.0% | | |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2014 Household Classification by Market Groups

City of Allentown, Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Estimated Share</i> | <i>Estimated Median Income</i> | <i>Estimated Median Home Value</i> |
|---|-----------------------------|----------------------------|--|--|
| Younger Single & Couples | 12,115 | 27.9% | | |
| <i>Metropolitan Cities</i> | | | | |
| e-Types | 0 | 0.0% | | |
| New Bohemians | 0 | 0.0% | | |
| Urban Achievers | 0 | 0.0% | | |
| Soul City Singles | 1,935 | 4.5% | \$28,300 | \$140,400 |
| Subtotal: | 1,935 | 4.5% | | |
| <i>Small Cities/Satellite Cities</i> | | | | |
| The VIPs | 230 | 0.5% | \$85,100 | \$262,700 |
| Twentysomethings | 810 | 1.9% | \$64,200 | \$186,100 |
| Small-City Singles | 1,850 | 4.3% | \$49,900 | \$141,000 |
| Blue-Collar Singles | 4,220 | 9.7% | \$33,600 | \$105,800 |
| Subtotal: | 7,110 | 16.4% | | |
| <i>Metropolitan Suburbs</i> | | | | |
| The Entrepreneurs | 225 | 0.5% | \$127,200 | \$381,900 |
| Fast-Track Professionals | 495 | 1.1% | \$90,800 | \$289,900 |
| Upscale Suburban Couples | 435 | 1.0% | \$84,300 | \$222,600 |
| Suburban Achievers | 555 | 1.3% | \$59,000 | \$188,300 |
| Working-Class Singles | 1,360 | 3.1% | \$36,600 | \$128,600 |
| Subtotal: | 3,070 | 7.1% | | |
| <i>Town & Country/Exurbs</i> | | | | |
| Ex-Urban Power Couples | 0 | 0.0% | | |
| Cross-Training Couples | 0 | 0.0% | | |
| Small-Town Singles | 0 | 0.0% | | |
| Subtotal: | 0 | 0.0% | | |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2014 Household Classification by Market Groups
Lehigh County, Pennsylvania

| Household Type/ Geographic Designation | Estimated Number | Estimated Share |
|---|---------------------|--------------------|
| Empty Nesters & Retirees | 65,215 | 47.7% |
| <i>Metropolitan Cities</i> | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 19,770 | 14.5% |
| <i>Metropolitan Suburbs</i> | 29,005 | 21.2% |
| <i>Town & Country/Exurbs</i> | 16,440 | 12.0% |
| Traditional & Non-Traditional Families | 35,270 | 25.8% |
| <i>Metropolitan Cities</i> | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 13,400 | 9.8% |
| <i>Metropolitan Suburbs</i> | 11,030 | 8.1% |
| <i>Town & Country/Exurbs</i> | 10,840 | 7.9% |
| Younger Singles & Couples | 36,150 | 26.5% |
| <i>Metropolitan Cities</i> | 2,240 | 1.6% |
| <i>Small Cities/Satellite Cities</i> | 11,900 | 8.7% |
| <i>Metropolitan Suburbs</i> | 13,255 | 9.7% |
| <i>Town & Country/Exurbs</i> | 8,755 | 6.4% |
| Total: | 136,635 | 100.0% |
| 2014 Estimated Median Income: | \$51,200 | |
| 2014 Estimated National Median Income: | \$51,600 | |
| 2014 Estimated Median Home Value: | \$191,800 | |
| 2014 Estimated National Median Home Value: | \$182,100 | |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2014 Household Classification by Market Groups
Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Estimated Share</i> | <i>Estimated Median Income</i> | <i>Estimated Median Home Value</i> |
|---|-----------------------------|----------------------------|--|--|
| Empty Nesters & Retirees | 65,215 | 47.7% | | |
| <i>Metropolitan Cities</i> | | | | |
| Urban Establishment | 0 | 0.0% | | |
| Cosmopolitan Couples | 0 | 0.0% | | |
| Multi-Ethnic Retirees | 0 | 0.0% | | |
| Downtown Retirees | 0 | 0.0% | | |
| Multi-Ethnic Seniors | 0 | 0.0% | | |
| <i>Subtotal:</i> | <i>0</i> | <i>0.0%</i> | | |
| <i>Small Cities/Satellite Cities</i> | | | | |
| Cosmopolitan Elite | 1,225 | 0.9% | \$106,200 | \$280,600 |
| Middle-Class Move-Downs | 4,450 | 3.3% | \$70,300 | \$175,600 |
| Blue-Collar Retirees | 6,330 | 4.6% | \$53,400 | \$130,600 |
| Hometown Retirees | 2,920 | 2.1% | \$38,200 | \$120,500 |
| Second City Seniors | 4,845 | 3.5% | \$36,100 | \$91,500 |
| <i>Subtotal:</i> | <i>19,770</i> | <i>14.5%</i> | | |
| <i>Metropolitan Suburbs</i> | | | | |
| Old Money | 2,275 | 1.7% | \$149,500 | \$492,200 |
| Suburban Establishment | 3,435 | 2.5% | \$96,900 | \$262,300 |
| Affluent Empty Nesters | 3,440 | 2.5% | \$95,500 | \$278,800 |
| Mainstream Retirees | 3,725 | 2.7% | \$69,800 | \$204,800 |
| No-Nest Suburbanites | 4,195 | 3.1% | \$68,000 | \$163,900 |
| Middle-American Retirees | 6,040 | 4.4% | \$66,500 | \$155,600 |
| Suburban Retirees | 2,590 | 1.9% | \$46,900 | \$117,000 |
| Suburban Seniors | 3,305 | 2.4% | \$42,800 | \$109,400 |
| <i>Subtotal:</i> | <i>29,005</i> | <i>21.2%</i> | | |
| <i>Town & Country/Exurbs</i> | | | | |
| Small-Town Establishment | 3,340 | 2.4% | \$109,700 | \$314,800 |
| New Empty Nesters | 2,640 | 1.9% | \$96,300 | \$218,400 |
| RV Retirees | 2,980 | 2.2% | \$74,400 | \$188,000 |
| Blue-Collar Empty Nesters | 1,410 | 1.0% | \$73,200 | \$154,900 |
| Exurban Suburbanites | 1,465 | 1.1% | \$58,100 | \$131,000 |
| Heartland Empty Nesters | 1,155 | 0.8% | \$59,000 | \$124,300 |
| Country Couples | 225 | 0.2% | \$58,100 | \$119,000 |
| Small-Town Seniors | 1,490 | 1.1% | \$58,800 | \$143,600 |
| Rural Singles | 335 | 0.2% | \$43,800 | \$110,700 |
| Back Country Seniors | 75 | 0.1% | \$44,200 | \$103,800 |
| Rural Seniors | 505 | 0.4% | \$44,100 | \$94,300 |
| Struggling Retirees | 820 | 0.6% | \$43,300 | \$93,400 |
| <i>Subtotal:</i> | <i>16,440</i> | <i>12.0%</i> | | |

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

2014 Household Classification by Market Groups
Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Estimated Share</i> | <i>Estimated Median Income</i> | <i>Estimated Median Home Value</i> |
|---|-----------------------------|----------------------------|--|--|
| Traditional & Non-Traditional Families | 35,270 | 25.8% | | |
| <i>Metropolitan Cities</i> | | | | |
| Full-Nest Urbanites | 0 | 0.0% | | |
| Multi-Cultural Families | 0 | 0.0% | | |
| Inner-City Families | 0 | 0.0% | | |
| Single-Parent Families | 0 | 0.0% | | |
| <i>Subtotal:</i> | 0 | 0.0% | | |
| <i>Small Cities/Satellite Cities</i> | | | | |
| Unibox Transferees | 580 | 0.4% | \$114,400 | \$259,000 |
| Multi-Ethnic Families | 2,425 | 1.8% | \$71,000 | \$161,900 |
| In-Town Families | 10,395 | 7.6% | \$37,500 | \$111,900 |
| <i>Subtotal:</i> | 13,400 | 9.8% | | |
| <i>Metropolitan Suburbs</i> | | | | |
| The Social Register | 1,315 | 1.0% | \$160,500 | \$448,600 |
| Nouveau Money | 1,860 | 1.4% | \$145,800 | \$329,000 |
| Late-Nest Suburbanites | 2,265 | 1.7% | \$99,600 | \$259,200 |
| Full-Nest Suburbanites | 1,995 | 1.5% | \$96,400 | \$211,900 |
| Blue-Collar Button-Downs | 2,320 | 1.7% | \$68,300 | \$157,300 |
| Working-Class Families | 1,275 | 0.9% | \$46,700 | \$109,800 |
| <i>Subtotal:</i> | 11,030 | 8.1% | | |
| <i>Town & Country/Exurbs</i> | | | | |
| Ex-Urban Elite | 4,025 | 2.9% | \$141,200 | \$351,400 |
| Full-Nest Exurbanites | 1,850 | 1.4% | \$101,600 | \$217,700 |
| New-Town Families | 2,665 | 2.0% | \$76,200 | \$169,900 |
| Small-Town Families | 1,030 | 0.8% | \$74,700 | \$155,500 |
| Kids 'r' Us | 920 | 0.7% | \$57,400 | \$132,300 |
| Rustic Families | 175 | 0.1% | \$57,100 | \$115,900 |
| Subsistence Families | 175 | 0.1% | \$40,300 | \$88,500 |
| <i>Subtotal:</i> | 10,840 | 7.9% | | |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2014 Household Classification by Market Groups
Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Estimated Share</i> | <i>Estimated Median Income</i> | <i>Estimated Median Home Value</i> |
|---|-----------------------------|----------------------------|--|--|
| Younger Single & Couples | 36,150 | 26.5% | | |
| <i>Metropolitan Cities</i> | | | | |
| e-Types | 0 | 0.0% | | |
| New Bohemians | 0 | 0.0% | | |
| Urban Achievers | 0 | 0.0% | | |
| Soul City Singles | 2,240 | 1.6% | \$33,400 | \$142,600 |
| Subtotal: | 2,240 | 1.6% | | |
| <i>Small Cities/Satellite Cities</i> | | | | |
| The VIPs | 1,110 | 0.8% | \$100,400 | \$266,900 |
| Twentysomethings | 1,860 | 1.4% | \$69,800 | \$189,100 |
| Small-City Singles | 3,480 | 2.5% | \$54,100 | \$143,300 |
| Blue-Collar Singles | 5,450 | 4.0% | \$36,500 | \$107,500 |
| Subtotal: | 11,900 | 8.7% | | |
| <i>Metropolitan Suburbs</i> | | | | |
| The Entrepreneurs | 2,545 | 1.9% | \$138,200 | \$388,000 |
| Fast-Track Professionals | 1,735 | 1.3% | \$100,100 | \$294,500 |
| Upscale Suburban Couples | 4,035 | 3.0% | \$91,200 | \$226,200 |
| Suburban Achievers | 2,430 | 1.8% | \$66,100 | \$191,300 |
| Working-Class Singles | 2,510 | 1.8% | \$43,200 | \$130,600 |
| Subtotal: | 13,255 | 9.7% | | |
| <i>Town & Country/Exurbs</i> | | | | |
| Ex-Urban Power Couples | 4,190 | 3.1% | \$115,100 | \$300,100 |
| Cross-Training Couples | 3,825 | 2.8% | \$77,400 | \$201,000 |
| Small-Town Singles | 740 | 0.5% | \$45,200 | \$117,700 |
| Subtotal: | 8,755 | 6.4% | | |

SOURCE: The Nielsen Company;
 Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within The City Of Allentown Each Year Over The Next Five Years**
City of Allentown, Lehigh County, Pennsylvania

| Household Type/ Geographic Designation | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 18,625 | 835 | 13.4% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 12,510 | 625 | 10.1% |
| <i>Metropolitan Suburbs</i> | 6,115 | 210 | 3.4% |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0.0% |
| Traditional & Non-Traditional Families | 12,735 | 2,505 | 40.3% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 11,340 | 2,390 | 38.5% |
| <i>Metropolitan Suburbs</i> | 1,395 | 115 | 1.9% |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0.0% |
| Younger Singles & Couples | 12,115 | 2,875 | 46.3% |
| <i>Metropolitan Cities</i> | 1,935 | 705 | 11.3% |
| <i>Small Cities/Satellite Cities</i> | 7,110 | 1,545 | 24.9% |
| <i>Metropolitan Suburbs</i> | 3,070 | 625 | 10.1% |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0.0% |
| Total: | 43,475 | 6,215 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

City of Allentown, Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 18,625 | 835 | 13.4% |
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 0 | 0 | 0.0% |
| Cosmopolitan Couples | 0 | 0 | 0.0% |
| Multi-Ethnic Retirees | 0 | 0 | 0.0% |
| Downtown Retirees | 0 | 0 | 0.0% |
| Multi-Ethnic Seniors | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 205 | 5 | 0.1% |
| Middle-Class Move-Downs | 1,845 | 95 | 1.5% |
| Blue-Collar Retirees | 4,355 | 100 | 1.6% |
| Hometown Retirees | 2,570 | 45 | 0.7% |
| Second City Seniors | 3,535 | 380 | 6.1% |
| <i>Subtotal:</i> | <u>12,510</u> | <u>625</u> | <u>10.1%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| Old Money | 265 | 5 | 0.1% |
| Suburban Establishment | 395 | 10 | 0.2% |
| Affluent Empty Nesters | 615 | 20 | 0.3% |
| Mainstream Retirees | 735 | 15 | 0.2% |
| No-Nest Suburbanites | 955 | 60 | 1.0% |
| Middle-American Retirees | 1,510 | 35 | 0.6% |
| Suburban Retirees | 600 | 15 | 0.2% |
| Suburban Seniors | 1,040 | 50 | 0.8% |
| <i>Subtotal:</i> | <u>6,115</u> | <u>210</u> | <u>3.4%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 0 | 0 | 0.0% |
| New Empty Nesters | 0 | 0 | 0.0% |
| RV Retirees | 0 | 0 | 0.0% |
| Blue-Collar Empty Nesters | 0 | 0 | 0.0% |
| Exurban Suburbanites | 0 | 0 | 0.0% |
| Heartland Empty Nesters | 0 | 0 | 0.0% |
| Country Couples | 0 | 0 | 0.0% |
| Small-Town Seniors | 0 | 0 | 0.0% |
| Rural Singles | 0 | 0 | 0.0% |
| Back Country Seniors | 0 | 0 | 0.0% |
| Rural Seniors | 0 | 0 | 0.0% |
| Struggling Retirees | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within The City Of Allentown Each Year Over The Next Five Years**
City of Allentown, Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 12,735 | 2,505 | 40.3% |
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 0 | 0 | 0.0% |
| Multi-Cultural Families | 0 | 0 | 0.0% |
| Inner-City Families | 0 | 0 | 0.0% |
| Single-Parent Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 170 | 10 | 0.2% |
| Multi-Ethnic Families | 1,500 | 180 | 2.9% |
| In-Town Families | 9,670 | 2,200 | 35.4% |
| <i>Subtotal:</i> | 11,340 | 2,390 | 38.5% |
| <i>Metropolitan Suburbs</i> | | | |
| The Social Register | 55 | 0 | 0.0% |
| Nouveau Money | 100 | 10 | 0.2% |
| Late-Nest Suburbanites | 215 | 10 | 0.2% |
| Full-Nest Suburbanites | 145 | 15 | 0.2% |
| Blue-Collar Button-Downs | 425 | 55 | 0.9% |
| Working-Class Families | 455 | 25 | 0.4% |
| <i>Subtotal:</i> | 1,395 | 115 | 1.9% |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Elite | 0 | 0 | 0.0% |
| Full-Nest Exurbanites | 0 | 0 | 0.0% |
| New-Town Families | 0 | 0 | 0.0% |
| Small-Town Families | 0 | 0 | 0.0% |
| Kids 'r' Us | 0 | 0 | 0.0% |
| Rustic Families | 0 | 0 | 0.0% |
| Subsistence Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within The City Of Allentown Each Year Over The Next Five Years**
City of Allentown, Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| Younger Singles & Couples | 12,115 | 2,875 | 46.3% |
| <i>Metropolitan Cities</i> | | | |
| e-Types | 0 | 0 | 0.0% |
| New Bohemians | 0 | 0 | 0.0% |
| Urban Achievers | 0 | 0 | 0.0% |
| Soul City Singles | 1,935 | 705 | 11.3% |
| <i>Subtotal:</i> | <u>1,935</u> | <u>705</u> | <u>11.3%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 230 | 25 | 0.4% |
| Twentysomethings | 810 | 145 | 2.3% |
| Small-City Singles | 1,850 | 455 | 7.3% |
| Blue-Collar Singles | 4,220 | 920 | 14.8% |
| <i>Subtotal:</i> | <u>7,110</u> | <u>1,545</u> | <u>24.9%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 225 | 15 | 0.2% |
| Fast-Track Professionals | 495 | 60 | 1.0% |
| Upscale Suburban Couples | 435 | 55 | 0.9% |
| Suburban Achievers | 555 | 140 | 2.3% |
| Working-Class Singles | 1,360 | 355 | 5.7% |
| <i>Subtotal:</i> | <u>3,070</u> | <u>625</u> | <u>10.1%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Power Couples | 0 | 0 | 0.0% |
| Cross-Training Couples | 0 | 0 | 0.0% |
| Small-Town Singles | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Balance of Lehigh County, Pennsylvania

| <u>Household Type/ Geographic Designation</u> | <u>Estimated Number</u> | <u>Potential</u> | <u>Share of Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 46,590 | 585 | 25.0% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 7,260 | 115 | 4.9% |
| <i>Metropolitan Suburbs</i> | 22,890 | 235 | 10.0% |
| <i>Town & Country/Exurbs</i> | 16,440 | 235 | 10.0% |
| Traditional & Non-Traditional Families | 22,535 | 620 | 26.5% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 2,060 | 100 | 4.3% |
| <i>Metropolitan Suburbs</i> | 9,635 | 240 | 10.3% |
| <i>Town & Country/Exurbs</i> | 10,840 | 280 | 12.0% |
| Younger Singles & Couples | 24,035 | 1,135 | 48.5% |
| <i>Metropolitan Cities</i> | 305 | 35 | 1.5% |
| <i>Small Cities/Satellite Cities</i> | 4,790 | 315 | 13.5% |
| <i>Metropolitan Suburbs</i> | 10,185 | 520 | 22.2% |
| <i>Town & Country/Exurbs</i> | 8,755 | 265 | 11.3% |
| Total Balance of County: | 93,160 | 2,340 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Balance of Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 46,590 | 585 | 25.0% |
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 0 | 0 | 0.0% |
| Cosmopolitan Couples | 0 | 0 | 0.0% |
| Multi-Ethnic Retirees | 0 | 0 | 0.0% |
| Downtown Retirees | 0 | 0 | 0.0% |
| Multi-Ethnic Seniors | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 1,020 | 10 | 0.4% |
| Middle-Class Move-Downs | 2,605 | 45 | 1.9% |
| Blue-Collar Retirees | 1,975 | 15 | 0.6% |
| Hometown Retirees | 350 | 0 | 0.0% |
| Second City Seniors | 1,310 | 45 | 1.9% |
| <i>Subtotal:</i> | <u>7,260</u> | <u>115</u> | <u>4.9%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| Old Money | 2,010 | 10 | 0.4% |
| Suburban Establishment | 3,040 | 25 | 1.1% |
| Affluent Empty Nesters | 2,825 | 25 | 1.1% |
| Mainstream Retirees | 2,990 | 20 | 0.9% |
| No-Nest Suburbanites | 3,240 | 70 | 3.0% |
| Middle-American Retirees | 4,530 | 30 | 1.3% |
| Suburban Retirees | 1,990 | 20 | 0.9% |
| Suburban Seniors | 2,265 | 35 | 1.5% |
| <i>Subtotal:</i> | <u>22,890</u> | <u>235</u> | <u>10.0%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 3,340 | 25 | 1.1% |
| New Empty Nesters | 2,640 | 60 | 2.6% |
| RV Retirees | 2,980 | 25 | 1.1% |
| Blue-Collar Empty Nesters | 1,410 | 45 | 1.9% |
| Exurban Suburbanites | 1,465 | 25 | 1.1% |
| Heartland Empty Nesters | 1,155 | 10 | 0.4% |
| Country Couples | 225 | 5 | 0.2% |
| Small-Town Seniors | 1,490 | 10 | 0.4% |
| Rural Singles | 335 | 5 | 0.2% |
| Back Country Seniors | 75 | 0 | 0.0% |
| Rural Seniors | 505 | 5 | 0.2% |
| Struggling Retirees | 820 | 20 | 0.9% |
| <i>Subtotal:</i> | <u>16,440</u> | <u>235</u> | <u>10.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Balance of Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 22,535 | 620 | 26.5% |
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 0 | 0 | 0.0% |
| Multi-Cultural Families | 0 | 0 | 0.0% |
| Inner-City Families | 0 | 0 | 0.0% |
| Single-Parent Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 410 | 10 | 0.4% |
| Multi-Ethnic Families | 925 | 35 | 1.5% |
| In-Town Families | 725 | 55 | 2.4% |
| <i>Subtotal:</i> | <u>2,060</u> | <u>100</u> | <u>4.3%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Social Register | 1,260 | 15 | 0.6% |
| Nouveau Money | 1,760 | 45 | 1.9% |
| Late-Nest Suburbanites | 2,050 | 25 | 1.1% |
| Full-Nest Suburbanites | 1,850 | 60 | 2.6% |
| Blue-Collar Button-Downs | 1,895 | 80 | 3.4% |
| Working-Class Families | 820 | 15 | 0.6% |
| <i>Subtotal:</i> | <u>9,635</u> | <u>240</u> | <u>10.3%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Elite | 4,025 | 75 | 3.2% |
| Full-Nest Exurbanites | 1,850 | 30 | 1.3% |
| New-Town Families | 2,665 | 85 | 3.6% |
| Small-Town Families | 1,030 | 25 | 1.1% |
| Kids 'r' Us | 920 | 50 | 2.1% |
| Rustic Families | 175 | 5 | 0.2% |
| Subsistence Families | 175 | 10 | 0.4% |
| <i>Subtotal:</i> | <u>10,840</u> | <u>280</u> | <u>12.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Balance of Lehigh County, Pennsylvania

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| Younger Singles & Couples | 24,035 | 1,135 | 48.5% |
| <i>Metropolitan Cities</i> | | | |
| e-Types | 0 | 0 | 0.0% |
| New Bohemians | 0 | 0 | 0.0% |
| Urban Achievers | 0 | 0 | 0.0% |
| Soul City Singles | 305 | 35 | 1.5% |
| <i>Subtotal:</i> | <u>305</u> | <u>35</u> | <u>1.5%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 880 | 35 | 1.5% |
| Twentysomethings | 1,050 | 60 | 2.6% |
| Small-City Singles | 1,630 | 130 | 5.6% |
| Blue-Collar Singles | 1,230 | 90 | 3.8% |
| <i>Subtotal:</i> | <u>4,790</u> | <u>315</u> | <u>13.5%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 2,320 | 60 | 2.6% |
| Fast-Track Professionals | 1,240 | 50 | 2.1% |
| Upscale Suburban Couples | 3,600 | 155 | 6.6% |
| Suburban Achievers | 1,875 | 155 | 6.6% |
| Working-Class Singles | 1,150 | 100 | 4.3% |
| <i>Subtotal:</i> | <u>10,185</u> | <u>520</u> | <u>22.2%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Power Couples | 4,190 | 90 | 3.8% |
| Cross-Training Couples | 3,825 | 115 | 4.9% |
| Small-Town Singles | 740 | 60 | 2.6% |
| <i>Subtotal:</i> | <u>8,755</u> | <u>265</u> | <u>11.3%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 4
Northampton County, Pennsylvania, Berks County, Pennsylvania,
Bucks County, Pennsylvania, Montgomery County, Pennsylvania

| <u>Household Type/ Geographic Designation</u> | <u>Northampton County</u> | <u>Berks County</u> | <u>Bucks County</u> | <u>Montgomery County</u> | <u>Total</u> |
|---|-------------------------------|-------------------------|-------------------------|------------------------------|---------------|
| Empty Nesters & Retirees | 240 | 45 | 15 | 10 | 310 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 0 | 0 |
| <i>Small Cities/Satellite Cities</i> | 55 | 10 | 10 | 10 | 85 |
| <i>Metropolitan Suburbs</i> | 65 | 5 | 5 | 0 | 75 |
| <i>Town & Country/Exurbs</i> | 120 | 30 | 0 | 0 | 150 |
| Traditional & Non-Traditional Families | 240 | 75 | 20 | 20 | 355 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 0 | 0 |
| <i>Small Cities/Satellite Cities</i> | 90 | 45 | 5 | 10 | 150 |
| <i>Metropolitan Suburbs</i> | 60 | 10 | 10 | 5 | 85 |
| <i>Town & Country/Exurbs</i> | 90 | 20 | 5 | 5 | 120 |
| Younger Singles & Couples | 400 | 65 | 70 | 75 | 610 |
| <i>Metropolitan Cities</i> | 70 | 10 | 0 | 5 | 85 |
| <i>Small Cities/Satellite Cities</i> | 135 | 20 | 15 | 30 | 200 |
| <i>Metropolitan Suburbs</i> | 135 | 20 | 45 | 35 | 235 |
| <i>Town & Country/Exurbs</i> | 60 | 15 | 10 | 5 | 90 |
| Total: | 880 | 185 | 105 | 105 | 1,275 |
| Percent: | 69.0% | 14.5% | 8.2% | 8.2% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 4

*Northampton County, Pennsylvania, Berks County, Pennsylvania,
Bucks County, Pennsylvania, Montgomery County, Pennsylvania*

| | <u>Northampton County</u> | <u>Berks County</u> | <u>Bucks County</u> | <u>Montgomery County</u> | <u>Total</u> |
|---|-------------------------------|-------------------------|-------------------------|------------------------------|--------------|
| Empty Nesters & Retirees | 240 | 45 | 15 | 10 | 310 |
| <i>Metropolitan Cities</i> | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 0 |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 0 |
| Multi-Ethnic Retirees | 0 | 0 | 0 | 0 | 0 |
| Downtown Retirees | 0 | 0 | 0 | 0 | 0 |
| Multi-Ethnic Seniors | 0 | 0 | 0 | 0 | 0 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | |
| Cosmopolitan Elite | 0 | 0 | 0 | 0 | 0 |
| Middle-Class Move-Downs | 15 | 5 | 5 | 5 | 30 |
| Blue-Collar Retirees | 10 | 0 | 0 | 0 | 10 |
| Hometown Retirees | 0 | 0 | 0 | 0 | 0 |
| Second City Seniors | 30 | 5 | 5 | 5 | 45 |
| <i>Subtotal:</i> | <u>55</u> | <u>10</u> | <u>10</u> | <u>10</u> | <u>85</u> |
| <i>Metropolitan Suburbs</i> | | | | | |
| Old Money | 5 | 0 | 0 | 0 | 5 |
| Suburban Establishment | 10 | 0 | 0 | 0 | 10 |
| Affluent Empty Nesters | 10 | 0 | 0 | 0 | 10 |
| Mainstream Retirees | 5 | 0 | 0 | 0 | 5 |
| No-Nest Suburbanites | 20 | 5 | 5 | 0 | 30 |
| Middle-American Retirees | 5 | 0 | 0 | 0 | 5 |
| Suburban Retirees | 5 | 0 | 0 | 0 | 5 |
| Suburban Seniors | 5 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>65</u> | <u>5</u> | <u>5</u> | <u>0</u> | <u>75</u> |
| <i>Town & Country/Exurbs</i> | | | | | |
| Small-Town Establishment | 10 | 0 | 0 | 0 | 10 |
| New Empty Nesters | 25 | 10 | 0 | 0 | 35 |
| RV Retirees | 10 | 0 | 0 | 0 | 10 |
| Blue-Collar Empty Nesters | 35 | 15 | 0 | 0 | 50 |
| Exurban Suburbanites | 10 | 5 | 0 | 0 | 15 |
| Heartland Empty Nesters | 5 | 0 | 0 | 0 | 5 |
| Country Couples | 0 | 0 | 0 | 0 | 0 |
| Small-Town Seniors | 5 | 0 | 0 | 0 | 5 |
| Rural Singles | 5 | 0 | 0 | 0 | 5 |
| Back Country Seniors | 0 | 0 | 0 | 0 | 0 |
| Rural Seniors | 5 | 0 | 0 | 0 | 5 |
| Struggling Retirees | 10 | 0 | 0 | 0 | 10 |
| <i>Subtotal:</i> | <u>120</u> | <u>30</u> | <u>0</u> | <u>0</u> | <u>150</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 4

*Northampton County, Pennsylvania, Berks County, Pennsylvania,
Bucks County, Pennsylvania, Montgomery County, Pennsylvania*

| | <u>Northampton County</u> | <u>Berks County</u> | <u>Bucks County</u> | <u>Montgomery County</u> | <u>Total</u> |
|--|-------------------------------|-------------------------|-------------------------|------------------------------|--------------|
| Traditional & on-Traditional Families | 240 | 75 | 20 | 20 | 355 |
| <i>Metropolitan Cities</i> | | | | | |
| Full-Nest Urbanites | 0 | 0 | 0 | 0 | 0 |
| Multi-Cultural Families | 0 | 0 | 0 | 0 | 0 |
| Inner-City Families | 0 | 0 | 0 | 0 | 0 |
| Single-Parent Families | 0 | 0 | 0 | 0 | 0 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | |
| Unibox Transferees | 5 | 0 | 0 | 0 | 5 |
| Multi-Ethnic Families | 15 | 5 | 5 | 5 | 30 |
| In-Town Families | 70 | 40 | 0 | 5 | 115 |
| <i>Subtotal:</i> | <u>90</u> | <u>45</u> | <u>5</u> | <u>10</u> | <u>150</u> |
| <i>Metropolitan Suburbs</i> | | | | | |
| The Social Register | 5 | 0 | 0 | 0 | 5 |
| Nouveau Money | 15 | 0 | 5 | 5 | 25 |
| Late-Nest Suburbanites | 5 | 0 | 0 | 0 | 5 |
| Full-Nest Suburbanites | 15 | 5 | 5 | 0 | 25 |
| Blue-Collar Button-Downs | 15 | 5 | 0 | 0 | 20 |
| Working-Class Families | 5 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>60</u> | <u>10</u> | <u>10</u> | <u>5</u> | <u>85</u> |
| <i>Town & Country/Exurbs</i> | | | | | |
| Ex-Urban Elite | 15 | 0 | 5 | 5 | 25 |
| Full-Nest Exurbanites | 15 | 5 | 0 | 0 | 20 |
| New-Town Families | 25 | 5 | 0 | 0 | 30 |
| Small-Town Families | 5 | 5 | 0 | 0 | 10 |
| Kids 'r' Us | 25 | 5 | 0 | 0 | 30 |
| Rustic Families | 0 | 0 | 0 | 0 | 0 |
| Subsistence Families | 5 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>90</u> | <u>20</u> | <u>5</u> | <u>5</u> | <u>120</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 4

*Northampton County, Pennsylvania, Berks County, Pennsylvania,
Bucks County, Pennsylvania, Montgomery County, Pennsylvania*

| | <u>Northampton County</u> | <u>Berks County</u> | <u>Bucks County</u> | <u>Montgomery County</u> | <u>Total</u> |
|--|-------------------------------|-------------------------|-------------------------|------------------------------|--------------|
| Younger Singles & Couples | 400 | 65 | 70 | 75 | 610 |
| <i>Metropolitan Cities</i> | | | | | |
| e-Types | 0 | 0 | 0 | 0 | 0 |
| New Bohemians | 0 | 0 | 0 | 0 | 0 |
| Urban Achievers | 0 | 0 | 0 | 0 | 0 |
| Soul City Singles | 70 | 10 | 0 | 5 | 85 |
| <i>Subtotal:</i> | <u>70</u> | <u>10</u> | <u>0</u> | <u>5</u> | <u>85</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | |
| The VIPs | 10 | 0 | 5 | 10 | 25 |
| Twentysomethings | 20 | 5 | 5 | 10 | 40 |
| Small-City Singles | 45 | 5 | 5 | 10 | 65 |
| Blue-Collar Singles | 60 | 10 | 0 | 0 | 70 |
| <i>Subtotal:</i> | <u>135</u> | <u>20</u> | <u>15</u> | <u>30</u> | <u>200</u> |
| <i>Metropolitan Suburbs</i> | | | | | |
| The Entrepreneurs | 20 | 0 | 10 | 10 | 40 |
| Fast-Track Professionals | 5 | 0 | 5 | 5 | 15 |
| Upscale Suburban Couples | 60 | 10 | 15 | 10 | 95 |
| Suburban Achievers | 30 | 5 | 10 | 10 | 55 |
| Working-Class Singles | 20 | 5 | 5 | 0 | 30 |
| <i>Subtotal:</i> | <u>135</u> | <u>20</u> | <u>45</u> | <u>35</u> | <u>235</u> |
| <i>Town & Country/Exurbs</i> | | | | | |
| Ex-Urban Power Couples | 15 | 0 | 5 | 5 | 25 |
| Cross-Training Couples | 15 | 5 | 5 | 0 | 25 |
| Small-Town Singles | 30 | 10 | 0 | 0 | 40 |
| <i>Subtotal:</i> | <u>60</u> | <u>15</u> | <u>10</u> | <u>5</u> | <u>90</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 5 And 6

Bronx County, New York, and Philadelphia County, Pennsylvania

| Household Type/ Geographic Designation | <i>Bronx County</i> | <i>Philadelphia County</i> | Total |
|---|-------------------------|--------------------------------|---------------|
| Empty Nesters & Retirees | 15 | 5 | 20 |
| <i>Metropolitan Cities</i> | 15 | 5 | 20 |
| <i>Small Cities/Satellite Cities</i> | 0 | 0 | 0 |
| <i>Metropolitan Suburbs</i> | 0 | 0 | 0 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 |
| Traditional & Non-Traditional Families | 70 | 60 | 130 |
| <i>Metropolitan Cities</i> | 70 | 60 | 130 |
| <i>Small Cities/Satellite Cities</i> | 0 | 0 | 0 |
| <i>Metropolitan Suburbs</i> | 0 | 0 | 0 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 |
| Younger Singles & Couples | 30 | 45 | 75 |
| <i>Metropolitan Cities</i> | 30 | 40 | 70 |
| <i>Small Cities/Satellite Cities</i> | 0 | 0 | 0 |
| <i>Metropolitan Suburbs</i> | 0 | 5 | 5 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 |
| Total: | 115 | 110 | 225 |
| Percent: | 51.1% | 48.9% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 5 And 6

Bronx County, New York, and Philadelphia County, Pennsylvania

| | <u>Bronx County</u> | <u>Philadelphia County</u> | <u>Total</u> |
|---|-------------------------|--------------------------------|--------------|
| Empty Nesters & Retirees | 15 | 5 | 20 |
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 0 | 0 | 0 |
| Cosmopolitan Couples | 0 | 0 | 0 |
| Multi-Ethnic Retirees | 0 | 0 | 0 |
| Downtown Retirees | 0 | 0 | 0 |
| Multi-Ethnic Seniors | 15 | 5 | 20 |
| Subtotal: | <u>15</u> | <u>5</u> | <u>20</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 0 | 0 | 0 |
| Middle-Class Move-Downs | 0 | 0 | 0 |
| Blue-Collar Retirees | 0 | 0 | 0 |
| Hometown Retirees | 0 | 0 | 0 |
| Second City Seniors | 0 | 0 | 0 |
| Subtotal: | <u>0</u> | <u>0</u> | <u>0</u> |
| <i>Metropolitan Suburbs</i> | | | |
| Old Money | 0 | 0 | 0 |
| Suburban Establishment | 0 | 0 | 0 |
| Affluent Empty Nesters | 0 | 0 | 0 |
| Mainstream Retirees | 0 | 0 | 0 |
| No-Nest Suburbanites | 0 | 0 | 0 |
| Middle-American Retirees | 0 | 0 | 0 |
| Suburban Retirees | 0 | 0 | 0 |
| Suburban Seniors | 0 | 0 | 0 |
| Subtotal: | <u>0</u> | <u>0</u> | <u>0</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 0 | 0 | 0 |
| New Empty Nesters | 0 | 0 | 0 |
| RV Retirees | 0 | 0 | 0 |
| Blue-Collar Empty Nesters | 0 | 0 | 0 |
| Exurban Suburbanites | 0 | 0 | 0 |
| Heartland Empty Nesters | 0 | 0 | 0 |
| Country Couples | 0 | 0 | 0 |
| Small-Town Seniors | 0 | 0 | 0 |
| Rural Singles | 0 | 0 | 0 |
| Back Country Seniors | 0 | 0 | 0 |
| Rural Seniors | 0 | 0 | 0 |
| Struggling Retirees | 0 | 0 | 0 |
| Subtotal: | <u>0</u> | <u>0</u> | <u>0</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 5 And 6

Bronx County, New York, and Philadelphia County, Pennsylvania

| | <u>Bronx County</u> | <u>Philadelphia County</u> | <u>Total</u> |
|---|-------------------------|--------------------------------|--------------|
| Traditional & Non-Traditional Families | 70 | 60 | 130 |
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 0 | 10 | 10 |
| Multi-Cultural Families | 0 | 30 | 30 |
| Inner-City Families | 15 | 10 | 25 |
| Single-Parent Families | 55 | 10 | 65 |
| Subtotal: | <u>70</u> | <u>60</u> | <u>130</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 0 | 0 | 0 |
| Multi-Ethnic Families | 0 | 0 | 0 |
| In-Town Families | 0 | 0 | 0 |
| Subtotal: | <u>0</u> | <u>0</u> | <u>0</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Social Register | 0 | 0 | 0 |
| Nouveau Money | 0 | 0 | 0 |
| Late-Nest Suburbanites | 0 | 0 | 0 |
| Full-Nest Suburbanites | 0 | 0 | 0 |
| Blue-Collar Button-Downs | 0 | 0 | 0 |
| Working-Class Families | 0 | 0 | 0 |
| Subtotal: | <u>0</u> | <u>0</u> | <u>0</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Elite | 0 | 0 | 0 |
| Full-Nest Exurbanites | 0 | 0 | 0 |
| New-Town Families | 0 | 0 | 0 |
| Small-Town Families | 0 | 0 | 0 |
| Kids 'r' Us | 0 | 0 | 0 |
| Rustic Families | 0 | 0 | 0 |
| Subsistence Families | 0 | 0 | 0 |
| Subtotal: | <u>0</u> | <u>0</u> | <u>0</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 5 And 6

Bronx County, New York, and Philadelphia County, Pennsylvania

| | <u>Bronx County</u> | <u>Philadelphia County</u> | <u>Total</u> |
|--|-------------------------|--------------------------------|--------------|
| Younger Singles & Couples | 30 | 45 | 75 |
| <i>Metropolitan Cities</i> | | | |
| e-Types | 0 | 5 | 5 |
| New Bohemians | 20 | 15 | 35 |
| Urban Achievers | 10 | 20 | 30 |
| Soul City Singles | 0 | 0 | 0 |
| <i>Subtotal:</i> | <u>30</u> | <u>40</u> | <u>70</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 0 | 0 | 0 |
| Twentysomethings | 0 | 0 | 0 |
| Small-City Singles | 0 | 0 | 0 |
| Blue-Collar Singles | 0 | 0 | 0 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 0 | 0 | 0 |
| Fast-Track Professionals | 0 | 0 | 0 |
| Upscale Suburban Couples | 0 | 0 | 0 |
| Suburban Achievers | 0 | 5 | 5 |
| Working-Class Singles | 0 | 0 | 0 |
| <i>Subtotal:</i> | <u>0</u> | <u>5</u> | <u>5</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Power Couples | 0 | 0 | 0 |
| Cross-Training Couples | 0 | 0 | 0 |
| Small-Town Singles | 0 | 0 | 0 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The City Of Allentown Each Year Over The Next Five Years**
Commonwealth of Puerto Rico

| Household Type/ Geographic Designation | <i>Potential</i> | <i>Share of Potential</i> |
|---|------------------|-------------------------------|
| Empty Nesters & Retirees | 45 | 25.7% |
| <i>Metropolitan Cities</i> | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 45 | 25.7% |
| <i>Metropolitan Suburbs</i> | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | 0 | 0.0% |
| Traditional & Non-Traditional Families | 80 | 45.7% |
| <i>Metropolitan Cities</i> | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 80 | 45.7% |
| <i>Metropolitan Suburbs</i> | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | 0 | 0.0% |
| Younger Singles & Couples | 50 | 28.6% |
| <i>Metropolitan Cities</i> | 25 | 14.3% |
| <i>Small Cities/Satellite Cities</i> | 25 | 14.3% |
| <i>Metropolitan Suburbs</i> | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | 0 | 0.0% |
| Total: | 175 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The City Of Allentown Each Year Over The Next Five Years**
Commonwealth of Puerto Rico

| | <i>Potential</i> | <i>Share of Potential</i> |
|---|------------------|-------------------------------|
| Empty Nesters & Retirees | 45 | 25.7% |
| <i>Metropolitan Cities</i> | | |
| Urban Establishment | 0 | 0.0% |
| Cosmopolitan Couples | 0 | 0.0% |
| Multi-Ethnic Retirees | 0 | 0.0% |
| Downtown Retirees | 0 | 0.0% |
| Multi-Ethnic Seniors | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | |
| Cosmopolitan Elite | 0 | 0.0% |
| Middle-Class Move-Downs | 0 | 0.0% |
| Blue-Collar Retirees | 10 | 5.7% |
| Hometown Retirees | 15 | 8.6% |
| Second City Seniors | 20 | 11.4% |
| <i>Subtotal:</i> | <u>45</u> | <u>25.7%</u> |
| <i>Metropolitan Suburbs</i> | | |
| Old Money | 0 | 0.0% |
| Suburban Establishment | 0 | 0.0% |
| Affluent Empty Nesters | 0 | 0.0% |
| Mainstream Retirees | 0 | 0.0% |
| No-Nest Suburbanites | 0 | 0.0% |
| Middle-American Retirees | 0 | 0.0% |
| Suburban Retirees | 0 | 0.0% |
| Suburban Seniors | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0.0%</u> |
| <i>Town & Country/Exurbs</i> | | |
| Small-Town Establishment | 0 | 0.0% |
| New Empty Nesters | 0 | 0.0% |
| RV Retirees | 0 | 0.0% |
| Blue-Collar Empty Nesters | 0 | 0.0% |
| Exurban Suburbanites | 0 | 0.0% |
| Heartland Empty Nesters | 0 | 0.0% |
| Country Couples | 0 | 0.0% |
| Small-Town Seniors | 0 | 0.0% |
| Rural Singles | 0 | 0.0% |
| Back Country Seniors | 0 | 0.0% |
| Rural Seniors | 0 | 0.0% |
| Struggling Retirees | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The City Of Allentown Each Year Over The Next Five Years**
Commonwealth of Puerto Rico

| | <i>Potential</i> | <i>Share of Potential</i> |
|---|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 80 | 45.7% |
| <i>Metropolitan Cities</i> | | |
| Full-Nest Urbanites | 0 | 0.0% |
| Multi-Cultural Families | 0 | 0.0% |
| Inner-City Families | 0 | 0.0% |
| Single-Parent Families | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | |
| Unibox Transferees | 0 | 0.0% |
| Multi-Ethnic Families | 10 | 5.7% |
| In-Town Families | 70 | 40.0% |
| <i>Subtotal:</i> | <u>80</u> | <u>45.7%</u> |
| <i>Metropolitan Suburbs</i> | | |
| The Social Register | 0 | 0.0% |
| Nouveau Money | 0 | 0.0% |
| Late-Nest Suburbanites | 0 | 0.0% |
| Full-Nest Suburbanites | 0 | 0.0% |
| Blue-Collar Button-Downs | 0 | 0.0% |
| Working-Class Families | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0.0%</u> |
| <i>Town & Country/Exurbs</i> | | |
| Ex-Urban Elite | 0 | 0.0% |
| Full-Nest Exurbanites | 0 | 0.0% |
| New-Town Families | 0 | 0.0% |
| Small-Town Families | 0 | 0.0% |
| Kids 'r' Us | 0 | 0.0% |
| Rustic Families | 0 | 0.0% |
| Subsistence Families | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The City Of Allentown Each Year Over The Next Five Years**
Commonwealth of Puerto Rico

| | <i>Potential</i> | <i>Share of Potential</i> |
|--|------------------|-------------------------------|
| Younger Singles & Couples | 50 | 28.6% |
| <i>Metropolitan Cities</i> | | |
| e-Types | 0 | 0.0% |
| New Bohemians | 0 | 0.0% |
| Urban Achievers | 0 | 0.0% |
| Soul City Singles | 25 | 14.3% |
| <i>Subtotal:</i> | <u>25</u> | <u>14.3%</u> |
| <i>Small Cities/Satellite Cities</i> | | |
| The VIPs | 0 | 0.0% |
| Twentysomethings | 5 | 2.9% |
| Small-City Singles | 5 | 2.9% |
| Blue-Collar Singles | 15 | 8.6% |
| <i>Subtotal:</i> | <u>25</u> | <u>14.3%</u> |
| <i>Metropolitan Suburbs</i> | | |
| The Entrepreneurs | 0 | 0.0% |
| Fast-Track Professionals | 0 | 0.0% |
| Upscale Suburban Couples | 0 | 0.0% |
| Suburban Achievers | 0 | 0.0% |
| Working-Class Singles | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0.0%</u> |
| <i>Town & Country/Exurbs</i> | | |
| Ex-Urban Power Couples | 0 | 0.0% |
| Cross-Training Couples | 0 | 0.0% |
| Small-Town Singles | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Balance of the United States

| Household Type/ Geographic Designation | <i>Potential</i> | <i>Share of Potential</i> |
|---|------------------|-------------------------------|
| Empty Nesters & Retirees | 345 | 19.6% |
| <i>Metropolitan Cities</i> | 40 | 2.3% |
| <i>Small Cities/Satellite Cities</i> | 70 | 4.0% |
| <i>Metropolitan Suburbs</i> | 55 | 3.1% |
| <i>Town & Country/Exurbs</i> | 180 | 10.2% |
| Traditional & Non-Traditional Families | 605 | 34.4% |
| <i>Metropolitan Cities</i> | 160 | 9.1% |
| <i>Small Cities/Satellite Cities</i> | 135 | 7.7% |
| <i>Metropolitan Suburbs</i> | 90 | 5.1% |
| <i>Town & Country/Exurbs</i> | 220 | 12.5% |
| Younger Singles & Couples | 810 | 46.0% |
| <i>Metropolitan Cities</i> | 260 | 14.8% |
| <i>Small Cities/Satellite Cities</i> | 200 | 11.4% |
| <i>Metropolitan Suburbs</i> | 220 | 12.5% |
| <i>Town & Country/Exurbs</i> | 130 | 7.4% |
| Total: | 1,760 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Potential</i> | <i>Share of Potential</i> |
|---|------------------|-------------------------------|
| Empty Nesters & Retirees | 345 | 19.6% |
| <i>Metropolitan Cities</i> | | |
| Urban Establishment | 15 | 0.9% |
| Cosmopolitan Couples | 5 | 0.3% |
| Multi-Ethnic Retirees | 0 | 0.0% |
| Downtown Retirees | 0 | 0.0% |
| Multi-Ethnic Seniors | 20 | 1.1% |
| <i>Subtotal:</i> | <u>40</u> | <u>2.3%</u> |
| <i>Small Cities/Satellite Cities</i> | | |
| Cosmopolitan Elite | 10 | 0.6% |
| Middle-Class Move-Downs | 20 | 1.1% |
| Blue-Collar Retirees | 10 | 0.6% |
| Hometown Retirees | 5 | 0.3% |
| Second City Seniors | 25 | 1.4% |
| <i>Subtotal:</i> | <u>70</u> | <u>4.0%</u> |
| <i>Metropolitan Suburbs</i> | | |
| Old Money | 5 | 0.3% |
| Affluent Empty Nesters | 5 | 0.3% |
| Suburban Establishment | 5 | 0.3% |
| Mainstream Retirees | 5 | 0.3% |
| No-Nest Suburbanites | 15 | 0.9% |
| Middle-American Retirees | 5 | 0.3% |
| Suburban Retirees | 5 | 0.3% |
| Suburban Seniors | 10 | 0.6% |
| <i>Subtotal:</i> | <u>55</u> | <u>3.1%</u> |
| <i>Town & Country/Exurbs</i> | | |
| Small-Town Establishment | 10 | 0.6% |
| New Empty Nesters | 20 | 1.1% |
| RV Retirees | 10 | 0.6% |
| Blue-Collar Empty Nesters | 40 | 2.3% |
| Exurban Suburbanites | 10 | 0.6% |
| Heartland Empty Nesters | 10 | 0.6% |
| Country Couples | 15 | 0.9% |
| Small-Town Seniors | 10 | 0.6% |
| Rural Singles | 20 | 1.1% |
| Back Country Seniors | 10 | 0.6% |
| Rural Seniors | 5 | 0.3% |
| Struggling Retirees | 20 | 1.1% |
| <i>Subtotal:</i> | <u>180</u> | <u>10.2%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <u>Potential</u> | <u>Share of Potential</u> |
|---|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 605 | 34.4% |
| <i>Metropolitan Cities</i> | | |
| Full-Nest Urbanites | 25 | 1.4% |
| Multi-Cultural Families | 30 | 1.7% |
| Inner-City Families | 45 | 2.6% |
| Single-Parent Families | 60 | 3.4% |
| <i>Subtotal:</i> | <u>160</u> | <u>9.1%</u> |
| <i>Small Cities/Satellite Cities</i> | | |
| Unibox Transferees | 25 | 1.4% |
| Multi-Ethnic Families | 30 | 1.7% |
| In-Town Families | 80 | 4.5% |
| <i>Subtotal:</i> | <u>135</u> | <u>7.7%</u> |
| <i>Metropolitan Suburbs</i> | | |
| The Social Register | 5 | 0.3% |
| Nouveau Money | 15 | 0.9% |
| Late-Nest Suburbanites | 5 | 0.3% |
| Full-Nest Suburbanites | 25 | 1.4% |
| Blue-Collar Button-Downs | 30 | 1.7% |
| Working-Class Families | 10 | 0.6% |
| <i>Subtotal:</i> | <u>90</u> | <u>5.1%</u> |
| <i>Town & Country/Exurbs</i> | | |
| Ex-Urban Elite | 20 | 1.1% |
| Full-Nest Exurbanites | 15 | 0.9% |
| New-Town Families | 30 | 1.7% |
| Small-Town Families | 25 | 1.4% |
| Kids 'r' Us | 40 | 2.3% |
| Rustic Families | 30 | 1.7% |
| Subsistence Families | 60 | 3.4% |
| <i>Subtotal:</i> | <u>220</u> | <u>12.5%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Potential</i> | <i>Share of Potential</i> |
|--|------------------|-------------------------------|
| Younger Singles & Couples | 810 | 46.0% |
| <i>Metropolitan Cities</i> | | |
| e-Types | 35 | 2.0% |
| New Bohemians | 65 | 3.7% |
| Urban Achievers | 75 | 4.3% |
| Soul City Singles | 85 | 4.8% |
| <i>Subtotal:</i> | <u>260</u> | <u>14.8%</u> |
| <i>Small Cities/Satellite Cities</i> | | |
| The VIPs | 35 | 2.0% |
| Twentysomethings | 45 | 2.6% |
| Small-City Singles | 65 | 3.7% |
| Blue-Collar Singles | 55 | 3.1% |
| <i>Subtotal:</i> | <u>200</u> | <u>11.4%</u> |
| <i>Metropolitan Suburbs</i> | | |
| The Entrepreneurs | 20 | 1.1% |
| Fast-Track Professionals | 20 | 1.1% |
| Upscale Suburban Couples | 45 | 2.6% |
| Suburban Achievers | 65 | 3.7% |
| Working-Class Singles | 70 | 4.0% |
| <i>Subtotal:</i> | <u>220</u> | <u>12.5%</u> |
| <i>Town & Country/Exurbs</i> | | |
| Ex-Urban Power Couples | 20 | 1.1% |
| Cross-Training Couples | 25 | 1.4% |
| Small-Town Singles | 85 | 4.8% |
| <i>Subtotal:</i> | <u>130</u> | <u>7.4%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 4 Through 9

Allentown City, Lehigh County, Regional Draw Area,

Metropolitan Draw Area, Commonwealth of Puerto Rico, and Balance of the United States

| <u>Household Type/ Geographic Designation</u> | <u>Allentown City</u> | <u>Lehigh County</u> | <u>Regional Draw Area</u> | <u>Metro. Draw Area</u> | <u>Puerto Rico</u> | <u>Balance of U.S.</u> | <u>Total</u> |
|---|---------------------------|--------------------------|-------------------------------|-----------------------------|------------------------|----------------------------|---------------|
| Empty Nesters & Retirees | 835 | 585 | 310 | 20 | 45 | 345 | 2,140 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 20 | 0 | 40 | 60 |
| <i>Small Cities/Satellite Cities</i> | 625 | 115 | 85 | 0 | 45 | 70 | 940 |
| <i>Metropolitan Suburbs</i> | 210 | 235 | 75 | 0 | 0 | 55 | 575 |
| <i>Town & Country/Exurbs</i> | 0 | 235 | 150 | 0 | 0 | 180 | 565 |
| Traditional & Non-Traditional Families | 2,505 | 620 | 355 | 130 | 80 | 605 | 4,295 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 130 | 0 | 160 | 290 |
| <i>Small Cities/Satellite Cities</i> | 2,390 | 100 | 150 | 0 | 80 | 135 | 2,855 |
| <i>Metropolitan Suburbs</i> | 115 | 240 | 85 | 0 | 0 | 90 | 530 |
| <i>Town & Country/Exurbs</i> | 0 | 280 | 120 | 0 | 0 | 220 | 620 |
| Younger Singles & Couples | 2,875 | 1,135 | 610 | 75 | 50 | 810 | 5,555 |
| <i>Metropolitan Cities</i> | 705 | 35 | 85 | 70 | 25 | 260 | 1,180 |
| <i>Small Cities/Satellite Cities</i> | 1,545 | 315 | 200 | 0 | 25 | 200 | 2,285 |
| <i>Metropolitan Suburbs</i> | 625 | 520 | 235 | 5 | 0 | 220 | 1,605 |
| <i>Town & Country/Exurbs</i> | 0 | 265 | 90 | 0 | 0 | 130 | 485 |
| Total: | 6,215 | 2,340 | 1,275 | 225 | 175 | 1,760 | 11,990 |
| Percent: | 51.8% | 19.5% | 10.6% | 1.9% | 1.5% | 14.7% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 4 Through 9

Allentown City, Lehigh County, Regional Draw Area,

Metropolitan Draw Area, Commonwealth of Puerto Rico, and Balance of the United States

| | <i>Allentown City</i> | <i>Lehigh County</i> | <i>Regional Draw Area</i> | <i>Metro. Draw Area</i> | <i>Puerto Rico</i> | <i>Balance of U.S.</i> | <i>Total</i> |
|---|---------------------------|--------------------------|-------------------------------|-----------------------------|------------------------|----------------------------|--------------|
| Empty Nesters & Retirees | 835 | 585 | 310 | 20 | 45 | 345 | 2,140 |
| <i>Metropolitan Cities</i> | | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 0 | 15 | 15 |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 0 | 5 | 5 |
| Multi-Ethnic Retirees | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Downtown Retirees | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Multi-Ethnic Seniors | 0 | 0 | 0 | 20 | 0 | 20 | 40 |
| <i>Subtotal:</i> | <i>0</i> | <i>0</i> | <i>0</i> | <i>20</i> | <i>0</i> | <i>40</i> | <i>60</i> |
| <i>Small Cities/Satellite Cities</i> | | | | | | | |
| Cosmopolitan Elite | 5 | 10 | 0 | 0 | 0 | 10 | 25 |
| Middle-Class Move-Downs | 95 | 45 | 30 | 0 | 0 | 20 | 190 |
| Blue-Collar Retirees | 100 | 15 | 10 | 0 | 10 | 10 | 145 |
| Hometown Retirees | 45 | 0 | 0 | 0 | 15 | 5 | 65 |
| Second City Seniors | 380 | 45 | 45 | 0 | 20 | 25 | 515 |
| <i>Subtotal:</i> | <i>625</i> | <i>115</i> | <i>85</i> | <i>0</i> | <i>45</i> | <i>70</i> | <i>940</i> |
| <i>Metropolitan Suburbs</i> | | | | | | | |
| Old Money | 5 | 10 | 5 | 0 | 0 | 5 | 25 |
| Suburban Establishment | 10 | 25 | 10 | 0 | 0 | 5 | 50 |
| Affluent Empty Nesters | 20 | 25 | 10 | 0 | 0 | 5 | 60 |
| Mainstream Retirees | 15 | 20 | 5 | 0 | 0 | 5 | 45 |
| No-Nest Suburbanites | 60 | 70 | 30 | 0 | 0 | 15 | 175 |
| Middle-American Retirees | 35 | 30 | 5 | 0 | 0 | 5 | 75 |
| Suburban Retirees | 15 | 20 | 5 | 0 | 0 | 5 | 45 |
| Suburban Seniors | 50 | 35 | 5 | 0 | 0 | 10 | 100 |
| <i>Subtotal:</i> | <i>210</i> | <i>235</i> | <i>75</i> | <i>0</i> | <i>0</i> | <i>55</i> | <i>575</i> |
| <i>Town & Country/Exurbs</i> | | | | | | | |
| Small-Town Establishment | 0 | 25 | 10 | 0 | 0 | 10 | 45 |
| New Empty Nesters | 0 | 60 | 35 | 0 | 0 | 20 | 115 |
| RV Retirees | 0 | 25 | 10 | 0 | 0 | 10 | 45 |
| Blue-Collar Empty Nesters | 0 | 45 | 50 | 0 | 0 | 40 | 135 |
| Exurban Suburbanites | 0 | 25 | 15 | 0 | 0 | 10 | 50 |
| Heartland Empty Nesters | 0 | 10 | 5 | 0 | 0 | 10 | 25 |
| Country Couples | 0 | 5 | 0 | 0 | 0 | 15 | 20 |
| Small-Town Seniors | 0 | 10 | 5 | 0 | 0 | 10 | 25 |
| Rural Singles | 0 | 5 | 5 | 0 | 0 | 20 | 30 |
| Back Country Seniors | 0 | 0 | 0 | 0 | 0 | 10 | 10 |
| Rural Seniors | 0 | 5 | 5 | 0 | 0 | 5 | 15 |
| Struggling Retirees | 0 | 20 | 10 | 0 | 0 | 20 | 50 |
| <i>Subtotal:</i> | <i>0</i> | <i>235</i> | <i>150</i> | <i>0</i> | <i>0</i> | <i>180</i> | <i>565</i> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 4 Through 9

Allentown City, Lehigh County, Regional Draw Area,

Metropolitan Draw Area, Commonwealth of Puerto Rico, and Balance of the United States

| | <i>Allentown City</i> | <i>Lehigh County</i> | <i>Regional Draw Area</i> | <i>Metro. Draw Area</i> | <i>Puerto Rico</i> | <i>Balance of U.S.</i> | <i>Total</i> |
|---|---------------------------|--------------------------|-------------------------------|-----------------------------|------------------------|----------------------------|--------------|
| Traditional & Non-Traditional Families | 2,505 | 620 | 355 | 130 | 80 | 605 | 4,295 |
| <i>Metropolitan Cities</i> | | | | | | | |
| Full-Nest Urbanites | 0 | 0 | 0 | 10 | 0 | 25 | 35 |
| Multi-Cultural Families | 0 | 0 | 0 | 30 | 0 | 30 | 60 |
| Inner-City Families | 0 | 0 | 0 | 25 | 0 | 45 | 70 |
| Single-Parent Families | 0 | 0 | 0 | 65 | 0 | 60 | 125 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>130</u> | <u>0</u> | <u>160</u> | <u>290</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | | |
| Unibox Transferees | 10 | 10 | 5 | 0 | 0 | 25 | 50 |
| Multi-Ethnic Families | 180 | 35 | 30 | 0 | 10 | 30 | 285 |
| In-Town Families | 2,200 | 55 | 115 | 0 | 70 | 80 | 2,520 |
| <i>Subtotal:</i> | <u>2,390</u> | <u>100</u> | <u>150</u> | <u>0</u> | <u>80</u> | <u>135</u> | <u>2,855</u> |
| <i>Metropolitan Suburbs</i> | | | | | | | |
| The Social Register | 0 | 15 | 5 | 0 | 0 | 5 | 25 |
| Nouveau Money | 10 | 45 | 25 | 0 | 0 | 15 | 95 |
| Late-Nest Suburbanites | 10 | 25 | 5 | 0 | 0 | 5 | 45 |
| Full-Nest Suburbanites | 15 | 60 | 25 | 0 | 0 | 25 | 125 |
| Blue-Collar Button-Downs | 55 | 80 | 20 | 0 | 0 | 30 | 185 |
| Working-Class Families | 25 | 15 | 5 | 0 | 0 | 10 | 55 |
| <i>Subtotal:</i> | <u>115</u> | <u>240</u> | <u>85</u> | <u>0</u> | <u>0</u> | <u>90</u> | <u>530</u> |
| <i>Town & Country/Exurbs</i> | | | | | | | |
| Ex-Urban Elite | 0 | 75 | 25 | 0 | 0 | 20 | 120 |
| Full-Nest Exurbanites | 0 | 30 | 20 | 0 | 0 | 15 | 65 |
| New-Town Families | 0 | 85 | 30 | 0 | 0 | 30 | 145 |
| Small-Town Families | 0 | 25 | 10 | 0 | 0 | 25 | 60 |
| Kids 'r' Us | 0 | 50 | 30 | 0 | 0 | 40 | 120 |
| Rustic Families | 0 | 5 | 0 | 0 | 0 | 30 | 35 |
| Subsistence Families | 0 | 10 | 5 | 0 | 0 | 60 | 75 |
| <i>Subtotal:</i> | <u>0</u> | <u>280</u> | <u>120</u> | <u>0</u> | <u>0</u> | <u>220</u> | <u>620</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 4 Through 9

Allentown City, Lehigh County, Regional Draw Area,

Metropolitan Draw Area, Commonwealth of Puerto Rico, and Balance of the United States

| | <i>Allentown City</i> | <i>Lehigh County</i> | <i>Regional Draw Area</i> | <i>Metro. Draw Area</i> | <i>Puerto Rico</i> | <i>Balance of U.S.</i> | <i>Total</i> |
|--|---------------------------|--------------------------|-------------------------------|-----------------------------|------------------------|----------------------------|--------------|
| Younger Singles & Couples | 2,875 | 1,135 | 610 | 75 | 50 | 810 | 5,555 |
| <i>Metropolitan Cities</i> | | | | | | | |
| e-Types | 0 | 0 | 0 | 5 | 0 | 35 | 40 |
| New Bohemians | 0 | 0 | 0 | 35 | 0 | 65 | 100 |
| Urban Achievers | 0 | 0 | 0 | 30 | 0 | 75 | 105 |
| Soul City Singles | 705 | 35 | 85 | 0 | 25 | 85 | 935 |
| <i>Subtotal:</i> | <u>705</u> | <u>35</u> | <u>85</u> | <u>70</u> | <u>25</u> | <u>260</u> | <u>1,180</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | | |
| The VIPs | 25 | 35 | 25 | 0 | 0 | 35 | 120 |
| Twentysomethings | 145 | 60 | 40 | 0 | 5 | 45 | 295 |
| Small-City Singles | 455 | 130 | 65 | 0 | 5 | 65 | 720 |
| Blue-Collar Singles | 920 | 90 | 70 | 0 | 15 | 55 | 1,150 |
| <i>Subtotal:</i> | <u>1,545</u> | <u>315</u> | <u>200</u> | <u>0</u> | <u>25</u> | <u>200</u> | <u>2,285</u> |
| <i>Metropolitan Suburbs</i> | | | | | | | |
| The Entrepreneurs | 15 | 60 | 40 | 0 | 0 | 20 | 135 |
| Fast-Track Professionals | 60 | 50 | 15 | 0 | 0 | 20 | 145 |
| Upscale Suburban Couples | 55 | 155 | 95 | 0 | 0 | 45 | 350 |
| Suburban Achievers | 140 | 155 | 55 | 5 | 0 | 65 | 420 |
| Working-Class Singles | 355 | 100 | 30 | 0 | 0 | 70 | 555 |
| <i>Subtotal:</i> | <u>625</u> | <u>520</u> | <u>235</u> | <u>5</u> | <u>0</u> | <u>220</u> | <u>1,605</u> |
| <i>Town & Country/Exurbs</i> | | | | | | | |
| Ex-Urban Power Couples | 0 | 90 | 25 | 0 | 0 | 20 | 135 |
| Cross-Training Couples | 0 | 115 | 25 | 0 | 0 | 25 | 165 |
| Small-Town Singles | 0 | 60 | 40 | 0 | 0 | 85 | 185 |
| <i>Subtotal:</i> | <u>0</u> | <u>265</u> | <u>90</u> | <u>0</u> | <u>0</u> | <u>130</u> | <u>485</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| <u>Household Type/ Geographic Designation</u> | <u>Allentown City</u> | <u>Lehigh County</u> | <u>Regional Draw Area</u> | <u>Metro. Draw Area</u> | <u>Puerto Rico</u> | <u>Balance of U.S.</u> | <u>Total</u> |
|---|---------------------------|--------------------------|-------------------------------|-----------------------------|------------------------|----------------------------|---------------|
| Empty Nesters & Retirees | 240 | 90 | 60 | 20 | 45 | 160 | 615 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 20 | 0 | 30 | 50 |
| <i>Small Cities/Satellite Cities</i> | 150 | 20 | 25 | 0 | 45 | 60 | 300 |
| <i>Metropolitan Suburbs</i> | 90 | 50 | 20 | 0 | 0 | 45 | 205 |
| <i>Town & Country/Exurbs</i> | 0 | 20 | 15 | 0 | 0 | 25 | 60 |
| Traditional & Non-Traditional Families | 130 | 75 | 25 | 35 | 80 | 95 | 440 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 35 | 0 | 40 | 75 |
| <i>Small Cities/Satellite Cities</i> | 70 | 30 | 15 | 0 | 80 | 35 | 230 |
| <i>Metropolitan Suburbs</i> | 60 | 45 | 10 | 0 | 0 | 20 | 135 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Younger Singles & Couples | 560 | 445 | 135 | 20 | 50 | 515 | 1,725 |
| <i>Metropolitan Cities</i> | 35 | 20 | 20 | 20 | 25 | 195 | 315 |
| <i>Small Cities/Satellite Cities</i> | 365 | 160 | 50 | 0 | 25 | 150 | 750 |
| <i>Metropolitan Suburbs</i> | 160 | 265 | 65 | 0 | 0 | 170 | 660 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 930 | 610 | 220 | 75 | 175 | 770 | 2,780 |
| Percent: | 33.5% | 21.9% | 7.9% | 2.7% | 6.3% | 27.7% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| | <i>Allentown City</i> | <i>Lehigh County</i> | <i>Regional Draw Area</i> | <i>Metro. Draw Area</i> | <i>Puerto Rico</i> | <i>Balance of U.S.</i> | <i>Total</i> |
|---|---------------------------|--------------------------|-------------------------------|-----------------------------|------------------------|----------------------------|--------------|
| Empty Nesters & Retirees | 240 | 90 | 60 | 20 | 45 | 160 | 615 |
| <i>Metropolitan Cities</i> | | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 0 | 10 | 10 |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 0 | 5 | 5 |
| Multi-Ethnic Seniors | 0 | 0 | 0 | 20 | 0 | 15 | 35 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>20</u> | <u>0</u> | <u>30</u> | <u>50</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | | |
| Cosmopolitan Elite | 5 | 5 | 0 | 0 | 0 | 10 | 20 |
| Middle-Class Move-Downs | 50 | 10 | 10 | 0 | 0 | 15 | 85 |
| Blue-Collar Retirees | 50 | 5 | 5 | 0 | 10 | 10 | 80 |
| Hometown Retirees | 25 | 0 | 0 | 0 | 15 | 5 | 45 |
| Second City Seniors | 20 | 0 | 10 | 0 | 20 | 20 | 70 |
| <i>Subtotal:</i> | <u>150</u> | <u>20</u> | <u>25</u> | <u>0</u> | <u>45</u> | <u>60</u> | <u>300</u> |
| <i>Metropolitan Suburbs</i> | | | | | | | |
| Suburban Establishment | 5 | 5 | 5 | 0 | 0 | 5 | 20 |
| Affluent Empty Nesters | 10 | 5 | 5 | 0 | 0 | 5 | 25 |
| Mainstream Retirees | 10 | 5 | 0 | 0 | 0 | 5 | 20 |
| No-Nest Suburbanites | 30 | 20 | 10 | 0 | 0 | 10 | 70 |
| Middle-American Retirees | 20 | 10 | 0 | 0 | 0 | 5 | 35 |
| Suburban Retirees | 10 | 5 | 0 | 0 | 0 | 5 | 20 |
| Suburban Seniors | 5 | 0 | 0 | 0 | 0 | 10 | 15 |
| <i>Subtotal:</i> | <u>90</u> | <u>50</u> | <u>20</u> | <u>0</u> | <u>0</u> | <u>45</u> | <u>205</u> |
| <i>Town & Country/Exurbs</i> | | | | | | | |
| Small-Town Establishment | 0 | 5 | 5 | 0 | 0 | 10 | 20 |
| New Empty Nesters | 0 | 15 | 10 | 0 | 0 | 15 | 40 |
| <i>Subtotal:</i> | <u>0</u> | <u>20</u> | <u>15</u> | <u>0</u> | <u>0</u> | <u>25</u> | <u>60</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| | <i>Allentown City</i> | <i>Lehigh County</i> | <i>Regional Draw Area</i> | <i>Metro. Draw Area</i> | <i>Puerto Rico</i> | <i>Balance of U.S.</i> | <i>Total</i> |
|---|---------------------------|--------------------------|-------------------------------|-----------------------------|------------------------|----------------------------|--------------|
| Traditional & Non-Traditional Families | 130 | 75 | 25 | 35 | 80 | 95 | 440 |
| <i>Metropolitan Cities</i> | | | | | | | |
| Full-Nest Urbanites | 0 | 0 | 0 | 5 | 0 | 5 | 10 |
| Multi-Cultural Families | 0 | 0 | 0 | 10 | 0 | 10 | 20 |
| Inner-City Families | 0 | 0 | 0 | 5 | 0 | 10 | 15 |
| Single-Parent Families | 0 | 0 | 0 | 15 | 0 | 15 | 30 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>35</u> | <u>0</u> | <u>40</u> | <u>75</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | | |
| Unibox Transferees | 5 | 5 | 0 | 0 | 0 | 5 | 15 |
| Multi-Ethnic Families | 10 | 10 | 10 | 0 | 10 | 10 | 50 |
| In-Town Families | 55 | 15 | 5 | 0 | 70 | 20 | 165 |
| <i>Subtotal:</i> | <u>70</u> | <u>30</u> | <u>15</u> | <u>0</u> | <u>80</u> | <u>35</u> | <u>230</u> |
| <i>Metropolitan Suburbs</i> | | | | | | | |
| Late-Nest Suburbanites | 5 | 5 | 0 | 0 | 0 | 0 | 10 |
| Full-Nest Suburbanites | 10 | 15 | 5 | 0 | 0 | 5 | 35 |
| Blue-Collar Button-Downs | 30 | 20 | 5 | 0 | 0 | 10 | 65 |
| Working-Class Families | 15 | 5 | 0 | 0 | 0 | 5 | 25 |
| <i>Subtotal:</i> | <u>60</u> | <u>45</u> | <u>10</u> | <u>0</u> | <u>0</u> | <u>20</u> | <u>135</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| | <i>Allentown City</i> | <i>Lehigh County</i> | <i>Regional Draw Area</i> | <i>Metro. Draw Area</i> | <i>Puerto Rico</i> | <i>Balance of U.S.</i> | <i>Total</i> |
|--|---------------------------|--------------------------|-------------------------------|-----------------------------|------------------------|----------------------------|--------------|
| Younger Singles & Couples | 560 | 445 | 135 | 20 | 50 | 515 | 1,725 |
| <i>Metropolitan Cities</i> | | | | | | | |
| e-Types | 0 | 0 | 0 | 0 | 0 | 25 | 25 |
| New Bohemians | 0 | 0 | 0 | 10 | 0 | 50 | 60 |
| Urban Achievers | 0 | 0 | 0 | 10 | 0 | 55 | 65 |
| Soul City Singles | 35 | 20 | 20 | 0 | 25 | 65 | 165 |
| <i>Subtotal:</i> | <u>35</u> | <u>20</u> | <u>20</u> | <u>20</u> | <u>25</u> | <u>195</u> | <u>315</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | | |
| The VIPs | 15 | 20 | 5 | 0 | 0 | 25 | 65 |
| Twentysomethings | 75 | 30 | 10 | 0 | 5 | 35 | 155 |
| Small-City Singles | 230 | 65 | 15 | 0 | 5 | 50 | 365 |
| Blue-Collar Singles | 45 | 45 | 20 | 0 | 15 | 40 | 165 |
| <i>Subtotal:</i> | <u>365</u> | <u>160</u> | <u>50</u> | <u>0</u> | <u>25</u> | <u>150</u> | <u>750</u> |
| <i>Metropolitan Suburbs</i> | | | | | | | |
| The Entrepreneurs | 10 | 30 | 10 | 0 | 0 | 15 | 65 |
| Fast-Track Professionals | 30 | 25 | 5 | 0 | 0 | 15 | 75 |
| Upscale Suburban Couples | 30 | 80 | 25 | 0 | 0 | 35 | 170 |
| Suburban Achievers | 70 | 80 | 15 | 0 | 0 | 50 | 215 |
| Working-Class Singles | 20 | 50 | 10 | 0 | 0 | 55 | 135 |
| <i>Subtotal:</i> | <u>160</u> | <u>265</u> | <u>65</u> | <u>0</u> | <u>0</u> | <u>170</u> | <u>660</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

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

| <u>Household Type/ Geographic Designation</u> | <u>Potential Renters</u> | <u>Potential Owners</u> | <u>Total</u> |
|---|------------------------------|-----------------------------|---------------|
| Empty Nesters & Retirees | 230 | 385 | 615 |
| <i>Metropolitan Cities</i> | 35 | 15 | 50 |
| <i>Small Cities/Satellite Cities</i> | 120 | 180 | 300 |
| <i>Metropolitan Suburbs</i> | 60 | 145 | 205 |
| <i>Town & Country/Exurbs</i> | 15 | 45 | 60 |
| Traditional & Non-Traditional Families | 220 | 220 | 440 |
| <i>Metropolitan Cities</i> | 50 | 25 | 75 |
| <i>Small Cities/Satellite Cities</i> | 125 | 105 | 230 |
| <i>Metropolitan Suburbs</i> | 45 | 90 | 135 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 |
| Younger Singles & Couples | 1,010 | 715 | 1,725 |
| <i>Metropolitan Cities</i> | 255 | 60 | 315 |
| <i>Small Cities/Satellite Cities</i> | 430 | 320 | 750 |
| <i>Metropolitan Suburbs</i> | 325 | 335 | 660 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 |
| Total: | 1,460 | 1,320 | 2,780 |
| Percent: | 52.5% | 47.5% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

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

| Empty Nesters & Retirees | <i>Potential Renters</i> | <i>Potential Owners</i> | Total |
|---|------------------------------|-----------------------------|---------------|
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 5 | 5 | 10 |
| Cosmopolitan Couples | 0 | 5 | 5 |
| Multi-Ethnic Seniors | 30 | 5 | 35 |
| <i>Subtotal:</i> | <u>35</u> | <u>15</u> | <u>50</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 5 | 15 | 20 |
| Middle-Class Move-Downs | 25 | 60 | 85 |
| Blue-Collar Retirees | 25 | 55 | 80 |
| Hometown Retirees | 15 | 30 | 45 |
| Second City Seniors | 50 | 20 | 70 |
| <i>Subtotal:</i> | <u>120</u> | <u>180</u> | <u>300</u> |
| <i>Metropolitan Suburbs</i> | | | |
| Suburban Establishment | 5 | 15 | 20 |
| Affluent Empty Nesters | 5 | 20 | 25 |
| Mainstream Retirees | 5 | 15 | 20 |
| No-Nest Suburbanites | 20 | 50 | 70 |
| Middle-American Retirees | 10 | 25 | 35 |
| Suburban Retirees | 5 | 15 | 20 |
| Suburban Seniors | 10 | 5 | 15 |
| <i>Subtotal:</i> | <u>60</u> | <u>145</u> | <u>205</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 5 | 15 | 20 |
| New Empty Nesters | 10 | 30 | 40 |
| <i>Subtotal:</i> | <u>15</u> | <u>45</u> | <u>60</u> |
| Total: | 230 | 385 | 615 |
| Percent: | 37.4% | 62.6% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

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

| Traditional & Non-Traditional Families | <i>Potential Renters</i> | <i>Potential Owners</i> | Total |
|---|------------------------------|-----------------------------|---------------|
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 5 | 5 | 10 |
| Multi-Cultural Families | 10 | 10 | 20 |
| Inner-City Families | 10 | 5 | 15 |
| Single-Parent Families | 25 | 5 | 30 |
| <i>Subtotal:</i> | <u>50</u> | <u>25</u> | <u>75</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 5 | 10 | 15 |
| Multi-Ethnic Families | 20 | 30 | 50 |
| In-Town Families | 100 | 65 | 165 |
| <i>Subtotal:</i> | <u>125</u> | <u>105</u> | <u>230</u> |
| <i>Metropolitan Suburbs</i> | | | |
| Late-Nest Suburbanites | 0 | 10 | 10 |
| Full-Nest Suburbanites | 10 | 25 | 35 |
| Blue-Collar Button-Downs | 25 | 40 | 65 |
| Working-Class Families | 10 | 15 | 25 |
| <i>Subtotal:</i> | <u>45</u> | <u>90</u> | <u>135</u> |
| Total: | 220 | 220 | 440 |
| Percent: | 50.0% | 50.0% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

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

| Younger Singles & Couples | <i>Potential Renters</i> | <i>Potential Owners</i> | Total |
|--|------------------------------|-----------------------------|---------------|
| <i>Metropolitan Cities</i> | | | |
| e-Types | 15 | 10 | 25 |
| New Bohemians | 45 | 15 | 60 |
| Urban Achievers | 50 | 15 | 65 |
| Soul City Singles | 145 | 20 | 165 |
| <i>Subtotal:</i> | <u>255</u> | <u>60</u> | <u>315</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 25 | 40 | 65 |
| Twentysomethings | 90 | 65 | 155 |
| Small-City Singles | 220 | 145 | 365 |
| Blue-Collar Singles | 95 | 70 | 165 |
| <i>Subtotal:</i> | <u>430</u> | <u>320</u> | <u>750</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 10 | 55 | 65 |
| Fast-Track Professionals | 25 | 50 | 75 |
| Upscale Suburban Couples | 55 | 115 | 170 |
| Suburban Achievers | 135 | 80 | 215 |
| Working-Class Singles | 100 | 35 | 135 |
| <i>Subtotal:</i> | <u>325</u> | <u>335</u> | <u>660</u> |
| Total: | 1,010 | 715 | 1,725 |
| Percent: | 58.6% | 41.4% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Household Type/ Geographic Designation |Renter Income Bands | | | | | Total |
|---|--------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| Empty Nesters & Retirees | 35 | 35 | 40 | 40 | 80 | 230 |
| <i>Metropolitan Cities</i> | 5 | 5 | 5 | 5 | 15 | 35 |
| <i>Small Cities/Satellite Cities</i> | 25 | 25 | 25 | 20 | 25 | 120 |
| <i>Metropolitan Suburbs</i> | 5 | 5 | 10 | 15 | 25 | 60 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 15 | 15 |
| Traditional & Non-Traditional Families | 50 | 50 | 50 | 30 | 40 | 220 |
| <i>Metropolitan Cities</i> | 10 | 20 | 15 | 0 | 5 | 50 |
| <i>Small Cities/Satellite Cities</i> | 40 | 20 | 25 | 20 | 20 | 125 |
| <i>Metropolitan Suburbs</i> | 0 | 10 | 10 | 10 | 15 | 45 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Younger Singles & Couples | 165 | 140 | 150 | 185 | 370 | 1,010 |
| <i>Metropolitan Cities</i> | 65 | 35 | 35 | 45 | 75 | 255 |
| <i>Small Cities/Satellite Cities</i> | 65 | 60 | 65 | 80 | 160 | 430 |
| <i>Metropolitan Suburbs</i> | 35 | 45 | 50 | 60 | 135 | 325 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 250 | 225 | 240 | 255 | 490 | 1,460 |
| Percent: | 17.1% | 15.4% | 16.4% | 17.5% | 33.6% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Empty Nesters & Retirees |Renter Income Bands..... | | | | | Total |
|---|-------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| <i>Metropolitan Cities</i> | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 5 | 5 |
| Multi-Ethnic Seniors | 5 | 5 | 5 | 5 | 10 | 30 |
| <i>Subtotal:</i> | 5 | 5 | 5 | 5 | 15 | 35 |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Cosmopolitan Elite | 0 | 0 | 0 | 0 | 5 | 5 |
| Middle-Class Move-Downs | 0 | 5 | 5 | 5 | 10 | 25 |
| Blue-Collar Retirees | 5 | 5 | 5 | 5 | 5 | 25 |
| Hometown Retirees | 5 | 5 | 5 | 0 | 0 | 15 |
| Second City Seniors | 15 | 10 | 10 | 10 | 5 | 50 |
| <i>Subtotal:</i> | 25 | 25 | 25 | 20 | 25 | 120 |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Suburban Establishment | 0 | 0 | 0 | 0 | 5 | 5 |
| Affluent Empty Nesters | 0 | 0 | 0 | 0 | 5 | 5 |
| Mainstream Retirees | 0 | 0 | 0 | 5 | 0 | 5 |
| No-Nest Suburbanites | 0 | 0 | 5 | 5 | 10 | 20 |
| Middle-American Retirees | 0 | 0 | 0 | 5 | 5 | 10 |
| Suburban Retirees | 0 | 0 | 5 | 0 | 0 | 5 |
| Suburban Seniors | 5 | 5 | 0 | 0 | 0 | 10 |
| <i>Subtotal:</i> | 5 | 5 | 10 | 15 | 25 | 60 |
| <i>Town & Country/Exurbs</i> | | | | | | |
| Small-Town Establishment | 0 | 0 | 0 | 0 | 5 | 5 |
| New Empty Nesters | 0 | 0 | 0 | 0 | 10 | 10 |
| <i>Subtotal:</i> | 0 | 0 | 0 | 0 | 15 | 15 |
| Total: | 35 | 35 | 40 | 40 | 80 | 230 |
| Percent: | 15.2% | 15.2% | 17.4% | 17.4% | 34.8% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Traditional & Non-Traditional Families | Renter Income Bands | | | | | Total |
|---|---------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| <i>Metropolitan Cities</i> | | | | | | |
| Full-Nest Urbanites | 0 | 0 | 0 | 0 | 5 | 5 |
| Multi-Cultural Families | 0 | 5 | 5 | 0 | 0 | 10 |
| Inner-City Families | 0 | 5 | 5 | 0 | 0 | 10 |
| Single-Parent Families | 10 | 10 | 5 | 0 | 0 | 25 |
| <i>Subtotal:</i> | 10 | 20 | 15 | 0 | 5 | 50 |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Unibox Transferees | 0 | 0 | 0 | 0 | 5 | 5 |
| Multi-Ethnic Families | 5 | 5 | 5 | 0 | 5 | 20 |
| In-Town Families | 35 | 15 | 20 | 20 | 10 | 100 |
| <i>Subtotal:</i> | 40 | 20 | 25 | 20 | 20 | 125 |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Full-Nest Suburbanites | 0 | 0 | 0 | 5 | 5 | 10 |
| Blue-Collar Button-Downs | 0 | 5 | 5 | 5 | 10 | 25 |
| Working-Class Families | 0 | 5 | 5 | 0 | 0 | 10 |
| <i>Subtotal:</i> | 0 | 10 | 10 | 10 | 15 | 45 |
| Total: | 50 | 50 | 50 | 30 | 40 | 220 |
| Percent: | 22.7% | 22.7% | 22.7% | 13.6% | 18.2% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Younger Singles & Couples | Renter Income Bands | | | | | Total |
|--|---------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| Metropolitan Cities | | | | | | |
| e-Types | 0 | 0 | 0 | 0 | 15 | 15 |
| New Bohemians | 5 | 5 | 5 | 5 | 25 | 45 |
| Urban Achievers | 10 | 5 | 5 | 10 | 20 | 50 |
| Soul City Singles | 50 | 25 | 25 | 30 | 15 | 145 |
| <i>Subtotal:</i> | 65 | 35 | 35 | 45 | 75 | 255 |
| Small Cities/Satellite Cities | | | | | | |
| The VIPs | 0 | 0 | 0 | 0 | 25 | 25 |
| Twentysomethings | 10 | 10 | 10 | 15 | 45 | 90 |
| Small-City Singles | 35 | 30 | 30 | 45 | 80 | 220 |
| Blue-Collar Singles | 20 | 20 | 25 | 20 | 10 | 95 |
| <i>Subtotal:</i> | 65 | 60 | 65 | 80 | 160 | 430 |
| Metropolitan Suburbs | | | | | | |
| The Entrepreneurs | 0 | 0 | 0 | 0 | 10 | 10 |
| Fast-Track Professionals | 0 | 0 | 0 | 5 | 20 | 25 |
| Upscale Suburban Couples | 0 | 5 | 5 | 10 | 35 | 55 |
| Suburban Achievers | 15 | 15 | 15 | 25 | 65 | 135 |
| Working-Class Singles | 20 | 25 | 30 | 20 | 5 | 100 |
| <i>Subtotal:</i> | 35 | 45 | 50 | 60 | 135 | 325 |
| Total: | 165 | 140 | 150 | 185 | 370 | 1,010 |
| Percent: | 16.3% | 13.9% | 14.9% | 18.3% | 36.6% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Household Type/ Geographic Designation |Ownership Income Bands..... | | | | | Total |
|---|----------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| Empty Nesters & Retirees | 45 | 35 | 60 | 75 | 170 | 385 |
| <i>Metropolitan Cities</i> | 5 | 0 | 0 | 0 | 10 | 15 |
| <i>Small Cities/Satellite Cities</i> | 25 | 20 | 40 | 45 | 50 | 180 |
| <i>Metropolitan Suburbs</i> | 15 | 15 | 20 | 25 | 70 | 145 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 5 | 40 | 45 |
| Traditional & Non-Traditional Families | 50 | 25 | 45 | 30 | 70 | 220 |
| <i>Metropolitan Cities</i> | 10 | 0 | 5 | 0 | 10 | 25 |
| <i>Small Cities/Satellite Cities</i> | 30 | 15 | 20 | 20 | 20 | 105 |
| <i>Metropolitan Suburbs</i> | 10 | 10 | 20 | 10 | 40 | 90 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Younger Singles & Couples | 80 | 75 | 105 | 105 | 350 | 715 |
| <i>Metropolitan Cities</i> | 15 | 5 | 15 | 0 | 25 | 60 |
| <i>Small Cities/Satellite Cities</i> | 40 | 40 | 55 | 60 | 125 | 320 |
| <i>Metropolitan Suburbs</i> | 25 | 30 | 35 | 45 | 200 | 335 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 175 | 135 | 210 | 210 | 590 | 1,320 |
| Percent: | 13.3% | 10.2% | 15.9% | 15.9% | 44.7% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Empty Nesters & Retirees |Ownership Income Bands..... | | | | | Total |
|---|----------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| <i>Metropolitan Cities</i> | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 5 | 5 |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 5 | 5 |
| Multi-Ethnic Seniors | 5 | 0 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>5</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>10</u> | <u>15</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Cosmopolitan Elite | 0 | 0 | 0 | 0 | 15 | 15 |
| Middle-Class Move-Downs | 0 | | 15 | 20 | 25 | 60 |
| Blue-Collar Retirees | 10 | 10 | 10 | 20 | 5 | 55 |
| Hometown Retirees | 10 | 5 | 5 | 5 | 5 | 30 |
| Second City Seniors | 5 | 5 | 10 | 0 | 0 | 20 |
| <i>Subtotal:</i> | <u>25</u> | <u>20</u> | <u>40</u> | <u>45</u> | <u>50</u> | <u>180</u> |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Suburban Establishment | 0 | 0 | 0 | 0 | 15 | 15 |
| Affluent Empty Nesters | 0 | 0 | 0 | 5 | 15 | 20 |
| Mainstream Retirees | 0 | 0 | 5 | 5 | 5 | 15 |
| No-Nest Suburbanites | 5 | 5 | 5 | 10 | 25 | 50 |
| Middle-American Retirees | 0 | 5 | 5 | 5 | 10 | 25 |
| Suburban Retirees | 5 | 5 | 5 | 0 | 0 | 15 |
| Suburban Seniors | 5 | 0 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>15</u> | <u>15</u> | <u>20</u> | <u>25</u> | <u>70</u> | <u>145</u> |
| <i>Town & Country/Exurbs</i> | | | | | | |
| Small-Town Establishment | 0 | 0 | 0 | 0 | 15 | 15 |
| New Empty Nesters | 0 | 0 | 0 | 5 | 25 | 30 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>5</u> | <u>40</u> | <u>45</u> |
| Total: | 45 | 35 | 60 | 75 | 170 | 385 |
| Percent: | 11.7% | 9.1% | 15.6% | 19.5% | 44.2% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Traditional & Non-Traditional Families |Ownership Income Bands..... | | | | | Total |
|---|----------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| <i>Metropolitan Cities</i> | | | | | | |
| Full-Nest Urbanites | 0 | 0 | 0 | 0 | 5 | 5 |
| Multi-Cultural Families | 0 | 0 | 5 | 0 | 5 | 10 |
| Inner-City Families | 5 | 0 | 0 | 0 | 0 | 5 |
| Single-Parent Families | 5 | 0 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>10</u> | <u>0</u> | <u>5</u> | <u>0</u> | <u>10</u> | <u>25</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Unibox Transferees | 0 | 0 | 0 | 0 | 10 | 10 |
| Multi-Ethnic Families | 5 | 5 | 5 | 10 | 5 | 30 |
| In-Town Families | 25 | 10 | 15 | 10 | 5 | 65 |
| <i>Subtotal:</i> | <u>30</u> | <u>15</u> | <u>20</u> | <u>20</u> | <u>20</u> | <u>105</u> |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Late-Nest Suburbanites | 0 | 0 | 0 | 0 | 10 | 10 |
| Full-Nest Suburbanites | 0 | 0 | 5 | 5 | 15 | 25 |
| Blue-Collar Button-Downs | 5 | 5 | 10 | 5 | 15 | 40 |
| Working-Class Families | 5 | 5 | 5 | 0 | 0 | 15 |
| <i>Subtotal:</i> | <u>10</u> | <u>10</u> | <u>20</u> | <u>10</u> | <u>40</u> | <u>90</u> |
| Total: | 50 | 25 | 45 | 30 | 70 | 220 |
| Percent: | 22.7% | 11.4% | 20.5% | 13.6% | 31.8% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Younger Singles & Couples |Ownership Income Bands..... | | | | | Total |
|--|----------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| Metropolitan Cities | | | | | | |
| e-Types | 0 | 0 | 0 | 0 | 10 | 10 |
| New Bohemians | 0 | 0 | 5 | 0 | 10 | 15 |
| Urban Achievers | 5 | 0 | 5 | 0 | 5 | 15 |
| Soul City Singles | 10 | 5 | 5 | 0 | 0 | 20 |
| <i>Subtotal:</i> | 15 | 5 | 15 | 0 | 25 | 60 |
| Small Cities/Satellite Cities | | | | | | |
| The VIPs | 0 | 0 | 5 | 5 | 30 | 40 |
| Twentysomethings | 5 | 5 | 10 | 10 | 35 | 65 |
| Small-City Singles | 20 | 20 | 20 | 30 | 55 | 145 |
| Blue-Collar Singles | 15 | 15 | 20 | 15 | 5 | 70 |
| <i>Subtotal:</i> | 40 | 40 | 55 | 60 | 125 | 320 |
| Metropolitan Suburbs | | | | | | |
| The Entrepreneurs | 0 | 0 | 0 | 0 | 55 | 55 |
| Fast-Track Professionals | 0 | 0 | 5 | 10 | 35 | 50 |
| Upscale Suburban Couples | 5 | 10 | 10 | 15 | 75 | 115 |
| Suburban Achievers | 10 | 10 | 10 | 15 | 35 | 80 |
| Working-Class Singles | 10 | 10 | 10 | 5 | 0 | 35 |
| <i>Subtotal:</i> | 25 | 30 | 35 | 45 | 200 | 335 |
| Total: | 80 | 75 | 105 | 105 | 350 | 715 |
| Percent: | 11.2% | 10.5% | 14.7% | 14.7% | 49.0% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Household Type/ Geographic Designation |Multi-Family Ownership Income Bands..... | | | | | Total |
|---|---|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| Empty Nesters & Retirees | 15 | 0 | 5 | 10 | 35 | 65 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 0 | 10 | 10 |
| <i>Small Cities/Satellite Cities</i> | 15 | 0 | 5 | 5 | 15 | 40 |
| <i>Metropolitan Suburbs</i> | 0 | 0 | 0 | 5 | 10 | 15 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Traditional & Non-Traditional Families | 5 | 0 | 10 | 0 | 15 | 30 |
| <i>Metropolitan Cities</i> | 0 | 0 | 5 | 0 | 0 | 5 |
| <i>Small Cities/Satellite Cities</i> | 5 | 0 | 5 | 0 | 5 | 15 |
| <i>Metropolitan Suburbs</i> | 0 | 0 | 0 | 0 | 10 | 10 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Younger Singles & Couples | 20 | 25 | 40 | 50 | 110 | 245 |
| <i>Metropolitan Cities</i> | 10 | 5 | 5 | 0 | 15 | 35 |
| <i>Small Cities/Satellite Cities</i> | 10 | 10 | 20 | 30 | 35 | 105 |
| <i>Metropolitan Suburbs</i> | 0 | 10 | 15 | 20 | 60 | 105 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 40 | 25 | 55 | 60 | 160 | 340 |
| Percent: | 11.8% | 7.4% | 16.2% | 17.6% | 47.0% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Empty Nesters & Retirees |Multi-Family Ownership Income Bands..... | | | | | Total |
|--------------------------------------|---|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| <i>Metropolitan Cities</i> | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 5 | 5 |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 5 | 5 |
| <i>Subtotal:</i> | 0 | 0 | 0 | 0 | 10 | 10 |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Cosmopolitan Elite | 0 | 0 | 0 | 0 | 5 | 5 |
| Middle-Class Move-Downs | 0 | 0 | 5 | 5 | 10 | 20 |
| Blue-Collar Retirees | 5 | 0 | 0 | 0 | 0 | 5 |
| Hometown Retirees | 5 | 0 | 0 | 0 | 0 | 5 |
| Second City Seniors | 5 | 0 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | 15 | 0 | 5 | 5 | 15 | 40 |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Suburban Establishment | 0 | 0 | 0 | 0 | 0 | 0 |
| Affluent Empty Nesters | 0 | 0 | 0 | 0 | 5 | 5 |
| Mainstream Retirees | 0 | 0 | 0 | 0 | 0 | 0 |
| No-Nest Suburbanites | 0 | 0 | 0 | 0 | 5 | 5 |
| Middle-American Retirees | 0 | 0 | 0 | 5 | 0 | 5 |
| Suburban Retirees | 0 | 0 | 0 | 0 | 0 | 0 |
| Suburban Seniors | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Subtotal:</i> | 0 | 0 | 0 | 5 | 10 | 15 |
| <i>Town & Country/Exurbs</i> | | | | | | |
| Small-Town Establishment | 0 | 0 | 0 | 0 | 0 | 0 |
| New Empty Nesters | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Subtotal:</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 15 | 0 | 5 | 10 | 35 | 65 |
| Percent: | 23.1% | 0.0% | 7.7% | 15.4% | 53.8% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Traditional & Non-Traditional Families | <i>.....Multi-Family Ownership Income Bands.....</i> | | | | | Total |
|---|--|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| <i>Metropolitan Cities</i> | | | | | | |
| Full-Nest Urbanites | 0 | 0 | 0 | 0 | 0 | 0 |
| Multi-Cultural Families | 0 | 0 | 5 | 0 | 0 | 5 |
| Inner-City Families | 0 | 0 | 0 | 0 | 0 | 0 |
| Single-Parent Families | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Subtotal:</i> | 0 | 0 | 5 | 0 | 0 | 5 |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Unibox Transferees | 0 | 0 | 0 | 0 | 0 | 0 |
| Multi-Ethnic Families | 0 | 0 | 0 | 0 | 5 | 5 |
| In-Town Families | 5 | 0 | 5 | 0 | 0 | 10 |
| <i>Subtotal:</i> | 5 | 0 | 5 | 0 | 5 | 15 |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Late-Nest Suburbanites | 0 | 0 | 0 | 0 | 0 | 0 |
| Full-Nest Suburbanites | 0 | 0 | 0 | 0 | 5 | 5 |
| Blue-Collar Button-Downs | 0 | 0 | 0 | 0 | 5 | 5 |
| Working-Class Families | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Subtotal:</i> | 0 | 0 | 0 | 0 | 10 | 10 |
| Total: | 5 | 0 | 10 | 0 | 15 | 30 |
| Percent: | 16.7% | 0.0% | 33.3% | 0.0% | 50.0% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Younger Singles & Couples |Multi-Family Ownership Income Bands..... | | | | | Total |
|--------------------------------------|---|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| <i>Metropolitan Cities</i> | | | | | | |
| e-Types | 0 | 0 | 0 | 0 | 5 | 5 |
| New Bohemians | 0 | 0 | 5 | 0 | 5 | 10 |
| Urban Achievers | 5 | 0 | 0 | 0 | 5 | 10 |
| Soul City Singles | 5 | 5 | 0 | 0 | 0 | 10 |
| <i>Subtotal:</i> | 10 | 5 | 5 | 0 | 15 | 35 |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| The VIPs | 0 | 0 | 0 | 5 | 15 | 20 |
| Twentysomethings | 0 | 0 | 5 | 5 | 10 | 20 |
| Small-City Singles | 5 | 5 | 10 | 15 | 10 | 45 |
| Blue-Collar Singles | 5 | 5 | 5 | 5 | 0 | 20 |
| <i>Subtotal:</i> | 10 | 10 | 20 | 30 | 35 | 105 |
| <i>Metropolitan Suburbs</i> | | | | | | |
| The Entrepreneurs | 0 | 0 | 0 | 0 | 15 | 15 |
| Fast-Track Professionals | 0 | 0 | 0 | 5 | 10 | 15 |
| Upscale Suburban Couples | 0 | 0 | 5 | 5 | 20 | 30 |
| Suburban Achievers | 0 | 5 | 5 | 5 | 15 | 30 |
| Working-Class Singles | 0 | 5 | 5 | 5 | 0 | 15 |
| <i>Subtotal:</i> | 0 | 10 | 15 | 20 | 60 | 105 |
| Total: | 20 | 25 | 40 | 50 | 110 | 245 |
| Percent: | 8.2% | 10.2% | 16.3% | 20.4% | 44.9% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Household Type/ Geographic Designation |Single-Family Attached Ownership Income Bands | | | | | Total |
|---|--|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| Empty Nesters & Retirees | 5 | 5 | 10 | 5 | 45 | 70 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Small Cities/Satellite Cities</i> | 5 | 5 | 10 | 0 | 15 | 35 |
| <i>Metropolitan Suburbs</i> | 0 | 0 | 0 | 5 | 25 | 30 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 5 | 5 |
| Traditional & Non-Traditional Families | 20 | 5 | 10 | 15 | 20 | 70 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 0 | 5 | 5 |
| <i>Small Cities/Satellite Cities</i> | 15 | 5 | 5 | 10 | 5 | 40 |
| <i>Metropolitan Suburbs</i> | 5 | 0 | 5 | 5 | 10 | 25 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Younger Singles & Couples | 25 | 30 | 50 | 35 | 120 | 260 |
| <i>Metropolitan Cities</i> | 5 | 0 | 10 | 0 | 10 | 25 |
| <i>Small Cities/Satellite Cities</i> | 15 | 15 | 20 | 25 | 50 | 125 |
| <i>Metropolitan Suburbs</i> | 5 | 15 | 20 | 10 | 60 | 110 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 50 | 40 | 70 | 55 | 185 | 400 |
| Percent: | 12.5% | 10.0% | 17.5% | 13.8% | 46.2% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

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

*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

|Single-Family Attached Ownership Income Bands..... | | | | | | |
|---|--------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| Empty Nesters & Retirees | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | Total |
| <i>Metropolitan Cities</i> | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 0 | 0 |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 0 | 0 |
| Multi-Ethnic Seniors | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Cosmopolitan Elite | 0 | 0 | 0 | 0 | 5 | 5 |
| Middle-Class Move-Downs | 0 | 0 | 5 | 0 | 5 | 10 |
| Blue-Collar Retirees | 0 | 0 | 5 | 0 | 5 | 10 |
| Hometown Retirees | 5 | 0 | 0 | 0 | 0 | 5 |
| Second City Seniors | 0 | 5 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>5</u> | <u>5</u> | <u>10</u> | <u>0</u> | <u>15</u> | <u>35</u> |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Suburban Establishment | 0 | 0 | 0 | 0 | 5 | 5 |
| Affluent Empty Nesters | 0 | 0 | 0 | 0 | 5 | 5 |
| Mainstream Retirees | 0 | 0 | 0 | 0 | 5 | 5 |
| No-Nest Suburbanites | 0 | 0 | 0 | 5 | 5 | 10 |
| Middle-American Retirees | 0 | 0 | 0 | 0 | 5 | 5 |
| Suburban Retirees | 0 | 0 | 0 | 0 | 0 | 0 |
| Suburban Seniors | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>5</u> | <u>25</u> | <u>30</u> |
| <i>Town & Country/Exurbs</i> | | | | | | |
| Small-Town Establishment | 0 | 0 | 0 | 0 | 0 | 0 |
| New Empty Nesters | 0 | 0 | 0 | 0 | 5 | 5 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>5</u> | <u>5</u> |
| Total: | 5 | 5 | 10 | 5 | 45 | 70 |
| Percent: | 7.1% | 7.1% | 14.3% | 7.1% | 64.3% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Traditional & Non-Traditional Families |Single-Family Attached Ownership Income Bands | | | | | Total |
|---|--|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | |
| <i>Metropolitan Cities</i> | | | | | | |
| Full-Nest Urbanites | 0 | 0 | 0 | 0 | 0 | 0 |
| Multi-Cultural Families | 0 | 0 | 0 | 0 | 5 | 5 |
| Inner-City Families | 0 | 0 | 0 | 0 | 0 | 0 |
| Single-Parent Families | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Subtotal:</i> | 0 | 0 | 0 | 0 | 5 | 5 |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Unibox Transferees | 0 | 0 | 0 | 0 | 0 | 0 |
| Multi-Ethnic Families | 0 | 0 | 0 | 5 | 0 | 5 |
| In-Town Families | 15 | 5 | 5 | 5 | 5 | 35 |
| <i>Subtotal:</i> | 15 | 5 | 5 | 10 | 5 | 40 |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Late-Nest Suburbanites | 0 | 0 | 0 | 0 | 5 | 5 |
| Full-Nest Suburbanites | 0 | 0 | 5 | 0 | 5 | 10 |
| Blue-Collar Button-Downs | 0 | 0 | 0 | 5 | 0 | 5 |
| Working-Class Families | 5 | 0 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | 5 | 0 | 5 | 5 | 10 | 25 |
| Total: | 20 | 5 | 10 | 15 | 20 | 70 |
| Percent: | 28.6% | 7.1% | 14.3% | 21.4% | 28.6% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Attached Owner Households By Income Bands

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

Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States

|Single-Family Attached Ownership Income Bands..... | | | | | | |
|---|--------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| Younger Singles & Couples | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | <u>Total</u> |
| <i>Metropolitan Cities</i> | | | | | | |
| e-Types | 0 | 0 | 0 | 0 | 5 | 5 |
| New Bohemians | 0 | 0 | 0 | 0 | 5 | 5 |
| Urban Achievers | 0 | 0 | 5 | 0 | 0 | 5 |
| Soul City Singles | <u>5</u> | <u>0</u> | <u>5</u> | <u>0</u> | <u>0</u> | <u>10</u> |
| <i>Subtotal:</i> | 5 | 0 | 10 | 0 | 10 | 25 |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| The VIPs | 0 | 0 | 0 | 0 | 15 | 15 |
| Twentysomethings | 0 | 0 | 5 | 5 | 15 | 25 |
| Small-City Singles | 10 | 10 | 10 | 15 | 15 | 60 |
| Blue-Collar Singles | <u>5</u> | <u>5</u> | <u>5</u> | <u>5</u> | <u>5</u> | <u>25</u> |
| <i>Subtotal:</i> | 15 | 15 | 20 | 25 | 50 | 125 |
| <i>Metropolitan Suburbs</i> | | | | | | |
| The Entrepreneurs | 0 | 0 | 0 | 0 | 15 | 15 |
| Fast-Track Professionals | 0 | 0 | 5 | 0 | 10 | 15 |
| Upscale Suburban Couples | 0 | 5 | 5 | 5 | 20 | 35 |
| Suburban Achievers | 0 | 5 | 5 | 5 | 15 | 30 |
| Working-Class Singles | <u>5</u> | <u>5</u> | <u>5</u> | <u>0</u> | <u>0</u> | <u>15</u> |
| <i>Subtotal:</i> | 5 | 15 | 20 | 10 | 60 | 110 |
| Total: | 25 | 30 | 50 | 35 | 120 | 260 |
| Percent: | 9.6% | 11.5% | 19.2% | 13.5% | 46.2% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

| Household Type/ Geographic Designation |Single-Family Detached Ownership Income Bands | | | | | Total |
|---|--|---------------------------------|---------------------------------|----------------------------------|---------------------------------|---------------|
| | <i>Below</i> <u>30% AMI</u> | <i>30% to</i> <u>50% AMI</u> | <i>50% to</i> <u>80% AMI</u> | <i>80% to</i> <u>100% AMI</u> | <i>Above</i> <u>100% AMI</u> | |
| Empty Nesters & Retirees | 25 | 30 | 45 | 60 | 90 | 250 |
| <i>Metropolitan Cities</i> | 5 | 0 | 0 | 0 | 0 | 5 |
| <i>Small Cities/Satellite Cities</i> | 5 | 15 | 25 | 40 | 20 | 105 |
| <i>Metropolitan Suburbs</i> | 15 | 15 | 20 | 15 | 35 | 100 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 5 | 35 | 40 |
| Traditional & Non-Traditional Families | 25 | 20 | 25 | 15 | 35 | 120 |
| <i>Metropolitan Cities</i> | 10 | 0 | 0 | 0 | 5 | 15 |
| <i>Small Cities/Satellite Cities</i> | 10 | 10 | 10 | 10 | 10 | 50 |
| <i>Metropolitan Suburbs</i> | 5 | 10 | 15 | 5 | 20 | 55 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Younger Singles & Couples | 35 | 20 | 15 | 20 | 120 | 210 |
| <i>Metropolitan Cities</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Small Cities/Satellite Cities</i> | 15 | 15 | 15 | 5 | 40 | 90 |
| <i>Metropolitan Suburbs</i> | 20 | 5 | 0 | 15 | 80 | 120 |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 85 | 70 | 85 | 95 | 245 | 580 |
| Percent: | 14.7% | 12.1% | 14.7% | 16.4% | 42.1% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

|Single-Family Detached Ownership Income Bands | | | | | | |
|--|--------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| Empty Nesters & Retirees | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | <u>Total</u> |
| <i>Metropolitan Cities</i> | | | | | | |
| Urban Establishment | 0 | 0 | 0 | 0 | 0 | 0 |
| Cosmopolitan Couples | 0 | 0 | 0 | 0 | 0 | 0 |
| Multi-Ethnic Seniors | 5 | 0 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>5</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>5</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Cosmopolitan Elite | 0 | 0 | 0 | 0 | 5 | 5 |
| Middle-Class Move-Downs | 0 | 0 | 5 | 15 | 10 | 30 |
| Blue-Collar Retirees | 5 | 10 | 5 | 20 | 0 | 40 |
| Hometown Retirees | 0 | 5 | 5 | 5 | 5 | 20 |
| Second City Seniors | 0 | 0 | 10 | 0 | 0 | 10 |
| <i>Subtotal:</i> | <u>5</u> | <u>15</u> | <u>25</u> | <u>40</u> | <u>20</u> | <u>105</u> |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Suburban Establishment | 0 | 0 | 0 | 0 | 10 | 10 |
| Affluent Empty Nesters | 0 | 0 | 0 | 5 | 5 | 10 |
| Mainstream Retirees | 0 | 0 | 5 | 5 | 0 | 10 |
| No-Nest Suburbanites | 5 | 5 | 5 | 5 | 15 | 35 |
| Middle-American Retirees | 0 | 5 | 5 | 0 | 5 | 15 |
| Suburban Retirees | 5 | 5 | 5 | 0 | 0 | 15 |
| Suburban Seniors | 5 | 0 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>15</u> | <u>15</u> | <u>20</u> | <u>15</u> | <u>35</u> | <u>100</u> |
| <i>Town & Country/Exurbs</i> | | | | | | |
| Small-Town Establishment | 0 | 0 | 0 | 0 | 15 | 15 |
| New Empty Nesters | 0 | 0 | 0 | 5 | 20 | 25 |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0</u> | <u>5</u> | <u>35</u> | <u>40</u> |
| Total: | 20 | 30 | 45 | 60 | 90 | 245 |
| Percent: | 8.2% | 12.2% | 18.4% | 24.5% | 36.7% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

|Single-Family Detached Ownership Income Bands | | | | | | |
|--|--------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------|
| Traditional & Non-Traditional Families | <i>Below 30% AMI</i> | <i>30% to 50% AMI</i> | <i>50% to 80% AMI</i> | <i>80% to 100% AMI</i> | <i>Above 100% AMI</i> | <u>Total</u> |
| <i>Metropolitan Cities</i> | | | | | | |
| Full-Nest Urbanites | 0 | 0 | 0 | 0 | 5 | 5 |
| Multi-Cultural Families | 0 | 0 | 0 | 0 | 0 | 0 |
| Inner-City Families | 5 | 0 | 0 | 0 | 0 | 5 |
| Single-Parent Families | 5 | 0 | 0 | 0 | 0 | 5 |
| <i>Subtotal:</i> | <u>10</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>5</u> | <u>15</u> |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| Unibox Transferees | 0 | 0 | 0 | 0 | 10 | 10 |
| Multi-Ethnic Families | 5 | 5 | 5 | 5 | 0 | 20 |
| In-Town Families | 5 | 5 | 5 | 5 | 0 | 20 |
| <i>Subtotal:</i> | <u>10</u> | <u>10</u> | <u>10</u> | <u>10</u> | <u>10</u> | <u>50</u> |
| <i>Metropolitan Suburbs</i> | | | | | | |
| Late-Nest Suburbanites | 0 | 0 | 0 | 0 | 5 | 5 |
| Full-Nest Suburbanites | 0 | 0 | 0 | 5 | 5 | 10 |
| Blue-Collar Button-Downs | 5 | 5 | 10 | 0 | 10 | 30 |
| Working-Class Families | 0 | 5 | 5 | 0 | 0 | 10 |
| <i>Subtotal:</i> | <u>5</u> | <u>10</u> | <u>15</u> | <u>5</u> | <u>20</u> | <u>55</u> |
| Total: | 25 | 20 | 25 | 15 | 35 | 120 |
| Percent: | 20.8% | 16.7% | 20.8% | 12.5% | 29.2% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To The Center City Study Area Each Year Over The Next Five Years
*Allentown City, Lehigh County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

|Single-Family Detached Ownership Income Bands | | | | | | |
|--|--------------------------------|---------------------------------|---------------------------------|----------------------------------|---------------------------------|---------------|
| Younger Singles & Couples | <i>Below</i> <u>30% AMI</u> | <i>30% to</i> <u>50% AMI</u> | <i>50% to</i> <u>80% AMI</u> | <i>80% to</i> <u>100% AMI</u> | <i>Above</i> <u>100% AMI</u> | <u>Total</u> |
| <i>Metropolitan Cities</i> | | | | | | |
| e-Types | 0 | 0 | 0 | 0 | 0 | 0 |
| New Bohemians | 0 | 0 | 0 | 0 | 0 | 0 |
| Urban Achievers | 0 | 0 | 0 | 0 | 0 | 0 |
| Soul City Singles | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> |
| <i>Subtotal:</i> | 0 | 0 | 0 | 0 | 0 | 0 |
| <i>Small Cities/Satellite Cities</i> | | | | | | |
| The VIPs | 0 | 0 | 5 | 0 | 0 | 5 |
| Twentysomethings | 5 | 5 | 0 | 0 | 10 | 20 |
| Small-City Singles | 5 | 5 | 0 | 0 | 30 | 40 |
| Blue-Collar Singles | <u>5</u> | <u>5</u> | <u>10</u> | <u>5</u> | <u>0</u> | <u>25</u> |
| <i>Subtotal:</i> | 15 | 15 | 15 | 5 | 40 | 90 |
| <i>Metropolitan Suburbs</i> | | | | | | |
| The Entrepreneurs | 0 | 0 | 0 | 0 | 25 | 25 |
| Fast-Track Professionals | 0 | 0 | 0 | 5 | 15 | 20 |
| Upscale Suburban Couples | 5 | 5 | 0 | 5 | 35 | 50 |
| Suburban Achievers | 10 | 0 | 0 | 5 | 5 | 20 |
| Working-Class Singles | <u>5</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> | <u>5</u> |
| <i>Subtotal:</i> | 20 | 5 | 0 | 15 | 80 | 120 |
| Total: | 35 | 20 | 15 | 20 | 120 | 210 |
| Percent: | 16.7% | 9.5% | 7.1% | 9.5% | 57.1% | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Appendix Two Tables



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

| Household Type/ Geographic Designation | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 61,720 | 240 | 27.3% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 13,260 | 55 | 6.3% |
| <i>Metropolitan Suburbs</i> | 21,915 | 65 | 7.4% |
| <i>Town & Country/Exurbs</i> | 26,545 | 120 | 13.6% |
| Traditional & Non-Traditional Families | 26,250 | 240 | 27.3% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 5,315 | 90 | 10.2% |
| <i>Metropolitan Suburbs</i> | 9,705 | 60 | 6.8% |
| <i>Town & Country/Exurbs</i> | 11,230 | 90 | 10.2% |
| Younger Singles & Couples | 26,485 | 400 | 45.5% |
| <i>Metropolitan Cities</i> | 2,145 | 70 | 8.0% |
| <i>Small Cities/Satellite Cities</i> | 7,445 | 135 | 15.3% |
| <i>Metropolitan Suburbs</i> | 10,570 | 135 | 15.3% |
| <i>Town & Country/Exurbs</i> | 6,325 | 60 | 6.8% |
| Total: | 114,455 | 880 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 61,720 | 240 | 27.3% |
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 0 | 0 | 0.0% |
| Cosmopolitan Couples | 0 | 0 | 0.0% |
| Multi-Ethnic Retirees | 0 | 0 | 0.0% |
| Downtown Retirees | 0 | 0 | 0.0% |
| Multi-Ethnic Seniors | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 720 | 0 | 0.0% |
| Middle-Class Move-Downs | 3,475 | 15 | 1.7% |
| Blue-Collar Retirees | 4,315 | 10 | 1.1% |
| Hometown Retirees | 1,565 | 0 | 0.0% |
| Second City Seniors | 3,185 | 30 | 3.4% |
| <i>Subtotal:</i> | <u>13,260</u> | <u>55</u> | <u>6.3%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| Old Money | 2,710 | 5 | 0.6% |
| Suburban Establishment | 3,800 | 10 | 1.1% |
| Affluent Empty Nesters | 3,565 | 10 | 1.1% |
| Mainstream Retirees | 3,205 | 5 | 0.6% |
| No-Nest Suburbanites | 3,075 | 20 | 2.3% |
| Middle-American Retirees | 3,290 | 5 | 0.6% |
| Suburban Retirees | 1,685 | 5 | 0.6% |
| Suburban Seniors | 585 | 5 | 0.6% |
| <i>Subtotal:</i> | <u>21,915</u> | <u>65</u> | <u>7.4%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 4,045 | 10 | 1.1% |
| New Empty Nesters | 3,750 | 25 | 2.8% |
| RV Retirees | 5,075 | 10 | 1.1% |
| Blue-Collar Empty Nesters | 4,055 | 35 | 4.0% |
| Exurban Suburbanites | 1,810 | 10 | 1.1% |
| Heartland Empty Nesters | 1,785 | 5 | 0.6% |
| Country Couples | 480 | 0 | 0.0% |
| Small-Town Seniors | 2,285 | 5 | 0.6% |
| Rural Singles | 545 | 5 | 0.6% |
| Back Country Seniors | 240 | 0 | 0.0% |
| Rural Seniors | 1,230 | 5 | 0.6% |
| Struggling Retirees | 1,245 | 10 | 1.1% |
| <i>Subtotal:</i> | <u>26,545</u> | <u>120</u> | <u>13.6%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 26,250 | 240 | 27.3% |
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 0 | 0 | 0.0% |
| Multi-Cultural Families | 0 | 0 | 0.0% |
| Inner-City Families | 0 | 0 | 0.0% |
| Single-Parent Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 425 | 5 | 0.6% |
| Multi-Ethnic Families | 1,545 | 15 | 1.7% |
| In-Town Families | 3,345 | 70 | 8.0% |
| <i>Subtotal:</i> | 5,315 | 90 | 10.2% |
| <i>Metropolitan Suburbs</i> | | | |
| The Social Register | 1,225 | 5 | 0.6% |
| Nouveau Money | 1,980 | 15 | 1.7% |
| Late-Nest Suburbanites | 2,095 | 5 | 0.6% |
| Full-Nest Suburbanites | 1,800 | 15 | 1.7% |
| Blue-Collar Button-Downs | 1,470 | 15 | 1.7% |
| Working-Class Families | 1,135 | 5 | 0.6% |
| <i>Subtotal:</i> | 9,705 | 60 | 6.8% |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Elite | 2,565 | 15 | 1.7% |
| Full-Nest Exurbanites | 3,185 | 15 | 1.7% |
| New-Town Families | 2,615 | 25 | 2.8% |
| Small-Town Families | 790 | 5 | 0.6% |
| Kids 'r' Us | 1,630 | 25 | 2.8% |
| Rustic Families | 200 | 0 | 0.0% |
| Subsistence Families | 245 | 5 | 0.6% |
| <i>Subtotal:</i> | 11,230 | 90 | 10.2% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| Younger Singles & Couples | 26,485 | 400 | 45.5% |
| <i>Metropolitan Cities</i> | | | |
| e-Types | 0 | 0 | 0.0% |
| New Bohemians | 0 | 0 | 0.0% |
| Urban Achievers | 0 | 0 | 0.0% |
| Soul City Singles | 2,145 | 70 | 8.0% |
| <i>Subtotal:</i> | <u>2,145</u> | <u>70</u> | <u>8.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 1,005 | 10 | 1.1% |
| Twentysomethings | 1,240 | 20 | 2.3% |
| Small-City Singles | 2,085 | 45 | 5.1% |
| Blue-Collar Singles | 3,115 | 60 | 6.8% |
| <i>Subtotal:</i> | <u>7,445</u> | <u>135</u> | <u>15.3%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 3,060 | 20 | 2.3% |
| Fast-Track Professionals | 510 | 5 | 0.6% |
| Upscale Suburban Couples | 4,945 | 60 | 6.8% |
| Suburban Achievers | 1,270 | 30 | 3.4% |
| Working-Class Singles | 785 | 20 | 2.3% |
| <i>Subtotal:</i> | <u>10,570</u> | <u>135</u> | <u>15.3%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Power Couples | 2,810 | 15 | 1.7% |
| Cross-Training Couples | 2,090 | 15 | 1.7% |
| Small-Town Singles | 1,425 | 30 | 3.4% |
| <i>Subtotal:</i> | <u>6,325</u> | <u>60</u> | <u>6.8%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| Household Type/ Geographic Designation | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 84,520 | 45 | 24.3% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 14,300 | 10 | 5.4% |
| <i>Metropolitan Suburbs</i> | 21,660 | 5 | 2.7% |
| <i>Town & Country/Exurbs</i> | 48,560 | 30 | 16.2% |
| Traditional & Non-Traditional Families | 43,915 | 75 | 40.5% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 14,490 | 45 | 24.3% |
| <i>Metropolitan Suburbs</i> | 9,385 | 10 | 5.4% |
| <i>Town & Country/Exurbs</i> | 20,040 | 20 | 10.8% |
| Younger Singles & Couples | 26,520 | 65 | 35.1% |
| <i>Metropolitan Cities</i> | 1,850 | 10 | 5.4% |
| <i>Small Cities/Satellite Cities</i> | 7,050 | 20 | 10.8% |
| <i>Metropolitan Suburbs</i> | 9,060 | 20 | 10.8% |
| <i>Town & Country/Exurbs</i> | 8,560 | 15 | 8.1% |
| Total: | 154,955 | 185 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 84,520 | 45 | 24.3% |
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 0 | 0 | 0.0% |
| Cosmopolitan Couples | 0 | 0 | 0.0% |
| Multi-Ethnic Retirees | 0 | 0 | 0.0% |
| Downtown Retirees | 0 | 0 | 0.0% |
| Multi-Ethnic Seniors | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 1,435 | 0 | 0.0% |
| Middle-Class Move-Downs | 3,590 | 5 | 2.7% |
| Blue-Collar Retirees | 3,405 | 0 | 0.0% |
| Hometown Retirees | 2,860 | 0 | 0.0% |
| Second City Seniors | 3,010 | 5 | 2.7% |
| <i>Subtotal:</i> | 14,300 | 10 | 5.4% |
| <i>Metropolitan Suburbs</i> | | | |
| Old Money | 1,740 | 0 | 0.0% |
| Suburban Establishment | 3,180 | 0 | 0.0% |
| Affluent Empty Nesters | 2,040 | 0 | 0.0% |
| Mainstream Retirees | 2,070 | 0 | 0.0% |
| No-Nest Suburbanites | 4,090 | 5 | 2.7% |
| Middle-American Retirees | 4,080 | 0 | 0.0% |
| Suburban Retirees | 2,500 | 0 | 0.0% |
| Suburban Seniors | 1,960 | 0 | 0.0% |
| <i>Subtotal:</i> | 21,660 | 5 | 2.7% |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 4,565 | 0 | 0.0% |
| New Empty Nesters | 8,450 | 10 | 5.4% |
| RV Retirees | 6,770 | 0 | 0.0% |
| Blue-Collar Empty Nesters | 10,490 | 15 | 8.1% |
| Exurban Suburbanites | 3,685 | 5 | 2.7% |
| Heartland Empty Nesters | 3,605 | 0 | 0.0% |
| Country Couples | 2,085 | 0 | 0.0% |
| Small-Town Seniors | 3,675 | 0 | 0.0% |
| Rural Singles | 865 | 0 | 0.0% |
| Back Country Seniors | 835 | 0 | 0.0% |
| Rural Seniors | 2,025 | 0 | 0.0% |
| Struggling Retirees | 1,510 | 0 | 0.0% |
| <i>Subtotal:</i> | 48,560 | 30 | 16.2% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 43,915 | 75 | 40.5% |
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 0 | 0 | 0.0% |
| Multi-Cultural Families | 0 | 0 | 0.0% |
| Inner-City Families | 0 | 0 | 0.0% |
| Single-Parent Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 1,020 | 0 | 0.0% |
| Multi-Ethnic Families | 2,120 | 5 | 2.7% |
| In-Town Families | 11,350 | 40 | 21.6% |
| <i>Subtotal:</i> | 14,490 | 45 | 24.3% |
| <i>Metropolitan Suburbs</i> | | | |
| The Social Register | 870 | 0 | 0.0% |
| Nouveau Money | 1,445 | 0 | 0.0% |
| Late-Nest Suburbanites | 1,350 | 0 | 0.0% |
| Full-Nest Suburbanites | 1,895 | 5 | 2.7% |
| Blue-Collar Button-Downs | 1,685 | 5 | 2.7% |
| Working-Class Families | 2,140 | 0 | 0.0% |
| <i>Subtotal:</i> | 9,385 | 10 | 5.4% |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Elite | 1,900 | 0 | 0.0% |
| Full-Nest Exurbanites | 6,605 | 5 | 2.7% |
| New-Town Families | 4,825 | 5 | 2.7% |
| Small-Town Families | 3,370 | 5 | 2.7% |
| Kids 'r' Us | 2,110 | 5 | 2.7% |
| Rustic Families | 910 | 0 | 0.0% |
| Subsistence Families | 320 | 0 | 0.0% |
| <i>Subtotal:</i> | 20,040 | 20 | 10.8% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| Younger Singles & Couples | 26,520 | 65 | 35.1% |
| <i>Metropolitan Cities</i> | | | |
| e-Types | 0 | 0 | 0.0% |
| New Bohemians | 0 | 0 | 0.0% |
| Urban Achievers | 0 | 0 | 0.0% |
| Soul City Singles | 1,850 | 10 | 5.4% |
| <i>Subtotal:</i> | <u>1,850</u> | <u>10</u> | <u>5.4%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 1,105 | 0 | 0.0% |
| Twentysomethings | 1,515 | 5 | 2.7% |
| Small-City Singles | 1,615 | 5 | 2.7% |
| Blue-Collar Singles | 2,815 | 10 | 5.4% |
| <i>Subtotal:</i> | <u>7,050</u> | <u>20</u> | <u>10.8%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 1,885 | 0 | 0.0% |
| Fast-Track Professionals | 285 | 0 | 0.0% |
| Upscale Suburban Couples | 4,035 | 10 | 5.4% |
| Suburban Achievers | 1,300 | 5 | 2.7% |
| Working-Class Singles | 1,555 | 5 | 2.7% |
| <i>Subtotal:</i> | <u>9,060</u> | <u>20</u> | <u>10.8%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Power Couples | 1,495 | 0 | 0.0% |
| Cross-Training Couples | 5,020 | 5 | 2.7% |
| Small-Town Singles | 2,045 | 10 | 5.4% |
| <i>Subtotal:</i> | <u>8,560</u> | <u>15</u> | <u>8.1%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| <u>Household Type/ Geographic Designation</u> | <u>Estimated Number</u> | <u>Potential</u> | <u>Share of Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 105,920 | 15 | 14.3% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 23,525 | 10 | 9.5% |
| <i>Metropolitan Suburbs</i> | 60,550 | 5 | 4.8% |
| <i>Town & Country/Exurbs</i> | 21,845 | 0 | 0.0% |
| Traditional & Non-Traditional Families | 53,640 | 20 | 19.0% |
| <i>Metropolitan Cities</i> | 0 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 8,725 | 5 | 4.8% |
| <i>Metropolitan Suburbs</i> | 27,835 | 10 | 9.5% |
| <i>Town & Country/Exurbs</i> | 17,080 | 5 | 4.8% |
| Younger Singles & Couples | 77,605 | 70 | 66.7% |
| <i>Metropolitan Cities</i> | 520 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 15,065 | 15 | 14.3% |
| <i>Metropolitan Suburbs</i> | 46,375 | 45 | 42.9% |
| <i>Town & Country/Exurbs</i> | 15,645 | 10 | 9.5% |
| Total: | 237,165 | 105 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 105,920 | 15 | 14.3% |
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 0 | 0 | 0.0% |
| Cosmopolitan Couples | 0 | 0 | 0.0% |
| Multi-Ethnic Retirees | 0 | 0 | 0.0% |
| Downtown Retirees | 0 | 0 | 0.0% |
| Multi-Ethnic Seniors | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 6,280 | 0 | 0.0% |
| Middle-Class Move-Downs | 11,090 | 5 | 4.8% |
| Blue-Collar Retirees | 2,095 | 0 | 0.0% |
| Hometown Retirees | 375 | 0 | 0.0% |
| Second City Seniors | 3,685 | 5 | 4.8% |
| <i>Subtotal:</i> | <u>23,525</u> | <u>10</u> | <u>9.5%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| Old Money | 12,465 | 0 | 0.0% |
| Suburban Establishment | 13,450 | 0 | 0.0% |
| Affluent Empty Nesters | 9,325 | 0 | 0.0% |
| Mainstream Retirees | 6,150 | 0 | 0.0% |
| No-Nest Suburbanites | 5,890 | 5 | 4.8% |
| Middle-American Retirees | 6,110 | 0 | 0.0% |
| Suburban Retirees | 3,715 | 0 | 0.0% |
| Suburban Seniors | 3,445 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>60,550</u> | <u>5</u> | <u>4.8%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 9,980 | 0 | 0.0% |
| New Empty Nesters | 2,750 | 0 | 0.0% |
| RV Retirees | 3,565 | 0 | 0.0% |
| Blue-Collar Empty Nesters | 1,060 | 0 | 0.0% |
| Exurban Suburbanites | 730 | 0 | 0.0% |
| Heartland Empty Nesters | 605 | 0 | 0.0% |
| Country Couples | 225 | 0 | 0.0% |
| Small-Town Seniors | 1,420 | 0 | 0.0% |
| Rural Singles | 75 | 0 | 0.0% |
| Back Country Seniors | 65 | 0 | 0.0% |
| Rural Seniors | 495 | 0 | 0.0% |
| Struggling Retirees | 875 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>21,845</u> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 53,640 | 20 | 19.0% |
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 0 | 0 | 0.0% |
| Multi-Cultural Families | 0 | 0 | 0.0% |
| Inner-City Families | 0 | 0 | 0.0% |
| Single-Parent Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 4,235 | 0 | 0.0% |
| Multi-Ethnic Families | 3,315 | 5 | 4.8% |
| In-Town Families | 1,175 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>8,725</u> | <u>5</u> | <u>4.8%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Social Register | 6,900 | 0 | 0.0% |
| Nouveau Money | 6,915 | 5 | 4.8% |
| Late-Nest Suburbanites | 5,745 | 0 | 0.0% |
| Full-Nest Suburbanites | 4,340 | 5 | 4.8% |
| Blue-Collar Button-Downs | 2,755 | 0 | 0.0% |
| Working-Class Families | 1,180 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>27,835</u> | <u>10</u> | <u>9.5%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Elite | 12,510 | 5 | 4.8% |
| Full-Nest Exurbanites | 1,875 | 0 | 0.0% |
| New-Town Families | 1,815 | 0 | 0.0% |
| Small-Town Families | 530 | 0 | 0.0% |
| Kids 'r' Us | 275 | 0 | 0.0% |
| Rustic Families | 45 | 0 | 0.0% |
| Subsistence Families | 30 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>17,080</u> | <u>5</u> | <u>4.8%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| Younger Singles & Couples | 77,605 | 70 | 66.7% |
| <i>Metropolitan Cities</i> | | | |
| e-Types | 0 | 0 | 0.0% |
| New Bohemians | 0 | 0 | 0.0% |
| Urban Achievers | 0 | 0 | 0.0% |
| Soul City Singles | 520 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>520</u> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 7,770 | 5 | 4.8% |
| Twentysomethings | 3,220 | 5 | 4.8% |
| Small-City Singles | 2,585 | 5 | 4.8% |
| Blue-Collar Singles | 1,490 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>15,065</u> | <u>15</u> | <u>14.3%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 14,555 | 10 | 9.5% |
| Fast-Track Professionals | 5,445 | 5 | 4.8% |
| Upscale Suburban Couples | 15,570 | 15 | 14.3% |
| Suburban Achievers | 6,735 | 10 | 9.5% |
| Working-Class Singles | 4,070 | 5 | 4.8% |
| <i>Subtotal:</i> | <u>46,375</u> | <u>45</u> | <u>42.9%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Power Couples | 10,485 | 5 | 4.8% |
| Cross-Training Couples | 4,680 | 5 | 4.8% |
| Small-Town Singles | 480 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>15,645</u> | <u>10</u> | <u>9.5%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| Household Type/ Geographic Designation | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 127,605 | 10 | 9.5% |
| <i>Metropolitan Cities</i> | 1,950 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 35,650 | 10 | 9.5% |
| <i>Metropolitan Suburbs</i> | 73,210 | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | 16,795 | 0 | 0.0% |
| Traditional & Non-Traditional Families | 68,820 | 20 | 19.0% |
| <i>Metropolitan Cities</i> | 1,545 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | 15,890 | 10 | 9.5% |
| <i>Metropolitan Suburbs</i> | 34,685 | 5 | 4.8% |
| <i>Town & Country/Exurbs</i> | 16,700 | 5 | 4.8% |
| Younger Singles & Couples | 116,935 | 75 | 71.4% |
| <i>Metropolitan Cities</i> | 3,305 | 5 | 4.8% |
| <i>Small Cities/Satellite Cities</i> | 33,990 | 30 | 28.6% |
| <i>Metropolitan Suburbs</i> | 64,960 | 35 | 33.3% |
| <i>Town & Country/Exurbs</i> | 14,680 | 5 | 4.8% |
| Total: | 313,360 | 105 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 127,605 | 10 | 9.5% |
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 1,245 | 0 | 0.0% |
| Cosmopolitan Couples | 405 | 0 | 0.0% |
| Multi-Ethnic Retirees | 210 | 0 | 0.0% |
| Downtown Retirees | 25 | 0 | 0.0% |
| Multi-Ethnic Seniors | 65 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>1,950</u> | <u>0</u> | <u>0.0%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 10,245 | 0 | 0.0% |
| Middle-Class Move-Downs | 14,425 | 5 | 4.8% |
| Blue-Collar Retirees | 4,610 | 0 | 0.0% |
| Hometown Retirees | 1,005 | 0 | 0.0% |
| Second City Seniors | 5,365 | 5 | 4.8% |
| <i>Subtotal:</i> | <u>35,650</u> | <u>10</u> | <u>9.5%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| Old Money | 29,820 | 0 | 0.0% |
| Suburban Establishment | 13,565 | 0 | 0.0% |
| Affluent Empty Nesters | 11,535 | 0 | 0.0% |
| Mainstream Retirees | 8,975 | 0 | 0.0% |
| No-Nest Suburbanites | 3,535 | 0 | 0.0% |
| Middle-American Retirees | 1,655 | 0 | 0.0% |
| Suburban Retirees | 2,145 | 0 | 0.0% |
| Suburban Seniors | 1,980 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>73,210</u> | <u>0</u> | <u>0.0%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 5,975 | 0 | 0.0% |
| New Empty Nesters | 3,590 | 0 | 0.0% |
| RV Retirees | 3,205 | 0 | 0.0% |
| Blue-Collar Empty Nesters | 1,015 | 0 | 0.0% |
| Exurban Suburbanites | 465 | 0 | 0.0% |
| Heartland Empty Nesters | 410 | 0 | 0.0% |
| Country Couples | 20 | 0 | 0.0% |
| Small-Town Seniors | 1,100 | 0 | 0.0% |
| Rural Singles | 60 | 0 | 0.0% |
| Back Country Seniors | 20 | 0 | 0.0% |
| Rural Seniors | 610 | 0 | 0.0% |
| Struggling Retirees | 325 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>16,795</u> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 68,820 | 20 | 19.0% |
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 590 | 0 | 0.0% |
| Multi-Cultural Families | 70 | 0 | 0.0% |
| Inner-City Families | 885 | 0 | 0.0% |
| Single-Parent Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 1,545 | 0 | 0.0% |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 7,200 | 0 | 0.0% |
| Multi-Ethnic Families | 4,530 | 5 | 4.8% |
| In-Town Families | 4,160 | 5 | 4.8% |
| <i>Subtotal:</i> | 15,890 | 10 | 9.5% |
| <i>Metropolitan Suburbs</i> | | | |
| The Social Register | 11,485 | 0 | 0.0% |
| Nouveau Money | 10,775 | 5 | 4.8% |
| Late-Nest Suburbanites | 5,535 | 0 | 0.0% |
| Full-Nest Suburbanites | 4,755 | 0 | 0.0% |
| Blue-Collar Button-Downs | 1,850 | 0 | 0.0% |
| Working-Class Families | 285 | 0 | 0.0% |
| <i>Subtotal:</i> | 34,685 | 5 | 4.8% |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Elite | 10,275 | 5 | 4.8% |
| Full-Nest Exurbanites | 2,360 | 0 | 0.0% |
| New-Town Families | 3,050 | 0 | 0.0% |
| Small-Town Families | 250 | 0 | 0.0% |
| Kids 'r' Us | 650 | 0 | 0.0% |
| Rustic Families | 5 | 0 | 0.0% |
| Subsistence Families | 110 | 0 | 0.0% |
| <i>Subtotal:</i> | 16,700 | 5 | 4.8% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| Younger Singles & Couples | 116,935 | 75 | 71.4% |
| <i>Metropolitan Cities</i> | | | |
| e-Types | 200 | 0 | 0.0% |
| New Bohemians | 10 | 0 | 0.0% |
| Urban Achievers | 705 | 0 | 0.0% |
| Soul City Singles | 2,390 | 5 | 4.8% |
| <i>Subtotal:</i> | <u>3,305</u> | <u>5</u> | <u>4.8%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 15,315 | 10 | 9.5% |
| Twentysomethings | 9,735 | 10 | 9.5% |
| Small-City Singles | 6,530 | 10 | 9.5% |
| Blue-Collar Singles | 2,410 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>33,990</u> | <u>30</u> | <u>28.6%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 26,450 | 10 | 9.5% |
| Fast-Track Professionals | 12,690 | 5 | 4.8% |
| Upscale Suburban Couples | 15,480 | 10 | 9.5% |
| Suburban Achievers | 9,285 | 10 | 9.5% |
| Working-Class Singles | 1,055 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>64,960</u> | <u>35</u> | <u>33.3%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Power Couples | 9,280 | 5 | 4.8% |
| Cross-Training Couples | 4,250 | 0 | 0.0% |
| Small-Town Singles | 1,150 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>14,680</u> | <u>5</u> | <u>4.8%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The City Of Allentown Each Year Over The Next Five Years**
Bronx County, New York

| Household Type/ Geographic Designation | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 211,175 | 15 | 13.0% |
| <i>Metropolitan Cities</i> | 211,040 | 15 | 13.0% |
| <i>Small Cities/Satellite Cities</i> | 0 | 0 | 0.0% |
| <i>Metropolitan Suburbs</i> | 135 | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0.0% |
| Traditional & Non-Traditional Families | 196,250 | 70 | 60.9% |
| <i>Metropolitan Cities</i> | 196,240 | 70 | 60.9% |
| <i>Small Cities/Satellite Cities</i> | 0 | 0 | 0.0% |
| <i>Metropolitan Suburbs</i> | 10 | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0.0% |
| Younger Singles & Couples | 91,050 | 30 | 26.1% |
| <i>Metropolitan Cities</i> | 90,920 | 30 | 26.1% |
| <i>Small Cities/Satellite Cities</i> | 0 | 0 | 0.0% |
| <i>Metropolitan Suburbs</i> | 130 | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0.0% |
| Total: | 498,475 | 115 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The City Of Allentown Each Year Over The Next Five Years**
Bronx County, New York

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 211,175 | 15 | 13.0% |
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 23,935 | 0 | 0.0% |
| Cosmopolitan Couples | 18,820 | 0 | 0.0% |
| Multi-Ethnic Retirees | 26,440 | 0 | 0.0% |
| Downtown Retirees | 13,105 | 0 | 0.0% |
| Multi-Ethnic Seniors | 128,740 | 15 | 13.0% |
| <i>Subtotal:</i> | 211,040 | 15 | 13.0% |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 0 | 0 | 0.0% |
| Middle-Class Move-Downs | 0 | 0 | 0.0% |
| Blue-Collar Retirees | 0 | 0 | 0.0% |
| Hometown Retirees | 0 | 0 | 0.0% |
| Second City Seniors | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |
| <i>Metropolitan Suburbs</i> | | | |
| Old Money | 45 | 0 | 0.0% |
| Suburban Establishment | 60 | 0 | 0.0% |
| Affluent Empty Nesters | 10 | 0 | 0.0% |
| Mainstream Retirees | 15 | 0 | 0.0% |
| No-Nest Suburbanites | 5 | 0 | 0.0% |
| Middle-American Retirees | 0 | 0 | 0.0% |
| Suburban Retirees | 0 | 0 | 0.0% |
| Suburban Seniors | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 135 | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 0 | 0 | 0.0% |
| New Empty Nesters | 0 | 0 | 0.0% |
| RV Retirees | 0 | 0 | 0.0% |
| Blue-Collar Empty Nesters | 0 | 0 | 0.0% |
| Exurban Suburbanites | 0 | 0 | 0.0% |
| Heartland Empty Nesters | 0 | 0 | 0.0% |
| Country Couples | 0 | 0 | 0.0% |
| Small-Town Seniors | 0 | 0 | 0.0% |
| Rural Singles | 0 | 0 | 0.0% |
| Back Country Seniors | 0 | 0 | 0.0% |
| Rural Seniors | 0 | 0 | 0.0% |
| Struggling Retirees | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The City Of Allentown Each Year Over The Next Five Years**
Bronx County, New York

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 196,250 | 70 | 60.9% |
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 18,910 | 0 | 0.0% |
| Multi-Cultural Families | 4,780 | 0 | 0.0% |
| Inner-City Families | 47,410 | 15 | 13.0% |
| Single-Parent Families | 125,140 | 55 | 47.8% |
| <i>Subtotal:</i> | 196,240 | 70 | 60.9% |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 0 | 0 | 0.0% |
| Multi-Ethnic Families | 0 | 0 | 0.0% |
| In-Town Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |
| <i>Metropolitan Suburbs</i> | | | |
| The Social Register | 5 | 0 | 0.0% |
| Nouveau Money | 5 | 0 | 0.0% |
| Late-Nest Suburbanites | 0 | 0 | 0.0% |
| Full-Nest Suburbanites | 0 | 0 | 0.0% |
| Blue-Collar Button-Downs | 0 | 0 | 0.0% |
| Working-Class Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 10 | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Elite | 0 | 0 | 0.0% |
| Full-Nest Exurbanites | 0 | 0 | 0.0% |
| New-Town Families | 0 | 0 | 0.0% |
| Small-Town Families | 0 | 0 | 0.0% |
| Kids 'r' Us | 0 | 0 | 0.0% |
| Rustic Families | 0 | 0 | 0.0% |
| Subsistence Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The City Of Allentown Each Year Over The Next Five Years**
Bronx County, New York

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| Younger Singles & Couples | 91,050 | 30 | 26.1% |
| <i>Metropolitan Cities</i> | | | |
| e-Types | 8,095 | 0 | 0.0% |
| New Bohemians | 60,770 | 20 | 17.4% |
| Urban Achievers | 22,055 | 10 | 8.7% |
| Soul City Singles | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>90,920</u> | <u>30</u> | <u>26.1%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 0 | 0 | 0.0% |
| Twentysomethings | 0 | 0 | 0.0% |
| Small-City Singles | 0 | 0 | 0.0% |
| Blue-Collar Singles | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 35 | 0 | 0.0% |
| Fast-Track Professionals | 0 | 0 | 0.0% |
| Upscale Suburban Couples | 90 | 0 | 0.0% |
| Suburban Achievers | 5 | 0 | 0.0% |
| Working-Class Singles | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>130</u> | <u>0</u> | <u>0.0%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Power Couples | 0 | 0 | 0.0% |
| Cross-Training Couples | 0 | 0 | 0.0% |
| Small-Town Singles | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| Household Type/ Geographic Designation | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 260,475 | 5 | 4.5% |
| <i>Metropolitan Cities</i> | 243,150 | 5 | 4.5% |
| <i>Small Cities/Satellite Cities</i> | 0 | 0 | 0.0% |
| <i>Metropolitan Suburbs</i> | 17,325 | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0.0% |
| Traditional & Non-Traditional Families | 267,465 | 60 | 54.5% |
| <i>Metropolitan Cities</i> | 264,375 | 60 | 54.5% |
| <i>Small Cities/Satellite Cities</i> | 0 | 0 | 0.0% |
| <i>Metropolitan Suburbs</i> | 3,090 | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0.0% |
| Younger Singles & Couples | 87,970 | 45 | 40.9% |
| <i>Metropolitan Cities</i> | 75,785 | 40 | 36.4% |
| <i>Small Cities/Satellite Cities</i> | 0 | 0 | 0.0% |
| <i>Metropolitan Suburbs</i> | 12,185 | 5 | 4.5% |
| <i>Town & Country/Exurbs</i> | 0 | 0 | 0.0% |
| Total: | 615,910 | 110 | 100.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Empty Nesters & Retirees | 260,475 | 5 | 4.5% |
| <i>Metropolitan Cities</i> | | | |
| Urban Establishment | 14,680 | 0 | 0.0% |
| Cosmopolitan Couples | 33,590 | 0 | 0.0% |
| Multi-Ethnic Retirees | 62,600 | 0 | 0.0% |
| Downtown Retirees | 106,365 | 0 | 0.0% |
| Multi-Ethnic Seniors | 25,915 | 5 | 4.5% |
| <i>Subtotal:</i> | 243,150 | 5 | 4.5% |
| <i>Small Cities/Satellite Cities</i> | | | |
| Cosmopolitan Elite | 0 | 0 | 0.0% |
| Middle-Class Move-Downs | 0 | 0 | 0.0% |
| Blue-Collar Retirees | 0 | 0 | 0.0% |
| Hometown Retirees | 0 | 0 | 0.0% |
| Second City Seniors | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |
| <i>Metropolitan Suburbs</i> | | | |
| Old Money | 1,380 | 0 | 0.0% |
| Suburban Establishment | 3,760 | 0 | 0.0% |
| Affluent Empty Nesters | 1,670 | 0 | 0.0% |
| Mainstream Retirees | 1,660 | 0 | 0.0% |
| No-Nest Suburbanites | 2,025 | 0 | 0.0% |
| Middle-American Retirees | 3,565 | 0 | 0.0% |
| Suburban Retirees | 1,040 | 0 | 0.0% |
| Suburban Seniors | 2,225 | 0 | 0.0% |
| <i>Subtotal:</i> | 17,325 | 0 | 0.0% |
| <i>Town & Country/Exurbs</i> | | | |
| Small-Town Establishment | 0 | 0 | 0.0% |
| New Empty Nesters | 0 | 0 | 0.0% |
| RV Retirees | 0 | 0 | 0.0% |
| Blue-Collar Empty Nesters | 0 | 0 | 0.0% |
| Exurban Suburbanites | 0 | 0 | 0.0% |
| Heartland Empty Nesters | 0 | 0 | 0.0% |
| Country Couples | 0 | 0 | 0.0% |
| Small-Town Seniors | 0 | 0 | 0.0% |
| Rural Singles | 0 | 0 | 0.0% |
| Back Country Seniors | 0 | 0 | 0.0% |
| Rural Seniors | 0 | 0 | 0.0% |
| Struggling Retirees | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | 0 | 0 | 0.0% |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| Traditional & Non-Traditional Families | 267,465 | 60 | 54.5% |
| <i>Metropolitan Cities</i> | | | |
| Full-Nest Urbanites | 65,440 | 10 | 9.1% |
| Multi-Cultural Families | 160,885 | 30 | 27.3% |
| Inner-City Families | 16,060 | 10 | 9.1% |
| Single-Parent Families | 21,990 | 10 | 9.1% |
| <i>Subtotal:</i> | <u>264,375</u> | <u>60</u> | <u>54.5%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| Unibox Transferees | 0 | 0 | 0.0% |
| Multi-Ethnic Families | 0 | 0 | 0.0% |
| In-Town Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Social Register | 200 | 0 | 0.0% |
| Nouveau Money | 180 | 0 | 0.0% |
| Late-Nest Suburbanites | 870 | 0 | 0.0% |
| Full-Nest Suburbanites | 555 | 0 | 0.0% |
| Blue-Collar Button-Downs | 845 | 0 | 0.0% |
| Working-Class Families | 440 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>3,090</u> | <u>0</u> | <u>0.0%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Elite | 0 | 0 | 0.0% |
| Full-Nest Exurbanites | 0 | 0 | 0.0% |
| New-Town Families | 0 | 0 | 0.0% |
| Small-Town Families | 0 | 0 | 0.0% |
| Kids 'r' Us | 0 | 0 | 0.0% |
| Rustic Families | 0 | 0 | 0.0% |
| Subsistence Families | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

| | <i>Estimated Number</i> | <i>Potential</i> | <i>Share of Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| Younger Singles & Couples | 87,970 | 45 | 40.9% |
| <i>Metropolitan Cities</i> | | | |
| e-Types | 10,115 | 5 | 4.5% |
| New Bohemians | 30,150 | 15 | 13.6% |
| Urban Achievers | 35,520 | 20 | 18.2% |
| Soul City Singles | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>75,785</u> | <u>40</u> | <u>36.4%</u> |
| <i>Small Cities/Satellite Cities</i> | | | |
| The VIPs | 0 | 0 | 0.0% |
| Twentysomethings | 0 | 0 | 0.0% |
| Small-City Singles | 0 | 0 | 0.0% |
| Blue-Collar Singles | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |
| <i>Metropolitan Suburbs</i> | | | |
| The Entrepreneurs | 1,220 | 0 | 0.0% |
| Fast-Track Professionals | 1,075 | 0 | 0.0% |
| Upscale Suburban Couples | 3,875 | 0 | 0.0% |
| Suburban Achievers | 4,740 | 5 | 4.5% |
| Working-Class Singles | 1,275 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>12,185</u> | <u>5</u> | <u>4.5%</u> |
| <i>Town & Country/Exurbs</i> | | | |
| Ex-Urban Power Couples | 0 | 0 | 0.0% |
| Cross-Training Couples | 0 | 0 | 0.0% |
| Small-Town Singles | 0 | 0 | 0.0% |
| <i>Subtotal:</i> | <u>0</u> | <u>0</u> | <u>0.0%</u> |

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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ASSUMPTIONS AND LIMITATIONS—

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

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

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



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RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the 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.



TARGET MARKET DESCRIPTIONS

— Appendix Three —

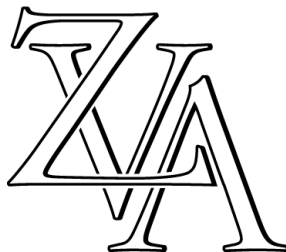
An Analysis of Residential Market Potential

The Center City Study Area

The City of Allentown,
Lehigh County, Pennsylvania

December, 2014

Conducted by
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Research & Strategic Analysis

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TARGET MARKET DESCRIPTIONS

The following target market lifestyle and values profiles have been developed by Zimmerman/Volk Associates, Inc., based on United States Bureau of Census data, the Nielsen Company (formerly Claritas) PRIZM 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.





EMPTY NESTERS & RETIREES

– Metropolitan Cities –



THE URBAN ESTABLISHMENT

Configuration: Empty-nest couples; older singles (divorced and widowed).
 Typical household size—2 persons.
 Predominant age range of adults—45 to 64.

Characteristics: Affluent, educated and sophisticated older couples.
 Success achieved through intelligence, connections and contacts.
 Nearly 80 percent college educated; 30 percent with advanced degrees.
 High-ranking professionals in medicine, law, business and finance; arts and entertainment.

Housing characteristics: Exclusive urban neighborhoods.
 Elegant mansions, townhouses (the city version) and condominiums (the mid-to high-rise version).
 Nearly a fifth lease large, luxurious apartments.

Consumption patterns: Drive a Jaguar XJL.
 Blue-chip assets.
 Shop at Lord & Taylor and other high-end retailers.
 Read *The New Yorker*.
 Watch *Frontline* on PBS.
 Listen to (and contribute to) NPR.

Icons: The red Cartier box; Italian whites in the undercounter cooler.



“Luxury must be comfortable, otherwise it is not luxury.”

— Coco Chanel



COSMOPOLITAN COUPLES

Configuration: Empty-nest couples; widows and widowers.
 Typical household size—1 or 2 persons.
 Predominant age range of adults—55 and older.

Characteristics: Ethnically-diverse neighborhoods, including white, Asian, African-American, and Latino residents.
 Active social lives; urban nightlife.
 College-educated.
 Public service lawyers, social service administrators, educators.

Housing characteristics: Vibrant urban neighborhoods in high-growth cities.
 Urban townhouses and high-rises; vintage houses on urban lots.
 Mainly homeowners.

Consumption patterns: Still drive the Lincoln Town Car.
 Conservative investments.
 Shop at Trader Joe's.
 Read *Sierra* magazine.
 Watch *60 Minutes*.
 Listen to jazz radio.

Icons: Symphony subscription; Treasury notes.



“Join the United States and join the family—
 But not much in between unless a college.”

– Robert Frost



MULTI-ETHNIC RETIREES

Configuration: Older couples; mostly retired, a few caring for grandchildren.

Typical household size—2 persons.

Predominant age range of adults—55 and up.

Characteristics: Middle-class Latino, African-American, Asian and white households.

Over 80 percent graduated high school; a third attended or graduated from college.

Approximately 25 percent have a working spouse.

Social services; health care employees; service workers; administrative support.

Housing characteristics: Rowhouses, duplexes, mid- and high-rise apartments.

Long-time residents in urban neighborhoods.

Nearly 65 percent own their dwelling units, which they have owned for many years.

Consumption patterns: Drive a Toyota Corolla.

Football fans.

Catalogue shoppers.

Read *Catholic Digest*.

Watch *Law and Order*.

Listen to all-news radio.

Icons: Football memorabilia; the daily paper.



“Before a group can enter the open society,
it must first close ranks.”

– Stokely Carmichael and
Charles Vernon Hamilton



DOWNTOWN RETIREES

Configuration: Singles, mostly widows or widowers.
Average household size—1 person.
Predominant age range of adults—75 and over.

Characteristics: Lower-income households from diverse backgrounds.
Over 60 percent African-American or Latino
Over 20 percent graduated or have some college; 45 percent are high school graduates; and nearly a third did not finish high school.
Most are retired and living on fixed incomes, from Social Security and pensions.
Former service workers, clerks and health-care support jobs.

Housing characteristics: Long-time residents of in-town neighborhoods.
More than half own their homes, which they've owned for years.
Owners live in rowhouses and duplexes; renters in apartment buildings.

Consumption patterns: Still drive the old Chevy.
Churchgoers.
Shop at the corner bodega.
Read *AARP—The Magazine*.
Watch *ABC This Morning*.
Listen to gospel radio.

Icons: Lottery ticket; Medicaid card.



“I have been young, and now am old.”

– Psalms 37:25



MULTI-ETHNIC SENIORS

Configuration: Retired singles.
Average household size—1 person.
Predominant age range of adults—60 and over.

Characteristics: Majority African-American and Latino households.
Nearly a quarter have some college education; 58 percent are high-school graduates.
Social Security, pensions; some require public assistance.
Retired from personal care, health-care support, and maintenance jobs.

Housing characteristics: Downtown neighborhoods.
Most are renters.
Apartments in older mid- and high-rise buildings.

Consumption patterns: Use transit.
Smokers.
Shop at the Dollar Store.
Read Spanish language *People*.
Watch soap operas.
Listen to talk radio.

Icons: Daily lottery card; family photo albums.



“Few, save for the poor, feel for the poor.”

– Letitia Elizabeth Landon





EMPTY NESTERS & RETIREES

– *Small Cities/Satellite Cities* –



COSMOPOLITAN ELITE

Configuration: Empty-nester couples; some with college-aged children.
Average household size—2 persons.
Predominant age range of adults—55 and older.

Characteristics: Upper-middle- to high-income empty-nesters.
The cultural elite of America's smaller cities.
Well educated—Over half attended college or earned a bachelor's degree;
another 28 percent received a graduate degree.
Prominent lawyers, doctors, professors and executives in local management,
finance, and tech companies.

Housing characteristics: Detached houses in wealthy enclaves, often near the country club.
Downtown condominiums as second-homes, future move-down option.
Nearly all are homeowners.

Consumption patterns: Drive a Mercedes.
Civic club activities, *e.g.*—historic preservation, beautification programs.
Shop at Whole Foods.
Read *Condé Nast Traveler*.
Watch *NBC Nightly News*.
Listen to classical music radio.

Icons: Dog-eared passport; the annual cruise.



“Once discover comfort, there is no turning back.”

– Mason Cooley



MIDDLE-CLASS MOVE-DOWNS

Configuration: Older married couples, widows/widowers, divorcés/divorcées.

Average household size—2 persons.

Predominant age range of adults—55 to 64.

Characteristics: Empty-nest couples in the middle of the socio-economic scale.

Some members of this group have already taken early retirements.

95 percent are high school graduates; a third graduated college.

Middle managers; social service workers; librarians; teachers.

Housing characteristics: Mid-sized third-tier cities with lower cost of living.

Moderate-value bungalows and ranches; new townhouses as move-down alternatives.

Over 85 percent own their homes.

Consumption patterns: Drive a new Hyundai.

Veterans/fraternal club members.

Shop at Pottery Barn.

Read most sections of the Sunday paper.

Watch *Entertainment Tonight*.

Listen to “oldies” radio.

Icons: Home workshop; upright piano.



“So always look for the silver lining
And try to find the sunny side of life.”

– P.G. Wodehouse



BLUE-COLLAR RETIREES

Configuration: Older singles and couples.
Average household size—1.5 persons.
Predominant age range of adults—55 and over.

Characteristics: Modest incomes and modest lifestyles.
A third are high school graduates; a quarter attended college.
Former nurses, retail and restaurant personnel, maintenance workers.
Most live on social security and small pensions.

Housing characteristics: Older neighborhoods.
Nearly 70 percent own their homes.
Small detached houses, duplexes or rowhouses.

Consumption patterns: Drive a 10-year-old Buick.
Drink light beer.
Shop at J.C. Penney.
Read *Family Handyman*.
Watch *The Price Is Right*.
Listen to news radio.

Icons: Framed needlepoints; cherished old Buick.



“You will be safest in the middle.”

– Ovid



HOMETOWN RETIREES

Configuration: Retired widows or widowers, some couples.
Average household size—1 person.
Predominant age range of adults—70 and over.

Characteristics: Low-income racially-diverse population.
Few attended school beyond high school, and
more than a third dropped out.
Former factory workers, clerks, cashiers.
Most live on social security.

Housing characteristics: Long-time residents of older neighborhoods.
Nearly 40 percent are renters.
Older detached houses or rowhouses.

Consumption patterns: Drive a 10-year-old Chrysler PT Cruiser.
Book clubs, music clubs and exercise at the seniors center.
WNBA fans.
Read *American Legion Magazine*.
Watch *The View*.
Listen to “nostalgia” radio.

Icons: Stamp collection; coin collection.



“If I’d known I was going to live this long,
I’d have taken better care of myself.”

– Eubie Blake



SECOND CITY SENIORS

Configuration: Retired singles.
Average household size—1 person.
Predominant age range of adults—75 and older.

Characteristics: Low-income seniors of all races.
Fixed incomes.
Low high-school graduation rates.
Former blue-collar employment.

Housing characteristics: Older neighborhoods of satellite cities
Well-kept garden apartments; seniors towers.
More than 70 percent are renters.

Consumption patterns: Drive a '90s Oldsmobile.
Play Bingo.
Shop at WalMart.
Read *Soap Opera Weekly*.
Watch daytime soap operas and game shows.
Listen to talk and gospel radio.

Icons: 20-year-old toaster oven; single-serving prepared meals.



“Cessation of work is not accompanied by cessation of expenses.”

– Cato the Elder





EMPTY NESTERS & RETIREES

– Metropolitan Suburbs –



OLD MONEY

Configuration: Empty-nest couples; children away at boarding school or college.
Average household size—2 to 3 persons.
Predominant age range of adults—55 to 74.

Characteristics: Upper crust, wealthy American families—one in 10 is a multi-millionaire.
Heirs to “old money;” accustomed to privilege and luxury.
Highly educated, with college and graduate degrees.
Judges; medical specialists; chief executive officers.

Housing characteristics: Old, exclusive metropolitan suburbs.
Estate homes in high-prestige neighborhoods; secluded older estates.
Urban *pieds-à-terre*; country retreats.

Consumption patterns: Drive luxury imports: Mercedes S550, Lexus LS600.
World travel.
Shop at Neiman Marcus.
He reads *Barron's*; she reads *Wine Spectator*.
Watch *Meet the Press*.
Listen to NPR.

Icons: Threadbare Oriental carpets; chipped Waterford crystal.



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

– F. Scott Fitzgerald



SUBURBAN ESTABLISHMENT

Configuration: Empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—55 to 64.

Characteristics: Upper-middle-income couples in their peak earning years.
Two-thirds attended or graduated from college.
Mostly white-collar managers and professionals, with many years at the same firm.

Housing characteristics: Vintage 1950s and '60s suburban subdivisions.
Many still live in the houses they bought new, 30 or 40 years ago; when they move, they downsize to an apartment in an urban neighborhood or a resort condominium.
Their original detached houses have been upgraded over the years to match their rising income and status.

Consumption patterns: Drive an Infiniti EX.
Bermuda vacations.
Shop at Target.
Read *USA Today*.
Watch *Masterpiece Theater*.
Listen to classic rock radio.

Icons: Safe annuities; backyard pool.



“Just enjoy your ice cream while it’s on your plate.”

– Thornton Wilder



AFFLUENT EMPTY NESTERS

Configuration: Empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—65 and older.

Characteristics: Older established couples, often with two incomes.
Significant financial resources—untapped equity in their homes.
Nearly two-thirds attended or graduated from college.
Small-business owners; corporate officers; sales directors.

Housing characteristics: Eighty-five percent own their homes.
Detached houses with high property values.
High percentage of vacation/weekend homes.
Likely to move to or near downtown or an urban neighborhood when last child has left home.

Consumption patterns: Drive a Cadillac CTS sedan.
All-inclusive foreign travel/cruises.
Shop from Lands End catalogue.
Read *The Atlantic*.
Watch *Washington Week*.
Listen to light classical radio.

Icons: Framed map of Europe; Lord & Taylor charge account.



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

– Variation on Advertisement



MAINSTREAM RETIREES

Configuration: Retired singles and couples.
Average household size—2 persons.
Predominant age range of adults—70 and older.

Characteristics: Middle- to upper-middle-income households.
Prefer to spend their “golden years” with people of all ages.
Two-thirds attended or graduated from college.
Country lawyers, doctors, and shopkeepers.

Housing characteristics: Small suburban towns.
Cottages; townhouses; condominiums.

Consumption patterns: Still drive the Crown Victoria.
Play golf.
Shop at Costco.
Read *Saturday Evening Post*.
Watch *Antiques Roadshow*.
Listen to “nostalgia” radio.

Icons: Charles Schwab account; his ’n her golf clubs.



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

– Buddy De Sylva



NO-NEST SUBURBANITES

Configuration: Older singles and couples.
Average household size—2 persons.
Predominant age range of adults—45 to 64.

Characteristics: Middle-income Baby Boomers.
Over half attended or graduated from college.
Predominantly white.
Sales and marketing employees, health technicians, teachers, white-collar and clerical employment.

Housing characteristics: Old and new suburbia.
Single-family houses and townhouses.
Three-quarters own their homes.

Consumption patterns: Drive a Mitsubishi Outlander Sport.
Bowling team.
Shop at Sam's Club.
Read motorcycle magazines.
Watch *The Office*.
Listen to news radio.

Icons: Home treadmill; new Harley Davidson.



“You will be safest in the middle.”

– Ovid



MIDDLE-AMERICAN RETIREES

Configuration: Retired couples and singles.
Average household size—1 or 2 persons.
Predominant age range of adults—65 and older.

Characteristics: Middle-income households with middle-class sensibilities.
Family- and community-oriented.
Most are high school graduates; 20 percent graduated from college.
Former secretaries; accountants; small business owners.

Housing characteristics: Older inner-ring suburbs.
Well-kept bungalows, ramblers, colonials.
Nearly 80 percent own their residences and the mortgage is paid off.

Consumption patterns: Drive a Chevrolet Cobalt.
Own an RV.
Shop at Lowe's.
Read *VFW* MAGAZINE.
Watch *The View*.
Listen to AM morning news.

Icons: Walmart credit card; his 'n' hers bowling balls.



“Grow old along with me!
The best is yet to be.”

– Robert Browning



SUBURBAN RETIREES

Configuration: Older married couples; some singles.
Average household size—1 or 2 persons.
Predominant age range of adults—65 and over.

Characteristics: Mainly white, lower middle-income households who are part of close-knit families.
Three-quarters are high school graduates; a quarter have some college education.
Although officially “retired,” many hold part-time jobs.
Former service workers, clerks and low-level management jobs.

Housing characteristics: Older inner-ring suburbs.
Modest three-bedroom ranch houses with carports; mobile homes.
Very high home ownership.

Consumption patterns: Drive a new Kia Rio.
Heavy coupon users.
Shop from catalogues.
Read *American Legion*.
Watch *The 700 Club*.
Listen to adult standards “nostalgia” radio.

Icons: Coupon organizer; frozen dinners.



“There is no substitute for hard work.”

– Thomas Alva Edison



SUBURBAN SENIORS

Configuration: Singles.

Average household size—1 person.

Predominant age range of adults—65 and over.

Characteristics: Racially-diverse lower-income widows and widowers.

One-third graduated from high school; another 25 percent went to community colleges.

Fixed incomes; most rely on Social Security.

Former maintenance and health care employment.

Housing characteristics: Older inner-ring suburbs.

Predominantly renters.

Older mid- and high-rise apartment buildings; rowhouses.

Consumption patterns: Drive a well-maintained Ford Taurus.

Belong to the Elks Club.

Shop from the *Home Shopping Network*.

Read *TV Guide*.

Watch morning shows, soap operas, game shows and primetime.

Listen to Sunday morning services.

Icons: His 'n her recliners; weekly lottery.



“Power is conferred only on adults. It is denied to youth and seniors.”

– Virginia Satir





EMPTY NESTERS & RETIREES

– Town & Country/Exurbs –



SMALL-TOWN ESTABLISHMENT

Configuration: Empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—55 to 64.

Characteristics: The leading citizens of small-town communities.
More than half have college or graduate degrees.
Most have annual incomes of \$100,000 or more.
Small-town lawyers, doctors, bankers, chief executives.

Housing characteristics: Large single-family houses on the best street in town.
Second homes in the city.
Tech-enhanced homes.

Consumption patterns: Drive an Audi A6.
Multiple club memberships: the country club; the garden club; Sunday
afternoon at home with the weekend paper.
Shop at Talbots.
Read *Kiplinger's Personal Finance*.
Watch *News Hour*.
Listen to BBC NEWS.

Icons: Blue-chip investment portfolios; Framed advanced degrees.



“The life of the wealthy is one long Sunday.”

– Anton Chekhov



NEW EMPTY NESTERS

Configuration: Empty-nest couples; a small percentage have a youngest child still at home.
Average household size—2 to 3 persons.
Predominant age range of adults—45 to 64.

Characteristics: Middle-aged and upper-middle-class.
Dual-income households.
High disposable income.
Small business owners; local homebuilders.

Housing characteristics: Semi-rural small towns fast becoming middle-class suburbs.
The nicest house in the nicest neighborhood.

Consumption patterns: Drive an old Corvette.
Dining out.
Shop online.
Read *Outdoor Life*.
Watch *CBS Sports*.
Listen to classic rock radio.

Icons: Travel club; Chamber of commerce membership.



“In the small town each citizen had done something
in his own way to build the community”

– Daniel J. Boorstin



RV RETIREES

Configuration: Older couples.
Average household size—2 persons.
Predominant age range of adults—55 and older.

Characteristics: Empty-nest, middle-income households.
Former policemen, firemen, repairmen, technicians.
High-school grads; over half went to college.
Most are retired or nearing retirement.

Housing characteristics: Detached houses in small towns.
Most stay in their homes, but a few choose to retire in resort locations.
Vacation/weekend homes.
More than 20 percent are still living in the same house they bought when they got married.

Consumption patterns: Drive a Toyota Avalon and an RV.
Own a timeshare.
Shop at Sam's Club.
Read *Country Living* Magazine.
Watch *This Old House*.
Listen to "easy listening" radio.

Icons: Winnebago; Cracker Barrel rocking chair.



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

– Robert Louis Stevenson



BLUE-COLLAR EMPTY NESTERS

Configuration: Middle-aged married couples with older children no longer living at home.
Average household size—2 persons.
Predominant age range of adults—45 to 64.

Characteristics: Middle-income, middle-class households.
High-school educated.
“Old-fashioned” outdoor-oriented lifestyles.
Farmers; blue-collar workers, many in the construction industry; machinists.

Housing characteristics: Small towns and villages
Modest detached houses or mobile homes; ranch houses.
Over 80 percent own their homes.

Consumption patterns: Drive a GMC Sierra pickup; hot rod or motorcycle for fun.
Deer hunting; target shooting.
Shop at Tractor Supply Company.
Read *Car Craft*.
Watch *NASCAR*.
Listen to country music radio.

Icons: Camouflage as a fashion statement; handgun.



“Far and away the best prize that life offers
is the chance to work hard at work worth doing.”

– Thomas Jefferson



EXURBAN SUBURBANITES

Configuration: Singles and married couples without children.
Average household size—2 persons.
Predominant age range of adults—45 to 64.

Characteristics: High-school graduates.
Middle-income households.
Employed in manufacturing, construction; waiters and waitresses.

Housing characteristics: Exurban towns that are growing rapidly.
Three-quarters own their homes.
Detached houses; two-family houses; mobile homes.

Consumption patterns: Drive a Dodge Ram pickup.
Fast food and smoking.
Shop at Home Depot.
Read *Four Wheel and Off Road*.
Watch *Everybody Loves Raymond*.
Listen to '50s music.

Icons: Dale Earnhardt, Sr.; Riding lawnmower.



“A hard-working man and a thrifty woman are the real treasures of any family.”

– Chinese Proverb



HEARTLAND EMPTY NESTERS

Configuration: Older married couples, a small percentage with adult children living at home.
Average household size—2 persons.
Predominant age range of adults—55 and older.

Characteristics: Lower-middle-income households.
More than half were born and raised in the same town; the rest moved from nearby small towns.
High-school graduates.
White-collar or well-paid skilled craftsmen; farmers.

Housing characteristics: Small middle-class towns.
New ranch-house developments surrounding old town centers.
Most own their own detached homes, be it two-story, bi-level, ranch, or mobile home.
Some own farms.

Consumption patterns: Well-maintained Dodge Dakota.
Hunting; fishing; boating.
Shop at the local hardware store.
Read the local paper.
Watch *New Yankee Workshop*.
Listen to local high school radio station.

Icons: The pop-up camper; needlepoint.



“His first, best country ever is, at home.”

– Oliver Goldsmith



COUNTRY COUPLES

Configuration: Married couples.
Average household size—2 persons.
Predominant age range of adults—45 to 64.

Characteristics: Lower-middle-income rural couples.
High-school graduates.
Comfortable rural lifestyle.
Job base includes farming, ranching, forestry, fishing and mining.

Housing characteristics: The American heartland; isolated farms and villages.
Brick homes on several acres, with barns and grain silos.
Mobile homes for the 20 percent who rent.

Consumption patterns: Drive a Chevrolet Silverado Diesel pickup.
Hunting and fishing for him; crafts and sewing for her.
Shop at IGA.
Read *Bassmaster*.
Watch Country Music Television.
Listen to country music radio.

Icons: Trophy antlers from a 12-point buck; handmade quilts.



“Ah too fortunate farmers, if they knew their own good fortune!”

– Virgil



SMALL-TOWN SENIORS

Configuration: Older couples, some singles.
Average household size—2 persons.
Predominant age range of adults—70 and over.

Characteristics: Lower-middle-income households.
Some have limited mobility or chronic health problems.
Former blue-collar workers, retired for years; significant percentage served in the military.

Housing characteristics: Rural small towns.
Mobile homes or older wood-framed houses on acre-plus lots or farms.
Most own their homes, having paid off the mortgage years ago.

Consumption patterns: Drive a GMC Canyon compact pickup.
Veterans' organizations.
Shop at local grocery store.
Read *Reader's Digest*.
Watch *Fox News*.
Listen to talk radio.

Icons: JCPenney credit card; corner booth at Shoney's.



“Do not go gentle into that good night,
Old age should burn and rave at close of day;
Rage, rage against the dying of the light.”

– Dylan Thomas



RURAL SINGLES

Configuration: Singles; a few couples.
Average household size—1 person.
Predominant age range of adults—45 to 64.

Characteristics: Lower-middle-income blue-collar singles and couples.
High-school graduates; few went on to college.
Self-reliant and cautious.
A variety of blue-collar occupations, none high-paying.

Housing characteristics: Small towns and villages.
Mobile homes; small ramblers and cottages.
Most live within 50 miles of where they were born.

Consumption patterns: Drive older compact-sized pickup.
Hunting and fishing.
Shop at Rent-A-Center.
Read *Game & Fish Magazine*.
Watch *The Jerry Springer Show*.
Listen to country music and gospel radio.

Icons: Fishing tackle; gun collection.



“There is a passion for hunting something
deeply implanted in the human breast.”

– Charles Dickens



BACK COUNTRY SENIORS

Configuration: Predominantly white households headed by seniors.
Average household size—1 or 2 persons.
Predominant age range of adults—65 and over.

Characteristics: Aging farmers and small-town retirees.
Few went to college.
Other family members contribute to the household income.
Farm-related occupations.

Housing characteristics: Tiny farm communities.
A few own old farmhouses; most need fixing-up.
Most own their '50s ranch houses, ramblers or mobile homes on farmland.

Consumption patterns: Drive a used Chevrolet Colorado compact pickup.
Hunting and fishing; sewing and canning vegetables.
Shop at Save-A-Lot.
Read *VFW Magazine*.
Watch CBS Morning News.
Listen to gospel radio.

Icons: John Deere gimme hats; farmer tans.



“Some folks rail against other folks,
because other folks have what some folks would be glad of.”

– Henry Fielding



RURAL SENIORS

Configuration: Older singles, few couples.
Average household size—1 person.
Predominant age range of adults—75 and over.

Characteristics: Many households are below the poverty level.
Former blue-collar employment.
More than 60 percent were high school graduates.
Most have no income other than social security.

Housing characteristics: On the outskirts of rural towns.
Many live in seniors facilities, from independent apartments to nursing homes.
Because of affordability, mobile homes and small ranch houses predominate.

Consumption patterns: Community bus.
Bingo, television, craft projects.
Shop at Stop&Shop.
Read *Family Circle*.
Watch soap operas, talk shows and game shows.
Listen to “nostalgia” radio.

Icons: Cane or walker; hand-embroidered aprons.



“Cast me not off in the time of old age; forsake me not when my strength faileth.”

– Psalms 71:9



STRUGGLING RETIREES

Configuration: Older singles; few couples.
Average household size—1 person.
Predominant age range of adults—65 and over.

Characteristics: Downscale lifestyles.
Former employment in mining and mill work.
High school educations.
Most live on social security, supplemented with small pensions.

Housing characteristics: Sticking it out in declining manufacturing and mill towns.
Two-thirds own their homes; one-third are renters.
Mobile homes, pre-1960 ranch and two-family houses.

Consumption patterns: Drive a rebuilt Oldsmobile.
Fishing, hunting and camping.
Shop at Shop ‘n Save.
Read *Hunting* magazine.
Watch daytime soaps.
Listen to “lite” radio.

Icons: TV antennae; lawn chairs in the driveway.



“Use it up, wear it out;
Make it do, or do without.”

– Aphorism





TRADITIONAL & NON-TRADITIONAL FAMILIES

– Metropolitan Cities –



FULL-NEST URBANITES

Configuration: Traditional and non-traditional families; some multi-generational households.
Average household size—3 to 4 persons.
Predominant age range of adults—35 to 50.

Characteristics: Ethnically diverse, upper-middle-income.
Many immigrants, second-generation Americans.
Well-educated—two-thirds have attended or graduated from college.
Multi-racial, multi-lingual.
White-collar office and “knowledge” workers; government and arts.

Housing characteristics: Single-family houses, duplexes or apartments in urban neighborhoods.
Relatively settled—nearly two-thirds have lived in the same dwelling for more than five years.
More than half own their homes.

Consumption patterns: Drive a Volkswagen Tiguan.
Family-style restaurants.
Shop at Key Foods.
Read *Ebony*.
Watch *E! Entertainment*.
Listen to urban contemporary radio.

Icons: Green card; transit card.



“America, the land of unlimited possibilities.”

– Ludwig Max Goldberger



MULTI-CULTURAL FAMILIES

Configuration: Families with several children; single-parent families.
Average household size—5 persons.
Predominant age range of adults—35 to 54.

Characteristics: Middle-income immigrant Hispanic families.
High-school graduates.
First-generation Americans.
Jobs range widely, from day laborers to management professionals.

Housing characteristics: Older urban rowhouse and bungalow neighborhoods.
Half own, half rent their dwelling units.
Dream of moving to a larger house in a nicer neighborhood.

Consumption patterns: Drive an Acura.
Attend NBA games regularly.
Shop at bodegas; Mexican taquerias; Czech bakeries; German hofbraus;
pizzerias.
Read foreign-language newspapers.
Watch *Noticiero Univision*.
Listen to Latin radio.

Icons: World Cup “futbol” jerseys; Region-free DVD player for movies from home.



“America is God’s crucible, the great melting pot where all
the races are melting and reforming.”

– Israel Zangwill



INNER-CITY FAMILIES

Configuration: Families, often single-parent, with children; some multi-generational.
Average household size—3 to 5 persons.
Predominant age range of adults—21 to 34.

Characteristics: Many recent immigrants.
Almost half are Latino, 25 percent are African-American; the rest multi-cultural.
A quarter did not finish high school.
Manual laborers; maintenance workers; government clerks.

Housing characteristics: High-rise and low-rise apartments in older neighborhoods; rowhouses.
Highly mobile: nearly 80 percent have moved within the past four years.
More than 80 percent are renters.

Consumption patterns: Use public transportation.
Vibrant street life; sitting on the stoop chatting with the neighbors.
Shop at Footlocker.
Read *People en Espanol*.
Watch *Ultima Hora*.
Listen to contemporary hit “top 40” radio.

Icons: Salsa; Café Cubano.



“Con pan y vino se anda el camino.
[With bread and wine you can walk your road.]”

– Proverb



SINGLE-PARENT FAMILIES

Configuration: Single parents with children.
Average household size—3 to 6 persons.
Predominant age range of adults—21 to 44.

Characteristics: Significant percentage require public assistance to survive.
Latino; African-American; immigrant households.
Nearly 40 percent did not finish high school.
High unemployment; those who can find work are employed in
blue-collar or service jobs.

Housing characteristics: High-density apartments or rowhouses in inner-city, often
distressed neighborhoods.
More than 75 percent have moved within the past four years.
More than 85 percent are renters.

Consumption patterns: Use public transportation.
Pre-paid cell phone; check-cashing service, “payday” loans.
Shop at local Mom and Pop stores.
Read *Baby Talk* magazine.
Watch Law and Order.
Listen to rap music.

Icons: Air Jordans; R.C. Cola.



“Before a group can enter the open society,
it must first close ranks.”

– Stokely Carmichael and
Charles Vernon Hamilton





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Small Cities/Satellite Cities* –



UNIBOX TRANSFEREES

Configuration: Families with school-age children.
Average household size—4 persons.
Predominant age range of adults—35 to 54.

Characteristics: Upper-middle-income families; both spouses work.
One-third graduated from college.
On the move; frequent transfers for better jobs, better pay.
Computer-savvy, career-oriented middle managers.

Housing characteristics: Single-family detached houses in brand-new subdivisions just outside second- and third-tier cities.
Two-story uniboxes, easy to resell when the next transfer comes.
More than 45 percent moved in the past four years.

Consumption patterns: Drive a Suburban LTZ.
Cleaning service; laundry service.
Shop at Super Target.
Read *Parents* magazine.
Kids watch *The Disney Channel*; parents still watch *Saturday Night Live*.
Listen to '80s pop internet radio.

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



“They change their clime, not their disposition.”

– Horace



MULTI-ETHNIC FAMILIES

Configuration: Middle-class families with children.
Average household size—4-plus persons.
Predominant age range of adults—25 to 44.

Characteristics: A large percentage of Spanish-speaking households; many recent immigrants.
More than 90 percent finished high school.
A high percentage are in the Armed Forces.
Construction workers; maintenance workers; government employees.

Housing characteristics: Low-rise apartments in older neighborhoods; rowhouses; cottages.
Less than 35 percent are renters.
Highly mobile: over half have moved within the last four years.

Consumption patterns: Drive a Mazda 5 minivan.
Play soccer (adults as well as kids); attend NHL games.
Buy clothes online.
Read *OK! Weekly*.
Watch soccer on television.
Listen to hip hop.

Icons: World Cup jerseys; Xbox 360.



“In this country ‘American’ means white.
Everyone else has to hyphenate.”

– Toni Morrison



IN-TOWN FAMILIES

Configuration: One- and two-parent families with several children.

Average household size—3 to 6 persons.

Predominant age range of adults—25 to 44.

Characteristics: Ethnically diverse, white and Latinos, African-Americans.

A few are college-educated; nearly 40 percent graduated from high school.

Some multi-generational households.

Wide range of entry-level jobs, including lower-echelon white-collar salespeople, clerks, and technicians; military service.

Housing characteristics: Downtown neighborhoods of small cities and “second cities.”

Sixty percent rent apartments in rowhouses, small apartment buildings or mid-rises; the rest own small detached cottages and bungalows.

The majority have recently moved into the neighborhood.

Consumption patterns: Drive an old Mitsubishi Galant.

Children’s videos.

Shop at Toys “R” Us.

Read *Life & Style Weekly*.

Watch the *Cartoon Network*.

Listen to contemporary hit “top 40” radio.

Icons: Kool-Aid; yard-sale toys.



“It’s no disgrace t’ be poor, but it might as well be.”

– Frank McKinney Hubbard





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Metropolitan Suburbs* –



THE SOCIAL REGISTER

Configuration: Older families with teen-aged children.
Average household size—4 to 5 persons.
Predominant age range of adults—40 to 54.

Characteristics: Very high-income white and Asian families.
Pre-empty nesters; professional parents who had their children in their 30s.
80 percent are college-educated; more than a quarter with advanced degrees.
Prominent professionals and executives in local business, finance, law, and communications industries.

Housing characteristics: Million-dollar homes.
Detached houses in wealthy enclaves, often near the country club; expensive condominiums or exclusive co-ops in the city.
Over 75 percent have owned their residences five years or longer.

Consumption patterns: Mom drives a Range Rover, Dad drives a Mercedes-Benz, and the kids drive a Volkswagen Jetta and a Jeep.
Involvement in civic activities—historic preservation, culture and the arts.
Shop at Nordstrom.
Read the *New York Times*.
Watch *HBO*.
Listen to progressive jazz on vinyl.

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



“Wealth is not without its advantages.”

– John Kenneth Galbraith



NOUVEAU MONEY

Configuration: Families with children.
Average household size—4 to 5 or more persons.
Predominant age range of adults—35 to 54.

Characteristics: Big spenders with high incomes.
Highly mobile; more than half moved within the past four years.
Highly-educated.
Investment analysts; business owners; high-tech careers.

Housing characteristics: New-money subdivisions.
McMansions in the suburbs; penthouses in the city.

Consumption patterns: Drive a Mercedes GL550 SUV.
Disney “platinum package” family vacations.
Shop at Ann Taylor and Ralph Lauren.
Read *Fortune* and *Money* magazines.
Watch *American Idol*.
Listen to classic hits radio.

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



“A sumptuous dwelling the rich man hath.”

– Mary Elizabeth Hewitt



LATE-NEST SUBURBANITES

Configuration: Older families with younger children.
Average household size—3 to 4 persons.
Predominant age range of adults—45 to 60.

Characteristics: Middle-aged Baby Boomers who married late; had children even later.
High percentage of college graduates.
White-collar employment.
Technicians; financial specialists; accountants; engineers.

Housing characteristics: Suburban subdivisions outside fast-growing metro areas.
Detached houses—two-story “colonials.”
Nearly 90 percent own their homes; frequently refinance.

Consumption patterns: Drive a Chrysler Town & Country minivan.
Outdoor activities.
Shop at Kohl’s.
Read *Family Fun* magazine.
Watch awards shows.
Listen to adult contemporary and smooth jazz radio.

Icons: Babolat AeroPro Drive tennis raquets; WebMD.



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

– Anastasia Toufexis



FULL-NEST SUBURBANITES

Configuration: Families with two or more children.
Average household size—4-plus persons.
Predominant age range of adults—25 to 44.

Characteristics: Upper-middle-income suburban families; many Latinos and Asians.
Significant numbers of stay-at-home Moms.
Well educated—more than two-thirds went to college.
Officers of small corporations; sales managers; communications and technology.

Housing characteristics: New upscale suburban subdivisions.
Over 60 percent have moved within the past four years.
Relatively high property values.

Consumption patterns: Drive family vehicles—minivan for carpooling (*e.g.*—Honda Odyssey) and SUV for show (*e.g.*—Ford Expedition).
Theme parks, water parks, zoos and other family-oriented pursuits.
Shop at Target.
She reads *Glamour*; he reads *Muscle & Fitness*; they read *Parenting*.
Watch *PBS Kids Sprout*.
Listen to “top 40” radio.

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



BLUE-COLLAR BUTTON-DOWNS

Configuration: Married couples with several children.
Average household size—5-plus persons.
Predominant age range of adults—25 to 44.

Characteristics: Ethnically diverse, middle-class households with working-class values.
Some multi-generational households.
Most are high-school grads; many also attended two-year colleges or technical schools.
Military families, policemen/firemen, technical or sales workers.

Housing characteristics: Older single-family detached houses in post-war subdivisions of capes and ranches.
A significant number live in townhouses, both rental and ownership.
Two-thirds own their homes.

Consumption patterns: Drive a Dodge Grand Caravan minivan.
Do-it-yourself home and auto maintenance.
Shop at gas station convenience stores.
Read *Baby Talk* and *ESPN The Magazine*.
Watch *Animal Planet*.
Listen to soft rock radio.

Icons: Above-ground swimming pool with custom deck; Six-pack of Keystone Light.



“Nice work if you can get it,
And you can get it if you try.”

– Ira Gershwin



WORKING-CLASS FAMILIES

Configuration: Single-parent families, many recently divorced.

Average household size—5 persons.

Predominant age range of adults—35 to 54.

Characteristics: Working-class single parents and a few married couples.

Half graduated from high school and some went to college.

Ethnically diverse, and often on the move.

Primary employment in construction, transportation and health care support.

Housing characteristics: Inner-ring suburbs of major metropolitan areas.

Sixty percent own, forty percent rent; more than half are recent arrivals.

Small garden apartment properties, rowhouses, duplexes and
modest single-family houses.

Consumption patterns: Drive a Ford Escape.

She does aerobics; he does karate.

Shop at Super Fresh.

Read *People* magazine.

Watch Indy Car Series races.

Listen to “oldies” radio.

Icons: Krystal’s Hamburgers; roller skates.



“It [tradition] cannot be inherited, and if
you want it you must obtain it by great labor.”

– T.S. Eliot





TRADITIONAL & NON-TRADITIONAL FAMILIES

– Town & Country/Exurbs –



EX-URBAN ELITE

Configuration: Married couples with children.
Average household size—4 persons.
Predominant age range of adults—35 to 54.

Characteristics: Wealthy families living in private luxury.
Highly-educated; 80 percent went to college.
Former residents of cities or metropolitan suburbs who have “escaped” urban stress.
Executives; professionals; entrepreneurs; freelance consulting businesses.

Housing characteristics: “Retreat” locations—the New England coast; horse farms in Virginia and New Jersey; Monterey County, California.
“Estate” homes—custom if new; restored if old.
Among the highest home values in the nation.

Consumption patterns: Drive a Lexus LX570.
Vacation at ski resorts.
Shop online.
Read *Martha Stewart Living* and *Ski* magazine.
Watch *The Movie Network*.
Listen to satellite radio.

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



FULL-NEST EXURBANITES

Configuration: Married couples with children.
Average household size—4 persons.
Predominant age range of adults—35 to 54.

Characteristics: Upper-middle-income families who relocate frequently.
Family- and outdoor-oriented.
Well educated, with college degrees.
Professional and managerial workers, following high-tech companies.

Housing characteristics: New subdivisions in rural, upscale boomtowns.
Detached houses; farmettes.
Close to corporations located along major highway corridors.

Consumption patterns: Drive a GMC Yukon XL.
Camping in state forests; hiking; backpacking; kayaking; whitewater rafting;
power boating; dirt biking.
Shop at Best Buy.
Read *Country Living*.
Watch *National Geographic Channel*.
Listen to classic rock radio.

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



NEW-TOWN FAMILIES

Configuration: Families with children of all ages.
Average household size—4 persons.
Predominant age range of adults—25 to 44.

Characteristics: Dual-income families.
High-school graduates, half have gone to local universities.
Cost-conscious early adopters.
Local white- and blue-collar occupations.

Housing characteristics: New subdivisions, both infill and greenfields.
New ranches, capes, cottages, bungalows, “colonials.”
Nearly 75 percent own their homes, with high leverage mortgages.

Consumption patterns: Drive a Kia Sedona minivan.
Little League, Pop Warner, traveling soccer team.
Shop at Home Depot.
She reads *Self*; he reads *Car Craft*.
Watch *Nickelodeon*, *Disney Channel*, *Cartoon Network*.
Listen to soft rock.

Icons: PlayStation; camping gear.



“The root of the state is in the family.”

– Mencius



SMALL-TOWN FAMILIES

Configuration: Married couples, with one to three school-aged children.
Average household size—3 to 5 persons.
Predominant age range of adults—35 to 54.

Characteristics: Solid middle-class citizens.
High-school graduates.
Raising kids in an old-fashioned way of life.
Blue-collar and farming-related employment.

Housing characteristics: Rural middle-class towns.
Farmhouses, of the front-porch variety; ranches, ramblers, and mobile homes.
Some own farms
Predominantly homeowners.

Consumption patterns: Drive a Ford F-Series pickup.
Attend Friday night high school football; play beer league softball.
Shop at Food Lion.
Read *American Hunter* and *Guns & Ammo*.
Watch the *Outdoor Channel*.
Listen to country radio.

Icons: Garage full of sports equipment; all terrain vehicles.



“No Farmers, No Food.”

– Bumper Sticker



KIDS 'R' US

Configuration: Large families with several young children.
Average household size—5-plus persons.
Predominant age range of adults—25 to 44.

Characteristics: Young child-rearing families concerned with cost and convenience.
High proportion of military personnel.
High-school graduates.
Construction, transportation and manufacturing jobs.

Housing characteristics: Former exurban towns/now bedroom suburbs.
Older brick houses and double-wides; base housing.
Two-thirds own their homes.

Consumption patterns: Drive used Pontiac Montana minivan.
Maternity clothes.
Shop at Kmart.
Read *American Baby*.
Watch *The Disney Channel*.
Listen to contemporary hit “top 40” radio.

Icons: Disposable diapers; Swing sets.



“There’s always room for one more.”

– Saying



RUSTIC FAMILIES

Configuration: Married couples with children of all ages.
Average household size—5 persons.
Predominant age range of adults—25 to 44.

Characteristics: Lower-income families.
High school educated.
Horses, well-tended gardens, cattle, sheep, goats for extra money.
Blue-collar workers, many in the lumber industry; military recruits.

Housing characteristics: Rural crossroads villages.
Mobile homes; modest ranch houses on small lots.
Just under 80 percent own their homes.

Consumption patterns: Drive Dodge Ram diesel pick-up with gun rack.
Deer hunting; bass fishing; woodworking; chewing tobacco.
Shop at Piggly Wiggly.
Read *Guns & Ammo*.
Watch *Cops*.
Listen to country music.

Icons: His 12-gauge shotgun; her 410-bore shotgun.



“When you’re running down our country, man,
You’re walking on the fightin’ side of me.”

– Merle Haggard



SUBSISTENCE FAMILIES

Configuration: Young married couples and single parents.
Average household size—5-plus persons.
Predominant age range of adults—18 to 44.

Characteristics: Significant number of families below the poverty level.
Grade school graduates; half are high-school drop-outs.
Constant worry over lay-offs.
Farming, logging and mining jobs.

Housing characteristics: Small, isolated rural settlements.
Older clapboard houses that require constant upkeep, and mobile homes.
Houses can be a quarter-mile apart.

Consumption patterns: Drive used pickup.
Convenience foods: Pop-Tarts, Instant Breakfast and Lunchables..
Shop at Dollar Store and Save-A-Lot;
He reads *Hot Rod*; she reads *Soap Opera Digest*.
She watches soap operas; he watches *Law & Order*.
Listen to gospel radio.

Icons: Her camo tank top; his Bud Ice T-shirt.



“When a great many people are unable to find work,
unemployment results.”

– Calvin Coolidge





YOUNGER SINGLES & COUPLES

– *Metropolitan Cities* –



E-TYPES

Configuration: Mostly singles and couples, a few with babies.
Average household size—1 or 2 persons.
Predominant age range of adults—25 to 44.

Characteristics: High-living, high-energy city-dwellers.
More than a quarter hold advanced degrees, some just a few years out of grad school.
Multi-ethnic, with significant numbers of Asians.
e-Businesses, information technologies.

Housing characteristics: Upscale urban neighborhoods, often near universities.
70 percent rent; 30 percent own urban apartments.
Median home value is second highest in the nation.

Consumption patterns: Drive an BMW i3.
World travellers; concert-goers; spa devotees; drink exotic beers and imported red wines.
Shop at Bloomingdale's.
Read *Wired* and *The Economist*.
Watch *IFC*.
Listen to *NPR* podcasts.

Icons: Bandwidth (everything's in the cloud); IPO red herring.



“In the future, everything will be digital”

– Bill Gates



NEW BOHEMIANS

Configuration: Mostly singles; some couples; a few with young children.
Average household size—1 or 2 persons.
Predominant age range of adults—25 to 44.

Characteristics: Unconventional, ethnically-diverse, upper-middle-income households.
Heart of the real “creative class;” alternative lifestyles: hippies, political leftists, community activists.
The social and political *avant-garde*; one-third are gay.
Executives; students; actors; artists; writers; boutique owners; public-interest advocates.

Housing characteristics: In-town and downtown neighborhoods.
Three-quarters owners; funky flats in brownstones, apartment houses, and converted lofts.

Consumption patterns: Transit cards; drive an Audi S4.
Early adopters, poetry readings and gallery openings.
Shop at boutiques.
Read alternative weeklies.
Watch *Tattoos After Dark*.
Listen to jazz.

Icons: Imported non-filter cigarettes; state-of-the-art haircuts.



“Sacred cows make the tastiest hamburger.”

– Abbie Hoffman



URBAN ACHIEVERS

Configuration: Mostly singles, some couples.
Average household size—1.5 persons.
Predominant age range of adults—18 to 34.

Characteristics: College-educated.
One-third are foreign-born.
Ethnically diverse; multi-lingual; many are recent immigrants.
Students; junior administrators; entertainment and media occupations.

Housing characteristics: Diverse urban neighborhoods, often in port cities.
Nearly 80 percent are renters.
Lofts, apartments and townhouses.

Consumption patterns: Transit cards; drive a Toyota Yaris.
Ethnic clubs and restaurants.
Shop at Trader Joe's.
Read comic books, *Elle*, *Blender* and *Spin*; foreign newspapers online.
Watch foreign music and videos online.
Listen to alternative rock radio.

Icons: Skype; credit cards and green cards.



“¿Que pasa, dude?”

– Greeting



SOUL CITY SINGLES

Configuration: Young singles, a few couples.
Average household size—1 person.
Predominant age range of adults—18 to 34.

Characteristics: Ethnically-diverse college students and singles in older neighborhoods.
Three-quarters have college or high school educations; a quarter are still in school.
Low-paying jobs as waiters or waitresses, bartenders, factory workers on the night shift, sales clerks in small neighborhood stores.

Housing characteristics: Downtown, in-town neighborhoods adjacent to universities.
Mid- and high-rise apartments.
Nearly 60 percent are new to the neighborhood; the rest are long-time residents.

Consumption patterns: Few own cars.
Mobile phone only (no land line).
Shop at Rent-A-Center.
Read *Penthouse*.
Watch *The Simpsons*.
Listen to eclectic music: hip-hop to thrash metal.

Icons: Vintage Pumas; graffiti tags.



“Man, if you gotta ask you’ll never know.”

– Louis Armstrong





YOUNGER SINGLES & COUPLES

– *Small Cities/Satellite Cities* –



THE VIPS

Configuration: Couples and some singles; no children by choice.
Average household size—2 persons.
Predominant age range of adults—30 to 50.

Characteristics: Dual-income, dual-career couples.
Over half have college or post-graduate degrees.
Yesterday: *Twentysomethings*. Tomorrow: *Nouveau Money*.
White-collar professionals: executive vice presidents; department heads; in tech, business and finance.

Housing characteristics: Upper-middle-class neighborhoods in second-tier cities.
New, upscale condos and townhouses in more urban areas.
Three-quarters are home owners.

Consumption patterns: Drive a BMW M1.
Imported white wine for her; exotic imported beer for him.
Shop at Whole Foods.
Read *Runner's World*.
Watch *The Office*.
Listen to blues records on vinyl.

Icons: Wine cellar; 128-GB Smart Phone.



“Power is the great aphrodisiac.”

– Henry Kissinger



TWENTYSOMETHINGS

Configuration: Mostly singles; couples.
Average household size—1 or 2 persons.
Predominant age ranges—20 to 30.

Characteristics: Middle-income singles and couples.
Recent college graduates who have moved to second- or third-tier cities.
Highly athletic, technologically advanced, active nightlife.
Starter positions in info-tech start-ups, public and private service industries.

Housing characteristics: Fast-growing smaller cities; smaller-city suburbs.
Nearly 45 percent rent lofts and apartments.
The 55 percent who are owners bought starter houses, townhouses, or condominiums.

Consumption patterns: Drive a Nissan Altima Hybrid.
Health clubs and night clubs; back-packing and camping; mountain-biking;
ethnic take-out, fast food, and happy hour grazing.
Shop at Amazon.com.
Read *Bicycling*, *Backpacker* (as well as *Playboy* and *Maxim*).
Watch *South Park*.
Listen to reggae and alternative rock radio.

Icons: txt msg; Craig's List.



“You can't always get what you want
But if you try sometimes
You just might find
You get what you need.”

– Mick Jagger and Keith Richard



SMALL-CITY SINGLES

Configuration: Singles and couples.
Average household size—1 or 2 persons.
Predominant age ranges—18 to 44.

Characteristics: Students and relatively young working-class households.
Highly mobile—75 percent have moved in the last four years.
Almost a quarter are college graduates.

Housing characteristics: Fast-growing satellite cities and college towns.
Sixty percent are renters in apartment complexes or houses.
Students living off-campus.

Consumption patterns: Drive a Kia Forte.
Competitive activities from volleyball to chess.
Shop at Rent-A-Center.
Read *Seventeen* and *PC Gamer* magazines.
Watch *The Real World*.
Listen to rap.

Icons: Jack-and-Coke at a singles bar; music videos on YouTube.



“Youth is wholly experimental.”

– Robert Louis Stevenson



BLUE-COLLAR SINGLES

Configuration: Singles; a few couples.
Average household size—1 person.
Predominant age range of adults—25 to 44.

Characteristics: Ethnically- and racially-diverse.
Over 45 percent attended college, 35 percent graduated high school, and the rest percent dropped out of high school.
Modest and transient lifestyles.
Lower-income blue-collar jobs.

Housing characteristics: Working-class neighborhoods in small cities.
Older duplexes, rowhouses, and apartments in mid-rise buildings.
Two-thirds have moved in the past four years.

Consumption patterns: Drive a used Suzuki SX4
Movies, beer, bowling and playground basketball.
Shop at Stop-N-Go.
Read *The National Enquirer*.
Watch *Fox Sports*.
Listen to “top 40” radio.

Icons: Kid Rock; white “wife-beater” shirts.



“To travel hopefully is a better thing than to arrive.”

– Robert Louis Stevenson





YOUNGER SINGLES & COUPLES

– Metropolitan Suburbs –



THE ENTREPRENEURS

Configuration: Married couples; very few with children.
Average household size—2 persons.
Predominant age range of adults—30 to 50.

Characteristics: Wealthy, dual-income couples.
High percentage of home-based businesses.
Well educated—Nearly 70 percent hold college or advanced degrees.
Business owners, executives and white-collar professionals.

Housing characteristics: High-value condominiums in the city; exclusive townhouses in the suburbs.
Very high property values.
Nearly half have moved within the past four years.

Consumption patterns: Drive a supercharged Range Rover and a BMW M6 convertible.
Tennis players; theatre lovers, museumgoers; online stock traders.
Shop at Restoration Hardware.
Read *Wired* and *Smart Money* magazines.
Watch the *Tonight Show Starring Jimmy Fallon*.
Listen to alternative rock on satellite radio.

Icons: Cloud-connected home office; European ski vacations.



“A creative economy is the fuel of magnificence.”
– Ralph Waldo Emerson



FAST-TRACK PROFESSIONALS

Configuration: Singles and couples.
Average household size—1 or 2 persons.
Predominant age range of adults—25 to 40.

Characteristics: Upper-middle-income households.
Type-A college grads.
Career- and lifestyle-oriented techies.
Employed by software and IT companies, communications firms, law offices.

Housing characteristics: High-value close-in suburbs of large cities; downtowns of small cities.
Upscale condominiums, townhouses, and apartments.
Nearly three quarters own their residences.

Consumption patterns: Drive a BMW X6 crossover SUV
Download everything.
Shop online.
Read *NYTimes.com* daily.
Watch *Saturday Night Live*.
Listen to NPR and jazz radio.

Icons: Podcasts and MP3s; i-Pad.



“Nothing succeeds like success.”

– Alexandre Dumas, père



UPSCALE SUBURBAN COUPLES

Configuration: Married dual-income couples.
Average household size—2 persons.
Predominant age range of adults—25 to 44.

Characteristics: Well-educated suburban couples.
Predominantly white and Asian households.
Management, computer, business and financial specialists.

Housing characteristics: Close-in suburbs.
Detached residences in small new housing developments, many at cluster densities.

Consumption patterns: Drive a Mazda CX-5 crossover SUV.
Exercise at home daily.
Shop at Costco.
He reads *Men's Fitness*; she reads *Prevention*.
Watch *X-Games*.
Listen to alternative rock radio.

Icons: Elliptical trainer; networked smart TVs.



“The home should be the treasure chest of living”

– Le Corbusier



SUBURBAN ACHIEVERS

Configuration: Mostly singles, some couples.
Average household size—1 or 2 persons.
Predominant age range of adults—18 to 34.

Characteristics: Recent college grads.
Over 85 percent have moved in the past four years.
White-collar workers anticipating upward mobility; balancing work and play.
High-tech employment; entertainment, sports and media jobs.

Housing characteristics: Older suburbs near the big city.
One-third own their homes—soft lofts and townhouses.
Two-thirds are renters living in suburban apartment complexes.

Consumption patterns: Drive a Volkswagen GTI.
Softball, racquetball and billiards.
Shop at IKEA.
Read *Rolling Stone*.
Watch *Survivor*.
Listen to hip hop and rap music.

Icons: T-shirt collection; selfies.



“Yo!”

– Greeting



WORKING-CLASS SINGLES

Configuration: Ethnically-mixed singles and couples.
Average household size—1 or 2 persons.
Predominant age range of adults—18 to 40.

Characteristics: Multi-lingual, multi-ethnic households in gateway suburbs.
High-school and college graduates.
First- and second-generation immigrants; young people in transition.
Transient blue- and white-collar workers seeking upward mobility.

Housing characteristics: Older suburbs within commuting distance of the big city.
Just over 20 percent own their homes—starter single-family, townhouses,
or condominiums.
The rest are renters in suburban apartment complexes.

Consumption patterns: Drive a used Mitsubishi.
Building the social media network.
Shop at Victoria’s Secret.
Read *Cosmopolitan* and *Soap Opera Digest*.
Watch the *Jerry Springer Show*.
Listen to soft rock, pop.

Icons: Internet dating; ESL classes.



“In America, getting on in the world means getting
out of the world we have known before.”

– Ellery Sedgwick





YOUNGER SINGLES & COUPLES

– Town & Country/Exurbs –



EX-URBAN POWER COUPLES

Configuration: Older married couples, no children.
Average household size—2 persons.
Predominant age range of adults—35 to 54.

Characteristics: Well-educated upper-income urban-exile couples.
Urban tastes in a rural environment.
High-powered jobs/laid-back leisure.

Housing characteristics: An hour's drive from the closest metro in scenic, formerly rural areas.
Large detached residences in small new housing developments, many at cluster densities.
His and her home offices.

Consumption patterns: Drive an Acura MDX SUV.
Skiing, both cross-country and downhill; diving, both SCUBA and snorkel.
Shop at Brooks Brothers.
Read *House Beautiful*, *Ski* and *Consumer Reports*.
Watch *Cinemax*.
Listen to new age, folk and classic hits on satellite radio.

Icons: Six-burner professional range; “race stock” cross-country skis.



“Knowledge is power”

– Francis Bacon



CROSS-TRAINING COUPLES

Configuration: Married couples, very few children.
Average household size—2 persons.
Predominant age range of adults—25 to 44.

Characteristics: College-educated; 10 percent with advanced degrees.
Active engagement in outdoor activities.
Engineers; high school teachers; physical therapists.

Housing characteristics: New construction in or just outside small towns.
Detached houses and townhouses close to their jobs.
Plenty of storage for their skis, bikes, kayaks.

Consumption patterns: Drive a Volkswagen Jetta SportWagen.
Mountain biking; skiing; canoeing; backpacking; boating.
Shop at L.L. Bean and Sierra Trading Post.
Read *Audubon* and *Outdoor Life*.
Watch *NBC Sports Network*.
Listen to classical radio.

Icons: Carabiners; Everything Gore-Tex.



“Sport is the bloom and glow of a perfect health.”

– Ralph Waldo Emerson



SMALL-TOWN SINGLES

Configuration: Mostly singles.
Average household size—1 person.
Predominant age range of adults—18 to 34.

Characteristics: Lower-income small-town singles.
High-school graduates, who move frequently.
Fast-paced lifestyle.
Construction workers, waiters and waitresses, medical assistants.

Housing characteristics: Exurban towns.
Small garden apartments and townhouses.
A quarter have bought their first house.

Consumption patterns: Drive an old Pontiac Torrent SUV.
Smoke Camels.
Shop at True Value.
Read *Dirt Rider* magazine.
Watch *Indy Car* racing.
Listen to '80s rock.

Icons: Camping gear; wolf-image black T-shirts.



“Every man loves what he is good at.”
– Thomas Shadwell



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