

---

---

Appendix

# TARGET MARKET TABLES

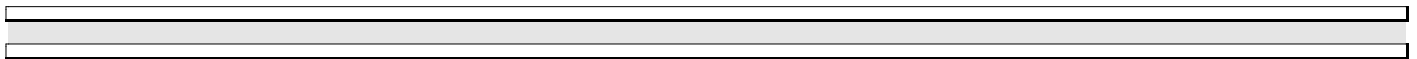
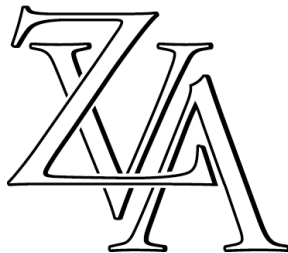
RESIDENTIAL MARKET POTENTIAL

Downtown Mobile Study Area

City of Mobile,  
Mobile County, Alabama

October, 2006

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



**Gross Annual Household In-Migration***Mobile County, Alabama***2000, 2001, 2002, 2003, 2004**

County of Origin	..... 2000 .....		..... 2001 .....		..... 2002 .....		..... 2003 .....		..... 2004 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Baldwin	555	10.4%	575	11.2%	545	10.9%	560	11.0%	620	12.0%
APO/FPO/Foreign	155	2.9%	185	3.6%	180	3.6%	195	3.8%	135	2.6%
Jackson, MS	215	4.0%	215	4.2%	220	4.4%	185	3.6%	205	4.0%
Jefferson	155	2.9%	145	2.8%	160	3.2%	155	3.0%	170	3.3%
Washington	125	2.3%	105	2.0%	105	2.1%	115	2.3%	110	2.1%
Escambia, FL	120	2.3%	115	2.2%	110	2.2%	100	2.0%	100	1.9%
Harrison, MS	105	2.0%	80	1.6%	95	1.9%	90	1.8%	105	2.0%
Montgomery	100	1.9%	85	1.7%	95	1.9%	85	1.7%	75	1.5%
Tuscaloosa	80	1.5%	65	1.3%	55	1.1%	65	1.3%	50	1.0%
George, MS	45	0.8%	45	0.9%	55	1.1%	60	1.2%	50	1.0%
Clarke	80	1.5%	75	1.5%	70	1.4%	60	1.2%	75	1.5%
Jefferson, LA	45	0.8%	70	1.4%	45	0.9%	55	1.1%	45	0.9%
Harris, TX	65	1.2%	45	0.9%	50	1.0%	55	1.1%	55	1.1%
Lee	40	0.8%	35	0.7%	30	0.6%	45	0.9%	50	1.0%
Dallas, TX	20	0.4%	25	0.5%	25	0.5%	40	0.8%	30	0.6%
Escambia	40	0.8%	30	0.6%	35	0.7%	40	0.8%	45	0.9%
Madison	45	0.8%	30	0.6%	50	1.0%	40	0.8%	45	0.9%
Okaloosa, FL	35	0.7%	35	0.7%	25	0.5%	35	0.7%	35	0.7%
Fulton, GA	45	0.8%	40	0.8%	30	0.6%	35	0.7%	35	0.7%
Orleans, LA	50	0.9%	30	0.6%	30	0.6%	35	0.7%	40	0.8%
Forrest, MS	25	0.5%	25	0.5%	20	0.4%	35	0.7%	30	0.6%
Miami Dade, FL	30	0.6%	25	0.5%	25	0.5%	35	0.7%	25	0.5%
Santa Rosa, FL	25	0.5%	20	0.4%	25	0.5%	35	0.7%	40	0.8%
Los Angeles, CA	25	0.5%	15	0.3%	25	0.5%	30	0.6%	25	0.5%
San Diego, CA	30	0.6%	20	0.4%	30	0.6%	30	0.6%	30	0.6%
De Kalb, GA	40	0.8%	40	0.8%	35	0.7%	30	0.6%	30	0.6%
Monroe	30	0.6%	25	0.5%	35	0.7%	30	0.6%	30	0.6%
Duval, FL	25	0.5%	40	0.8%	25	0.5%	30	0.6%	35	0.7%
Shelby, TN	40	0.8%	30	0.6%	35	0.7%	30	0.6%	25	0.5%
Shelby	50	0.9%	35	0.7%	40	0.8%	25	0.5%	45	0.9%
Houston	30	0.6%	30	0.6%	25	0.5%	25	0.5%	25	0.5%
Bay, FL	25	0.5%	20	0.4%	15	0.3%	25	0.5%	25	0.5%
St. Tammany, LA	30	0.6%	20	0.4%	20	0.4%	25	0.5%	30	0.6%
Wayne, MI	20	0.4%	25	0.5%	15	0.3%	25	0.5%	25	0.5%
Leon, FL	20	0.4%	15	0.3%	20	0.4%	25	0.5%	25	0.5%
All Other Counties	2,755	51.8%	2,730	53.1%	2,580	51.8%	2,600	51.1%	2,640	51.2%
<b>Total In-Migration:</b>	<b>5,320</b>	<b>100.0%</b>	<b>5,145</b>	<b>100.0%</b>	<b>4,980</b>	<b>100.0%</b>	<b>5,085</b>	<b>100.0%</b>	<b>5,160</b>	<b>100.0%</b>

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

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

**Gross Annual Household Out-Migration***Mobile County, Alabama***2000, 2001, 2002, 2003, 2004**

Destination County	..... 2000 .....		..... 2001 .....		..... 2002 .....		..... 2003 .....		..... 2004 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Baldwin	735	12.0%	875	14.2%	800	14.0%	835	14.9%	810	14.8%
APO/FPO/Foreign	120	2.0%	105	1.7%	100	1.8%	60	1.1%	95	1.7%
Jackson, MS	150	2.4%	165	2.7%	155	2.7%	155	2.8%	170	3.1%
Jefferson	240	3.9%	220	3.6%	240	4.2%	225	4.0%	210	3.8%
Washington	95	1.5%	115	1.9%	85	1.5%	115	2.1%	90	1.6%
Escambia, FL	130	2.1%	130	2.1%	115	2.0%	135	2.4%	100	1.8%
Harrison, MS	105	1.7%	100	1.6%	80	1.4%	105	1.9%	65	1.2%
Montgomery	120	2.0%	105	1.7%	110	1.9%	100	1.8%	100	1.8%
Tuscaloosa	80	1.3%	60	1.0%	60	1.1%	50	0.9%	45	0.8%
George, MS	65	1.1%	80	1.3%	70	1.2%	55	1.0%	70	1.3%
Clarke	65	1.1%	60	1.0%	45	0.8%	50	0.9%	45	0.8%
Jefferson, LA	50	0.8%	40	0.6%	60	1.1%	55	1.0%	40	0.7%
Harris, TX	105	1.7%	95	1.5%	90	1.6%	55	1.0%	80	1.5%
Lee	50	0.8%	40	0.6%	55	1.0%	50	0.9%	60	1.1%
Dallas, TX	45	0.7%	25	0.4%	30	0.5%	20	0.4%	35	0.6%
Escambia	35	0.6%	35	0.6%	20	0.4%	25	0.4%	30	0.5%
Madison	40	0.7%	60	1.0%	50	0.9%	45	0.8%	60	1.1%
Okaloosa, FL	30	0.5%	40	0.6%	45	0.8%	60	1.1%	45	0.8%
Fulton, GA	75	1.2%	70	1.1%	55	1.0%	50	0.9%	50	0.9%
Orleans, LA	35	0.6%	45	0.7%	50	0.9%	40	0.7%	35	0.6%
Forrest, MS	25	0.4%	15	0.2%	30	0.5%	25	0.4%	40	0.7%
Miami Dade, FL	25	0.4%	15	0.2%	20	0.4%	25	0.4%	20	0.4%
Santa Rosa, FL	40	0.7%	45	0.7%	40	0.7%	35	0.6%	35	0.6%
Los Angeles, CA	35	0.6%	35	0.6%	30	0.5%	25	0.4%	20	0.4%
San Diego, CA	30	0.5%	30	0.5%	35	0.6%	40	0.7%	40	0.7%
De Kalb, GA	85	1.4%	75	1.2%	50	0.9%	65	1.2%	45	0.8%
Monroe	25	0.4%	15	0.2%	20	0.4%	20	0.4%	25	0.5%
Duval, FL	55	0.9%	40	0.6%	60	1.1%	40	0.7%	40	0.7%
Shelby, TN	40	0.7%	35	0.6%	40	0.7%	30	0.5%	25	0.5%
Shelby	60	1.0%	75	1.2%	60	1.1%	85	1.5%	75	1.4%
Houston	35	0.6%	40	0.6%	20	0.4%	35	0.6%	15	0.3%
Bay, FL	25	0.4%	30	0.5%	30	0.5%	25	0.4%	30	0.5%
St. Tammany, LA	35	0.6%	40	0.6%	40	0.7%	30	0.5%	30	0.5%
Wayne, MI	25	0.4%	15	0.2%	10	0.2%	10	0.2%	45	0.8%
Leon, FL	30	0.5%	25	0.4%	25	0.4%	30	0.5%	20	0.4%
All Other Counties	3,205	52.2%	3,165	51.4%	2,870	50.4%	2,785	49.8%	2,745	50.0%
<b>Total Out-Migration:</b>	<b>6,145</b>	<b>100.0%</b>	<b>6,160</b>	<b>100.0%</b>	<b>5,695</b>	<b>100.0%</b>	<b>5,590</b>	<b>100.0%</b>	<b>5,485</b>	<b>100.0%</b>

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

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

**Net Annual Household Migration***Mobile County, Alabama***2000, 2001, 2002, 2003, 2004**

County	..... 2000 .....	..... 2001 .....	..... 2002 .....	..... 2003 .....	..... 2004 .....
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Baldwin	-180	-300	-255	-275	-190
APO/FPO/Foreign	35	80	80	135	40
Jackson, MS	65	50	65	30	35
Jefferson	-85	-75	-80	-70	-40
Washington	30	-10	20	0	20
Escambia, FL	-10	-15	-5	-35	0
Harrison, MS	0	-20	15	-15	40
Montgomery	-20	-20	-15	-15	-25
Tuscaloosa	0	5	-5	15	5
George, MS	-20	-35	-15	5	-20
Clarke	15	15	25	10	30
Jefferson, LA	-5	30	-15	0	5
Harris, TX	-40	-50	-40	0	-25
Lee	-10	-5	-25	-5	-10
Dallas, TX	-25	0	-5	20	-5
Escambia	5	-5	15	15	15
Madison	5	-30	0	-5	-15
Okaloosa, FL	5	-5	-20	-25	-10
Fulton, GA	-30	-30	-25	-15	-15
Orleans, LA	15	-15	-20	-5	5
Forrest, MS	0	10	-10	10	-10
Miami Dade, FL	5	10	5	10	5
Santa Rosa, FL	-15	-25	-15	0	5
Los Angeles, CA	-10	-20	-5	5	5
San Diego, CA	0	-10	-5	-10	-10
De Kalb, GA	-45	-35	-15	-35	-15
Monroe	5	10	15	10	5
Duval, FL	-30	0	-35	-10	-5
Shelby, TN	0	-5	-5	0	0
Shelby	-10	-40	-20	-60	-30
Houston	-5	-10	5	-10	10
Bay, FL	0	-10	-15	0	-5
St. Tammany, LA	-5	-20	-20	-5	0
Leon, FL	-10	-10	-5	-5	5
Wayne, MI	-5	10	5	15	-20
All Other Counties	-450	-435	-290	-185	-105
<b>Total Net Migration:</b>	<b>-825</b>	<b>-1,015</b>	<b>-715</b>	<b>-505</b>	<b>-325</b>

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 Mobile, Mobile County, Alabama*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
<b>Empty Nesters &amp; Retirees</b>	<b>15,170</b>	<b>36.0%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,055	4.9%
<i>Metropolitan Suburbs</i>	12,195	28.9%
<i>Town &amp; Country/Exurbs</i>	920	2.2%
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,660</b>	<b>27.6%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,185	2.8%
<i>Metropolitan Suburbs</i>	9,435	22.4%
<i>Town &amp; Country/Exurbs</i>	1,040	2.5%
<b>Younger Singles &amp; Couples</b>	<b>15,345</b>	<b>36.4%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,050	7.2%
<i>Metropolitan Suburbs</i>	11,560	27.4%
<i>Town &amp; Country/Exurbs</i>	735	1.7%
<b>Total:</b>	<b>42,175</b>	<b>100.0%</b>
<b>Total City Households*:</b>	<b>84,225</b>	
<b>Classified Households As A Share Of Total City Households:</b>	<b>50.1%</b>	
<b>Estimated Median Income:</b>	<b>\$35,400</b>	
<b>Estimated National Median Income:</b>	<b>\$48,800</b>	
<b>Estimated Median Home Value:</b>	<b>\$102,200</b>	
<b>Estimated National Median Home Value:</b>	<b>\$161,600</b>	

\* Based on Claritas' January 2006 Post-Katrina estimates.

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

## 2006 Household Classification by Market Groups

*City of Mobile, Mobile County, Alabama*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Empty Nesters &amp; Retirees</b>	<b>15,170</b>	<b>36.0%</b>		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	520	1.2%	\$94,900	\$228,200
Middle-Class Move-Downs	1,535	3.6%	\$63,500	\$170,200
<i>Subtotal:</i>	2,055	4.9%		
<i>Metropolitan Suburbs</i>				
Old Money	1,395	3.3%	\$273,600	\$423,000
Suburban Establishment	1,775	4.2%	\$100,100	\$233,000
Affluent Empty Nesters	2,135	5.1%	\$99,600	\$229,400
Mainstream Retirees	3,255	7.7%	\$79,600	\$146,900
Middle-American Retirees	3,635	8.6%	\$60,100	\$133,300
<i>Subtotal:</i>	12,195	28.9%		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Establishment	295	0.7%	\$100,200	\$216,000
New Empty Nesters	70	0.2%	\$85,900	\$189,300
RV Retirees	555	1.3%	\$66,400	\$168,700
<i>Subtotal:</i>	920	2.2%		

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

## 2006 Household Classification by Market Groups

*City of Mobile, Mobile County, Alabama*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,660</b>	<b>27.6%</b>		
<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	265	0.6%	\$97,400	\$235,100
Multi-Ethnic Families	920	2.2%	\$63,600	\$149,400
Subtotal:	1,185	2.8%		
<i>Metropolitan Suburbs</i>				
The Social Register	600	1.4%	\$237,100	\$356,300
The Entrepreneurs	880	2.1%	\$138,200	\$325,500
Nouveau Money	485	1.1%	\$129,800	\$314,600
Late-Nest Suburbanites	1,985	4.7%	\$90,200	\$230,600
Full-Nest Suburbanites	1,960	4.6%	\$88,900	\$227,100
Blue-Collar Button-Downs	3,525	8.4%	\$62,200	\$168,500
Subtotal:	9,435	22.4%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	180	0.4%	\$126,900	\$309,600
Full-Nest Exurbanites	95	0.2%	\$90,700	\$226,200
New-Town Families	505	1.2%	\$68,600	\$171,800
Small-Town Families	0	0.0%		
Blue-Collar Families	260	0.6%	\$64,600	\$113,100
Subtotal:	1,040	2.5%		

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

## 2006 Household Classification by Market Groups

*City of Mobile, Mobile County, Alabama*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Younger Single &amp; Couples</b>	<b>15,345</b>	<b>36.4%</b>		
<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	530	1.3%	\$89,900	\$202,600
Twentysomethings	845	2.0%	\$66,900	\$159,300
Small-City Singles	1,675	4.0%	\$57,200	\$150,700
Subtotal:	3,050	7.2%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	680	1.6%	\$93,600	\$203,700
Upscale Suburban Couples	3,070	7.3%	\$84,200	\$179,000
Suburban Achievers	4,135	9.8%	\$65,200	\$161,000
No-Nest Suburbanites	3,675	8.7%	\$62,700	\$150,400
Subtotal:	11,560	27.4%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Power Couples	165	0.4%	\$103,300	\$283,700
Cross-Training Couples	130	0.3%	\$70,400	\$151,900
Exurban Suburbanites	440	1.0%	\$52,500	\$133,400
Subtotal:	735	1.7%		

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



## 2006 Household Classification by Market Groups

*Mobile County, Alabama*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
<b>Empty Nesters &amp; Retirees</b>	<b>24,495</b>	<b>32.2%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,055	2.7%
<i>Metropolitan Suburbs</i>	12,705	16.7%
<i>Town &amp; Country/Exurbs</i>	9,735	12.8%
<b>Traditional &amp; Non-Traditional Families</b>	<b>31,195</b>	<b>41.0%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,185	1.6%
<i>Metropolitan Suburbs</i>	10,280	13.5%
<i>Town &amp; Country/Exurbs</i>	19,730	25.9%
<b>Younger Singles &amp; Couples</b>	<b>20,390</b>	<b>26.8%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,050	4.0%
<i>Metropolitan Suburbs</i>	11,965	15.7%
<i>Town &amp; Country/Exurbs</i>	5,375	7.1%
<b>Total:</b>	<b>76,080</b>	<b>100.0%</b>
<b>Total County Households*:</b>	<b>167,795</b>	
<b>Classified Households As A Share Of Total County Households:</b>	<b>45.3%</b>	
<b>Estimated Median Income:</b>	<b>\$39,000</b>	
<b>Estimated National Median Income:</b>	<b>\$48,800</b>	
<b>Estimated Median Home Value:</b>	<b>\$96,300</b>	
<b>Estimated National Median Home Value:</b>	<b>\$161,600</b>	

\* Based on Claritas' January 2006 Post-Katrina estimates.

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

## 2006 Household Classification by Market Groups

Mobile County, Alabama

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Empty Nesters &amp; Retirees</b>	<b>24,495</b>	<b>32.2%</b>		
<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	520	0.7%	\$94,900	\$228,200
Middle-Class Move-Downs	1,535	2.0%	\$63,500	\$170,200
<i>Subtotal:</i>	<u>2,055</u>	<u>2.7%</u>		
<i>Metropolitan Suburbs</i>				
Old Money	1,395	1.8%	\$273,600	\$423,000
Suburban Establishment	1,775	2.3%	\$102,600	\$230,200
Affluent Empty Nesters	2,135	2.8%	\$99,600	\$229,400
Mainstream Retirees	3,255	4.3%	\$79,600	\$146,900
Middle-American Retirees	4,145	5.4%	\$61,600	\$128,900
<i>Subtotal:</i>	<u>12,705</u>	<u>16.7%</u>		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Establishment	2,245	3.0%	\$102,700	\$208,800
New Empty Nesters	3,085	4.1%	\$88,000	\$182,900
RV Retirees	4,405	5.8%	\$68,100	\$163,100
<i>Subtotal:</i>	<u>9,735</u>	<u>12.8%</u>		

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

## 2006 Household Classification by Market Groups

Mobile County, Alabama

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>31,195</b>	<b>41.0%</b>		
<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	265	0.3%	\$97,400	\$235,100
Multi-Ethnic Families	920	1.2%	\$63,600	\$149,400
<i>Subtotal:</i>	<u>1,185</u>	<u>1.6%</u>		
<i>Metropolitan Suburbs</i>				
The Social Register	760	1.0%	\$243,000	\$354,400
The Entrepreneurs	1,050	1.4%	\$141,600	\$324,600
Nouveau Money	620	0.8%	\$133,000	\$309,100
Late-Nest Suburbanites	2,070	2.7%	\$92,400	\$222,900
Full-Nest Suburbanites	2,085	2.7%	\$91,100	\$219,500
Blue-Collar Button-Downs	3,695	4.9%	\$63,700	\$162,800
<i>Subtotal:</i>	<u>10,280</u>	<u>13.5%</u>		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	480	0.6%	\$130,100	\$299,200
Full-Nest Exurbanites	4,450	5.8%	\$92,900	\$218,600
New-Town Families	6,855	9.0%	\$70,300	\$166,100
Small-Town Families	2,530	3.3%	\$69,300	\$132,900
Blue-Collar Families	5,415	7.1%	\$66,200	\$109,300
<i>Subtotal:</i>	<u>19,730</u>	<u>25.9%</u>		

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

## 2006 Household Classification by Market Groups

Mobile County, Alabama

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Younger Single &amp; Couples</b>	<b>20,390</b>	<b>26.8%</b>		
<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	530	0.7%	\$89,900	\$202,600
Twentysomethings	845	1.1%	\$66,900	\$159,300
Small-City Singles	1,675	2.2%	\$57,200	\$150,700
Subtotal:	3,050	4.0%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	790	1.0%	\$93,600	\$203,700
Upscale Suburban Couples	3,070	4.0%	\$84,200	\$179,000
Suburban Achievers	4,135	5.4%	\$65,200	\$161,000
No-Nest Suburbanites	3,970	5.2%	\$64,200	\$145,400
Subtotal:	11,965	15.7%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Power Couples	500	0.7%	\$105,900	\$274,200
Cross-Training Couples	1,485	2.0%	\$72,200	\$146,800
Exurban Suburbanites	3,390	4.5%	\$53,800	\$129,000
Subtotal:	5,375	7.1%		

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

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

Household Classification By Market Groups  
*City of Mobile, Mobile County, Alabama*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>15,170</b>	<b>1,220</b>	<b>24.6%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,055	180	3.6%
<i>Metropolitan Suburbs</i>	12,195	950	19.2%
<i>Town &amp; Country/Exurbs</i>	920	90	1.8%
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,660</b>	<b>1,380</b>	<b>27.9%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,185	140	2.8%
<i>Metropolitan Suburbs</i>	9,435	1,130	22.8%
<i>Town &amp; Country/Exurbs</i>	1,040	110	2.2%
<b>Younger Singles &amp; Couples</b>	<b>15,345</b>	<b>2,350</b>	<b>47.5%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,050	490	9.9%
<i>Metropolitan Suburbs</i>	11,560	1,760	35.6%
<i>Town &amp; Country/Exurbs</i>	735	100	2.0%
<b>Total:</b>	<b>42,175</b>	<b>4,950</b>	<b>100.0%</b>
<b>Total City Households:</b>	<b>84,225</b>		
<b>Classified Households As A Share Of Total City Households:</b>	<b>50.1%</b>		

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

## Households With The Potential To Move Within The City Of Mobile In 2006

Household Classification By Market Groups  
*City of Mobile, Mobile County, Alabama*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>15,170</b>	<b>1,220</b>	<b>24.6%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	520	40	0.8%
Middle-Class Move-Downs	1,535	140	2.8%
<i>Subtotal:</i>	<u>2,055</u>	<u>180</u>	<u>3.6%</u>
<i>Metropolitan Suburbs</i>			
Old Money	1,395	90	1.8%
Suburban Establishment	1,775	130	2.6%
Affluent Empty Nesters	2,135	150	3.0%
Mainstream Retirees	3,255	310	6.3%
Middle-American Retirees	3,635	270	5.5%
<i>Subtotal:</i>	<u>12,195</u>	<u>950</u>	<u>19.2%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	295	30	0.6%
New Empty Nesters	70	10	0.2%
RV Retirees	555	50	1.0%
<i>Subtotal:</i>	<u>920</u>	<u>90</u>	<u>1.8%</u>

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

## Households With The Potential To Move Within The City Of Mobile In 2006

Household Classification By Market Groups  
*City of Mobile, Mobile County, Alabama*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,660</b>	<b>1,380</b>	<b>27.9%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	265	30	0.6%
Multi-Ethnic Families	920	110	2.2%
<i>Subtotal:</i>	1,185	140	2.8%
<i>Metropolitan Suburbs</i>			
The Social Register	600	40	0.8%
The Entrepreneurs	880	90	1.8%
Nouveau Money	485	70	1.4%
Late-Nest Suburbanites	1,985	160	3.2%
Full-Nest Suburbanites	1,960	300	6.1%
Blue-Collar Button-Downs	3,525	470	9.5%
<i>Subtotal:</i>	9,435	1,130	22.8%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	180	20	0.4%
Full-Nest Exurbanites	95	10	0.2%
New-Town Families	505	60	1.2%
Small-Town Families	0	0	0.0%
Blue-Collar Families	260	20	0.4%
<i>Subtotal:</i>	1,040	110	2.2%

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

## Households With The Potential To Move Within The City Of Mobile In 2006

Household Classification By Market Groups  
*City of Mobile, Mobile County, Alabama*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>15,345</b>	<b>2,350</b>	<b>47.5%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	530	70	1.4%
Twentysomethings	845	140	2.8%
Small-City Singles	1,675	280	5.7%
<i>Subtotal:</i>	<u>3,050</u>	<u>490</u>	<u>9.9%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	680	110	2.2%
Upscale Suburban Couples	3,070	380	7.7%
Suburban Achievers	4,135	840	17.0%
No-Nest Suburbanites	3,675	430	8.7%
<i>Subtotal:</i>	<u>11,560</u>	<u>1,760</u>	<u>35.6%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	165	20	0.4%
Cross-Training Couples	130	20	0.4%
Exurban Suburbanites	440	60	1.2%
<i>Subtotal:</i>	<u>735</u>	<u>100</u>	<u>2.0%</u>

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



### Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*Balance of Mobile County, Alabama*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>9,325</b>	<b>380</b>	<b>17.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	510	30	1.4%
<i>Town &amp; Country/Exurbs</i>	8,815	350	15.9%
<b>Traditional &amp; Non-Traditional Families</b>	<b>19,535</b>	<b>1,630</b>	<b>74.1%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	845	70	3.2%
<i>Town &amp; Country/Exurbs</i>	18,690	1,560	70.9%
<b>Younger Singles &amp; Couples</b>	<b>5,045</b>	<b>190</b>	<b>8.6%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	405	40	1.8%
<i>Town &amp; Country/Exurbs</i>	4,640	150	6.8%
<b>Total:</b>	<b>33,905</b>	<b>2,200</b>	<b>100.0%</b>
<b>Total County Households: {Balance of County}</b>	<b>83,570</b>		
<b>Classified Households As A Share Of Total County Households: {Balance of County}</b>	<b>40.6%</b>		

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

### Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*Balance of Mobile County, Alabama*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>9,325</b>	<b>380</b>	<b>17.3%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
Middle-American Retirees	510	30	1.4%
<i>Subtotal:</i>	<u>510</u>	<u>30</u>	<u>1.4%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	1,950	130	5.9%
New Empty Nesters	3,015	220	10.0%
RV Retirees	3,850	0	0.0%
<i>Subtotal:</i>	<u>8,815</u>	<u>350</u>	<u>15.9%</u>

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

## Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*Balance of Mobile County, Alabama*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>19,535</b>	<b>1,630</b>	<b>74.1%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	160	10	0.5%
The Entrepreneurs	170	10	0.5%
Nouveau Money	135	10	0.5%
Late-Nest Suburbanites	85	10	0.5%
Full-Nest Suburbanites	125	10	0.5%
Blue-Collar Button-Downs	170	20	0.9%
<i>Subtotal:</i>	845	70	3.2%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	300	30	1.4%
Full-Nest Exurbanites	4,355	390	17.7%
New-Town Families	6,350	600	27.3%
Small-Town Families	2,530	190	8.6%
Blue-Collar Families	5,155	350	15.9%
<i>Subtotal:</i>	18,690	1,560	70.9%

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

## Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*Balance of Mobile County, Alabama*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>5,045</b>	<b>190</b>	<b>8.6%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	110	10	0.5%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
No-Nest Suburbanites	295	30	1.4%
<i>Subtotal:</i>	<u>405</u>	<u>40</u>	<u>1.8%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	335	30	1.4%
Cross-Training Couples	1,355	120	5.5%
Exurban Suburbanites	2,950	0	0.0%
<i>Subtotal:</i>	<u>4,640</u>	<u>150</u>	<u>6.8%</u>

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

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

Household Classification By Market Groups  
*Baldwin County, Alabama*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>10,485</b>	<b>90</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	10,485	90	20.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,165</b>	<b>240</b>	<b>53.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	11,165	240	53.3%
<b>Younger Singles &amp; Couples</b>	<b>6,725</b>	<b>120</b>	<b>26.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	6,725	120	26.7%
<b>Total:</b>	<b>28,375</b>	<b>450</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>62,835</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>45.2%</b>		

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

## Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*Baldwin County, Alabama*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>10,485</b>	<b>90</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	3,395	60	13.3%
New Empty Nesters	1,560	30	6.7%
RV Retirees	5,530	0	0.0%
<i>Subtotal:</i>	<u>10,485</u>	<u>90</u>	<u>20.0%</u>

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

## Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*Baldwin County, Alabama*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,165</b>	<b>240</b>	<b>53.3%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
The Entrepreneurs	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	1,815	40	8.9%
Full-Nest Exurbanites	1,525	40	8.9%
New-Town Families	2,325	60	13.3%
Small-Town Families	2,595	50	11.1%
Blue-Collar Families	2,905	50	11.1%
<i>Subtotal:</i>	11,165	240	53.3%

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

### Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*Baldwin County, Alabama*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>6,725</b>	<b>120</b>	<b>26.7%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	2,595	70	15.6%
Cross-Training Couples	2,270	50	11.1%
Exurban Suburbanites	1,860	0	0.0%
<i>Subtotal:</i>	<u>6,725</u>	<u>120</u>	<u>26.7%</u>

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



## Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*All Other U.S. Counties*

<u>Household Type/ Geographic Designation</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>810</b>	<b>23.8%</b>
<i>Metropolitan Cities</i>	270	7.9%
<i>Small Cities/Satellite Cities</i>	150	4.4%
<i>Metropolitan Suburbs</i>	200	5.9%
<i>Town &amp; Country/Exurbs</i>	190	5.6%
<b>Traditional &amp; Non-Traditional Families</b>	<b>1,160</b>	<b>34.1%</b>
<i>Metropolitan Cities</i>	240	7.1%
<i>Small Cities/Satellite Cities</i>	170	5.0%
<i>Metropolitan Suburbs</i>	380	11.2%
<i>Town &amp; Country/Exurbs</i>	370	10.9%
<b>Younger Singles &amp; Couples</b>	<b>1,430</b>	<b>42.1%</b>
<i>Metropolitan Cities</i>	400	11.8%
<i>Small Cities/Satellite Cities</i>	320	9.4%
<i>Metropolitan Suburbs</i>	470	13.8%
<i>Town &amp; Country/Exurbs</i>	240	7.1%
<b>Total:</b>	<b>3,400</b>	<b>100.0%</b>

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

## Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*All Other U.S. Counties*

	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>810</b>	<b>23.8%</b>
<i>Metropolitan Cities</i>		
Urban Establishment	80	2.4%
Cosmopolitan Couples	50	1.5%
Multi-Ethnic Empty Nesters	140	4.1%
<i>Subtotal:</i>	<u>270</u>	<u>7.9%</u>
<i>Small Cities/Satellite Cities</i>		
Cosmopolitan Elite	50	1.5%
Middle-Class Move-Downs	100	2.9%
<i>Subtotal:</i>	<u>150</u>	<u>4.4%</u>
<i>Metropolitan Suburbs</i>		
Old Money	50	1.5%
Suburban Establishment	50	1.5%
Affluent Empty Nesters	40	1.2%
Mainstream Retirees	60	1.8%
Middle-American Retirees	0	0.0%
<i>Subtotal:</i>	<u>200</u>	<u>5.9%</u>
<i>Town &amp; Country/Exurbs</i>		
Small-Town Establishment	110	3.2%
New Empty Nesters	80	2.4%
RV Retirees	0	0.0%
<i>Subtotal:</i>	<u>190</u>	<u>5.6%</u>

## Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*All Other U.S. Counties*

	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>1,160</b>	<b>34.1%</b>
<i>Metropolitan Cities</i>		
Full-Nest Urbanites	120	3.5%
Multi-Cultural Families	120	3.5%
<i>Subtotal:</i>	<u>240</u>	<u>7.1%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	90	2.6%
Multi-Ethnic Families	80	2.4%
<i>Subtotal:</i>	<u>170</u>	<u>5.0%</u>
<i>Metropolitan Suburbs</i>		
The Social Register	40	1.2%
The Entrepreneurs	90	2.6%
Nouveau Money	80	2.4%
Late-Nest Suburbanites	40	1.2%
Full-Nest Suburbanites	130	3.8%
Blue-Collar Button-Downs	0	0.0%
<i>Subtotal:</i>	<u>380</u>	<u>11.2%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Elite	130	3.8%
Full-Nest Exurbanites	100	2.9%
New-Town Families	140	4.1%
Small-Town Families	0	0.0%
Blue-Collar Families	0	0.0%
<i>Subtotal:</i>	<u>370</u>	<u>10.9%</u>

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

## Households With The Potential To Move To The City Of Mobile In 2006

Household Classification By Market Groups  
*All Other U.S. Counties*

	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>1,430</b>	<b>42.1%</b>
<i>Metropolitan Cities</i>		
e-Types	90	2.6%
New Bohemians	140	4.1%
Urban Achievers	170	5.0%
<i>Subtotal:</i>	<u>400</u>	<u>11.8%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	100	2.9%
Twentysomethings	110	3.2%
Small-City Singles	110	3.2%
<i>Subtotal:</i>	<u>320</u>	<u>9.4%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	100	2.9%
Upscale Suburban Couples	120	3.5%
Suburban Achievers	170	5.0%
No-Nest Suburbanites	80	2.4%
<i>Subtotal:</i>	<u>470</u>	<u>13.8%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Power Couples	120	3.5%
Cross-Training Couples	120	3.5%
Exurban Suburbanites	0	0.0%
<i>Subtotal:</i>	<u>240</u>	<u>7.1%</u>

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

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

Summary: Appendix Tables 4 Through 7

*City of Mobile; Balance of Mobile County; Baldwin County, Alabama; All Other US Counties*

Household Type/ Geographic Designation	<i>City of Mobile</i>	<i>Balance of County</i>	<i>Baldwin County</i>	<i>All Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>1,220</b>	<b>380</b>	<b>90</b>	<b>810</b>	<b>2,500</b>
<i>Metropolitan Cities</i>	0	0	0	270	270
<i>Small Cities/Satellite Cities</i>	180	0	0	150	330
<i>Metropolitan Suburbs</i>	950	30	0	200	1,180
<i>Town &amp; Country/Exurbs</i>	90	350	90	190	720
<b>Traditional &amp; Non-Traditional Families</b>	<b>1,380</b>	<b>1,630</b>	<b>240</b>	<b>1,160</b>	<b>4,410</b>
<i>Metropolitan Cities</i>	0	0	0	240	240
<i>Small Cities/Satellite Cities</i>	140	0	0	170	310
<i>Metropolitan Suburbs</i>	1,130	70	0	380	1,580
<i>Town &amp; Country/Exurbs</i>	110	1,560	240	370	2,280
<b>Younger Singles &amp; Couples</b>	<b>2,350</b>	<b>190</b>	<b>120</b>	<b>1,430</b>	<b>4,090</b>
<i>Metropolitan Cities</i>	0	0	0	400	400
<i>Small Cities/Satellite Cities</i>	490	0	0	320	810
<i>Metropolitan Suburbs</i>	1,760	40	0	470	2,270
<i>Town &amp; Country/Exurbs</i>	100	150	120	240	610
<b>Total:</b>	<b>4,950</b>	<b>2,200</b>	<b>450</b>	<b>3,400</b>	<b>11,000</b>
<b>Percent:</b>	<b>45.0%</b>	<b>20.0%</b>	<b>4.1%</b>	<b>30.9%</b>	<b>100.0%</b>

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

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

Summary: Appendix Tables 4 Through 7

*City of Mobile; Balance of Mobile County; Baldwin County, Alabama; All Other US Counties*

	<u>City of Mobile</u>	<u>Balance of County</u>	<u>Baldwin County</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>1,220</b>	<b>380</b>	<b>90</b>	<b>810</b>	<b>2,500</b>
<i>Metropolitan Cities</i>					
Urban Establishment	0	0	0	80	80
Cosmopolitan Couples	0	0	0	50	50
Multi-Ethnic Empty Nesters	0	0	0	140	140
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>270</u>	<u>270</u>
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	40	0	0	50	90
Middle-Class Move-Downs	140	0	0	100	240
<i>Subtotal:</i>	<u>180</u>	<u>0</u>	<u>0</u>	<u>150</u>	<u>330</u>
<i>Metropolitan Suburbs</i>					
Old Money	90	0	0	50	140
Suburban Establishment	130	0	0	50	180
Affluent Empty Nesters	150	0	0	40	190
Mainstream Retirees	310	0	0	60	370
Middle-American Retirees	270	30	0	0	300
<i>Subtotal:</i>	<u>950</u>	<u>30</u>	<u>0</u>	<u>200</u>	<u>1,180</u>
<i>Town &amp; Country/Exurbs</i>					
Small-Town Establishment	30	130	60	110	330
New Empty Nesters	10	220	30	80	340
RV Retirees	50	0	0	0	50
<i>Subtotal:</i>	<u>90</u>	<u>350</u>	<u>90</u>	<u>190</u>	<u>720</u>

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

### Households With The Potential To Move Within/To The City of Mobile In 2006

Summary: Appendix Tables 4 Through 7

*City of Mobile; Balance of Mobile County; Baldwin County, Alabama; All Other US Counties*

	<u>City of Mobile</u>	<u>Balance of County</u>	<u>Baldwin County</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>1,380</b>	<b>1,630</b>	<b>240</b>	<b>1,160</b>	<b>4,410</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	0	0	120	120
Multi-Cultural Families	0	0	0	120	120
<i>Subtotal:</i>	0	0	0	240	240
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	30	0	0	90	120
Multi-Ethnic Families	110	0	0	80	190
<i>Subtotal:</i>	140	0	0	170	310
<i>Metropolitan Suburbs</i>					
The Social Register	40	10	0	40	90
The Entrepreneurs	90	10	0	90	190
Nouveau Money	70	10	0	80	160
Late-Nest Suburbanites	160	10	0	40	210
Full-Nest Suburbanites	300	10	0	130	440
Blue-Collar Button-Downs	470	20	0	0	490
<i>Subtotal:</i>	1,130	70	0	380	1,580
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Elite	20	30	40	130	220
Full-Nest Exurbanites	10	390	40	100	540
New-Town Families	60	600	60	140	860
Small-Town Families	0	190	50	0	240
Blue-Collar Families	20	350	50	0	420
<i>Subtotal:</i>	110	1,560	240	370	2,280

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

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

Summary: Appendix Tables 4 Through 7

*City of Mobile; Balance of Mobile County; Baldwin County, Alabama; All Other US Counties*

	<u>City of Mobile</u>	<u>Balance of County</u>	<u>Baldwin County</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>2,350</b>	<b>190</b>	<b>120</b>	<b>1,430</b>	<b>4,090</b>
<i>Metropolitan Cities</i>					
e-Types	0	0	0	90	90
New Bohemians	0	0	0	140	140
Urban Achievers	0	0	0	170	170
Subtotal:	0	0	0	400	400
<i>Small Cities/Satellite Cities</i>					
The VIPs	70	0	0	100	170
Twentysomethings	140	0	0	110	250
Small-City Singles	280	0	0	110	390
Subtotal:	490	0	0	320	810
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	110	10	0	100	220
Upscale Suburban Couples	380	0	0	120	500
Suburban Achievers	840	0	0	170	1,010
No-Nest Suburbanites	430	30	0	80	540
Subtotal:	1,760	40	0	470	2,270
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Power Couples	20	30	70	120	240
Cross-Training Couples	20	120	50	120	310
Exurban Suburbanites	60	0	0	0	60
Subtotal:	100	150	120	240	610

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



**Households With The Potential  
To Move To The Downtown Mobile Study Area In 2006**  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

Household Type/ Geographic Designation	<i>City of Mobile</i>	<i>Balance of County</i>	<i>Baldwin County</i>	<i>All Other US Counties</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>340</b>	<b>270</b>	<b>90</b>	<b>370</b>	<b>1,070</b>
<i>Metropolitan Cities</i>	0	0	0	130	130
<i>Small Cities/Satellite Cities</i>	40	0	0	30	70
<i>Metropolitan Suburbs</i>	270	0	0	70	340
<i>Town &amp; Country/Exurbs</i>	30	270	90	140	530
<b>Traditional &amp; Non-Traditional Families</b>	<b>130</b>	<b>20</b>	<b>0</b>	<b>240</b>	<b>390</b>
<i>Metropolitan Cities</i>	0	0	0	90	90
<i>Small Cities/Satellite Cities</i>	10	0	0	20	30
<i>Metropolitan Suburbs</i>	120	20	0	130	270
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>590</b>	<b>10</b>	<b>0</b>	<b>770</b>	<b>1,370</b>
<i>Metropolitan Cities</i>	0	0	0	400	400
<i>Small Cities/Satellite Cities</i>	340	0	0	240	580
<i>Metropolitan Suburbs</i>	250	10	0	130	390
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>1,060</b>	<b>300</b>	<b>90</b>	<b>1,380</b>	<b>2,830</b>
<b>Percent:</b>	<b>37.5%</b>	<b>10.6%</b>	<b>3.2%</b>	<b>48.7%</b>	<b>100.0%</b>

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

**Households With The Potential  
To Move To The Downtown Mobile Study Area In 2006**  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

	<u>City of Mobile</u>	<u>Balance of County</u>	<u>Baldwin County</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>340</b>	<b>270</b>	<b>90</b>	<b>370</b>	<b>1,070</b>
<i>Metropolitan Cities</i>					
Urban Establishment	0	0	0	80	80
Cosmopolitan Couples	0	0	0	50	50
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>130</u>	<u>130</u>
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	40	0	0	30	70
<i>Subtotal:</i>	<u>40</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>70</u>
<i>Metropolitan Suburbs</i>					
Old Money	60	0	0	20	80
Suburban Establishment	100	0	0	30	130
Affluent Empty Nesters	110	0	0	20	130
<i>Subtotal:</i>	<u>270</u>	<u>0</u>	<u>0</u>	<u>70</u>	<u>340</u>
<i>Town &amp; Country/Exurbs</i>					
Small-Town Establishment	20	100	60	80	260
New Empty Nesters	10	170	30	60	270
<i>Subtotal:</i>	<u>30</u>	<u>270</u>	<u>90</u>	<u>140</u>	<u>530</u>

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

**Households With The Potential  
To Move To The Downtown Mobile Study Area In 2006**  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

	<u>City of Mobile</u>	<u>Balance of County</u>	<u>Baldwin County</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>130</b>	<b>20</b>	<b>0</b>	<b>240</b>	<b>390</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	0	0	60	60
Multi-Cultural Families	0	0	0	30	30
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>90</u>	<u>90</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	10	0	0	20	30
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>30</u>
<i>Metropolitan Suburbs</i>					
The Entrepreneurs	70	10	0	70	150
Nouveau Money	50	10	0	60	120
<i>Subtotal:</i>	<u>120</u>	<u>20</u>	<u>0</u>	<u>130</u>	<u>270</u>

**Households With The Potential  
To Move To The Downtown Mobile Study Area In 2006**  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

	<u>City of Mobile</u>	<u>Balance of County</u>	<u>Baldwin County</u>	<u>All Other US Counties</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>590</b>	<b>10</b>	<b>0</b>	<b>770</b>	<b>1,370</b>
<i>Metropolitan Cities</i>					
e-Types	0	0	0	90	90
New Bohemians	0	0	0	140	140
Urban Achievers	0	0	0	170	170
Subtotal:	<u>0</u>	<u>0</u>	<u>0</u>	<u>400</u>	<u>400</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	70	0	0	100	170
Twentysomethings	120	0	0	90	210
Small-City Singles	150	0	0	50	200
Subtotal:	<u>340</u>	<u>0</u>	<u>0</u>	<u>240</u>	<u>580</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	110	10	0	100	220
Upscale Suburban Couples	140	0	0	30	170
Subtotal:	<u>250</u>	<u>10</u>	<u>0</u>	<u>130</u>	<u>390</u>

**Tenure (Renter/Buyer) Profile**  
Households With The Potential  
To Move To The Downtown Mobile Study Area In 2006  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

Household Type/ Geographic Designation	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>0</b>	<b>70</b>	<b>0</b>	<b>80</b>	<b>450</b>	<b>470</b>	<b>1,070</b>
<i>Metropolitan Cities</i>	0	20	0	0	70	40	130
<i>Small Cities/Satellite Cities</i>	0	10	0	10	20	30	70
<i>Metropolitan Suburbs</i>	0	30	0	0	150	160	340
<i>Town &amp; Country/Exurbs</i>	0	10	0	70	210	240	530
<b>Traditional &amp; Non-Traditional Families</b>	<b>0</b>	<b>60</b>	<b>50</b>	<b>100</b>	<b>120</b>	<b>60</b>	<b>390</b>
<i>Metropolitan Cities</i>	0	30	10	20	20	10	90
<i>Small Cities/Satellite Cities</i>	0	0	0	10	10	10	30
<i>Metropolitan Suburbs</i>	0	30	40	70	90	40	270
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>70</b>	<b>500</b>	<b>260</b>	<b>300</b>	<b>170</b>	<b>70</b>	<b>1,370</b>
<i>Metropolitan Cities</i>	30	120	100	90	30	30	400
<i>Small Cities/Satellite Cities</i>	40	240	100	120	60	20	580
<i>Metropolitan Suburbs</i>	0	140	60	90	80	20	390
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>70</b>	<b>630</b>	<b>310</b>	<b>480</b>	<b>740</b>	<b>600</b>	<b>2,830</b>
<b>Percent:</b>	<b>2.5%</b>	<b>22.3%</b>	<b>11.0%</b>	<b>17.0%</b>	<b>26.1%</b>	<b>21.2%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**

Households With The Potential

To Move To The Downtown Mobile Study Area In 2006

*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

<b>Empty Nesters &amp; Retirees</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
Urban Establishment	0	20	0	0	40	20	80
Cosmopolitan Couples	0	0	0	0	30	20	50
<i>Subtotal:</i>	0	20	0	0	70	40	130
<b>Small Cities/Satellite Cities</b>							
Cosmopolitan Elite	0	10	0	10	20	30	70
<i>Subtotal:</i>	0	10	0	10	20	30	70
<b>Metropolitan Suburbs</b>							
Old Money	0	0	0	0	40	40	80
Suburban Establishment	0	10	0	0	60	60	130
Affluent Empty Nesters	0	20	0	0	50	60	130
<i>Subtotal:</i>	0	30	0	0	150	160	340
<b>Town &amp; Country/Exurbs</b>							
Small-Town Establishment	0	0	0	30	90	140	260
New Empty Nesters	0	10	0	40	120	100	270
<i>Subtotal:</i>	0	10	0	70	210	240	530
<b>Total:</b>	<b>0</b>	<b>70</b>	<b>0</b>	<b>80</b>	<b>450</b>	<b>470</b>	<b>1,070</b>
<b>Percent:</b>	<b>0.0%</b>	<b>6.5%</b>	<b>0.0%</b>	<b>7.5%</b>	<b>42.1%</b>	<b>43.9%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**  
Households With The Potential  
To Move To The Downtown Mobile Study Area In 2006  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

<b>Traditional &amp; Non-Traditional Families</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<i>Metropolitan Cities</i>							
Full-Nest Urbanites	0	20	10	10	10	10	60
Multi-Cultural Families	0	10	0	10	10	0	30
<i>Subtotal:</i>	0	30	10	20	20	10	90
<i>Small Cities/Satellite Cities</i>							
Unibox Transferees	0	0	0	10	10	10	30
<i>Subtotal:</i>	0	0	0	10	10	10	30
<i>Metropolitan Suburbs</i>							
The Entrepreneurs	0	30	20	30	40	30	150
Nouveau Money	0	0	20	40	50	10	120
<i>Subtotal:</i>	0	30	40	70	90	40	270
<b>Total:</b>	<b>0</b>	<b>60</b>	<b>50</b>	<b>100</b>	<b>120</b>	<b>60</b>	<b>390</b>
<b>Percent:</b>	<b>0.0%</b>	<b>15.4%</b>	<b>12.8%</b>	<b>25.6%</b>	<b>30.8%</b>	<b>15.4%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**  
Households With The Potential  
To Move To The Downtown Mobile Study Area In 2006  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

<b>Younger Singles &amp; Couples</b>	..... Rental .....		..... Ownership .....				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<b>Metropolitan Cities</b>							
e-Types	0	30	20	20	10	10	90
New Bohemians	10	30	40	30	20	10	140
Urban Achievers	20	60	40	40	0	10	170
<i>Subtotal:</i>	30	120	100	90	30	30	400
<b>Small Cities/Satellite Cities</b>							
The VIPs	0	50	40	50	20	10	170
Twentysomethings	10	100	40	40	20	0	210
Small-City Singles	30	90	20	30	20	10	200
<i>Subtotal:</i>	40	240	100	120	60	20	580
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	0	90	40	50	30	10	220
Upscale Suburban Couples	0	50	20	40	50	10	170
<i>Subtotal:</i>	0	140	60	90	80	20	390
<b>Total:</b>	<b>70</b>	<b>500</b>	<b>260</b>	<b>300</b>	<b>170</b>	<b>70</b>	<b>1,370</b>
<b>Percent:</b>	<b>5.1%</b>	<b>36.5%</b>	<b>19.0%</b>	<b>21.9%</b>	<b>12.4%</b>	<b>5.1%</b>	<b>100.0%</b>

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



**New Unit Purchase Propensity By Housing Type**  
Households With The Potential  
To Move To The Downtown Mobile Study Area In 2006  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

Household Type/ Geographic Designation	Multi- .. Family ..		Single- ..... Family .....			Total
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached .....</i>	<i>Low-Range</i>	<i>Mid-Range</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>260</b>	<b>170</b>	<b>80</b>	<b>240</b>	<b>250</b>	<b>1,000</b>
<i>Metropolitan Cities</i>	50	40	0	10	10	110
<i>Small Cities/Satellite Cities</i>	30	20	10	0	0	60
<i>Metropolitan Suburbs</i>	90	60	10	60	90	310
<i>Town &amp; Country/Exurbs</i>	90	50	60	170	150	520
<b>Traditional &amp; Non-Traditional Families</b>	<b>30</b>	<b>90</b>	<b>30</b>	<b>70</b>	<b>110</b>	<b>330</b>
<i>Metropolitan Cities</i>	10	30	10	10	0	60
<i>Small Cities/Satellite Cities</i>	0	10	0	10	10	30
<i>Metropolitan Suburbs</i>	20	50	20	50	100	240
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>250</b>	<b>190</b>	<b>70</b>	<b>160</b>	<b>130</b>	<b>800</b>
<i>Metropolitan Cities</i>	110	60	10	30	40	250
<i>Small Cities/Satellite Cities</i>	70	90	50	60	30	300
<i>Metropolitan Suburbs</i>	70	40	10	70	60	250
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>540</b>	<b>450</b>	<b>180</b>	<b>470</b>	<b>490</b>	<b>2,130</b>
<b>Percent:</b>	<b>25.4%</b>	<b>21.1%</b>	<b>8.5%</b>	<b>22.1%</b>	<b>23.0%</b>	<b>100.0%</b>

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

**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Downtown Mobile Study Area In 2006  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

<b>Empty Nesters &amp; Retirees</b>	<i>Multi- .. Family ..</i>		<i>Single- ..... Family .....</i>			<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached .....</i>	<i>Low-Range</i>	<i>Mid-Range</i>	
<b>Metropolitan Cities</b>						
Urban Establishment	20	20	0	10	10	60
Cosmopolitan Couples	30	20	0	0	0	50
<i>Subtotal:</i>	<u>50</u>	<u>40</u>	<u>0</u>	<u>10</u>	<u>10</u>	<u>110</u>
<b>Small Cities/Satellite Cities</b>						
Cosmopolitan Elite	30	20	10	0	0	60
<i>Subtotal:</i>	<u>30</u>	<u>20</u>	<u>10</u>	<u>0</u>	<u>0</u>	<u>60</u>
<b>Metropolitan Suburbs</b>						
Old Money	20	0	0	10	50	80
Suburban Establishment	30	30	10	30	20	120
Affluent Empty Nesters	40	30	0	20	20	110
<i>Subtotal:</i>	<u>90</u>	<u>60</u>	<u>10</u>	<u>60</u>	<u>90</u>	<u>310</u>
<b>Town &amp; Country/Exurbs</b>						
Small-Town Establishment	40	20	30	70	100	260
New Empty Nesters	50	30	30	100	50	260
<i>Subtotal:</i>	<u>90</u>	<u>50</u>	<u>60</u>	<u>170</u>	<u>150</u>	<u>520</u>
<b>Total:</b>	<b>260</b>	<b>170</b>	<b>80</b>	<b>240</b>	<b>250</b>	<b>1,000</b>
<b>Percent:</b>	<b>26.0%</b>	<b>17.0%</b>	<b>8.0%</b>	<b>24.0%</b>	<b>25.0%</b>	<b>100.0%</b>

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

**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To The Downtown Mobile Study Area In 2006  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

<b>Traditional &amp; Non-Traditional Families</b>	<i>Multi- .. Family ..</i>		<i>Single- ..... Family .....</i>			<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached .....</i>	<i>Low-Range</i>	<i>Mid-Range</i>	
<b>Metropolitan Cities</b>						
Full-Nest Urbanites	0	20	10	10	0	40
Multi-Cultural Families	10	10	0	0	0	20
<i>Subtotal:</i>	10	30	10	10	0	60
<b>Small Cities/Satellite Cities</b>						
Unibox Transferees	0	10	0	10	10	30
<i>Subtotal:</i>	0	10	0	10	10	30
<b>Metropolitan Suburbs</b>						
The Entrepreneurs	20	30	10	20	40	120
Nouveau Money	0	20	10	30	60	120
<i>Subtotal:</i>	20	50	20	50	100	240
<b>Total:</b>	<b>30</b>	<b>90</b>	<b>30</b>	<b>70</b>	<b>110</b>	<b>330</b>
<b>Percent:</b>	<b>9.1%</b>	<b>27.3%</b>	<b>9.1%</b>	<b>21.2%</b>	<b>33.3%</b>	<b>100.0%</b>

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

**New Unit Purchase Propensity By Housing Type**  
Households With The Potential  
To Move To The Downtown Mobile Study Area In 2006  
*City of Mobile; Balance of Mobile County; Baldwin County; All Other US Counties*

<b>Younger Singles &amp; Couples</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>			<i>High-Range</i>	<b>Total</b>
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached .....</i> <i>Mid-Range</i>		
<b><i>Metropolitan Cities</i></b>						
e-Types	20	10	0	10	20	60
New Bohemians	50	30	0	10	10	100
Urban Achievers	40	20	10	10	10	90
<i>Subtotal:</i>	110	60	10	30	40	250
<b><i>Small Cities/Satellite Cities</i></b>						
The VIPs	20	40	10	30	20	120
Twentysomethings	30	30	10	20	10	100
Small-City Singles	20	20	30	10	0	80
<i>Subtotal:</i>	70	90	50	60	30	300
<b><i>Metropolitan Suburbs</i></b>						
Fast-Track Professionals	40	20	0	30	40	130
Upscale Suburban Couples	30	20	10	40	20	120
<i>Subtotal:</i>	70	40	10	70	60	250
<b>Total:</b>	<b>250</b>	<b>190</b>	<b>70</b>	<b>160</b>	<b>130</b>	<b>800</b>
<b>Percent:</b>	<b>31.3%</b>	<b>23.8%</b>	<b>8.8%</b>	<b>20.0%</b>	<b>16.3%</b>	<b>100.0%</b>

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

# ZIMMERMAN/VOLK ASSOCIATES, INC.

6 East Main Street  
Clinton, New Jersey 08809

908-735-6336 • 908-735-4751 *facsimile*  
info@ZVA.cc • www.ZVA.cc

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.



# ZIMMERMAN/VOLK ASSOCIATES, INC.

6 East Main Street  
Clinton, New Jersey 08809

908 735-6336 • 908 735-4751 *facsimile*  
www.ZVA.cc • info@ZVA.cc

Research & Strategic Analysis

## 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.

