
METHODOLOGY

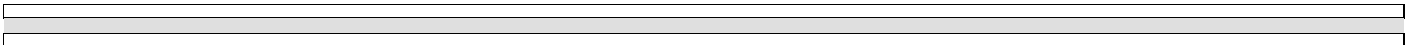
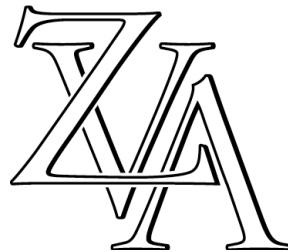
TARGET MARKET TABLES — Appendix One—

An Analysis of Residential Market Potential

Sullivan County, Indiana

March, 2025

Conducted by
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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 ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

Sullivan County, Indiana

March, 2025

The technical analysis to determine the market potential for new housing units that could be constructed within Sullivan County included:

- The determination of the draw areas for new and existing housing units within Sullivan County, based on historical settlement patterns, the most recently available county-to-county migration data from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey for Sullivan County, as well as other market dynamics;
- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family, single-family attached and detached units);
- The composition of the potential housing market by lifestage (empty nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2024 income limits for less than 30 percent AMI, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 100 percent AMI, and above 100 percent AMI).

DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

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

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

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

According to the American Community Survey, which measures population mobility, just over 13 percent of Sullivan County’s population either moved within or to the county between 2022 and 2023—a mobility rate slightly higher than the national average of 12 percent.

Appendix One, Table 1. Migration Trends

Analysis of Sullivan County migration and mobility patterns from 2017 through 2021—the most recent data available from the Internal Revenue Service—shows that the largest number of households moving to the county over the five-year study period occurred in 2020 when 545 households moved in. The lowest total over the study period was 360 households in 2018. In 2021, 455 households moved into Sullivan County.

Vigo County, directly adjacent to the north, represented 23 to 30 percent of Sullivan County’s household migration, and Greene County, directly adjacent to the east, represented 13.5 percent to 17.6 percent of Sullivan’s in-migration. No other county met the IRS threshold of at least 20 households in any single year to be detailed individually in the data release. (*Reference* Appendix One, Table 1.)

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The number of households moving out of Sullivan County over the study period reached a five-year high in 2021 with 495 out-migrating households. The lowest total of 405 households moving out occurred in 2018.

Following the same pattern as Sullivan County's in-migration, Vigo County represented between 25.3 and 32.5 percent of households moving out of the county; and Greene County represented 13.6 to 17.3 percent.

Sullivan County's net migration—the difference between households moving into the county and those moving out—showed the lowest net loss of 30 households at the start of the five-year period. The highest net loss occurred the next year with 45 households. The lowest net gain of 65 households occurred the following year, in 2019, and the highest net gain of 105 households occurred in 2020. In 2021, there was a net loss of 40 households.

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 county migration data, then, and supplemented by American Community Survey migration and mobility data, the draw areas for Sullivan County have been delineated as follows:

- The local draw area, covering households with the potential to move within Sullivan County.
- The Vigo County draw area, covering households with the potential to move to Sullivan County from Vigo County, Indiana.
- The Greene County draw area, covering households with the potential to move to Sullivan County from Greene County, Indiana.
- The national draw area, covering households with the potential to move to Sullivan County from all other U.S. cities and counties, particularly those elsewhere in Indiana and the Midwest.

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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.

2025 TARGET MARKET CLASSIFICATION OF SULLIVAN COUNTY HOUSEHOLDS—

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

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 40, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. 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. The leading edge of iGen, the next generation following the Millennials, also known as Generation Z, is now 27 years old and just beginning to have an impact on this lifestage's housing preferences.
- Families, comprising both “traditional” families (married couples with one or more children) and “non-traditional” families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a grandparent with custody of grandchildren, to an unrelated, same-sex couple with

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children), primarily Generation X, born between 1965 and 1976. However, as the leading edge Millennials enter their 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. Because it is still the second largest generation in America, as the Boomer generation ages, it will continue its significant impact on the nation's housing, particularly how Baby Boomers manage the consequences of aging. The oldest Generation Xers are now in their late fifties, joining the Baby Boomers as empty nesters when their children leave home.

Appendix One, Table 2.
Target Market Classification—

According to Claritas, Inc., an estimated 7,770 households live in Sullivan County in 2025 (*reference* Appendix One, Table 2). Median income in the county is estimated at \$63,000, nearly 20 percent under the national median of \$78,400. The median reported value of owner-occupied dwelling units in the county is estimated at \$154,400, over 57 percent below the national median of \$362,800. (The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

As characterized by lifestage, in 2025, 43 percent of the county's households were empty nesters and retirees (represented in 10 of Zimmerman/Volk Associates' older target market groups); 35.5 percent of the county's households were characterized as traditional and non-traditional families (in seven family market groups), and the remaining 21.5 percent were younger singles and couples (in four younger groups).

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

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

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

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

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

Over the past 37 years, 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.

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

Once the draw areas for a study area 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.

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

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

Appendix One, Table 3.

Internal Mobility (Households Moving within Sullivan County)—

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

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 660 households of all incomes living in the county have the potential to move from one residence to

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another—rental or ownership, new or resale—within Sullivan County each year over the next five years.

An estimated 37.8 percent of these households are likely to be traditional and non-traditional families (in six family target market groups); empty nesters and retirees as well as younger singles and couples are each likely to account for 31.1 percent (in nine groups and four groups respectively).

Appendix One, Tables 4 and 5.

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

The same sources of data are used to determine the number of households in each target market group that will move from one county to another. An annual average of 130 households of all incomes living in Vigo County have the potential to move to Sullivan County each year over the next five years. (*Reference* Appendix One, Table 4.)

An estimated 57.7 percent of these households are likely to be younger singles and couples (in 10 younger groups); traditional and non-traditional families are likely to account for just under 27 percent (in six family groups); and empty nesters and retirees are likely to account for 15.4 percent of households (in four market groups).

An annual average of 80 households of all incomes living in Greene County have the potential to move to Sullivan County each year over the next five years. (*Reference* Appendix One, Table 5.)

An estimated 43.7 percent of these households are likely to be younger singles and couples (in four younger groups); traditional and non-traditional families are likely to account for 31.3 percent (in two family groups), and empty nesters and retirees are likely to account for a quarter of households (in three market groups).

Appendix One, Table 6.

National Mobility (Households Moving to Sullivan County from the Balance of the United States)—

An annual average of 265 households of all incomes living elsewhere in the United States have the potential to move to a residence in Sullivan County each year over the next five years.

An estimated 45.2 percent of these households are likely to be younger singles and couples (in 15 younger market groups); 34 percent are likely to be traditional and non-traditional families (in 16 family groups); and the remaining 20.8 percent are likely to be empty nesters and retirees (in 11 groups).

Appendix One, Tables 7 through 14.
Annual Average Market Potential for Sullivan County—

Appendix One, Table 7 summarizes Appendix One, Tables 3 through 6. The numbers in the total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in Sullivan County each year over the next five years originating from households living in the designated draw areas. An annual average of 1,135 households of all incomes have the potential to move within or to the county each year over the next five years.

Younger singles and couples (in 15 younger target market groups) are likely to account for 38.3 percent of the annual potential market; 35.3 percent are likely to be traditional and non-traditional families (in 17 market groups); and the remaining 26.4 percent are likely to be empty nesters and retirees (in 16 groups).

As derived from the migration and mobility analyses, then, the distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in Sullivan County is shown on the following table:

Annual Average Market Potential by Draw Area
Sullivan County, Indiana

Sullivan County:	58.2%
Vigo County:	11.5%
Greene County:	7.0%
Balance of the U.S.:	<u>23.3%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

The annual average 1,135 draw area households of all incomes that have the potential to move within or to the county each year over the next five years have been categorized by tenure

propensities to determine renter/owner ratios. Of these households, 37.3 percent (or 423 households) comprise the average annual potential market for new and existing rental units in the county. The remaining 62.7 percent (or 712 households) comprise the average annual potential market for new and existing for-sale (ownership) housing units. (*Reference* Appendix One, Table 8.)

Of the 712 buyer households, 13.6 percent (or 97 households) comprise the average annual market for new and existing multi-family for-sale units (condominium apartments); 19 percent (135 households) comprise the annual market for new and existing attached single-family (rowhouse/townhouse/duplex) units; and 67.4 percent (480 households) comprise the annual market for new and existing single-family detached houses. (*Reference* Appendix One, Table 9.)

The income limits in Sullivan County by household size and percent of median family income—based on the county’s median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2024, was \$75,400 for a family of four—are shown on the following table:

Fiscal Year 2024 Income Limits
Sullivan County, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$17,050	\$28,400	\$45,450
Two	\$20,440	\$32,450	\$51,950
Three	\$25,820	\$36,500	\$58,450
Four	\$31,200	\$40,550	\$64,900
Five	\$36,580	\$43,800	\$70,100
Six	\$41,960	\$47,050	\$75,300
Seven	\$47,340	\$50,300	\$80,500
Eight	\$52,720	\$53,550	\$85,700

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

This study is examining the incomes and financial capabilities of the potential housing market based on income distributions at less than 30 percent AMI, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 100 percent AMI, and above 100 percent AMI. The incomes of households at 60 and 100 percent of median are shown on the table on the following page.

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Additional Income Limits
Sullivan County, Indiana

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	\$34,100	\$52,800
Two	\$38,950	\$60,350
Three	\$43,800	\$67,900
Four	\$48,650	\$75,400
Five	\$52,550	\$81,450
Six	\$56,450	\$87,500
Seven	\$60,350	\$93,500
Eight	\$64,250	\$99,550

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

The 423 renter households have been grouped by income, using income limits derived from the preceding tables, as follows (*reference* Appendix One, Table 10):

Renter Households By Income
Sullivan County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	75	17.7%
Between 30% and 60% AMI	84	19.9%
Between 60% and 80% AMI	48	11.4%
Between 80% and 100% AMI	26	6.1%
Above 100% AMI	<u>190</u>	<u>44.9%</u>
Total:	423	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

As noted above, the remaining 62.7 percent of the average annual potential market (or 712 households) comprise the market for new and existing for-sale (ownership) housing units in the county. These households have also been grouped by income, as detailed on the table on the following page (*see* Appendix One, Table 11).

Owner Households By Income
Sullivan County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	95	13.3%
Between 30% and 60% AMI	115	16.1%
Between 60% and 80% AMI	73	10.3%
Between 80% and 100% AMI	42	5.9%
Above 100% AMI	<u>387</u>	<u>54.4%</u>
Total:	712	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

Of the 712 potential owner households, 97 households (13.6 percent) comprise the market for multi-family for-sale units (condominiums/apartments) and have also been grouped by income as follows (*see* Appendix One, Table 12):

Multi-Family Owner Households By Income
Sullivan County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30 AMI	12	12.4%
Between 30% and 60% AMI	14	14.4%
Between 60% and 80% AMI	7	7.2%
Between 80% and 100% AMI	3	3.1%
Over 100% AMI	<u>61</u>	<u>62.9%</u>
Total:	97	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

Of the 712 potential owner households, 135 households (19 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes) and have also been grouped by income as shown on the table on the following page (*see* Appendix One, Table 13).

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Single-Family Attached Owner Households By Income
Sullivan County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	19	14.1%
Between 30% and 60% AMI	22	16.3%
Between 60% and 80% AMI	13	9.6%
Between 80% and 100% AMI	7	5.2%
Over 100% AMI	<u>74</u>	<u>54.8%</u>
Total:	135	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

Of the 712 potential owner households, 480 households (67.4 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the following table (*reference* Appendix One, Table 14):

Single-Family Detached Owner Households By Income
Sullivan County, Indiana

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	64	13.3%
Between 30% and 60% AMI	79	16.5%
Between 60% and 80% AMI	53	11.0%
Between 80% and 100% AMI	32	6.7%
Over 100% AMI	<u>252</u>	<u>52.5%</u>
Total:	480	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2025.

—Target Market Data—

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

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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:

- 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

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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.”

Over the past 37 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.



Appendix One Tables



Gross Annual Household In-Migration

Sullivan County, Indiana
2017, 2018, 2019, 2020, 2021

54.6%

County of Origin 2017 2018 2019 2020 2021	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Vigo	120	30.0%	100	27.8%	140	29.2%	125	22.9%	115	25.3%
Greene	65	16.2%	55	15.3%	65	13.5%	90	16.5%	80	17.6%
All Other Counties	215	53.8%	205	56.9%	275	57.3%	330	60.6%	260	57.1%
Total In-Migration:	400	100.0%	360	100.0%	480	100.0%	545	100.0%	455	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

Sullivan County, Indiana
2017, 2018, 2019, 2020, 2021

Destination County 2017 2018 2019 2020 2021	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Vigo	130	30.2%	115	28.4%	135	32.5%	140	31.8%	125	25.2%
Greene	70	16.3%	70	17.3%	60	14.5%	60	13.6%	80	16.2%
All Other Counties	230	53.5%	220	54.3%	220	53.0%	240	54.6%	290	58.6%
Total Out-Migration:	430	100.0%	405	100.0%	415	100.0%	440	100.0%	495	100.0%

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

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

Net Annual Household Migration

Sullivan County, Indiana
2017, 2018, 2019, 2020, 2021

County 2017 2018 2019 2020 2021
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Vigo	-10	-15	5	-15	-10 #
Greene	-5	-15	5	30	0
All Other Counties	-15	-15	55	90 #	-30
Total Net Migration:	-30	-45	65	105 #	-40 #

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

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

2025 Household Classification by Market Groups
Sullivan County, Indiana

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
Empty Nesters & Retirees	3,340	43.0%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	3,340	43.0%
Traditional & Non-Traditional Families	2,755	35.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	2,755	35.5%
Younger Singles & Couples	1,675	21.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0.0%
<i>Metropolitan Suburbs</i>	0	0.0%
<i>Town & Country/Exurbs</i>	1,675	21.5%
Total:	7,770	100.0%
2025 Estimated Median Income:	\$63,000	
2025 Estimated National Median Income:	\$78,400	
2025 Estimated Median Home Value:	\$154,400	
2025 Estimated National Median Home Value:	\$362,800	

2025 Household Classification by Market Groups
Sullivan County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	3,340	43.0%		
<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>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	0	0.0%		
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	65	0.8%	\$119,200	\$403,400
Pillars of the Community	50	0.6%	\$103,900	\$278,600
New Empty Nesters	0	0.0%		
Traditional Couples	80	1.0%	\$105,500	\$349,500
RV Retirees	540	7.0%	\$86,200	\$203,600
Country Couples	250	3.2%	\$75,500	\$207,200
Hometown Retirees	255	3.3%	\$67,800	\$146,200
Heartland Retirees	170	2.2%	\$66,400	\$182,700
Village Elders	320	4.1%	\$54,200	\$162,600
Small-Town Seniors	665	8.6%	\$53,100	\$127,200
Back Country Seniors	945	12.2%	\$50,400	\$102,500
<i>Subtotal:</i>	3,340	43.0%		

2025 Household Classification by Market Groups
Sullivan County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	2,755	35.5%		
<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%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0.0%		
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	0	0.0%		
Fiber-Optic Families	0	0.0%		
Late-Nest Suburbanites	0	0.0%		
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	50	0.6%	\$109,000	\$286,100
Full-Nest Exurbanites	0	0.0%		
Rural Families	790	10.2%	\$87,100	\$197,500
Traditional Families	70	0.9%	\$82,900	\$223,100
Small-Town Families	145	1.9%	\$84,600	\$259,700
Four-by-Four Families	155	2.0%	\$79,100	\$216,300
Rustic Families	1,440	18.5%	\$68,200	\$149,400
Hometown Families	105	1.4%	\$55,600	\$151,600
<i>Subtotal:</i>	<u>2,755</u>	<u>35.5%</u>		

2025 Household Classification by Market Groups
Sullivan County, Indiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	1,675	21.5%		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0.0%		
Small-City Singles	0	0.0%		
Twentysomethings	0	0.0%		
Second-City Strivers	0	0.0%		
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	0.0%		
Suburban Achievers	0	0.0%		
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	500	6.4%	\$57,900	\$140,400
Blue-Collar Traditionalists	460	5.9%	\$56,200	\$115,000
Rural Couples	480	6.2%	\$46,100	\$93,000
Rural Strivers	235	3.0%	\$37,700	\$94,500
<i>Subtotal:</i>	<u>1,675</u>	<u>21.5%</u>		

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

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	3,340	205	31.1%
<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>	3,340	205	31.1%
Traditional & Non-Traditional Families	2,755	250	37.8%
<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>	2,755	250	37.8%
Younger Singles & Couples	1,675	205	31.1%
<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>	1,675	205	31.1%
Total:	7,770	660	100.0%

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	3,340	205	31.1%
<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	65	5	0.8%
Pillars of the Community	50	5	0.8%
New Empty Nesters	0	0	0.0%
Traditional Couples	80	0	0.0%
RV Retirees	540	20	3.0%
Country Couples	250	15	2.3%
Hometown Retirees	255	10	1.5%
Heartland Retirees	170	5	0.8%
Village Elders	320	20	3.0%
Small-Town Seniors	665	60	9.1%
Back Country Seniors	945	65	9.8%
<i>Subtotal:</i>	<u>3,340</u>	<u>205</u>	<u>31.1%</u>

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

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,755	250	37.8%
<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	50	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	790	40	6.0%
Traditional Families	70	5	0.8%
Small-Town Families	145	20	3.0%
Four-by-Four Families	155	20	3.0%
Rustic Families	1,440	145	22.0%
Hometown Families	105	20	3.0%
<i>Subtotal:</i>	<u>2,755</u>	<u>250</u>	<u>37.8%</u>

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

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,675	205	31.1%
<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	500	30	4.5%
Blue-Collar Traditionalists	460	50	7.6%
Rural Couples	480	75	11.4%
Rural Strivers	235	50	7.6%
<i>Subtotal:</i>	<u>1,675</u>	<u>205</u>	<u>31.1%</u>

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

Vigo County, Indiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	14,995	20	15.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,725	10	7.7%
<i>Metropolitan Suburbs</i>	1,445	0	0.0%
<i>Town & Country/Exurbs</i>	8,825	10	7.7%
Traditional & Non-Traditional Families	13,000	35	26.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,565	10	7.7%
<i>Metropolitan Suburbs</i>	905	0	0.0%
<i>Town & Country/Exurbs</i>	9,530	25	19.2%
Younger Singles & Couples	13,930	75	57.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,040	40	30.8%
<i>Metropolitan Suburbs</i>	2,870	10	7.7%
<i>Town & Country/Exurbs</i>	5,020	25	19.2%
Total:	41,925	130	100.0%

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

Vigo County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	14,995	20	15.4%
<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	320	0	0.0%
Blue-Collar Retirees	1,215	5	3.8%
Middle-Class Move-Downs	425	0	0.0%
Hometown Seniors	1,790	0	0.0%
Second City Seniors	975	5	3.8%
<i>Subtotal:</i>	<u>4,725</u>	<u>10</u>	<u>7.7%</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	155	0	0.0%
Mainstream Empty Nesters	555	0	0.0%
Middle-American Retirees	735	0	0.0%
<i>Subtotal:</i>	<u>1,445</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	530	0	0.0%
Pillars of the Community	1,005	0	0.0%
New Empty Nesters	260	0	0.0%
Traditional Couples	365	0	0.0%
RV Retirees	1,170	0	0.0%
Country Couples	600	0	0.0%
Hometown Retirees	785	0	0.0%
Heartland Retirees	500	0	0.0%
Village Elders	530	0	0.0%
Small-Town Seniors	1,570	5	3.8%
Back Country Seniors	1,510	5	3.8%
<i>Subtotal:</i>	<u>8,825</u>	<u>10</u>	<u>7.7%</u>

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

Vigo County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	13,000	35	26.9%
<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	120	0	0.0%
Multi-Ethnic Families	100	0	0.0%
Uptown Families	725	0	0.0%
In-Town Families	1,015	5	3.8%
New American Strivers	605	5	3.8%
<i>Subtotal:</i>	<u>2,565</u>	<u>10</u>	<u>7.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	325	0	0.0%
Fiber-Optic Families	90	0	0.0%
Late-Nest Suburbanites	35	0	0.0%
Full-Nest Suburbanites	85	0	0.0%
Kids 'r' Us	370	0	0.0%
<i>Subtotal:</i>	<u>905</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	965	0	0.0%
Full-Nest Exurbanites	490	0	0.0%
Rural Families	2,500	5	3.8%
Traditional Families	305	0	0.0%
Small-Town Families	1,025	5	3.8%
Four-by-Four Families	605	0	0.0%
Rustic Families	2,575	10	7.7%
Hometown Families	1,065	5	3.8%
<i>Subtotal:</i>	<u>9,530</u>	<u>25</u>	<u>19.2%</u>

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

Vigo County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	13,930	75	57.7%
<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	435	0	0.0%
Small-City Singles	2,525	15	11.5%
Twentysomethings	700	5	3.8%
Second-City Strivers	500	5	3.8%
Multi-Ethnic Singles	1,880	15	11.5%
<i>Subtotal:</i>	<u>6,040</u>	<u>40</u>	<u>30.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	210	0	0.0%
Suburban Achievers	1,705	5	3.8%
Suburban Strivers	955	5	3.8%
<i>Subtotal:</i>	<u>2,870</u>	<u>10</u>	<u>7.7%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,880	5	3.8%
Blue-Collar Traditionalists	800	5	3.8%
Rural Couples	1,580	10	7.7%
Rural Strivers	760	5	3.8%
<i>Subtotal:</i>	<u>5,020</u>	<u>25</u>	<u>19.2%</u>

**Annual Average Number Of Households With The Potential
To Move To Sullivan County Each Year Over The Next Five Years**
Greene County, Indiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees			
	5,485	20	25.0%
<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>	5,485	20	25.0%
Traditional & Non-Traditional Families			
	4,535	25	31.3%
<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>	4,535	25	31.3%
Younger Singles & Couples			
	2,825	35	43.7%
<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>	2,825	35	43.7%
Total:	12,845	80	100.0%

**Annual Average Number Of Households With The Potential
To Move To Sullivan County Each Year Over The Next Five Years**
Greene County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	5,485	20	25.0%
<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	40	0	0.0%
Pillars of the Community	40	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	60	0	0.0%
RV Retirees	1,250	5	6.3%
Country Couples	375	0	0.0%
Hometown Retirees	625	0	0.0%
Heartland Retirees	510	0	0.0%
Village Elders	340	0	0.0%
Small-Town Seniors	705	5	6.3%
Back Country Seniors	1,540	10	12.5%
<i>Subtotal:</i>	<u>5,485</u>	<u>20</u>	<u>25.0%</u>

**Annual Average Number Of Households With The Potential
To Move To Sullivan County Each Year Over The Next Five Years**
Greene County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	4,535	25	31.3%
<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	55	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	1,830	5	6.3%
Traditional Families	0	0	0.0%
Small-Town Families	195	0	0.0%
Four-by-Four Families	175	0	0.0%
Rustic Families	2,225	20	25.0%
Hometown Families	55	0	0.0%
<i>Subtotal:</i>	<u>4,535</u>	<u>25</u>	<u>31.3%</u>

**Annual Average Number Of Households With The Potential
To Move To Sullivan County Each Year Over The Next Five Years**
Greene County, Indiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	2,825	35	43.7%
<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	655	5	6.3%
Blue-Collar Traditionalists	965	10	12.5%
Rural Couples	1,015	15	18.7%
Rural Strivers	190	5	6.3%
<i>Subtotal:</i>	<u>2,825</u>	<u>35</u>	<u>43.7%</u>

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

Household Type/ Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	55	20.8%
<i>Metropolitan Cities</i>	10	3.8%
<i>Small Cities/Satellite Cities</i>	10	3.8%
<i>Metropolitan Suburbs</i>	15	5.7%
<i>Town & Country/Exurbs</i>	20	7.5%
Traditional & Non-Traditional Families	90	34.0%
<i>Metropolitan Cities</i>	10	3.8%
<i>Small Cities/Satellite Cities</i>	25	9.4%
<i>Metropolitan Suburbs</i>	15	5.7%
<i>Town & Country/Exurbs</i>	40	15.1%
Younger Singles & Couples	120	45.2%
<i>Metropolitan Cities</i>	25	9.4%
<i>Small Cities/Satellite Cities</i>	40	15.1%
<i>Metropolitan Suburbs</i>	25	9.4%
<i>Town & Country/Exurbs</i>	30	11.3%
Total:	265	100.0%

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

	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	55	20.8%
<i>Metropolitan Cities</i>		
The Social Register	0	0.0%
Urban Establishment	5	1.9%
Multi-Ethnic Empty Nesters	0	0.0%
Cosmopolitan Couples	5	1.9%
<i>Subtotal:</i>	<u>10</u>	<u>3.8%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	0	0.0%
Blue-Collar Retirees	5	1.9%
Middle-Class Move-Downs	0	0.0%
Hometown Seniors	0	0.0%
Second City Seniors	5	1.9%
<i>Subtotal:</i>	<u>10</u>	<u>3.8%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	0	0.0%
Old Money	0	0.0%
Affluent Empty Nesters	0	0.0%
Suburban Establishment	5	1.9%
Mainstream Empty Nesters	5	1.9%
Middle-American Retirees	5	1.9%
<i>Subtotal:</i>	<u>15</u>	<u>5.7%</u>
<i>Town & Country/Exurbs</i>		
Small-Town Patriarchs	5	1.9%
Pillars of the Community	0	0.0%
New Empty Nesters	0	0.0%
Traditional Couples	0	0.0%
RV Retirees	0	0.0%
Country Couples	5	1.9%
Hometown Retirees	0	0.0%
Heartland Retirees	0	0.0%
Village Elders	0	0.0%
Small-Town Seniors	5	1.9%
Back Country Seniors	5	1.9%
<i>Subtotal:</i>	<u>20</u>	<u>7.5%</u>

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

	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	90	34.0%
<i>Metropolitan Cities</i>		
e-Type Families	0	0.0%
Multi-Cultural Families	0	0.0%
Inner-City Families	5	1.9%
Single-Parent Families	5	1.9%
<i>Subtotal:</i>	<u>10</u>	<u>3.8%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	0	0.0%
Multi-Ethnic Families	5	1.9%
Uptown Families	5	1.9%
In-Town Families	5	1.9%
New American Strivers	10	3.8%
<i>Subtotal:</i>	<u>25</u>	<u>9.4%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	0	0.0%
Nouveau Money	0	0.0%
Button-Down Families	0	0.0%
Fiber-Optic Families	0	0.0%
Late-Nest Suburbanites	5	1.9%
Full-Nest Suburbanites	5	1.9%
Kids 'r' Us	5	1.9%
<i>Subtotal:</i>	<u>15</u>	<u>5.7%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	5	1.9%
New Town Families	0	0.0%
Full-Nest Exurbanites	5	1.9%
Rural Families	5	1.9%
Traditional Families	0	0.0%
Small-Town Families	5	1.9%
Four-by-Four Families	5	1.9%
Rustic Families	10	3.8%
Hometown Families	5	1.9%
<i>Subtotal:</i>	<u>40</u>	<u>15.1%</u>

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

	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	120	45.2%
<i>Metropolitan Cities</i>		
New Power Couples	0	0.0%
New Bohemians	10	3.8%
Cosmopolitan Elite	0	0.0%
Downtown Couples	5	1.9%
Downtown Proud	10	3.8%
<i>Subtotal:</i>	<u>25</u>	<u>9.4%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	5	1.9%
Small-City Singles	10	3.8%
Twentysomethings	15	5.7%
Second-City Strivers	5	1.9%
Multi-Ethnic Singles	5	1.9%
<i>Subtotal:</i>	<u>40</u>	<u>15.1%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	5	1.9%
Suburban Achievers	5	1.9%
Suburban Strivers	15	5.7%
<i>Subtotal:</i>	<u>25</u>	<u>9.4%</u>
<i>Town & Country/Exurbs</i>		
Hometown Sweethearts	5	1.9%
Blue-Collar Traditionalists	5	1.9%
Rural Couples	10	3.8%
Rural Strivers	10	3.8%
<i>Subtotal:</i>	<u>30</u>	<u>11.3%</u>

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

Summary: Appendix One, Tables 3 Through 6

Sullivan County, Vigo County,

Greene County, and Balance of the United States

<u>Household Type/ Geographic Designation</u>	<u>Sullivan County</u>	<u>Vigo County</u>	<u>Greene County</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	205	20	20	55	300
<i>Metropolitan Cities</i>	0	0	0	10	10
<i>Small Cities/Satellite Cities</i>	0	10	0	10	20
<i>Metropolitan Suburbs</i>	0	0	0	15	15
<i>Town & Country/Exurbs</i>	205	10	20	20	255
Traditional & Non-Traditional Families	250	35	25	90	400
<i>Metropolitan Cities</i>	0	0	0	10	10
<i>Small Cities/Satellite Cities</i>	0	10	0	25	35
<i>Metropolitan Suburbs</i>	0	0	0	15	15
<i>Town & Country/Exurbs</i>	250	25	25	40	340
Younger Singles & Couples	205	75	35	120	435
<i>Metropolitan Cities</i>	0	0	0	25	25
<i>Small Cities/Satellite Cities</i>	0	40	0	40	80
<i>Metropolitan Suburbs</i>	0	10	0	25	35
<i>Town & Country/Exurbs</i>	205	25	35	30	295
Total:	660	130	80	265	1,135
Percent:	58.2%	11.5%	7.0%	23.3%	100.0%

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

Summary: Appendix One, Tables 3 Through 6

Sullivan County, Vigo County,

Greene County, and Balance of the United States

	<u><i>Sullivan County</i></u>	<u><i>Vigo County</i></u>	<u><i>Greene County</i></u>	<u><i>Balance of U.S.</i></u>	<u>Total</u>
Empty Nesters & Retirees	205	20	20	55	300
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	0	0
Urban Establishment	0	0	0	5	5
Multi-Ethnic Empty Nesters	0	0	0	0	0
Cosmopolitan Couples	0	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	0	0	0	0	0
Blue-Collar Retirees	0	5	0	5	10
Middle-Class Move-Downs	0	0	0	0	0
Hometown Seniors	0	0	0	0	0
Second City Seniors	0	5	0	5	10
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</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	5	5
Mainstream Empty Nesters	0	0	0	5	5
Middle-American Retirees	0	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>15</u>	<u>15</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	5	0	0	5	10
Pillars of the Community	5	0	0	0	5
New Empty Nesters	0	0	0	0	0
Traditional Couples	0	0	0	0	0
RV Retirees	20	0	5	0	25
Country Couples	15	0	0	5	20
Hometown Retirees	10	0	0	0	10
Heartland Retirees	5	0	0	0	5
Village Elders	20	0	0	0	20
Small-Town Seniors	60	5	5	5	75
Back Country Seniors	65	5	10	5	85
<i>Subtotal:</i>	<u>205</u>	<u>10</u>	<u>20</u>	<u>20</u>	<u>255</u>

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

Summary: Appendix One, Tables 3 Through 6

Sullivan County, Vigo County,

Greene County, and Balance of the United States

	<u><i>Sullivan County</i></u>	<u><i>Vigo County</i></u>	<u><i>Greene County</i></u>	<u><i>Balance of U.S.</i></u>	<u>Total</u>
Traditional & Non-Traditional Families	250	35	25	90	400
<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	5	5
Single-Parent Families	0	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	0	0
Multi-Ethnic Families	0	0	0	5	5
Uptown Families	0	0	0	5	5
In-Town Families	0	5	0	5	10
New American Strivers	0	5	0	10	15
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>25</u>	<u>35</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	5	5
Full-Nest Suburbanites	0	0	0	5	5
Kids 'r' Us	0	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>15</u>	<u>15</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	0	0	0	5	5
New Town Families	0	0	0	0	0
Full-Nest Exurbanites	0	0	0	5	5
Rural Families	40	5	5	5	55
Traditional Families	5	0	0	0	5
Small-Town Families	20	5	0	5	30
Four-by-Four Families	20	0	0	5	25
Rustic Families	145	10	20	10	185
Hometown Families	20	5	0	5	30
<i>Subtotal:</i>	<u>250</u>	<u>25</u>	<u>25</u>	<u>40</u>	<u>340</u>

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

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

Summary: Appendix One, Tables 3 Through 6

Sullivan County, Vigo County,

Greene County, and Balance of the United States

	<u><i>Sullivan County</i></u>	<u><i>Vigo County</i></u>	<u><i>Greene County</i></u>	<u><i>Balance of U.S.</i></u>	<u>Total</u>
Younger Singles & Couples	205	75	35	120	435
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	0	0
New Bohemians	0	0	0	10	10
Cosmopolitan Elite	0	0	0	0	0
Downtown Couples	0	0	0	5	5
Downtown Proud	0	0	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>25</u>	<u>25</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	0	5	5
Small-City Singles	0	15	0	10	25
Twentysomethings	0	5	0	15	20
Second-City Strivers	0	5	0	5	10
Multi-Ethnic Singles	0	15	0	5	20
<i>Subtotal:</i>	<u>0</u>	<u>40</u>	<u>0</u>	<u>40</u>	<u>80</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	0	0	5	5
Suburban Achievers	0	5	0	5	10
Suburban Strivers	0	5	0	15	20
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>0</u>	<u>25</u>	<u>35</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	30	5	5	5	45
Blue-Collar Traditionalists	50	5	10	5	70
Rural Couples	75	10	15	10	110
Rural Strivers	50	5	5	10	70
<i>Subtotal:</i>	<u>205</u>	<u>25</u>	<u>35</u>	<u>30</u>	<u>295</u>

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To Sullivan County Each Year Over The Next Five Years

*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Potential Renters</u>	<u>Potential Owners</u>	<u>Total</u>
Empty Nesters & Retirees	90	210	300
<i>Metropolitan Cities</i>	8	2	10
<i>Small Cities/Satellite Cities</i>	12	8	20
<i>Metropolitan Suburbs</i>	4	11	15
<i>Town & Country/Exurbs</i>	66	189	255
Traditional & Non-Traditional Families	127	273	400
<i>Metropolitan Cities</i>	6	4	10
<i>Small Cities/Satellite Cities</i>	20	15	35
<i>Metropolitan Suburbs</i>	6	9	15
<i>Town & Country/Exurbs</i>	95	245	340
Younger Singles & Couples	206	229	435
<i>Metropolitan Cities</i>	21	4	25
<i>Small Cities/Satellite Cities</i>	55	25	80
<i>Metropolitan Suburbs</i>	22	13	35
<i>Town & Country/Exurbs</i>	108	187	295
Total:	423	712	1,135
Percent:	37.3%	62.7%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To Sullivan County Each Year Over The Next Five Years

*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Empty Nesters & Retirees	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
Urban Establishment	4	1	5
Cosmopolitan Couples	4	1	5
<i>Subtotal:</i>	<u>8</u>	<u>2</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Retirees	4	6	10
Second City Seniors	8	2	10
<i>Subtotal:</i>	<u>12</u>	<u>8</u>	<u>20</u>
<i>Metropolitan Suburbs</i>			
Suburban Establishment	1	4	5
Mainstream Empty Nesters	2	3	5
Middle-American Retirees	1	4	5
<i>Subtotal:</i>	<u>4</u>	<u>11</u>	<u>15</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	2	8	10
Pillars of the Community	1	4	5
RV Retirees	4	21	25
Country Couples	4	16	20
Hometown Retirees	2	8	10
Heartland Retirees	1	4	5
Village Elders	6	14	20
Small-Town Seniors	27	48	75
Back Country Seniors	19	66	85
<i>Subtotal:</i>	<u>66</u>	<u>189</u>	<u>255</u>
Total:	90	210	300
Percent:	30.0%	70.0%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To Sullivan County Each Year Over The Next Five Years

*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Traditional & Non-Traditional Families	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
Inner-City Families	3	2	5
Single-Parent Families	3	2	5
<i>Subtotal:</i>	<u>6</u>	<u>4</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>			
Multi-Ethnic Families	2	3	5
Uptown Families	2	3	5
In-Town Families	4	6	10
New American Strivers	12	3	15
<i>Subtotal:</i>	<u>20</u>	<u>15</u>	<u>35</u>
<i>Metropolitan Suburbs</i>			
Late-Nest Suburbanites	2	3	5
Full-Nest Suburbanites	2	3	5
Kids 'r' Us	2	3	5
<i>Subtotal:</i>	<u>6</u>	<u>9</u>	<u>15</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1	4	5
Full-Nest Exurbanites	1	4	5
Rural Families	10	45	55
Traditional Families	1	4	5
Small-Town Families	14	16	30
Four-by-Four Families	7	18	25
Rustic Families	42	143	185
Hometown Families	19	11	30
<i>Subtotal:</i>	<u>95</u>	<u>245</u>	<u>340</u>
Total:	127	273	400
Percent:	31.8%	68.3%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To Sullivan County Each Year Over The Next Five Years

*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
New Bohemians	9	1	10
Downtown Couples	3	2	5
Downtown Proud	9	1	10
<i>Subtotal:</i>	<u>21</u>	<u>4</u>	<u>25</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	4	1	5
Small-City Singles	10	15	25
Twentysomethings	17	3	20
Second-City Strivers	8	2	10
Multi-Ethnic Singles	16	4	20
<i>Subtotal:</i>	<u>55</u>	<u>25</u>	<u>80</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	5	0	5
Suburban Achievers	4	6	10
Suburban Strivers	13	7	20
<i>Subtotal:</i>	<u>22</u>	<u>13</u>	<u>35</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	16	29	45
Blue-Collar Traditionalists	15	55	70
Rural Couples	37	73	110
Rural Strivers	40	30	70
<i>Subtotal:</i>	<u>108</u>	<u>187</u>	<u>295</u>
Total:	206	229	435
Percent:	47.4%	52.6%	100.0%

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Household Type/ Geographic Designation	. . Multi-Family Single-Family		Total
		 Attached Detached	
Empty Nesters & Retirees	27	35	148	210	
<i>Metropolitan Cities</i>	1	0	1	2	
<i>Small Cities/Satellite Cities</i>	2	2	4	8	
<i>Metropolitan Suburbs</i>	1	3	7	11	
<i>Town & Country/Exurbs</i>	23	30	136	189	
Traditional & Non-Traditional Families	34	47	192	273	
<i>Metropolitan Cities</i>	1	2	1	4	
<i>Small Cities/Satellite Cities</i>	2	4	9	15	
<i>Metropolitan Suburbs</i>	2	3	4	9	
<i>Town & Country/Exurbs</i>	29	38	178	245	
Younger Singles & Couples	36	53	140	229	
<i>Metropolitan Cities</i>	2	1	1	4	
<i>Small Cities/Satellite Cities</i>	5	7	13	25	
<i>Metropolitan Suburbs</i>	3	5	5	13	
<i>Town & Country/Exurbs</i>	26	40	121	187	
Total:	97	135	480	712	
Percent:	13.6%	19.0%	67.4%	100.0%	

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential To Move
Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Empty Nesters & Retirees	Multi-Family		Single-Family		Total
	Attached	Detached	Attached	Detached	
Metropolitan Cities					
Urban Establishment	0		0	1	1
Cosmopolitan Couples	1		0	0	1
<i>Subtotal:</i>	<u>1</u>		<u>0</u>	<u>1</u>	<u>2</u>
Small Cities/Satellite Cities					
Blue-Collar Retirees	1		1	4	6
Second City Seniors	1		1	0	2
<i>Subtotal:</i>	<u>2</u>		<u>2</u>	<u>4</u>	<u>8</u>
Metropolitan Suburbs					
Suburban Establishment	0		1	3	4
Mainstream Empty Nesters	0		1	2	3
Middle-American Retirees	1		1	2	4
<i>Subtotal:</i>	<u>1</u>		<u>3</u>	<u>7</u>	<u>11</u>
Town & Country/Exurbs					
Small-Town Patriarchs	1		1	6	8
Pillars of the Community	0		0	4	4
RV Retirees	1		2	18	21
Country Couples	2		2	12	16
Hometown Retirees	1		1	6	8
Heartland Retirees	0		0	4	4
Village Elders	3		3	8	14
Small-Town Seniors	6		10	32	48
Back Country Seniors	9		11	46	66
<i>Subtotal:</i>	<u>23</u>		<u>30</u>	<u>136</u>	<u>189</u>
Total:	27		35	148	210
Percent:	12.8%		16.7%	70.5%	100.0%

Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential To Move
 Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
 Greene County, and Balance of the United States*

Traditional & Non-Traditional Families	<i>Multi-Family</i>	<i>Single-Family</i>		Total
		<i>Attached</i>	<i>Detached</i>	
Metropolitan Cities				
Inner-City Families	1	1	0	2
Single-Parent Families	0	1	1	2
<i>Subtotal:</i>	1	2	1	4
Small Cities/Satellite Cities				
Multi-Ethnic Families	0	1	2	3
Uptown Families	0	1	2	3
In-Town Families	1	1	4	6
New American Strivers	1	1	1	3
<i>Subtotal:</i>	2	4	9	15
Metropolitan Suburbs				
Late-Nest Suburbanites	1	1	1	3
Full-Nest Suburbanites	1	1	1	3
Kids 'r' Us	0	1	2	3
<i>Subtotal:</i>	2	3	4	9
Town & Country/Exurbs				
Ex-Urban Elite	0	0	4	4
Full-Nest Exurbanites	0	0	4	4
Rural Families	4	5	36	45
Traditional Families	0	1	3	4
Small-Town Families	4	4	8	16
Four-by-Four Families	2	3	13	18
Rustic Families	16	21	106	143
Hometown Families	3	4	4	11
<i>Subtotal:</i>	29	38	178	245
Total:	34	47	192	273
Percent:	12.5%	17.2%	70.3%	100.0%

Purchase Propensity By Housing Type
 Annual Average Number Of Households With The Potential To Move
 Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
 Greene County, and Balance of the United States*

Younger Singles & Couples	<i>Multi-Family</i>	<i>Single-Family</i>		Total
		<i>Attached</i>	<i>Detached</i>	
<i>Metropolitan Cities</i>				
New Bohemians	1	0	0	1
Downtown Couples	0	1	1	2
Downtown Proud	1	0	0	1
<i>Subtotal:</i>	2	1	1	4
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0	1	1
Small-City Singles	2	3	10	15
Twentysomethings	1	1	1	3
Second-City Strivers	1	1	0	2
Multi-Ethnic Singles	1	2	1	4
<i>Subtotal:</i>	5	7	13	25
<i>Metropolitan Suburbs</i>				
Suburban Achievers	1	2	3	6
Suburban Strivers	2	3	2	7
<i>Subtotal:</i>	3	5	5	13
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	3	6	20	29
Blue-Collar Traditionalists	7	9	39	55
Rural Couples	11	16	46	73
Rural Strivers	5	9	16	30
<i>Subtotal:</i>	26	40	121	187
Total:	36	53	140	229
Percent:	15.7%	23.2%	61.1%	100.0%

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years

*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Household Type/ Geographic DesignationRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	13	17	8	3	49	90
<i>Metropolitan Cities</i>	1	1	0	0	6	8
<i>Small Cities/Satellite Cities</i>	4	4	2	0	2	12
<i>Metropolitan Suburbs</i>	0	0	0	0	4	4
<i>Town & Country/Exurbs</i>	8	12	6	3	37	66
Traditional & Non-Traditional Families	23	19	15	10	60	127
<i>Metropolitan Cities</i>	2	1	0	0	3	6
<i>Small Cities/Satellite Cities</i>	5	5	2	1	7	20
<i>Metropolitan Suburbs</i>	0	0	0	0	6	6
<i>Town & Country/Exurbs</i>	16	13	13	9	44	95
Younger Singles & Couples	39	48	25	13	81	206
<i>Metropolitan Cities</i>	4	4	2	0	11	21
<i>Small Cities/Satellite Cities</i>	13	13	7	4	18	55
<i>Metropolitan Suburbs</i>	4	5	3	1	9	22
<i>Town & Country/Exurbs</i>	18	26	13	8	43	108
Total:	75	84	48	26	190	423
Percent:	17.7%	19.9%	11.4%	6.1%	44.9%	100.0%

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years

*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Empty Nesters & RetireesRenter Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	0	4	4
Cosmopolitan Couples	1	1	0	0	2	4
<i>Subtotal:</i>	1	1	0	0	6	8
<i>Small Cities/Satellite Cities</i>						
Blue-Collar Retirees	1	1	1	0	1	4
Second City Seniors	3	3	1	0	1	8
<i>Subtotal:</i>	4	4	2	0	2	12
<i>Metropolitan Suburbs</i>						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	0	0	0	0	2	2
Middle-American Retirees	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	4	4
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	2	2
Pillars of the Community	0	0	0	0	1	1
RV Retirees	0	0	0	0	4	4
Country Couples	0	1	0	0	3	4
Hometown Retirees	0	0	0	0	2	2
Heartland Retirees	0	0	0	0	1	1
Village Elders	1	1	1	0	3	6
Small-Town Seniors	4	6	3	2	12	27
Back Country Seniors	3	4	2	1	9	19
<i>Subtotal:</i>	8	12	6	3	37	66
Total:	13	17	8	3	49	90
Percent:	14.4%	18.9%	8.9%	3.3%	54.5%	100.0%

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years

*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Traditional & Non-Traditional Families	<i>.....Renter Income Bands.....</i>					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Inner-City Families	1	0	0	0	2	3
Single-Parent Families	1	1	0	0	1	3
<i>Subtotal:</i>	<u>2</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>6</u>
<i>Small Cities/Satellite Cities</i>						
Multi-Ethnic Families	0	0	0	0	2	2
Uptown Families	0	0	0	0	2	2
In-Town Families	1	1	1	0	1	4
New American Strivers	4	4	1	1	2	12
<i>Subtotal:</i>	<u>5</u>	<u>5</u>	<u>2</u>	<u>1</u>	<u>7</u>	<u>20</u>
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	0	2	2
Full-Nest Suburbanites	0	0	0	0	2	2
Kids 'r' Us	0	0	0	0	2	2
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>6</u>	<u>6</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	0	0	0	1	1
Full-Nest Exurbanites	0	0	0	0	1	1
Rural Families	1	1	1	1	6	10
Traditional Families	0	0	0	0	1	1
Small-Town Families	2	2	2	1	7	14
Four-by-Four Families	1	1	1	1	3	7
Rustic Families	7	6	6	4	19	42
Hometown Families	5	3	3	2	6	19
<i>Subtotal:</i>	<u>16</u>	<u>13</u>	<u>13</u>	<u>9</u>	<u>44</u>	<u>95</u>
Total:	23	19	15	10	60	127
Percent:	18.1%	15.0%	11.8%	7.9%	47.2%	100.0%

Renter Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years

*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Younger Singles & CouplesRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Metropolitan Cities						
New Bohemians	1	1	1	0	6	9
Downtown Couples	1	1	0	0	1	3
Downtown Proud	2	2	1	0	4	9
<i>Subtotal:</i>	<u>4</u>	<u>4</u>	<u>2</u>	<u>0</u>	<u>11</u>	<u>21</u>
Small Cities/Satellite Cities						
The VIPs	0	0	0	0	4	4
Small-City Singles	2	2	1	1	4	10
Twentysomethings	4	5	3	1	4	17
Second-City Strivers	2	2	1	1	2	8
Multi-Ethnic Singles	5	4	2	1	4	16
<i>Subtotal:</i>	<u>13</u>	<u>13</u>	<u>7</u>	<u>4</u>	<u>18</u>	<u>55</u>
Metropolitan Suburbs						
Fast-Track Professionals	0	0	0	0	5	5
Suburban Achievers	1	1	1	0	1	4
Suburban Strivers	3	4	2	1	3	13
<i>Subtotal:</i>	<u>4</u>	<u>5</u>	<u>3</u>	<u>1</u>	<u>9</u>	<u>22</u>
Town & Country/Exurbs						
Hometown Sweethearts	2	3	2	1	8	16
Blue-Collar Traditionalists	2	3	2	1	7	15
Rural Couples	6	9	4	3	15	37
Rural Strivers	8	11	5	3	13	40
<i>Subtotal:</i>	<u>18</u>	<u>26</u>	<u>13</u>	<u>8</u>	<u>43</u>	<u>108</u>
Total:	39	48	25	13	81	206
Percent:	18.9%	23.3%	12.2%	6.3%	39.3%	100.0%

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Household Type/ Geographic Designation	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
Empty Nesters & Retirees	21	35	19	12	123	210
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	1	1	1	0	5	8
<i>Metropolitan Suburbs</i>	0	0	0	0	11	11
<i>Town & Country/Exurbs</i>	20	34	18	12	105	189
Traditional & Non-Traditional Families	40	32	30	17	154	273
<i>Metropolitan Cities</i>	0	0	0	0	4	4
<i>Small Cities/Satellite Cities</i>	1	1	1	0	12	15
<i>Metropolitan Suburbs</i>	0	0	0	0	9	9
<i>Town & Country/Exurbs</i>	39	31	29	17	129	245
Younger Singles & Couples	34	48	24	13	110	229
<i>Metropolitan Cities</i>	0	0	0	0	4	4
<i>Small Cities/Satellite Cities</i>	3	4	1	1	16	25
<i>Metropolitan Suburbs</i>	3	4	1	0	5	13
<i>Town & Country/Exurbs</i>	28	40	22	12	85	187
Total:	95	115	73	42	387	712
Percent:	13.3%	16.1%	10.3%	5.9%	54.4%	100.0%

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Empty Nesters & Retirees	Ownership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	0	1	1
Cosmopolitan Couples	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>						
Blue-Collar Retirees	1	1	1	0	3	6
Second City Seniors	0	0	0	0	2	2
<i>Subtotal:</i>	1	1	1	0	5	8
<i>Metropolitan Suburbs</i>						
Suburban Establishment	0	0	0	0	4	4
Mainstream Empty Nesters	0	0	0	0	3	3
Middle-American Retirees	0	0	0	0	4	4
<i>Subtotal:</i>	0	0	0	0	11	11
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	8	8
Pillars of the Community	0	0	0	0	4	4
RV Retirees	1	2	1	1	16	21
Country Couples	1	2	1	1	11	16
Hometown Retirees	1	1	1	0	5	8
Heartland Retirees	0	1	0	0	3	4
Village Elders	1	4	1	1	7	14
Small-Town Seniors	6	10	6	4	22	48
Back Country Seniors	10	14	8	5	29	66
<i>Subtotal:</i>	20	34	18	12	105	189
Total:	21	35	19	12	123	210
Percent:	10.0%	16.7%	9.0%	5.7%	58.6%	100.0%

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Traditional & Non-Traditional Families	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	
<i>Metropolitan Cities</i>						
Inner-City Families	0	0	0	0	2	2
Single-Parent Families	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	4	4
<i>Small Cities/Satellite Cities</i>						
Multi-Ethnic Families	0	0	0	0	3	3
Uptown Families	0	0	0	0	3	3
In-Town Families	1	1	1	0	3	6
New American Strivers	0	0	0	0	3	3
<i>Subtotal:</i>	1	1	1	0	12	15
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	0	3	3
Full-Nest Suburbanites	0	0	0	0	3	3
Kids 'r' Us	0	0	0	0	3	3
<i>Subtotal:</i>	0	0	0	0	9	9
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	0	0	0	4	4
Full-Nest Exurbanites	0	0	0	0	4	4
Rural Families	5	5	5	3	27	45
Traditional Families	0	0	0	0	4	4
Small-Town Families	3	1	1	1	10	16
Four-by-Four Families	2	2	2	1	11	18
Rustic Families	26	20	19	12	66	143
Hometown Families	3	3	2	0	3	11
<i>Subtotal:</i>	39	31	29	17	129	245
Total:	40	32	30	17	154	273
Percent:	14.7%	11.7%	11.0%	6.2%	56.4%	100.0%

Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

Younger Singles & CouplesOwnership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Metropolitan Cities						
New Bohemians	0	0	0	0	1	1
Downtown Couples	0	0	0	0	2	2
Downtown Proud	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	4	4
Small Cities/Satellite Cities						
The VIPs	0	0	0	0	1	1
Small-City Singles	2	3	1	1	8	15
Twentysomethings	0	0	0	0	3	3
Second-City Strivers	0	0	0	0	2	2
Multi-Ethnic Singles	1	1	0	0	2	4
<i>Subtotal:</i>	3	4	1	1	16	25
Metropolitan Suburbs						
Suburban Achievers	0	1	0	0	5	6
Suburban Strivers	3	3	1	0	0	7
<i>Subtotal:</i>	3	4	1	0	5	13
Town & Country/Exurbs						
Hometown Sweethearts	3	5	3	1	17	29
Blue-Collar Traditionalists	7	10	7	4	27	55
Rural Couples	12	18	8	5	30	73
Rural Strivers	6	7	4	2	11	30
<i>Subtotal:</i>	28	40	22	12	85	187
Total:	34	48	24	13	110	229
Percent:	14.8%	21.0%	10.5%	5.7%	48.0%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
 Greene County, and Balance of the United States*

.....Multi-Family Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Empty Nesters & Retirees						
	2	4	2	1	18	27
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>	0	0	0	0	1	1
<i>Town & Country/Exurbs</i>	2	4	2	1	14	23
Traditional & Non-Traditional Families						
	5	3	2	1	23	34
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>	0	0	0	0	2	2
<i>Town & Country/Exurbs</i>	5	3	2	1	18	29
Younger Singles & Couples						
	5	7	3	1	20	36
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	0	0	0	0	5	5
<i>Metropolitan Suburbs</i>	1	1	0	0	1	3
<i>Town & Country/Exurbs</i>	4	6	3	1	12	26
Total:	12	14	7	3	61	97
Percent:	12.4%	14.4%	7.2%	3.1%	62.9%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
 Greene County, and Balance of the United States*

Empty Nesters & Retirees	<i>.....Multi-Family Ownership Income Bands.....</i>					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Cosmopolitan Couples	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>						
Blue-Collar Retirees	0	0	0	0	1	1
Second City Seniors	0	0	0	0	1	1
Subtotal:	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>						
Middle-American Retirees	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	1	1
RV Retirees	0	0	0	0	1	1
Country Couples	0	0	0	0	2	2
Hometown Retirees	0	0	0	0	1	1
Village Elders	0	1	0	0	2	3
Small-Town Seniors	1	1	1	0	3	6
Back Country Seniors	1	2	1	1	4	9
Subtotal:	2	4	2	1	14	23
Total:	2	4	2	1	18	27
Percent:	7.4%	14.8%	7.4%	3.7%	66.7%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
 Greene County, and Balance of the United States*

Traditional & Non-Traditional Families	<i>.....Multi-Family Ownership Income Bands.....</i>					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
Inner-City Families	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>						
In-Town Families	0	0	0	0	1	1
New American Strivers	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	0	1	1
Full-Nest Suburbanites	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Town & Country/Exurbs</i>						
Rural Families	0	0	0	0	4	4
Small-Town Families	1	0	0	0	3	4
Four-by-Four Families	0	0	0	0	2	2
Rustic Families	3	2	2	1	8	16
Hometown Families	1	1	0	0	1	3
<i>Subtotal:</i>	5	3	2	1	18	29
Total:	5	3	2	1	23	34
Percent:	14.7%	8.8%	5.9%	2.9%	67.6%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number Of Households With The Potential
 To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
 Greene County, and Balance of the United States*

.....Multi-Family Ownership Income Bands.....						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
New Bohemians	0	0	0	0	1	1
Downtown Proud	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>						
Small-City Singles	0	0	0	0	2	2
Twentysomethings	0	0	0	0	1	1
Second-City Strivers	0	0	0	0	1	1
Multi-Ethnic Singles	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	5	5
<i>Metropolitan Suburbs</i>						
Suburban Achievers	0	0	0	0	1	1
Suburban Strivers	1	1	0	0	0	2
<i>Subtotal:</i>	1	1	0	0	1	3
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	0	1	0	0	2	3
Blue-Collar Traditionalists	1	1	1	0	4	7
Rural Couples	2	3	1	1	4	11
Rural Strivers	1	1	1	0	2	5
<i>Subtotal:</i>	4	6	3	1	12	26
Total:	5	7	3	1	20	36
Percent:	13.9%	19.4%	8.3%	2.8%	55.6%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....

Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Empty Nesters & Retirees						
	3	5	2	2	23	35
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>	0	0	0	0	3	3
<i>Town & Country/Exurbs</i>	3	5	2	2	18	30
Traditional & Non-Traditional Families						
	7	5	5	2	28	47
<i>Metropolitan Cities</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>	0	0	0	0	4	4
<i>Metropolitan Suburbs</i>	0	0	0	0	3	3
<i>Town & Country/Exurbs</i>	7	5	5	2	19	38
Younger Singles & Couples						
	9	12	6	3	23	53
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	1	2	0	0	4	7
<i>Metropolitan Suburbs</i>	1	1	1	0	2	5
<i>Town & Country/Exurbs</i>	7	9	5	3	16	40
Total:	19	22	13	7	74	135
Percent:	14.1%	16.3%	9.6%	5.2%	54.8%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
Empty Nesters & Retirees	Below	30% to	60% to	80% to	Above	Total
	30% AMI	60% AMI	80% AMI	100% AMI	100% AMI	
<i>Small Cities/Satellite Cities</i>						
Blue-Collar Retirees	0	0	0	0	1	1
Second City Seniors	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Metropolitan Suburbs</i>						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	0	0	0	0	1	1
Middle-American Retirees	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	3	3
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	1	1
RV Retirees	0	0	0	0	2	2
Country Couples	0	0	0	0	2	2
Hometown Retirees	0	0	0	0	1	1
Village Elders	0	1	0	0	2	3
Small-Town Seniors	1	2	1	1	5	10
Back Country Seniors	2	2	1	1	5	11
<i>Subtotal:</i>	3	5	2	2	18	30
Total:	3	5	2	2	23	35
Percent:	8.6%	14.3%	5.7%	5.7%	65.7%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

<i>.....Single-Family Attached Ownership Income Bands.....</i>						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
Inner-City Families	0	0	0	0	1	1
Single-Parent Families	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	2	2
<i>Small Cities/Satellite Cities</i>						
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	0	0	0	0	1	1
In-Town Families	0	0	0	0	1	1
New American Strivers	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	4	4
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	0	1	1
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	3	3
<i>Town & Country/Exurbs</i>						
Rural Families	1	1	1	0	2	5
Traditional Families	0	0	0	0	1	1
Small-Town Families	1	0	0	0	3	4
Four-by-Four Families	0	0	0	0	3	3
Rustic Families	4	3	3	2	9	21
Hometown Families	1	1	1	0	1	4
<i>Subtotal:</i>	7	5	5	2	19	38
Total:	7	5	5	2	28	47
Percent:	14.9%	10.6%	10.6%	4.3%	59.6%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Metropolitan Cities						
Downtown Couples	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	1	1
Small Cities/Satellite Cities						
Small-City Singles	0	1	0	0	2	3
Twentysomethings	0	0	0	0	1	1
Second-City Strivers	0	0	0	0	1	1
Multi-Ethnic Singles	1	1	0	0	0	2
<i>Subtotal:</i>	1	2	0	0	4	7
Metropolitan Suburbs						
Suburban Achievers	0	0	0	0	2	2
Suburban Strivers	1	1	1	0	0	3
<i>Subtotal:</i>	1	1	1	0	2	5
Town & Country/Exurbs						
Hometown Sweethearts	1	1	1	0	3	6
Blue-Collar Traditionalists	1	2	1	1	4	9
Rural Couples	3	4	2	1	6	16
Rural Strivers	2	2	1	1	3	9
<i>Subtotal:</i>	7	9	5	3	16	40
Total:	9	12	6	3	23	53
Percent:	17.0%	22.6%	11.3%	5.7%	43.4%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

.Single-Family Detached Ownership Income Bands						
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Empty Nesters & Retirees	16	26	15	9	82	148
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	1	1	1	0	1	4
<i>Metropolitan Suburbs</i>	0	0	0	0	7	7
<i>Town & Country/Exurbs</i>	15	25	14	9	73	136
Traditional & Non-Traditional Families	28	24	23	14	103	192
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	1	1	1	0	6	9
<i>Metropolitan Suburbs</i>	0	0	0	0	4	4
<i>Town & Country/Exurbs</i>	27	23	22	14	92	178
Younger Singles & Couples	20	29	15	9	67	140
<i>Metropolitan Cities</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>	2	2	1	1	7	13
<i>Metropolitan Suburbs</i>	1	2	0	0	2	5
<i>Town & Country/Exurbs</i>	17	25	14	8	57	121
Total:	64	79	53	32	252	480
Percent:	13.3%	16.5%	11.0%	6.7%	52.5%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
Empty Nesters & Retirees	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Metropolitan Cities						
Urban Establishment	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
Small Cities/Satellite Cities						
Blue-Collar Retirees	1	1	1	0	1	4
Subtotal:	1	1	1	0	1	4
Metropolitan Suburbs						
Suburban Establishment	0	0	0	0	3	3
Mainstream Empty Nesters	0	0	0	0	2	2
Middle-American Retirees	0	0	0	0	2	2
Subtotal:	0	0	0	0	7	7
Town & Country/Exurbs						
Small-Town Patriarchs	0	0	0	0	6	6
Pillars of the Community	0	0	0	0	4	4
RV Retirees	1	2	1	1	13	18
Country Couples	1	2	1	1	7	12
Hometown Retirees	1	1	1	0	3	6
Heartland Retirees	0	1	0	0	3	4
Village Elders	1	2	1	1	3	8
Small-Town Seniors	4	7	4	3	14	32
Back Country Seniors	7	10	6	3	20	46
Subtotal:	15	25	14	9	73	136
Total:	16	26	15	9	82	148
Percent:	10.8%	17.6%	10.1%	6.1%	55.4%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
Single-Parent Families	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	1	1
<i>Small Cities/Satellite Cities</i>						
Multi-Ethnic Families	0	0	0	0	2	2
Uptown Families	0	0	0	0	2	2
In-Town Families	1	1	1	0	1	4
New American Strivers	0	0	0	0	1	1
<i>Subtotal:</i>	1	1	1	0	6	9
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	0	1	1
Full-Nest Suburbanites	0	0	0	0	1	1
Kids 'r' Us	0	0	0	0	2	2
<i>Subtotal:</i>	0	0	0	0	4	4
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	0	0	0	4	4
Full-Nest Exurbanites	0	0	0	0	4	4
Rural Families	4	4	4	3	21	36
Traditional Families	0	0	0	0	3	3
Small-Town Families	1	1	1	1	4	8
Four-by-Four Families	2	2	2	1	6	13
Rustic Families	19	15	14	9	49	106
Hometown Families	1	1	1	0	1	4
<i>Subtotal:</i>	27	23	22	14	92	178
Total:	28	24	23	14	103	192
Percent:	14.6%	12.5%	12.0%	7.3%	53.6%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential
To Move Within/To Sullivan County Each Year Over The Next Five Years
*Sullivan County, Vigo County,
Greene County, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Metropolitan Cities						
Downtown Couples	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	1	1
Small Cities/Satellite Cities						
The VIPs	0	0	0	0	1	1
Small-City Singles	2	2	1	1	4	10
Twentysomethings	0	0	0	0	1	1
Multi-Ethnic Singles	0	0	0	0	1	1
<i>Subtotal:</i>	2	2	1	1	7	13
Metropolitan Suburbs						
Suburban Achievers	0	1	0	0	2	3
Suburban Strivers	1	1	0	0	0	2
<i>Subtotal:</i>	1	2	0	0	2	5
Town & Country/Exurbs						
Hometown Sweethearts	2	3	2	1	12	20
Blue-Collar Traditionalists	5	7	5	3	19	39
Rural Couples	7	11	5	3	20	46
Rural Strivers	3	4	2	1	6	16
<i>Subtotal:</i>	17	25	14	8	57	121
Total:	20	29	15	9	67	140
Percent:	14.3%	20.7%	10.7%	6.4%	47.9%	100.0%



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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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Residential Market Analysis Across the Urban-to-Rural Transect

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