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—Appendices One through Three—

METHODOLOGY  
TARGET MARKET TABLES

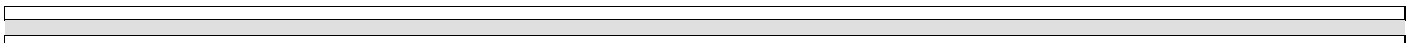
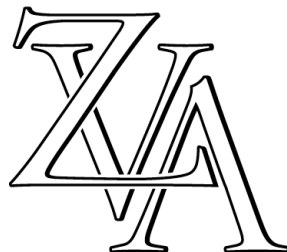
Residential Market Position Analysis  
OF  
Traditional Neighborhood Development

In the  
City of Lake Wales  
Polk County, Florida

May, 2023

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

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## METHODOLOGY

### RESIDENTIAL MARKET POSITION ANALYSIS

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The technical analysis of market potential for potential traditional neighborhood development to be constructed within the City of Lake Wales, Polk County, Florida, determined:

- The draw areas for new housing units within the City of Lake Wales, Polk County, Florida, based on historical settlement patterns, the most recently available county-to-county migration data from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey, as well as other market dynamics and forecasts;
- The depth and breadth of the potential housing market by lifestage (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The housing preferences of the potential housing market by tenure (rental and ownership) and by type (apartments/condominiums, duplexes/townhouses, detached houses).

#### DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Analysis of migration, mobility, demographic and lifestyle characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing in the City of Lake Wales, Polk County, Florida.

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move

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to the City of Lake Wales, in Polk County. The Internal Revenue Service data are maintained at the county and “county equivalent” level providing household mobility patterns. To refine the draw area for the Lake Wales Traditional Neighborhood Developments Sites, the IRS migration data have been supplemented by population migration and mobility data for Polk County from the most recent American Community Survey.

Historically, American households, more than any other nation’s, have been extraordinarily mobile. In general, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households. Nationally, however, one lingering consequence of the Great Recession (December, 2007 through June, 2009) has been a considerable reduction in household mobility. According to the American Community Survey, 13 percent of the nation’s population moved from one dwelling to another between 2020 and 2021—an historical low for the country. Polk County had a similar mobility rate of 13.3 percent.

Appendix One, Table 1.

Migration Trends—

Analysis of Polk County migration and mobility patterns from 2016 through 2020—the most recent data available from the Internal Revenue Service—shows that the number of households moving into the county reached 30,695 households in 2020, rising from a recent low of just 22,890 in 2017. Between 11.3 and 14.4 percent of household migration into Polk County originated in Orange County; 10.1 to 12.7 percent originated in Osceola County; 9.6 to 10.3 percent in Hillsborough County; 2.9 to 3.5 percent originated in Lake County; two to 2.4 percent in Miami-Dade County; and 1.8 to 2.1 percent in Broward County. No other single county accounted for more than two percent of Polk County in-migration. (*Reference* Appendix One, Table 1.)

Over the same timeframe, the number of households moving out of Polk County followed the same pattern as in-migration, reaching a five-year peak of 19,515 out-migrating households in 2020 after hitting a five-year low of 16,580 out-migrating households in 2017. Orange County received nine to 10.8 percent of all out-migrating households; Osceola County received 8.4 to 10.6 percent; Hillsborough received 9.6 to 11.6 percent; Lake County received 3.4 to 4.1 percent; Miami-Dade

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County received 0.9 to 1.5 percent; and Broward County received 1.1 to 1.3 percent of households moving out of Polk County.

Net migration—the difference between households moving into the county and those moving out—showed significant gains every year of the study period, reaching the highest net gain of 11,180 households in 2020, up from the lowest net gain of 6,310 households in 2017.

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

Based on the Internal Revenue Service migration data and American Community Survey data, the draw areas for the City of Lakes Wales, Polk County, Florida have been delineated as follows:

- The county draw area, covering households with the potential to move within Polk County, Florida.
- The regional draw area, covering households with the potential to move to Polk County from Osceola, Hillsborough, and Lake counties, Florida.
- The metropolitan draw area, covering households with the potential to move to Polk County from Orange, Broward, and Miami-Dade counties, Florida.
- The national draw area, covering households with the potential to move to Polk County from all other U.S. counties.

#### Migration Methodology:

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

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Survey data—which measure population rather than households—are also used to clarify migration and mobility patterns for geographic units smaller than the county level.

#### 2023 TARGET MARKET CLASSIFICATION OF POLK COUNTY HOUSEHOLDS—

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

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 40, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. Through sheer numbers the housing and lifestyle choices of the Millennials have had, and will continue to have, a profound effect on the nation as a whole and cities in particular. Those in the leading edge of the Zoomers, also known as Generation Z, the next generation following the Millennials, are now 26 years old and having a noticeable impact on this lifestage’s housing preferences.
- Families, comprising both “traditional” families (married couples with one or more children) and “non-traditional” families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), still primarily Generation X, born between 1965 and 1976. However, the leading edge Millennials are now in their 40s, are marrying and having children, and are moving into the family lifestage.
- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations. It is now the third largest generation in America, but as the Boomer generation ages, it will

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continue to have a significant impact on the nation's housing, particularly how Baby Boomers manage the consequences of aging. The oldest Generation Xers are now in their mid-fifties, joining the Baby Boomers as empty nesters when their children leave home.

Appendix One, Table 2.

Target Market Classification—

In 2023, an estimated 290,060 households live in Polk County. Median household income in the county is estimated at \$56,000, which is \$17,300, or just under 24 percent, lower than the national median of \$73,300. The median reported value of owner-occupied dwelling units in the county is estimated at \$226,400, 26 percent below the national median of \$305,400.

As characterized by lifestage, empty nesters and retirees represent 45.9 percent of county households; traditional and non-traditional families represent 29.6 percent of county households; and younger singles and couples represent the remaining 24.5 percent. (*Reference Appendix One, Table 2.*)

#### Residential Target Market Methodology:

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

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

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

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

Lifestyle patterns reflect the ways households choose to live, *e.g.*, an urban lifestyle includes residing in a dwelling unit in a city or town, most likely high-density, and implies the ability to walk to more activities and locations than a suburban lifestyle, which is most likely lower-density and typically requires a vehicle to access non-residential locations.

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

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

Once the draw areas for a property have been defined, then—through analysis of historical migration and development trends, and employment and commutation patterns—the households within those areas are quantified using the residential target market methodology. The potential market for new dwelling units is then determined by the correlation of a number of factors,



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including, but not limited to: household mobility rates; incomes; lifestyle characteristics and housing preferences; the location of the study area; and the current housing market context.

#### DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR POLK COUNTY (MOBILITY ANALYSIS)—

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

##### Appendix One, Table 3.

#### Internal Mobility (Households Moving within Polk County)—

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

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 19,470 households currently living in the county have the potential to move from one residence to another—rental or ownership, new or resale—within the county each year over the next five years.

An estimated 35.6 percent are likely to be traditional and non-traditional families; 34.7 percent of these households are likely to be younger singles and couples; and the remaining 29.6 percent are likely to be empty nesters and retirees. (*Reference* Appendix One, Table 3.)

##### Appendix One, Tables 3 through 6.

#### External Mobility (Households Moving to Polk County from Outside the County)—

These tables determine the average annual number of households in each target market group living in the regional draw area (Osceola, Hillsborough, and Lake counties), the metropolitan draw area (Orange, Broward, and Miami-Dade counties) and the balance of the United States that are likely to

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move to Polk County each year over the next five years (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data). An annual average of 5,890 households have the potential to move to the county each year over the next five years from the regional draw area counties (*reference* Appendix One, Table 4), an annual average of 3,920 households have the potential to move from the metropolitan draw area counties (*reference* Appendix One, Table 5), and an annual average of 14,280 households have the potential to move from counties in the balance of Florida, the Southeast, and the rest of the nation (*reference* Appendix One, Table 6).

Appendix One, Table 7.

Average Annual Market Potential for Polk County—

Appendix One, Table 7 summarizes Appendix One, Tables 3 through 6. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in Polk County each year over the next five years originating from households currently living in the draw areas. An annual average of 43,560 households have the potential to move within or to Polk County each year over the next five years.

Younger singles and couples are likely to account for 39.9 percent of the annual potential market in Polk County; another 35.4 percent are likely to be traditional and non-traditional families, and empty nesters and retirees represent the remaining 24.7 percent.

As derived from the migration and mobility analyses, then, the distribution of the draw areas as a percentage of the average annual potential market in Polk County is shown on the table following this page.

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Average Annual Market Potential by Draw Area  
 Polk County, Florida

|                         |              |
|-------------------------|--------------|
| Polk County:            | 44.7%        |
| Regional Draw Area:     | 13.5%        |
| Metropolitan Draw Area: | 9.0%         |
| Balance of US:          | <u>32.8%</u> |
| Total:                  | 100.0%       |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR TRADITIONAL NEIGHBORHOOD DEVELOPMENTS IN LAKE WALES—

The average annual potential market for new housing units within new traditional neighborhoods in Lake Wales includes the same draw areas as for the county as a whole. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Claritas data, to determine which target market groups, as well as how many households within each group qualified with annual incomes of \$50,000 or more have the potential to move to TNDs within Lake Wales each year over the next five years.

Appendix One, Tables 8 through 10.

Average Annual Market Potential for Traditional Neighborhood Developments in Lake Wales—

As determined by the target market methodology, then, an annual average of 4,630 of the 43,560 households with annual incomes at or above \$50,000 that represent the annual potential market for new housing units in Polk County are a potential market for new housing units within new traditional neighborhoods in Lake Wales. Traditional and non-traditional families are likely to account for a 55.4 percent majority of the annual market, empty nesters and retirees are likely to account for 31.1 percent, and the remaining 13.5 percent are likely to be younger singles and couples. (*Reference* Appendix One, Table 8.)

The distribution of the draw areas as a percentage of the annual potential market for TNDs in Lake Wales is shown on the table following this page.

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Average Annual Market Potential by Draw Area  
 TRADITIONAL NEIGHBORHOOD DEVELOPMENTS  
*City of Lake Wales, Polk County, Florida*

|                         |              |
|-------------------------|--------------|
| Polk County:            | 32.9%        |
| Regional Draw Area:     | 15.2%        |
| Metropolitan Draw Area: | 13.5%        |
| Balance of US:          | <u>38.3%</u> |
| Total:                  | 100.0%       |

SOURCE: Zimmerman/Volk Associates, Inc., 2023.

The 4,630 draw area households with the potential to move to traditional neighborhood developments in Lake Wales each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. An estimated 33.1 percent (1,533 households) comprise the average annual potential market for new rental units. The remaining 66.9 percent (or 3,097 households) comprise the average annual potential market for new for-sale (ownership) housing units. (*Reference Appendix One, Table 9.*)

Of the 3,097 potential buyer households, 10.3 percent (318 households) represent the annual potential market for new multi-family for-sale units (condominium lofts/apartments); 16.3 percent (504 households) comprise the annual potential market for attached single-family units (rowhouses/townhouses/duplexes); and the 73.5 percent majority (2,275 households), comprise the annual potential market for single-family detached houses. (*Reference Appendix One, Table 10.*)

—Target Market Data—

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

Zimmerman/Volk Associates’ target market classifications are updated annually to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change

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in geography, *i.e.*, a move from one neighborhood condition to another. However, these changes of classification can also reflect an alteration in one or more of three additional basic characteristics:

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

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

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

#### Household Classification Methodology:

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

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

Over the past 35 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company’s proprietary residential target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names.



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## Appendix One Tables



**Gross Annual Household In-Migration***Polk County, Florida***2016, 2017, 2018, 2019, 2020**

| County of Origin           | ..... 2016 ..... |               | ..... 2017 ..... |               | ..... 2018 ..... |               | ..... 2019 ..... |               | ..... 2020 ..... |               |
|----------------------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|
|                            | <i>Number</i>    | <i>Share</i>  | <i>Number</i>    | <i>Share</i>  | <i>Number</i>    | <i>Share</i>  | <i>Number</i>    | <i>Share</i>  | <i>Number</i>    | <i>Share</i>  |
| Orange                     | 3,095            | 11.3%         | 2,755            | 12.0%         | 3,005            | 12.8%         | 3,780            | 14.3%         | 4,410            | 14.4%         |
| Osceola                    | 2,765            | 10.1%         | 2,585            | 11.3%         | 2,860            | 12.2%         | 3,345            | 12.7%         | 3,500            | 11.4%         |
| Hillsborough               | 2,805            | 10.3%         | 2,295            | 10.0%         | 2,300            | 9.8%          | 2,530            | 9.6%          | 3,055            | 10.0%         |
| Lake                       | 885              | 3.2%          | 785              | 3.4%          | 830              | 3.5%          | 830              | 3.1%          | 885              | 2.9%          |
| Miami-Dade                 | 555              | 2.0%          | 505              | 2.2%          | 520              | 2.2%          | 580              | 2.2%          | 735              | 2.4%          |
| Broward                    | 520              | 1.9%          | 415              | 1.8%          | 475              | 2.0%          | 565              | 2.1%          | 655              | 2.1%          |
| Pinellas                   | 440              | 1.6%          | 310              | 1.4%          | 365              | 1.6%          | 400              | 1.5%          | 500              | 1.6%          |
| Seminole                   | 365              | 1.3%          | 315              | 1.4%          | 330              | 1.4%          | 410              | 1.6%          | 465              | 1.5%          |
| Pasco                      | 465              | 1.7%          | 355              | 1.6%          | 340              | 1.5%          | 415              | 1.6%          | 435              | 1.4%          |
| Palm Beach                 | 305              | 1.1%          | 235              | 1.0%          | 240              | 1.0%          | 260              | 1.0%          | 335              | 1.1%          |
| Highlands                  | 275              | 1.0%          | 250              | 1.1%          | 225              | 1.0%          | 265              | 1.0%          | 255              | 0.8%          |
| Lee                        | 205              | 0.8%          | 180              | 0.8%          | 135              | 0.6%          | 180              | 0.7%          | 225              | 0.7%          |
| Bronx, NY                  | 145              | 0.5%          | 110              | 0.5%          | 100              | 0.4%          | 140              | 0.5%          | 225              | 0.7%          |
| Volusia                    | 170              | 0.6%          | 170              | 0.7%          | 175              | 0.7%          | 185              | 0.7%          | 200              | 0.7%          |
| Queens, NY                 | 130              | 0.5%          | 135              | 0.6%          | 120              | 0.5%          | 155              | 0.6%          | 200              | 0.7%          |
| Brevard                    | 200              | 0.7%          | 165              | 0.7%          | 180              | 0.8%          | 180              | 0.7%          | 190              | 0.6%          |
| Duval                      | 180              | 0.7%          | 185              | 0.8%          | 150              | 0.6%          | 180              | 0.7%          | 190              | 0.6%          |
| Leon                       | 90               | 0.3%          | 95               | 0.4%          | 90               | 0.4%          | 110              | 0.4%          | 180              | 0.6%          |
| Manatee                    | 160              | 0.6%          | 130              | 0.6%          | 155              | 0.7%          | 150              | 0.6%          | 180              | 0.6%          |
| Foreign, Puerto Rico       | 135              | 0.5%          | 210              | 0.9%          | 185              | 0.8%          | 135              | 0.5%          | 145              | 0.5%          |
| Cook, IL                   | 165              | 0.6%          | 125              | 0.5%          | 100              | 0.4%          | 145              | 0.5%          | 145              | 0.5%          |
| Kings, NY                  | 105              | 0.4%          | 120              | 0.5%          | 105              | 0.4%          | 110              | 0.4%          | 145              | 0.5%          |
| Suffolk, NY                | 125              | 0.5%          | 95               | 0.4%          | 85               | 0.4%          | 110              | 0.4%          | 120              | 0.4%          |
| Marion                     | 135              | 0.5%          | 115              | 0.5%          | 110              | 0.5%          | 110              | 0.4%          | 120              | 0.4%          |
| Hardee                     | 120              | 0.4%          | 130              | 0.6%          | 120              | 0.5%          | 110              | 0.4%          | 115              | 0.4%          |
| Philadelphia, PA           | 75               | 0.3%          | 55               | 0.2%          | 60               | 0.3%          | 90               | 0.3%          | 115              | 0.4%          |
| Nassau, NY                 | 85               | 0.3%          | 50               | 0.2%          | 50               | 0.2%          | 75               | 0.3%          | 105              | 0.3%          |
| Alachua                    | 105              | 0.4%          | 70               | 0.3%          | 100              | 0.4%          | 95               | 0.4%          | 100              | 0.3%          |
| St. Lucie                  | 100              | 0.4%          | 70               | 0.3%          | 70               | 0.3%          | 90               | 0.3%          | 100              | 0.3%          |
| Sarasota                   | 110              | 0.4%          | 85               | 0.4%          | 75               | 0.3%          | 80               | 0.3%          | 100              | 0.3%          |
| New Haven, CT              | 90               | 0.3%          | 80               | 0.3%          | 60               | 0.3%          | 90               | 0.3%          | 100              | 0.3%          |
| Los Angeles, CA            | 80               | 0.3%          | 55               | 0.2%          | 55               | 0.2%          | 85               | 0.3%          | 95               | 0.3%          |
| Maricopa, AZ               | 50               | 0.2%          | 60               | 0.3%          | 75               | 0.3%          | 60               | 0.2%          | 95               | 0.3%          |
| Hampden, MA                | 70               | 0.3%          | 35               | 0.2%          | 60               | 0.3%          | 55               | 0.2%          | 95               | 0.3%          |
| Hartford, CT               | 90               | 0.3%          | 85               | 0.4%          | 75               | 0.3%          | 90               | 0.3%          | 95               | 0.3%          |
| All Other Counties         | 11,880           | 43.6%         | 9,475            | 41.4%         | 9,440            | 40.3%         | 10,235           | 38.7%         | 12,085           | 39.4%         |
| <b>Total In-Migration:</b> | <b>27,275</b>    | <b>100.0%</b> | <b>22,890</b>    | <b>100.0%</b> | <b>23,420</b>    | <b>100.0%</b> | <b>26,425</b>    | <b>100.0%</b> | <b>30,695</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***Polk County, Florida***2016, 2017, 2018, 2019, 2020**

| Destination County          | ..... 2016 ..... |               | ..... 2017 ..... |               | ..... 2018 ..... |               | ..... 2019 ..... |               | ..... 2020 ..... |               |
|-----------------------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|
|                             | Number           | Share         | Number           | Share         | Number           | Share         | Number           | Share         | Number           | Share         |
| Orange                      | 1,680            | 9.0%          | 1,620            | 9.8%          | 1,760            | 10.4%         | 1,935            | 10.6%         | 2,105            | 10.8%         |
| Osceola                     | 1,570            | 8.4%          | 1,545            | 9.3%          | 1,640            | 9.7%          | 1,815            | 9.9%          | 2,065            | 10.6%         |
| Hillsborough                | 2,010            | 10.8%         | 1,930            | 11.6%         | 1,945            | 11.5%         | 1,975            | 10.8%         | 1,880            | 9.6%          |
| Lake                        | 735              | 3.9%          | 565              | 3.4%          | 595              | 3.5%          | 625              | 3.4%          | 800              | 4.1%          |
| Miami-Dade                  | 170              | 0.9%          | 195              | 1.2%          | 250              | 1.5%          | 225              | 1.2%          | 235              | 1.2%          |
| Broward                     | 220              | 1.2%          | 215              | 1.3%          | 215              | 1.3%          | 210              | 1.1%          | 215              | 1.1%          |
| Pinellas                    | 445              | 2.4%          | 370              | 2.2%          | 335              | 2.0%          | 395              | 2.2%          | 375              | 1.9%          |
| Seminole                    | 285              | 1.5%          | 265              | 1.6%          | 245              | 1.4%          | 250              | 1.4%          | 250              | 1.3%          |
| Pasco                       | 370              | 2.0%          | 315              | 1.9%          | 380              | 2.2%          | 405              | 2.2%          | 405              | 2.1%          |
| Palm Beach                  | 175              | 0.9%          | 135              | 0.8%          | 145              | 0.9%          | 170              | 0.9%          | 185              | 0.9%          |
| Highlands                   | 250              | 1.3%          | 215              | 1.3%          | 210              | 1.2%          | 265              | 1.5%          | 295              | 1.5%          |
| Lee                         | 155              | 0.8%          | 145              | 0.9%          | 135              | 0.8%          | 160              | 0.9%          | 165              | 0.8%          |
| Bronx, NY                   | 25               | 0.1%          | 30               | 0.2%          | 40               | 0.2%          | 30               | 0.2%          | 40               | 0.2%          |
| Volusia                     | 220              | 1.2%          | 185              | 1.1%          | 185              | 1.1%          | 185              | 1.0%          | 230              | 1.2%          |
| Queens, NY                  | 30               | 0.2%          | 40               | 0.2%          | 50               | 0.3%          | 50               | 0.3%          | 30               | 0.2%          |
| Brevard                     | 220              | 1.2%          | 190              | 1.1%          | 190              | 1.1%          | 185              | 1.0%          | 235              | 1.2%          |
| Duval                       | 200              | 1.1%          | 180              | 1.1%          | 165              | 1.0%          | 175              | 1.0%          | 180              | 0.9%          |
| Leon                        | 85               | 0.5%          | 65               | 0.4%          | 70               | 0.4%          | 105              | 0.6%          | 195              | 1.0%          |
| Manatee                     | 180              | 1.0%          | 150              | 0.9%          | 145              | 0.9%          | 175              | 1.0%          | 175              | 0.9%          |
| Foreign, Puerto Rico        | 40               | 0.2%          | 55               | 0.3%          | 85               | 0.5%          | 115              | 0.6%          | 140              | 0.7%          |
| Cook, IL                    | 55               | 0.3%          | 60               | 0.4%          | 60               | 0.4%          | 70               | 0.4%          | 60               | 0.3%          |
| Kings, NY                   | 35               | 0.2%          | 30               | 0.2%          | 50               | 0.3%          | 35               | 0.2%          | 50               | 0.3%          |
| Suffolk, NY                 | 30               | 0.2%          | 20               | 0.1%          | 35               | 0.2%          | 25               | 0.1%          | 35               | 0.2%          |
| Marion                      | 185              | 1.0%          | 150              | 0.9%          | 165              | 1.0%          | 175              | 1.0%          | 210              | 1.1%          |
| Hardee                      | 125              | 0.7%          | 80               | 0.5%          | 75               | 0.4%          | 105              | 0.6%          | 90               | 0.5%          |
| Philadelphia, PA            | 30               | 0.2%          | 25               | 0.2%          | 30               | 0.2%          | 30               | 0.2%          | 20               | 0.1%          |
| Nassau, NY                  | 0                | 0.0%          | 0                | 0.0%          | 0                | 0.0%          | 0                | 0.0%          | 0                | 0.0%          |
| Alachua                     | 120              | 0.6%          | 80               | 0.5%          | 65               | 0.4%          | 80               | 0.4%          | 85               | 0.4%          |
| St. Lucie                   | 85               | 0.5%          | 70               | 0.4%          | 90               | 0.5%          | 75               | 0.4%          | 75               | 0.4%          |
| Sarasota                    | 115              | 0.6%          | 90               | 0.5%          | 110              | 0.7%          | 85               | 0.5%          | 100              | 0.5%          |
| New Haven, CT               | 35               | 0.2%          | 30               | 0.2%          | 45               | 0.3%          | 35               | 0.2%          | 40               | 0.2%          |
| Los Angeles, CA             | 45               | 0.2%          | 40               | 0.2%          | 45               | 0.3%          | 35               | 0.2%          | 40               | 0.2%          |
| Maricopa, AZ                | 75               | 0.4%          | 50               | 0.3%          | 60               | 0.4%          | 60               | 0.3%          | 60               | 0.3%          |
| Hampden, MA                 | 25               | 0.1%          | 25               | 0.2%          | 35               | 0.2%          | 25               | 0.1%          | 30               | 0.2%          |
| Hartford, CT                | 30               | 0.2%          | 30               | 0.2%          | 35               | 0.2%          | 30               | 0.2%          | 45               | 0.2%          |
| All Other Counties          | 8,595            | 46.1%         | 7,390            | 44.6%         | 7,225            | 42.7%         | 7,955            | 43.5%         | 8,375            | 42.9%         |
| <b>Total Out-Migration:</b> | <b>18,650</b>    | <b>100.0%</b> | <b>16,580</b>    | <b>100.0%</b> | <b>16,910</b>    | <b>100.0%</b> | <b>18,270</b>    | <b>100.0%</b> | <b>19,515</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***Polk County, Florida***2016, 2017, 2018, 2019, 2020**

| County                      | ..... 2016 ..... | ..... 2017 ..... | ..... 2018 ..... | ..... 2019 ..... | ..... 2020 ..... |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|
|                             | <i>Number</i>    | <i>Number</i>    | <i>Number</i>    | <i>Number</i>    | <i>Number</i>    |
| Orange                      | 1,415            | 1,135            | 1,245            | 1,845            | 2,305            |
| Osceola                     | 1,195            | 1,040            | 1,220            | 1,530            | 1,435            |
| Hillsborough                | 795              | 365              | 355              | 555              | 1,175            |
| Lake                        | 150              | 220              | 235              | 205              | 85               |
| Miami-Dade                  | 385              | 310              | 270              | 355              | 500              |
| Broward                     | 300              | 200              | 260              | 355              | 440              |
| Pinellas                    | -5               | -60              | 30               | 5                | 125              |
| Seminole                    | 80               | 50               | 85               | 160              | 215              |
| Pasco                       | 95               | 40               | -40              | 10               | 30               |
| Palm Beach                  | 130              | 100              | 95               | 90               | 150              |
| Highlands                   | 25               | 35               | 15               | 0                | -40              |
| Lee                         | 50               | 35               | 0                | 20               | 60               |
| Bronx, NY                   | 120              | 80               | 60               | 110              | 185              |
| Volusia                     | -50              | -15              | -10              | 0                | -30              |
| Queens, NY                  | 100              | 95               | 70               | 105              | 170              |
| Brevard                     | -20              | -25              | -10              | -5               | -45              |
| Duval                       | -20              | 5                | -15              | 5                | 10               |
| Leon                        | 5                | 30               | 20               | 5                | -15              |
| Manatee                     | -20              | -20              | 10               | -25              | 5                |
| Foreign, Puerto Rico        | 95               | 155              | 100              | 20               | 5                |
| Cook, IL                    | 110              | 65               | 40               | 75               | 85               |
| Kings, NY                   | 70               | 90               | 55               | 75               | 95               |
| Suffolk, NY                 | 95               | 75               | 50               | 85               | 85               |
| Marion                      | -50              | -35              | -55              | -65              | -90              |
| Hardee                      | -5               | 50               | 45               | 5                | 25               |
| Philadelphia, PA            | 45               | 30               | 30               | 60               | 95               |
| Nassau, NY                  | 85               | 50               | 50               | 75               | 105              |
| Alachua                     | -15              | -10              | 35               | 15               | 15               |
| St. Lucie                   | 15               | 0                | -20              | 15               | 25               |
| Sarasota                    | -5               | -5               | -35              | -5               | 0                |
| New Haven, CT               | 55               | 50               | 15               | 55               | 60               |
| Los Angeles, CA             | 35               | 15               | 10               | 50               | 55               |
| Maricopa, AZ                | -25              | 10               | 15               | 0                | 35               |
| Hampden, MA                 | 45               | 10               | 25               | 30               | 65               |
| Hartford, CT                | 60               | 55               | 40               | 60               | 50               |
| All Other Counties          | 3,285            | 2,085            | 2,215            | 2,280            | 3,710            |
| <b>Total Net Migration:</b> | <b>8,625</b>     | <b>6,310</b>     | <b>6,510</b>     | <b>8,155</b>     | <b>11,180</b>    |

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

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

**2023 Household Classification by Market Groups**  
*Polk County, Florida*

| Household Type/<br>Geographic Designation             | <i>Estimated<br/>Number</i> | <i>Estimated<br/>Share</i> |
|---|-----------------------------|----------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>133,160</b>              | <b>45.9%</b>               |
| <i>Metropolitan Cities</i>                            | 0                           | 0.0%                       |
| <i>Small Cities/Satellite Cities</i>                  | 31,395                      | 10.8%                      |
| <i>Metropolitan Suburbs</i>                           | 20,000                      | 6.9%                       |
| <i>Town &amp; Country/Exurbs</i>                      | 81,765                      | 28.2%                      |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>85,940</b>               | <b>29.6%</b>               |
| <i>Metropolitan Cities</i>                            | 0                           | 0.0%                       |
| <i>Small Cities/Satellite Cities</i>                  | 14,400                      | 5.0%                       |
| <i>Metropolitan Suburbs</i>                           | 13,650                      | 4.7%                       |
| <i>Town &amp; Country/Exurbs</i>                      | 57,890                      | 20.0%                      |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>70,960</b>               | <b>24.5%</b>               |
| <i>Metropolitan Cities</i>                            | 0                           | 0.0%                       |
| <i>Small Cities/Satellite Cities</i>                  | 17,270                      | 6.0%                       |
| <i>Metropolitan Suburbs</i>                           | 10,370                      | 3.6%                       |
| <i>Town &amp; Country/Exurbs</i>                      | 43,320                      | 14.9%                      |
| <b>Total:</b>   | <b>290,060</b>              | <b>100.0%</b>              |
| <b>2023 Estimated Median Income:</b>                  | <b>\$56,000</b>             |                            |
| <b>2023 Estimated National Median Income:</b>         | <b>\$73,300</b>             |                            |
| <b>2023 Estimated Median Home Value:</b>              | <b>\$226,400</b>            |                            |
| <b>2023 Estimated National Median Home Value:</b>     | <b>\$305,400</b>            |                            |

**2023 Household Classification by Market Groups**  
Polk County, Florida

|   | <i>Estimated<br/>Number</i> | <i>Estimated<br/>Share</i> | <i>Estimated<br/>Median<br/>Income</i> | <i>Estimated<br/>Median<br/>Home Value</i> |
|---|-----------------------------|----------------------------|--|--|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>133,160</b>              | <b>45.9%</b>               |  |  |
| <i>Metropolitan Cities</i>              |                             |                            |  |  |
| The Social Register                     | 0                           | 0.0%                       |  |  |
| Urban Establishment                     | 0                           | 0.0%                       |  |  |
| Multi-Ethnic Empty Nesters              | 0                           | 0.0%                       |  |  |
| Cosmopolitan Couples                    | 0                           | 0.0%                       |  |  |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0.0%</u>                |  |  |
| <i>Small Cities/Satellite Cities</i>    |                             |                            |  |  |
| Second City Establishment               | 5,415                       | 1.9%                       | \$81,700                               | \$307,000                                  |
| Blue-Collar Retirees                    | 6,225                       | 2.1%                       | \$50,200                               | \$166,100                                  |
| Middle-Class Move-Downs                 | 5,625                       | 1.9%                       | \$48,000                               | \$194,800                                  |
| Hometown Seniors                        | 10,975                      | 3.8%                       | \$33,800                               | \$112,300                                  |
| Second City Seniors                     | 3,155                       | 1.1%                       | \$29,800                               | \$172,800                                  |
| <i>Subtotal:</i>                        | <u>31,395</u>               | <u>10.8%</u>               |  |  |
| <i>Metropolitan Suburbs</i>             |                             |                            |  |  |
| The One Percenters                      | 0                           | 0.0%                       |  |  |
| Old Money                               | 0                           | 0.0%                       |  |  |
| Affluent Empty Nesters                  | 485                         | 0.2%                       | \$121,600                              | \$589,200                                  |
| Suburban Establishment                  | 3,710                       | 1.3%                       | \$98,700                               | \$403,100                                  |
| Mainstream Empty Nesters                | 6,395                       | 2.2%                       | \$66,200                               | \$242,600                                  |
| Middle-American Retirees                | 9,410                       | 3.2%                       | \$65,500                               | \$244,300                                  |
| <i>Subtotal:</i>                        | <u>20,000</u>               | <u>6.9%</u>                |  |  |
| <i>Town &amp; Country/Exurbs</i>        |                             |                            |  |  |
| Small-Town Patriarchs                   | 4,895                       | 1.7%                       | \$114,600                              | \$553,200                                  |
| Pillars of the Community                | 4,125                       | 1.4%                       | \$89,400                               | \$309,000                                  |
| New Empty Nesters                       | 470                         | 0.2%                       | \$92,700                               | \$457,500                                  |
| Traditional Couples                     | 12,025                      | 4.1%                       | \$89,200                               | \$360,600                                  |
| RV Retirees                             | 2,880                       | 1.0%                       | \$71,100                               | \$252,400                                  |
| Country Couples                         | 13,460                      | 4.6%                       | \$65,500                               | \$236,700                                  |
| Hometown Retirees                       | 1,160                       | 0.4%                       | \$56,900                               | \$185,700                                  |
| Heartland Retirees                      | 2,965                       | 1.0%                       | \$55,200                               | \$233,100                                  |
| Village Elders                          | 16,225                      | 5.6%                       | \$45,100                               | \$182,000                                  |
| Small-Town Seniors                      | 17,400                      | 6.0%                       | \$43,800                               | \$154,200                                  |
| Back Country Seniors                    | 6,160                       | 2.1%                       | \$40,100                               | \$140,700                                  |
| <i>Subtotal:</i>                        | <u>81,765</u>               | <u>28.2%</u>               |  |  |

**2023 Household Classification by Market Groups**  
*Polk County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Estimated<br/>Share</i> | <i>Estimated<br/>Median<br/>Income</i> | <i>Estimated<br/>Median<br/>Home Value</i> |
|---|-----------------------------|----------------------------|--|--|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>85,940</b>               | <b>29.6%</b>               |  |  |
| <i>Metropolitan Cities</i>                            |                             |                            |  |  |
| e-Type Families                                       | 0                           | 0.0%                       |  |  |
| Multi-Cultural Families                               | 0                           | 0.0%                       |  |  |
| Inner-City Families                                   | 0                           | 0.0%                       |  |  |
| Single-Parent Families                                | 0                           | 0.0%                       |  |  |
| <i>Subtotal:</i>                                      | <u>0</u>                    | <u>0.0%</u>                |  |  |
| <i>Small Cities/Satellite Cities</i>                  |                             |                            |  |  |
| Unibox Transferees                                    | 505                         | 0.2%                       | \$95,000                               | \$398,700                                  |
| Multi-Ethnic Families                                 | 2,065                       | 0.7%                       | \$71,200                               | \$284,700                                  |
| Uptown Families                                       | 4,820                       | 1.7%                       | \$66,700                               | \$256,600                                  |
| In-Town Families                                      | 4,040                       | 1.4%                       | \$42,800                               | \$146,300                                  |
| New American Strivers                                 | 2,970                       | 1.0%                       | \$40,100                               | \$178,900                                  |
| <i>Subtotal:</i>                                      | <u>14,400</u>               | <u>5.0%</u>                |  |  |
| <i>Metropolitan Suburbs</i>                           |                             |                            |  |  |
| Corporate Establishment                               | 40                          | 0.0%                       | \$159,300                              | \$673,300                                  |
| Nouveau Money   | 80                          | 0.0%                       | \$119,800                              | \$464,100                                  |
| Button-Down Families                                  | 3,365                       | 1.2%                       | \$105,700                              | \$412,500                                  |
| Fiber-Optic Families                                  | 2,095                       | 0.7%                       | \$93,300                               | \$312,300                                  |
| Late-Nest Suburbanites                                | 995                         | 0.3%                       | \$81,300                               | \$402,400                                  |
| Full-Nest Suburbanites                                | 1,645                       | 0.6%                       | \$76,300                               | \$361,800                                  |
| Kids 'r' Us   | 5,430                       | 1.9%                       | \$70,700                               | \$255,400                                  |
| <i>Subtotal:</i>                                      | <u>13,650</u>               | <u>4.7%</u>                |  |  |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                            |  |  |
| Ex-Urban Elite  | 1,005                       | 0.3%                       | \$121,400                              | \$459,700                                  |
| New Town Families                                     | 2,920                       | 1.0%                       | \$93,600                               | \$297,000                                  |
| Full-Nest Exurbanites                                 | 50                          | 0.0%                       | \$92,400                               | \$370,900                                  |
| Rural Families  | 4,740                       | 1.6%                       | \$71,200                               | \$233,700                                  |
| Traditional Families                                  | 8,530                       | 2.9%                       | \$71,400                               | \$261,400                                  |
| Small-Town Families                                   | 14,155                      | 4.9%                       | \$71,600                               | \$308,500                                  |
| Four-by-Four Families                                 | 14,140                      | 4.9%                       | \$68,100                               | \$243,100                                  |
| Rustic Families                                       | 7,145                       | 2.5%                       | \$56,600                               | \$180,700                                  |
| Hometown Families                                     | 5,205                       | 1.8%                       | \$46,100                               | \$185,500                                  |
| <i>Subtotal:</i>                                      | <u>57,890</u>               | <u>20.0%</u>               |  |  |

**2023 Household Classification by Market Groups**  
Polk County, Florida

|  | <i>Estimated<br/>Number</i> | <i>Estimated<br/>Share</i> | <i>Estimated<br/>Median<br/>Income</i> | <i>Estimated<br/>Median<br/>Home Value</i> |
|--|-----------------------------|----------------------------|--|--|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>70,960</b>               | <b>24.5%</b>               |  |  |
| <i>Metropolitan Cities</i>               |                             |                            |  |  |
| New Power Couples                        | 0                           | 0.0%                       |  |  |
| New Bohemians                            | 0                           | 0.0%                       |  |  |
| Cosmopolitan Elite                       | 0                           | 0.0%                       |  |  |
| Downtown Couples                         | 0                           | 0.0%                       |  |  |
| Downtown Proud                           | 0                           | 0.0%                       |  |  |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0.0%</u>                |  |  |
| <i>Small Cities/Satellite Cities</i>     |                             |                            |  |  |
| The VIPs                                 | 2,025                       | 0.7%                       | \$72,700                               | \$405,100                                  |
| Small-City Singles                       | 6,470                       | 2.2%                       | \$39,600                               | \$122,300                                  |
| Twentysomethings                         | 2,330                       | 0.8%                       | \$38,700                               | \$261,400                                  |
| Second-City Strivers                     | 2,520                       | 0.9%                       | \$38,900                               | \$199,700                                  |
| Multi-Ethnic Singles                     | 3,925                       | 1.4%                       | \$23,900                               | \$112,500                                  |
| <i>Subtotal:</i>                         | <u>17,270</u>               | <u>6.0%</u>                |  |  |
| <i>Metropolitan Suburbs</i>              |                             |                            |  |  |
| Fast-Track Professionals                 | 940                         | 0.3%                       | \$72,500                               | \$433,100                                  |
| Suburban Achievers                       | 5,790                       | 2.0%                       | \$49,100                               | \$169,400                                  |
| Suburban Strivers                        | 3,640                       | 1.3%                       | \$45,300                               | \$208,700                                  |
| <i>Subtotal:</i>                         | <u>10,370</u>               | <u>3.6%</u>                |  |  |
| <i>Town &amp; Country/Exurbs</i>         |                             |                            |  |  |
| Hometown Sweethearts                     | 26,460                      | 9.1%                       | \$48,100                               | \$168,200                                  |
| Blue-Collar Traditionalists              | 2,525                       | 0.9%                       | \$45,300                               | \$145,800                                  |
| Rural Couples                            | 5,480                       | 1.9%                       | \$35,900                               | \$117,300                                  |
| Rural Strivers                           | 8,855                       | 3.1%                       | \$29,500                               | \$115,700                                  |
| <i>Subtotal:</i>                         | <u>43,320</u>               | <u>14.9%</u>               |  |  |

**Annual Average Number Of Households With The Potential  
To Move Within Polk County Each Year Over The Next Five Years**  
*Polk County, Florida*

| <u>Household Type/<br/>Geographic Designation</u>     | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>133,160</b>              | <b>5,765</b>     | <b>29.6%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 31,395                      | 1,080            | 5.5%                          |
| <i>Metropolitan Suburbs</i>                           | 20,000                      | 880              | 4.5%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 81,765                      | 3,805            | 19.5%                         |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>85,940</b>               | <b>6,940</b>     | <b>35.6%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 14,400                      | 1,340            | 6.9%                          |
| <i>Metropolitan Suburbs</i>                           | 13,650                      | 560              | 2.9%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 57,890                      | 5,040            | 25.9%                         |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>70,960</b>               | <b>6,765</b>     | <b>34.7%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 17,270                      | 2,255            | 11.6%                         |
| <i>Metropolitan Suburbs</i>                           | 10,370                      | 1,020            | 5.2%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 43,320                      | 3,490            | 17.9%                         |
| <b>Total:</b>   | <b>290,060</b>              | <b>19,470</b>    | <b>100.0%</b>                 |

**Annual Average Number Of Households With The Potential  
To Move Within Polk County Each Year Over The Next Five Years**  
*Polk County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>133,160</b>              | <b>5,765</b>     | <b>29.6%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| The Social Register                     | 0                           | 0                | 0.0%                          |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Empty Nesters              | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Second City Establishment               | 5,415                       | 135              | 0.7%                          |
| Blue-Collar Retirees                    | 6,225                       | 315              | 1.6%                          |
| Middle-Class Move-Downs                 | 5,625                       | 165              | 0.8%                          |
| Hometown Seniors                        | 10,975                      | 175              | 0.9%                          |
| Second City Seniors                     | 3,155                       | 290              | 1.5%                          |
| <i>Subtotal:</i>                        | <u>31,395</u>               | <u>1,080</u>     | <u>5.5%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| The One Percenters                      | 0                           | 0                | 0.0%                          |
| Old Money                               | 0                           | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 485                         | 10               | 0.1%                          |
| Suburban Establishment                  | 3,710                       | 110              | 0.6%                          |
| Mainstream Empty Nesters                | 6,395                       | 340              | 1.7%                          |
| Middle-American Retirees                | 9,410                       | 420              | 2.2%                          |
| <i>Subtotal:</i>                        | <u>20,000</u>               | <u>880</u>       | <u>4.5%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Patriarchs                   | 4,895                       | 135              | 0.7%                          |
| Pillars of the Community                | 4,125                       | 135              | 0.7%                          |
| New Empty Nesters                       | 470                         | 10               | 0.1%                          |
| Traditional Couples                     | 12,025                      | 420              | 2.2%                          |
| RV Retirees                             | 2,880                       | 80               | 0.4%                          |
| Country Couples                         | 13,460                      | 550              | 2.8%                          |
| Hometown Retirees                       | 1,160                       | 45               | 0.2%                          |
| Heartland Retirees                      | 2,965                       | 75               | 0.4%                          |
| Village Elders                          | 16,225                      | 750              | 3.9%                          |
| Small-Town Seniors                      | 17,400                      | 1,305            | 6.7%                          |
| Back Country Seniors                    | 6,160                       | 300              | 1.5%                          |
| <i>Subtotal:</i>                        | <u>81,765</u>               | <u>3,805</u>     | <u>19.5%</u>                  |



**Annual Average Number Of Households With The Potential  
To Move Within Polk County Each Year Over The Next Five Years**  
*Polk County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>85,940</b>               | <b>6,940</b>     | <b>35.6%</b>                  |
| <i>Metropolitan Cities</i>                            |                             |                  |                               |
| e-Type Families                                       | 0                           | 0                | 0.0%                          |
| Multi-Cultural Families                               | 0                           | 0                | 0.0%                          |
| Inner-City Families                                   | 0                           | 0                | 0.0%                          |
| Single-Parent Families                                | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>                  |                             |                  |                               |
| Unibox Transferees                                    | 505                         | 25               | 0.1%                          |
| Multi-Ethnic Families                                 | 2,065                       | 155              | 0.8%                          |
| Uptown Families                                       | 4,820                       | 425              | 2.2%                          |
| In-Town Families                                      | 4,040                       | 400              | 2.1%                          |
| New American Strivers                                 | 2,970                       | 335              | 1.7%                          |
| <i>Subtotal:</i>                                      | <u>14,400</u>               | <u>1,340</u>     | <u>6.9%</u>                   |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| Corporate Establishment                               | 40                          | 0                | 0.0%                          |
| Nouveau Money   | 80                          | 5                | 0.0%                          |
| Button-Down Families                                  | 3,365                       | 75               | 0.4%                          |
| Fiber-Optic Families                                  | 2,095                       | 40               | 0.2%                          |
| Late-Nest Suburbanites                                | 995                         | 65               | 0.3%                          |
| Full-Nest Suburbanites                                | 1,645                       | 70               | 0.4%                          |
| Kids 'r' Us   | 5,430                       | 305              | 1.6%                          |
| <i>Subtotal:</i>                                      | <u>13,650</u>               | <u>560</u>       | <u>2.9%</u>                   |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 1,005                       | 40               | 0.2%                          |
| New Town Families                                     | 2,920                       | 130              | 0.7%                          |
| Full-Nest Exurbanites                                 | 50                          | 0                | 0.0%                          |
| Rural Families  | 4,740                       | 185              | 1.0%                          |
| Traditional Families                                  | 8,530                       | 385              | 2.0%                          |
| Small-Town Families                                   | 14,155                      | 1,580            | 8.1%                          |
| Four-by-Four Families                                 | 14,140                      | 1,390            | 7.1%                          |
| Rustic Families                                       | 7,145                       | 505              | 2.6%                          |
| Hometown Families                                     | 5,205                       | 825              | 4.2%                          |
| <i>Subtotal:</i>                                      | <u>57,890</u>               | <u>5,040</u>     | <u>25.9%</u>                  |

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

**Annual Average Number Of Households With The Potential  
To Move Within Polk County Each Year Over The Next Five Years**  
*Polk County, Florida*

|  | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>70,960</b>               | <b>6,765</b>     | <b>34.7%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| New Power Couples                        | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Cosmopolitan Elite                       | 0                           | 0                | 0.0%                          |
| Downtown Couples                         | 0                           | 0                | 0.0%                          |
| Downtown Proud                           | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 2,025                       | 185              | 1.0%                          |
| Small-City Singles                       | 6,470                       | 705              | 3.6%                          |
| Twentysomethings                         | 2,330                       | 425              | 2.2%                          |
| Second-City Strivers                     | 2,520                       | 370              | 1.9%                          |
| Multi-Ethnic Singles                     | 3,925                       | 570              | 2.9%                          |
| <i>Subtotal:</i>                         | <u>17,270</u>               | <u>2,255</u>     | <u>11.6%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| Fast-Track Professionals                 | 940                         | 160              | 0.8%                          |
| Suburban Achievers                       | 5,790                       | 235              | 1.2%                          |
| Suburban Strivers                        | 3,640                       | 625              | 3.2%                          |
| <i>Subtotal:</i>                         | <u>10,370</u>               | <u>1,020</u>     | <u>5.2%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Hometown Sweethearts                     | 26,460                      | 1,225            | 6.3%                          |
| Blue-Collar Traditionalists              | 2,525                       | 210              | 1.1%                          |
| Rural Couples                            | 5,480                       | 675              | 3.5%                          |
| Rural Strivers                           | 8,855                       | 1,380            | 7.1%                          |
| <i>Subtotal:</i>                         | <u>43,320</u>               | <u>3,490</u>     | <u>17.9%</u>                  |

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

Summary: Appendix Two, Tables 1 Through 3

*Osceola County, Florida, Hillsborough County, Florida, Lake County, Florida*

| Household Type/<br>Geographic Designation             | <i>Osceola<br/>County</i> | <i>Hillsborough<br/>County</i> | <i>Lake<br/>County</i> | Total         |
|---|---------------------------|--------------------------------|------------------------|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               |                           |                                |                        |               |
|   | <b>430</b>                | <b>345</b>                     | <b>320</b>             | <b>1,095</b>  |
| <i>Metropolitan Cities</i>                            | 0                         | 60                             | 0                      | 60            |
| <i>Small Cities/Satellite Cities</i>                  | 95                        | 85                             | 65                     | 245           |
| <i>Metropolitan Suburbs</i>                           | 75                        | 105                            | 35                     | 215           |
| <i>Town &amp; Country/Exurbs</i>                      | 260                       | 95                             | 220                    | 575           |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> |                           |                                |                        |               |
|   | <b>1,300</b>              | <b>765</b>                     | <b>250</b>             | <b>2,315</b>  |
| <i>Metropolitan Cities</i>                            | 0                         | 60                             | 0                      | 60            |
| <i>Small Cities/Satellite Cities</i>                  | 370                       | 245                            | 40                     | 655           |
| <i>Metropolitan Suburbs</i>                           | 65                        | 170                            | 20                     | 255           |
| <i>Town &amp; Country/Exurbs</i>                      | 865                       | 290                            | 190                    | 1,345         |
| <b>Younger<br/>Singles &amp; Couples</b>              |                           |                                |                        |               |
|   | <b>975</b>                | <b>1,285</b>                   | <b>220</b>             | <b>2,480</b>  |
| <i>Metropolitan Cities</i>                            | 0                         | 595                            | 0                      | 595           |
| <i>Small Cities/Satellite Cities</i>                  | 450                       | 330                            | 80                     | 860           |
| <i>Metropolitan Suburbs</i>                           | 245                       | 265                            | 30                     | 540           |
| <i>Town &amp; Country/Exurbs</i>                      | 280                       | 95                             | 110                    | 485           |
| <b>Total:</b>   | <b>2,705</b>              | <b>2,395</b>                   | <b>790</b>             | <b>5,890</b>  |
| <b>Percent:</b>                                       | <b>45.9%</b>              | <b>40.7%</b>                   | <b>13.4%</b>           | <b>100.0%</b> |

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

Summary: Appendix Two, Tables 1 Through 3

*Osceola County, Florida, Hillsborough County, Florida, Lake County, Florida*

|   | <u>Osceola<br/>County</u> | <u>Hillsborough<br/>County</u> | <u>Lake<br/>County</u> | <u>Total</u> |
|---|---------------------------|--------------------------------|------------------------|--------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>430</b>                | <b>345</b>                     | <b>320</b>             | <b>1,095</b> |
| <i>Metropolitan Cities</i>              |                           |                                |                        |              |
| The Social Register                     | 0                         | 5                              | 0                      | 5            |
| Urban Establishment                     | 0                         | 10                             | 0                      | 10           |
| Multi-Ethnic Empty Nesters              | 0                         | 15                             | 0                      | 15           |
| Cosmopolitan Couples                    | 0                         | 30                             | 0                      | 30           |
| <i>Subtotal:</i>                        | <u>0</u>                  | <u>60</u>                      | <u>0</u>               | <u>60</u>    |
| <i>Small Cities/Satellite Cities</i>    |                           |                                |                        |              |
| Second City Establishment               | 5                         | 15                             | 10                     | 30           |
| Blue-Collar Retirees                    | 35                        | 25                             | 15                     | 75           |
| Middle-Class Move-Downs                 | 5                         | 15                             | 20                     | 40           |
| Hometown Seniors                        | 10                        | 10                             | 5                      | 25           |
| Second City Seniors                     | 40                        | 20                             | 15                     | 75           |
| <i>Subtotal:</i>                        | <u>95</u>                 | <u>85</u>                      | <u>65</u>              | <u>245</u>   |
| <i>Metropolitan Suburbs</i>             |                           |                                |                        |              |
| The One Percenters                      | 0                         | 5                              | 0                      | 5            |
| Old Money                               | 0                         | 0                              | 0                      | 0            |
| Affluent Empty Nesters                  | 0                         | 0                              | 0                      | 0            |
| Suburban Establishment                  | 5                         | 35                             | 5                      | 45           |
| Mainstream Empty Nesters                | 35                        | 25                             | 5                      | 65           |
| Middle-American Retirees                | 35                        | 40                             | 25                     | 100          |
| <i>Subtotal:</i>                        | <u>75</u>                 | <u>105</u>                     | <u>35</u>              | <u>215</u>   |
| <i>Town &amp; Country/Exurbs</i>        |                           |                                |                        |              |
| Small-Town Patriarchs                   | 15                        | 10                             | 10                     | 35           |
| Pillars of the Community                | 30                        | 5                              | 15                     | 50           |
| New Empty Nesters                       | 10                        | 0                              | 10                     | 20           |
| Traditional Couples                     | 15                        | 15                             | 40                     | 70           |
| RV Retirees                             | 5                         | 0                              | 5                      | 10           |
| Country Couples                         | 45                        | 10                             | 20                     | 75           |
| Hometown Retirees                       | 5                         | 0                              | 5                      | 10           |
| Heartland Retirees                      | 5                         | 0                              | 10                     | 15           |
| Village Elders                          | 25                        | 15                             | 55                     | 95           |
| Small-Town Seniors                      | 95                        | 35                             | 35                     | 165          |
| Back Country Seniors                    | 10                        | 5                              | 15                     | 30           |
| <i>Subtotal:</i>                        | <u>260</u>                | <u>95</u>                      | <u>220</u>             | <u>575</u>   |

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

Summary: Appendix Two, Tables 1 Through 3

*Osceola County, Florida, Hillsborough County, Florida, Lake County, Florida*

|   | <i>Osceola<br/>County</i> | <i>Hillsborough<br/>County</i> | <i>Lake<br/>County</i> | Total        |
|---|---------------------------|--------------------------------|------------------------|--------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>1,300</b>              | <b>765</b>                     | <b>250</b>             | <b>2,315</b> |
| <i>Metropolitan Cities</i>                            |                           |                                |                        |              |
| e-Type Families                                       | 0                         | 10                             | 0                      | 10           |
| Multi-Cultural Families                               | 0                         | 15                             | 0                      | 15           |
| Inner-City Families                                   | 0                         | 5                              | 0                      | 5            |
| Single-Parent Families                                | 0                         | 30                             | 0                      | 30           |
| <i>Subtotal:</i>                                      | <u>0</u>                  | <u>60</u>                      | <u>0</u>               | <u>60</u>    |
| <i>Small Cities/Satellite Cities</i>                  |                           |                                |                        |              |
| Unibox Transferees                                    | 10                        | 35                             | 0                      | 45           |
| Multi-Ethnic Families                                 | 100                       | 40                             | 5                      | 145          |
| Uptown Families                                       | 40                        | 65                             | 20                     | 125          |
| In-Town Families                                      | 140                       | 55                             | 10                     | 205          |
| New American Strivers                                 | 80                        | 50                             | 5                      | 135          |
| <i>Subtotal:</i>                                      | <u>370</u>                | <u>245</u>                     | <u>40</u>              | <u>655</u>   |
| <i>Metropolitan Suburbs</i>                           |                           |                                |                        |              |
| Corporate Establishment                               | 0                         | 5                              | 0                      | 5            |
| Nouveau Money   | 0                         | 5                              | 0                      | 5            |
| Button-Down Families                                  | 5                         | 20                             | 5                      | 30           |
| Fiber-Optic Families                                  | 0                         | 15                             | 0                      | 15           |
| Late-Nest Suburbanites                                | 0                         | 50                             | 5                      | 55           |
| Full-Nest Suburbanites                                | 0                         | 40                             | 5                      | 45           |
| Kids 'r' Us   | 60                        | 35                             | 5                      | 100          |
| <i>Subtotal:</i>                                      | <u>65</u>                 | <u>170</u>                     | <u>20</u>              | <u>255</u>   |
| <i>Town &amp; Country/Exurbs</i>                      |                           |                                |                        |              |
| Ex-Urban Elite  | 20                        | 45                             | 0                      | 65           |
| New Town Families                                     | 35                        | 10                             | 20                     | 65           |
| Full-Nest Exurbanites                                 | 40                        | 0                              | 10                     | 50           |
| Rural Families  | 5                         | 5                              | 15                     | 25           |
| Traditional Families                                  | 85                        | 30                             | 20                     | 135          |
| Small-Town Families                                   | 155                       | 105                            | 25                     | 285          |
| Four-by-Four Families                                 | 275                       | 45                             | 40                     | 360          |
| Rustic Families                                       | 90                        | 5                              | 45                     | 140          |
| Hometown Families                                     | 160                       | 45                             | 15                     | 220          |
| <i>Subtotal:</i>                                      | <u>865</u>                | <u>290</u>                     | <u>190</u>             | <u>1,345</u> |

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

Summary: Appendix Two, Tables 1 Through 3

*Osceola County, Florida, Hillsborough County, Florida, Lake County, Florida*

|  | <i>Osceola<br/>County</i> | <i>Hillsborough<br/>County</i> | <i>Lake<br/>County</i> | Total        |
|--|---------------------------|--------------------------------|------------------------|--------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>975</b>                | <b>1,285</b>                   | <b>220</b>             | <b>2,480</b> |
| <i>Metropolitan Cities</i>               |                           |                                |                        |              |
| New Power Couples                        | 0                         | 15                             | 0                      | 15           |
| New Bohemians                            | 0                         | 120                            | 0                      | 120          |
| Cosmopolitan Elite                       | 0                         | 15                             | 0                      | 15           |
| Downtown Couples                         | 0                         | 175                            | 0                      | 175          |
| Downtown Proud                           | 0                         | 270                            | 0                      | 270          |
| <i>Subtotal:</i>                         | <u>0</u>                  | <u>595</u>                     | <u>0</u>               | <u>595</u>   |
| <i>Small Cities/Satellite Cities</i>     |                           |                                |                        |              |
| The VIPs                                 | 80                        | 100                            | 5                      | 185          |
| Small-City Singles                       | 70                        | 40                             | 30                     | 140          |
| Twentysomethings                         | 75                        | 110                            | 10                     | 195          |
| Second-City Strivers                     | 95                        | 70                             | 15                     | 180          |
| Multi-Ethnic Singles                     | 130                       | 10                             | 20                     | 160          |
| <i>Subtotal:</i>                         | <u>450</u>                | <u>330</u>                     | <u>80</u>              | <u>860</u>   |
| <i>Metropolitan Suburbs</i>              |                           |                                |                        |              |
| Fast-Track Professionals                 | 40                        | 105                            | 5                      | 150          |
| Suburban Achievers                       | 25                        | 25                             | 5                      | 55           |
| Suburban Strivers                        | 180                       | 135                            | 20                     | 335          |
| <i>Subtotal:</i>                         | <u>245</u>                | <u>265</u>                     | <u>30</u>              | <u>540</u>   |
| <i>Town &amp; Country/Exurbs</i>         |                           |                                |                        |              |
| Hometown Sweethearts                     | 125                       | 30                             | 15                     | 170          |
| Blue-Collar Traditionalists              | 25                        | 5                              | 20                     | 50           |
| Rural Couples                            | 75                        | 5                              | 50                     | 130          |
| Rural Strivers                           | 55                        | 55                             | 25                     | 135          |
| <i>Subtotal:</i>                         | <u>280</u>                | <u>95</u>                      | <u>110</u>             | <u>485</u>   |

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

Summary: Appendix Three, Tables 1 Through 3

*Orange County, Florida, Miami-Dade County, Florida, Broward County, Florida*

| Household Type/<br>Geographic Designation             | <i>Orange<br/>County</i> | <i>Miami-Dade<br/>County</i> | <i>Broward<br/>County</i> | Total         |
|---|--------------------------|------------------------------|---------------------------|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>335</b>               | <b>70</b>                    | <b>105</b>                | <b>510</b>    |
| <i>Metropolitan Cities</i>                            | 0                        | 45                           | 55                        | 100           |
| <i>Small Cities/Satellite Cities</i>                  | 120                      | 10                           | 25                        | 155           |
| <i>Metropolitan Suburbs</i>                           | 175                      | 15                           | 25                        | 215           |
| <i>Town &amp; Country/Exurbs</i>                      | 40                       | 0                            | 0                         | 40            |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>1,000</b>             | <b>140</b>                   | <b>120</b>                | <b>1,260</b>  |
| <i>Metropolitan Cities</i>                            | 0                        | 50                           | 65                        | 115           |
| <i>Small Cities/Satellite Cities</i>                  | 465                      | 60                           | 20                        | 545           |
| <i>Metropolitan Suburbs</i>                           | 240                      | 25                           | 35                        | 300           |
| <i>Town &amp; Country/Exurbs</i>                      | 295                      | 5                            | 0                         | 300           |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>1,605</b>             | <b>305</b>                   | <b>240</b>                | <b>2,150</b>  |
| <i>Metropolitan Cities</i>                            | 0                        | 220                          | 160                       | 380           |
| <i>Small Cities/Satellite Cities</i>                  | 1,050                    | 55                           | 35                        | 1,140         |
| <i>Metropolitan Suburbs</i>                           | 515                      | 30                           | 45                        | 590           |
| <i>Town &amp; Country/Exurbs</i>                      | 40                       | 0                            | 0                         | 40            |
| <b>Total:</b>   | <b>2,940</b>             | <b>515</b>                   | <b>465</b>                | <b>3,920</b>  |
| <b>Percent:</b>                                       | <b>75.0%</b>             | <b>13.1%</b>                 | <b>11.9%</b>              | <b>100.0%</b> |

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

Summary: Appendix Three, Tables 1 Through 3

*Orange County, Florida, Miami-Dade County, Florida, Broward County, Florida*

|   | <i>Orange<br/>County</i> | <i>Miami-Dade<br/>County</i> | <i>Broward<br/>County</i> | Total      |
|---|--------------------------|------------------------------|---------------------------|------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>335</b>               | <b>70</b>                    | <b>105</b>                | <b>510</b> |
| <i>Metropolitan Cities</i>              |                          |                              |                           |            |
| The Social Register                     | 0                        | 5                            | 5                         | 10         |
| Urban Establishment                     | 0                        | 5                            | 5                         | 10         |
| Multi-Ethnic Empty Nesters              | 0                        | 20                           | 25                        | 45         |
| Cosmopolitan Couples                    | 0                        | 15                           | 20                        | 35         |
| <i>Subtotal:</i>                        | <u>0</u>                 | <u>45</u>                    | <u>55</u>                 | <u>100</u> |
| <i>Small Cities/Satellite Cities</i>    |                          |                              |                           |            |
| Second City Establishment               | 15                       | 0                            | 5                         | 20         |
| Blue-Collar Retirees                    | 40                       | 5                            | 10                        | 55         |
| Middle-Class Move-Downs                 | 10                       | 0                            | 5                         | 15         |
| Hometown Seniors                        | 15                       | 0                            | 0                         | 15         |
| Second City Seniors                     | 40                       | 5                            | 5                         | 50         |
| <i>Subtotal:</i>                        | <u>120</u>               | <u>10</u>                    | <u>25</u>                 | <u>155</u> |
| <i>Metropolitan Suburbs</i>             |                          |                              |                           |            |
| The One Percenters                      | 10                       | 0                            | 5                         | 15         |
| Old Money                               | 5                        | 0                            | 0                         | 5          |
| Affluent Empty Nesters                  | 5                        | 0                            | 0                         | 5          |
| Suburban Establishment                  | 40                       | 5                            | 10                        | 55         |
| Mainstream Empty Nesters                | 50                       | 0                            | 5                         | 55         |
| Middle-American Retirees                | 65                       | 10                           | 5                         | 80         |
| <i>Subtotal:</i>                        | <u>175</u>               | <u>15</u>                    | <u>25</u>                 | <u>215</u> |
| <i>Town &amp; Country/Exurbs</i>        |                          |                              |                           |            |
| Small-Town Patriarchs                   | 5                        | 0                            | 0                         | 5          |
| Pillars of the Community                | 5                        | 0                            | 0                         | 5          |
| New Empty Nesters                       | 5                        | 0                            | 0                         | 5          |
| Traditional Couples                     | 5                        | 0                            | 0                         | 5          |
| RV Retirees                             | 0                        | 0                            | 0                         | 0          |
| Country Couples                         | 5                        | 0                            | 0                         | 5          |
| Hometown Retirees                       | 0                        | 0                            | 0                         | 0          |
| Heartland Retirees                      | 0                        | 0                            | 0                         | 0          |
| Village Elders                          | 5                        | 0                            | 0                         | 5          |
| Small-Town Seniors                      | 10                       | 0                            | 0                         | 10         |
| Back Country Seniors                    | 0                        | 0                            | 0                         | 0          |
| <i>Subtotal:</i>                        | <u>40</u>                | <u>0</u>                     | <u>0</u>                  | <u>40</u>  |



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

Summary: Appendix Three, Tables 1 Through 3

*Orange County, Florida, Miami-Dade County, Florida, Broward County, Florida*

|   | <i>Orange<br/>County</i> | <i>Miami-Dade<br/>County</i> | <i>Broward<br/>County</i> | Total        |
|---|--------------------------|------------------------------|---------------------------|--------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>1,000</b>             | <b>140</b>                   | <b>120</b>                | <b>1,260</b> |
| <i>Metropolitan Cities</i>                            |                          |                              |                           |              |
| e-Type Families                                       | 0                        | 5                            | 5                         | 10           |
| Multi-Cultural Families                               | 0                        | 10                           | 10                        | 20           |
| Inner-City Families                                   | 0                        | 0                            | 10                        | 10           |
| Single-Parent Families                                | 0                        | 35                           | 40                        | 75           |
| <i>Subtotal:</i>                                      | <u>0</u>                 | <u>50</u>                    | <u>65</u>                 | <u>115</u>   |
| <i>Small Cities/Satellite Cities</i>                  |                          |                              |                           |              |
| Unibox Transferees                                    | 55                       | 5                            | 0                         | 60           |
| Multi-Ethnic Families                                 | 80                       | 20                           | 5                         | 105          |
| Uptown Families                                       | 75                       | 5                            | 5                         | 85           |
| In-Town Families                                      | 90                       | 15                           | 5                         | 110          |
| New American Strivers                                 | 165                      | 15                           | 5                         | 185          |
| <i>Subtotal:</i>                                      | <u>465</u>               | <u>60</u>                    | <u>20</u>                 | <u>545</u>   |
| <i>Metropolitan Suburbs</i>                           |                          |                              |                           |              |
| Corporate Establishment                               | 5                        | 0                            | 5                         | 10           |
| Nouveau Money   | 15                       | 0                            | 5                         | 20           |
| Button-Down Families                                  | 30                       | 5                            | 5                         | 40           |
| Fiber-Optic Families                                  | 20                       | 0                            | 5                         | 25           |
| Late-Nest Suburbanites                                | 65                       | 10                           | 5                         | 80           |
| Full-Nest Suburbanites                                | 30                       | 5                            | 5                         | 40           |
| Kids 'r' Us   | 75                       | 5                            | 5                         | 85           |
| <i>Subtotal:</i>                                      | <u>240</u>               | <u>25</u>                    | <u>35</u>                 | <u>300</u>   |
| <i>Town &amp; Country/Exurbs</i>                      |                          |                              |                           |              |
| Ex-Urban Elite  | 30                       | 0                            | 0                         | 30           |
| New Town Families                                     | 15                       | 0                            | 0                         | 15           |
| Full-Nest Exurbanites                                 | 85                       | 0                            | 0                         | 85           |
| Rural Families  | 0                        | 0                            | 0                         | 0            |
| Traditional Families                                  | 10                       | 0                            | 0                         | 10           |
| Small-Town Families                                   | 50                       | 0                            | 0                         | 50           |
| Four-by-Four Families                                 | 10                       | 0                            | 0                         | 10           |
| Rustic Families                                       | 45                       | 0                            | 0                         | 45           |
| Hometown Families                                     | 50                       | 5                            | 0                         | 55           |
| <i>Subtotal:</i>                                      | <u>295</u>               | <u>5</u>                     | <u>0</u>                  | <u>300</u>   |

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

Summary: Appendix Three, Tables 1 Through 3

*Orange County, Florida, Miami-Dade County, Florida, Broward County, Florida*

|  | <i>Orange<br/>County</i> | <i>Miami-Dade<br/>County</i> | <i>Broward<br/>County</i> | Total        |
|--|--------------------------|------------------------------|---------------------------|--------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>1,605</b>             | <b>305</b>                   | <b>240</b>                | <b>2,150</b> |
| <i>Metropolitan Cities</i>               |                          |                              |                           |              |
| New Power Couples                        | 0                        | 5                            | 5                         | 10           |
| New Bohemians                            | 0                        | 35                           | 20                        | 55           |
| Cosmopolitan Elite                       | 0                        | 10                           | 10                        | 20           |
| Downtown Couples                         | 0                        | 75                           | 75                        | 150          |
| Downtown Proud                           | 0                        | 95                           | 50                        | 145          |
| <i>Subtotal:</i>                         | <u>0</u>                 | <u>220</u>                   | <u>160</u>                | <u>380</u>   |
| <i>Small Cities/Satellite Cities</i>     |                          |                              |                           |              |
| The VIPs                                 | 225                      | 15                           | 15                        | 255          |
| Small-City Singles                       | 75                       | 5                            | 5                         | 85           |
| Twentysomethings                         | 420                      | 10                           | 10                        | 440          |
| Second-City Strivers                     | 195                      | 10                           | 5                         | 210          |
| Multi-Ethnic Singles                     | 135                      | 15                           | 0                         | 150          |
| <i>Subtotal:</i>                         | <u>1,050</u>             | <u>55</u>                    | <u>35</u>                 | <u>1,140</u> |
| <i>Metropolitan Suburbs</i>              |                          |                              |                           |              |
| Fast-Track Professionals                 | 145                      | 10                           | 10                        | 165          |
| Suburban Achievers                       | 40                       | 5                            | 5                         | 50           |
| Suburban Strivers                        | 330                      | 15                           | 30                        | 375          |
| <i>Subtotal:</i>                         | <u>515</u>               | <u>30</u>                    | <u>45</u>                 | <u>590</u>   |
| <i>Town &amp; Country/Exurbs</i>         |                          |                              |                           |              |
| Hometown Sweethearts                     | 10                       | 0                            | 0                         | 10           |
| Blue-Collar Traditionalists              | 5                        | 0                            | 0                         | 5            |
| Rural Couples                            | 20                       | 0                            | 0                         | 20           |
| Rural Strivers                           | 5                        | 0                            | 0                         | 5            |
| <i>Subtotal:</i>                         | <u>40</u>                | <u>0</u>                     | <u>0</u>                  | <u>40</u>    |

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

| <u>Household Type/<br/>Geographic Designation</u>     | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>3,370</b>     | <b>23.6%</b>                  |
| <i>Metropolitan Cities</i>                            | 500              | 3.5%                          |
| <i>Small Cities/Satellite Cities</i>                  | 595              | 4.2%                          |
| <i>Metropolitan Suburbs</i>                           | 720              | 5.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 1,555            | 10.9%                         |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>4,915</b>     | <b>34.4%</b>                  |
| <i>Metropolitan Cities</i>                            | 475              | 3.3%                          |
| <i>Small Cities/Satellite Cities</i>                  | 1,195            | 8.4%                          |
| <i>Metropolitan Suburbs</i>                           | 850              | 6.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 2,395            | 16.8%                         |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>5,995</b>     | <b>42.0%</b>                  |
| <i>Metropolitan Cities</i>                            | 1,540            | 10.8%                         |
| <i>Small Cities/Satellite Cities</i>                  | 1,895            | 13.3%                         |
| <i>Metropolitan Suburbs</i>                           | 1,160            | 8.1%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 1,400            | 9.8%                          |
| <b>Total:</b>   | <b>14,280</b>    | <b>100.0%</b>                 |

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

|   | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>3,370</b>     | <b>23.6%</b>                  |
| <i>Metropolitan Cities</i>              |                  |                               |
| The Social Register                     | 25               | 0.2%                          |
| Urban Establishment                     | 165              | 1.2%                          |
| Multi-Ethnic Empty Nesters              | 95               | 0.7%                          |
| Cosmopolitan Couples                    | 215              | 1.5%                          |
| <i>Subtotal:</i>                        | <u>500</u>       | <u>3.5%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                  |                               |
| Second City Establishment               | 90               | 0.6%                          |
| Blue-Collar Retirees                    | 195              | 1.4%                          |
| Middle-Class Move-Downs                 | 65               | 0.5%                          |
| Hometown Seniors                        | 50               | 0.4%                          |
| Second City Seniors                     | 195              | 1.4%                          |
| <i>Subtotal:</i>                        | <u>595</u>       | <u>4.2%</u>                   |
| <i>Metropolitan Suburbs</i>             |                  |                               |
| The One Percenters                      | 75               | 0.5%                          |
| Old Money                               | 35               | 0.2%                          |
| Affluent Empty Nesters                  | 45               | 0.3%                          |
| Suburban Establishment                  | 160              | 1.1%                          |
| Mainstream Empty Nesters                | 155              | 1.1%                          |
| Middle-American Retirees                | 250              | 1.8%                          |
| <i>Subtotal:</i>                        | <u>720</u>       | <u>5.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                  |                               |
| Small-Town Patriarchs                   | 105              | 0.7%                          |
| Pillars of the Community                | 75               | 0.5%                          |
| New Empty Nesters                       | 100              | 0.7%                          |
| Traditional Couples                     | 110              | 0.8%                          |
| RV Retirees                             | 115              | 0.8%                          |
| Country Couples                         | 130              | 0.9%                          |
| Hometown Retirees                       | 115              | 0.8%                          |
| Heartland Retirees                      | 75               | 0.5%                          |
| Village Elders                          | 110              | 0.8%                          |
| Small-Town Seniors                      | 330              | 2.3%                          |
| Back Country Seniors                    | 290              | 2.0%                          |
| <i>Subtotal:</i>                        | <u>1,555</u>     | <u>10.9%</u>                  |

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

|   | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>4,915</b>     | <b>34.4%</b>                  |
| <i>Metropolitan Cities</i>                            |                  |                               |
| e-Type Families                                       | 55               | 0.4%                          |
| Multi-Cultural Families                               | 40               | 0.3%                          |
| Inner-City Families                                   | 130              | 0.9%                          |
| Single-Parent Families                                | 250              | 1.8%                          |
| <i>Subtotal:</i>                                      | <u>475</u>       | <u>3.3%</u>                   |
| <i>Small Cities/Satellite Cities</i>                  |                  |                               |
| Unibox Transferees                                    | 115              | 0.8%                          |
| Multi-Ethnic Families                                 | 175              | 1.2%                          |
| Uptown Families                                       | 285              | 2.0%                          |
| In-Town Families                                      | 245              | 1.7%                          |
| New American Strivers                                 | 375              | 2.6%                          |
| <i>Subtotal:</i>                                      | <u>1,195</u>     | <u>8.4%</u>                   |
| <i>Metropolitan Suburbs</i>                           |                  |                               |
| Corporate Establishment                               | 70               | 0.5%                          |
| Nouveau Money   | 100              | 0.7%                          |
| Button-Down Families                                  | 120              | 0.8%                          |
| Fiber-Optic Families                                  | 55               | 0.4%                          |
| Late-Nest Suburbanites                                | 210              | 1.5%                          |
| Full-Nest Suburbanites                                | 110              | 0.8%                          |
| Kids 'r' Us   | 185              | 1.3%                          |
| <i>Subtotal:</i>                                      | <u>850</u>       | <u>6.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>                      |                  |                               |
| Ex-Urban Elite  | 200              | 1.4%                          |
| New Town Families                                     | 105              | 0.7%                          |
| Full-Nest Exurbanites                                 | 200              | 1.4%                          |
| Rural Families  | 225              | 1.6%                          |
| Traditional Families                                  | 115              | 0.8%                          |
| Small-Town Families                                   | 400              | 2.8%                          |
| Four-by-Four Families                                 | 260              | 1.8%                          |
| Rustic Families                                       | 530              | 3.7%                          |
| Hometown Families                                     | 360              | 2.5%                          |
| <i>Subtotal:</i>                                      | <u>2,395</u>     | <u>16.8%</u>                  |

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

|  | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|--|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>5,995</b>     | <b>42.0%</b>                  |
| <i>Metropolitan Cities</i>               |                  |                               |
| New Power Couples                        | 60               | 0.4%                          |
| New Bohemians                            | 570              | 4.0%                          |
| Cosmopolitan Elite                       | 75               | 0.5%                          |
| Downtown Couples                         | 345              | 2.4%                          |
| Downtown Proud                           | 490              | 3.4%                          |
| <i>Subtotal:</i>                         | <u>1,540</u>     | <u>10.8%</u>                  |
| <i>Small Cities/Satellite Cities</i>     |                  |                               |
| The VIPs                                 | 315              | 2.2%                          |
| Small-City Singles                       | 325              | 2.3%                          |
| Twentysomethings                         | 605              | 4.2%                          |
| Second-City Strivers                     | 335              | 2.3%                          |
| Multi-Ethnic Singles                     | 315              | 2.2%                          |
| <i>Subtotal:</i>                         | <u>1,895</u>     | <u>13.3%</u>                  |
| <i>Metropolitan Suburbs</i>              |                  |                               |
| Fast-Track Professionals                 | 355              | 2.5%                          |
| Suburban Achievers                       | 135              | 0.9%                          |
| Suburban Strivers                        | 670              | 4.7%                          |
| <i>Subtotal:</i>                         | <u>1,160</u>     | <u>8.1%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                  |                               |
| Hometown Sweethearts                     | 195              | 1.4%                          |
| Blue-Collar Traditionalists              | 265              | 1.9%                          |
| Rural Couples                            | 585              | 4.1%                          |
| Rural Strivers                           | 355              | 2.5%                          |
| <i>Subtotal:</i>                         | <u>1,400</u>     | <u>9.8%</u>                   |

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

Summary: Appendix One, Tables 3 Through 6

*Polk County, Regional Draw Area,*

*Metropolitan Draw Area, and Balance of the United States*

| <u>Household Type/<br/>Geographic Designation</u>     | <u>Polk<br/>County</u> | <u>Regional<br/>Draw Area</u> | <u>Metropolitan<br/>Draw Area</u> | <u>Balance<br/>of U.S.</u> | <u>Total</u>  |
|---|------------------------|-------------------------------|-----------------------------------|----------------------------|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>5,765</b>           | <b>1,095</b>                  | <b>510</b>                        | <b>3,370</b>               | <b>10,740</b> |
| <i>Metropolitan Cities</i>                            | 0                      | 60                            | 100                               | 500                        | 660           |
| <i>Small Cities/Satellite Cities</i>                  | 1,080                  | 245                           | 155                               | 595                        | 2,075         |
| <i>Metropolitan Suburbs</i>                           | 880                    | 215                           | 215                               | 720                        | 2,030         |
| <i>Town &amp; Country/Exurbs</i>                      | 3,805                  | 575                           | 40                                | 1,555                      | 5,975         |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>6,940</b>           | <b>2,315</b>                  | <b>1,260</b>                      | <b>4,915</b>               | <b>15,430</b> |
| <i>Metropolitan Cities</i>                            | 0                      | 60                            | 115                               | 475                        | 650           |
| <i>Small Cities/Satellite Cities</i>                  | 1,340                  | 655                           | 545                               | 1,195                      | 3,735         |
| <i>Metropolitan Suburbs</i>                           | 560                    | 255                           | 300                               | 850                        | 1,965         |
| <i>Town &amp; Country/Exurbs</i>                      | 5,040                  | 1,345                         | 300                               | 2,395                      | 9,080         |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>6,765</b>           | <b>2,480</b>                  | <b>2,150</b>                      | <b>5,995</b>               | <b>17,390</b> |
| <i>Metropolitan Cities</i>                            | 0                      | 595                           | 380                               | 1,540                      | 2,515         |
| <i>Small Cities/Satellite Cities</i>                  | 2,255                  | 860                           | 1,140                             | 1,895                      | 6,150         |
| <i>Metropolitan Suburbs</i>                           | 1,020                  | 540                           | 590                               | 1,160                      | 3,310         |
| <i>Town &amp; Country/Exurbs</i>                      | 3,490                  | 485                           | 40                                | 1,400                      | 5,415         |
| <b>Total:</b>   | <b>19,470</b>          | <b>5,890</b>                  | <b>3,920</b>                      | <b>14,280</b>              | <b>43,560</b> |
| <b>Percent:</b>                                       | <b>44.7%</b>           | <b>13.5%</b>                  | <b>9.0%</b>                       | <b>32.8%</b>               | <b>100.0%</b> |

## Annual Average Number Of Households With The Potential To Move To Polk County Each Year Over The Next Five Years

Summary: Appendix One, Tables 3 Through 6

*Polk County, Regional Draw Area,*

*Metropolitan Draw Area, and Balance of the United States*

|   | <u>Polk<br/>County</u> | <u>Regional<br/>Draw Area</u> | <u>Metropolitan<br/>Draw Area</u> | <u>Balance<br/>of U.S.</u> | <u>Total</u>  |
|---|------------------------|-------------------------------|-----------------------------------|----------------------------|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>5,765</b>           | <b>1,095</b>                  | <b>510</b>                        | <b>3,370</b>               | <b>10,740</b> |
| <i>Metropolitan Cities</i>              |                        |                               |                                   |                            |               |
| The Social Register                     | 0                      | 5                             | 10                                | 25                         | 40            |
| Urban Establishment                     | 0                      | 10                            | 10                                | 165                        | 185           |
| Multi-Ethnic Empty Nesters              | 0                      | 15                            | 45                                | 95                         | 155           |
| Cosmopolitan Couples                    | 0                      | 30                            | 35                                | 215                        | 280           |
| <i>Subtotal:</i>                        | <u>0</u>               | <u>60</u>                     | <u>100</u>                        | <u>500</u>                 | <u>660</u>    |
| <i>Small Cities/Satellite Cities</i>    |                        |                               |                                   |                            |               |
| Second City Establishment               | 135                    | 30                            | 20                                | 90                         | 275           |
| Blue-Collar Retirees                    | 315                    | 75                            | 55                                | 195                        | 640           |
| Middle-Class Move-Downs                 | 165                    | 40                            | 15                                | 65                         | 285           |
| Hometown Seniors                        | 175                    | 25                            | 15                                | 50                         | 265           |
| Second City Seniors                     | 290                    | 75                            | 50                                | 195                        | 610           |
| <i>Subtotal:</i>                        | <u>1,080</u>           | <u>245</u>                    | <u>155</u>                        | <u>595</u>                 | <u>2,075</u>  |
| <i>Metropolitan Suburbs</i>             |                        |                               |                                   |                            |               |
| The One Percenters                      | 0                      | 5                             | 15                                | 75                         | 95            |
| Old Money                               | 0                      | 0                             | 5                                 | 35                         | 40            |
| Affluent Empty Nesters                  | 10                     | 0                             | 5                                 | 45                         | 60            |
| Suburban Establishment                  | 110                    | 45                            | 55                                | 160                        | 370           |
| Mainstream Empty Nesters                | 340                    | 65                            | 55                                | 155                        | 615           |
| Middle-American Retirees                | 420                    | 100                           | 80                                | 250                        | 850           |
| <i>Subtotal:</i>                        | <u>880</u>             | <u>215</u>                    | <u>215</u>                        | <u>720</u>                 | <u>2,030</u>  |
| <i>Town &amp; Country/Exurbs</i>        |                        |                               |                                   |                            |               |
| Small-Town Patriarchs                   | 135                    | 35                            | 5                                 | 105                        | 280           |
| Pillars of the Community                | 135                    | 50                            | 5                                 | 75                         | 265           |
| New Empty Nesters                       | 10                     | 20                            | 5                                 | 100                        | 135           |
| Traditional Couples                     | 420                    | 70                            | 5                                 | 110                        | 605           |
| RV Retirees                             | 80                     | 10                            | 0                                 | 115                        | 205           |
| Country Couples                         | 550                    | 75                            | 5                                 | 130                        | 760           |
| Hometown Retirees                       | 45                     | 10                            | 0                                 | 115                        | 170           |
| Heartland Retirees                      | 75                     | 15                            | 0                                 | 75                         | 165           |
| Village Elders                          | 750                    | 95                            | 5                                 | 110                        | 960           |
| Small-Town Seniors                      | 1,305                  | 165                           | 10                                | 330                        | 1,810         |
| Back Country Seniors                    | 300                    | 30                            | 0                                 | 290                        | 620           |
| <i>Subtotal:</i>                        | <u>3,805</u>           | <u>575</u>                    | <u>40</u>                         | <u>1,555</u>               | <u>5,975</u>  |

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



## Annual Average Number Of Households With The Potential To Move To Polk County Each Year Over The Next Five Years

Summary: Appendix One, Tables 3 Through 6

*Polk County, Regional Draw Area,*

*Metropolitan Draw Area, and Balance of the United States*

|   | <u>Polk<br/>County</u> | <u>Regional<br/>Draw Area</u> | <u>Metropolitan<br/>Draw Area</u> | <u>Balance<br/>of U.S.</u> | <u>Total</u>  |
|---|------------------------|-------------------------------|-----------------------------------|----------------------------|---------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>6,940</b>           | <b>2,315</b>                  | <b>1,260</b>                      | <b>4,915</b>               | <b>15,430</b> |
| <i>Metropolitan Cities</i>                            |                        |                               |                                   |                            |               |
| e-Type Families                                       | 0                      | 10                            | 10                                | 55                         | 75            |
| Multi-Cultural Families                               | 0                      | 15                            | 20                                | 40                         | 75            |
| Inner-City Families                                   | 0                      | 5                             | 10                                | 130                        | 145           |
| Single-Parent Families                                | 0                      | 30                            | 75                                | 250                        | 355           |
| <i>Subtotal:</i>                                      | <u>0</u>               | <u>60</u>                     | <u>115</u>                        | <u>475</u>                 | <u>650</u>    |
| <i>Small Cities/Satellite Cities</i>                  |                        |                               |                                   |                            |               |
| Unibox Transferees                                    | 25                     | 45                            | 60                                | 115                        | 245           |
| Multi-Ethnic Families                                 | 155                    | 145                           | 105                               | 175                        | 580           |
| Uptown Families                                       | 425                    | 125                           | 85                                | 285                        | 920           |
| In-Town Families                                      | 400                    | 205                           | 110                               | 245                        | 960           |
| New American Strivers                                 | 335                    | 135                           | 185                               | 375                        | 1,030         |
| <i>Subtotal:</i>                                      | <u>1,340</u>           | <u>655</u>                    | <u>545</u>                        | <u>1,195</u>               | <u>3,735</u>  |
| <i>Metropolitan Suburbs</i>                           |                        |                               |                                   |                            |               |
| Corporate Establishment                               | 0                      | 5                             | 10                                | 70                         | 85            |
| Nouveau Money   | 5                      | 5                             | 20                                | 100                        | 130           |
| Button-Down Families                                  | 75                     | 30                            | 40                                | 120                        | 265           |
| Fiber-Optic Families                                  | 40                     | 15                            | 25                                | 55                         | 135           |
| Late-Nest Suburbanites                                | 65                     | 55                            | 80                                | 210                        | 410           |
| Full-Nest Suburbanites                                | 70                     | 45                            | 40                                | 110                        | 265           |
| Kids 'r' Us   | 305                    | 100                           | 85                                | 185                        | 675           |
| <i>Subtotal:</i>                                      | <u>560</u>             | <u>255</u>                    | <u>300</u>                        | <u>850</u>                 | <u>1,965</u>  |
| <i>Town &amp; Country/Exurbs</i>                      |                        |                               |                                   |                            |               |
| Ex-Urban Elite  | 40                     | 65                            | 30                                | 200                        | 335           |
| New Town Families                                     | 130                    | 65                            | 15                                | 105                        | 315           |
| Full-Nest Exurbanites                                 | 0                      | 50                            | 85                                | 200                        | 335           |
| Rural Families  | 185                    | 25                            | 0                                 | 225                        | 435           |
| Traditional Families                                  | 385                    | 135                           | 10                                | 115                        | 645           |
| Small-Town Families                                   | 1,580                  | 285                           | 50                                | 400                        | 2,315         |
| Four-by-Four Families                                 | 1,390                  | 360                           | 10                                | 260                        | 2,020         |
| Rustic Families                                       | 505                    | 140                           | 45                                | 530                        | 1,220         |
| Hometown Families                                     | 825                    | 220                           | 55                                | 360                        | 1,460         |
| <i>Subtotal:</i>                                      | <u>5,040</u>           | <u>1,345</u>                  | <u>300</u>                        | <u>2,395</u>               | <u>9,080</u>  |

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

## Annual Average Number Of Households With The Potential To Move To Polk County Each Year Over The Next Five Years

Summary: Appendix One, Tables 3 Through 6

*Polk County, Regional Draw Area,*

*Metropolitan Draw Area, and Balance of the United States*

|  | <u>Polk<br/>County</u> | <u>Regional<br/>Draw Area</u> | <u>Metropolitan<br/>Draw Area</u> | <u>Balance<br/>of U.S.</u> | <u>Total</u>  |
|--|------------------------|-------------------------------|-----------------------------------|----------------------------|---------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>6,765</b>           | <b>2,480</b>                  | <b>2,150</b>                      | <b>5,995</b>               | <b>17,390</b> |
| <i>Metropolitan Cities</i>               |                        |                               |                                   |                            |               |
| New Power Couples                        | 0                      | 15                            | 10                                | 60                         | 85            |
| New Bohemians                            | 0                      | 120                           | 55                                | 570                        | 745           |
| Cosmopolitan Elite                       | 0                      | 15                            | 20                                | 75                         | 110           |
| Downtown Couples                         | 0                      | 175                           | 150                               | 345                        | 670           |
| Downtown Proud                           | 0                      | 270                           | 145                               | 490                        | 905           |
| <i>Subtotal:</i>                         | <u>0</u>               | <u>595</u>                    | <u>380</u>                        | <u>1,540</u>               | <u>2,515</u>  |
| <i>Small Cities/Satellite Cities</i>     |                        |                               |                                   |                            |               |
| The VIPs                                 | 185                    | 185                           | 255                               | 315                        | 940           |
| Small-City Singles                       | 705                    | 140                           | 85                                | 325                        | 1,255         |
| Twentysomethings                         | 425                    | 195                           | 440                               | 605                        | 1,665         |
| Second-City Strivers                     | 370                    | 180                           | 210                               | 335                        | 1,095         |
| Multi-Ethnic Singles                     | 570                    | 160                           | 150                               | 315                        | 1,195         |
| <i>Subtotal:</i>                         | <u>2,255</u>           | <u>860</u>                    | <u>1,140</u>                      | <u>1,895</u>               | <u>6,150</u>  |
| <i>Metropolitan Suburbs</i>              |                        |                               |                                   |                            |               |
| Fast-Track Professionals                 | 160                    | 150                           | 165                               | 355                        | 830           |
| Suburban Achievers                       | 235                    | 55                            | 50                                | 135                        | 475           |
| Suburban Strivers                        | 625                    | 335                           | 375                               | 670                        | 2,005         |
| <i>Subtotal:</i>                         | <u>1,020</u>           | <u>540</u>                    | <u>590</u>                        | <u>1,160</u>               | <u>3,310</u>  |
| <i>Town &amp; Country/Exurbs</i>         |                        |                               |                                   |                            |               |
| Hometown Sweethearts                     | 1,225                  | 170                           | 10                                | 195                        | 1,600         |
| Blue-Collar Traditionalists              | 210                    | 50                            | 5                                 | 265                        | 530           |
| Rural Couples                            | 675                    | 130                           | 20                                | 585                        | 1,410         |
| Rural Strivers                           | 1,380                  | 135                           | 5                                 | 355                        | 1,875         |
| <i>Subtotal:</i>                         | <u>3,490</u>           | <u>485</u>                    | <u>40</u>                         | <u>1,400</u>               | <u>5,415</u>  |

**Annual Average Number Of Households With The Potential To Move  
To TND's Within Lake Wales Each Year Over The Next Five Years**

Households With Annual Incomes Above \$50,000

*Polk County, Regional Draw Area,*

*Metropolitan Draw Area, and Balance of the United States*

| <u>Household Type/<br/>Geographic Designation</u>     | <u>Polk<br/>County</u> | <u>Regional<br/>Draw Area</u> | <u>Metropolitan<br/>Draw Area</u> | <u>Balance<br/>of U.S.</u> | <u>Total</u>  |
|---|------------------------|-------------------------------|-----------------------------------|----------------------------|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>650</b>             | <b>170</b>                    | <b>105</b>                        | <b>515</b>                 | <b>1,440</b>  |
| <i>Metropolitan Cities</i>                            | 0                      | 0                             | 0                                 | 0                          | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 180                    | 40                            | 30                                | 115                        | 365           |
| <i>Metropolitan Suburbs</i>                           | 355                    | 85                            | 75                                | 290                        | 805           |
| <i>Town &amp; Country/Exurbs</i>                      | 115                    | 45                            | 0                                 | 110                        | 270           |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>755</b>             | <b>415</b>                    | <b>370</b>                        | <b>1,025</b>               | <b>2,565</b>  |
| <i>Metropolitan Cities</i>                            | 0                      | 0                             | 0                                 | 0                          | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 365                    | 205                           | 165                               | 375                        | 1,110         |
| <i>Metropolitan Suburbs</i>                           | 340                    | 170                           | 190                               | 550                        | 1,250         |
| <i>Town &amp; Country/Exurbs</i>                      | 50                     | 40                            | 15                                | 100                        | 205           |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>120</b>             | <b>120</b>                    | <b>150</b>                        | <b>235</b>                 | <b>625</b>    |
| <i>Metropolitan Cities</i>                            | 0                      | 0                             | 0                                 | 0                          | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 65                     | 65                            | 90                                | 110                        | 330           |
| <i>Metropolitan Suburbs</i>                           | 55                     | 55                            | 60                                | 125                        | 295           |
| <i>Town &amp; Country/Exurbs</i>                      | 0                      | 0                             | 0                                 | 0                          | 0             |
| <b>Total:</b>   | <b>1,525</b>           | <b>705</b>                    | <b>625</b>                        | <b>1,775</b>               | <b>4,630</b>  |
| <b>Percent:</b>                                       | <b>32.9%</b>           | <b>15.2%</b>                  | <b>13.5%</b>                      | <b>38.3%</b>               | <b>100.0%</b> |

**Annual Average Number Of Households With The Potential To Move  
To TND's Within Lake Wales Each Year Over The Next Five Years**

Households With Annual Incomes Above \$50,000

*Polk County, Regional Draw Area,*

*Metropolitan Draw Area, and Balance of the United States*

|   | <u>Polk<br/>County</u> | <u>Regional<br/>Draw Area</u> | <u>Metropolitan<br/>Draw Area</u> | <u>Balance<br/>of U.S.</u> | <u>Total</u> |
|---|------------------------|-------------------------------|-----------------------------------|----------------------------|--------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>650</b>             | <b>170</b>                    | <b>105</b>                        | <b>515</b>                 | <b>1,440</b> |
| <i>Small Cities/Satellite Cities</i>    |                        |                               |                                   |                            |              |
| Second City Establishment               | 55                     | 10                            | 10                                | 35                         | 110          |
| Blue-Collar Retirees                    | 125                    | 30                            | 20                                | 80                         | 255          |
| <i>Subtotal:</i>                        | 180                    | 40                            | 30                                | 115                        | 365          |
| <i>Metropolitan Suburbs</i>             |                        |                               |                                   |                            |              |
| The One Percenters                      | 0                      | 0                             | 5                                 | 30                         | 35           |
| Old Money                               | 0                      | 0                             | 0                                 | 15                         | 15           |
| Affluent Empty Nesters                  | 5                      | 0                             | 0                                 | 20                         | 25           |
| Suburban Establishment                  | 45                     | 20                            | 20                                | 65                         | 150          |
| Mainstream Empty Nesters                | 135                    | 25                            | 20                                | 60                         | 240          |
| Middle-American Retirees                | 170                    | 40                            | 30                                | 100                        | 340          |
| <i>Subtotal:</i>                        | 355                    | 85                            | 75                                | 290                        | 805          |
| <i>Town &amp; Country/Exurbs</i>        |                        |                               |                                   |                            |              |
| Small-Town Patriarchs                   | 55                     | 15                            | 0                                 | 40                         | 110          |
| Pillars of the Community                | 55                     | 20                            | 0                                 | 30                         | 105          |
| New Empty Nesters                       | 5                      | 10                            | 0                                 | 40                         | 55           |
| <i>Subtotal:</i>                        | 115                    | 45                            | 0                                 | 110                        | 270          |

**Annual Average Number Of Households With The Potential To Move  
To TND's Within Lake Wales Each Year Over The Next Five Years**

Households With Annual Incomes Above \$50,000

*Polk County, Regional Draw Area,*

*Metropolitan Draw Area, and Balance of the United States*

|   | <u>Polk<br/>County</u> | <u>Regional<br/>Draw Area</u> | <u>Metropolitan<br/>Draw Area</u> | <u>Balance<br/>of U.S.</u> | <u>Total</u> |
|---|------------------------|-------------------------------|-----------------------------------|----------------------------|--------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>755</b>             | <b>415</b>                    | <b>370</b>                        | <b>1,025</b>               | <b>2,565</b> |
| <i>Small Cities/Satellite Cities</i>                  |                        |                               |                                   |                            |              |
| Unibox Transferees                                    | 15                     | 30                            | 40                                | 75                         | 160          |
| Multi-Ethnic Families                                 | 95                     | 95                            | 70                                | 115                        | 375          |
| Uptown Families                                       | 255                    | 80                            | 55                                | 185                        | 575          |
| <i>Subtotal:</i>                                      | <u>365</u>             | <u>205</u>                    | <u>165</u>                        | <u>375</u>                 | <u>1,110</u> |
| <i>Metropolitan Suburbs</i>                           |                        |                               |                                   |                            |              |
| Corporate Establishment                               | 0                      | 5                             | 5                                 | 45                         | 55           |
| Nouveau Money   | 5                      | 5                             | 15                                | 65                         | 90           |
| Button-Down Families                                  | 45                     | 20                            | 25                                | 80                         | 170          |
| Fiber-Optic Families                                  | 25                     | 10                            | 15                                | 35                         | 85           |
| Late-Nest Suburbanites                                | 40                     | 35                            | 50                                | 135                        | 260          |
| Full-Nest Suburbanites                                | 40                     | 30                            | 25                                | 70                         | 165          |
| Kids 'r' Us   | 185                    | 65                            | 55                                | 120                        | 425          |
| <i>Subtotal:</i>                                      | <u>340</u>             | <u>170</u>                    | <u>190</u>                        | <u>550</u>                 | <u>1,250</u> |
| <i>Town &amp; Country/Exurbs</i>                      |                        |                               |                                   |                            |              |
| Ex-Urban Elite  | 10                     | 20                            | 10                                | 65                         | 105          |
| New Town Families                                     | 40                     | 20                            | 5                                 | 35                         | 100          |
| <i>Subtotal:</i>                                      | <u>50</u>              | <u>40</u>                     | <u>15</u>                         | <u>100</u>                 | <u>205</u>   |

**Annual Average Number Of Households With The Potential To Move  
To TND's Within Lake Wales Each Year Over The Next Five Years**

Households With Annual Incomes Above \$50,000

*Polk County, Regional Draw Area,*

*Metropolitan Draw Area, and Balance of the United States*

|  | <u><i>Polk<br/>County</i></u> | <u><i>Regional<br/>Draw Area</i></u> | <u><i>Metropolitan<br/>Draw Area</i></u> | <u><i>Balance<br/>of U.S.</i></u> | <u>Total</u> |
|--|-------------------------------|--------------------------------------|--|-----------------------------------|--------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>120</b>                    | <b>120</b>                           | <b>150</b>                               | <b>235</b>                        | <b>625</b>   |
| <i>Small Cities/Satellite Cities</i>     |                               |                                      |  |                                   |              |
| The VIPs                                 | <u>65</u>                     | <u>65</u>                            | <u>90</u>                                | <u>110</u>                        | <u>330</u>   |
| <i>Subtotal:</i>                         | 65                            | 65                                   | 90                                       | 110                               | 330          |
| <i>Metropolitan Suburbs</i>              |                               |                                      |  |                                   |              |
| Fast-Track Professionals                 | <u>55</u>                     | <u>55</u>                            | <u>60</u>                                | <u>125</u>                        | <u>295</u>   |
| <i>Subtotal:</i>                         | 55                            | 55                                   | 60                                       | 125                               | 295          |

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential To Move  
To TND's Within Lake Wales Each Year Over The Next Five Years  
Households With Annual Incomes Above \$50,000  
*Polk County, Regional Draw Area,  
Metropolitan Draw Area, and Balance of the United States*

| <u>Household Type/<br/>Geographic Designation</u>     | <u>Potential<br/>Renters</u> | <u>Potential<br/>Owners</u> | <u>Total</u>  |
|---|------------------------------|-----------------------------|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>325</b>                   | <b>1,115</b>                | <b>1,440</b>  |
| <i>Metropolitan Cities</i>                            | 0                            | 0                           | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 93                           | 272                         | 365           |
| <i>Metropolitan Suburbs</i>                           | 196                          | 609                         | 805           |
| <i>Town &amp; Country/Exurbs</i>                      | 36                           | 234                         | 270           |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>755</b>                   | <b>1,810</b>                | <b>2,565</b>  |
| <i>Metropolitan Cities</i>                            | 0                            | 0                           | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 374                          | 736                         | 1,110         |
| <i>Metropolitan Suburbs</i>                           | 354                          | 896                         | 1,250         |
| <i>Town &amp; Country/Exurbs</i>                      | 27                           | 178                         | 205           |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>453</b>                   | <b>172</b>                  | <b>625</b>    |
| <i>Metropolitan Cities</i>                            | 0                            | 0                           | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 204                          | 126                         | 330           |
| <i>Metropolitan Suburbs</i>                           | 249                          | 46                          | 295           |
| <i>Town &amp; Country/Exurbs</i>                      | 0                            | 0                           | 0             |
| <b>Total:</b>   | <b>1,533</b>                 | <b>3,097</b>                | <b>4,630</b>  |
| <b>Percent:</b>                                       | <b>33.1%</b>                 | <b>66.9%</b>                | <b>100.0%</b> |

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential To Move  
To TND's Within Lake Wales Each Year Over The Next Five Years  
Households With Annual Incomes Above \$50,000  
*Polk County, Regional Draw Area,  
Metropolitan Draw Area, and Balance of the United States*

| <b>Empty Nesters<br/>&amp; Retirees</b>     | <i>Potential<br/>Renters</i> | <i>Potential<br/>Owners</i> | <b>Total</b>  |
|---|------------------------------|-----------------------------|---------------|
| <b><i>Small Cities/Satellite Cities</i></b> |                              |                             |               |
| Second City Establishment                   | 13                           | 97                          | 110           |
| Blue-Collar Retirees                        | 80                           | 175                         | 255           |
| <i>Subtotal:</i>                            | <u>93</u>                    | <u>272</u>                  | <u>365</u>    |
| <b><i>Metropolitan Suburbs</i></b>          |                              |                             |               |
| The One Percenters                          | 4                            | 31                          | 35            |
| Old Money                                   | 2                            | 13                          | 15            |
| Affluent Empty Nesters                      | 3                            | 22                          | 25            |
| Suburban Establishment                      | 21                           | 129                         | 150           |
| Mainstream Empty Nesters                    | 82                           | 158                         | 240           |
| Middle-American Retirees                    | 84                           | 256                         | 340           |
| <i>Subtotal:</i>                            | <u>196</u>                   | <u>609</u>                  | <u>805</u>    |
| <b><i>Town &amp; Country/Exurbs</i></b>     |                              |                             |               |
| Small-Town Patriarchs                       | 15                           | 95                          | 110           |
| Pillars of the Community                    | 14                           | 91                          | 105           |
| New Empty Nesters                           | 7                            | 48                          | 55            |
| <i>Subtotal:</i>                            | <u>36</u>                    | <u>234</u>                  | <u>270</u>    |
| <b>Total:</b>                               | <b>325</b>                   | <b>1,115</b>                | <b>1,440</b>  |
| <b>Percent:</b>                             | <b>22.6%</b>                 | <b>77.4%</b>                | <b>100.0%</b> |



**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential To Move  
To TND's Within Lake Wales Each Year Over The Next Five Years  
Households With Annual Incomes Above \$50,000  
*Polk County, Regional Draw Area,  
Metropolitan Draw Area, and Balance of the United States*

| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <i>Potential<br/>Renters</i> | <i>Potential<br/>Owners</i> | <b>Total</b>  |
|---|------------------------------|-----------------------------|---------------|
| <i>Small Cities/Satellite Cities</i>                  |                              |                             |               |
| Unibox Transferees                                    | 44                           | 116                         | 160           |
| Multi-Ethnic Families                                 | 124                          | 251                         | 375           |
| Uptown Families                                       | 206                          | 369                         | 575           |
| <i>Subtotal:</i>                                      | <u>374</u>                   | <u>736</u>                  | <u>1,110</u>  |
| <i>Metropolitan Suburbs</i>                           |                              |                             |               |
| Corporate Establishment                               | 9                            | 46                          | 55            |
| Nouveau Money   | 17                           | 73                          | 90            |
| Button-Down Families                                  | 25                           | 145                         | 170           |
| Fiber-Optic Families                                  | 10                           | 75                          | 85            |
| Late-Nest Suburbanites                                | 107                          | 153                         | 260           |
| Full-Nest Suburbanites                                | 56                           | 109                         | 165           |
| Kids 'r' Us   | 130                          | 295                         | 425           |
| <i>Subtotal:</i>                                      | <u>354</u>                   | <u>896</u>                  | <u>1,250</u>  |
| <i>Town &amp; Country/Exurbs</i>                      |                              |                             |               |
| Ex-Urban Elite  | 13                           | 92                          | 105           |
| New Town Families                                     | 14                           | 86                          | 100           |
| <i>Subtotal:</i>                                      | <u>27</u>                    | <u>178</u>                  | <u>205</u>    |
| <b>Total:</b>   | <b>755</b>                   | <b>1,810</b>                | <b>2,565</b>  |
| <b>Percent:</b>                                       | <b>29.4%</b>                 | <b>70.6%</b>                | <b>100.0%</b> |

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential To Move  
To TND's Within Lake Wales Each Year Over The Next Five Years  
Households With Annual Incomes Above \$50,000  
*Polk County, Regional Draw Area,  
Metropolitan Draw Area, and Balance of the United States*

| <b>Younger<br/>Singles &amp; Couples</b> | <i>Potential<br/>Renters</i> | <i>Potential<br/>Owners</i> | <i>Total</i>  |
|--|------------------------------|-----------------------------|---------------|
| <i>Small Cities/Satellite Cities</i>     |                              |                             |               |
| The VIPs                                 | 204                          | 126                         | 330           |
| <i>Subtotal:</i>                         | <u>204</u>                   | <u>126</u>                  | <u>330</u>    |
| <i>Metropolitan Suburbs</i>              |                              |                             |               |
| Fast-Track Professionals                 | 249                          | 46                          | 295           |
| <i>Subtotal:</i>                         | <u>249</u>                   | <u>46</u>                   | <u>295</u>    |
| <b>Total:</b>                            | <b>453</b>                   | <b>172</b>                  | <b>625</b>    |
| <b>Percent:</b>                          | <b>72.5%</b>                 | <b>27.5%</b>                | <b>100.0%</b> |

**Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential To Move  
 To TND's Within Lake Wales Each Year Over The Next Five Years  
 Households With Annual Incomes Above \$50,000  
*Polk County, Regional Draw Area,  
 Metropolitan Draw Area, and Balance of the United States*

| <u>Household Type/<br/>Geographic Designation</u>     | <u>Multi-<br/>Family</u> | <u>Single-<br/>Family<br/>Attached</u> | <u>Single-<br/>Family<br/>Detached</u> | <u>Total</u>  |
|---|--------------------------|--|--|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               |                          |  |  |               |
|   | 80                       | 147                                    | 888                                    | 1,115         |
| <i>Metropolitan Cities</i>                            | 0                        | 0                                      | 0                                      | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 20                       | 35                                     | 217                                    | 272           |
| <i>Metropolitan Suburbs</i>                           | 51                       | 91                                     | 467                                    | 609           |
| <i>Town &amp; Country/Exurbs</i>                      | 9                        | 21                                     | 204                                    | 234           |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> |                          |  |  |               |
|   | 169                      | 304                                    | 1,337                                  | 1,810         |
| <i>Metropolitan Cities</i>                            | 0                        | 0                                      | 0                                      | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 69                       | 127                                    | 540                                    | 736           |
| <i>Metropolitan Suburbs</i>                           | 93                       | 161                                    | 642                                    | 896           |
| <i>Town &amp; Country/Exurbs</i>                      | 7                        | 16                                     | 155                                    | 178           |
| <b>Younger<br/>Singles &amp; Couples</b>              |                          |  |  |               |
|   | 69                       | 53                                     | 50                                     | 172           |
| <i>Metropolitan Cities</i>                            | 0                        | 0                                      | 0                                      | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 45                       | 39                                     | 42                                     | 126           |
| <i>Metropolitan Suburbs</i>                           | 24                       | 14                                     | 8                                      | 46            |
| <i>Town &amp; Country/Exurbs</i>                      | 0                        | 0                                      | 0                                      | 0             |
| <b>Total:</b>   | <b>318</b>               | <b>504</b>                             | <b>2,275</b>                           | <b>3,097</b>  |
| <b>Percent:</b>                                       | <b>10.3%</b>             | <b>16.3%</b>                           | <b>73.5%</b>                           | <b>100.0%</b> |

**Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential To Move  
 To TND's Within Lake Wales Each Year Over The Next Five Years  
 Households With Annual Incomes Above \$50,000  
*Polk County, Regional Draw Area,  
 Metropolitan Draw Area, and Balance of the United States*

| Empty Nesters<br>& Retirees          | Single-Family . . . . .    |                    |                    | Total         |
|--------------------------------------|----------------------------|--------------------|--------------------|---------------|
|                                      | Multi-<br>Family . . . . . | Attached . . . . . | Detached . . . . . |               |
| <i>Small Cities/Satellite Cities</i> |                            |                    |                    |               |
| Second City Establishment            | 5                          | 8                  | 84                 | 97            |
| Blue-Collar Retirees                 | 15                         | 27                 | 133                | 175           |
| <i>Subtotal:</i>                     | <u>20</u>                  | <u>35</u>          | <u>217</u>         | <u>272</u>    |
| <i>Metropolitan Suburbs</i>          |                            |                    |                    |               |
| The One Percenters                   | 1                          | 3                  | 27                 | 31            |
| Old Money                            | 1                          | 1                  | 11                 | 13            |
| Affluent Empty Nesters               | 0                          | 1                  | 21                 | 22            |
| Suburban Establishment               | 9                          | 16                 | 104                | 129           |
| Mainstream Empty Nesters             | 18                         | 36                 | 104                | 158           |
| Middle-American Retirees             | 22                         | 34                 | 200                | 256           |
| <i>Subtotal:</i>                     | <u>51</u>                  | <u>91</u>          | <u>467</u>         | <u>609</u>    |
| <i>Town &amp; Country/Exurbs</i>     |                            |                    |                    |               |
| Small-Town Patriarchs                | 5                          | 10                 | 80                 | 95            |
| New Empty Nesters                    | 2                          | 3                  | 43                 | 48            |
| Pillars of the Community             | 2                          | 8                  | 81                 | 91            |
| <i>Subtotal:</i>                     | <u>9</u>                   | <u>21</u>          | <u>204</u>         | <u>234</u>    |
| <b>Total:</b>                        | <b>80</b>                  | <b>147</b>         | <b>888</b>         | <b>1,115</b>  |
| <b>Percent:</b>                      | <b>7.2%</b>                | <b>13.2%</b>       | <b>79.6%</b>       | <b>100.0%</b> |

**Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential To Move  
 To TND's Within Lake Wales Each Year Over The Next Five Years  
 Households With Annual Incomes Above \$50,000  
*Polk County, Regional Draw Area,  
 Metropolitan Draw Area, and Balance of the United States*

| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <i>Single-</i><br><i>Family . . . . .</i> |                       |                     | <b>Total</b>  |
|---|---|-----------------------|---------------------|---------------|
|   | <i>Multi-<br/>. . . Family . . .</i>      | <i>Attached . . .</i> | <i>Detached . .</i> |               |
| <i>Small Cities/Satellite Cities</i>                  |   |                       |                     |               |
| Unibox Transferees                                    | 14  | 25                    | 77                  | 116           |
| Multi-Ethnic Families                                 | 19  | 35                    | 197                 | 251           |
| Uptown Families                                       | 36  | 67                    | 266                 | 369           |
| <i>Subtotal:</i>                                      | <u>69</u>                                 | <u>127</u>            | <u>540</u>          | <u>736</u>    |
| <i>Metropolitan Suburbs</i>                           |   |                       |                     |               |
| Corporate Establishment                               | 3   | 6                     | 37                  | 46            |
| Nouveau Money   | 6   | 14                    | 53                  | 73            |
| Button-Down Families                                  | 3   | 11                    | 131                 | 145           |
| Fiber-Optic Families                                  | 3   | 11                    | 61                  | 75            |
| Late-Nest Suburbanites                                | 36  | 41                    | 76                  | 153           |
| Full-Nest Suburbanites                                | 17  | 24                    | 68                  | 109           |
| Kids 'r' Us   | 25  | 54                    | 216                 | 295           |
| <i>Subtotal:</i>                                      | <u>93</u>                                 | <u>161</u>            | <u>642</u>          | <u>896</u>    |
| <i>Town &amp; Country/Exurbs</i>                      |   |                       |                     |               |
| Ex-Urban Elite  | 4   | 9                     | 79                  | 92            |
| New Town Families                                     | 3   | 7                     | 76                  | 86            |
| <i>Subtotal:</i>                                      | <u>7</u>                                  | <u>16</u>             | <u>155</u>          | <u>178</u>    |
| <b>Total:</b>   | <b>169</b>                                | <b>304</b>            | <b>1,337</b>        | <b>1,810</b>  |
| <b>Percent:</b>                                       | <b>9.3%</b>                               | <b>16.8%</b>          | <b>73.9%</b>        | <b>100.0%</b> |

**Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential To Move  
 To TND's Within Lake Wales Each Year Over The Next Five Years  
 Households With Annual Incomes Above \$50,000  
*Polk County, Regional Draw Area,  
 Metropolitan Draw Area, and Balance of the United States*

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| <b>Younger<br/>Singles &amp; Couples</b> | <i>Multi-<br/>Family</i> | <i>Single-<br/>Family</i> |                 | <b>Total</b>  |
|--|--------------------------|---------------------------|-----------------|---------------|
|  | <i>Attached</i>          | <i>Attached</i>           | <i>Detached</i> |               |
| <i>Small Cities/Satellite Cities</i>     |                          |                           |                 |               |
| The VIPs                                 | 45                       | 39                        | 42              | 126           |
| <i>Subtotal:</i>                         | <u>45</u>                | <u>39</u>                 | <u>42</u>       | <u>126</u>    |
| <i>Metropolitan Suburbs</i>              |                          |                           |                 |               |
| Fast-Track Professionals                 | 24                       | 14                        | 8               | 46            |
| <i>Subtotal:</i>                         | <u>24</u>                | <u>14</u>                 | <u>8</u>        | <u>46</u>     |
| <b>Total:</b>                            | <b>69</b>                | <b>53</b>                 | <b>50</b>       | <b>172</b>    |
| <b>Percent:</b>                          | <b>40.1%</b>             | <b>30.8%</b>              | <b>29.1%</b>    | <b>100.0%</b> |

Traditional Neighborhood Development

*City of Lake Wales, Polk County, Florida*

May, 2023

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## Appendix Two Tables



**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Osceola County, Florida*

| Household Type/<br>Geographic Designation             | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>38,670</b>               | <b>430</b>       | <b>15.9%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 8,525                       | 95               | 3.5%                          |
| <i>Metropolitan Suburbs</i>                           | 6,570                       | 75               | 2.8%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 23,575                      | 260              | 9.6%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>65,765</b>               | <b>1,300</b>     | <b>48.1%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 16,660                      | 370              | 13.7%                         |
| <i>Metropolitan Suburbs</i>                           | 5,845                       | 65               | 2.4%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 43,260                      | 865              | 32.0%                         |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>37,645</b>               | <b>975</b>       | <b>36.0%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 14,095                      | 450              | 16.6%                         |
| <i>Metropolitan Suburbs</i>                           | 7,545                       | 245              | 9.1%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 16,005                      | 280              | 10.4%                         |
| <b>Total:</b>   | <b>142,080</b>              | <b>2,705</b>     | <b>100.0%</b>                 |



**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Osceola County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>38,670</b>               | <b>430</b>       | <b>15.9%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| The Social Register                     | 0                           | 0                | 0.0%                          |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Empty Nesters              | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Second City Establishment               | 520                         | 5                | 0.2%                          |
| Blue-Collar Retirees                    | 2,755                       | 35               | 1.3%                          |
| Middle-Class Move-Downs                 | 470                         | 5                | 0.2%                          |
| Hometown Seniors                        | 2,970                       | 10               | 0.4%                          |
| Second City Seniors                     | 1,810                       | 40               | 1.5%                          |
| <i>Subtotal:</i>                        | <u>8,525</u>                | <u>95</u>        | <u>3.5%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| The One Percenters                      | 0                           | 0                | 0.0%                          |
| Old Money                               | 0                           | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 0                           | 0                | 0.0%                          |
| Suburban Establishment                  | 395                         | 5                | 0.2%                          |
| Mainstream Empty Nesters                | 2,850                       | 35               | 1.3%                          |
| Middle-American Retirees                | 3,325                       | 35               | 1.3%                          |
| <i>Subtotal:</i>                        | <u>6,570</u>                | <u>75</u>        | <u>2.8%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Patriarchs                   | 2,365                       | 15               | 0.6%                          |
| Pillars of the Community                | 3,590                       | 30               | 1.1%                          |
| New Empty Nesters                       | 1,630                       | 10               | 0.4%                          |
| Traditional Couples                     | 1,805                       | 15               | 0.6%                          |
| RV Retirees                             | 525                         | 5                | 0.2%                          |
| Country Couples                         | 4,435                       | 45               | 1.7%                          |
| Hometown Retirees                       | 695                         | 5                | 0.2%                          |
| Heartland Retirees                      | 455                         | 5                | 0.2%                          |
| Village Elders                          | 2,075                       | 25               | 0.9%                          |
| Small-Town Seniors                      | 5,025                       | 95               | 3.5%                          |
| Back Country Seniors                    | 975                         | 10               | 0.4%                          |
| <i>Subtotal:</i>                        | <u>23,575</u>               | <u>260</u>       | <u>9.6%</u>                   |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Osceola County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>65,765</b>               | <b>1,300</b>     | <b>48.1%</b>                  |
| <i>Metropolitan Cities</i>                            |                             |                  |                               |
| e-Type Families                                       | 0                           | 0                | 0.0%                          |
| Multi-Cultural Families                               | 0                           | 0                | 0.0%                          |
| Inner-City Families                                   | 0                           | 0                | 0.0%                          |
| Single-Parent Families                                | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>                  |                             |                  |                               |
| Unibox Transferees                                    | 775                         | 10               | 0.4%                          |
| Multi-Ethnic Families                                 | 5,415                       | 100              | 3.7%                          |
| Uptown Families                                       | 1,815                       | 40               | 1.5%                          |
| In-Town Families                                      | 5,810                       | 140              | 5.2%                          |
| New American Strivers                                 | 2,845                       | 80               | 3.0%                          |
| <i>Subtotal:</i>                                      | <u>16,660</u>               | <u>370</u>       | <u>13.7%</u>                  |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| Corporate Establishment                               | 0                           | 0                | 0.0%                          |
| Nouveau Money   | 0                           | 0                | 0.0%                          |
| Button-Down Families                                  | 1,275                       | 5                | 0.2%                          |
| Fiber-Optic Families                                  | 250                         | 0                | 0.0%                          |
| Late-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Kids 'r' Us   | 4,320                       | 60               | 2.2%                          |
| <i>Subtotal:</i>                                      | <u>5,845</u>                | <u>65</u>        | <u>2.4%</u>                   |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 2,220                       | 20               | 0.7%                          |
| New Town Families                                     | 3,090                       | 35               | 1.3%                          |
| Full-Nest Exurbanites                                 | 3,395                       | 40               | 1.5%                          |
| Rural Families  | 680                         | 5                | 0.2%                          |
| Traditional Families                                  | 7,465                       | 85               | 3.1%                          |
| Small-Town Families                                   | 5,660                       | 155              | 5.7%                          |
| Four-by-Four Families                                 | 11,365                      | 275              | 10.2%                         |
| Rustic Families                                       | 5,240                       | 90               | 3.3%                          |
| Hometown Families                                     | 4,145                       | 160              | 5.9%                          |
| <i>Subtotal:</i>                                      | <u>43,260</u>               | <u>865</u>       | <u>32.0%</u>                  |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Osceola County, Florida*

|  | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>37,645</b>               | <b>975</b>       | <b>36.0%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| New Power Couples                        | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Cosmopolitan Elite                       | 0                           | 0                | 0.0%                          |
| Downtown Couples                         | 0                           | 0                | 0.0%                          |
| Downtown Proud                           | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 3,495                       | 80               | 3.0%                          |
| Small-City Singles                       | 2,610                       | 70               | 2.6%                          |
| Twentysomethings                         | 1,710                       | 75               | 2.8%                          |
| Second-City Strivers                     | 2,635                       | 95               | 3.5%                          |
| Multi-Ethnic Singles                     | 3,645                       | 130              | 4.8%                          |
| <i>Subtotal:</i>                         | <u>14,095</u>               | <u>450</u>       | <u>16.6%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| Fast-Track Professionals                 | 940                         | 40               | 1.5%                          |
| Suburban Achievers                       | 2,365                       | 25               | 0.9%                          |
| Suburban Strivers                        | 4,240                       | 180              | 6.7%                          |
| <i>Subtotal:</i>                         | <u>7,545</u>                | <u>245</u>       | <u>9.1%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Hometown Sweethearts                     | 10,865                      | 125              | 4.6%                          |
| Blue-Collar Traditionalists              | 1,130                       | 25               | 0.9%                          |
| Rural Couples                            | 2,525                       | 75               | 2.8%                          |
| Rural Strivers                           | 1,485                       | 55               | 2.0%                          |
| <i>Subtotal:</i>                         | <u>16,005</u>               | <u>280</u>       | <u>10.4%</u>                  |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Hillsborough County, Florida*

| Household Type/<br>Geographic Designation             | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               |                             |                  |                               |
|   | <b>154,765</b>              | <b>345</b>       | <b>14.4%</b>                  |
| <i>Metropolitan Cities</i>                            | 28,625                      | 60               | 2.5%                          |
| <i>Small Cities/Satellite Cities</i>                  | 37,265                      | 85               | 3.5%                          |
| <i>Metropolitan Suburbs</i>                           | 48,330                      | 105              | 4.4%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 40,545                      | 95               | 4.0%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> |                             |                  |                               |
|   | <b>220,760</b>              | <b>765</b>       | <b>31.9%</b>                  |
| <i>Metropolitan Cities</i>                            | 35,895                      | 60               | 2.5%                          |
| <i>Small Cities/Satellite Cities</i>                  | 49,265                      | 245              | 10.2%                         |
| <i>Metropolitan Suburbs</i>                           | 69,015                      | 170              | 7.1%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 66,585                      | 290              | 12.1%                         |
| <b>Younger<br/>Singles &amp; Couples</b>              |                             |                  |                               |
|   | <b>204,365</b>              | <b>1,285</b>     | <b>53.7%</b>                  |
| <i>Metropolitan Cities</i>                            | 110,545                     | 595              | 24.8%                         |
| <i>Small Cities/Satellite Cities</i>                  | 43,290                      | 330              | 13.8%                         |
| <i>Metropolitan Suburbs</i>                           | 32,850                      | 265              | 11.1%                         |
| <i>Town &amp; Country/Exurbs</i>                      | 17,680                      | 95               | 4.0%                          |
| <b>Total:</b>   | <b>579,890</b>              | <b>2,395</b>     | <b>100.0%</b>                 |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Hillsborough County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>154,765</b>              | <b>345</b>       | <b>14.4%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| The Social Register                     | 11,515                      | 5                | 0.2%                          |
| Urban Establishment                     | 2,705                       | 10               | 0.4%                          |
| Multi-Ethnic Empty Nesters              | 8,630                       | 15               | 0.6%                          |
| Cosmopolitan Couples                    | 5,775                       | 30               | 1.3%                          |
| <i>Subtotal:</i>                        | <u>28,625</u>               | <u>60</u>        | <u>2.5%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Second City Establishment               | 9,735                       | 15               | 0.6%                          |
| Blue-Collar Retirees                    | 8,110                       | 25               | 1.0%                          |
| Middle-Class Move-Downs                 | 7,390                       | 15               | 0.6%                          |
| Hometown Seniors                        | 8,685                       | 10               | 0.4%                          |
| Second City Seniors                     | 3,345                       | 20               | 0.8%                          |
| <i>Subtotal:</i>                        | <u>37,265</u>               | <u>85</u>        | <u>3.5%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| The One Percenters                      | 3,785                       | 5                | 0.2%                          |
| Old Money                               | 1,290                       | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 2,335                       | 0                | 0.0%                          |
| Suburban Establishment                  | 18,670                      | 35               | 1.5%                          |
| Mainstream Empty Nesters                | 7,460                       | 25               | 1.0%                          |
| Middle-American Retirees                | 14,790                      | 40               | 1.7%                          |
| <i>Subtotal:</i>                        | <u>48,330</u>               | <u>105</u>       | <u>4.4%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Patriarchs                   | 7,130                       | 10               | 0.4%                          |
| Pillars of the Community                | 3,220                       | 5                | 0.2%                          |
| New Empty Nesters                       | 720                         | 0                | 0.0%                          |
| Traditional Couples                     | 7,500                       | 15               | 0.6%                          |
| RV Retirees                             | 510                         | 0                | 0.0%                          |
| Country Couples                         | 4,905                       | 10               | 0.4%                          |
| Hometown Retirees                       | 575                         | 0                | 0.0%                          |
| Heartland Retirees                      | 1,015                       | 0                | 0.0%                          |
| Village Elders                          | 6,075                       | 15               | 0.6%                          |
| Small-Town Seniors                      | 7,690                       | 35               | 1.5%                          |
| Back Country Seniors                    | 1,205                       | 5                | 0.2%                          |
| <i>Subtotal:</i>                        | <u>40,545</u>               | <u>95</u>        | <u>4.0%</u>                   |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Hillsborough County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>220,760</b>              | <b>765</b>       | <b>31.9%</b>                  |
| <i>Metropolitan Cities</i>                            |                             |                  |                               |
| e-Type Families                                       | 10,810                      | 10               | 0.4%                          |
| Multi-Cultural Families                               | 15,250                      | 15               | 0.6%                          |
| Inner-City Families                                   | 2,215                       | 5                | 0.2%                          |
| Single-Parent Families                                | 7,620                       | 30               | 1.3%                          |
| <i>Subtotal:</i>                                      | <u>35,895</u>               | <u>60</u>        | <u>2.5%</u>                   |
| <i>Small Cities/Satellite Cities</i>                  |                             |                  |                               |
| Unibox Transferees                                    | 11,215                      | 35               | 1.5%                          |
| Multi-Ethnic Families                                 | 9,125                       | 40               | 1.7%                          |
| Uptown Families                                       | 11,995                      | 65               | 2.7%                          |
| In-Town Families                                      | 9,475                       | 55               | 2.3%                          |
| New American Strivers                                 | 7,455                       | 50               | 2.1%                          |
| <i>Subtotal:</i>                                      | <u>49,265</u>               | <u>245</u>       | <u>10.2%</u>                  |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| Corporate Establishment                               | 2,650                       | 5                | 0.2%                          |
| Nouveau Money   | 3,555                       | 5                | 0.2%                          |
| Button-Down Families                                  | 15,280                      | 20               | 0.8%                          |
| Fiber-Optic Families                                  | 10,875                      | 15               | 0.6%                          |
| Late-Nest Suburbanites                                | 11,705                      | 50               | 2.1%                          |
| Full-Nest Suburbanites                                | 14,880                      | 40               | 1.7%                          |
| Kids 'r' Us   | 10,070                      | 35               | 1.5%                          |
| <i>Subtotal:</i>                                      | <u>69,015</u>               | <u>170</u>       | <u>7.1%</u>                   |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 19,790                      | 45               | 1.9%                          |
| New Town Families                                     | 4,415                       | 10               | 0.4%                          |
| Full-Nest Exurbanites                                 | 845                         | 0                | 0.0%                          |
| Rural Families  | 1,125                       | 5                | 0.2%                          |
| Traditional Families                                  | 10,985                      | 30               | 1.3%                          |
| Small-Town Families                                   | 15,630                      | 105              | 4.4%                          |
| Four-by-Four Families                                 | 7,305                       | 45               | 1.9%                          |
| Rustic Families                                       | 1,720                       | 5                | 0.2%                          |
| Hometown Families                                     | 4,770                       | 45               | 1.9%                          |
| <i>Subtotal:</i>                                      | <u>66,585</u>               | <u>290</u>       | <u>12.1%</u>                  |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Hillsborough County, Florida*

|  | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>204,365</b>              | <b>1,285</b>     | <b>53.7%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| New Power Couples                        | 9,375                       | 15               | 0.6%                          |
| New Bohemians                            | 11,640                      | 120              | 5.0%                          |
| Cosmopolitan Elite                       | 7,420                       | 15               | 0.6%                          |
| Downtown Couples                         | 40,010                      | 175              | 7.3%                          |
| Downtown Proud                           | 42,100                      | 270              | 11.3%                         |
| <i>Subtotal:</i>                         | <u>110,545</u>              | <u>595</u>       | <u>24.8%</u>                  |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 17,975                      | 100              | 4.2%                          |
| Small-City Singles                       | 6,265                       | 40               | 1.7%                          |
| Twentysomethings                         | 9,915                       | 110              | 4.6%                          |
| Second-City Strivers                     | 8,000                       | 70               | 2.9%                          |
| Multi-Ethnic Singles                     | 1,135                       | 10               | 0.4%                          |
| <i>Subtotal:</i>                         | <u>43,290</u>               | <u>330</u>       | <u>13.8%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| Fast-Track Professionals                 | 10,285                      | 105              | 4.4%                          |
| Suburban Achievers                       | 9,785                       | 25               | 1.0%                          |
| Suburban Strivers                        | 12,780                      | 135              | 5.6%                          |
| <i>Subtotal:</i>                         | <u>32,850</u>               | <u>265</u>       | <u>11.1%</u>                  |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Hometown Sweethearts                     | 9,855                       | 30               | 1.3%                          |
| Blue-Collar Traditionalists              | 1,010                       | 5                | 0.2%                          |
| Rural Couples                            | 855                         | 5                | 0.2%                          |
| Rural Strivers                           | 5,960                       | 55               | 2.3%                          |
| <i>Subtotal:</i>                         | <u>17,680</u>               | <u>95</u>        | <u>4.0%</u>                   |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Lake County, Florida*

| Household Type /<br>Geographic Designation            | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>98,475</b>               | <b>320</b>       | <b>40.5%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 24,735                      | 65               | 8.2%                          |
| <i>Metropolitan Suburbs</i>                           | 9,800                       | 35               | 4.4%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 63,940                      | 220              | 27.8%                         |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>46,990</b>               | <b>250</b>       | <b>31.6%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 5,245                       | 40               | 5.1%                          |
| <i>Metropolitan Suburbs</i>                           | 7,870                       | 20               | 2.5%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 33,875                      | 190              | 24.1%                         |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>23,030</b>               | <b>220</b>       | <b>27.8%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 6,545                       | 80               | 10.1%                         |
| <i>Metropolitan Suburbs</i>                           | 3,190                       | 30               | 3.8%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 13,295                      | 110              | 13.9%                         |
| <b>Total:</b>   | <b>168,495</b>              | <b>790</b>       | <b>100.0%</b>                 |



**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Lake County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>98,475</b>               | <b>320</b>       | <b>40.5%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| The Social Register                     | 0                           | 0                | 0.0%                          |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Empty Nesters              | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Second City Establishment               | 5,300                       | 10               | 1.3%                          |
| Blue-Collar Retirees                    | 4,100                       | 15               | 1.9%                          |
| Middle-Class Move-Downs                 | 8,395                       | 20               | 2.5%                          |
| Hometown Seniors                        | 4,935                       | 5                | 0.6%                          |
| Second City Seniors                     | 2,005                       | 15               | 1.9%                          |
| <i>Subtotal:</i>                        | <u>24,735</u>               | <u>65</u>        | <u>8.2%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| The One Percenters                      | 0                           | 0                | 0.0%                          |
| Old Money                               | 0                           | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 40                          | 0                | 0.0%                          |
| Suburban Establishment                  | 1,500                       | 5                | 0.6%                          |
| Mainstream Empty Nesters                | 1,595                       | 5                | 0.6%                          |
| Middle-American Retirees                | 6,665                       | 25               | 3.2%                          |
| <i>Subtotal:</i>                        | <u>9,800</u>                | <u>35</u>        | <u>4.4%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Patriarchs                   | 4,040                       | 10               | 1.3%                          |
| Pillars of the Community                | 4,690                       | 15               | 1.9%                          |
| New Empty Nesters                       | 3,485                       | 10               | 1.3%                          |
| Traditional Couples                     | 14,315                      | 40               | 5.1%                          |
| RV Retirees                             | 2,775                       | 5                | 0.6%                          |
| Country Couples                         | 6,180                       | 20               | 2.5%                          |
| Hometown Retirees                       | 1,625                       | 5                | 0.6%                          |
| Heartland Retirees                      | 3,630                       | 10               | 1.3%                          |
| Village Elders                          | 14,375                      | 55               | 7.0%                          |
| Small-Town Seniors                      | 5,740                       | 35               | 4.4%                          |
| Back Country Seniors                    | 3,085                       | 15               | 1.9%                          |
| <i>Subtotal:</i>                        | <u>63,940</u>               | <u>220</u>       | <u>27.8%</u>                  |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Lake County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>46,990</b>               | <b>250</b>       | <b>31.6%</b>                  |
| <i>Metropolitan Cities</i>                            |                             |                  |                               |
| e-Type Families                                       | 0                           | 0                | 0.0%                          |
| Multi-Cultural Families                               | 0                           | 0                | 0.0%                          |
| Inner-City Families                                   | 0                           | 0                | 0.0%                          |
| Single-Parent Families                                | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>                  |                             |                  |                               |
| Unibox Transferees                                    | 175                         | 0                | 0.0%                          |
| Multi-Ethnic Families                                 | 710                         | 5                | 0.6%                          |
| Uptown Families                                       | 2,610                       | 20               | 2.5%                          |
| In-Town Families                                      | 1,040                       | 10               | 1.3%                          |
| New American Strivers                                 | 710                         | 5                | 0.6%                          |
| <i>Subtotal:</i>                                      | <u>5,245</u>                | <u>40</u>        | <u>5.1%</u>                   |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| Corporate Establishment                               | 35                          | 0                | 0.0%                          |
| Nouveau Money   | 245                         | 0                | 0.0%                          |
| Button-Down Families                                  | 2,360                       | 5                | 0.6%                          |
| Fiber-Optic Families                                  | 1,455                       | 0                | 0.0%                          |
| Late-Nest Suburbanites                                | 840                         | 5                | 0.6%                          |
| Full-Nest Suburbanites                                | 1,795                       | 5                | 0.6%                          |
| Kids 'r' Us   | 1,140                       | 5                | 0.6%                          |
| <i>Subtotal:</i>                                      | <u>7,870</u>                | <u>20</u>        | <u>2.5%</u>                   |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 10                          | 0                | 0.0%                          |
| New Town Families                                     | 5,350                       | 20               | 2.5%                          |
| Full-Nest Exurbanites                                 | 3,020                       | 10               | 1.3%                          |
| Rural Families  | 4,230                       | 15               | 1.9%                          |
| Traditional Families                                  | 5,100                       | 20               | 2.5%                          |
| Small-Town Families                                   | 2,725                       | 25               | 3.2%                          |
| Four-by-Four Families                                 | 4,855                       | 40               | 5.1%                          |
| Rustic Families                                       | 7,290                       | 45               | 5.7%                          |
| Hometown Families                                     | 1,295                       | 15               | 1.9%                          |
| <i>Subtotal:</i>                                      | <u>33,875</u>               | <u>190</u>       | <u>24.1%</u>                  |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Lake County, Florida*

|  | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>23,030</b>               | <b>220</b>       | <b>27.8%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| New Power Couples                        | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Cosmopolitan Elite                       | 0                           | 0                | 0.0%                          |
| Downtown Couples                         | 0                           | 0                | 0.0%                          |
| Downtown Proud                           | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 440                         | 5                | 0.6%                          |
| Small-City Singles                       | 3,075                       | 30               | 3.8%                          |
| Twentysomethings                         | 565                         | 10               | 1.3%                          |
| Second-City Strivers                     | 1,030                       | 15               | 1.9%                          |
| Multi-Ethnic Singles                     | 1,435                       | 20               | 2.5%                          |
| <i>Subtotal:</i>                         | <u>6,545</u>                | <u>80</u>        | <u>10.1%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| Fast-Track Professionals                 | 205                         | 5                | 0.6%                          |
| Suburban Achievers                       | 1,440                       | 5                | 0.6%                          |
| Suburban Strivers                        | 1,545                       | 20               | 2.5%                          |
| <i>Subtotal:</i>                         | <u>3,190</u>                | <u>30</u>        | <u>3.8%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Hometown Sweethearts                     | 4,205                       | 15               | 1.9%                          |
| Blue-Collar Traditionalists              | 2,530                       | 20               | 2.5%                          |
| Rural Couples                            | 4,655                       | 50               | 6.3%                          |
| Rural Strivers                           | 1,905                       | 25               | 3.2%                          |
| <i>Subtotal:</i>                         | <u>13,295</u>               | <u>110</u>       | <u>13.9%</u>                  |

Traditional Neighborhood Development

*City of Lake Wales, Polk County, Florida*

May, 2023

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## Appendix Three Tables



**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Orange County, Florida*

| Household Type/<br>Geographic Designation             | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>129,445</b>              | <b>335</b>       | <b>11.4%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 43,460                      | 120              | 4.1%                          |
| <i>Metropolitan Suburbs</i>                           | 71,170                      | 175              | 6.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 14,815                      | 40               | 1.4%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>230,705</b>              | <b>1,000</b>     | <b>34.0%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 77,675                      | 465              | 15.8%                         |
| <i>Metropolitan Suburbs</i>                           | 88,140                      | 240              | 8.2%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 64,890                      | 295              | 10.0%                         |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>170,625</b>              | <b>1,605</b>     | <b>54.6%</b>                  |
| <i>Metropolitan Cities</i>                            | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                  | 110,220                     | 1,050            | 35.7%                         |
| <i>Metropolitan Suburbs</i>                           | 54,030                      | 515              | 17.5%                         |
| <i>Town &amp; Country/Exurbs</i>                      | 6,375                       | 40               | 1.4%                          |
| <b>Total:</b>   | <b>530,775</b>              | <b>2,940</b>     | <b>100.0%</b>                 |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Orange County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>129,445</b>              | <b>335</b>       | <b>11.4%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| The Social Register                     | 0                           | 0                | 0.0%                          |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Empty Nesters              | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Second City Establishment               | 8,635                       | 15               | 0.5%                          |
| Blue-Collar Retirees                    | 11,605                      | 40               | 1.4%                          |
| Middle-Class Move-Downs                 | 4,635                       | 10               | 0.3%                          |
| Hometown Seniors                        | 12,130                      | 15               | 0.5%                          |
| Second City Seniors                     | 6,455                       | 40               | 1.4%                          |
| <i>Subtotal:</i>                        | <u>43,460</u>               | <u>120</u>       | <u>4.1%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| The One Percenters                      | 7,515                       | 10               | 0.3%                          |
| Old Money                               | 4,985                       | 5                | 0.2%                          |
| Affluent Empty Nesters                  | 4,165                       | 5                | 0.2%                          |
| Suburban Establishment                  | 20,615                      | 40               | 1.4%                          |
| Mainstream Empty Nesters                | 13,295                      | 50               | 1.7%                          |
| Middle-American Retirees                | 20,595                      | 65               | 2.2%                          |
| <i>Subtotal:</i>                        | <u>71,170</u>               | <u>175</u>       | <u>6.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Patriarchs                   | 2,270                       | 5                | 0.2%                          |
| Pillars of the Community                | 2,165                       | 5                | 0.2%                          |
| New Empty Nesters                       | 3,400                       | 5                | 0.2%                          |
| Traditional Couples                     | 1,280                       | 5                | 0.2%                          |
| RV Retirees                             | 0                           | 0                | 0.0%                          |
| Country Couples                         | 1,355                       | 5                | 0.2%                          |
| Hometown Retirees                       | 380                         | 0                | 0.0%                          |
| Heartland Retirees                      | 310                         | 0                | 0.0%                          |
| Village Elders                          | 1,060                       | 5                | 0.2%                          |
| Small-Town Seniors                      | 1,985                       | 10               | 0.3%                          |
| Back Country Seniors                    | 610                         | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>14,815</u>               | <u>40</u>        | <u>1.4%</u>                   |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Orange County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>230,705</b>              | <b>1,000</b>     | <b>34.0%</b>                  |
| <i>Metropolitan Cities</i>                            |                             |                  |                               |
| e-Type Families                                       | 0                           | 0                | 0.0%                          |
| Multi-Cultural Families                               | 0                           | 0                | 0.0%                          |
| Inner-City Families                                   | 0                           | 0                | 0.0%                          |
| Single-Parent Families                                | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>                  |                             |                  |                               |
| Unibox Transferees                                    | 17,085                      | 55               | 1.9%                          |
| Multi-Ethnic Families                                 | 15,030                      | 80               | 2.7%                          |
| Uptown Families                                       | 12,070                      | 75               | 2.6%                          |
| In-Town Families                                      | 12,925                      | 90               | 3.1%                          |
| New American Strivers                                 | 20,565                      | 165              | 5.6%                          |
| <i>Subtotal:</i>                                      | <u>77,675</u>               | <u>465</u>       | <u>15.8%</u>                  |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| Corporate Establishment                               | 3,510                       | 5                | 0.2%                          |
| Nouveau Money   | 7,085                       | 15               | 0.5%                          |
| Button-Down Families                                  | 18,745                      | 30               | 1.0%                          |
| Fiber-Optic Families                                  | 16,145                      | 20               | 0.7%                          |
| Late-Nest Suburbanites                                | 13,435                      | 65               | 2.2%                          |
| Full-Nest Suburbanites                                | 10,735                      | 30               | 1.0%                          |
| Kids 'r' Us   | 18,485                      | 75               | 2.6%                          |
| <i>Subtotal:</i>                                      | <u>88,140</u>               | <u>240</u>       | <u>8.2%</u>                   |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 10,595                      | 30               | 1.0%                          |
| New Town Families                                     | 4,215                       | 15               | 0.5%                          |
| Full-Nest Exurbanites                                 | 25,210                      | 85               | 2.9%                          |
| Rural Families  | 125                         | 0                | 0.0%                          |
| Traditional Families                                  | 2,920                       | 10               | 0.3%                          |
| Small-Town Families                                   | 6,645                       | 50               | 1.7%                          |
| Four-by-Four Families                                 | 1,800                       | 10               | 0.3%                          |
| Rustic Families                                       | 8,820                       | 45               | 1.5%                          |
| Hometown Families                                     | 4,560                       | 50               | 1.7%                          |
| <i>Subtotal:</i>                                      | <u>64,890</u>               | <u>295</u>       | <u>10.0%</u>                  |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Orange County, Florida*

|  | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>170,625</b>              | <b>1,605</b>     | <b>54.6%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| New Power Couples                        | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Cosmopolitan Elite                       | 0                           | 0                | 0.0%                          |
| Downtown Couples                         | 0                           | 0                | 0.0%                          |
| Downtown Proud                           | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 34,850                      | 225              | 7.7%                          |
| Small-City Singles                       | 9,720                       | 75               | 2.6%                          |
| Twentysomethings                         | 32,955                      | 420              | 14.3%                         |
| Second-City Strivers                     | 19,360                      | 195              | 6.6%                          |
| Multi-Ethnic Singles                     | 13,335                      | 135              | 4.6%                          |
| <i>Subtotal:</i>                         | <u>110,220</u>              | <u>1,050</u>     | <u>35.7%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| Fast-Track Professionals                 | 12,270                      | 145              | 4.9%                          |
| Suburban Achievers                       | 14,285                      | 40               | 1.4%                          |
| Suburban Strivers                        | 27,475                      | 330              | 11.2%                         |
| <i>Subtotal:</i>                         | <u>54,030</u>               | <u>515</u>       | <u>17.5%</u>                  |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Hometown Sweethearts                     | 2,410                       | 10               | 0.3%                          |
| Blue-Collar Traditionalists              | 1,205                       | 5                | 0.2%                          |
| Rural Couples                            | 2,095                       | 20               | 0.7%                          |
| Rural Strivers                           | 665                         | 5                | 0.2%                          |
| <i>Subtotal:</i>                         | <u>6,375</u>                | <u>40</u>        | <u>1.4%</u>                   |



**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Miami-Dade County, Florida*

| Household Type/<br>Geographic Designation             | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>255,415</b>              | <b>70</b>        | <b>13.6%</b>                  |
| <i>Metropolitan Cities</i>                            | 141,350                     | 45               | 8.7%                          |
| <i>Small Cities/Satellite Cities</i>                  | 45,085                      | 10               | 1.9%                          |
| <i>Metropolitan Suburbs</i>                           | 65,270                      | 15               | 2.9%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 3,710                       | 0                | 0.0%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>319,705</b>              | <b>140</b>       | <b>27.2%</b>                  |
| <i>Metropolitan Cities</i>                            | 153,590                     | 50               | 9.7%                          |
| <i>Small Cities/Satellite Cities</i>                  | 80,265                      | 60               | 11.7%                         |
| <i>Metropolitan Suburbs</i>                           | 77,355                      | 25               | 4.9%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 8,495                       | 5                | 1.0%                          |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>397,430</b>              | <b>305</b>       | <b>59.2%</b>                  |
| <i>Metropolitan Cities</i>                            | 325,285                     | 220              | 42.7%                         |
| <i>Small Cities/Satellite Cities</i>                  | 46,670                      | 55               | 10.7%                         |
| <i>Metropolitan Suburbs</i>                           | 24,015                      | 30               | 5.8%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 1,460                       | 0                | 0.0%                          |
| <b>Total:</b>   | <b>972,550</b>              | <b>515</b>       | <b>100.0%</b>                 |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Miami-Dade County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>255,415</b>              | <b>70</b>        | <b>13.6%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| The Social Register                     | 36,500                      | 5                | 1.0%                          |
| Urban Establishment                     | 11,465                      | 5                | 1.0%                          |
| Multi-Ethnic Empty Nesters              | 70,175                      | 20               | 3.9%                          |
| Cosmopolitan Couples                    | 23,210                      | 15               | 2.9%                          |
| <i>Subtotal:</i>                        | <u>141,350</u>              | <u>45</u>        | <u>8.7%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Second City Establishment               | 6,130                       | 0                | 0.0%                          |
| Blue-Collar Retirees                    | 12,510                      | 5                | 1.0%                          |
| Middle-Class Move-Downs                 | 3,185                       | 0                | 0.0%                          |
| Hometown Seniors                        | 14,360                      | 0                | 0.0%                          |
| Second City Seniors                     | 8,900                       | 5                | 1.0%                          |
| <i>Subtotal:</i>                        | <u>45,085</u>               | <u>10</u>        | <u>1.9%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| The One Percenters                      | 11,060                      | 0                | 0.0%                          |
| Old Money                               | 7,370                       | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 7,270                       | 0                | 0.0%                          |
| Suburban Establishment                  | 14,455                      | 5                | 1.0%                          |
| Mainstream Empty Nesters                | 5,150                       | 0                | 0.0%                          |
| Middle-American Retirees                | 19,965                      | 10               | 1.9%                          |
| <i>Subtotal:</i>                        | <u>65,270</u>               | <u>15</u>        | <u>2.9%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Patriarchs                   | 650                         | 0                | 0.0%                          |
| Pillars of the Community                | 575                         | 0                | 0.0%                          |
| New Empty Nesters                       | 550                         | 0                | 0.0%                          |
| Traditional Couples                     | 235                         | 0                | 0.0%                          |
| RV Retirees                             | 10                          | 0                | 0.0%                          |
| Country Couples                         | 610                         | 0                | 0.0%                          |
| Hometown Retirees                       | 115                         | 0                | 0.0%                          |
| Heartland Retirees                      | 120                         | 0                | 0.0%                          |
| Village Elders                          | 265                         | 0                | 0.0%                          |
| Small-Town Seniors                      | 480                         | 0                | 0.0%                          |
| Back Country Seniors                    | 100                         | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>3,710</u>                | <u>0</u>         | <u>0.0%</u>                   |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Miami-Dade County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>319,705</b>              | <b>140</b>       | <b>27.2%</b>                  |
| <i>Metropolitan Cities</i>                            |                             |                  |                               |
| e-Type Families                                       | 30,780                      | 5                | 1.0%                          |
| Multi-Cultural Families                               | 60,115                      | 10               | 1.9%                          |
| Inner-City Families                                   | 2,445                       | 0                | 0.0%                          |
| Single-Parent Families                                | 60,250                      | 35               | 6.8%                          |
| <i>Subtotal:</i>                                      | <u>153,590</u>              | <u>50</u>        | <u>9.7%</u>                   |
| <i>Small Cities/Satellite Cities</i>                  |                             |                  |                               |
| Unibox Transferees                                    | 13,010                      | 5                | 1.0%                          |
| Multi-Ethnic Families                                 | 26,995                      | 20               | 3.9%                          |
| Uptown Families                                       | 4,475                       | 5                | 1.0%                          |
| In-Town Families                                      | 18,690                      | 15               | 2.9%                          |
| New American Strivers                                 | 17,095                      | 15               | 2.9%                          |
| <i>Subtotal:</i>                                      | <u>80,265</u>               | <u>60</u>        | <u>11.7%</u>                  |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| Corporate Establishment                               | 3,975                       | 0                | 0.0%                          |
| Nouveau Money   | 6,845                       | 0                | 0.0%                          |
| Button-Down Families                                  | 20,150                      | 5                | 1.0%                          |
| Fiber-Optic Families                                  | 9,585                       | 0                | 0.0%                          |
| Late-Nest Suburbanites                                | 12,815                      | 10               | 1.9%                          |
| Full-Nest Suburbanites                                | 12,495                      | 5                | 1.0%                          |
| Kids 'r' Us   | 11,490                      | 5                | 1.0%                          |
| <i>Subtotal:</i>                                      | <u>77,355</u>               | <u>25</u>        | <u>4.9%</u>                   |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 390                         | 0                | 0.0%                          |
| New Town Families                                     | 675                         | 0                | 0.0%                          |
| Full-Nest Exurbanites                                 | 925                         | 0                | 0.0%                          |
| Rural Families  | 0                           | 0                | 0.0%                          |
| Traditional Families                                  | 570                         | 0                | 0.0%                          |
| Small-Town Families                                   | 2,135                       | 0                | 0.0%                          |
| Four-by-Four Families                                 | 1,110                       | 0                | 0.0%                          |
| Rustic Families                                       | 410                         | 0                | 0.0%                          |
| Hometown Families                                     | 2,280                       | 5                | 1.0%                          |
| <i>Subtotal:</i>                                      | <u>8,495</u>                | <u>5</u>         | <u>1.0%</u>                   |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Miami-Dade County, Florida*

|  | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>397,430</b>              | <b>305</b>       | <b>59.2%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| New Power Couples                        | 30,735                      | 5                | 1.0%                          |
| New Bohemians                            | 25,175                      | 35               | 6.8%                          |
| Cosmopolitan Elite                       | 48,575                      | 10               | 1.9%                          |
| Downtown Couples                         | 119,170                     | 75               | 14.6%                         |
| Downtown Proud                           | 101,630                     | 95               | 18.4%                         |
| <i>Subtotal:</i>                         | <u>325,285</u>              | <u>220</u>       | <u>42.7%</u>                  |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 19,650                      | 15               | 2.9%                          |
| Small-City Singles                       | 2,790                       | 5                | 1.0%                          |
| Twentysomethings                         | 5,870                       | 10               | 1.9%                          |
| Second-City Strivers                     | 7,265                       | 10               | 1.9%                          |
| Multi-Ethnic Singles                     | 11,095                      | 15               | 2.9%                          |
| <i>Subtotal:</i>                         | <u>46,670</u>               | <u>55</u>        | <u>10.7%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| Fast-Track Professionals                 | 6,495                       | 10               | 1.9%                          |
| Suburban Achievers                       | 8,050                       | 5                | 1.0%                          |
| Suburban Strivers                        | 9,470                       | 15               | 2.9%                          |
| <i>Subtotal:</i>                         | <u>24,015</u>               | <u>30</u>        | <u>5.8%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Hometown Sweethearts                     | 365                         | 0                | 0.0%                          |
| Blue-Collar Traditionalists              | 120                         | 0                | 0.0%                          |
| Rural Couples                            | 40                          | 0                | 0.0%                          |
| Rural Strivers                           | 935                         | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>1,460</u>                | <u>0</u>         | <u>0.0%</u>                   |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Broward County, Florida*

| Household Type /<br>Geographic Designation            | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               |                             |                  |                               |
|   | <b>245,980</b>              | <b>105</b>       | <b>22.6%</b>                  |
| <i>Metropolitan Cities</i>                            | 130,700                     | 55               | 11.8%                         |
| <i>Small Cities/Satellite Cities</i>                  | 42,580                      | 25               | 5.4%                          |
| <i>Metropolitan Suburbs</i>                           | 72,700                      | 25               | 5.4%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 0                           | 0                | 0.0%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> |                             |                  |                               |
|   | <b>261,480</b>              | <b>120</b>       | <b>25.8%</b>                  |
| <i>Metropolitan Cities</i>                            | 148,425                     | 65               | 14.0%                         |
| <i>Small Cities/Satellite Cities</i>                  | 24,475                      | 20               | 4.3%                          |
| <i>Metropolitan Suburbs</i>                           | 88,580                      | 35               | 7.5%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 0                           | 0                | 0.0%                          |
| <b>Younger<br/>Singles &amp; Couples</b>              |                             |                  |                               |
|   | <b>250,095</b>              | <b>240</b>       | <b>51.6%</b>                  |
| <i>Metropolitan Cities</i>                            | 195,830                     | 160              | 34.4%                         |
| <i>Small Cities/Satellite Cities</i>                  | 27,520                      | 35               | 7.5%                          |
| <i>Metropolitan Suburbs</i>                           | 26,745                      | 45               | 9.7%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 0                           | 0                | 0.0%                          |
| <b>Total:</b>   | <b>757,555</b>              | <b>465</b>       | <b>100.0%</b>                 |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Broward County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>245,980</b>              | <b>105</b>       | <b>22.6%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| The Social Register                     | 41,535                      | 5                | 1.1%                          |
| Urban Establishment                     | 8,350                       | 5                | 1.1%                          |
| Multi-Ethnic Empty Nesters              | 59,775                      | 25               | 5.4%                          |
| Cosmopolitan Couples                    | 21,040                      | 20               | 4.3%                          |
| <i>Subtotal:</i>                        | <u>130,700</u>              | <u>55</u>        | <u>11.8%</u>                  |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Second City Establishment               | 9,955                       | 5                | 1.1%                          |
| Blue-Collar Retirees                    | 14,195                      | 10               | 2.2%                          |
| Middle-Class Move-Downs                 | 8,675                       | 5                | 1.1%                          |
| Hometown Seniors                        | 5,820                       | 0                | 0.0%                          |
| Second City Seniors                     | 3,935                       | 5                | 1.1%                          |
| <i>Subtotal:</i>                        | <u>42,580</u>               | <u>25</u>        | <u>5.4%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| The One Percenters                      | 17,855                      | 5                | 1.1%                          |
| Old Money                               | 7,615                       | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 8,025                       | 0                | 0.0%                          |
| Suburban Establishment                  | 22,950                      | 10               | 2.2%                          |
| Mainstream Empty Nesters                | 4,560                       | 5                | 1.1%                          |
| Middle-American Retirees                | 11,695                      | 5                | 1.1%                          |
| <i>Subtotal:</i>                        | <u>72,700</u>               | <u>25</u>        | <u>5.4%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Patriarchs                   | 0                           | 0                | 0.0%                          |
| Pillars of the Community                | 0                           | 0                | 0.0%                          |
| New Empty Nesters                       | 0                           | 0                | 0.0%                          |
| Traditional Couples                     | 0                           | 0                | 0.0%                          |
| RV Retirees                             | 0                           | 0                | 0.0%                          |
| Country Couples                         | 0                           | 0                | 0.0%                          |
| Hometown Retirees                       | 0                           | 0                | 0.0%                          |
| Heartland Retirees                      | 0                           | 0                | 0.0%                          |
| Village Elders                          | 0                           | 0                | 0.0%                          |
| Small-Town Seniors                      | 0                           | 0                | 0.0%                          |
| Back Country Seniors                    | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Broward County, Florida*

|   | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>261,480</b>              | <b>120</b>       | <b>25.8%</b>                  |
| <i>Metropolitan Cities</i>                            |                             |                  |                               |
| e-Type Families                                       | 13,445                      | 5                | 1.1%                          |
| Multi-Cultural Families                               | 71,955                      | 10               | 2.2%                          |
| Inner-City Families                                   | 14,015                      | 10               | 2.2%                          |
| Single-Parent Families                                | 49,010                      | 40               | 8.6%                          |
| <i>Subtotal:</i>                                      | <u>148,425</u>              | <u>65</u>        | <u>14.0%</u>                  |
| <i>Small Cities/Satellite Cities</i>                  |                             |                  |                               |
| Unibox Transferees                                    | 4,310                       | 0                | 0.0%                          |
| Multi-Ethnic Families                                 | 4,825                       | 5                | 1.1%                          |
| Uptown Families                                       | 5,335                       | 5                | 1.1%                          |
| In-Town Families                                      | 5,500                       | 5                | 1.1%                          |
| New American Strivers                                 | 4,505                       | 5                | 1.1%                          |
| <i>Subtotal:</i>                                      | <u>24,475</u>               | <u>20</u>        | <u>4.3%</u>                   |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| Corporate Establishment                               | 8,465                       | 5                | 1.1%                          |
| Nouveau Money   | 16,100                      | 5                | 1.1%                          |
| Button-Down Families                                  | 23,910                      | 5                | 1.1%                          |
| Fiber-Optic Families                                  | 15,360                      | 5                | 1.1%                          |
| Late-Nest Suburbanites                                | 8,215                       | 5                | 1.1%                          |
| Full-Nest Suburbanites                                | 12,130                      | 5                | 1.1%                          |
| Kids 'r' Us   | 4,400                       | 5                | 1.1%                          |
| <i>Subtotal:</i>                                      | <u>88,580</u>               | <u>35</u>        | <u>7.5%</u>                   |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 0                           | 0                | 0.0%                          |
| New Town Families                                     | 0                           | 0                | 0.0%                          |
| Full-Nest Exurbanites                                 | 0                           | 0                | 0.0%                          |
| Rural Families  | 0                           | 0                | 0.0%                          |
| Traditional Families                                  | 0                           | 0                | 0.0%                          |
| Small-Town Families                                   | 0                           | 0                | 0.0%                          |
| Four-by-Four Families                                 | 0                           | 0                | 0.0%                          |
| Rustic Families                                       | 0                           | 0                | 0.0%                          |
| Hometown Families                                     | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |

**Annual Average Number Of Households With The Potential  
To Move To Polk County Each Year Over The Next Five Years**  
*Broward County, Florida*

|  | <i>Estimated<br/>Number</i> | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>250,095</b>              | <b>240</b>       | <b>51.6%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| New Power Couples                        | 18,645                      | 5                | 1.1%                          |
| New Bohemians                            | 9,610                       | 20               | 4.3%                          |
| Cosmopolitan Elite                       | 36,705                      | 10               | 2.2%                          |
| Downtown Couples                         | 90,585                      | 75               | 16.1%                         |
| Downtown Proud                           | 40,285                      | 50               | 10.8%                         |
| <i>Subtotal:</i>                         | <u>195,830</u>              | <u>160</u>       | <u>34.4%</u>                  |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 13,570                      | 15               | 3.2%                          |
| Small-City Singles                       | 4,485                       | 5                | 1.1%                          |
| Twentysomethings                         | 4,600                       | 10               | 2.2%                          |
| Second-City Strivers                     | 3,590                       | 5                | 1.1%                          |
| Multi-Ethnic Singles                     | 1,275                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>27,520</u>               | <u>35</u>        | <u>7.5%</u>                   |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| Fast-Track Professionals                 | 5,510                       | 10               | 2.2%                          |
| Suburban Achievers                       | 6,845                       | 5                | 1.1%                          |
| Suburban Strivers                        | 14,390                      | 30               | 6.5%                          |
| <i>Subtotal:</i>                         | <u>26,745</u>               | <u>45</u>        | <u>9.7%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Hometown Sweethearts                     | 0                           | 0                | 0.0%                          |
| Blue-Collar Traditionalists              | 0                           | 0                | 0.0%                          |
| Rural Couples                            | 0                           | 0                | 0.0%                          |
| Rural Strivers                           | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |





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Residential Market Analysis Across the Urban-to-Rural Transect

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