
Appendices One and Two

METHODOLOGY
TARGET MARKET TABLES

UPDATE

RESIDENTIAL MARKET POTENTIAL

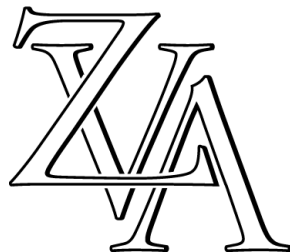
Downtown Wichita

City of Wichita
Sedgwick County, Kansas

July, 2018

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Residential Market Analysis Across the Urban-to-Rural Transect

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Residential Market Analysis Across the Urban-to-Rural Transect

METHODOLOGY

AN UPDATE OF RESIDENTIAL MARKET POTENTIAL

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The update of the technical analysis of market potential for Downtown Wichita included confirmation of the draw areas, compilation of the current residential rental and for-sale activity in the Downtown market area, and 2018 updated target market analysis of households in the draw areas, and yielded:

- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (apartments/condominiums and townhouses/rowhouses);
- The composition of the potential housing market (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The housing and unit types and configurations, base rents and prices derived from target household preferences and financial capabilities, and annual market capture over the next five years (optimum market position).

CONFIRMATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Historically, American households, more than any other nation's, have been extraordinarily mobile. In general, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households. Nationally, one lingering consequence of the Great Recession (officially December, 2007 through June, 2009) has been a considerable reduction in mobility.

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

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move to Sedgwick County. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service and provide a clear representation of mobility patterns. To refine the draw area for the city, the IRS migration data have been supplemented by migration and mobility data for the City of Wichita from the five-year estimates of the 2011-2016 American Community Survey.

According to the American Community Survey, which measures population mobility, the City of Wichita—where an annual average of nearly 16 percent of the city’s population moved either within or to the city in 2016—has a mobility rate higher than the national average of just under 12 percent. Over 64 percent of Wichita’s population that changed residences moved from one unit to another within the city, and 7.4 percent moved to the city from elsewhere in Sedgwick County.

Appendix One, Table 1.
Migration Trends—

The update of Sedgwick County migration and mobility patterns from 2011 through 2015—the most recent data available from the Internal Revenue Service—shows that the number of households moving into the county reached a recent peak of 9,570 households in 2015, from the previous year’s low of 6,595 in-migrating households. Adjacent Butler County consistently accounts for approximately nine to 10 percent of household migration into Sedgwick County. Sumner, Reno, and Harvey Counties together also contribute a steady share of in-migration into Sedgwick, at approximately nine percent of total in-migration over the study period. No other county individually accounts for more than three percent of household migration into Sedgwick County. (*Reference* Appendix One, Table 1.)

Households moving out of Sedgwick County reached a recent peak in 2013, when 10,335 households moved out. After falling to 7,514 households in 2014, out-migration ticked up to 10,225 households in 2015. A significant percentage of out-migrating Sedgwick County households have moved to Butler County, which received between 7.8 and 8.8 percent of Marion County movers over the study period. Migration to Sumner, Reno and Harvey Counties has together averaged between 6.6 and 7.8 percent of total out-migration per year.

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Net migration—the difference between households moving into the county and those moving out—declined every year of the study period, ranging between a loss of just 525 households in 2012 to a loss of 1,590 households the following year.

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 migration data, then, the draw areas for Sedgwick County, the City of Wichita, and Downtown Wichita have been updated as follows:

- The primary draw area, covering households currently living within the Wichita city limits.
- The local draw area, covering households currently living elsewhere in Sedgwick County.
- A regional draw area, covering households with the potential to move to the City of Wichita from Butler, Sumner, Reno and Harvey Counties.
- The national draw area, covering households with the potential to move to the City of Wichita from all other U.S. counties, particularly midwestern and southwestern U.S. counties.

Migration Methodology:

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

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2018 TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—

Demographic and geo-demographic data obtained from Claritas, Inc. provide the framework for the categorization of households, not only by lifestage and demographic characteristics, but also by lifestyle preferences and socio-economic factors. 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 35, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. The housing and lifestyle choices of the Millennials have had, and will continue to have a profound effect on the nation as a whole and cities in particular.
- Families, comprising both “traditional” families (married couples with one or more children) and “non-traditional” families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), primarily Generation X, born between 1965 and 1976. However, as the leading edge Millennials enter their late 30s and early 40s, they have begun to have children, thus moving into the family lifestage.
- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations. As with the Millennials, as it ages the Boomer generation will continue its significant impact on the nation’s housing.

Appendix One, Tables 2 and 3.

Target Market Classification—

According to Claritas, Inc., an estimated 155,450 households live in the City of Wichita in 2018, an increase of 1,615 households over 2014’s estimate of 153,835 households. Median income in the City of Wichita is estimated at \$48,700, up 7.5 percent from 2014’s estimate of \$45,300. The median reported value of owner-occupied dwelling units in the city is estimated at \$128,100, up

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almost three percent over 2017's \$124,500. (The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

Up to 33.8 percent of the city's households can be characterized as empty nesters and retirees (down from 37.6 percent in 2014), another 33.3 percent are younger singles and couples (down slightly from 34.8 percent), and the remaining 32.9 percent are traditional and non-traditional families (up from 27.6 percent in 2014). (*Reference* Appendix One, Table 2.)

In 2018, an estimated 199,700 households live in Sedgwick County, an increase of more than 2,700 households over 2014's estimate of 196,985 households. Median income in the county is estimated at \$53,700, an increase of \$5,000 since 2014. The median reported home value is estimated at \$138,000, which is \$8,000 higher than the median of \$130,000 in 2014. As characterized by lifestage, 38.5 percent of Sedgwick County households are traditional and non-traditional families (up from 33.5 percent in 2014), 33.4 percent are empty nesters and retirees, (down from 37.4 percent) and the remaining 28.1 percent are younger singles and couples, down from 29.1 percent in 2014. (*Reference* Appendix One, Table 3.)

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.

In residential target market methodology, clusters of households (usually between 10 and 15) are grouped according to a variety of significant “predictable variables,” ranging from basic demographic

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characteristics, such as income qualification and age, to less-frequently considered attributes known as “behaviors,” such as mobility rates, lifestage, and lifestyle patterns.

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

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

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

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

As a result of this process, Zimmerman/Volk Associates has identified 47 target market groups with median incomes that enable most of the households within each group to qualify for market-rate housing. The most affluent of the 47 groups can afford the most expensive new ownership units; the least prosperous are candidates for the least expensive existing rental apartments. Another 21 groups have median incomes such that most of the households require some form of housing finance assistance.

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

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DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE CITY OF WICHITA (MOBILITY ANALYSIS)—

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

Appendix One, Table 4.

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

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 jurisdiction in a given year (internal mobility).

Using these data, Zimmerman/Volk Associates has determined that an annual average of 15,700 households (a significant increase from 11,655 households in 2014) currently living in the City of Wichita have the potential to move from one residence to another—rental or ownership, new or resale—within the city each year over the next five years.

Approximately 54.5 percent of these households are likely to be younger singles and couples; 29.2 percent are likely to be traditional and non-traditional families; and the remaining 16.4 percent are likely to be empty nesters and retirees, a mix that is roughly comparable to 2014.

Appendix One, Table 5.

External Mobility (Households Moving to the City of Wichita from the Balance of Sedgwick County)—

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

The updated analysis shows that an annual average of 1,605 households living in the balance of Sedgwick County (approximately 1,400 households fewer than in 2014) have the potential to move

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from a residence elsewhere in the county to a residence in the City of Wichita each year over the next five years.

Approximately 68.5 percent of these households are likely to be traditional and non-traditional families; another 18.7 percent are likely to be empty nesters and retirees; and the remaining 12.8 percent are likely to be younger singles and couples, a mix with significantly more family households, and significantly fewer empty nesters and retirees and younger singles and couples.

Appendix One, Tables 6 and 7; Appendix Two, Tables 1 through 3.

External Mobility (Households Moving to the City of Wichita from Outside Sedgwick County)—

These tables determine the number of households living in Butler, Sumner, Reno, and Harvey Counties (the regional draw area) and the balance of the United States that is likely to move to the City of Wichita each year over the next five years (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data).

Appendix One, Table 8.

Average Annual Market Potential for the City of Wichita—

This table summarizes Appendix One, Tables 4 through 7. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in the City of Wichita each year over the next five years. An annual average of 24,755 households have the potential to move within or to the City of Wichita each year over the next five years. (Note: This number includes all households, not just households with incomes at or above \$50,000 per year, which was the calculation in 2014.)

Younger singles and couples are likely to account for 47.3 percent of the market, traditional and non-traditional families make up 34.7 percent of the market, and empty nesters and retirees comprise 18 percent.

The distribution of the draw areas as a percentage of the annual potential market for the City of Wichita is shown on the table following this page:

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Average Annual Market Potential by Draw Area
City of Wichita, Sedgwick County, Kansas

City of Wichita (Primary Draw Area):	63.4%
Balance of Sedgwick County (Local Draw Area):	6.5%
Butler, Sumner, Reno, and Harvey Counties (Regional Draw Area):	5.7%
Balance of US (National Draw Area):	<u>24.4%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2018.

UPDATE OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR DOWNTOWN WICHITA—

As in 2014, the annual potential market for new housing units within Downtown Wichita includes the same draw areas as for the city as a whole. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Claritas data, to determine which target market groups, as well as how many households within each group, are likely to move to the Downtown each year over the next five years.

Appendix One, Tables 9 through 11.

Average Annual Market Potential for Downtown Wichita—

As updated by the target market methodology, then, an annual average of 6,250 of the 24,755 households that represent the annual market for new and existing housing units in the City of Wichita have incomes over \$35,000 per year and are a market for new and existing housing units of any kind located within the Downtown. Younger singles and couples are likely to account for over 68 percent of the market, empty nesters and retirees make up over 20 percent, and the just under 12 percent are likely to be traditional and non-traditional families. (*Reference Appendix One, Table 9.*)

The distribution of the draw areas as a percentage of the potential market for Downtown Wichita is shown on the following table:

Average Annual Market Potential by Draw Area
 DOWNTOWN WICHITA
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City of Wichita (Primary Draw Area):	66.8%
Balance of Sedgwick County (Local Draw Area):	3.0%
Butler, Sumner, Reno, and Harvey Counties (Regional Draw Area):	2.4%
Balance of US (National Draw Area):	<u>27.8%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2018.

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The 6,250 draw area households that have the potential to move to Downtown Wichita each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Approximately 48.8 percent (3,048 households) comprise the market for new and existing multi-family rental units, significant increases in both number (1,930 households in 2014) and percentage (40.3 percent in 2014). The remaining 51.2 percent of these households (or 3,202 households) comprise the potential market for new and existing for-sale (ownership) housing units. (*Reference Appendix One, Table 10.*)

Of the 3,202 potential buyer households, 18.4 percent (or 590 households) comprise the annual potential market for multi-family for-sale units (condominium/cooperative lofts/apartments), up from 420 households at 14.7 percent in 2014; 25.2 percent (806 households) comprise the potential market for attached single-family (townhouse/rowhouse/flexhouse/duplex) units, up from 620 households at 21.6 percent in 2014; and the remaining 56.4 percent (1,806 households) comprise the potential market for all ranges of single-family detached houses, down slightly from 1,825 households in 2014, representing over 63 percent of the market. (*Reference Appendix One, Table 11.*)

—Target Market Data—

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

Zimmerman/Volk Associates' target market classifications are updated annually to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*—a move from one neighborhood condition to another. However, these changes of classification can also reflect an alteration in one or more of three additional basic characteristics:

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

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

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

Household Classification Methodology:

Household classifications were originally based on the PRIZM geo-demographic segmentation system that was established by Claritas in 1974 and then replaced by PRIZM NE clustering system in 2005. The PRIZM PREMIER system now in place was updated in 2016 to include 68 household groups, each ranging between one and two and a half million households. The revised household classifications are based on PRIZM which was developed through unique classification and regression trees delineating 68 specific clusters of American households. The system is now accurate to the individual household level, adding self-reported and list-based household data to geo-demographic information. The process applies hundreds of demographic variables to nearly 10,000 “behaviors.”

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Over the past 30 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.



UPDATE: RESIDENTIAL MARKET POTENTIAL

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Appendix One Tables



Gross Annual Household In-Migration*Sedgwick County, Kansas***2011, 2012, 2013, 2014, 2015**

County of Origin 2011 2012 2013 2014 2015	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Butler	870	9.7%	865	9.5%	780	8.9%	645	9.8%	905	9.5%
Sumner	300	3.3%	325	3.6%	290	3.3%	215	3.3%	295	3.1%
Reno	265	2.9%	285	3.1%	260	3.0%	220	3.3%	275	2.9%
Harvey	285	3.2%	335	3.7%	255	2.9%	205	3.1%	270	2.8%
Johnson	210	2.3%	240	2.6%	190	2.2%	120	1.8%	185	1.9%
Cowley	195	2.2%	195	2.1%	190	2.2%	125	1.9%	185	1.9%
Riley	130	1.4%	125	1.4%	120	1.4%	65	1.0%	125	1.3%
Saline	110	1.2%	125	1.4%	105	1.2%	75	1.1%	105	1.1%
Shawnee	120	1.3%	140	1.5%	105	1.2%	90	1.4%	105	1.1%
Douglas	95	1.1%	115	1.3%	110	1.3%	60	0.9%	100	1.0%
Tulsa, OK	90	1.0%	100	1.1%	80	0.9%	80	1.2%	100	1.0%
Oklahoma, OK	85	0.9%	110	1.2%	100	1.1%	75	1.1%	100	1.0%
Tarrant, TX	100	1.1%	105	1.2%	70	0.8%	60	0.9%	100	1.0%
Foreign APO/FPO	120	1.3%	115	1.3%	110	1.3%	90	1.4%	90	0.9%
Kingman	95	1.1%	75	0.8%	75	0.9%	60	0.9%	85	0.9%
Harris, TX	70	0.8%	75	0.8%	65	0.7%	45	0.7%	85	0.9%
Los Angeles, CA	80	0.9%	70	0.8%	85	1.0%	85	1.3%	75	0.8%
Ford	65	0.7%	65	0.7%	75	0.9%	60	0.9%	75	0.8%
Jackson, MO	95	1.1%	95	1.0%	120	1.4%	65	1.0%	75	0.8%
Maricopa, AZ	65	0.7%	75	0.8%	80	0.9%	50	0.8%	70	0.7%
Lyon	70	0.8%	80	0.9%	60	0.7%	50	0.8%	70	0.7%
McPherson	80	0.9%	80	0.9%	80	0.9%	60	0.9%	70	0.7%
Dallas, TX	75	0.8%	75	0.8%	70	0.8%	60	0.9%	65	0.7%
Finney	60	0.7%	60	0.7%	55	0.6%	55	0.8%	60	0.6%
Ellis	35	0.4%	70	0.8%	50	0.6%	30	0.5%	60	0.6%
Barton	50	0.6%	45	0.5%	45	0.5%	40	0.6%	55	0.6%
Pratt	40	0.4%	45	0.5%	50	0.6%	25	0.4%	50	0.5%
Travis, TX	40	0.4%	35	0.4%	25	0.3%	45	0.7%	50	0.5%
Wyandotte	45	0.5%	45	0.5%	25	0.3%	25	0.4%	50	0.5%
Geary	40	0.4%	40	0.4%	35	0.4%	30	0.5%	45	0.5%
El Paso, CO	50	0.6%	50	0.5%	45	0.5%	30	0.5%	45	0.5%
Montgomery	40	0.4%	30	0.3%	45	0.5%	25	0.4%	40	0.4%
Kay, OK	35	0.4%	30	0.3%	35	0.4%	25	0.4%	40	0.4%
Cook, IL	45	0.5%	55	0.6%	40	0.5%	35	0.5%	40	0.4%
Douglas, NE	30	0.3%	35	0.4%	35	0.4%	0	0.0%	40	0.4%
All Other Counties	4,830	53.6%	4,715	51.7%	4,785	54.7%	3,570	54.1%	5,385	56.3%
Total In-Migration:	9,010	100.0%	9,125	100.0%	8,745	100.0%	6,595	100.0%	9,570	100.0%

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

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

Gross Annual Household Out-Migration

Sedgwick County, Kansas
2011, 2012, 2013, 2014, 2015

Destination County 2011 2012 2013 2014 2015	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Butler	820	8.4%	845	8.8%	875	8.5%	575	7.8%	860	8.4%
Sumner	255	2.6%	300	3.1%	260	2.5%	195	2.6%	240	2.3%
Reno	190	1.9%	210	2.2%	205	2.0%	160	2.2%	200	2.0%
Harvey	245	2.5%	240	2.5%	220	2.1%	155	2.1%	245	2.4%
Johnson	305	3.1%	320	3.3%	305	3.0%	250	3.4%	360	3.5%
Cowley	155	1.6%	150	1.6%	155	1.5%	120	1.6%	135	1.3%
Riley	75	0.8%	80	0.8%	85	0.8%	65	0.9%	85	0.8%
Saline	75	0.8%	75	0.8%	85	0.8%	50	0.7%	85	0.8%
Shawnee	95	1.0%	120	1.2%	110	1.1%	65	0.9%	105	1.0%
Douglas	115	1.2%	125	1.3%	105	1.0%	70	0.9%	115	1.1%
Tulsa, OK	145	1.5%	145	1.5%	130	1.3%	105	1.4%	110	1.1%
Oklahoma, OK	180	1.8%	225	2.3%	160	1.5%	115	1.6%	150	1.5%
Tarrant, TX	180	1.8%	140	1.5%	130	1.3%	75	1.0%	145	1.4%
Foreign APO/FPO	120	1.2%	105	1.1%	95	0.9%	95	1.3%	95	0.9%
Kingman	65	0.7%	85	0.9%	50	0.5%	40	0.5%	75	0.7%
Harris, TX	115	1.2%	110	1.1%	130	1.3%	80	1.1%	100	1.0%
Los Angeles, CA	85	0.9%	80	0.8%	85	0.8%	60	0.8%	70	0.7%
Ford	45	0.5%	35	0.4%	35	0.3%	35	0.5%	30	0.3%
Jackson, MO	120	1.2%	130	1.3%	160	1.5%	110	1.5%	180	1.8%
Maricopa, AZ	110	1.1%	120	1.2%	115	1.1%	60	0.8%	115	1.1%
Lyon	50	0.5%	30	0.3%	50	0.5%	45	0.6%	50	0.5%
McPherson	50	0.5%	45	0.5%	50	0.5%	35	0.5%	45	0.4%
Dallas, TX	135	1.4%	135	1.4%	130	1.3%	95	1.3%	130	1.3%
Finney	45	0.5%	35	0.4%	35	0.3%	35	0.5%	25	0.2%
Ellis	30	0.3%	35	0.4%	30	0.3%	25	0.3%	30	0.3%
Barton	30	0.3%	35	0.4%	35	0.3%	25	0.3%	30	0.3%
Pratt	30	0.3%	30	0.3%	0	0.0%	0	0.0%	0	0.0%
Travis, TX	60	0.6%	40	0.4%	75	0.7%	50	0.7%	50	0.5%
Wyandotte	50	0.5%	50	0.5%	45	0.4%	35	0.5%	55	0.5%
Geary	30	0.3%	35	0.4%	0	0.0%	0	0.0%	25	0.2%
El Paso, CO	70	0.7%	70	0.7%	70	0.7%	40	0.5%	80	0.8%
Montgomery	30	0.3%	30	0.3%	30	0.3%	25	0.3%	40	0.4%
Kay, OK	25	0.3%	30	0.3%	35	0.3%	25	0.3%	25	0.2%
Cook, IL	55	0.6%	60	0.6%	50	0.5%	40	0.5%	50	0.5%
Douglas, NE	45	0.5%	30	0.3%	35	0.3%	25	0.3%	35	0.3%
All Other Counties	5,520	56.6%	5,320	55.1%	6,170	59.7%	4,435	59.8%	6,055	59.2%
Total Out-Migration:	9,750	100.0%	9,650	100.0%	10,335	100.0%	7,415	100.0%	10,225	100.0%

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

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

Net Annual Household Migration*Sedgwick County, Kansas***2011, 2012, 2013, 2014, 2015**

County 2011 Number 2012 Number 2013 Number 2014 Number 2015 Number
Butler	50	20	-95	70	45
Sumner	45	25	30	20	55
Reno	75	75	55	60	75
Harvey	40	95	35	50	25
Johnson	-95	-80	-115	-130	-175
Cowley	40	45	35	5	50
Riley	55	45	35	0	40
Saline	35	50	20	25	20
Shawnee	25	20	-5	25	0
Douglas	-20	-10	5	-10	-15
Tulsa, OK	-55	-45	-50	-25	-10
Oklahoma, OK	-95	-115	-60	-40	-50
Tarrant, TX	-80	-35	-60	-15	-45
Foreign APO/FPO	0	10	15	-5	-5
Kingman	30	-10	25	20	10
Harris, TX	-45	-35	-65	-35	-15
Los Angeles, CA	-5	-10	0	25	5
Ford	20	30	40	25	45
Jackson, MO	-25	-35	-40	-45	-105
Maricopa, AZ	-45	-45	-35	-10	-45
Lyon	20	50	10	5	20
McPherson	30	35	30	25	25
Dallas, TX	-60	-60	-60	-35	-65
Finney	15	25	20	20	35
Ellis	5	35	20	5	30
Barton	20	10	10	15	25
Pratt	10	15	50	25	50
Travis, TX	-20	-5	-50	-5	0
Wyandotte	-5	-5	-20	-10	-5
Geary	10	5	35	30	20
El Paso, CO	-20	-20	-25	-10	-35
Montgomery	10	0	15	0	0
Kay, OK	10	0	0	0	15
Cook, IL	-10	-5	-10	-5	-10
Douglas, NE	-15	5	0	-25	5
All Other Counties	-690	-605	-1,385	-865	-670
Total Net Migration:	-740	-525	-1,590	-820	-655

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

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

2018 Household Classification by Market Groups*City of Wichita, Sedgwick County, Kansas*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	52,485	33.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	23,030	14.8%
<i>Metropolitan Suburbs</i>	24,355	15.7%
<i>Town & Country/Exurbs</i>	5,100	3.3%
Traditional & Non-Traditional Families	51,140	32.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	19,415	12.5%
<i>Metropolitan Suburbs</i>	21,435	13.8%
<i>Town & Country/Exurbs</i>	10,290	6.6%
Younger Singles & Couples	51,825	33.3%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	27,470	17.7%
<i>Metropolitan Suburbs</i>	23,335	15.0%
<i>Town & Country/Exurbs</i>	1,020	0.7%
Total:	155,450	100.0%

2018 Estimated Median Income:	\$48,700
2018 Estimated National Median Income:	\$60,100
2018 Estimated Median Home Value:	\$128,100
2018 Estimated National Median Home Value:	\$207,600

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

2018 Household Classification by Market Groups*City of Wichita, Sedgwick County, Kansas*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	52,485	33.8%		
<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>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	3,670	2.4%	\$68,400	\$174,800
Blue-Collar Retirees	5,755	3.7%	\$42,500	\$91,100
Middle-Class Move-Downs	2,035	1.3%	\$40,700	\$95,400
Hometown Seniors	7,060	4.5%	\$29,500	\$59,400
Second City Seniors	4,510	2.9%	\$24,700	\$81,100
<i>Subtotal:</i>	<i>23,030</i>	<i>14.8%</i>		
<i>Metropolitan Suburbs</i>				
The One Percenters	210	0.1%	\$125,500	\$434,500
Old Money	160	0.1%	\$124,500	\$483,700
Affluent Empty Nesters	1,435	0.9%	\$95,600	\$293,800
Suburban Establishment	5,085	3.3%	\$91,800	\$235,200
Mainstream Empty Nesters	6,845	4.4%	\$58,100	\$134,200
Middle-American Retirees	10,620	6.8%	\$55,800	\$128,600
<i>Subtotal:</i>	<i>24,355</i>	<i>15.7%</i>		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	1,545	1.0%	\$99,400	\$301,000
Pillars of the Community	560	0.4%	\$76,400	\$172,400
New Empty Nesters	400	0.3%	\$74,900	\$227,000
Traditional Couples	770	0.5%	\$71,800	\$186,500
RV Retirees	5	0.0%	\$62,000	\$120,100
Country Couples	915	0.6%	\$55,400	\$122,400
Hometown Retirees	25	0.0%	\$47,900	\$90,900
Heartland Retirees	50	0.0%	\$46,700	\$99,600
Village Elders	395	0.3%	\$38,800	\$90,000
Small-Town Seniors	415	0.3%	\$37,400	\$79,300
Back Country Seniors	20	0.0%	\$34,900	\$68,400
<i>Subtotal:</i>	<i>5,100</i>	<i>3.3%</i>		

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

2018 Household Classification by Market Groups*City of Wichita, Sedgwick County, Kansas*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	51,140	32.9%		
<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>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	1,545	1.0%	\$82,600	\$213,400
Multi-Ethnic Families	1,910	1.2%	\$57,000	\$129,400
Uptown Families	8,660	5.6%	\$55,000	\$123,100
In-Town Families	3,350	2.2%	\$34,000	\$73,100
New American Strivers	3,950	2.5%	\$33,600	\$94,400
<i>Subtotal:</i>	<i>19,415</i>	<i>12.5%</i>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	770	0.5%	\$132,000	\$341,800
Nouveau Money	1,440	0.9%	\$102,400	\$246,800
Button-Down Families	5,430	3.5%	\$83,300	\$202,800
Fiber-Optic Families	2,230	1.4%	\$81,900	\$173,600
Late-Nest Suburbanites	3,510	2.3%	\$67,000	\$196,100
Full-Nest Suburbanites	2,930	1.9%	\$63,300	\$175,500
Kids 'r' Us	5,125	3.3%	\$60,900	\$128,500
<i>Subtotal:</i>	<i>21,435</i>	<i>13.8%</i>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	4,075	2.6%	\$100,900	\$260,700
New Town Families	895	0.6%	\$79,200	\$170,800
Full-Nest Exurbanites	890	0.6%	\$75,700	\$192,600
Rural Families	5	0.0%	\$62,200	\$115,900
Traditional Families	3,330	2.1%	\$61,100	\$134,300
Small-Town Families	15	0.0%	\$61,000	\$163,700
Four-by-Four Families	965	0.6%	\$56,300	\$117,100
Rustic Families	110	0.1%	\$47,900	\$89,000
Hometown Families	5	0.0%	\$39,100	\$98,300
<i>Subtotal:</i>	<i>10,290</i>	<i>6.6%</i>		

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

2018 Household Classification by Market Groups*City of Wichita, Sedgwick County, Kansas*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Single & Couples	51,825	33.3%		
<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>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	5,990	3.9%	\$61,900	\$204,800
Small-City Singles	10,035	6.5%	\$35,500	\$70,500
Twentysomethings	1,195	0.8%	\$35,100	\$129,200
Second-City Strivers	2,010	1.3%	\$30,400	\$106,200
Multi-Ethnic Singles	8,240	5.3%	\$21,100	\$58,500
<i>Subtotal:</i>	<i>27,470</i>	<i>17.7%</i>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	525	0.3%	\$60,800	\$202,000
Suburban Achievers	7,585	4.9%	\$41,300	\$96,900
Suburban Strivers	15,225	9.8%	\$37,000	\$112,200
<i>Subtotal:</i>	<i>23,335</i>	<i>15.0%</i>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	865	0.6%	\$41,600	\$84,100
Blue-Collar Traditionalists	25	0.0%	\$39,800	\$71,700
Rural Couples	35	0.0%	\$31,500	\$55,700
Rural Strivers	95	0.1%	\$24,900	\$59,900
<i>Subtotal:</i>	<i>1,020</i>	<i>0.7%</i>		

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

2018 Household Classification by Market Groups

Sedgwick County, Kansas

Household Type / Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	66,740	33.4%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	23,880	12.0%
<i>Metropolitan Suburbs</i>	26,410	13.2%
<i>Town & Country/Exurbs</i>	16,450	8.2%
Traditional & Non-Traditional Families	76,790	38.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	20,680	10.4%
<i>Metropolitan Suburbs</i>	24,075	12.1%
<i>Town & Country/Exurbs</i>	32,035	16.0%
Younger Singles & Couples	56,170	28.1%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	27,835	13.9%
<i>Metropolitan Suburbs</i>	24,000	12.0%
<i>Town & Country/Exurbs</i>	4,335	2.2%
Total:	199,700	100.0%

2018 Estimated Median Income:	\$53,700
2018 Estimated National Median Income:	\$60,100
2018 Estimated Median Home Value:	\$138,000
2018 Estimated National Median Home Value:	\$207,600

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

2018 Household Classification by Market Groups

Sedgwick County, Kansas

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	66,740	33.4%		
<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%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	3,905	2.0%	\$68,400	\$174,800
Blue-Collar Retirees	5,965	3.0%	\$42,500	\$91,100
Middle-Class Move-Downs	2,165	1.1%	\$40,700	\$95,400
Hometown Seniors	7,290	3.7%	\$29,500	\$59,400
Second City Seniors	4,555	2.3%	\$24,700	\$81,100
Subtotal:	23,880	12.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	330	0.2%	\$138,500	\$452,100
Old Money	190	0.1%	\$139,200	\$513,200
Affluent Empty Nesters	1,580	0.8%	\$95,600	\$293,800
Suburban Establishment	5,555	2.8%	\$91,800	\$235,200
Mainstream Empty Nesters	7,350	3.7%	\$58,100	\$134,200
Middle-American Retirees	11,405	5.7%	\$55,800	\$128,600
Subtotal:	26,410	13.2%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	2,655	1.3%	\$110,200	\$320,400
Pillars of the Community	1,945	1.0%	\$83,800	\$185,600
New Empty Nesters	2,575	1.3%	\$83,200	\$251,900
Traditional Couples	1,605	0.8%	\$78,400	\$202,200
RV Retirees	520	0.3%	\$67,400	\$135,200
Country Couples	2,940	1.5%	\$60,900	\$135,300
Hometown Retirees	480	0.2%	\$52,900	\$98,300
Heartland Retirees	545	0.3%	\$51,300	\$116,200
Village Elders	1,115	0.6%	\$43,200	\$99,000
Small-Town Seniors	1,580	0.8%	\$42,000	\$88,800
Back Country Seniors	490	0.2%	\$39,500	\$77,400
Subtotal:	16,450	8.2%		

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

2018 Household Classification by Market Groups

Sedgwick County, Kansas

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	76,790	38.5%		
<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%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	1,675	0.8%	\$82,600	\$213,400
Multi-Ethnic Families	2,085	1.0%	\$57,000	\$129,400
Uptown Families	9,275	4.6%	\$55,000	\$123,100
In-Town Families	3,625	1.8%	\$36,000	\$73,100
New American Strivers	4,020	2.0%	\$33,600	\$94,400
Subtotal:	20,680	10.4%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	850	0.4%	\$132,000	\$341,800
Nouveau Money	1,630	0.8%	\$110,600	\$264,300
Button-Down Families	6,080	3.0%	\$90,900	\$225,400
Fiber-Optic Families	2,465	1.2%	\$81,900	\$173,600
Late-Nest Suburbanites	4,085	2.0%	\$73,000	\$212,600
Full-Nest Suburbanites	3,365	1.7%	\$69,300	\$189,100
Kids 'r' Us	5,600	2.8%	\$60,900	\$128,500
Subtotal:	24,075	12.1%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	5,290	2.6%	\$110,300	\$280,700
New Town Families	3,230	1.6%	\$85,900	\$177,000
Full-Nest Exurbanites	7,150	3.6%	\$83,300	\$209,000
Rural Families	1,045	0.5%	\$67,500	\$129,300
Traditional Families	6,800	3.4%	\$66,600	\$145,700
Small-Town Families	2,545	1.3%	\$66,700	\$171,500
Four-by-Four Families	3,465	1.7%	\$61,600	\$128,900
Rustic Families	1,505	0.8%	\$52,700	\$98,100
Hometown Families	1,005	0.5%	\$43,200	\$106,500
Subtotal:	32,035	16.0%		

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

2018 Household Classification by Market Groups

Sedgwick County, Kansas

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Single & Couples	56,170	28.1%		
<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>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	6,055	3.0%	\$61,900	\$204,800
Small-City Singles	10,330	5.2%	\$35,500	\$70,500
Twentysomethings	1,195	0.6%	\$35,100	\$129,200
Second-City Strivers	2,015	1.0%	\$30,400	\$106,200
Multi-Ethnic Singles	8,240	4.1%	\$21,100	\$58,500
<i>Subtotal:</i>	<i>27,835</i>	<i>13.9%</i>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	525	0.3%	\$60,800	\$202,000
Suburban Achievers	8,100	4.1%	\$41,300	\$96,900
Suburban Strivers	15,375	7.7%	\$37,000	\$112,200
<i>Subtotal:</i>	<i>24,000</i>	<i>12.0%</i>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	3,000	1.5%	\$45,700	\$93,500
Blue-Collar Traditionalists	370	0.2%	\$44,200	\$80,700
Rural Couples	440	0.2%	\$35,000	\$64,900
Rural Strivers	525	0.3%	\$28,500	\$68,400
<i>Subtotal:</i>	<i>4,335</i>	<i>2.2%</i>		

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

**Annual Average Number Of Households With The Potential
To Move Within The City Of Wichita Each Year Over The Next Five Years**
City of Wichita, Sedgwick County, Kansas

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	52,485	2,570	16.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	23,030	1,195	7.6%
<i>Metropolitan Suburbs</i>	24,355	1,175	7.5%
<i>Town & Country/Exurbs</i>	5,100	200	1.3%
Traditional & Non-Traditional Families	51,140	4,580	29.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	19,415	2,530	16.1%
<i>Metropolitan Suburbs</i>	21,435	1,410	9.0%
<i>Town & Country/Exurbs</i>	10,290	640	4.1%
Younger Singles & Couples	51,825	8,550	54.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	27,470	4,515	28.8%
<i>Metropolitan Suburbs</i>	23,335	3,965	25.3%
<i>Town & Country/Exurbs</i>	1,020	70	0.4%
Total:	155,450	15,700	100.0%

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

**Annual Average Number Of Households With The Potential
To Move Within The City Of Wichita Each Year Over The Next Five Years**
City of Wichita, Sedgwick County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	52,485	2,570	16.4%
<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	3,670	105	0.7%
Blue-Collar Retirees	5,755	310	2.0%
Middle-Class Move-Downs	2,035	85	0.5%
Hometown Seniors	7,060	110	0.7%
Second City Seniors	4,510	585	3.7%
<i>Subtotal:</i>	<u>23,030</u>	<u>1,195</u>	<u>7.6%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	210	5	0.0%
Old Money	160	5	0.0%
Affluent Empty Nesters	1,435	40	0.3%
Suburban Establishment	5,085	170	1.1%
Mainstream Empty Nesters	6,845	525	3.3%
Middle-American Retirees	10,620	430	2.7%
<i>Subtotal:</i>	<u>24,355</u>	<u>1,175</u>	<u>7.5%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	1,545	55	0.4%
Pillars of the Community	560	25	0.2%
New Empty Nesters	400	10	0.1%
Traditional Couples	770	20	0.1%
RV Retirees	5	0	0.0%
Country Couples	915	40	0.3%
Hometown Retirees	25	0	0.0%
Heartland Retirees	50	0	0.0%
Village Elders	395	20	0.1%
Small-Town Seniors	415	30	0.2%
Back Country Seniors	20	0	0.0%
<i>Subtotal:</i>	<u>5,100</u>	<u>200</u>	<u>1.3%</u>

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

**Annual Average Number Of Households With The Potential
To Move Within The City Of Wichita Each Year Over The Next Five Years**
City of Wichita, Sedgwick County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	51,140	4,580	29.2%
<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	1,545	155	1.0%
Multi-Ethnic Families	1,910	200	1.3%
Uptown Families	8,660	1,180	7.5%
In-Town Families	3,350	375	2.4%
New American Strivers	3,950	620	3.9%
<i>Subtotal:</i>	<u>19,415</u>	<u>2,530</u>	<u>16.1%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	770	40	0.3%
Nouveau Money	1,440	85	0.5%
Button-Down Families	5,430	215	1.4%
Fiber-Optic Families	2,230	90	0.6%
Late-Nest Suburbanites	3,510	325	2.1%
Full-Nest Suburbanites	2,930	230	1.5%
Kids 'r' Us	5,125	425	2.7%
<i>Subtotal:</i>	<u>21,435</u>	<u>1,410</u>	<u>9.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	4,075	240	1.5%
New Town Families	895	65	0.4%
Full-Nest Exurbanites	890	60	0.4%
Rural Families	5	0	0.0%
Traditional Families	3,330	165	1.1%
Small-Town Families	15	0	0.0%
Four-by-Four Families	965	100	0.6%
Rustic Families	110	10	0.1%
Hometown Families	5	0	0.0%
<i>Subtotal:</i>	<u>10,290</u>	<u>640</u>	<u>4.1%</u>

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

**Annual Average Number Of Households With The Potential
To Move Within The City Of Wichita Each Year Over The Next Five Years**
City of Wichita, Sedgwick County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	51,825	8,550	54.5%
<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	5,990	965	6.1%
Small-City Singles	10,035	1,365	8.7%
Twentysomethings	1,195	315	2.0%
Second-City Strivers	2,010	405	2.6%
Multi-Ethnic Singles	8,240	1,465	9.3%
<i>Subtotal:</i>	<u>27,470</u>	<u>4,515</u>	<u>28.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	525	120	0.8%
Suburban Achievers	7,585	380	2.4%
Suburban Strivers	15,225	3,465	22.1%
<i>Subtotal:</i>	<u>23,335</u>	<u>3,965</u>	<u>25.3%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	865	40	0.3%
Blue-Collar Traditionalists	25	5	0.0%
Rural Couples	35	5	0.0%
Rural Strivers	95	20	0.1%
<i>Subtotal:</i>	<u>1,020</u>	<u>70</u>	<u>0.4%</u>

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

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

Balance of Sedgwick County, Kansas

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	14,255	300	18.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	850	20	1.2%
<i>Metropolitan Suburbs</i>	2,055	45	2.8%
<i>Town & Country/Exurbs</i>	11,350	235	14.6%
Traditional & Non-Traditional Families	25,650	1,100	68.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,265	80	5.0%
<i>Metropolitan Suburbs</i>	2,640	85	5.3%
<i>Town & Country/Exurbs</i>	21,745	935	58.3%
Younger Singles & Couples	4,345	205	12.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	365	25	1.6%
<i>Metropolitan Suburbs</i>	665	30	1.9%
<i>Town & Country/Exurbs</i>	3,315	150	9.3%
Total Balance of County:	44,250	1,605	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Balance of Sedgwick County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	14,255	300	18.7%
<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	235	5	0.3%
Blue-Collar Retirees	210	5	0.3%
Middle-Class Move-Downs	130	5	0.3%
Hometown Seniors	230	0	0.0%
Second City Seniors	45	5	0.3%
<i>Subtotal:</i>	<u>850</u>	<u>20</u>	<u>1.2%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	120	0	0.0%
Old Money	30	0	0.0%
Affluent Empty Nesters	145	0	0.0%
Suburban Establishment	470	10	0.6%
Mainstream Empty Nesters	505	20	1.2%
Middle-American Retirees	785	15	0.9%
<i>Subtotal:</i>	<u>2,055</u>	<u>45</u>	<u>2.8%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	1,110	20	1.2%
Pillars of the Community	1,385	30	1.9%
New Empty Nesters	2,175	30	1.9%
Traditional Couples	835	10	0.6%
RV Retirees	515	5	0.3%
Country Couples	2,025	45	2.8%
Hometown Retirees	455	10	0.6%
Heartland Retirees	495	5	0.3%
Village Elders	720	20	1.2%
Small-Town Seniors	1,165	45	2.8%
Back Country Seniors	470	15	0.9%
<i>Subtotal:</i>	<u>11,350</u>	<u>235</u>	<u>14.6%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Balance of Sedgwick County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	25,650	1,100	68.5%
<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	130	5	0.3%
Multi-Ethnic Families	175	10	0.6%
Uptown Families	615	45	2.8%
In-Town Families	275	15	0.9%
New American Strivers	70	5	0.3%
<i>Subtotal:</i>	<u>1,265</u>	<u>80</u>	<u>5.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	80	0	0.0%
Nouveau Money	190	5	0.3%
Button-Down Families	650	15	0.9%
Fiber-Optic Families	235	5	0.3%
Late-Nest Suburbanites	575	25	1.6%
Full-Nest Suburbanites	435	15	0.9%
Kids 'r' Us	475	20	1.2%
<i>Subtotal:</i>	<u>2,640</u>	<u>85</u>	<u>5.3%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1,215	35	2.2%
New Town Families	2,335	90	5.6%
Full-Nest Exurbanites	6,260	215	13.4%
Rural Families	1,040	30	1.9%
Traditional Families	3,470	85	5.3%
Small-Town Families	2,530	180	11.2%
Four-by-Four Families	2,500	135	8.4%
Rustic Families	1,395	65	4.0%
Hometown Families	1,000	100	6.2%
<i>Subtotal:</i>	<u>21,745</u>	<u>935</u>	<u>58.3%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Balance of Sedgwick County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	4,345	205	12.8%
<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	65	5	0.3%
Small-City Singles	295	20	1.2%
Twentysomethings	0	0	0.0%
Second-City Strivers	5	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>365</u>	<u>25</u>	<u>1.6%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	515	15	0.9%
Suburban Strivers	150	15	0.9%
<i>Subtotal:</i>	<u>665</u>	<u>30</u>	<u>1.9%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	2,135	55	3.4%
Blue-Collar Traditionalists	345	25	1.6%
Rural Couples	405	25	1.6%
Rural Strivers	430	45	2.8%
<i>Subtotal:</i>	<u>3,315</u>	<u>150</u>	<u>9.3%</u>

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

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

Summary: Appendix Two, Tables 1 Through 4

Butler County, Kansas, Sumner County, Kansas,

Reno County, Kansas, Harvey County, Kansas

<u>Household Type/ Geographic Designation</u>	<u>Butler County</u>	<u>Sumner County</u>	<u>Reno County</u>	<u>Harvey County</u>	<u>Total</u>
Empty Nesters & Retirees	150	65	65	80	360
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	20	0	20
<i>Metropolitan Suburbs</i>	0	0	15	0	15
<i>Town & Country/Exurbs</i>	150	65	30	80	325
Traditional & Non-Traditional Families	410	125	70	105	710
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	25	0	25
<i>Metropolitan Suburbs</i>	0	0	5	0	5
<i>Town & Country/Exurbs</i>	410	125	40	105	680
Younger Singles & Couples	140	60	90	50	340
<i>Metropolitan Cities</i>	0	15	0	0	15
<i>Small Cities/Satellite Cities</i>	0	0	55	0	55
<i>Metropolitan Suburbs</i>	0	0	15	0	15
<i>Town & Country/Exurbs</i>	140	45	20	50	255
Total:	700	250	225	235	1,410
Percent:	49.6%	17.7%	16.0%	16.7%	100.0%

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

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

Summary: Appendix Two, Tables 1 Through 4

Butler County, Kansas, Sumner County, Kansas,

Reno County, Kansas, Harvey County, Kansas

	<i>Butler County</i>	<i>Sumner County</i>	<i>Reno County</i>	<i>Harvey County</i>	Total
Empty Nesters & Retirees	150	65	65	80	360
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	0	0
Urban Establishment	0	0	0	0	0
Multi-Ethnic Empty Nesters	0	0	0	0	0
Cosmopolitan Couples	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	0	0	0	0	0
Blue-Collar Retirees	0	0	5	0	5
Middle-Class Move-Downs	0	0	5	0	5
Hometown Seniors	0	0	0	0	0
Second City Seniors	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>20</u>	<u>0</u>	<u>20</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	0	0
Old Money	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0
Suburban Establishment	0	0	0	0	0
Mainstream Empty Nesters	0	0	5	0	5
Middle-American Retirees	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>15</u>	<u>0</u>	<u>15</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	10	0	0	5	15
Pillars of the Community	10	0	0	5	15
New Empty Nesters	15	0	5	5	25
Traditional Couples	5	0	0	5	10
RV Retirees	5	10	5	5	25
Country Couples	20	10	0	10	40
Hometown Retirees	5	5	5	0	15
Heartland Retirees	5	5	5	5	20
Village Elders	20	5	0	10	35
Small-Town Seniors	45	20	5	25	95
Back Country Seniors	10	10	5	5	30
<i>Subtotal:</i>	<u>150</u>	<u>65</u>	<u>30</u>	<u>80</u>	<u>325</u>

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

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

Summary: Appendix Two, Tables 1 Through 4

Butler County, Kansas, Sumner County, Kansas,

Reno County, Kansas, Harvey County, Kansas

	<i>Butler County</i>	<i>Sumner County</i>	<i>Reno County</i>	<i>Harvey County</i>	<i>Total</i>
Traditional & on-Traditional Families	410	125	70	105	710
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0
Inner-City Families	0	0	0	0	0
Single-Parent Families	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	0	0
Multi-Ethnic Families	0	0	0	0	0
Uptown Families	0	0	15	0	15
In-Town Families	0	0	0	0	0
New American Strivers	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>25</u>	<u>0</u>	<u>25</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	0	0
Nouveau Money	0	0	0	0	0
Button-Down Families	0	0	0	0	0
Fiber-Optic Families	0	0	0	0	0
Late-Nest Suburbanites	0	0	0	0	0
Full-Nest Suburbanites	0	0	0	0	0
Kids 'r' Us	0	0	5	0	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>5</u>	<u>0</u>	<u>5</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	35	0	0	0	35
New Town Families	20	0	0	5	25
Full-Nest Exurbanites	65	0	5	15	85
Rural Families	35	30	10	10	85
Traditional Families	20	0	0	0	20
Small-Town Families	100	25	5	30	160
Four-by-Four Families	45	10	0	15	70
Rustic Families	50	50	20	15	135
Hometown Families	40	10	0	15	65
<i>Subtotal:</i>	<u>410</u>	<u>125</u>	<u>40</u>	<u>105</u>	<u>680</u>

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

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

Summary: Appendix Two, Tables 1 Through 4

Butler County, Kansas, Sumner County, Kansas,

Reno County, Kansas, Harvey County, Kansas

	<i>Butler County</i>	<i>Sumner County</i>	<i>Reno County</i>	<i>Harvey County</i>	<i>Total</i>
Younger Singles & Couples	140	60	90	50	340
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	0	0
New Bohemians	0	0	0	0	0
Cosmopolitan Elite	0	15	0	0	15
Downtown Couples	0	0	0	0	0
Downtown Proud	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>15</u>	<u>0</u>	<u>0</u>	<u>15</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	5	0	5
Small-City Singles	0	0	30	0	30
Twentysomethings	0	0	10	0	10
Second-City Strivers	0	0	5	0	5
Multi-Ethnic Singles	0	0	5	0	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>55</u>	<u>0</u>	<u>55</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	0	0	0	0
Suburban Achievers	0	0	5	0	5
Suburban Strivers	0	0	10	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>15</u>	<u>0</u>	<u>15</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	45	10	5	15	75
Blue-Collar Traditionalists	20	10	5	5	40
Rural Couples	30	5	5	5	45
Rural Strivers	45	20	5	25	95
<i>Subtotal:</i>	<u>140</u>	<u>45</u>	<u>20</u>	<u>50</u>	<u>255</u>

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

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

Household Type / Geographic Designation	Potential	Share of Potential
Empty Nesters & Retirees	1,230	20.4%
Metropolitan Cities	235	3.9%
Small Cities/Satellite Cities	230	3.8%
Metropolitan Suburbs	265	4.4%
Town & Country/Exurbs	500	8.3%
Traditional & Non-Traditional Families	2,195	36.3%
Metropolitan Cities	210	3.5%
Small Cities/Satellite Cities	540	8.9%
Metropolitan Suburbs	450	7.5%
Town & Country/Exurbs	995	16.5%
Younger Singles & Couples	2,615	43.3%
Metropolitan Cities	750	12.4%
Small Cities/Satellite Cities	845	14.0%
Metropolitan Suburbs	485	8.0%
Town & Country/Exurbs	535	8.9%
Total:	6,040	100.0%

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

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

Balance of the United States

	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	1,230	20.4%
<i>Metropolitan Cities</i>		
The Social Register	20	0.3%
Urban Establishment	80	1.3%
Multi-Ethnic Empty Nesters	40	0.7%
Cosmopolitan Couples	95	1.6%
Subtotal:	235	3.9%
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	35	0.6%
Blue-Collar Retirees	65	1.1%
Middle-Class Move-Downs	30	0.5%
Hometown Seniors	15	0.2%
Second City Seniors	85	1.4%
Subtotal:	230	3.8%
<i>Metropolitan Suburbs</i>		
The One Percenters	25	0.4%
Old Money	20	0.3%
Affluent Empty Nesters	20	0.3%
Suburban Establishment	60	1.0%
Mainstream Empty Nesters	70	1.2%
Middle-American Retirees	70	1.2%
Subtotal:	265	4.4%
<i>Town & Country/Exurbs</i>		
Small-Town Patriarchs	40	0.7%
Pillars of the Community	35	0.6%
New Empty Nesters	30	0.5%
Traditional Couples	25	0.4%
RV Retirees	30	0.5%
Country Couples	40	0.7%
Hometown Retirees	35	0.6%
Heartland Retirees	25	0.4%
Village Elders	40	0.7%
Small-Town Seniors	100	1.7%
Back Country Seniors	100	1.7%
Subtotal:	500	8.3%

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

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

Balance of the United States

	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,195	36.3%
<i>Metropolitan Cities</i>		
e-Type Families	25	0.4%
Multi-Cultural Families	30	0.5%
Inner-City Families	60	1.0%
Single-Parent Families	95	1.6%
<i>Subtotal:</i>	<u>210</u>	<u>3.5%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	75	1.2%
Multi-Ethnic Families	75	1.2%
Uptown Families	140	2.3%
In-Town Families	90	1.5%
New American Strivers	160	2.6%
<i>Subtotal:</i>	<u>540</u>	<u>8.9%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	35	0.6%
Nouveau Money	60	1.0%
Button-Down Families	70	1.2%
Fiber-Optic Families	35	0.6%
Late-Nest Suburbanites	95	1.6%
Full-Nest Suburbanites	65	1.1%
Kids 'r' Us	90	1.5%
<i>Subtotal:</i>	<u>450</u>	<u>7.5%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	100	1.7%
New Town Families	55	0.9%
Full-Nest Exurbanites	90	1.5%
Rural Families	110	1.8%
Traditional Families	40	0.7%
Small-Town Families	155	2.6%
Four-by-Four Families	85	1.4%
Rustic Families	220	3.6%
Hometown Families	140	2.3%
<i>Subtotal:</i>	<u>995</u>	<u>16.5%</u>

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

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

	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,615	43.3%
<i>Metropolitan Cities</i>		
New Power Couples	35	0.6%
New Bohemians	275	4.6%
Cosmopolitan Elite	35	0.6%
Downtown Couples	165	2.7%
Downtown Proud	240	4.0%
<i>Subtotal:</i>	<u>750</u>	<u>12.4%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	175	2.9%
Small-City Singles	130	2.2%
Twentysomethings	275	4.6%
Second-City Strivers	145	2.4%
Multi-Ethnic Singles	120	2.0%
<i>Subtotal:</i>	<u>845</u>	<u>14.0%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	155	2.6%
Suburban Achievers	50	0.8%
Suburban Strivers	280	4.6%
<i>Subtotal:</i>	<u>485</u>	<u>8.0%</u>
<i>Town & Country/Exurbs</i>		
Hometown Sweethearts	65	1.1%
Blue-Collar Traditionalists	135	2.2%
Rural Couples	195	3.2%
Rural Strivers	140	2.3%
<i>Subtotal:</i>	<u>535</u>	<u>8.9%</u>

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

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

Summary: Appendix One, Tables 4 Through 7

*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Wichita City</u>	<u>Sedgwick County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	2,570	300	360	1,230	4,460
<i>Metropolitan Cities</i>	0	0	0	235	235
<i>Small Cities/Satellite Cities</i>	1,195	20	20	230	1,465
<i>Metropolitan Suburbs</i>	1,175	45	15	265	1,500
<i>Town & Country/Exurbs</i>	200	235	325	500	1,260
Traditional & Non-Traditional Families	4,580	1,100	710	2,195	8,585
<i>Metropolitan Cities</i>	0	0	0	210	210
<i>Small Cities/Satellite Cities</i>	2,530	80	25	540	3,175
<i>Metropolitan Suburbs</i>	1,410	85	5	450	1,950
<i>Town & Country/Exurbs</i>	640	935	680	995	3,250
Younger Singles & Couples	8,550	205	340	2,615	11,710
<i>Metropolitan Cities</i>	0	0	15	750	765
<i>Small Cities/Satellite Cities</i>	4,515	25	55	845	5,440
<i>Metropolitan Suburbs</i>	3,965	30	15	485	4,495
<i>Town & Country/Exurbs</i>	70	150	255	535	1,010
Total:	15,700	1,605	1,410	6,040	24,755
Percent:	63.4%	6.5%	5.7%	24.4%	100.0%

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

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

Summary: Appendix One, Tables 4 Through 7

*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

	<u>Wichita City</u>	<u>Sedgwick County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	2,570	300	360	1,230	4,460
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	20	20
Urban Establishment	0	0	0	80	80
Multi-Ethnic Empty Nesters	0	0	0	40	40
Cosmopolitan Couples	0	0	0	95	95
Subtotal:	0	0	0	235	235
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	105	5	0	35	145
Blue-Collar Retirees	310	5	5	65	385
Middle-Class Move-Downs	85	5	5	30	125
Hometown Seniors	110	0	0	15	125
Second City Seniors	585	5	10	85	685
Subtotal:	1,195	20	20	230	1,465
<i>Metropolitan Suburbs</i>					
The One Percenters	5	0	0	25	30
Old Money	5	0	0	20	25
Affluent Empty Nesters	40	0	0	20	60
Suburban Establishment	170	10	0	60	240
Mainstream Empty Nesters	525	20	5	70	620
Middle-American Retirees	430	15	10	70	525
Subtotal:	1,175	45	15	265	1,500
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	55	20	15	40	130
Pillars of the Community	25	30	15	35	105
New Empty Nesters	10	30	25	30	95
Traditional Couples	20	10	10	25	65
RV Retirees	0	5	25	30	60
Country Couples	40	45	40	40	165
Hometown Retirees	0	10	15	35	60
Heartland Retirees	0	5	20	25	50
Village Elders	20	20	35	40	115
Small-Town Seniors	30	45	95	100	270
Back Country Seniors	0	15	30	100	145
Subtotal:	200	235	325	500	1,260

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

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

Summary: Appendix One, Tables 4 Through 7

*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

	<u>Wichita City</u>	<u>Sedgwick County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Traditional & Non-Traditional Families	4,580	1,100	710	2,195	8,585
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	25	25
Multi-Cultural Families	0	0	0	30	30
Inner-City Families	0	0	0	60	60
Single-Parent Families	0	0	0	95	95
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>210</u>	<u>210</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	155	5	0	75	235
Multi-Ethnic Families	200	10	0	75	285
Uptown Families	1,180	45	15	140	1,380
In-Town Families	375	15	0	90	480
New American Strivers	620	5	10	160	795
<i>Subtotal:</i>	<u>2,530</u>	<u>80</u>	<u>25</u>	<u>540</u>	<u>3,175</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	40	0	0	35	75
Nouveau Money	85	5	0	60	150
Button-Down Families	215	15	0	70	300
Fiber-Optic Families	90	5	0	35	130
Late-Nest Suburbanites	325	25	0	95	445
Full-Nest Suburbanites	230	15	0	65	310
Kids 'r' Us	425	20	5	90	540
<i>Subtotal:</i>	<u>1,410</u>	<u>85</u>	<u>5</u>	<u>450</u>	<u>1,950</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	240	35	35	100	410
New Town Families	65	90	25	55	235
Full-Nest Exurbanites	60	215	85	90	450
Rural Families	0	30	85	110	225
Traditional Families	165	85	20	40	310
Small-Town Families	0	180	160	155	495
Four-by-Four Families	100	135	70	85	390
Rustic Families	10	65	135	220	430
Hometown Families	0	100	65	140	305
<i>Subtotal:</i>	<u>640</u>	<u>935</u>	<u>680</u>	<u>995</u>	<u>3,250</u>

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

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

Summary: Appendix One, Tables 4 Through 7

*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

	<u>Wichita City</u>	<u>Sedgwick County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Younger Singles & Couples	8,550	205	340	2,615	11,710
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	35	35
New Bohemians	0	0	0	275	275
Cosmopolitan Elite	0	0	15	35	50
Downtown Couples	0	0	0	165	165
Downtown Proud	0	0	0	240	240
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>15</u>	<u>750</u>	<u>765</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	965	5	5	175	1,150
Small-City Singles	1,365	20	30	130	1,545
Twentysomethings	315	0	10	275	600
Second-City Strivers	405	0	5	145	555
Multi-Ethnic Singles	1,465	0	5	120	1,590
<i>Subtotal:</i>	<u>4,515</u>	<u>25</u>	<u>55</u>	<u>845</u>	<u>5,440</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	120	0	0	155	275
Suburban Achievers	380	15	5	50	450
Suburban Strivers	3,465	15	10	280	3,770
<i>Subtotal:</i>	<u>3,965</u>	<u>30</u>	<u>15</u>	<u>485</u>	<u>4,495</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	40	55	75	65	235
Blue-Collar Traditionalists	5	25	40	135	205
Rural Couples	5	25	45	195	270
Rural Strivers	20	45	95	140	300
<i>Subtotal:</i>	<u>70</u>	<u>150</u>	<u>255</u>	<u>535</u>	<u>1,010</u>

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

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

Households With Annual Incomes Over \$35,000

*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

<u>Household Type / Geographic Designation</u>	<u>Wichita City</u>	<u>Sedgwick County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	695	125	85	370	1,275
<i>Metropolitan Cities</i>	0	0	0	120	120
<i>Small Cities/Satellite Cities</i>	235	15	10	70	330
<i>Metropolitan Suburbs</i>	350	20	10	105	485
<i>Town & Country/Exurbs</i>	110	90	65	75	340
Traditional & Non-Traditional Families	460	25	5	220	710
<i>Metropolitan Cities</i>	0	0	0	20	20
<i>Small Cities/Satellite Cities</i>	305	15	5	100	425
<i>Metropolitan Suburbs</i>	155	10	0	100	265
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Younger Singles & Couples	3,025	35	60	1,145	4,265
<i>Metropolitan Cities</i>	0	0	15	310	325
<i>Small Cities/Satellite Cities</i>	2,285	25	40	525	2,875
<i>Metropolitan Suburbs</i>	740	10	5	310	1,065
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Total:	4,180	185	150	1,735	6,250
Percent:	66.8%	3.0%	2.4%	27.8%	100.0%

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

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

Households With Annual Incomes Over \$35,000

*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

	<i>Wichita City</i>	<i>Sedgwick County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Empty Nesters & Retirees	695	125	85	370	1,275
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	10	10
Urban Establishment	0	0	0	40	40
Multi-Ethnic Empty Nesters	0	0	0	20	20
Cosmopolitan Couples	0	0	0	50	50
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>120</u>	<u>120</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	35	5	0	20	60
Blue-Collar Retirees	155	5	5	35	200
Middle-Class Move-Downs	45	5	5	15	70
<i>Subtotal:</i>	<u>235</u>	<u>15</u>	<u>10</u>	<u>70</u>	<u>330</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	15	15
Old Money	0	0	0	10	10
Affluent Empty Nesters	15	0	0	10	25
Mainstream Empty Nesters	185	10	5	35	235
Middle-American Retirees	150	10	5	35	200
<i>Subtotal:</i>	<u>350</u>	<u>20</u>	<u>10</u>	<u>105</u>	<u>485</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	55	20	15	0	90
Pillars of the Community	25	30	15	0	70
New Empty Nesters	10	30	25	40	105
Traditional Couples	20	10	10	35	75
	<u>110</u>	<u>90</u>	<u>65</u>	<u>75</u>	<u>340</u>

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

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

Households With Annual Incomes Over \$35,000

*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

	<u>Wichita City</u>	<u>Sedgwick County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Traditional & Non-Traditional Families	460	25	5	220	710
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	10	10
Multi-Cultural Families	0	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>20</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	30	0	0	25	55
Multi-Ethnic Families	40	5	0	25	70
Uptown Families	235	10	5	50	300
<i>Subtotal:</i>	<u>305</u>	<u>15</u>	<u>5</u>	<u>100</u>	<u>425</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	10	0	0	10	20
Nouveau Money	15	0	0	20	35
Button-Down Families	45	5	0	25	75
Fiber-Optic Families	20	0	0	10	30
Late-Nest Suburbanites	65	5	0	35	105
<i>Subtotal:</i>	<u>155</u>	<u>10</u>	<u>0</u>	<u>100</u>	<u>265</u>

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

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

Households With Annual Incomes Over \$35,000

*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

	<u>Wichita City</u>	<u>Sedgwick County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Younger Singles & Couples	3,025	35	60	1,145	4,265
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	30	30
New Bohemians	0	0	0	250	250
Cosmopolitan Elite	0	0	15	30	45
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>15</u>	<u>310</u>	<u>325</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	770	5	5	160	940
Small-City Singles	1,230	20	25	115	1,390
Twentysomethings	285	0	10	250	545
<i>Subtotal:</i>	<u>2,285</u>	<u>25</u>	<u>40</u>	<u>525</u>	<u>2,875</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	95	0	0	140	235
Suburban Achievers	340	0	0	125	465
Suburban Strivers	305	10	5	45	365
<i>Subtotal:</i>	<u>740</u>	<u>10</u>	<u>5</u>	<u>310</u>	<u>1,065</u>

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

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move Within/To Downtown Wichita Each Year Over The Next Five Years
Households With Annual Incomes Over \$35,000
*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	Potential Renters	Potential Owners	Total
Empty Nesters & Retirees	348	927	1,275
<i>Metropolitan Cities</i>	75	45	120
<i>Small Cities/Satellite Cities</i>	93	237	330
<i>Metropolitan Suburbs</i>	135	350	485
<i>Town & Country/Exurbs</i>	45	295	340
Traditional & Non-Traditional Families	217	493	710
<i>Metropolitan Cities</i>	7	13	20
<i>Small Cities/Satellite Cities</i>	150	275	425
<i>Metropolitan Suburbs</i>	60	205	265
<i>Town & Country/Exurbs</i>	0	0	0
Younger Singles & Couples	2,483	1,782	4,265
<i>Metropolitan Cities</i>	230	95	325
<i>Small Cities/Satellite Cities</i>	1,644	1,231	2,875
<i>Metropolitan Suburbs</i>	609	456	1,065
<i>Town & Country/Exurbs</i>	0	0	0
Total:	3,048	3,202	6,250
Percent:	48.8%	51.2%	100.0%

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

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move Within/To Downtown Wichita Each Year Over The Next Five Years
Households With Annual Incomes Over \$35,000
*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

Empty Nesters & Retirees	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
The Social Register	2	8	10
Urban Establishment	28	12	40
Multi-Ethnic Empty Nesters	7	13	20
Cosmopolitan Couples	38	12	50
<i>Subtotal:</i>	<u>75</u>	<u>45</u>	<u>120</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	8	52	60
Blue-Collar Retirees	65	135	200
Middle-Class Move-Downs	20	50	70
<i>Subtotal:</i>	<u>93</u>	<u>237</u>	<u>330</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	2	13	15
Old Money	1	9	10
Affluent Empty Nesters	2	23	25
Mainstream Empty Nesters	78	157	235
Middle-American Retirees	52	148	200
<i>Subtotal:</i>	<u>135</u>	<u>350</u>	<u>485</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	10	80	90
Pillars of the Community	10	60	70
New Empty Nesters	15	90	105
Traditional Couples	10	65	75
<i>Subtotal:</i>	<u>45</u>	<u>295</u>	<u>340</u>
Total:	348	927	1,275
Percent:	27.3%	72.7%	100.0%

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

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move Within/To Downtown Wichita Each Year Over The Next Five Years
Households With Annual Incomes Over \$35,000
*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
e-Type Families	3	7	10
Multi-Cultural Families	4	6	10
<i>Subtotal:</i>	<u>7</u>	<u>13</u>	<u>20</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	14	41	55
Multi-Ethnic Families	25	45	70
Uptown Families	111	189	300
<i>Subtotal:</i>	<u>150</u>	<u>275</u>	<u>425</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2	18	20
Nouveau Money	6	29	35
Button-Down Families	11	64	75
Fiber-Optic Families	3	27	30
Late-Nest Suburbanites	38	67	105
<i>Subtotal:</i>	<u>60</u>	<u>205</u>	<u>265</u>
Total:	217	493	710
Percent:	30.6%	69.4%	100.0%

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

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move Within/To Downtown Wichita Each Year Over The Next Five Years
Households With Annual Incomes Over \$35,000
*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
New Power Couples	13	17	30
New Bohemians	201	49	250
Cosmopolitan Elite	16	29	45
<i>Subtotal:</i>	<u>230</u>	<u>95</u>	<u>325</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	559	381	940
Small-City Singles	605	785	1,390
Twentysomethings	480	65	545
<i>Subtotal:</i>	<u>1,644</u>	<u>1,231</u>	<u>2,875</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	192	43	235
Suburban Achievers	187	278	465
Suburban Strivers	230	135	365
<i>Subtotal:</i>	<u>609</u>	<u>456</u>	<u>1,065</u>
Total:	2,483	1,782	4,265
Percent:	58.2%	41.8%	100.0%

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

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move Within/To Downtown Wichita Each Year Over The Next Five Years
Households With Annual Incomes Over \$35,000
*Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States*

Household Type / Geographic Designation	Multi- .. Family ..	Single- Family		Total
		.. Attached Detached ..	
Empty Nesters & Retirees	157	245	525	927
<i>Metropolitan Cities</i>	19	13	13	45
<i>Small Cities/Satellite Cities</i>	30	73	134	237
<i>Metropolitan Suburbs</i>	58	84	208	350
<i>Town & Country/Exurbs</i>	50	75	170	295
Traditional & Non-Traditional Families	51	85	357	493
<i>Metropolitan Cities</i>	2	4	7	13
<i>Small Cities/Satellite Cities</i>	30	51	194	275
<i>Metropolitan Suburbs</i>	19	30	156	205
<i>Town & Country/Exurbs</i>	0	0	0	0
Younger Singles & Couples	382	476	924	1,782
<i>Metropolitan Cities</i>	38	27	30	95
<i>Small Cities/Satellite Cities</i>	216	297	718	1,231
<i>Metropolitan Suburbs</i>	128	152	176	456
<i>Town & Country/Exurbs</i>	0	0	0	0
Total:	590	806	1,806	3,202
Percent:	18.4%	25.2%	56.4%	100.0%

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

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move Within/To Downtown Wichita Each Year Over The Next Five Years
Households With Annual Incomes Over \$35,000
Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States

Empty Nesters & Retirees	Single-Family			Total
	Multi- .. Family Attached Detached ..	
<i>Metropolitan Cities</i>				
The Social Register	2	2	4	8
Urban Establishment	7	4	1	12
Multi-Ethnic Empty Nesters	3	3	7	13
Cosmopolitan Couples	7	4	1	12
Subtotal:	19	13	13	45
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	5	8	39	52
Blue-Collar Retirees	15	55	65	135
Middle-Class Move-Downs	10	10	30	50
Subtotal:	30	73	134	237
<i>Metropolitan Suburbs</i>				
The One Percenters	1	2	10	13
Old Money	2	2	5	9
Affluent Empty Nesters	1	2	20	23
Mainstream Empty Nesters	30	50	77	157
Middle-American Retirees	24	28	96	148
Subtotal:	58	84	208	350
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	20	15	45	80
Pillars of the Community	10	10	40	60
New Empty Nesters	20	25	45	90
Traditional Couples	0	25	40	65
Subtotal:	50	75	170	295
Total:	157	245	525	927
Percent:	16.9%	26.4%	56.6%	100.0%

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

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move Within/To Downtown Wichita Each Year Over The Next Five Years
Households With Annual Incomes Over \$35,000
Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States

Traditional & Non-Traditional Families	Single-Family			Total
	Multi-Family	Attached	Detached	
<i>Metropolitan Cities</i>				
e-Type Families	1	2	4	7
Multi-Cultural Families	1	2	3	6
<i>Subtotal:</i>	<u>2</u>	<u>4</u>	<u>7</u>	- <u>13</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	5	9	27	41
Multi-Ethnic Families	3	7	35	45
Uptown Families	22	35	132	189
<i>Subtotal:</i>	<u>30</u>	<u>51</u>	<u>194</u>	- <u>275</u>
<i>Metropolitan Suburbs</i>				
Corporate Establishment	1	2	15	18
Nouveau Money	2	5	22	29
Button-Down Families	2	5	57	64
Fiber-Optic Families	1	3	23	27
Late-Nest Suburbanites	13	15	39	67
<i>Subtotal:</i>	<u>19</u>	<u>30</u>	<u>156</u>	- <u>205</u>
Total:	51	85	357	493
Percent:	10.3%	17.2%	72.4%	100.0%

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

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move Within/To Downtown Wichita Each Year Over The Next Five Years
Households With Annual Incomes Over \$35,000
Wichita City, Sedgwick County,
Regional Draw Area, and Balance of the United States

Younger Singles & Couples	Single- Family			Total
	Multi- .. Family Attached Detached ..	
<i>Metropolitan Cities</i>				
New Power Couples	5	5	7	17
New Bohemians	28	14	7	49
Cosmopolitan Elite	5	8	16	29
Subtotal:	38	27	30	95
<i>Small Cities/Satellite Cities</i>				
The VIPs	126	107	148	381
Small-City Singles	60	165	560	785
Twentysomethings	30	25	10	65
Subtotal:	216	297	718	1,231
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	20	13	10	43
Suburban Achievers	73	89	116	278
Suburban Strivers	35	50	50	135
Subtotal:	128	152	176	456
Total:	382	476	924	1,782
Percent:	21.4%	26.7%	51.9%	100.0%

UPDATE: RESIDENTIAL MARKET POTENTIAL

Downtown Wichita

City of Wichita, Sedgwick County, Kansas

July, 2018

Appendix Two Tables



**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Butler County, Kansas

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	9,015	150	21.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	9,015	150	21.4%
Traditional & Non-Traditional Families	11,785	410	58.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	11,785	410	58.6%
Younger Singles & Couples	3,915	140	20.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	3,915	140	20.0%
Total:	24,715	700	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Butler County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	9,015	150	21.4%
<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	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</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	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	580	10	1.4%
Pillars of the Community	555	10	1.4%
New Empty Nesters	1,405	15	2.1%
Traditional Couples	525	5	0.7%
RV Retirees	805	5	0.7%
Country Couples	1,230	20	2.9%
Hometown Retirees	470	5	0.7%
Heartland Retirees	495	5	0.7%
Village Elders	885	20	2.9%
Small-Town Seniors	1,600	45	6.4%
Back Country Seniors	465	10	1.4%
<i>Subtotal:</i>	<u>9,015</u>	<u>150</u>	<u>21.4%</u>

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

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

Butler County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	11,785	410	58.6%
<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	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1,500	35	5.0%
New Town Families	700	20	2.9%
Full-Nest Exurbanites	2,325	65	9.3%
Rural Families	1,470	35	5.0%
Traditional Families	1,075	20	2.9%
Small-Town Families	1,810	100	14.3%
Four-by-Four Families	1,065	45	6.4%
Rustic Families	1,360	50	7.1%
Hometown Families	480	40	5.7%
<i>Subtotal:</i>	<u>11,785</u>	<u>410</u>	<u>58.6%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Butler County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	3,915	140	20.0%
<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	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	2,375	45	6.4%
Blue-Collar Traditionalists	430	20	2.9%
Rural Couples	540	30	4.3%
Rural Strivers	570	45	6.4%
<i>Subtotal:</i>	<u>3,915</u>	<u>140</u>	<u>20.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Sumner County, Kansas

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	4,230	65	26.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	4,230	65	26.0%
Traditional & Non-Traditional Families	3,720	125	50.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	3,720	125	50.0%
Younger Singles & Couples	3,155	60	24.0%
<i>Metropolitan Cities</i>	1,940	15	6.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	1,215	45	18.0%
Total:	11,105	250	100.0%

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

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

Sumner County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	4,230	65	26.0%
<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%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
Subtotal:	0	0	0.0%
<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	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	65	0	0.0%
Pillars of the Community	95	0	0.0%
New Empty Nesters	155	0	0.0%
Traditional Couples	105	0	0.0%
RV Retirees	1,100	10	4.0%
Country Couples	535	10	4.0%
Hometown Retirees	385	5	2.0%
Heartland Retirees	290	5	2.0%
Village Elders	345	5	2.0%
Small-Town Seniors	655	20	8.0%
Back Country Seniors	500	10	4.0%
Subtotal:	4,230	65	26.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Sumner County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	3,720	125	50.0%
<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	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	75	0	0.0%
Full-Nest Exurbanites	5	0	0.0%
Rural Families	1,360	30	12.0%
Traditional Families	0	0	0.0%
Small-Town Families	455	25	10.0%
Four-by-Four Families	315	10	4.0%
Rustic Families	1,355	50	20.0%
Hometown Families	155	10	4.0%
<i>Subtotal:</i>	<u>3,720</u>	<u>125</u>	<u>50.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Sumner County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	3,155	60	24.0%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	1,940	15	0.7%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>1,940</u>	<u>15</u>	<u>0.7%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	595	10	4.0%
Blue-Collar Traditionalists	235	10	4.0%
Rural Couples	150	5	2.0%
Rural Strivers	235	20	8.0%
<i>Subtotal:</i>	<u>1,215</u>	<u>45</u>	<u>18.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Reno County, Kansas

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	12,545	65	28.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,980	20	8.9%
<i>Metropolitan Suburbs</i>	2,705	15	6.7%
<i>Town & Country/Exurbs</i>	5,860	30	13.3%
Traditional & Non-Traditional Families	7,200	70	31.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,785	25	11.1%
<i>Metropolitan Suburbs</i>	1,165	5	2.2%
<i>Town & Country/Exurbs</i>	4,250	40	17.8%
Younger Singles & Couples	5,520	90	40.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,815	55	24.4%
<i>Metropolitan Suburbs</i>	1,075	15	6.7%
<i>Town & Country/Exurbs</i>	1,630	20	8.9%
Total:	25,265	225	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Reno County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	12,545	65	28.9%
<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	650	0	0.0%
Blue-Collar Retirees	995	5	2.2%
Middle-Class Move-Downs	630	5	2.2%
Hometown Seniors	1,095	0	0.0%
Second City Seniors	610	10	4.4%
<i>Subtotal:</i>	<u>3,980</u>	<u>20</u>	<u>8.9%</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	180	0	0.0%
Mainstream Empty Nesters	825	5	2.2%
Middle-American Retirees	1,700	10	4.4%
<i>Subtotal:</i>	<u>2,705</u>	<u>15</u>	<u>6.7%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	105	0	0.0%
Pillars of the Community	105	0	0.0%
New Empty Nesters	920	5	2.2%
Traditional Couples	175	0	0.0%
RV Retirees	1,210	5	2.2%
Country Couples	375	0	0.0%
Hometown Retirees	645	5	2.2%
Heartland Retirees	860	5	2.2%
Village Elders	245	0	0.0%
Small-Town Seniors	385	5	2.2%
Back Country Seniors	835	5	2.2%
<i>Subtotal:</i>	<u>5,860</u>	<u>30</u>	<u>13.3%</u>

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

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

Reno County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	7,200	70	31.1%
<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	55	0	0.0%
Multi-Ethnic Families	15	0	0.0%
Uptown Families	1,075	15	6.7%
In-Town Families	0	0	0.0%
New American Strivers	640	10	4.4%
<i>Subtotal:</i>	<u>1,785</u>	<u>25</u>	<u>11.1%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	520	0	0.0%
Fiber-Optic Families	180	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	465	5	2.2%
<i>Subtotal:</i>	<u>1,165</u>	<u>5</u>	<u>2.2%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	95	0	0.0%
Full-Nest Exurbanites	670	5	2.2%
Rural Families	1,340	10	4.4%
Traditional Families	40	0	0.0%
Small-Town Families	200	5	2.2%
Four-by-Four Families	170	0	0.0%
Rustic Families	1,630	20	8.9%
Hometown Families	105	0	0.0%
<i>Subtotal:</i>	<u>4,250</u>	<u>40</u>	<u>17.8%</u>

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

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

Reno County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	5,520	90	40.0%
<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	360	5	2.2%
Small-City Singles	1,775	30	13.3%
Twentysomethings	295	10	4.4%
Second-City Strivers	250	5	2.2%
Multi-Ethnic Singles	135	5	2.2%
<i>Subtotal:</i>	<u>2,815</u>	<u>55</u>	<u>24.4%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	85	0	0.0%
Suburban Achievers	620	5	2.2%
Suburban Strivers	370	10	4.4%
<i>Subtotal:</i>	<u>1,075</u>	<u>15</u>	<u>6.7%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	625	5	2.2%
Blue-Collar Traditionalists	465	5	2.2%
Rural Couples	380	5	2.2%
Rural Strivers	160	5	2.2%
<i>Subtotal:</i>	<u>1,630</u>	<u>20</u>	<u>8.9%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Harvey County, Kansas

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	6,555	80	34.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	6,555	80	34.0%
Traditional & Non-Traditional Families	4,725	105	44.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	4,725	105	44.7%
Younger Singles & Couples	2,280	50	21.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	2,280	50	21.3%
Total:	13,560	235	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Harvey County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>	chg
Empty Nesters & Retirees	6,555	80	34.0%	
<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	0	0	0.0%	
Blue-Collar Retirees	0	0	0.0%	
Middle-Class Move-Downs	0	0	0.0%	
Hometown Seniors	0	0	0.0%	
Second City Seniors	0	0	0.0%	
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</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	0	0	0.0%	
Mainstream Empty Nesters	0	0	0.0%	
Middle-American Retirees	0	0	0.0%	
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>	
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	320	5	2.1%	
Pillars of the Community	330	5	2.1%	
New Empty Nesters	680	5	2.1%	
Traditional Couples	510	5	2.1%	
RV Retirees	810	5	2.1%	
Country Couples	1,080	10	4.3%	
Hometown Retirees	185	0	0.0%	
Heartland Retirees	380	5	2.1%	
Village Elders	725	10	4.3%	
Small-Town Seniors	1,290	25	10.6%	
Back Country Seniors	245	5	2.1%	
<i>Subtotal:</i>	<u>6,555</u>	<u>80</u>	<u>34.0%</u>	

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Harvey County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	4,725	105	44.7%
<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	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	370	5	2.1%
Full-Nest Exurbanites	940	15	6.4%
Rural Families	780	10	4.3%
Traditional Families	75	0	0.0%
Small-Town Families	900	30	12.8%
Four-by-Four Families	620	15	6.4%
Rustic Families	730	15	6.4%
Hometown Families	310	15	6.4%
<i>Subtotal:</i>	<u>4,725</u>	<u>105</u>	<u>44.7%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Wichita Each Year Over The Next Five Years**
Harvey County, Kansas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,280	50	21.3%
<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	0	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	0	0	0.0%
Second-City Strivers	0	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,395	15	6.4%
Blue-Collar Traditionalists	120	5	2.1%
Rural Couples	215	5	2.1%
Rural Strivers	550	25	10.6%
<i>Subtotal:</i>	<u>2,280</u>	<u>50</u>	<u>21.3%</u>

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



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Residential Market Analysis Across the Urban-to-Rural Transect

ASSUMPTIONS AND LIMITATIONS—

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

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

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





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