
Appendices One Through Three

TARGET MARKET TABLES

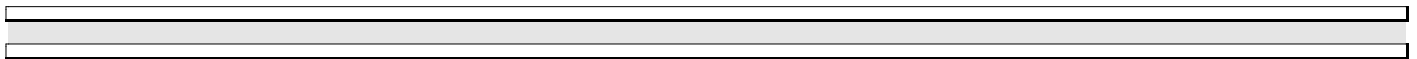
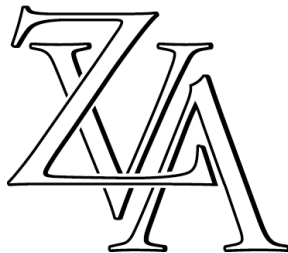
RESIDENTIAL MARKET POTENTIAL

Downtown Springfield

City of Springfield,
Hampden County, Massachusetts

December, 2006

Conducted by
ZIMMERMAN / VOLK ASSOCIATES, INC.
6 East Main Street
Clinton, New Jersey 08809



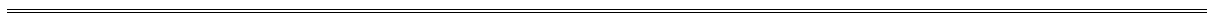
RESIDENTIAL MARKET POTENTIAL

Downtown Springfield

City of Springfield, Hampden County, Massachusetts

December, 2006

Appendix One Tables



Gross Annual Household In-Migration*Hampden County, Massachusetts***2000, 2001, 2002, 2003, 2004**

County of Origin 2000 2001 2002 2003 2004	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Hampshire	1,300	22.6%	1,280	20.9%	1,300	21.7%	1,280	22.0%	1,365	23.2%
Worcester	360	6.3%	440	7.2%	455	7.6%	470	8.1%	515	8.8%
Hartford, CT	500	8.7%	545	8.9%	555	9.3%	530	9.1%	485	8.2%
Middlesex	180	3.1%	245	4.0%	235	3.9%	205	3.5%	240	4.1%
Franklin	135	2.3%	130	2.1%	155	2.6%	160	2.7%	150	2.5%
Essex	75	1.3%	75	1.2%	95	1.6%	125	2.1%	135	2.3%
Suffolk	105	1.8%	130	2.1%	125	2.1%	165	2.8%	125	2.1%
Tolland, CT	65	1.1%	80	1.3%	70	1.2%	75	1.3%	105	1.8%
APO/FPO/Foreign	105	1.8%	110	1.8%	115	1.9%	90	1.5%	100	1.7%
Berkshire	115	2.0%	145	2.4%	135	2.3%	140	2.4%	100	1.7%
Norfolk	55	1.0%	75	1.2%	60	1.0%	85	1.5%	85	1.4%
New Haven, CT	65	1.1%	85	1.4%	55	0.9%	70	1.2%	75	1.3%
Bronx, NY	60	1.0%	50	0.8%	80	1.3%	60	1.0%	75	1.3%
Kings, NY	45	0.8%	60	1.0%	50	0.8%	75	1.3%	70	1.2%
Plymouth	0	0.0%	0	0.0%	0	0.0%	60	1.0%	50	0.8%
Bristol	50	0.9%	60	1.0%	60	1.0%	45	0.8%	50	0.8%
Providence, RI	30	0.5%	35	0.6%	35	0.6%	40	0.7%	50	0.8%
New York, NY	30	0.5%	40	0.7%	40	0.7%	50	0.9%	40	0.7%
Fairfield, CT	55	1.0%	45	0.7%	50	0.8%	45	0.8%	40	0.7%
Palm Beach, FL	30	0.5%	40	0.7%	55	0.9%	30	0.5%	40	0.7%
Hillsborough, NH	15	0.3%	25	0.4%	30	0.5%	20	0.3%	30	0.5%
Queens, NY	30	0.5%	50	0.8%	35	0.6%	40	0.7%	30	0.5%
Litchfield, CT	25	0.4%	15	0.2%	30	0.5%	20	0.3%	30	0.5%
Broward, FL	35	0.6%	25	0.4%	40	0.7%	30	0.5%	30	0.5%
Los Angeles, CA	30	0.5%	35	0.6%	30	0.5%	20	0.3%	30	0.5%
San Diego, CA	25	0.4%	30	0.5%	30	0.5%	25	0.4%	30	0.5%
New London, CT	30	0.5%	25	0.4%	25	0.4%	30	0.5%	30	0.5%
Orange, FL	30	0.5%	25	0.4%	50	0.8%	40	0.7%	30	0.5%
Pinellas, FL	25	0.4%	20	0.3%	25	0.4%	20	0.3%	30	0.5%
Maricopa, AZ	25	0.4%	30	0.5%	25	0.4%	10	0.2%	25	0.4%
Hudson, NJ	15	0.3%	20	0.3%	0	0.0%	15	0.3%	25	0.4%
Hillsborough, FL	15	0.3%	20	0.3%	10	0.2%	20	0.3%	25	0.4%
Middlesex, CT	20	0.3%	25	0.4%	20	0.3%	30	0.5%	20	0.3%
Windham, CT	15	0.3%	15	0.2%	25	0.4%	15	0.3%	20	0.3%
Cheshire, NH	15	0.3%	15	0.2%	15	0.3%	20	0.3%	20	0.3%
All Other Counties	2,035	35.4%	2,065	33.8%	1,875	31.3%	1,665	28.6%	1,585	26.9%
Total In-Migration:	5,745	100.0%	6,110	100.0%	5,990	100.0%	5,820	100.0%	5,885	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*Hampden County, Massachusetts***2000, 2001, 2002, 2003, 2004**

Destination County 2000 2001 2002 2003 2004	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Hampshire	1,190	17.6%	1,250	19.2%	1,180	18.5%	1,220	17.8%	1,280	17.9%
Worcester	370	5.5%	300	4.6%	325	5.1%	340	5.0%	385	5.4%
Hartford, CT	645	9.5%	630	9.7%	590	9.2%	635	9.2%	635	8.9%
Middlesex	270	4.0%	220	3.4%	200	3.1%	230	3.4%	220	3.1%
Franklin	130	1.9%	140	2.2%	140	2.2%	135	2.0%	125	1.8%
Essex	70	1.0%	75	1.2%	65	1.0%	60	0.9%	60	0.8%
Suffolk	210	3.1%	165	2.5%	150	2.3%	170	2.5%	180	2.5%
Tolland, CT	120	1.8%	90	1.4%	100	1.6%	90	1.3%	110	1.5%
APO/FPO/Foreign	130	1.9%	145	2.2%	120	1.9%	125	1.8%	130	1.8%
Berkshire	120	1.8%	110	1.7%	145	2.3%	135	2.0%	135	1.9%
Norfolk	80	1.2%	80	1.2%	85	1.3%	90	1.3%	75	1.1%
New Haven, CT	80	1.2%	70	1.1%	70	1.1%	50	0.7%	80	1.1%
Bronx, NY	20	0.3%	25	0.4%	20	0.3%	30	0.4%	20	0.3%
Kings, NY	35	0.5%	35	0.5%	35	0.5%	35	0.5%	40	0.6%
Plymouth	35	0.5%	35	0.5%	0	0.0%	0	0.0%	35	0.5%
Bristol	50	0.7%	55	0.8%	50	0.8%	55	0.8%	55	0.8%
Providence, RI	55	0.8%	40	0.6%	35	0.5%	45	0.7%	35	0.5%
New York, NY	55	0.8%	40	0.6%	55	0.9%	50	0.7%	60	0.8%
Fairfield, CT	50	0.7%	40	0.6%	50	0.8%	45	0.7%	45	0.6%
Palm Beach, FL	55	0.8%	75	1.2%	55	0.9%	75	1.1%	80	1.1%
Hillsborough, NH	35	0.5%	35	0.5%	20	0.3%	30	0.4%	30	0.4%
Queens, NY	30	0.4%	20	0.3%	30	0.5%	15	0.2%	30	0.4%
Litchfield, CT	0	0.0%	20	0.3%	25	0.4%	25	0.4%	25	0.4%
Broward, FL	50	0.7%	50	0.8%	55	0.9%	60	0.9%	50	0.7%
Los Angeles, CA	30	0.4%	40	0.6%	40	0.6%	45	0.7%	35	0.5%
San Diego, CA	30	0.4%	40	0.6%	40	0.6%	40	0.6%	35	0.5%
New London, CT	35	0.5%	40	0.6%	35	0.5%	35	0.5%	40	0.6%
Orange, FL	55	0.8%	70	1.1%	70	1.1%	95	1.4%	95	1.3%
Pinellas, FL	50	0.7%	45	0.7%	40	0.6%	55	0.8%	45	0.6%
Maricopa, AZ	45	0.7%	30	0.5%	35	0.5%	45	0.7%	45	0.6%
Hudson, NJ	15	0.2%	15	0.2%	10	0.2%	15	0.2%	0	0.0%
Hillsborough, FL	40	0.6%	35	0.5%	50	0.8%	50	0.7%	60	0.8%
Middlesex, CT	25	0.4%	30	0.5%	20	0.3%	20	0.3%	30	0.4%
Windham, CT	25	0.4%	15	0.2%	25	0.4%	0	0.0%	20	0.3%
Cheshire, NH	15	0.2%	20	0.3%	20	0.3%	15	0.2%	20	0.3%
All Other Counties	2,530	37.3%	2,370	36.5%	2,410	37.7%	2,705	39.4%	2,795	39.1%
Total Out-Migration:	6,780	100.0%	6,495	100.0%	6,395	100.0%	6,865	100.0%	7,140	100.0%

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

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

Net Annual Household Migration*Hampden County, Massachusetts***2000, 2001, 2002, 2003, 2004**

County 2000 2001 2002 2003 2004
	Number	Number	Number	Number	Number
Hampshire	110	30	120	60	85
Worcester	-10	140	130	130	130
Hartford, CT	-145	-85	-35	-105	-150
Middlesex	-90	25	35	-25	20
Franklin	5	-10	15	25	25
Essex	5	0	30	65	75
Suffolk	-105	-35	-25	-5	-55
Tolland, CT	-55	-10	-30	-15	-5
APO/FPO/Foreign	-25	-35	-5	-35	-30
Berkshire	-5	35	-10	5	-35
Norfolk	-25	-5	-25	-5	10
New Haven, CT	-15	15	-15	20	-5
Bronx, NY	40	25	60	30	55
Kings, NY	10	25	15	40	30
Plymouth	-35	-35	0	60	15
Bristol	0	5	10	-10	-5
Providence, RI	-25	-5	0	-5	15
New York, NY	-25	0	-15	0	-20
Fairfield, CT	5	5	0	0	-5
Palm Beach, FL	-25	-35	0	-45	-40
Hillsborough, NH	-20	-10	10	-10	0
Queens, NY	0	30	5	25	0
Litchfield, CT	25	-5	5	-5	5
Broward, FL	-15	-25	-15	-30	-20
Los Angeles, CA	0	-5	-10	-25	-5
San Diego, CA	-5	-10	-10	-15	-5
New London, CT	-5	-15	-10	-5	-10
Orange, FL	-25	-45	-20	-55	-65
Pinellas, FL	-25	-25	-15	-35	-15
Maricopa, AZ	-20	0	-10	-35	-20
Hudson, NJ	0	5	-10	0	25
Hillsborough, FL	-25	-15	-40	-30	-35
Middlesex, CT	-5	-5	0	10	-10
Windham, CT	-10	0	0	15	0
Cheshire, NH	0	-5	-5	5	0
All Other Counties	-495	-305	-535	-1,040	-1,210
Total Net Migration:	-1,035	-385	-405	-1,045	-1,255

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

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

2006 Household Classification by Market Groups
City of Springfield, Hampden County, Massachusetts

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
Empty Nesters & Retirees	9,615	36.2%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,010	15.1%
<i>Metropolitan Suburbs</i>	5,605	21.1%
<i>Town & Country/Exurbs</i>	0	0.0%
Traditional & Non-Traditional Families	8,970	33.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,960	14.9%
<i>Metropolitan Suburbs</i>	5,010	18.9%
<i>Town & Country/Exurbs</i>	0	0.0%
Younger Singles & Couples	7,950	30.0%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,600	17.3%
<i>Metropolitan Suburbs</i>	3,350	12.6%
<i>Town & Country/Exurbs</i>	0	0.0%
Total:	26,535	100.0%
Total City Households:	57,445	
Classified Households As A Share Of Total City Households:	46.2%	
Estimated Median Income:	\$33,400	
Estimated National Median Income:	\$48,800	
Estimated Median Home Value:	\$132,200	
Estimated National Median Home Value:	\$161,600	

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

2006 Household Classification by Market Groups
City of Springfield, Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Empty Nesters & Retirees	9,615	36.2%		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	1,065	4.0%	\$98,900	\$201,200
Middle-Class Move-Downs	2,945	11.1%	\$63,500	\$150,100
<i>Subtotal:</i>	<u>4,010</u>	<u>15.1%</u>		
<i>Metropolitan Suburbs</i>				
Old Money	350	1.3%	\$273,600	\$372,900
Suburban Establishment	1,415	5.3%	\$102,600	\$205,400
Affluent Empty Nesters	1,270	4.8%	\$102,100	\$202,200
Mainstream Retirees	210	0.8%	\$79,600	\$129,500
Middle-American Retirees	2,360	8.9%	\$61,600	\$117,500
<i>Subtotal:</i>	<u>5,605</u>	<u>21.1%</u>		
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	0	0.0%		
New Empty Nesters	0	0.0%		
RV Retirees	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

2006 Household Classification by Market Groups
City of Springfield, Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Traditional & Non-Traditional Families	8,970	33.8%		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0.0%		
Multi-Cultural Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	1,635	6.2%	\$97,500	\$207,200
Multi-Ethnic Families	2,325	8.8%	\$63,600	\$131,800
<i>Subtotal:</i>	<u>3,960</u>	<u>14.9%</u>		
<i>Metropolitan Suburbs</i>				
The Social Register	380	1.4%	\$243,000	\$314,100
The Entrepreneurs	330	1.2%	\$141,600	\$296,900
Nouveau Money	160	0.6%	\$133,000	\$277,300
Late-Nest Suburbanites	1,250	4.7%	\$92,400	\$203,300
Full-Nest Suburbanites	1,580	6.0%	\$91,100	\$200,200
Blue-Collar Button-Downs	1,310	4.9%	\$63,700	\$148,500
<i>Subtotal:</i>	<u>5,010</u>	<u>18.9%</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%		
Blue-Collar Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

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

2006 Household Classification by Market Groups
City of Springfield, Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Younger Single & Couples	7,950	30.0%		
<i>Metropolitan Cities</i>				
e-Types	0	0.0%		
New Bohemians	0	0.0%		
Urban Achievers	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	995	3.7%	\$89,900	\$178,600
Twentysomethings	1,320	5.0%	\$66,900	\$140,500
Small-City Singles	2,285	8.6%	\$57,200	\$132,800
Subtotal:	4,600	17.3%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Upscale Suburban Couples	1,565	5.9%	\$84,200	\$157,800
Suburban Achievers	455	1.7%	\$65,200	\$142,000
No-Nest Suburbanites	1,330	5.0%	\$64,200	\$132,600
Subtotal:	3,350	12.6%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	0	0.0%		
Cross-Training Couples	0	0.0%		
Exurban Suburbanites	0	0.0%		
Subtotal:	0	0.0%		

2006 Household Classification by Market Groups
Hampden County, Massachusetts

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
Empty Nesters & Retirees	46,810	42.0%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	7,540	6.8%
<i>Metropolitan Suburbs</i>	25,370	22.8%
<i>Town & Country/Exurbs</i>	13,900	12.5%
Traditional & Non-Traditional Families	38,435	34.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,160	5.5%
<i>Metropolitan Suburbs</i>	15,740	14.1%
<i>Town & Country/Exurbs</i>	16,535	14.8%
Younger Singles & Couples	26,205	23.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	8,310	7.5%
<i>Metropolitan Suburbs</i>	11,715	10.5%
<i>Town & Country/Exurbs</i>	6,180	5.5%
Total:	111,450	100.0%
Total County Households:	180,410	
Classified Households As A Share Of Total County Households:	61.8%	
Estimated Median Income:	\$45,000	
Estimated National Median Income:	\$48,800	
Estimated Median Home Value:	\$179,600	
Estimated National Median Home Value:	\$161,600	

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

2006 Household Classification by Market Groups
Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Empty Nesters & Retirees	46,810	42.0%		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	1,725	1.5%	\$99,500	\$273,200
Middle-Class Move-Downs	5,815	5.2%	\$66,500	\$203,900
<i>Subtotal:</i>	<u>7,540</u>	<u>6.8%</u>		
<i>Metropolitan Suburbs</i>				
Old Money	2,550	2.3%	\$286,900	\$506,500
Suburban Establishment	6,360	5.7%	\$107,500	\$279,000
Affluent Empty Nesters	5,205	4.7%	\$107,000	\$274,700
Mainstream Retirees	1,975	1.8%	\$83,400	\$175,900
Middle-American Retirees	9,280	8.3%	\$64,600	\$159,700
<i>Subtotal:</i>	<u>25,370</u>	<u>22.8%</u>		
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	4,820	4.3%	\$97,700	\$258,700
New Empty Nesters	3,615	3.2%	\$92,300	\$226,600
RV Retirees	5,465	4.9%	\$71,400	\$202,000
<i>Subtotal:</i>	<u>13,900</u>	<u>12.5%</u>		

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

2006 Household Classification by Market Groups
Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Traditional & Non-Traditional Families	38,435	34.5%		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0.0%		
Multi-Cultural Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	2,440	2.2%	\$107,400	\$281,500
Multi-Ethnic Families	3,720	3.3%	\$66,700	\$179,000
Subtotal:	6,160	5.5%		
<i>Metropolitan Suburbs</i>				
The Social Register	1,830	1.6%	\$254,700	\$426,600
The Entrepreneurs	1,575	1.4%	\$148,400	\$389,700
Nouveau Money	880	0.8%	\$139,400	\$376,700
Late-Nest Suburbanites	4,465	4.0%	\$96,900	\$276,200
Full-Nest Suburbanites	3,930	3.5%	\$95,500	\$271,900
Blue-Collar Button-Downs	3,060	2.7%	\$66,800	\$201,700
Subtotal:	15,740	14.1%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	3,225	2.9%	\$136,400	\$370,700
Full-Nest Exurbanites	3,575	3.2%	\$97,400	\$270,800
New-Town Families	3,500	3.1%	\$73,700	\$205,700
Small-Town Families	1,355	1.2%	\$72,600	\$164,600
Blue-Collar Families	4,880	4.4%	\$69,400	\$135,400
Subtotal:	16,535	14.8%		

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

2006 Household Classification by Market Groups
Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Younger Single & Couples	26,205	23.5%		
<i>Metropolitan Cities</i>				
e-Types	0	0.0%		
New Bohemians	0	0.0%		
Urban Achievers	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	1,710	1.5%	\$94,200	\$242,600
Twentysomethings	2,160	1.9%	\$70,100	\$190,800
Small-City Singles	4,440	4.0%	\$60,000	\$180,400
Subtotal:	8,310	7.5%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	495	0.4%	\$98,100	\$243,900
Upscale Suburban Couples	4,760	4.3%	\$88,300	\$214,400
Suburban Achievers	2,770	2.5%	\$68,300	\$192,800
No-Nest Suburbanites	3,690	3.3%	\$67,400	\$180,200
Subtotal:	11,715	10.5%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	2,100	1.9%	\$91,000	\$339,700
Cross-Training Couples	3,060	2.7%	\$75,700	\$181,900
Exurban Suburbanites	1,020	0.9%	\$56,400	\$159,800
Subtotal:	6,180	5.5%		

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

**Households With The Potential
To Move Within The City Of Springfield In 2006**

Household Classification By Market Groups
City of Springfield, Hampden County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	9,615	770	24.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,010	360	11.6%
<i>Metropolitan Suburbs</i>	5,605	410	13.2%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	8,970	1,110	35.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,960	490	15.8%
<i>Metropolitan Suburbs</i>	5,010	620	20.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Younger Singles & Couples	7,950	1,220	39.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,600	760	24.5%
<i>Metropolitan Suburbs</i>	3,350	460	14.8%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	26,535	3,100	100.0%
Total City Households:	57,445		
Classified Households As A Share Of Total City Households:	46.2%		

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

Households With The Potential To Move Within The City Of Springfield In 2006

Household Classification By Market Groups
City of Springfield, Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	9,615	770	24.8%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	1,065	80	2.6%
Middle-Class Move-Downs	2,945	280	9.0%
<i>Subtotal:</i>	<u>4,010</u>	<u>360</u>	<u>11.6%</u>
<i>Metropolitan Suburbs</i>			
Old Money	350	20	0.6%
Suburban Establishment	1,415	100	3.2%
Affluent Empty Nesters	1,270	90	2.9%
Mainstream Retirees	210	20	0.6%
Middle-American Retirees	2,360	180	5.8%
<i>Subtotal:</i>	<u>5,605</u>	<u>410</u>	<u>13.2%</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%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move Within The City Of Springfield In 2006

Household Classification By Market Groups
City of Springfield, Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	8,970	1,110	35.8%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1,635	190	6.1%
Multi-Ethnic Families	2,325	300	9.7%
<i>Subtotal:</i>	3,960	490	15.8%
<i>Metropolitan Suburbs</i>			
The Social Register	380	30	1.0%
The Entrepreneurs	330	40	1.3%
Nouveau Money	160	20	0.6%
Late-Nest Suburbanites	1,250	100	3.2%
Full-Nest Suburbanites	1,580	250	8.1%
Blue-Collar Button-Downs	1,310	180	5.8%
<i>Subtotal:</i>	5,010	620	20.0%
<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%
Blue-Collar Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%

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

**Households With The Potential
To Move Within The City Of Springfield In 2006**

Household Classification By Market Groups
City of Springfield, Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	7,950	1,220	39.4%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	995	130	4.2%
Twentysomethings	1,320	230	7.4%
Small-City Singles	2,285	400	12.9%
<i>Subtotal:</i>	<u>4,600</u>	<u>760</u>	<u>24.5%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	1,565	200	6.5%
Suburban Achievers	455	100	3.2%
No-Nest Suburbanites	1,330	160	5.2%
<i>Subtotal:</i>	<u>3,350</u>	<u>460</u>	<u>14.8%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Balance of Hampden County, Massachusetts

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	37,195	880	35.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,530	110	4.4%
<i>Metropolitan Suburbs</i>	19,765	500	20.0%
<i>Town & Country/Exurbs</i>	13,900	270	10.8%
Traditional & Non-Traditional Families	29,465	910	36.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,200	90	3.6%
<i>Metropolitan Suburbs</i>	10,730	380	15.2%
<i>Town & Country/Exurbs</i>	16,535	440	17.6%
Younger Singles & Couples	18,255	710	28.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,710	200	8.0%
<i>Metropolitan Suburbs</i>	8,365	420	16.8%
<i>Town & Country/Exurbs</i>	6,180	90	3.6%
Total:	84,915	2,500	100.0%
Total County Households: {Balance of County}	122,965		
Classified Households As A Share Of Total County Households: {Balance of County}	69.1%		

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Balance of Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	37,195	880	35.2%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	660	20	0.8%
Middle-Class Move-Downs	2,870	90	3.6%
<i>Subtotal:</i>	<u>3,530</u>	<u>110</u>	<u>4.4%</u>
<i>Metropolitan Suburbs</i>			
Old Money	2,200	50	2.0%
Suburban Establishment	4,945	120	4.8%
Affluent Empty Nesters	3,935	100	4.0%
Mainstream Retirees	1,765	60	2.4%
Middle-American Retirees	6,920	170	6.8%
<i>Subtotal:</i>	<u>19,765</u>	<u>500</u>	<u>20.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	4,820	150	6.0%
New Empty Nesters	3,615	120	4.8%
RV Retirees	5,465	0	0.0%
<i>Subtotal:</i>	<u>13,900</u>	<u>270</u>	<u>10.8%</u>

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Balance of Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	29,465	910	36.4%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	805	30	1.2%
Multi-Ethnic Families	1,395	60	2.4%
<i>Subtotal:</i>	2,200	90	3.6%
<i>Metropolitan Suburbs</i>			
The Social Register	1,450	0	0.0%
The Entrepreneurs	1,245	50	2.0%
Nouveau Money	720	40	1.6%
Late-Nest Suburbanites	3,215	90	3.6%
Full-Nest Suburbanites	2,350	120	4.8%
Blue-Collar Button-Downs	1,750	80	3.2%
<i>Subtotal:</i>	10,730	380	15.2%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	3,225	140	5.6%
Full-Nest Exurbanites	3,575	150	6.0%
New-Town Families	3,500	150	6.0%
Small-Town Families	1,355	0	0.0%
Blue-Collar Families	4,880	0	0.0%
<i>Subtotal:</i>	16,535	440	17.6%

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups
Balance of Hampden County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	18,255	710	28.4%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	715	30	1.2%
Twentysomethings	840	50	2.0%
Small-City Singles	2,155	120	4.8%
<i>Subtotal:</i>	<u>3,710</u>	<u>200</u>	<u>8.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	495	30	1.2%
Upscale Suburban Couples	3,195	140	5.6%
Suburban Achievers	2,315	160	6.4%
No-Nest Suburbanites	2,360	90	3.6%
<i>Subtotal:</i>	<u>8,365</u>	<u>420</u>	<u>16.8%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	2,100	90	3.6%
Cross-Training Couples	3,060	0	0.0%
Exurban Suburbanites	1,020	0	0.0%
<i>Subtotal:</i>	<u>6,180</u>	<u>90</u>	<u>3.6%</u>

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

**Households With The Potential
To Move To The City of Springfield In 2006**

Summary: Appendix Two, Tables 1 Through 3

Hampshire and Worcester Counties, Massachusetts; Hartford County, Connecticut

<u>Household Type/ Geographic Designation</u>	<u>Hampshire County</u>	<u>Hartford County</u>	<u>Worcester County</u>	<u>Total</u>
Empty Nesters & Retirees				
	110	90	70	270
<i>Metropolitan Cities</i>	0	10	0	10
<i>Small Cities/Satellite Cities</i>	30	10	10	50
<i>Metropolitan Suburbs</i>	20	50	30	100
<i>Town & Country/Exurbs</i>	60	20	30	110
Traditional & Non-Traditional Families				
	140	80	110	330
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	20	10	20	50
<i>Metropolitan Suburbs</i>	10	30	30	70
<i>Town & Country/Exurbs</i>	110	40	60	210
Younger Singles & Couples				
	150	80	70	300
<i>Metropolitan Cities</i>	0	10	0	10
<i>Small Cities/Satellite Cities</i>	70	30	40	140
<i>Metropolitan Suburbs</i>	20	40	30	90
<i>Town & Country/Exurbs</i>	60	0	0	60
Total:	400	250	250	900
Percent:	44.4%	27.8%	27.8%	100.0%

Households With The Potential To Move To The City of Springfield In 2006

Summary: Appendix Two, Tables 1 Through 3

Hampshire and Worcester Counties, Massachusetts; Hartford County, Connecticut

	<u>Hampshire County</u>	<u>Hartford County</u>	<u>Worcester County</u>	<u>Total</u>
Empty Nesters & Retirees	110	90	70	270
<i>Metropolitan Cities</i>				
Urban Establishment	0	0	0	0
Cosmopolitan Couples	0	0	0	0
Multi-Ethnic Empty Nesters	0	10	0	10
Subtotal:	0	10	0	10
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	10	0	0	10
Middle-Class Move-Downs	20	10	10	40
Subtotal:	30	10	10	50
<i>Metropolitan Suburbs</i>				
Old Money	0	10	0	10
Suburban Establishment	0	10	10	20
Affluent Empty Nesters	0	10	0	10
Mainstream Retirees	10	10	10	30
Middle-American Retirees	10	10	10	30
Subtotal:	20	50	30	100
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	30	20	20	70
New Empty Nesters	30	0	10	40
RV Retirees	0	0	0	0
Subtotal:	60	20	30	110

Households With The Potential To Move To The City of Springfield In 2006

Summary: Appendix Two, Tables 1 Through 3

Hampshire and Worcester Counties, Massachusetts; Hartford County, Connecticut

	<i>Hampshire County</i>	<i>Hartford County</i>	<i>Worcester County</i>	<u>Total</u>
Traditional & Non-Traditional Families	140	80	110	330
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0	0	0
Multi-Cultural Families	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	10	0	10	20
Multi-Ethnic Families	10	10	10	30
<i>Subtotal:</i>	<u>20</u>	<u>10</u>	<u>20</u>	<u>50</u>
<i>Metropolitan Suburbs</i>				
The Social Register	0	0	0	0
The Entrepreneurs	0	10	0	10
Nouveau Money	0	0	10	10
Late-Nest Suburbanites	0	10	0	10
Full-Nest Suburbanites	0	10	10	20
Blue-Collar Button-Downs	10	0	10	20
<i>Subtotal:</i>	<u>10</u>	<u>30</u>	<u>30</u>	<u>70</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	40	30	0	70
Full-Nest Exurbanites	20	0	20	40
New-Town Families	50	10	30	90
Small-Town Families	0	0	10	10
Blue-Collar Families	0	0	0	0
<i>Subtotal:</i>	<u>110</u>	<u>40</u>	<u>60</u>	<u>210</u>

Households With The Potential To Move To The City of Springfield In 2006

Summary: Appendix Two, Tables 1 Through 3

Hampshire and Worcester Counties, Massachusetts; Hartford County, Connecticut

	<u>Hampshire County</u>	<u>Hartford County</u>	<u>Worcester County</u>	<u>Total</u>
Younger Singles & Couples	150	80	70	300
<i>Metropolitan Cities</i>				
e-Types	0	0	0	0
New Bohemians	0	0	0	0
Urban Achievers	0	10	0	10
Subtotal:	0	10	0	10
<i>Small Cities/Satellite Cities</i>				
The VIPs	20	10	10	40
Twentysomethings	20	10	10	40
Small-City Singles	30	10	20	60
Subtotal:	70	30	40	140
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	10	0	10
Upscale Suburban Couples	0	10	10	20
Suburban Achievers	10	10	10	30
No-Nest Suburbanites	10	10	10	30
Subtotal:	20	40	30	90
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	60	0	0	60
Cross-Training Couples	0	0	0	0
Exurban Suburbanites	0	0	0	0
Subtotal:	60	0	0	60

**Households With The Potential
To Move To The City of Springfield In 2006**

Summary: Appendix Three, Tables 1, 2 And 3
Middlesex, Suffolk, Essex and Norfolk Counties, Massachusetts

Household Type/ Geographic Designation	<i>Middlesex County</i>	<i>Suffolk County</i>	<i>Essex County</i>	<i>Norfolk County</i>	Total
Empty Nesters & Retirees	20	20	10	10	60
<i>Metropolitan Cities</i>	10	20	0	0	30
<i>Small Cities/Satellite Cities</i>	0	0	10	10	20
<i>Metropolitan Suburbs</i>	10	0	0	0	10
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Traditional & Non-Traditional Families	40	20	0	10	70
<i>Metropolitan Cities</i>	10	20	0	0	30
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	30	0	0	10	40
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Younger Singles & Couples	90	60	40	30	220
<i>Metropolitan Cities</i>	50	60	0	10	120
<i>Small Cities/Satellite Cities</i>	10	0	30	20	60
<i>Metropolitan Suburbs</i>	30	0	10	0	40
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Total:	150	100	50	50	350
Percent:	42.9%	28.6%	14.3%	14.3%	100.0%

Households With The Potential To Move To The City of Springfield In 2006

Summary: Appendix Three, Tables 1, 2 And 3
Middlesex, Suffolk, Essex and Norfolk Counties, Massachusetts

	<u>Middlesex County</u>	<u>Suffolk County</u>	<u>Norfolk County</u>	<u>Norfolk County</u>	<u>Total</u>
Empty Nesters & Retirees	20	20	10	10	60
<i>Metropolitan Cities</i>					
Urban Establishment	10	10	0	0	20
Cosmopolitan Couples	0	0	0	0	0
Multi-Ethnic Empty Nesters	0	10	0	0	10
<i>Subtotal:</i>	<u>10</u>	<u>20</u>	<u>0</u>	<u>0</u>	<u>30</u>
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	0	0	0	0	0
Middle-Class Move-Downs	0	0	10	10	20
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>	<u>20</u>
<i>Metropolitan Suburbs</i>					
Old Money	0	0	0	0	0
Suburban Establishment	10	0	0	0	10
Affluent Empty Nesters	0	0	0	0	0
Mainstream Retirees	0	0	0	0	0
Middle-American Retirees	0	0	0	0	0
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>
<i>Town & Country/Exurbs</i>					
Small-Town Establishment	0	0	0	0	0
New Empty Nesters	0	0	0	0	0
RV Retirees	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

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

Households With The Potential To Move To The City of Springfield In 2006

Summary: Appendix Three, Tables 1, 2 And 3
Middlesex, Suffolk, Essex and Norfolk Counties, Massachusetts

	<u>Middlesex County</u>	<u>Suffolk County</u>	<u>Essex County</u>	<u>Norfolk County</u>	<u>Total</u>
Traditional & Non-Traditional Families	40	20	0	10	70
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	10	10	0	0	20
Multi-Cultural Families	0	10	0	0	10
Subtotal:	10	20	0	0	30
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	0	0
Multi-Ethnic Families	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Metropolitan Suburbs</i>					
The Social Register	0	0	0	0	0
The Entrepreneurs	10	0	0	10	20
Nouveau Money	10	0	0	0	10
Late-Nest Suburbanites	0	0	0	0	0
Full-Nest Suburbanites	10	0	0	0	10
Blue-Collar Button-Downs	0	0	0	0	0
Subtotal:	30	0	0	10	40
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	0	0	0	0	0
Full-Nest Exurbanites	0	0	0	0	0
New-Town Families	0	0	0	0	0
Small-Town Families	0	0	0	0	0
Blue-Collar Families	0	0	0	0	0
Subtotal:	0	0	0	0	0

Households With The Potential To Move To The City of Springfield In 2006

Summary: Appendix Three, Tables 1, 2 And 3
Middlesex, Suffolk, Essex and Norfolk Counties, Massachusetts

	<u>Middlesex County</u>	<u>Suffolk County</u>	<u>Essex County</u>	<u>Norfolk County</u>	<u>Total</u>
Younger Singles & Couples	90	60	40	30	220
<i>Metropolitan Cities</i>					
e-Types	20	20	0	10	50
New Bohemians	20	20	0	0	40
Urban Achievers	10	20	0	0	30
Subtotal:	50	60	0	10	120
<i>Small Cities/Satellite Cities</i>					
The VIPs	10	0	10	10	30
Twentysomethings	0	0	10	10	20
Small-City Singles	0	0	10	0	10
Subtotal:	10	0	30	20	60
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	10	0	0	0	10
Upscale Suburban Couples	10	0	10	0	20
Suburban Achievers	10	0	0	0	10
No-Nest Suburbanites	0	0	0	0	0
Subtotal:	30	0	10	0	40
<i>Town & Country/Exurbs</i>					
Ex-Urban Power Couples	0	0	0	0	0
Cross-Training Couples	0	0	0	0	0
Exurban Suburbanites	0	0	0	0	0
Subtotal:	0	0	0	0	0

**Households With The Potential
To Move To The City Of Springfield In 2006**
Household Classification By Market Groups
All Other U.S. Counties

Household Type/ Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	230	23.0%
<i>Metropolitan Cities</i>	70	7.0%
<i>Small Cities/Satellite Cities</i>	40	4.0%
<i>Metropolitan Suburbs</i>	50	5.0%
<i>Town & Country/Exurbs</i>	70	7.0%
Traditional & Non-Traditional Families	400	40.0%
<i>Metropolitan Cities</i>	80	8.0%
<i>Small Cities/Satellite Cities</i>	60	6.0%
<i>Metropolitan Suburbs</i>	140	14.0%
<i>Town & Country/Exurbs</i>	120	12.0%
Younger Singles & Couples	370	37.0%
<i>Metropolitan Cities</i>	120	12.0%
<i>Small Cities/Satellite Cities</i>	100	10.0%
<i>Metropolitan Suburbs</i>	150	15.0%
<i>Town & Country/Exurbs</i>	0	0.0%
Total:	1,000	100.0%

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

**Households With The Potential
To Move To The City Of Springfield In 2006**
Household Classification By Market Groups
All Other U.S. Counties

	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	230	23.0%
<i>Metropolitan Cities</i>		
Urban Establishment	20	2.0%
Cosmopolitan Couples	10	1.0%
Multi-Ethnic Empty Nesters	40	4.0%
<i>Subtotal:</i>	70	7.0%
<i>Small Cities/Satellite Cities</i>		
Cosmopolitan Elite	10	1.0%
Middle-Class Move-Downs	30	3.0%
<i>Subtotal:</i>	40	4.0%
<i>Metropolitan Suburbs</i>		
Old Money	0	0.0%
Suburban Establishment	20	2.0%
Affluent Empty Nesters	10	1.0%
Mainstream Retirees	10	1.0%
Middle-American Retirees	10	1.0%
<i>Subtotal:</i>	50	5.0%
<i>Town & Country/Exurbs</i>		
Small-Town Establishment	40	4.0%
New Empty Nesters	30	3.0%
RV Retirees	0	0.0%
<i>Subtotal:</i>	70	7.0%

**Households With The Potential
To Move To The City Of Springfield In 2006**
Household Classification By Market Groups
All Other U.S. Counties

	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	400	40.0%
 <i>Metropolitan Cities</i>		
Full-Nest Urbanites	40	4.0%
Multi-Cultural Families	40	4.0%
<i>Subtotal:</i>	80	8.0%
 <i>Small Cities/Satellite Cities</i>		
Unibox Transferees	30	3.0%
Multi-Ethnic Families	30	3.0%
<i>Subtotal:</i>	60	6.0%
 <i>Metropolitan Suburbs</i>		
The Social Register	0	0.0%
The Entrepreneurs	30	3.0%
Nouveau Money	30	3.0%
Late-Nest Suburbanites	10	1.0%
Full-Nest Suburbanites	40	4.0%
Blue-Collar Button-Downs	30	3.0%
<i>Subtotal:</i>	140	14.0%
 <i>Town & Country/Exurbs</i>		
Ex-Urban Elite	40	4.0%
Full-Nest Exurbanites	40	4.0%
New-Town Families	40	4.0%
Small-Town Families	0	0.0%
Blue-Collar Families	0	0.0%
<i>Subtotal:</i>	120	12.0%

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

**Households With The Potential
To Move To The City Of Springfield In 2006**
Household Classification By Market Groups
All Other U.S. Counties

	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	370	37.0%
 <i>Metropolitan Cities</i>		
e-Types	30	3.0%
New Bohemians	40	4.0%
Urban Achievers	50	5.0%
<i>Subtotal:</i>	120	12.0%
 <i>Small Cities/Satellite Cities</i>		
The VIPs	30	3.0%
Twentysomethings	30	3.0%
Small-City Singles	40	4.0%
<i>Subtotal:</i>	100	10.0%
 <i>Metropolitan Suburbs</i>		
Fast-Track Professionals	30	3.0%
Upscale Suburban Couples	40	4.0%
Suburban Achievers	50	5.0%
No-Nest Suburbanites	30	3.0%
<i>Subtotal:</i>	150	15.0%
 <i>Town & Country/Exurbs</i>		
Ex-Urban Power Couples	0	0.0%
Cross-Training Couples	0	0.0%
Exurban Suburbanites	0	0.0%
<i>Subtotal:</i>	0	0.0%

**Households With The Potential
To Move Within/To The City of Springfield In 2006**

Summary: Appendix One, Tables 4 Through 8

City of Springfield; Balance of Hampden County;

Regional Draw Area; Boston Draw Area; All Other U.S. Counties

Household Type/ Geographic Designation	<i>City of Springfield</i>	<i>Balance of Hampden</i>	<i>Regional Draw Area</i>	<i>Boston Draw Area</i>	<i>All Other US Counties</i>	Total
Empty Nesters & Retirees	770	880	270	60	230	2,210
<i>Metropolitan Cities</i>	0	0	10	30	70	110
<i>Small Cities/Satellite Cities</i>	360	110	50	20	40	580
<i>Metropolitan Suburbs</i>	410	500	100	10	50	1,070
<i>Town & Country/Exurbs</i>	0	270	110	0	70	450
Traditional & Non-Traditional Families	1,110	910	330	70	400	2,820
<i>Metropolitan Cities</i>	0	0	0	30	80	110
<i>Small Cities/Satellite Cities</i>	490	90	50	0	60	690
<i>Metropolitan Suburbs</i>	620	380	70	40	140	1,250
<i>Town & Country/Exurbs</i>	0	440	210	0	120	770
Younger Singles & Couples	1,220	710	300	220	370	2,820
<i>Metropolitan Cities</i>	0	0	10	120	120	250
<i>Small Cities/Satellite Cities</i>	760	200	140	60	100	1,260
<i>Metropolitan Suburbs</i>	460	420	90	40	150	1,160
<i>Town & Country/Exurbs</i>	0	90	60	0	0	150
Total:	3,100	2,500	900	350	1,000	7,850
Percent:	39.5%	31.8%	11.5%	4.5%	12.7%	100.0%

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

**Households With The Potential
To Move Within/To The City of Springfield In 2006**

Summary: Appendix One, Tables 4 Through 8

City of Springfield; Balance of Hampden County;

Regional Draw Area; Boston Draw Area; All Other U.S. Counties

	<i>City of Springfield</i>	<i>Balance of Hampden</i>	<i>Regional Draw Area</i>	<i>Boston Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
Empty Nesters & Retirees	770	880	270	60	230	2,210
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	20	20	40
Cosmopolitan Couples	0	0	0	0	10	10
Multi-Ethnic Empty Nesters	0	0	10	10	40	60
<i>Subtotal:</i>	0	0	10	30	70	110
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	80	20	10	0	10	120
Middle-Class Move-Downs	280	90	40	20	30	460
<i>Subtotal:</i>	360	110	50	20	40	580
<i>Metropolitan Suburbs</i>						
Old Money	20	50	10	0	0	80
Suburban Establishment	100	120	20	10	20	270
Affluent Empty Nesters	90	100	10	0	10	210
Mainstream Retirees	20	60	30	0	10	120
Middle-American Retirees	180	170	30	0	10	390
<i>Subtotal:</i>	410	500	100	10	50	1,070
<i>Town & Country/Exurbs</i>						
Small-Town Establishment	0	150	70	0	40	260
New Empty Nesters	0	120	40	0	30	190
RV Retirees	0	0	0	0	0	0
<i>Subtotal:</i>	0	270	110	0	70	450

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

**Households With The Potential
To Move Within/To The City of Springfield In 2006**

Summary: Appendix One, Tables 4 Through 8

City of Springfield; Balance of Hampden County;

Regional Draw Area; Boston Draw Area; All Other U.S. Counties

	<i>City of Springfield</i>	<i>Balance of Hampden</i>	<i>Regional Draw Area</i>	<i>Boston Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
Traditional & Non-Traditional Families	1,110	910	330	70	400	2,820
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	0	0	0	20	40	60
Multi-Cultural Families	0	0	0	10	40	50
<i>Subtotal:</i>	0	0	0	30	80	110
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	190	30	20	0	30	270
Multi-Ethnic Families	300	60	30	0	30	420
<i>Subtotal:</i>	490	90	50	0	60	690
<i>Metropolitan Suburbs</i>						
The Social Register	30	0	0	0	0	30
The Entrepreneurs	40	50	10	20	30	150
Nouveau Money	20	40	10	10	30	110
Late-Nest Suburbanites	100	90	10	0	10	210
Full-Nest Suburbanites	250	120	20	10	40	440
Blue-Collar Button-Downs	180	80	20	0	30	310
<i>Subtotal:</i>	620	380	70	40	140	1,250
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	140	70	0	40	250
Full-Nest Exurbanites	0	150	40	0	40	230
New-Town Families	0	150	90	0	40	280
Small-Town Families	0	0	10	0	0	10
Blue-Collar Families	0	0	0	0	0	0
<i>Subtotal:</i>	0	440	210	0	120	770

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

**Households With The Potential
To Move Within/To The City of Springfield In 2006**

Summary: Appendix One, Tables 4 Through 8

City of Springfield; Balance of Hampden County;

Regional Draw Area; Boston Draw Area; All Other U.S. Counties

	<i>City of Springfield</i>	<i>Balance of Hampden</i>	<i>Regional Draw Area</i>	<i>Boston Draw Area</i>	<i>All Other US Counties</i>	<i>Total</i>
Younger Singles & Couples	1,220	710	300	220	370	2,820
<i>Metropolitan Cities</i>						
e-Types	0	0	0	50	30	80
New Bohemians	0	0	0	40	40	80
Urban Achievers	0	0	10	30	50	90
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>120</u>	<u>120</u>	<u>250</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	130	30	40	30	30	260
Twentysomethings	230	50	40	20	30	370
Small-City Singles	400	120	60	10	40	630
<i>Subtotal:</i>	<u>760</u>	<u>200</u>	<u>140</u>	<u>60</u>	<u>100</u>	<u>1,260</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	30	10	10	30	80
Upscale Suburban Couples	200	140	20	20	40	420
Suburban Achievers	100	160	30	10	50	350
No-Nest Suburbanites	160	90	30	0	30	310
<i>Subtotal:</i>	<u>460</u>	<u>420</u>	<u>90</u>	<u>40</u>	<u>150</u>	<u>1,160</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Power Couples	0	90	60	0	0	150
Cross-Training Couples	0	0	0	0	0	0
Exurban Suburbanites	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>90</u>	<u>60</u>	<u>0</u>	<u>0</u>	<u>150</u>

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

Households With The Potential To Move To Downtown Springfield In 2006

*City of Springfield; Balance of Hampden County;
Regional Draw Area; Boston Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	<i>City of Springfield</i>	<i>Balance of Hampden</i>	<i>Regional Draw Area</i>	<i>Boston Draw Area</i>	<i>All Other US Counties</i>	Total
Empty Nesters & Retirees	230	320	120	50	130	850
<i>Metropolitan Cities</i>	0	0	10	30	50	90
<i>Small Cities/Satellite Cities</i>	110	30	20	10	20	190
<i>Metropolitan Suburbs</i>	120	160	30	10	20	340
<i>Town & Country/Exurbs</i>	0	130	60	0	40	230
Traditional & Non-Traditional Families	80	40	20	30	70	240
<i>Metropolitan Cities</i>	0	0	0	20	40	60
<i>Small Cities/Satellite Cities</i>	60	10	10	0	10	90
<i>Metropolitan Suburbs</i>	20	30	10	10	20	90
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	370	140	110	180	220	1,020
<i>Metropolitan Cities</i>	0	0	10	120	120	250
<i>Small Cities/Satellite Cities</i>	310	80	80	40	60	570
<i>Metropolitan Suburbs</i>	60	60	20	20	40	200
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	680	500	250	260	420	2,110
Percent:	32.2%	23.7%	11.8%	12.4%	19.9%	100.0%

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

Households With The Potential To Move To Downtown Springfield In 2006

*City of Springfield; Balance of Hampden County;
Regional Draw Area; Boston Draw Area; All Other U.S. Counties*

	<u>City of Springfield</u>	<u>Balance of Hampden</u>	<u>Regional Draw Area</u>	<u>Boston Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	230	320	120	50	130	850
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	20	20	40
Cosmopolitan Couples	0	0	0	0	10	10
Multi-Ethnic Empty Nesters	0	0	10	10	20	40
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>30</u>	<u>50</u>	<u>90</u>
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	40	10	10	0	10	70
Middle-Class Move-Downs	70	20	10	10	10	120
<i>Subtotal:</i>	<u>110</u>	<u>30</u>	<u>20</u>	<u>10</u>	<u>20</u>	<u>190</u>
<i>Metropolitan Suburbs</i>						
Old Money	10	30	10	0	0	50
Suburban Establishment	60	70	10	10	10	160
Affluent Empty Nesters	50	60	10	0	10	130
<i>Subtotal:</i>	<u>120</u>	<u>160</u>	<u>30</u>	<u>10</u>	<u>20</u>	<u>340</u>
<i>Town & Country/Exurbs</i>						
Small-Town Establishment	0	60	40	0	20	120
New Empty Nesters	0	70	20	0	20	110
<i>Subtotal:</i>	<u>0</u>	<u>130</u>	<u>60</u>	<u>0</u>	<u>40</u>	<u>230</u>

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

**Households With The Potential
To Move To Downtown Springfield In 2006**

*City of Springfield; Balance of Hampden County;
Regional Draw Area; Boston Draw Area; All Other U.S. Counties*

	<u>City of Springfield</u>	<u>Balance of Hampden</u>	<u>Regional Draw Area</u>	<u>Boston Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Traditional & Non-Traditional Families	80	40	20	30	70	240
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	0	0	0	10	20	30
Multi-Cultural Families	0	0	0	10	20	30
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>40</u>	<u>60</u>
<i>Small Cities/Satellite Cities</i>						
Multi-Ethnic Families	60	10	10	0	10	90
<i>Subtotal:</i>	<u>60</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>90</u>
<i>Metropolitan Suburbs</i>						
The Entrepreneurs	20	30	10	10	20	90
<i>Subtotal:</i>	<u>20</u>	<u>30</u>	<u>10</u>	<u>10</u>	<u>20</u>	<u>90</u>

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

**Households With The Potential
To Move To Downtown Springfield In 2006**

*City of Springfield; Balance of Hampden County;
Regional Draw Area; Boston Draw Area; All Other U.S. Counties*

	<u>City of Springfield</u>	<u>Balance of Hampden</u>	<u>Regional Draw Area</u>	<u>Boston Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Younger Singles & Couples	370	140	110	180	220	1,020
<i>Metropolitan Cities</i>						
e-Types	0	0	0	50	30	80
New Bohemians	0	0	0	40	40	80
Urban Achievers	0	0	10	30	50	90
Subtotal:	0	0	10	120	120	250
<i>Small Cities/Satellite Cities</i>						
The VIPs	90	20	30	20	20	180
Twentysomethings	120	30	20	10	20	200
Small-City Singles	100	30	30	10	20	190
Subtotal:	310	80	80	40	60	570
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	20	10	10	20	60
Upscale Suburban Couples	60	40	10	10	20	140
Subtotal:	60	60	20	20	40	200

Tenure (Renter/Buyer) Profile

Households With The Potential

To Move To Downtown Springfield In 2006

*City of Springfield; Balance of Hampden County;**Regional Draw Area; Boston Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	.. Rental Ownership				Total
	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Empty Nesters & Retirees	130	0	60	330	330	850
<i>Metropolitan Cities</i>	20	0	0	50	20	90
<i>Small Cities/Satellite Cities</i>	40	0	30	50	70	190
<i>Metropolitan Suburbs</i>	40	0	0	150	150	340
<i>Town & Country/Exurbs</i>	30	0	30	80	90	230
Traditional & Non-Traditional Families	70	20	40	80	30	240
<i>Metropolitan Cities</i>	20	0	10	30	0	60
<i>Small Cities/Satellite Cities</i>	30	10	10	30	10	90
<i>Metropolitan Suburbs</i>	20	10	20	20	20	90
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	230	240	310	170	70	1,020
<i>Metropolitan Cities</i>	90	60	60	10	30	250
<i>Small Cities/Satellite Cities</i>	110	140	180	110	30	570
<i>Metropolitan Suburbs</i>	30	40	70	50	10	200
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	430	260	410	580	430	2,110
Percent:	20.4%	12.3%	19.4%	27.5%	20.4%	100.0%

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

Tenure (Renter/Buyer) Profile

Households With The Potential

To Move To Downtown Springfield In 2006

City of Springfield; Balance of Hampden County;

Regional Draw Area; Boston Draw Area; All Other U.S. Counties

Empty Nesters & Retirees	.. Rental Ownership				Total
	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Metropolitan Cities						
Urban Establishment	10	0	0	20	10	40
Cosmopolitan Couples	0	0	0	10	0	10
Multi-Ethnic Empty Nesters	10	0	0	20	10	40
<i>Subtotal:</i>	20	0	0	50	20	90
Small Cities/Satellite Cities						
Cosmopolitan Elite	10	0	10	20	30	70
Middle-Class Move-Downs	30	0	20	30	40	120
<i>Subtotal:</i>	40	0	30	50	70	190
Metropolitan Suburbs						
Old Money	0	0	0	20	30	50
Suburban Establishment	20	0	0	80	60	160
Affluent Empty Nesters	20	0	0	50	60	130
<i>Subtotal:</i>	40	0	0	150	150	340
Town & Country/Exurbs						
Small-Town Establishment	10	0	10	40	60	120
New Empty Nesters	20	0	20	40	30	110
<i>Subtotal:</i>	30	0	30	80	90	230
Total:	130	0	60	330	330	850
Percent:	15.3%	0.0%	7.1%	38.8%	38.8%	100.0%

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

Tenure (Renter/Buyer) Profile

Households With The Potential

To Move To Downtown Springfield In 2006

City of Springfield; Balance of Hampden County;

Regional Draw Area; Boston Draw Area; All Other U.S. Counties

Traditional & Non-Traditional Families	.. Rental Ownership				Total
	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Metropolitan Cities						
Full-Nest Urbanites	10	0	0	20	0	30
Multi-Cultural Families	10	0	10	10	0	30
<i>Subtotal:</i>	20	0	10	30	0	60
Small Cities/Satellite Cities						
Multi-Ethnic Families	30	10	10	30	10	90
<i>Subtotal:</i>	30	10	10	30	10	90
Metropolitan Suburbs						
The Entrepreneurs	20	10	20	20	20	90
<i>Subtotal:</i>	20	10	20	20	20	90
Total:	70	20	40	80	30	240
Percent:	29.2%	8.3%	16.7%	33.3%	12.5%	100.0%

Tenure (Renter/Buyer) Profile

Households With The Potential

To Move To Downtown Springfield In 2006

City of Springfield; Balance of Hampden County;

Regional Draw Area; Boston Draw Area; All Other U.S. Counties

Younger Singles & Couples	.. Rental Ownership				Total
	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Metropolitan Cities						
e-Types	20	20	20	10	10	80
New Bohemians	30	20	20	0	10	80
Urban Achievers	40	20	20	0	10	90
<i>Subtotal:</i>	90	60	60	10	30	250
Small Cities/Satellite Cities						
The VIPs	20	50	70	30	10	180
Twentysomethings	40	60	60	40	0	200
Small-City Singles	50	30	50	40	20	190
<i>Subtotal:</i>	110	140	180	110	30	570
Metropolitan Suburbs						
Fast-Track Professionals	20	10	20	10	0	60
Upscale Suburban Couples	10	30	50	40	10	140
<i>Subtotal:</i>	30	40	70	50	10	200
Total:	230	240	310	170	70	1,020
Percent:	22.5%	23.5%	30.4%	16.7%	6.9%	100.0%

New Unit Purchase Propensity By Housing Type
 Households With The Potential
 To Move To Downtown Springfield In 2006
*City of Springfield; Balance of Hampden County;
 Regional Draw Counties; Boston Draw Area; All Other U.S. Counties*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- Family			Total	
	<i>All Ranges</i>	.. Attached .. <i>All Ranges</i> Detached			
		<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
Empty Nesters & Retirees	160	110	70	190	190	720
<i>Metropolitan Cities</i>	30	20	10	0	10	70
<i>Small Cities/Satellite Cities</i>	30	30	20	40	30	150
<i>Metropolitan Suburbs</i>	70	40	20	80	90	300
<i>Town & Country/Exurbs</i>	30	20	20	70	60	200
Traditional & Non-Traditional Families	20	50	30	40	30	170
<i>Metropolitan Cities</i>	0	20	10	10	0	40
<i>Small Cities/Satellite Cities</i>	10	10	20	20	0	60
<i>Metropolitan Suburbs</i>	10	20	0	10	30	70
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	220	160	90	210	110	790
<i>Metropolitan Cities</i>	70	50	10	10	20	160
<i>Small Cities/Satellite Cities</i>	120	90	70	130	50	460
<i>Metropolitan Suburbs</i>	30	20	10	70	40	170
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	400	320	190	440	330	1,680
Percent:	23.8%	19.0%	11.3%	26.2%	19.6%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Households With The Potential
 To Move To Downtown Springfield In 2006
City of Springfield; Balance of Hampden County;
Regional Draw Counties; Boston Draw Area; All Other U.S. Counties

Empty Nesters & Retirees	<i>Multi- .. Family ..</i>		<i>Single- Family</i>			Total
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached</i>	<i>Low-Range</i>	<i>Mid-Range</i>	
Metropolitan Cities						
Urban Establishment	10	10	0	0	10	30
Cosmopolitan Couples	10	0	0	0	0	10
Multi-Ethnic Empty Nesters	10	10	10	0	0	30
<i>Subtotal:</i>	<u>30</u>	<u>20</u>	<u>10</u>	<u>0</u>	<u>10</u>	<u>70</u>
Small Cities/Satellite Cities						
Cosmopolitan Elite	10	10	0	20	20	60
Middle-Class Move-Downs	20	20	20	20	10	90
<i>Subtotal:</i>	<u>30</u>	<u>30</u>	<u>20</u>	<u>40</u>	<u>30</u>	<u>150</u>
Metropolitan Suburbs						
Old Money	10	10	10	0	20	50
Suburban Establishment	30	10	10	50	40	140
Affluent Empty Nesters	30	20	0	30	30	110
<i>Subtotal:</i>	<u>70</u>	<u>40</u>	<u>20</u>	<u>80</u>	<u>90</u>	<u>300</u>
Town & Country/Exurbs						
Small-Town Establishment	20	10	10	30	40	110
New Empty Nesters	10	10	10	40	20	90
<i>Subtotal:</i>	<u>30</u>	<u>20</u>	<u>20</u>	<u>70</u>	<u>60</u>	<u>200</u>
Total:	160	110	70	190	190	720
Percent:	22.2%	15.3%	9.7%	26.4%	26.4%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Households With The Potential
 To Move To Downtown Springfield In 2006
City of Springfield; Balance of Hampden County;
Regional Draw Counties; Boston Draw Area; All Other U.S. Counties

Traditional & Non-Traditional Families	<i>Multi- .. Family ..</i>	<i>Single- Family</i>			<i>High-Range</i>	Total
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached</i> <i>Mid-Range</i>		
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	0	10	0	10	0	20
Multi-Cultural Families	0	10	10	0	0	20
<i>Subtotal:</i>	0	20	10	10	0	40
<i>Small Cities/Satellite Cities</i>						
Multi-Ethnic Families	10	10	20	20	0	60
<i>Subtotal:</i>	10	10	20	20	0	60
<i>Metropolitan Suburbs</i>						
The Entrepreneurs	10	20	0	10	30	70
<i>Subtotal:</i>	10	20	0	10	30	70
Total:	20	50	30	40	30	170
Percent:	11.8%	29.4%	17.6%	23.5%	17.6%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Households With The Potential
 To Move To Downtown Springfield In 2006
City of Springfield; Balance of Hampden County;
Regional Draw Counties; Boston Draw Area; All Other U.S. Counties

Younger Singles & Couples	<i>Multi- .. Family ..</i>	<i>Single- Family</i>			<i>High-Range</i>	Total
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached</i>	<i>Low-Range</i>		
Metropolitan Cities						
e-Types	20	10	0	10	20	60
New Bohemians	30	20	0	0	0	50
Urban Achievers	20	20	10	0	0	50
<i>Subtotal:</i>	<u>70</u>	<u>50</u>	<u>10</u>	<u>10</u>	<u>20</u>	<u>160</u>
Small Cities/Satellite Cities						
The VIPs	30	20	10	60	40	160
Twentysomethings	50	40	20	40	10	160
Small-City Singles	40	30	40	30	0	140
<i>Subtotal:</i>	<u>120</u>	<u>90</u>	<u>70</u>	<u>130</u>	<u>50</u>	<u>460</u>
Metropolitan Suburbs						
Fast-Track Professionals	10	10	0	10	10	40
Upscale Suburban Couples	20	10	10	60	30	130
<i>Subtotal:</i>	<u>30</u>	<u>20</u>	<u>10</u>	<u>70</u>	<u>40</u>	<u>170</u>
Total:	220	160	90	210	110	790
Percent:	27.8%	20.3%	11.4%	26.6%	13.9%	100.0%

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

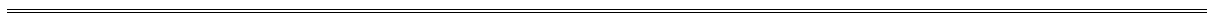
RESIDENTIAL MARKET POTENTIAL

Downtown Springfield

City of Springfield, Hampden County, Massachusetts

December, 2006

Appendix Two Tables



**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups
Hampshire County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	12,270	110	27.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,700	30	7.5%
<i>Metropolitan Suburbs</i>	1,680	20	5.0%
<i>Town & Country/Exurbs</i>	8,890	60	15.0%
Traditional & Non-Traditional Families	10,230	140	35.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	700	20	5.0%
<i>Metropolitan Suburbs</i>	660	10	2.5%
<i>Town & Country/Exurbs</i>	8,870	110	27.5%
Younger Singles & Couples	16,225	150	37.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,120	70	17.5%
<i>Metropolitan Suburbs</i>	855	20	5.0%
<i>Town & Country/Exurbs</i>	12,250	60	15.0%
Total:	38,725	400	100.0%
Total County Households:	58,765		
Classified Households As A Share Of Total County Households:	65.9%		

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups
Hampshire County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	12,270	110	27.5%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	560	10	2.5%
Middle-Class Move-Downs	1,140	20	5.0%
<i>Subtotal:</i>	<u>1,700</u>	<u>30</u>	<u>7.5%</u>
<i>Metropolitan Suburbs</i>			
Old Money	25	0	0.0%
Suburban Establishment	210	0	0.0%
Affluent Empty Nesters	75	0	0.0%
Mainstream Retirees	820	10	2.5%
Middle-American Retirees	550	10	2.5%
<i>Subtotal:</i>	<u>1,680</u>	<u>20</u>	<u>5.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	2,035	30	7.5%
New Empty Nesters	1,960	30	7.5%
RV Retirees	4,895	0	0.0%
<i>Subtotal:</i>	<u>8,890</u>	<u>60</u>	<u>15.0%</u>

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Hampshire County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	10,230	140	35.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	325	10	2.5%
Multi-Ethnic Families	375	10	2.5%
<i>Subtotal:</i>	700	20	5.0%
<i>Metropolitan Suburbs</i>			
The Social Register	55	0	0.0%
The Entrepreneurs	30	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	165	0	0.0%
Full-Nest Suburbanites	65	0	0.0%
Blue-Collar Button-Downs	345	10	2.5%
<i>Subtotal:</i>	660	10	2.5%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	2,165	40	10.0%
Full-Nest Exurbanites	1,035	20	5.0%
New-Town Families	2,625	50	12.5%
Small-Town Families	1,495	0	0.0%
Blue-Collar Families	1,550	0	0.0%
<i>Subtotal:</i>	8,870	110	27.5%

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups
Hampshire County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	16,225	150	37.5%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	1,245	20	5.0%
Twentysomethings	885	20	5.0%
Small-City Singles	990	30	7.5%
<i>Subtotal:</i>	<u>3,120</u>	<u>70</u>	<u>17.5%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	115	0	0.0%
Suburban Achievers	195	10	2.5%
No-Nest Suburbanites	545	10	2.5%
<i>Subtotal:</i>	<u>855</u>	<u>20</u>	<u>5.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	3,290	60	15.0%
Cross-Training Couples	6,665	0	0.0%
Exurban Suburbanites	2,295	0	0.0%
<i>Subtotal:</i>	<u>12,250</u>	<u>60</u>	<u>15.0%</u>

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Hartford County, Connecticut

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	109,700	90	36.0%
<i>Metropolitan Cities</i>	11,225	10	4.0%
<i>Small Cities/Satellite Cities</i>	15,595	10	4.0%
<i>Metropolitan Suburbs</i>	50,570	50	20.0%
<i>Town & Country/Exurbs</i>	32,310	20	8.0%
Traditional & Non-Traditional Families	76,065	80	32.0%
<i>Metropolitan Cities</i>	6,520	0	0.0%
<i>Small Cities/Satellite Cities</i>	8,770	10	4.0%
<i>Metropolitan Suburbs</i>	29,405	30	12.0%
<i>Town & Country/Exurbs</i>	31,370	40	16.0%
Younger Singles & Couples	81,215	80	32.0%
<i>Metropolitan Cities</i>	8,170	10	4.0%
<i>Small Cities/Satellite Cities</i>	18,450	30	12.0%
<i>Metropolitan Suburbs</i>	26,715	40	16.0%
<i>Town & Country/Exurbs</i>	27,880	0	0.0%
Total:	266,980	250	100.0%
Total County Households:	348,605		
Classified Households As A Share Of Total County Households:	76.6%		

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Hartford County, Connecticut

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	109,700	90	36.0%
<i>Metropolitan Cities</i>			
Urban Establishment	5,455	0	0.0%
Cosmopolitan Couples	2,980	0	0.0%
Multi-Ethnic Empty Nesters	2,790	10	4.0%
<i>Subtotal:</i>	<u>11,225</u>	<u>10</u>	<u>4.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	4,490	0	0.0%
Middle-Class Move-Downs	11,105	10	4.0%
<i>Subtotal:</i>	<u>15,595</u>	<u>10</u>	<u>4.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	8,875	10	4.0%
Suburban Establishment	13,450	10	4.0%
Affluent Empty Nesters	10,960	10	4.0%
Mainstream Retirees	7,115	10	4.0%
Middle-American Retirees	10,170	10	4.0%
<i>Subtotal:</i>	<u>50,570</u>	<u>50</u>	<u>20.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	19,065	20	8.0%
New Empty Nesters	2,795	0	0.0%
RV Retirees	10,450	0	0.0%
<i>Subtotal:</i>	<u>32,310</u>	<u>20</u>	<u>8.0%</u>

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Hartford County, Connecticut

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	76,065	80	32.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	3,385	0	0.0%
Multi-Cultural Families	3,135	0	0.0%
<i>Subtotal:</i>	<u>6,520</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	4,435	0	0.0%
Multi-Ethnic Families	4,335	10	4.0%
<i>Subtotal:</i>	<u>8,770</u>	<u>10</u>	<u>4.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	4,295	0	0.0%
The Entrepreneurs	5,685	10	4.0%
Nouveau Money	3,220	0	0.0%
Late-Nest Suburbanites	7,390	10	4.0%
Full-Nest Suburbanites	5,195	10	4.0%
Blue-Collar Button-Downs	3,620	0	0.0%
<i>Subtotal:</i>	<u>29,405</u>	<u>30</u>	<u>12.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	19,605	30	12.0%
Full-Nest Exurbanites	2,160	0	0.0%
New-Town Families	5,860	10	4.0%
Small-Town Families	220	0	0.0%
Blue-Collar Families	3,525	0	0.0%
<i>Subtotal:</i>	<u>31,370</u>	<u>40</u>	<u>16.0%</u>

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Hartford County, Connecticut

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	81,215	80	32.0%
<i>Metropolitan Cities</i>			
e-Types	980	0	0.0%
New Bohemians	3,365	0	0.0%
Urban Achievers	3,825	10	4.0%
<i>Subtotal:</i>	<u>8,170</u>	<u>10</u>	<u>4.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	4,725	10	4.0%
Twentysomethings	6,250	10	4.0%
Small-City Singles	7,475	10	4.0%
<i>Subtotal:</i>	<u>18,450</u>	<u>30</u>	<u>12.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	3,070	10	4.0%
Upscale Suburban Couples	10,875	10	4.0%
Suburban Achievers	5,495	10	4.0%
No-Nest Suburbanites	7,275	10	4.0%
<i>Subtotal:</i>	<u>26,715</u>	<u>40</u>	<u>16.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	16,265	0	0.0%
Cross-Training Couples	9,800	0	0.0%
Exurban Suburbanites	1,815	0	0.0%
<i>Subtotal:</i>	<u>27,880</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups
Worcester County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	62,785	70	28.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	9,770	10	4.0%
<i>Metropolitan Suburbs</i>	18,315	30	12.0%
<i>Town & Country/Exurbs</i>	34,700	30	12.0%
Traditional & Non-Traditional Families	83,685	110	44.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	7,705	20	8.0%
<i>Metropolitan Suburbs</i>	18,370	30	12.0%
<i>Town & Country/Exurbs</i>	57,610	60	24.0%
Younger Singles & Couples	70,605	70	28.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	15,990	40	16.0%
<i>Metropolitan Suburbs</i>	18,395	30	12.0%
<i>Town & Country/Exurbs</i>	36,220	0	0.0%
Total:	217,075	250	100.0%
Total County Households:	301,890		
Classified Households As A Share Of Total County Households:	71.9%		

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups
Worcester County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	62,785	70	28.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	3,345	0	0.0%
Middle-Class Move-Downs	6,425	10	4.0%
<i>Subtotal:</i>	<u>9,770</u>	<u>10</u>	<u>4.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	2,000	0	0.0%
Suburban Establishment	5,160	10	4.0%
Affluent Empty Nesters	3,260	0	0.0%
Mainstream Retirees	3,650	10	4.0%
Middle-American Retirees	4,245	10	4.0%
<i>Subtotal:</i>	<u>18,315</u>	<u>30</u>	<u>12.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	12,360	20	8.0%
New Empty Nesters	9,155	10	4.0%
RV Retirees	13,185	0	0.0%
<i>Subtotal:</i>	<u>34,700</u>	<u>30</u>	<u>12.0%</u>

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Worcester County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	83,685	110	44.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	4,060	10	4.0%
Multi-Ethnic Families	3,645	10	4.0%
<i>Subtotal:</i>	7,705	20	8.0%
<i>Metropolitan Suburbs</i>			
The Social Register	1,465	0	0.0%
The Entrepreneurs	2,620	0	0.0%
Nouveau Money	2,240	10	4.0%
Late-Nest Suburbanites	3,360	0	0.0%
Full-Nest Suburbanites	5,145	10	4.0%
Blue-Collar Button-Downs	3,540	10	4.0%
<i>Subtotal:</i>	18,370	30	12.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	20,160	0	0.0%
Full-Nest Exurbanites	9,970	20	8.0%
New-Town Families	12,510	30	12.0%
Small-Town Families	3,550	10	4.0%
Blue-Collar Families	11,420	0	0.0%
<i>Subtotal:</i>	57,610	60	24.0%

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Worcester County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	70,605	70	28.0%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	3,995	10	4.0%
Twentysomethings	4,155	10	4.0%
Small-City Singles	7,840	20	8.0%
<i>Subtotal:</i>	<u>15,990</u>	<u>40</u>	<u>16.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	1,570	0	0.0%
Upscale Suburban Couples	7,435	10	4.0%
Suburban Achievers	3,830	10	4.0%
No-Nest Suburbanites	5,560	10	4.0%
<i>Subtotal:</i>	<u>18,395</u>	<u>30</u>	<u>12.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	16,160	0	0.0%
Cross-Training Couples	14,000	0	0.0%
Exurban Suburbanites	6,060	0	0.0%
<i>Subtotal:</i>	<u>36,220</u>	<u>0</u>	<u>0.0%</u>

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

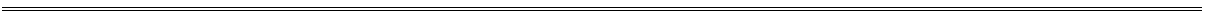
RESIDENTIAL MARKET POTENTIAL

Downtown Springfield

City of Springfield, Hampden County, Massachusetts

December, 2006

Appendix Three Tables



**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Middlesex County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	152,975	20	13.3%
<i>Metropolitan Cities</i>	38,245	10	6.7%
<i>Small Cities/Satellite Cities</i>	13,040	0	0.0%
<i>Metropolitan Suburbs</i>	77,025	10	6.7%
<i>Town & Country/Exurbs</i>	24,665	0	0.0%
Traditional & Non-Traditional Families	165,770	40	26.7%
<i>Metropolitan Cities</i>	33,035	10	6.7%
<i>Small Cities/Satellite Cities</i>	10,965	0	0.0%
<i>Metropolitan Suburbs</i>	83,070	30	20.0%
<i>Town & Country/Exurbs</i>	38,700	0	0.0%
Younger Singles & Couples	186,305	90	60.0%
<i>Metropolitan Cities</i>	78,640	50	33.3%
<i>Small Cities/Satellite Cities</i>	21,755	10	6.7%
<i>Metropolitan Suburbs</i>	52,480	30	20.0%
<i>Town & Country/Exurbs</i>	33,430	0	0.0%
Total:	505,050	150	100.0%
Total County Households:	566,225		
Classified Households As A Share Of Total County Households:	89.2%		

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Middlesex County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	152,975	20	13.3%
<i>Metropolitan Cities</i>			
Urban Establishment	25,830	10	6.7%
Cosmopolitan Couples	7,455	0	0.0%
Multi-Ethnic Empty Nesters	4,960	0	0.0%
<i>Subtotal:</i>	<u>38,245</u>	<u>10</u>	<u>6.7%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	6,175	0	0.0%
Middle-Class Move-Downs	6,865	0	0.0%
<i>Subtotal:</i>	<u>13,040</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	33,630	0	0.0%
Suburban Establishment	18,170	10	6.7%
Affluent Empty Nesters	12,620	0	0.0%
Mainstream Retirees	10,475	0	0.0%
Middle-American Retirees	2,130	0	0.0%
<i>Subtotal:</i>	<u>77,025</u>	<u>10</u>	<u>6.7%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	18,175	0	0.0%
New Empty Nesters	1,780	0	0.0%
RV Retirees	4,710	0	0.0%
<i>Subtotal:</i>	<u>24,665</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Middlesex County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	165,770	40	26.7%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	24,960	10	6.7%
Multi-Cultural Families	8,075	0	0.0%
<i>Subtotal:</i>	33,035	10	6.7%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	6,750	0	0.0%
Multi-Ethnic Families	4,215	0	0.0%
<i>Subtotal:</i>	10,965	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	17,965	0	0.0%
The Entrepreneurs	29,280	10	6.7%
Nouveau Money	10,980	10	6.7%
Late-Nest Suburbanites	10,670	0	0.0%
Full-Nest Suburbanites	10,115	10	6.7%
Blue-Collar Button-Downs	4,060	0	0.0%
<i>Subtotal:</i>	83,070	30	20.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	30,970	0	0.0%
Full-Nest Exurbanites	1,645	0	0.0%
New-Town Families	4,515	0	0.0%
Small-Town Families	295	0	0.0%
Blue-Collar Families	1,275	0	0.0%
<i>Subtotal:</i>	38,700	0	0.0%

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Middlesex County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	186,305	90	60.0%
<i>Metropolitan Cities</i>			
e-Types	28,905	20	13.3%
New Bohemians	32,895	20	13.3%
Urban Achievers	16,840	10	6.7%
<i>Subtotal:</i>	<u>78,640</u>	<u>50</u>	<u>33.3%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	10,005	10	6.7%
Twentysomethings	7,240	0	0.0%
Small-City Singles	4,510	0	0.0%
<i>Subtotal:</i>	<u>21,755</u>	<u>10</u>	<u>6.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	16,020	10	6.7%
Upscale Suburban Couples	15,840	10	6.7%
Suburban Achievers	13,285	10	6.7%
No-Nest Suburbanites	7,335	0	0.0%
<i>Subtotal:</i>	<u>52,480</u>	<u>30</u>	<u>20.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	24,285	0	0.0%
Cross-Training Couples	7,120	0	0.0%
Exurban Suburbanites	2,025	0	0.0%
<i>Subtotal:</i>	<u>33,430</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Suffolk County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	47,265	20	20.0%
<i>Metropolitan Cities</i>	40,080	20	20.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	7,185	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	40,980	20	20.0%
<i>Metropolitan Cities</i>	36,755	20	20.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	4,225	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Younger Singles & Couples	111,925	60	60.0%
<i>Metropolitan Cities</i>	106,160	60	60.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	5,765	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	200,170	100	100.0%
Total County Households:	266,345		
Classified Households As A Share Of Total County Households:	75.2%		

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

Households With The Potential To Move To The City Of Springfield In 2006

Household Classification By Market Groups
Suffolk County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	47,265	20	20.0%
<i>Metropolitan Cities</i>			
Urban Establishment	26,570	10	10.0%
Cosmopolitan Couples	5,590	0	0.0%
Multi-Ethnic Empty Nesters	7,920	10	10.0%
<i>Subtotal:</i>	<u>40,080</u>	<u>20</u>	<u>20.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	1,500	0	0.0%
Suburban Establishment	2,090	0	0.0%
Affluent Empty Nesters	955	0	0.0%
Mainstream Retirees	1,200	0	0.0%
Middle-American Retirees	1,440	0	0.0%
<i>Subtotal:</i>	<u>7,185</u>	<u>0</u>	<u>0.0%</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%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Suffolk County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	40,980	20	20.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	17,615	10	10.0%
Multi-Cultural Families	19,140	10	10.0%
<i>Subtotal:</i>	36,755	20	20.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	505	0	0.0%
The Entrepreneurs	1,130	0	0.0%
Nouveau Money	210	0	0.0%
Late-Nest Suburbanites	815	0	0.0%
Full-Nest Suburbanites	980	0	0.0%
Blue-Collar Button-Downs	585	0	0.0%
<i>Subtotal:</i>	4,225	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%
Blue-Collar Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%

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

**Households With The Potential
To Move To The City Of Springfield In 2006**
Household Classification By Market Groups
Suffolk County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	111,925	60	60.0%
<i>Metropolitan Cities</i>			
e-Types	40,755	20	20.0%
New Bohemians	28,830	20	20.0%
Urban Achievers	36,575	20	20.0%
<i>Subtotal:</i>	<u>106,160</u>	<u>60</u>	<u>60.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	1,190	0	0.0%
Upscale Suburban Couples	2,205	0	0.0%
Suburban Achievers	1,225	0	0.0%
No-Nest Suburbanites	1,145	0	0.0%
<i>Subtotal:</i>	<u>5,765</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%
Exurban Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Essex County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	80,380	10	20.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	20,310	10	20.0%
<i>Metropolitan Suburbs</i>	41,325	0	0.0%
<i>Town & Country/Exurbs</i>	18,745	0	0.0%
Traditional & Non-Traditional Families	70,350	0	0.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	15,185	0	0.0%
<i>Metropolitan Suburbs</i>	32,650	0	0.0%
<i>Town & Country/Exurbs</i>	22,515	0	0.0%
Younger Singles & Couples	67,945	40	80.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	28,840	30	60.0%
<i>Metropolitan Suburbs</i>	21,090	10	20.0%
<i>Town & Country/Exurbs</i>	18,015	0	0.0%
Total:	218,675	50	100.0%
Total County Households:	284,560		
Classified Households As A Share Of Total County Households:	76.8%		

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Essex County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	80,380	10	20.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	8,345	0	0.0%
Middle-Class Move-Downs	11,965	10	20.0%
<i>Subtotal:</i>	<u>20,310</u>	<u>10</u>	<u>20.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	11,290	0	0.0%
Suburban Establishment	10,860	0	0.0%
Affluent Empty Nesters	8,380	0	0.0%
Mainstream Retirees	8,085	0	0.0%
Middle-American Retirees	2,710	0	0.0%
<i>Subtotal:</i>	<u>41,325</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	10,775	0	0.0%
New Empty Nesters	875	0	0.0%
RV Retirees	7,095	0	0.0%
<i>Subtotal:</i>	<u>18,745</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Essex County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	70,350	0	0.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	7,995	0	0.0%
Multi-Ethnic Families	7,190	0	0.0%
<i>Subtotal:</i>	15,185	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	6,045	0	0.0%
The Entrepreneurs	7,900	0	0.0%
Nouveau Money	3,840	0	0.0%
Late-Nest Suburbanites	6,570	0	0.0%
Full-Nest Suburbanites	5,595	0	0.0%
Blue-Collar Button-Downs	2,700	0	0.0%
<i>Subtotal:</i>	32,650	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	16,230	0	0.0%
Full-Nest Exurbanites	680	0	0.0%
New-Town Families	4,480	0	0.0%
Small-Town Families	0	0	0.0%
Blue-Collar Families	1,125	0	0.0%
<i>Subtotal:</i>	22,515	0	0.0%

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Essex County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	67,945	40	80.0%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	12,565	10	20.0%
Twentysomethings	8,465	10	20.0%
Small-City Singles	7,810	10	20.0%
<i>Subtotal:</i>	<u>28,840</u>	<u>30</u>	<u>60.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	2,940	0	0.0%
Upscale Suburban Couples	9,355	10	20.0%
Suburban Achievers	4,465	0	0.0%
No-Nest Suburbanites	4,330	0	0.0%
<i>Subtotal:</i>	<u>21,090</u>	<u>10</u>	<u>20.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	10,635	0	0.0%
Cross-Training Couples	6,285	0	0.0%
Exurban Suburbanites	1,095	0	0.0%
<i>Subtotal:</i>	<u>18,015</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Norfolk County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	82,680	10	20.0%
<i>Metropolitan Cities</i>	4,905	0	0.0%
<i>Small Cities/Satellite Cities</i>	20,425	10	20.0%
<i>Metropolitan Suburbs</i>	43,100	0	0.0%
<i>Town & Country/Exurbs</i>	14,250	0	0.0%
Traditional & Non-Traditional Families	69,705	10	20.0%
<i>Metropolitan Cities</i>	2,425	0	0.0%
<i>Small Cities/Satellite Cities</i>	10,325	0	0.0%
<i>Metropolitan Suburbs</i>	36,970	10	20.0%
<i>Town & Country/Exurbs</i>	19,985	0	0.0%
Younger Singles & Couples	73,830	30	60.0%
<i>Metropolitan Cities</i>	14,755	10	20.0%
<i>Small Cities/Satellite Cities</i>	21,930	20	40.0%
<i>Metropolitan Suburbs</i>	21,025	0	0.0%
<i>Town & Country/Exurbs</i>	16,120	0	0.0%
Total:	226,215	50	100.0%
Total County Households:	254,335		
Classified Households As A Share Of Total County Households:	88.9%		

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Norfolk County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	82,680	10	20.0%
<i>Metropolitan Cities</i>			
Urban Establishment	4,330	0	0.0%
Cosmopolitan Couples	465	0	0.0%
Multi-Ethnic Empty Nesters	110	0	0.0%
<i>Subtotal:</i>	<u>4,905</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	9,535	0	0.0%
Middle-Class Move-Downs	10,890	10	20.0%
<i>Subtotal:</i>	<u>20,425</u>	<u>10</u>	<u>20.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	16,255	0	0.0%
Suburban Establishment	9,630	0	0.0%
Affluent Empty Nesters	7,645	0	0.0%
Mainstream Retirees	7,205	0	0.0%
Middle-American Retirees	2,365	0	0.0%
<i>Subtotal:</i>	<u>43,100</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	9,040	0	0.0%
New Empty Nesters	1,760	0	0.0%
RV Retirees	3,450	0	0.0%
<i>Subtotal:</i>	<u>14,250</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential
To Move To The City Of Springfield In 2006**

Household Classification By Market Groups

Norfolk County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	69,705	10	20.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	2,115	0	0.0%
Multi-Cultural Families	310	0	0.0%
<i>Subtotal:</i>	<u>2,425</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	7,130	0	0.0%
Multi-Ethnic Families	3,195	0	0.0%
<i>Subtotal:</i>	<u>10,325</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	8,815	0	0.0%
The Entrepreneurs	12,205	10	20.0%
Nouveau Money	4,365	0	0.0%
Late-Nest Suburbanites	5,755	0	0.0%
Full-Nest Suburbanites	3,405	0	0.0%
Blue-Collar Button-Downs	2,425	0	0.0%
<i>Subtotal:</i>	<u>36,970</u>	<u>10</u>	<u>20.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	15,390	0	0.0%
Full-Nest Exurbanites	1,125	0	0.0%
New-Town Families	2,870	0	0.0%
Small-Town Families	0	0	0.0%
Blue-Collar Families	600	0	0.0%
<i>Subtotal:</i>	<u>19,985</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential
To Move To The City Of Springfield In 2006**
Household Classification By Market Groups
Norfolk County, Massachusetts

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	73,830	30	60.0%
<i>Metropolitan Cities</i>			
e-Types	9,985	10	20.0%
New Bohemians	3,990	0	0.0%
Urban Achievers	780	0	0.0%
<i>Subtotal:</i>	<u>14,755</u>	<u>10</u>	<u>20.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	11,730	10	20.0%
Twentysomethings	6,670	10	20.0%
Small-City Singles	3,530	0	0.0%
<i>Subtotal:</i>	<u>21,930</u>	<u>20</u>	<u>40.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	4,760	0	0.0%
Upscale Suburban Couples	7,035	0	0.0%
Suburban Achievers	4,825	0	0.0%
No-Nest Suburbanites	4,405	0	0.0%
<i>Subtotal:</i>	<u>21,025</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	10,890	0	0.0%
Cross-Training Couples	4,490	0	0.0%
Exurban Suburbanites	740	0	0.0%
<i>Subtotal:</i>	<u>16,120</u>	<u>0</u>	<u>0.0%</u>

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

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ASSUMPTIONS AND LIMITATIONS—

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

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

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



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