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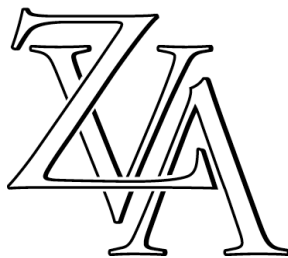
METHODOLOGY  
TARGET MARKET TABLES  
— Appendices One and Two—

An Analysis of Residential Market Potential

The Lyndale Avenue Corridor  
City of Bloomington, Hennepin County, Minnesota

February, 2020

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

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## METHODOLOGY

### AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Lyndale Avenue Corridor  
City of Bloomington, Hennepin County, Minnesota  
February, 2020

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The technical analysis to determine the market potential for new housing units that could be constructed on parcels along the Lyndale Avenue Corridor in the City of Bloomington included:

- Determination of the draw areas for new and existing housing units within Hennepin 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 Surveys for the City of Bloomington and Hennepin 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 2019 income limits for less than 30 percent AMI, between 30 and 50 percent AMI, between 50 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

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potential market for new housing within the City of Bloomington and the Lyndale Avenue Corridor.

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 Hennepin 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 the continued reduction in national mobility. From 2017 to 2018, only ten percent of households in the United States moved residences—an historical low.

According to the American Community Survey, which measures population mobility, just under 14 percent of Bloomington’s population either moved within or to the city between 2017 and 2018—a higher mobility rate than the national average. In Hennepin County during the same period, 16 percent of the population moved.

Appendix One, Table 1.

### **Migration Trends**

Analysis of Hennepin County migration and mobility patterns from 2013 through 2017—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 2016, when 49,740 households moved in. In 2017, in-migration fell to 38,035 households. The lowest total over the study period was 26,495 households in 2014. Ramsey County, directly to the east, has consistently accounted for 15 to 16 percent of Hennepin County household migration. Adjacent Dakota and Anoka Counties each represented approximately another nine percent of Hennepin County’s in-

migration. All other counties averaged less than four percent of household migration into Hennepin County. (*Reference* Appendix One, Table 1.)

The number of households moving out of Hennepin County over the study period also reached a five-year high in 2016, with 52,240 out-migrating households. That number fell to 39,720 households in 2017. As with in-migration, the lowest out-migrating total, 25,880 households, also occurred in 2014. Ramsey, Dakota, and Anoka counties were the most significant recipients of out-migrating Hennepin County households, particularly Ramsey County, which received between about 15 and 16 percent of households moving out of Hennepin County. Each year, Dakota and Anoka Counties each received between eight and nearly 11 percent of out-migration.

Hennepin County's net migration—the difference between households moving into the county and those moving out—showed a net gain, 615 households, only in 2014. The highest annual net loss over the five-year period was 2,500 households in 2016; the net loss in 2017 was 1,685 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 for the City of Bloomington, the draw areas for the City of Bloomington have been determined as follows:

- The city draw area: households living within the Bloomington city limits.
- The county draw area, covering households living in the balance of Hennepin County.
- The regional draw area, covering households with the potential to move to the city from Ramsey, Dakota, and Anoka Counties, Minnesota.
- The national draw area, covering households with the potential to move to Bloomington from all other U.S. cities and counties.

### Migration Methodology:

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

### **2020 TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—**

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

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 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, is now 23 years old and are 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 children), primarily Generation X, born between 1965 and 1976. However, as the leading edge Millennials enter their late 30s and early 40s, they have begun to have children, thus moving into the family lifestage.

- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations. As with the Millennials, as it ages the Boomer generation will continue its significant impact on the nation's housing.

Appendix One, Tables 2 and 3.

**Target Market Classification—**

According to Claritas, Inc., an estimated 38,915 households live in the City of Bloomington in 2020 (*reference* Appendix One, Table 2). Median income in the city is estimated at \$76,000, 16.6 percent higher than the national median of \$65,200. The median reported value of owner-occupied dwelling units in Bloomington is estimated at \$266,900, approximately 11 percent more than the national median of \$240,200. (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, 48.5 percent of Bloomington's households are empty nesters and retirees (represented in 11 of Zimmerman/Volk Associates' target market groups), another 30.8 percent are traditional and non-traditional families (in 10 target market groups), and the remaining 20.6 percent are younger singles and couples (in seven groups).

An estimated 528,970 households live in Hennepin County in 2020, with an estimated median income of \$77,200, more than 18 percent higher than the national median. The median reported value of owner-occupied dwelling units in the county is estimated at \$291,300, \$24,400 above the Bloomington median home value and 21 percent above the \$240,200 national median.

Over 37 percent of Hennepin County's households are traditional and non-traditional families (in 24 target market groups), another 32.3 percent are empty nesters and retirees (in 25 target market groups), and the remaining 30.2 percent are younger singles and couples (in all 17 younger household groups). (*Reference* Appendix One, Table 3.)

### Residential Target Market Methodology:

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

In residential target market methodology, clusters of households (usually between 10 and 15) are grouped according to a variety of significant “predictable variables,” ranging from basic demographic 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, most likely high-density, and implies the ability to walk to more activities and locations than a suburban lifestyle, which is most likely lower-density and typically requires an automobile to access non-residential locations.



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

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

Once the draw areas for a property have been defined, then—through 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 THE CITY OF BLOOMINGTON (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 the City of Bloomington each year over the next five years. The total number of households with the potential to move from each county is derived from historical migration trends; the number of households from each group is calculated from each group's mobility rate.

Appendix One, Table 4.

#### **Internal Mobility** (Households Moving within the City of Bloomington)—

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 1,620 households living in Bloomington have the potential to move from one residence to another—rental or ownership, new or resale—within the city each year over the next five years.

Just under 51 percent of these households are likely to be younger singles and couples (in 10 target market groups); 26.2 percent are likely to be empty nesters and retirees (also in 10 market groups); and the remaining 22.8 percent are likely to be traditional and non-traditional families (in seven market groups).

Appendix One, Table 5.

**External Mobility** (Households Moving to the City of Bloomington from the Balance of Hennepin County)—

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

The analysis shows that an annual average of 1,495 households currently living in the balance of Hennepin County have the potential to move from a residence elsewhere in the county to a residence in the City of Bloomington each year over the next five years.

Over 56 percent of these households are likely to be younger singles and couples (in 13 target market groups); 27.4 percent are likely to be traditional and non-traditional families (in 19 market groups); and the remaining 16.4 percent are likely to be empty nesters and retirees (in 16 market groups).

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

**External Mobility** (Households Moving to the City of Bloomington from Outside Hennepin County)—

These tables determine the number of households in each target market group living in the regional draw area of Ramsey, Dakota, and Anoka Counties, Minnesota and the balance of the United States that are likely to move to the City of Bloomington each year over the next five years (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data).

Appendix One, Table 8.

**Annual Average Market Potential for the City of Bloomington—**

This table summarizes Appendix One, Tables 4 through 7. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in the City of Bloomington each year over the next five years originating from households living in the designated draw areas. An annual average of 5,605 households have the potential to move within or to the city each year over the next five years.

Younger singles and couples (in all 17 of Zimmerman/Volk Associates’ younger target market groups) are likely to account for 48.7 percent of the market, traditional and non-traditional families (in all 25 family groups) another 30.1 percent, and the remaining 21.2 percent are likely to be empty nesters and retirees (in all 26 empty nester/retiree 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 the City of Bloomington is shown on the following table:

Annual Average Market Potential by Draw Area  
*City of Bloomington, Hennepin County, Minnesota*

City of Bloomington:	28.9%
Balance of Hennepin County:	26.7%
Ramsey, Dakota, and Anoka Counties:	15.0%
Balance of the U.S.:	<u>29.4%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2020.

**DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE LYNDALE AVENUE CORRIDOR—**

The average annual potential market for new housing units along the Lyndale Avenue Corridor includes the same draw areas as for the city as a whole. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Claritas data, to determine which target market groups, as well as how many households within each group, have the potential to move to the Lyndale Avenue Corridor each year over the next five years.

Appendix One, Tables 9 through 16.

**Average Annual Market Potential for the Lyndale Avenue Corridor—**

As determined by the target market methodology, then, an annual average of 1,775 of the 5,605 households that represent the annual potential market for new and existing housing units in the City of Bloomington are a market for new and existing housing units of any kind located along the Lyndale Avenue Corridor. Over 51 percent of these households are likely to be younger singles and couples (in 11 target market groups), 27.6 percent are likely to be empty nesters and retirees (in 10 groups), and the remaining 21.1 percent are likely to be traditional and non-traditional families (in 14 groups). (*Reference* Appendix One, Table 9.)

The annual average of 1,775 draw area households that have the potential to move within or to the Lyndale Avenue Corridor each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Just under 53 percent of these households (or 939 households) comprise the average annual potential market for new and existing rental units along the Lyndale Avenue Corridor. Forty-seven percent (or 836 households) comprise the average annual potential market for new and existing for-sale (ownership) housing units. (*Reference* Appendix One, Table 10.)

The income limits in the City of Bloomington by household size and percent of median family income—based on the median family income (AMI) which was determined by the U.S. Department of Housing and Urban Development (HUD) for the Minneapolis-St. Paul-Bloomington, MN-WI Metro Area in 2019 to be \$100,000 for a family of four—are shown on the table following this page:

The Lyndale Avenue Corridor, City of Bloomington, Hennepin County, Minnesota  
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Fiscal Year 2019 Income Limits  
*Minneapolis-St. Paul-Bloomington Metro Area*

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN*	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$21,000	\$35,000	\$52,850
Two	\$24,000	\$40,000	\$60,400
Three	\$27,000	\$45,000	\$67,950
Four	\$30,000	\$50,000	\$75,500
Five	\$32,400	\$54,000	\$81,550
Six	\$34,800	\$58,000	\$87,600
Seven	\$39,010	\$62,000	\$93,650
Eight	\$43,430*	\$66,000	\$99,700

\*NOTE: The FY 2014 Consolidated Appropriations Act changed the definition of extremely low income to be the greater of 30/50ths (60 percent) of the Section 8 very low income limit or the poverty guideline as established by the Department of Health and Human Services, provided that this amount is not greater than the Section 8 50 percent very low income limits. Consequently, the extremely low income limits may equal the very low (50 percent) income limits.

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

The 939 renter households have been grouped by income, using income limits derived from the preceding table, as shown on the following table (*reference* Appendix One, Table 11):

Renter Households By Income  
The Lyndale Avenue Corridor  
*City of Bloomington, Hennepin County, Minnesota*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	213	22.7%
Between 30% and 50% AMI	88	9.3%
Between 50% and 60% AMI	67	7.1%
Between 60% and 80% AMI	164	17.5%
Between 80% and 100% AMI	119	12.7%
Above 100% AMI	<u>288</u>	<u>30.7%</u>
Total:	939	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2020.

The 47 percent (or 836 households) of the average annual potential market that comprise the market for new and existing for-sale (ownership) housing units along the Lyndale Avenue Corridor have also been grouped by income, as detailed on the table following this page. (*Reference* Appendix One, Table 12.)

The Lyndale Avenue Corridor, City of Bloomington, Hennepin County, Minnesota  
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Owner Households By Income  
The Lyndale Avenue Corridor  
*City of Bloomington, Hennepin County, Minnesota*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	126	15.1%
Between 30% and 50% AMI	60	7.2%
Between 50% and 60% AMI	56	6.6%
Between 60% and 80% AMI	136	16.3%
Between 80% and 100% AMI	105	12.6%
Above 100% AMI	<u>353</u>	<u>42.2%</u>
Total:	836	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2020.

Of those 836 potential buyer households, 27.8 percent (or 232 households) comprise the average annual market potential for multi-family for-sale units (condominium apartments); another 18.2 percent (152 households) comprise the average annual market potential for attached single-family (rowhouse/townhouse/duplex) units; and 54.1 percent (452 households) comprise the average annual market potential for single-family detached houses. (*Reference Appendix One, Table 13.*)

The 232 households that represent the potential market for multi-family for-sale units (condominium/cooperative lofts/apartments) along the Lyndale Avenue Corridor have been grouped by income as shown on the following table (*reference Appendix One, Table 14*):

Multi-Family Owner Households By Income  
The Lyndale Avenue Corridor  
*City of Bloomington, Hennepin County, Minnesota*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	40	17.2%
Between 30% and 50% AMI	19	8.2%
Between 50% and 60% AMI	14	6.5%
Between 60% and 80% AMI	40	17.2%
Between 80% and 100% AMI	29	12.5%
Above 100% AMI	<u>89</u>	<u>38.4%</u>
Total:	232	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2020.

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The 152 households that represent the potential market for single-family attached for-sale units (rowhouses/townhouses/duplexes) have been grouped by income as shown on the table following this page. (*Reference* Appendix One, Table 15.)

Single-Family Attached Owner Households By Income  
The Lyndale Avenue Corridor  
*City of Bloomington, Hennepin County, Minnesota*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	25	16.4%
Between 30% and 50% AMI	11	7.3%
Between 50% and 60% AMI	11	7.3%
Between 60% and 80% AMI	25	16.4%
Between 80% and 100% AMI	17	11.2%
Above 100% AMI	<u>63</u>	<u>41.4%</u>
Total:	152	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2020.

The 452 households that represent the potential market for single-family detached for-sale units (detached houses) have also been grouped by income, as detailed on the following table (*reference* Appendix One, Table 16):

Single-Family Detached Owner Households By Income  
The Lyndale Avenue Corridor  
*City of Bloomington, Hennepin County, Minnesota*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	61	13.5%
Between 30% and 50% AMI	30	6.6%
Between 50% and 60% AMI	30	6.6%
Between 60% and 80% AMI	71	15.7%
Between 80% and 100% AMI	59	13.1%
Above 100% AMI	<u>201</u>	<u>44.5%</u>
Total:	452	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2020.

—Target Market Data—

Target market data are based on the PRIZM household clustering system developed by Claritas, Inc., and modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary

residential target market methodology. Target market data provides number of households by cluster aggregated into the three main demographic categories—empty nesters and retirees; traditional and non-traditional families; and younger singles and couples.

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

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

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

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



### Household Classification Methodology:

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

Over the past 32 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***Hennepin County, Minnesota***2013, 2014, 2015, 2016, 2017**

County of Origin	..... 2013 .....		..... 2014 .....		..... 2015 .....		..... 2016 .....		..... 2017 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Ramsey	5,285	15.5%	3,940	14.9%	6,185	16.4%	7,920	15.9%	5,865	15.4%
Anoka	3,045	8.9%	2,320	8.8%	3,305	8.8%	4,245	8.5%	3,415	9.0%
Dakota	3,140	9.2%	2,375	9.0%	3,340	8.9%	4,250	8.5%	3,250	8.5%
Carver	995	2.9%	775	2.9%	1,185	3.1%	1,585	3.2%	1,105	2.9%
Scott	975	2.9%	745	2.8%	1,105	2.9%	1,435	2.9%	1,095	2.9%
Washington	890	2.6%	745	2.8%	1,000	2.7%	1,265	2.5%	940	2.5%
Wright	855	2.5%	660	2.5%	950	2.5%	1,250	2.5%	905	2.4%
Cook, IL	715	2.1%	565	2.1%	780	2.1%	1,150	2.3%	780	2.1%
Stearns	435	1.3%	355	1.3%	510	1.4%	690	1.4%	540	1.4%
Sherburne	480	1.4%	345	1.3%	495	1.3%	610	1.2%	475	1.2%
St. Louis	395	1.2%	295	1.1%	415	1.1%	555	1.1%	420	1.1%
Olmsted	350	1.0%	250	0.9%	350	0.9%	425	0.9%	375	1.0%
Los Angeles, CA	255	0.7%	220	0.8%	310	0.8%	470	0.9%	355	0.9%
Maricopa, AZ	315	0.9%	220	0.8%	295	0.8%	455	0.9%	355	0.9%
Dane, WI	250	0.7%	175	0.7%	310	0.8%	440	0.9%	295	0.8%
King, WA	175	0.5%	125	0.5%	215	0.6%	340	0.7%	275	0.7%
Cass, ND	230	0.7%	200	0.8%	305	0.8%	450	0.9%	265	0.7%
Blue Earth	205	0.6%	165	0.6%	255	0.7%	310	0.6%	260	0.7%
Milwaukee, WI	160	0.5%	130	0.5%	240	0.6%	350	0.7%	220	0.6%
San Diego, CA	180	0.5%	125	0.5%	190	0.5%	255	0.5%	195	0.5%
Rice	190	0.6%	135	0.5%	160	0.4%	265	0.5%	190	0.5%
New York, NY	145	0.4%	100	0.4%	165	0.4%	250	0.5%	170	0.4%
Polk, IA	110	0.3%	105	0.4%	160	0.4%	195	0.4%	155	0.4%
St. Croix, WI	135	0.4%	125	0.5%	155	0.4%	170	0.3%	145	0.4%
Harris, TX	100	0.3%	80	0.3%	145	0.4%	215	0.4%	145	0.4%
Grand Forks, ND	80	0.2%	70	0.3%	130	0.3%	175	0.4%	140	0.4%
Denver, CO	115	0.3%	50	0.2%	110	0.3%	240	0.5%	135	0.4%
Crow Wing	145	0.4%	95	0.4%	140	0.4%	165	0.3%	135	0.4%
Kings, NY	110	0.3%	85	0.3%	145	0.4%	200	0.4%	130	0.3%
Dallas, TX	100	0.3%	85	0.3%	115	0.3%	185	0.4%	125	0.3%
Alameda, CA	65	0.2%	65	0.2%	90	0.2%	135	0.3%	120	0.3%
District of Columbia, DC	75	0.2%	55	0.2%	110	0.3%	140	0.3%	120	0.3%
Orange, CA	125	0.4%	70	0.3%	115	0.3%	180	0.4%	120	0.3%
Chisago	115	0.3%	115	0.4%	140	0.4%	170	0.3%	120	0.3%
McLeod	105	0.3%	85	0.3%	125	0.3%	125	0.3%	120	0.3%
All Other Counties	13,095	38.4%	10,445	39.4%	13,945	37.0%	18,480	37.2%	14,580	38.3%
<b>Total In-Migration:</b>	<b>34,140</b>	<b>100.0%</b>	<b>26,495</b>	<b>100.0%</b>	<b>37,690</b>	<b>100.0%</b>	<b>49,740</b>	<b>100.0%</b>	<b>38,035</b>	<b>100.0%</b>

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

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

**Gross Annual Household Out-Migration***Hennepin County, Minnesota***2013, 2014, 2015, 2016, 2017**

Destination County	..... 2013 .....		..... 2014 .....		..... 2015 .....		..... 2016 .....		..... 2017 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Ramsey	5,100	14.6%	3,925	15.2%	5,845	15.4%	8,235	15.8%	6,380	16.1%
Anoka	3,265	9.4%	2,510	9.7%	3,755	9.9%	5,605	10.7%	4,245	10.7%
Dakota	3,155	9.0%	2,160	8.3%	3,470	9.2%	5,060	9.7%	3,875	9.8%
Carver	1,285	3.7%	830	3.2%	1,490	3.9%	2,250	4.3%	1,545	3.9%
Scott	1,215	3.5%	785	3.0%	1,240	3.3%	1,880	3.6%	1,400	3.5%
Washington	810	2.3%	550	2.1%	905	2.4%	1,400	2.7%	1,070	2.7%
Wright	1,165	3.3%	740	2.9%	1,310	3.5%	2,025	3.9%	1,470	3.7%
Cook, IL	625	1.8%	465	1.8%	755	2.0%	885	1.7%	700	1.8%
Stearns	260	0.7%	220	0.9%	250	0.7%	415	0.8%	325	0.8%
Sherburne	460	1.3%	315	1.2%	575	1.5%	860	1.6%	665	1.7%
St. Louis	260	0.7%	215	0.8%	285	0.8%	435	0.8%	320	0.8%
Olmsted	205	0.6%	135	0.5%	215	0.6%	315	0.6%	200	0.5%
Los Angeles, CA	390	1.1%	335	1.3%	445	1.2%	515	1.0%	420	1.1%
Maricopa, AZ	450	1.3%	345	1.3%	540	1.4%	610	1.2%	525	1.3%
Dane, WI	165	0.5%	120	0.5%	210	0.6%	240	0.5%	165	0.4%
King, WA	330	0.9%	255	1.0%	390	1.0%	565	1.1%	350	0.9%
Cass, ND	165	0.5%	150	0.6%	185	0.5%	230	0.4%	165	0.4%
Blue Earth	125	0.4%	110	0.4%	105	0.3%	145	0.3%	115	0.3%
Milwaukee, WI	160	0.5%	110	0.4%	145	0.4%	220	0.4%	155	0.4%
San Diego, CA	230	0.7%	155	0.6%	200	0.5%	290	0.6%	225	0.6%
Rice	130	0.4%	90	0.3%	145	0.4%	185	0.4%	165	0.4%
New York, NY	165	0.5%	145	0.6%	215	0.6%	230	0.4%	195	0.5%
Polk, IA	105	0.3%	70	0.3%	115	0.3%	160	0.3%	110	0.3%
St. Croix, WI	120	0.3%	75	0.3%	130	0.3%	190	0.4%	155	0.4%
Harris, TX	150	0.4%	130	0.5%	165	0.4%	170	0.3%	160	0.4%
Grand Forks, ND	50	0.1%	55	0.2%	45	0.1%	70	0.1%	45	0.1%
Denver, CO	160	0.5%	150	0.6%	240	0.6%	335	0.6%	245	0.6%
Crow Wing	140	0.4%	115	0.4%	155	0.4%	250	0.5%	210	0.5%
Kings, NY	145	0.4%	105	0.4%	110	0.3%	150	0.3%	140	0.4%
Dallas, TX	160	0.5%	110	0.4%	175	0.5%	215	0.4%	165	0.4%
Alameda, CA	135	0.4%	100	0.4%	140	0.4%	170	0.3%	115	0.3%
District of Columbia, DC	105	0.3%	75	0.3%	120	0.3%	130	0.2%	90	0.2%
Orange, CA	120	0.3%	100	0.4%	135	0.4%	170	0.3%	155	0.4%
Chisago	110	0.3%	70	0.3%	125	0.3%	200	0.4%	140	0.4%
McLeod	90	0.3%	65	0.3%	85	0.2%	145	0.3%	105	0.3%
All Other Counties	13,205	37.8%	9,995	38.6%	13,425	35.5%	17,290	33.1%	13,210	33.3%
<b>Total Out-Migration:</b>	<b>34,910</b>	<b>100.0%</b>	<b>25,880</b>	<b>100.0%</b>	<b>37,840</b>	<b>100.0%</b>	<b>52,240</b>	<b>100.0%</b>	<b>39,720</b>	<b>100.0%</b>

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

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

**Net Annual Household Migration***Hennepin County, Minnesota***2013, 2014, 2015, 2016, 2017**

County	..... 2013 .....	..... 2014 .....	..... 2015 .....	..... 2016 .....	..... 2017 .....
	Number	Number	Number	Number	Number
Ramsey	185	15	340	-315	-515
Anoka	-220	-190	-450	-1,360	-830
Dakota	-15	215	-130	-810	-625
Carver	-290	-55	-305	-665	-440
Scott	-240	-40	-135	-445	-305
Washington	80	195	95	-135	-130
Wright	-310	-80	-360	-775	-565
Cook, IL	90	100	25	265	80
Stearns	175	135	260	275	215
Sherburne	20	30	-80	-250	-190
St. Louis	135	80	130	120	100
Olmsted	145	115	135	110	175
Los Angeles, CA	-135	-115	-135	-45	-65
Maricopa, AZ	-135	-125	-245	-155	-170
Dane, WI	85	55	100	200	130
King, WA	-155	-130	-175	-225	-75
Cass, ND	65	50	120	220	100
Blue Earth	80	55	150	165	145
Milwaukee, WI	0	20	95	130	65
San Diego, CA	-50	-30	-10	-35	-30
Rice	60	45	15	80	25
New York, NY	-20	-45	-50	20	-25
Polk, IA	5	35	45	35	45
St. Croix, WI	15	50	25	-20	-10
Harris, TX	-50	-50	-20	45	-15
Grand Forks, ND	30	15	85	105	95
Denver, CO	-45	-100	-130	-95	-110
Crow Wing	5	-20	-15	-85	-75
Kings, NY	-35	-20	35	50	-10
Dallas, TX	-60	-25	-60	-30	-40
Alameda, CA	-70	-35	-50	-35	5
District of Columbia, DC	-30	-20	-10	10	30
Orange, CA	5	-30	-20	10	-35
Chisago	5	45	15	-30	-20
McLeod	15	20	40	-20	15
All Other Counties	-110	450	520	1,190	1,370
<b>Total Net Migration:</b>	<b>-770</b>	<b>615</b>	<b>-150</b>	<b>-2,500</b>	<b>-1,685</b>

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

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

## 2020 Household Classification by Market Groups

*City of Bloomington, Hennepin County, Minnesota*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
<b>Empty Nesters &amp; Retirees</b>		
	<b>18,890</b>	<b>48.5%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,580	16.9%
<i>Metropolitan Suburbs</i>	12,310	31.6%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>		
	<b>11,995</b>	<b>30.8%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,615	4.2%
<i>Metropolitan Suburbs</i>	10,380	26.7%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Younger Singles &amp; Couples</b>		
	<b>8,030</b>	<b>20.6%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,895	7.4%
<i>Metropolitan Suburbs</i>	5,135	13.2%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Total:</b>	<b>38,915</b>	<b>100.0%</b>

<b>2020 Estimated Median Income:</b>	<b>\$76,000</b>
<b>2020 Estimated National Median Income:</b>	<b>\$65,200</b>

<b>2020 Estimated Median Home Value:</b>	<b>\$266,900</b>
<b>2020 Estimated National Median Home Value:</b>	<b>\$240,200</b>

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

## 2020 Household Classification by Market Groups

*City of Bloomington, Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Empty Nesters &amp; Retirees</b>	<b>18,890</b>	<b>48.5%</b>		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	2,795	7.2%	\$81,300	\$257,600
Blue-Collar Retirees	1,935	5.0%	\$49,400	\$134,500
Middle-Class Move-Downs	1,105	2.8%	\$47,800	\$150,100
Hometown Seniors	135	0.3%	\$34,800	\$90,400
Second City Seniors	610	1.6%	\$30,600	\$132,500
<i>Subtotal:</i>	<u>6,580</u>	<u>16.9%</u>		
<i>Metropolitan Suburbs</i>				
The One Percenters	395	1.0%	\$153,600	\$638,700
Old Money	680	1.7%	\$151,900	\$764,600
Affluent Empty Nesters	2,520	6.5%	\$115,100	\$449,200
Suburban Establishment	4,910	12.6%	\$104,800	\$334,000
Mainstream Empty Nesters	1,710	4.4%	\$66,500	\$182,400
Middle-American Retirees	2,095	5.4%	\$65,200	\$183,400
<i>Subtotal:</i>	<u>12,310</u>	<u>31.6%</u>		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	0	0.0%		
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	0	0.0%		
Hometown Retirees	0	0.0%		
Heartland Retirees	0	0.0%		
Village Elders	0	0.0%		
Small-Town Seniors	0	0.0%		
Back Country Seniors	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

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

## 2020 Household Classification by Market Groups

*City of Bloomington, Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,995</b>	<b>30.8%</b>		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	480	1.2%	\$95,500	\$308,300
Multi-Ethnic Families	0	0.0%		
Uptown Families	865	2.2%	\$64,300	\$177,000
In-Town Families	0	0.0%		
New American Strivers	270	0.7%	\$39,900	\$141,100
<i>Subtotal:</i>	<u>1,615</u>	<u>4.2%</u>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	215	0.6%	\$154,500	\$484,300
Nouveau Money	495	1.3%	\$118,300	\$360,700
Button-Down Families	4,725	12.1%	\$100,000	\$320,600
Fiber-Optic Families	2,805	7.2%	\$93,300	\$239,900
Late-Nest Suburbanites	770	2.0%	\$79,500	\$288,400
Full-Nest Suburbanites	815	2.1%	\$74,400	\$264,900
Kids 'r' Us	555	1.4%	\$69,700	\$180,700
<i>Subtotal:</i>	<u>10,380</u>	<u>26.7%</u>		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	0	0.0%		
Full-Nest Exurbanites	0	0.0%		
Rural Families	0	0.0%		
Traditional Families	0	0.0%		
Small-Town Families	0	0.0%		
Four-by-Four Families	0	0.0%		
Rustic Families	0	0.0%		
Hometown Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.



## 2020 Household Classification by Market Groups

*City of Bloomington, Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Singles &amp; Couples</b>	<b>8,030</b>	<b>20.6%</b>		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	1,215	3.1%	\$71,900	\$296,200
Small-City Singles	495	1.3%	\$40,900	\$97,900
Twentysomethings	635	1.6%	\$38,000	\$188,200
Second-City Strivers	550	1.4%	\$37,300	\$158,000
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	<u>2,895</u>	<u>7.4%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	1,360	3.5%	\$71,200	\$324,400
Suburban Achievers	775	2.0%	\$48,600	\$136,600
Suburban Strivers	3,000	7.7%	\$44,800	\$163,500
<i>Subtotal:</i>	<u>5,135</u>	<u>13.2%</u>		
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	0	0.0%		
Blue-Collar Traditionalists	0	0.0%		
Rural Couples	0	0.0%		
Rural Strivers	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

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

## 2020 Household Classification by Market Groups

*Hennepin County, Minnesota*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
<b>Empty Nesters &amp; Retirees</b>		
	<b>171,060</b>	<b>32.3%</b>
<i>Metropolitan Cities</i>	32,570	6.2%
<i>Small Cities/Satellite Cities</i>	36,575	6.9%
<i>Metropolitan Suburbs</i>	93,445	17.7%
<i>Town &amp; Country/Exurbs</i>	8,470	1.6%
<b>Traditional &amp; Non-Traditional Families</b>		
	<b>198,090</b>	<b>37.4%</b>
<i>Metropolitan Cities</i>	40,005	7.6%
<i>Small Cities/Satellite Cities</i>	22,765	4.3%
<i>Metropolitan Suburbs</i>	118,915	22.5%
<i>Town &amp; Country/Exurbs</i>	16,405	3.1%
<b>Younger Singles &amp; Couples</b>		
	<b>159,820</b>	<b>30.2%</b>
<i>Metropolitan Cities</i>	95,160	18.0%
<i>Small Cities/Satellite Cities</i>	32,340	6.1%
<i>Metropolitan Suburbs</i>	31,540	6.0%
<i>Town &amp; Country/Exurbs</i>	780	0.1%
<b>Total:</b>	<b>528,970</b>	<b>100.0%</b>
2020 Estimated Median Income:	\$77,200	
2020 Estimated National Median Income:	\$65,200	
2020 Estimated Median Home Value:	\$291,300	
2020 Estimated National Median Home Value:	\$240,200	

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

## 2020 Household Classification by Market Groups

*Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Empty Nesters &amp; Retirees</b>	<b>171,060</b>	<b>32.3%</b>		
<i>Metropolitan Cities</i>				
The Social Register	12,090	2.3%	\$112,100	\$554,200
Urban Establishment	4,645	0.9%	\$91,500	\$680,200
Multi-Ethnic Empty Nesters	7,145	1.4%	\$64,300	\$248,200
Cosmopolitan Couples	8,690	1.6%	\$55,900	\$436,300
Subtotal:	32,570	6.2%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	11,395	2.2%	\$80,300	\$241,600
Blue-Collar Retirees	11,110	2.1%	\$48,900	\$126,100
Middle-Class Move-Downs	10,250	1.9%	\$47,300	\$140,900
Hometown Seniors	815	0.2%	\$34,400	\$85,000
Second City Seniors	3,005	0.6%	\$30,100	\$121,000
Subtotal:	36,575	6.9%		
<i>Metropolitan Suburbs</i>				
The One Percenters	18,350	3.5%	\$151,300	\$592,500
Old Money	11,425	2.2%	\$148,700	\$703,200
Affluent Empty Nesters	18,005	3.4%	\$113,900	\$417,100
Suburban Establishment	27,060	5.1%	\$103,500	\$313,400
Mainstream Empty Nesters	8,680	1.6%	\$65,900	\$173,700
Middle-American Retirees	9,925	1.9%	\$64,500	\$173,200
Subtotal:	93,445	17.7%		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	2,745	0.5%	\$116,700	\$414,600
Pillars of the Community	105	0.0%	\$88,000	\$231,100
New Empty Nesters	3,010	0.6%	\$90,300	\$334,500
Traditional Couples	1,090	0.2%	\$85,600	\$264,700
RV Retirees	0	0.0%		
Country Couples	245	0.0%	\$64,000	\$171,000
Hometown Retirees	195	0.0%	\$55,300	\$135,500
Heartland Retirees	210	0.0%	\$54,000	\$162,300
Village Elders	450	0.1%	\$44,900	\$134,700
Small-Town Seniors	365	0.1%	\$43,600	\$115,300
Back Country Seniors	55	0.0%	\$40,200	\$99,500
Subtotal:	8,470	1.6%		

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

**2020 Household Classification by Market Groups**  
*Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>198,090</b>	<b>37.4%</b>		
<i>Metropolitan Cities</i>				
e-Type Families	18,260	3.5%	\$115,000	\$493,100
Multi-Cultural Families	9,175	1.7%	\$55,000	\$148,400
Inner-City Families	2,380	0.4%	\$41,900	\$209,900
Single-Parent Families	10,190	1.9%	\$41,100	\$165,300
Subtotal:	40,005	7.6%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	9,600	1.8%	\$94,600	\$291,100
Multi-Ethnic Families	1,510	0.3%	\$66,700	\$185,500
Uptown Families	6,555	1.2%	\$63,600	\$167,000
In-Town Families	1,060	0.2%	\$42,000	\$102,500
New American Strivers	4,040	0.8%	\$39,400	\$131,300
Subtotal:	22,765	4.3%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	17,275	3.3%	\$152,700	\$457,900
Nouveau Money	20,235	3.8%	\$117,200	\$341,100
Button-Down Families	26,725	5.1%	\$98,200	\$298,600
Fiber-Optic Families	24,265	4.6%	\$92,500	\$227,000
Late-Nest Suburbanites	13,440	2.5%	\$78,400	\$271,900
Full-Nest Suburbanites	10,645	2.0%	\$73,600	\$249,100
Kids 'r' Us	6,330	1.2%	\$69,100	\$172,500
Subtotal:	118,915	22.5%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	9,625	1.8%	\$118,600	\$349,900
New Town Families	80	0.0%	\$89,700	\$217,000
Full-Nest Exurbanites	4,435	0.8%	\$90,200	\$264,100
Rural Families	0	0.0%		
Traditional Families	610	0.1%	\$69,800	\$179,700
Small-Town Families	890	0.2%	\$70,300	\$216,900
Four-by-Four Families	275	0.1%	\$64,800	\$163,500
Rustic Families	385	0.1%	\$55,100	\$129,800
Hometown Families	105	0.0%	\$45,200	\$136,200
Subtotal:	16,405	3.1%		

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

**2020 Household Classification by Market Groups**  
*Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Singles &amp; Couples</b>	<b>159,820</b>	<b>30.2%</b>		
<i>Metropolitan Cities</i>				
New Power Couples	23,350	4.4%	\$79,200	\$344,300
New Bohemians	27,045	5.1%	\$77,100	\$474,700
Cosmopolitan Elite	12,585	2.4%	\$73,900	\$376,700
Downtown Couples	9,210	1.7%	\$37,000	\$112,400
Downtown Proud	22,970	4.3%	\$34,400	\$233,700
<i>Subtotal:</i>	<u>95,160</u>	<u>18.0%</u>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	11,305	2.1%	\$71,100	\$278,100
Small-City Singles	3,835	0.7%	\$40,400	\$92,700
Twentysomethings	10,265	1.9%	\$37,500	\$177,000
Second-City Strivers	5,825	1.1%	\$36,700	\$147,900
Multi-Ethnic Singles	1,110	0.2%	\$24,500	\$85,300
<i>Subtotal:</i>	<u>32,340</u>	<u>6.1%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	10,140	1.9%	\$70,600	\$299,000
Suburban Achievers	7,765	1.5%	\$48,100	\$129,000
Suburban Strivers	13,635	2.6%	\$44,200	\$153,100
<i>Subtotal:</i>	<u>31,540</u>	<u>6.0%</u>		
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	345	0.1%	\$47,500	\$122,000
Blue-Collar Traditionalists	240	0.0%	\$45,100	\$105,200
Rural Couples	135	0.0%	\$35,900	\$86,300
Rural Strivers	60	0.0%	\$29,700	\$88,100
<i>Subtotal:</i>	<u>780</u>	<u>0.1%</u>		

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

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

*City of Bloomington, Hennepin County, Minnesota*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>18,890</b>	<b>425</b>	<b>26.2%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,580	155	9.6%
<i>Metropolitan Suburbs</i>	12,310	270	16.7%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,995</b>	<b>370</b>	<b>22.8%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,615	100	6.2%
<i>Metropolitan Suburbs</i>	10,380	270	16.7%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>8,030</b>	<b>825</b>	<b>50.9%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,895	280	17.3%
<i>Metropolitan Suburbs</i>	5,135	545	33.6%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Total:</b>	<b>38,915</b>	<b>1,620</b>	<b>100.0%</b>

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

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

*City of Bloomington, Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>18,890</b>	<b>425</b>	<b>26.2%</b>
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	2,795	40	2.5%
Blue-Collar Retirees	1,935	60	3.7%
Middle-Class Move-Downs	1,105	20	1.2%
Hometown Seniors	135	0	0.0%
Second City Seniors	610	35	2.2%
<i>Subtotal:</i>	<u>6,580</u>	<u>155</u>	<u>9.6%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	395	5	0.3%
Old Money	680	5	0.3%
Affluent Empty Nesters	2,520	45	2.8%
Suburban Establishment	4,910	95	5.9%
Mainstream Empty Nesters	1,710	70	4.3%
Middle-American Retirees	2,095	50	3.1%
<i>Subtotal:</i>	<u>12,310</u>	<u>270</u>	<u>16.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	0	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

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

*City of Bloomington, Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,995</b>	<b>370</b>	<b>22.8%</b>
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	480	20	1.2%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	865	55	3.4%
In-Town Families	0	0	0.0%
New American Strivers	270	25	1.5%
<i>Subtotal:</i>	<u>1,615</u>	<u>100</u>	<u>6.2%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	215	5	0.3%
Nouveau Money	495	15	0.9%
Button-Down Families	4,725	110	6.8%
Fiber-Optic Families	2,805	45	2.8%
Late-Nest Suburbanites	770	40	2.5%
Full-Nest Suburbanites	815	30	1.9%
Kids 'r' Us	555	25	1.5%
<i>Subtotal:</i>	<u>10,380</u>	<u>270</u>	<u>16.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Four-by-Four Families	0	0	0.0%
Rustic Families	0	0	0.0%
Hometown Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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



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

*City of Bloomington, Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>8,030</b>	<b>825</b>	<b>50.9%</b>
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	1,215	100	6.2%
Small-City Singles	495	35	2.2%
Twentysomethings	635	90	5.6%
Second-City Strivers	550	55	3.4%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>2,895</u>	<u>280</u>	<u>17.3%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	1,360	170	10.5%
Suburban Achievers	775	25	1.5%
Suburban Strivers	3,000	350	21.6%
<i>Subtotal:</i>	<u>5,135</u>	<u>545</u>	<u>33.6%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	0	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

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

*Balance of Hennepin County, Minnesota*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>152,170</b>	<b>245</b>	<b>16.4%</b>
<i>Metropolitan Cities</i>	32,570	70	4.7%
<i>Small Cities/Satellite Cities</i>	29,995	55	3.7%
<i>Metropolitan Suburbs</i>	81,135	110	7.4%
<i>Town &amp; Country/Exurbs</i>	8,470	10	0.7%
<b>Traditional &amp; Non-Traditional Families</b>	<b>186,095</b>	<b>410</b>	<b>27.4%</b>
<i>Metropolitan Cities</i>	40,005	65	4.3%
<i>Small Cities/Satellite Cities</i>	21,150	85	5.7%
<i>Metropolitan Suburbs</i>	108,535	220	14.7%
<i>Town &amp; Country/Exurbs</i>	16,405	40	2.7%
<b>Younger Singles &amp; Couples</b>	<b>151,790</b>	<b>840</b>	<b>56.2%</b>
<i>Metropolitan Cities</i>	95,160	450	30.1%
<i>Small Cities/Satellite Cities</i>	29,445	210	14.0%
<i>Metropolitan Suburbs</i>	26,405	180	12.0%
<i>Town &amp; Country/Exurbs</i>	780	0	0.0%
<b>Total Balance of County:</b>	<b>490,055</b>	<b>1,495</b>	<b>100.0%</b>

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

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

*Balance of Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>152,170</b>	<b>245</b>	<b>16.4%</b>
<i>Metropolitan Cities</i>			
The Social Register	12,090	5	0.3%
Urban Establishment	4,645	15	1.0%
Multi-Ethnic Empty Nesters	7,145	10	0.7%
Cosmopolitan Couples	8,690	40	2.7%
<i>Subtotal:</i>	<u>32,570</u>	<u>70</u>	<u>4.7%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	8,600	10	0.7%
Blue-Collar Retirees	9,175	20	1.3%
Middle-Class Move-Downs	9,145	15	1.0%
Hometown Seniors	680	0	0.0%
Second City Seniors	2,395	10	0.7%
<i>Subtotal:</i>	<u>29,995</u>	<u>55</u>	<u>3.7%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	17,955	20	1.3%
Old Money	10,745	5	0.3%
Affluent Empty Nesters	15,485	20	1.3%
Suburban Establishment	22,150	30	2.0%
Mainstream Empty Nesters	6,970	20	1.3%
Middle-American Retirees	7,830	15	1.0%
<i>Subtotal:</i>	<u>81,135</u>	<u>110</u>	<u>7.4%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	2,745	5	0.3%
Pillars of the Community	105	0	0.0%
New Empty Nesters	3,010	5	0.3%
Traditional Couples	1,090	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	245	0	0.0%
Hometown Retirees	195	0	0.0%
Heartland Retirees	210	0	0.0%
Village Elders	450	0	0.0%
Small-Town Seniors	365	0	0.0%
Back Country Seniors	55	0	0.0%
<i>Subtotal:</i>	<u>8,470</u>	<u>10</u>	<u>0.7%</u>

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

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

*Balance of Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>186,095</b>	<b>410</b>	<b>27.4%</b>
<i>Metropolitan Cities</i>			
e-Type Families	18,260	15	1.0%
Multi-Cultural Families	9,175	10	0.7%
Inner-City Families	2,380	5	0.3%
Single-Parent Families	10,190	35	2.3%
<i>Subtotal:</i>	<u>40,005</u>	<u>65</u>	<u>4.3%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	9,120	25	1.7%
Multi-Ethnic Families	1,510	5	0.3%
Uptown Families	5,690	25	1.7%
In-Town Families	1,060	5	0.3%
New American Strivers	3,770	25	1.7%
<i>Subtotal:</i>	<u>21,150</u>	<u>85</u>	<u>5.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	17,060	35	2.3%
Nouveau Money	19,740	35	2.3%
Button-Down Families	22,000	35	2.3%
Fiber-Optic Families	21,460	25	1.7%
Late-Nest Suburbanites	12,670	45	3.0%
Full-Nest Suburbanites	9,830	25	1.7%
Kids 'r' Us	5,775	20	1.3%
<i>Subtotal:</i>	<u>108,535</u>	<u>220</u>	<u>14.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	9,625	25	1.7%
New Town Families	80	0	0.0%
Full-Nest Exurbanites	4,435	10	0.7%
Rural Families	0	0	0.0%
Traditional Families	610	0	0.0%
Small-Town Families	890	5	0.3%
Four-by-Four Families	275	0	0.0%
Rustic Families	385	0	0.0%
Hometown Families	105	0	0.0%
<i>Subtotal:</i>	<u>16,405</u>	<u>40</u>	<u>2.7%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Balance of Hennepin County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>151,790</b>	<b>840</b>	<b>56.2%</b>
<i>Metropolitan Cities</i>			
New Power Couples	23,350	30	2.0%
New Bohemians	27,045	235	15.7%
Cosmopolitan Elite	12,585	20	1.3%
Downtown Couples	9,210	30	2.0%
Downtown Proud	22,970	135	9.0%
<i>Subtotal:</i>	<u>95,160</u>	<u>450</u>	<u>30.1%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	10,090	55	3.7%
Small-City Singles	3,340	15	1.0%
Twentysomethings	9,630	95	6.4%
Second-City Strivers	5,275	40	2.7%
Multi-Ethnic Singles	1,110	5	0.3%
<i>Subtotal:</i>	<u>29,445</u>	<u>210</u>	<u>14.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	8,780	75	5.0%
Suburban Achievers	6,990	15	1.0%
Suburban Strivers	10,635	90	6.0%
<i>Subtotal:</i>	<u>26,405</u>	<u>180</u>	<u>12.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	345	0	0.0%
Blue-Collar Traditionalists	240	0	0.0%
Rural Couples	135	0	0.0%
Rural Strivers	60	0	0.0%
<i>Subtotal:</i>	<u>780</u>	<u>0</u>	<u>0.0%</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

*Ramsey County, Minnesota, Dakota County, Minnesota, Anoka County, Minnesota*

Household Type/ Geographic Designation	<i>Ramsey County</i>	<i>Dakota County</i>	<i>Anoka County</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>65</b>	<b>45</b>	<b>50</b>	<b>160</b>
<i>Metropolitan Cities</i>	25	0	0	25
<i>Small Cities/Satellite Cities</i>	20	15	10	45
<i>Metropolitan Suburbs</i>	20	30	30	80
<i>Town &amp; Country/Exurbs</i>	0	0	10	10
<b>Traditional &amp; Non-Traditional Families</b>	<b>90</b>	<b>95</b>	<b>125</b>	<b>310</b>
<i>Metropolitan Cities</i>	35	0	0	35
<i>Small Cities/Satellite Cities</i>	20	20	25	65
<i>Metropolitan Suburbs</i>	30	45	55	130
<i>Town &amp; Country/Exurbs</i>	5	30	45	80
<b>Younger Singles &amp; Couples</b>	<b>235</b>	<b>85</b>	<b>50</b>	<b>370</b>
<i>Metropolitan Cities</i>	125	0	0	125
<i>Small Cities/Satellite Cities</i>	45	40	25	110
<i>Metropolitan Suburbs</i>	65	45	25	135
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Total:</b>	<b>390</b>	<b>225</b>	<b>225</b>	<b>840</b>
<b>Percent:</b>	<b>46.4%</b>	<b>26.8%</b>	<b>26.8%</b>	<b>100.0%</b>

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

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

Summary: Appendix Two, Tables 1 Through 3

*Ramsey County, Minnesota, Dakota County, Minnesota, Anoka County, Minnesota*

	<u>Ramsey County</u>	<u>Dakota County</u>	<u>Anoka County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>65</b>	<b>45</b>	<b>50</b>	<b>160</b>
<i>Metropolitan Cities</i>				
The Social Register	0	0	0	0
Urban Establishment	5	0	0	5
Multi-Ethnic Empty Nesters	5	0	0	5
Cosmopolitan Couples	15	0	0	15
Subtotal:	<u>25</u>	<u>0</u>	<u>0</u>	<u>25</u>
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	5	0	0	5
Blue-Collar Retirees	5	5	5	15
Middle-Class Move-Downs	5	5	0	10
Hometown Seniors	0	0	0	0
Second City Seniors	5	5	5	15
Subtotal:	<u>20</u>	<u>15</u>	<u>10</u>	<u>45</u>
<i>Metropolitan Suburbs</i>				
The One Percenters	0	5	0	5
Old Money	0	0	0	0
Affluent Empty Nesters	0	5	0	5
Suburban Establishment	10	10	5	25
Mainstream Empty Nesters	5	5	15	25
Middle-American Retirees	5	5	10	20
Subtotal:	<u>20</u>	<u>30</u>	<u>30</u>	<u>80</u>
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	0	0	5	5
Pillars of the Community	0	0	0	0
New Empty Nesters	0	0	5	5
Traditional Couples	0	0	0	0
RV Retirees	0	0	0	0
Country Couples	0	0	0	0
Hometown Retirees	0	0	0	0
Heartland Retirees	0	0	0	0
Village Elders	0	0	0	0
Small-Town Seniors	0	0	0	0
Back Country Seniors	0	0	0	0
Subtotal:	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 3

*Ramsey County, Minnesota, Dakota County, Minnesota, Anoka County, Minnesota*

	<u>Ramsey County</u>	<u>Dakota County</u>	<u>Anoka County</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>90</b>	<b>95</b>	<b>125</b>	<b>310</b>
<i>Metropolitan Cities</i>				
e-Type Families	5	0	0	5
Multi-Cultural Families	5	0	0	5
Inner-City Families	5	0	0	5
Single-Parent Families	20	0	0	20
<i>Subtotal:</i>	<u>35</u>	<u>0</u>	<u>0</u>	<u>35</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	5	0	0	5
Multi-Ethnic Families	0	0	5	5
Uptown Families	10	10	15	35
In-Town Families	0	5	0	5
New American Strivers	5	5	5	15
<i>Subtotal:</i>	<u>20</u>	<u>20</u>	<u>25</u>	<u>65</u>
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	5	5	10
Nouveau Money	0	5	5	10
Button-Down Families	10	10	10	30
Fiber-Optic Families	5	5	5	15
Late-Nest Suburbanites	5	10	10	25
Full-Nest Suburbanites	5	5	10	20
Kids 'r' Us	5	5	10	20
<i>Subtotal:</i>	<u>30</u>	<u>45</u>	<u>55</u>	<u>130</u>
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	5	10	15	30
New Town Families	0	5	5	10
Full-Nest Exurbanites	0	5	10	15
Rural Families	0	0	0	0
Traditional Families	0	5	5	10
Small-Town Families	0	5	0	5
Four-by-Four Families	0	0	5	5
Rustic Families	0	0	5	5
Hometown Families	0	0	0	0
<i>Subtotal:</i>	<u>5</u>	<u>30</u>	<u>45</u>	<u>80</u>

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



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

Summary: Appendix Two, Tables 1 Through 3

*Ramsey County, Minnesota, Dakota County, Minnesota, Anoka County, Minnesota*

	<u>Ramsey County</u>	<u>Dakota County</u>	<u>Anoka County</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>235</b>	<b>85</b>	<b>50</b>	<b>370</b>
<i>Metropolitan Cities</i>				
New Power Couples	10	0	0	10
New Bohemians	45	0	0	45
Cosmopolitan Elite	5	0	0	5
Downtown Couples	25	0	0	25
Downtown Proud	40	0	0	40
<i>Subtotal:</i>	<u>125</u>	<u>0</u>	<u>0</u>	<u>125</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	10	5	5	20
Small-City Singles	5	15	5	25
Twentysomethings	20	10	10	40
Second-City Strivers	10	10	5	25
Multi-Ethnic Singles	0	0	0	0
<i>Subtotal:</i>	<u>45</u>	<u>40</u>	<u>25</u>	<u>110</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	15	10	5	30
Suburban Achievers	5	5	5	15
Suburban Strivers	45	30	15	90
<i>Subtotal:</i>	<u>65</u>	<u>45</u>	<u>25</u>	<u>135</u>
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	0	0	0	0
Blue-Collar Traditionalists	0	0	0	0
Rural Couples	0	0	0	0
Rural Strivers	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

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

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

Household Type / Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>360</b>	<b>21.8%</b>
<i>Metropolitan Cities</i>	60	3.6%
<i>Small Cities/Satellite Cities</i>	60	3.6%
<i>Metropolitan Suburbs</i>	85	5.2%
<i>Town &amp; Country/Exurbs</i>	155	9.4%
<b>Traditional &amp; Non-Traditional Families</b>	<b>595</b>	<b>36.1%</b>
<i>Metropolitan Cities</i>	55	3.3%
<i>Small Cities/Satellite Cities</i>	140	8.5%
<i>Metropolitan Suburbs</i>	120	7.3%
<i>Town &amp; Country/Exurbs</i>	280	17.0%
<b>Younger Singles &amp; Couples</b>	<b>695</b>	<b>42.1%</b>
<i>Metropolitan Cities</i>	200	12.1%
<i>Small Cities/Satellite Cities</i>	225	13.6%
<i>Metropolitan Suburbs</i>	135	8.2%
<i>Town &amp; Country/Exurbs</i>	135	8.2%
<b>Total:</b>	<b>1,650</b>	<b>100.0%</b>

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

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

	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>360</b>	<b>21.8%</b>
<i>Metropolitan Cities</i>		
The Social Register	5	0.3%
Urban Establishment	20	1.2%
Multi-Ethnic Empty Nesters	10	0.6%
Cosmopolitan Couples	25	1.5%
<i>Subtotal:</i>	<u>60</u>	<u>3.6%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	10	0.6%
Blue-Collar Retirees	20	1.2%
Middle-Class Move-Downs	5	0.3%
Hometown Seniors	5	0.3%
Second City Seniors	20	1.2%
<i>Subtotal:</i>	<u>60</u>	<u>3.6%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	10	0.6%
Old Money	5	0.3%
Affluent Empty Nesters	10	0.6%
Suburban Establishment	20	1.2%
Mainstream Empty Nesters	20	1.2%
Middle-American Retirees	20	1.2%
<i>Subtotal:</i>	<u>85</u>	<u>5.2%</u>
<i>Town &amp; Country/Exurbs</i>		
Small-Town Patriarchs	10	0.6%
Pillars of the Community	10	0.6%
New Empty Nesters	10	0.6%
Traditional Couples	10	0.6%
RV Retirees	10	0.6%
Country Couples	15	0.9%
Hometown Retirees	10	0.6%
Heartland Retirees	10	0.6%
Village Elders	10	0.6%
Small-Town Seniors	30	1.8%
Back Country Seniors	30	1.8%
<i>Subtotal:</i>	<u>155</u>	<u>9.4%</u>

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

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

	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>595</b>	<b>36.1%</b>
<i>Metropolitan Cities</i>		
e-Type Families	5	0.3%
Multi-Cultural Families	5	0.3%
Inner-City Families	15	0.9%
Single-Parent Families	30	1.8%
<i>Subtotal:</i>	<u>55</u>	<u>3.3%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	15	0.9%
Multi-Ethnic Families	25	1.5%
Uptown Families	30	1.8%
In-Town Families	25	1.5%
New American Strivers	45	2.7%
<i>Subtotal:</i>	<u>140</u>	<u>8.5%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	10	0.6%
Nouveau Money	15	0.9%
Button-Down Families	20	1.2%
Fiber-Optic Families	10	0.6%
Late-Nest Suburbanites	25	1.5%
Full-Nest Suburbanites	15	0.9%
Kids 'r' Us	25	1.5%
<i>Subtotal:</i>	<u>120</u>	<u>7.3%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Elite	30	1.8%
New Town Families	15	0.9%
Full-Nest Exurbanites	25	1.5%
Rural Families	25	1.5%
Traditional Families	10	0.6%
Small-Town Families	45	2.7%
Four-by-Four Families	25	1.5%
Rustic Families	65	3.9%
Hometown Families	40	2.4%
<i>Subtotal:</i>	<u>280</u>	<u>17.0%</u>

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

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

	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>695</b>	<b>42.1%</b>
<i>Metropolitan Cities</i>		
New Power Couples	10	0.6%
New Bohemians	75	4.5%
Cosmopolitan Elite	10	0.6%
Downtown Couples	40	2.4%
Downtown Proud	65	3.9%
<i>Subtotal:</i>	<u>200</u>	<u>12.1%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	45	2.7%
Small-City Singles	35	2.1%
Twentysomethings	75	4.5%
Second-City Strivers	40	2.4%
Multi-Ethnic Singles	30	1.8%
<i>Subtotal:</i>	<u>225</u>	<u>13.6%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	45	2.7%
Suburban Achievers	15	0.9%
Suburban Strivers	75	4.5%
<i>Subtotal:</i>	<u>135</u>	<u>8.2%</u>
<i>Town &amp; Country/Exurbs</i>		
Hometown Sweethearts	20	1.2%
Blue-Collar Traditionalists	30	1.8%
Rural Couples	45	2.7%
Rural Strivers	40	2.4%
<i>Subtotal:</i>	<u>135</u>	<u>8.2%</u>

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

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

Summary: Appendix One, Tables 4 Through 7

*Bloomington City, Hennepin County,  
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Bloomington City</u>	<u>Hennepin County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>425</b>	<b>245</b>	<b>160</b>	<b>360</b>	<b>1,190</b>
<i>Metropolitan Cities</i>	0	70	25	60	155
<i>Small Cities/Satellite Cities</i>	155	55	45	60	315
<i>Metropolitan Suburbs</i>	270	110	80	85	545
<i>Town &amp; Country/Exurbs</i>	0	10	10	155	175
<b>Traditional &amp; Non-Traditional Families</b>	<b>370</b>	<b>410</b>	<b>310</b>	<b>595</b>	<b>1,685</b>
<i>Metropolitan Cities</i>	0	65	35	55	155
<i>Small Cities/Satellite Cities</i>	100	85	65	140	390
<i>Metropolitan Suburbs</i>	270	220	130	120	740
<i>Town &amp; Country/Exurbs</i>	0	40	80	280	400
<b>Younger Singles &amp; Couples</b>	<b>825</b>	<b>840</b>	<b>370</b>	<b>695</b>	<b>2,730</b>
<i>Metropolitan Cities</i>	0	450	125	200	775
<i>Small Cities/Satellite Cities</i>	280	210	110	225	825
<i>Metropolitan Suburbs</i>	545	180	135	135	995
<i>Town &amp; Country/Exurbs</i>	0	0	0	135	135
<b>Total:</b>	<b>1,620</b>	<b>1,495</b>	<b>840</b>	<b>1,650</b>	<b>5,605</b>
<b>Percent:</b>	<b>28.9%</b>	<b>26.7%</b>	<b>15.0%</b>	<b>29.4%</b>	<b>100.0%</b>

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

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

Summary: Appendix One, Tables 4 Through 7

*Bloomington City, Hennepin County,  
Regional Draw Area, and Balance of the United States*

	<u>Bloomington City</u>	<u>Hennepin County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>425</b>	<b>245</b>	<b>160</b>	<b>360</b>	<b>1,190</b>
<i>Metropolitan Cities</i>					
The Social Register	0	5	0	5	10
Urban Establishment	0	15	5	20	40
Multi-Ethnic Empty Nesters	0	10	5	10	25
Cosmopolitan Couples	0	40	15	25	80
<i>Subtotal:</i>	<u>0</u>	<u>70</u>	<u>25</u>	<u>60</u>	<u>155</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	40	10	5	10	65
Blue-Collar Retirees	60	20	15	20	115
Middle-Class Move-Downs	20	15	10	5	50
Hometown Seniors	0	0	0	5	5
Second City Seniors	35	10	15	20	80
<i>Subtotal:</i>	<u>155</u>	<u>55</u>	<u>45</u>	<u>60</u>	<u>315</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	5	20	5	10	40
Old Money	5	5	0	5	15
Affluent Empty Nesters	45	20	5	10	80
Suburban Establishment	95	30	25	20	170
Mainstream Empty Nesters	70	20	25	20	135
Middle-American Retirees	50	15	20	20	105
<i>Subtotal:</i>	<u>270</u>	<u>110</u>	<u>80</u>	<u>85</u>	<u>545</u>
<i>Town &amp; Country/Exurbs</i>					
Small-Town Patriarchs	0	5	5	10	20
Pillars of the Community	0	0	0	10	10
New Empty Nesters	0	5	5	10	20
Traditional Couples	0	0	0	10	10
RV Retirees	0	0	0	10	10
Country Couples	0	0	0	15	15
Hometown Retirees	0	0	0	10	10
Heartland Retirees	0	0	0	10	10
Village Elders	0	0	0	10	10
Small-Town Seniors	0	0	0	30	30
Back Country Seniors	0	0	0	30	30
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>10</u>	<u>155</u>	<u>175</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 4 Through 7

*Bloomington City, Hennepin County,*

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

	<u>Bloomington City</u>	<u>Hennepin County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>370</b>	<b>410</b>	<b>310</b>	<b>595</b>	<b>1,685</b>
<i>Metropolitan Cities</i>					
e-Type Families	0	15	5	5	25
Multi-Cultural Families	0	10	5	5	20
Inner-City Families	0	5	5	15	25
Single-Parent Families	0	35	20	30	85
<i>Subtotal:</i>	<u>0</u>	<u>65</u>	<u>35</u>	<u>55</u>	<u>155</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	20	25	5	15	65
Multi-Ethnic Families	0	5	5	25	35
Uptown Families	55	25	35	30	145
In-Town Families	0	5	5	25	35
New American Strivers	25	25	15	45	110
<i>Subtotal:</i>	<u>100</u>	<u>85</u>	<u>65</u>	<u>140</u>	<u>390</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	5	35	10	10	60
Nouveau Money	15	35	10	15	75
Button-Down Families	110	35	30	20	195
Fiber-Optic Families	45	25	15	10	95
Late-Nest Suburbanites	40	45	25	25	135
Full-Nest Suburbanites	30	25	20	15	90
Kids 'r' Us	25	20	20	25	90
<i>Subtotal:</i>	<u>270</u>	<u>220</u>	<u>130</u>	<u>120</u>	<u>740</u>
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Elite	0	25	30	30	85
New Town Families	0	0	10	15	25
Full-Nest Exurbanites	0	10	15	25	50
Rural Families	0	0	0	25	25
Traditional Families	0	0	10	10	20
Small-Town Families	0	5	5	45	55
Four-by-Four Families	0	0	5	25	30
Rustic Families	0	0	5	65	70
Hometown Families	0	0	0	40	40
<i>Subtotal:</i>	<u>0</u>	<u>40</u>	<u>80</u>	<u>280</u>	<u>400</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.



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

Summary: Appendix One, Tables 4 Through 7

*Bloomington City, Hennepin County,  
Regional Draw Area, and Balance of the United States*

	<u>Bloomington City</u>	<u>Hennepin County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>825</b>	<b>840</b>	<b>370</b>	<b>695</b>	<b>2,730</b>
<i>Metropolitan Cities</i>					
New Power Couples	0	30	10	10	50
New Bohemians	0	235	45	75	355
Cosmopolitan Elite	0	20	5	10	35
Downtown Couples	0	30	25	40	95
Downtown Proud	0	135	40	65	240
<i>Subtotal:</i>	<u>0</u>	<u>450</u>	<u>125</u>	<u>200</u>	<u>775</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	100	55	20	45	220
Small-City Singles	35	15	25	35	110
Twentysomethings	90	95	40	75	300
Second-City Strivers	55	40	25	40	160
Multi-Ethnic Singles	0	5	0	30	35
<i>Subtotal:</i>	<u>280</u>	<u>210</u>	<u>110</u>	<u>225</u>	<u>825</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	170	75	30	45	320
Suburban Achievers	25	15	15	15	70
Suburban Strivers	350	90	90	75	605
<i>Subtotal:</i>	<u>545</u>	<u>180</u>	<u>135</u>	<u>135</u>	<u>995</u>
<i>Town &amp; Country/Exurbs</i>					
Hometown Sweethearts	0	0	0	20	20
Blue-Collar Traditionalists	0	0	0	30	30
Rural Couples	0	0	0	45	45
Rural Strivers	0	0	0	40	40
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>135</u>	<u>135</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years**

*Bloomington City, Hennepin County,  
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Bloomington City</u>	<u>Hennepin County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>215</b>	<b>100</b>	<b>90</b>	<b>85</b>	<b>490</b>
<i>Metropolitan Cities</i>	0	25	15	20	60
<i>Small Cities/Satellite Cities</i>	80	30	30	30	170
<i>Metropolitan Suburbs</i>	135	45	45	35	260
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>120</b>	<b>100</b>	<b>55</b>	<b>100</b>	<b>375</b>
<i>Metropolitan Cities</i>	0	20	5	15	40
<i>Small Cities/Satellite Cities</i>	35	30	15	50	130
<i>Metropolitan Suburbs</i>	85	50	35	35	205
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>345</b>	<b>240</b>	<b>130</b>	<b>195</b>	<b>910</b>
<i>Metropolitan Cities</i>	0	80	25	45	150
<i>Small Cities/Satellite Cities</i>	120	85	45	95	345
<i>Metropolitan Suburbs</i>	225	75	60	55	415
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>680</b>	<b>440</b>	<b>275</b>	<b>380</b>	<b>1,775</b>
<b>Percent:</b>	<b>38.3%</b>	<b>24.8%</b>	<b>15.5%</b>	<b>21.4%</b>	<b>100.0%</b>

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

**Annual Average Number Of Households With The Potential  
To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years**

*Bloomington City, Hennepin County,  
Regional Draw Area, and Balance of the United States*

	<u>Bloomington City</u>	<u>Hennepin County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>215</b>	<b>100</b>	<b>90</b>	<b>85</b>	<b>490</b>
<i>Metropolitan Cities</i>					
Multi-Ethnic Empty Nesters	0	5	5	5	15
Cosmopolitan Couples	0	20	10	15	45
<i>Subtotal:</i>	<u>0</u>	<u>25</u>	<u>15</u>	<u>20</u>	<u>60</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	20	5	5	5	35
Blue-Collar Retirees	30	10	10	10	60
Middle-Class Move-Downs	10	10	5	5	30
Second City Seniors	20	5	10	10	45
<i>Subtotal:</i>	<u>80</u>	<u>30</u>	<u>30</u>	<u>30</u>	<u>170</u>
<i>Metropolitan Suburbs</i>					
Affluent Empty Nesters	25	10	5	5	45
Suburban Establishment	50	15	15	10	90
Mainstream Empty Nesters	35	10	15	10	70
Middle-American Retirees	25	10	10	10	55
<i>Subtotal:</i>	<u>135</u>	<u>45</u>	<u>45</u>	<u>35</u>	<u>260</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years**

*Bloomington City, Hennepin County,  
Regional Draw Area, and Balance of the United States*

	<u>Bloomington City</u>	<u>Hennepin County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>120</b>	<b>100</b>	<b>55</b>	<b>100</b>	<b>375</b>
<i>Metropolitan Cities</i>					
e-Type Families	0	5	0	0	5
Multi-Cultural Families	0	5	0	0	5
Inner-City Families	0	0	0	5	5
Single-Parent Families	0	10	5	10	25
<i>Subtotal:</i>	<u>0</u>	<u>20</u>	<u>5</u>	<u>15</u>	<u>40</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	5	10	0	5	20
Multi-Ethnic Families	0	0	0	10	10
Uptown Families	20	10	10	10	50
In-Town Families	0	0	0	10	10
New American Strivers	10	10	5	15	40
<i>Subtotal:</i>	<u>35</u>	<u>30</u>	<u>15</u>	<u>50</u>	<u>130</u>
<i>Metropolitan Suburbs</i>					
Button-Down Families	35	10	10	5	60
Fiber-Optic Families	15	10	5	5	35
Late-Nest Suburbanites	15	15	10	10	50
Full-Nest Suburbanites	10	10	5	5	30
Kids 'r' Us	10	5	5	10	30
<i>Subtotal:</i>	<u>85</u>	<u>50</u>	<u>35</u>	<u>35</u>	<u>205</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years**

*Bloomington City, Hennepin County,  
Regional Draw Area, and Balance of the United States*

	<u>Bloomington City</u>	<u>Hennepin County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>345</b>	<b>240</b>	<b>130</b>	<b>195</b>	<b>910</b>
<i>Metropolitan Cities</i>					
Cosmopolitan Elite	0	10	0	5	15
Downtown Couples	0	15	10	15	40
Downtown Proud	0	55	15	25	95
<i>Subtotal:</i>	<u>0</u>	<u>80</u>	<u>25</u>	<u>45</u>	<u>150</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	40	25	10	20	95
Small-City Singles	15	5	10	15	45
Twentysomethings	40	40	15	30	125
Second-City Strivers	25	15	10	15	65
Multi-Ethnic Singles	0	0	0	15	15
<i>Subtotal:</i>	<u>120</u>	<u>85</u>	<u>45</u>	<u>95</u>	<u>345</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	70	30	15	20	135
Suburban Achievers	10	5	5	5	25
Suburban Strivers	145	40	40	30	255
<i>Subtotal:</i>	<u>225</u>	<u>75</u>	<u>60</u>	<u>55</u>	<u>415</u>

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

**Tenure (Renter/Buyer) Profile**  
 Annual Average Number of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<b>Empty Nesters &amp; Retirees</b>			
	<b>159</b>	<b>331</b>	<b>490</b>
<i>Metropolitan Cities</i>	40	20	60
<i>Small Cities/Satellite Cities</i>	65	105	170
<i>Metropolitan Suburbs</i>	54	206	260
<i>Town &amp; Country/Exurbs</i>	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>			
	<b>136</b>	<b>239</b>	<b>375</b>
<i>Metropolitan Cities</i>	23	17	40
<i>Small Cities/Satellite Cities</i>	61	69	130
<i>Metropolitan Suburbs</i>	52	153	205
<i>Town &amp; Country/Exurbs</i>	0	0	0
<b>Younger Singles &amp; Couples</b>			
	<b>644</b>	<b>266</b>	<b>910</b>
<i>Metropolitan Cities</i>	112	38	150
<i>Small Cities/Satellite Cities</i>	253	92	345
<i>Metropolitan Suburbs</i>	279	136	415
<i>Town &amp; Country/Exurbs</i>	0	0	0
<b>Total:</b>	<b>939</b>	<b>836</b>	<b>1,775</b>
<b>Percent:</b>	<b>52.9%</b>	<b>47.1%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**  
 Annual Average Number of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Empty Nesters &amp; Retirees</b>	<i>Potential Renters</i>	<i>Potential Owners</i>	<b>Total</b>
<i>Metropolitan Cities</i>			
Multi-Ethnic Empty Nesters	5	10	15
Cosmopolitan Couples	35	10	45
<i>Subtotal:</i>	<u>40</u>	<u>20</u>	60
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	4	31	35
Blue-Collar Retirees	19	41	60
Middle-Class Move-Downs	8	22	30
Second City Seniors	34	11	45
<i>Subtotal:</i>	<u>65</u>	<u>105</u>	<u>170</u>
<i>Metropolitan Suburbs</i>			
Affluent Empty Nesters	5	40	45
Suburban Establishment	12	78	90
Mainstream Empty Nesters	24	46	70
Middle-American Retirees	13	42	55
<i>Subtotal:</i>	<u>54</u>	<u>206</u>	260
<b>Total:</b>	<b>159</b>	<b>331</b>	<b>490</b>
<b>Percent:</b>	<b>32.4%</b>	<b>67.6%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**  
 Annual Average Number of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Traditional &amp; Non-Traditional Families</b>	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
e-Type Families	2	3	5
Multi-Cultural Families	2	3	5
Inner-City Families	3	2	5
Single-Parent Families	16	9	25
<i>Subtotal:</i>	23	17	40
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	6	14	20
Multi-Ethnic Families	4	6	10
Uptown Families	18	32	50
In-Town Families	4	6	10
New American Strivers	29	11	40
<i>Subtotal:</i>	61	69	130
<i>Metropolitan Suburbs</i>			
Button-Down Families	10	50	60
Fiber-Optic Families	4	31	35
Late-Nest Suburbanites	20	30	50
Full-Nest Suburbanites	10	20	30
Kids 'r' Us	8	22	30
<i>Subtotal:</i>	52	153	205
<b>Total:</b>	<b>136</b>	<b>239</b>	<b>375</b>
<b>Percent:</b>	<b>36.3%</b>	<b>63.7%</b>	<b>100.0%</b>

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



**Tenure (Renter/Buyer) Profile**  
 Annual Average Number of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Younger Singles &amp; Couples</b>	<i>Potential Renters</i>	<i>Potential Owners</i>	<b>Total</b>
Cosmopolitan Elite	6	9	15
Downtown Couples	22	18	40
Downtown Proud	84	11	95
<i>Subtotal:</i>	112	38	150
<i>Small Cities/Satellite Cities</i>			
The VIPs	58	37	95
Small-City Singles	20	25	45
Twentysomethings	109	16	125
Second-City Strivers	54	11	65
Multi-Ethnic Singles	12	3	15
<i>Subtotal:</i>	253	92	345
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	114	21	135
Suburban Achievers	10	15	25
Suburban Strivers	155	100	255
<i>Subtotal:</i>	279	136	415
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	0	0	0
Blue-Collar Traditionalists	0	0	0
Rural Couples	0	0	0
Rural Strivers	0	0	0
<i>Subtotal:</i>	0	0	0
<b>Total:</b>	<b>644</b>	<b>266</b>	<b>910</b>
<b>Percent:</b>	<b>70.8%</b>	<b>29.2%</b>	<b>100.0%</b>

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

## Appendix One, Table 11

**Renter Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	.....Renter Income Bands.....						Total
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>34</b>	<b>14</b>	<b>10</b>	<b>25</b>	<b>20</b>	<b>56</b>	<b>159</b>
<i>Metropolitan Cities</i>	9	2	4	6	5	14	34
<i>Small Cities/Satellite Cities</i>	19	7	5	12	8	14	53
<i>Metropolitan Suburbs</i>	6	5	1	7	7	28	47
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>30</b>	<b>11</b>	<b>13</b>	<b>26</b>	<b>17</b>	<b>39</b>	<b>136</b>
<i>Metropolitan Cities</i>	7	2	2	4	2	6	19
<i>Small Cities/Satellite Cities</i>	16	7	6	12	8	12	49
<i>Metropolitan Suburbs</i>	7	2	5	10	7	21	42
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>149</b>	<b>63</b>	<b>44</b>	<b>113</b>	<b>82</b>	<b>193</b>	<b>644</b>
<i>Metropolitan Cities</i>	36	16	5	19	13	23	93
<i>Small Cities/Satellite Cities</i>	64	24	20	45	30	70	208
<i>Metropolitan Suburbs</i>	49	23	19	49	39	100	230
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>213</b>	<b>88</b>	<b>67</b>	<b>164</b>	<b>119</b>	<b>288</b>	<b>939</b>
<b>Percent:</b>	<b>22.7%</b>	<b>9.3%</b>	<b>7.1%</b>	<b>17.5%</b>	<b>12.7%</b>	<b>30.7%</b>	<b>100.0%</b>

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

## Appendix One, Table 11

**Renter Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Empty Nesters &amp; Retirees</b>	.....Renter Income Bands.....						<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% 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>							
Multi-Ethnic Empty Nesters	1	0	1	1	1	1	5
Cosmopolitan Couples	8	2	3	5	4	13	35
<i>Subtotal:</i>	9	2	4	6	5	14	40
<i>Small Cities/Satellite Cities</i>							
Second City Establishment	0	0	0	1	1	2	4
Blue-Collar Retirees	4	1	2	4	3	5	19
Middle-Class Move-Downs	2	1	1	2	1	1	8
Second City Seniors	13	5	2	5	3	6	34
<i>Subtotal:</i>	19	7	5	12	8	14	65
<i>Metropolitan Suburbs</i>							
Affluent Empty Nesters	0	0	0	0	0	5	5
Suburban Establishment	1	1	0	1	1	8	12
Mainstream Empty Nesters	3	2	1	4	4	10	24
Middle-American Retirees	2	2	0	2	2	5	13
<i>Subtotal:</i>	6	5	1	7	7	28	54
<b>Total:</b>	<b>34</b>	<b>14</b>	<b>10</b>	<b>25</b>	<b>20</b>	<b>56</b>	<b>159</b>
<b>Percent:</b>	<b>21.4%</b>	<b>8.8%</b>	<b>6.3%</b>	<b>15.7%</b>	<b>12.6%</b>	<b>35.2%</b>	<b>100.0%</b>

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

## Appendix One, Table 11

**Renter Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Traditional &amp; Non-Traditional Families</b>	.....Renter Income Bands.....						<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Metropolitan Cities</b>							
e-Type Families	0	0	0	0	0	2	2
Multi-Cultural Families	0	0	0	0	0	2	2
Inner-City Families	1	1	0	1	0	0	3
Single-Parent Families	6	1	2	3	2	2	16
<i>Subtotal:</i>	<u>7</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>2</u>	<u>6</u>	<u>23</u>
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	1	0	1	1	1	2	6
Multi-Ethnic Families	1	1	0	1	1	0	4
Uptown Families	3	1	2	4	3	5	18
In-Town Families	1	1	0	1	0	1	4
New American Strivers	10	4	3	5	3	4	29
<i>Subtotal:</i>	<u>16</u>	<u>7</u>	<u>6</u>	<u>12</u>	<u>8</u>	<u>12</u>	<u>61</u>
<b>Metropolitan Suburbs</b>							
Button-Down Families	1	0	1	2	1	5	10
Fiber-Optic Families	0	0	0	1	1	2	4
Late-Nest Suburbanites	3	1	2	3	3	8	20
Full-Nest Suburbanites	2	1	1	2	1	3	10
Kids 'r' Us	1	0	1	2	1	3	8
<i>Subtotal:</i>	<u>7</u>	<u>2</u>	<u>5</u>	<u>10</u>	<u>7</u>	<u>21</u>	<u>52</u>
<b>Total:</b>	<b>30</b>	<b>11</b>	<b>13</b>	<b>26</b>	<b>17</b>	<b>39</b>	<b>136</b>
<b>Percent:</b>	<b>22.1%</b>	<b>8.1%</b>	<b>9.6%</b>	<b>19.1%</b>	<b>12.5%</b>	<b>28.7%</b>	<b>100.0%</b>

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

## Appendix One, Table 11

**Renter Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Younger Singles &amp; Couples</b>	.....Renter Income Bands.....						Total
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b><i>Metropolitan Cities</i></b>							
Cosmopolitan Elite	1	1	0	1	1	2	6
Downtown Couples	7	3	1	4	3	4	22
Downtown Proud	28	12	4	14	9	17	84
<i>Subtotal:</i>	36	16	5	19	13	23	112
<b><i>Small Cities/Satellite Cities</i></b>							
The VIPs	6	2	4	9	8	29	58
Small-City Singles	5	2	2	4	3	4	20
Twentysomethings	32	12	8	20	12	25	109
Second-City Strivers	16	7	4	10	6	11	54
Multi-Ethnic Singles	5	1	2	2	1	1	12
<i>Subtotal:</i>	64	24	20	45	30	70	253
<b><i>Metropolitan Suburbs</i></b>							
Fast-Track Professionals	12	6	6	18	18	54	114
Suburban Achievers	2	1	1	2	1	3	10
Suburban Strivers	35	16	12	29	20	43	155
<i>Subtotal:</i>	49	23	19	49	39	100	279
<b>Total:</b>	<b>149</b>	<b>63</b>	<b>44</b>	<b>113</b>	<b>82</b>	<b>193</b>	<b>644</b>
<b>Percent:</b>	<b>23.1%</b>	<b>9.8%</b>	<b>6.8%</b>	<b>17.5%</b>	<b>12.7%</b>	<b>30.0%</b>	<b>100.0%</b>

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

## Appendix One, Table 12

**Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	.....Ownership Income Bands.....						Total
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>41</b>	<b>18</b>	<b>21</b>	<b>47</b>	<b>40</b>	<b>164</b>	<b>331</b>
<i>Metropolitan Cities</i>	3	2	0	2	2	11	18
<i>Small Cities/Satellite Cities</i>	19	8	9	18	14	37	97
<i>Metropolitan Suburbs</i>	19	8	12	27	24	116	198
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>30</b>	<b>17</b>	<b>16</b>	<b>44</b>	<b>33</b>	<b>99</b>	<b>239</b>
<i>Metropolitan Cities</i>	3	2	1	3	0	8	15
<i>Small Cities/Satellite Cities</i>	11	5	6	13	7	27	64
<i>Metropolitan Suburbs</i>	16	10	9	28	26	64	143
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>55</b>	<b>25</b>	<b>19</b>	<b>45</b>	<b>32</b>	<b>90</b>	<b>266</b>
<i>Metropolitan Cities</i>	10	4	2	5	5	12	34
<i>Small Cities/Satellite Cities</i>	17	9	5	15	11	35	83
<i>Metropolitan Suburbs</i>	28	12	12	25	16	43	124
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>126</b>	<b>60</b>	<b>56</b>	<b>136</b>	<b>105</b>	<b>353</b>	<b>836</b>
<b>Percent:</b>	<b>15.1%</b>	<b>7.2%</b>	<b>6.6%</b>	<b>16.3%</b>	<b>12.6%</b>	<b>42.2%</b>	<b>100.0%</b>

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

## Appendix One, Table 12

**Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Empty Nesters &amp; Retirees</b>	.....Ownership Income Bands.....						<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% 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>							
Multi-Ethnic Empty Nesters	1	1	0	1	1	6	10
Cosmopolitan Couples	2	1	0	1	1	5	10
<i>Subtotal:</i>	3	2	0	2	2	11	20
<i>Small Cities/Satellite Cities</i>							
Second City Establishment	2	1	2	4	4	18	31
Blue-Collar Retirees	8	3	4	8	6	12	41
Middle-Class Move-Downs	5	3	2	5	3	4	22
Second City Seniors	4	1	1	1	1	3	11
<i>Subtotal:</i>	19	8	9	18	14	37	105
<i>Metropolitan Suburbs</i>							
Affluent Empty Nesters	2	0	2	3	3	30	40
Suburban Establishment	6	2	4	8	8	50	78
Mainstream Empty Nesters	5	3	3	8	7	20	46
Middle-American Retirees	6	3	3	8	6	16	42
<i>Subtotal:</i>	19	8	12	27	24	116	206
<b>Total:</b>	<b>41</b>	<b>18</b>	<b>21</b>	<b>47</b>	<b>40</b>	<b>164</b>	<b>331</b>
<b>Percent:</b>	<b>12.4%</b>	<b>5.4%</b>	<b>6.3%</b>	<b>14.2%</b>	<b>12.1%</b>	<b>49.5%</b>	<b>100.0%</b>

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

## Appendix One, Table 12

**Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Traditional &amp; Non-Traditional Families</b>	.....Ownership Income Bands.....						<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Metropolitan Cities</b>							
e-Type Families	0	0	0	0	0	3	3
Multi-Cultural Families	0	0	0	0	0	3	3
Inner-City Families	0	0	0	0	0	2	2
Single-Parent Families	3	2	1	3	0	0	9
<i>Subtotal:</i>	<u>3</u>	<u>2</u>	<u>1</u>	<u>3</u>	<u>0</u>	<u>8</u>	<u>17</u>
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	1	0	1	1	1	10	14
Multi-Ethnic Families	1	1	0	1	1	2	6
Uptown Families	5	1	4	7	5	10	32
In-Town Families	1	1	0	1	0	3	6
New American Strivers	3	2	1	3	0	2	11
<i>Subtotal:</i>	<u>11</u>	<u>5</u>	<u>6</u>	<u>13</u>	<u>7</u>	<u>27</u>	<u>69</u>
<b>Metropolitan Suburbs</b>							
Button-Down Families	4	3	1	8	8	26	50
Fiber-Optic Families	2	1	2	6	6	14	31
Late-Nest Suburbanites	4	1	3	5	4	13	30
Full-Nest Suburbanites	4	2	2	4	4	4	20
Kids 'r' Us	2	3	1	5	4	7	22
<i>Subtotal:</i>	<u>16</u>	<u>10</u>	<u>9</u>	<u>28</u>	<u>26</u>	<u>64</u>	<u>153</u>
<b>Total:</b>	<b>30</b>	<b>17</b>	<b>16</b>	<b>44</b>	<b>33</b>	<b>99</b>	<b>239</b>
<b>Percent:</b>	<b>12.6%</b>	<b>7.1%</b>	<b>6.7%</b>	<b>18.4%</b>	<b>13.8%</b>	<b>41.4%</b>	<b>100.0%</b>

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



## Appendix One, Table 12

**Owner Households By Income Bands**

Annual Average Number Of Households With The Potential  
To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
Regional Draw Area, and Balance of the United States*

<b>Younger Singles &amp; Couples</b>	.....Ownership Income Bands .....						<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Metropolitan Cities</b>							
Cosmopolitan Elite	1	0	1	1	1	5	9
Downtown Couples	6	2	1	3	3	3	18
Downtown Proud	3	2	0	1	1	4	11
<i>Subtotal:</i>	10	4	2	5	5	12	38
<b>Small Cities/Satellite Cities</b>							
The VIPs	4	2	2	5	5	19	37
Small-City Singles	6	3	2	5	4	5	25
Twentysomethings	4	2	1	3	1	5	16
Second-City Strivers	3	2	0	2	1	3	11
Multi-Ethnic Singles	0	0	0	0	0	3	3
<i>Subtotal:</i>	17	9	5	15	11	35	92
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	2	1	1	2	2	13	21
Suburban Achievers	4	1	3	4	1	2	15
Suburban Strivers	22	10	8	19	13	28	100
<i>Subtotal:</i>	28	12	12	25	16	43	136
<b>Total:</b>	<b>55</b>	<b>25</b>	<b>19</b>	<b>45</b>	<b>32</b>	<b>90</b>	<b>266</b>
<b>Percent:</b>	<b>20.7%</b>	<b>9.4%</b>	<b>7.1%</b>	<b>16.9%</b>	<b>12.0%</b>	<b>33.8%</b>	<b>100.0%</b>

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

**New Unit Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	... Multi-Family ...	..... Single-Family .....		Total
		.... Attached ....	.... Detached ....	
<b>Empty Nesters &amp; Retirees</b>	<b>71</b>	<b>47</b>	<b>213</b>	<b>331</b>
<i>Metropolitan Cities</i>	8	6	6	20
<i>Small Cities/Satellite Cities</i>	27	15	63	105
<i>Metropolitan Suburbs</i>	36	26	144	206
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>43</b>	<b>41</b>	<b>155</b>	<b>239</b>
<i>Metropolitan Cities</i>	6	6	5	17
<i>Small Cities/Satellite Cities</i>	15	14	40	69
<i>Metropolitan Suburbs</i>	22	21	110	153
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>118</b>	<b>64</b>	<b>84</b>	<b>266</b>
<i>Metropolitan Cities</i>	14	11	13	38
<i>Small Cities/Satellite Cities</i>	42	23	27	92
<i>Metropolitan Suburbs</i>	62	30	44	136
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Total:</b>	<b>232</b>	<b>152</b>	<b>452</b>	<b>836</b>
<b>Percent:</b>	<b>27.8%</b>	<b>18.2%</b>	<b>54.1%</b>	<b>100.0%</b>

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

**New Unit Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Empty Nesters &amp; Retirees</b>	<i>... Multi-Family ...</i>	<i>..... Single-Family .....</i>		<b>Total</b>
	<i>..... Attached .....</i>	<i>..... Detached .....</i>		
<b><i>Metropolitan Cities</i></b>				
Multi-Ethnic Empty Nesters	2	3	5	10
Cosmopolitan Couples	6	3	1	10
<i>Subtotal:</i>	<u>8</u>	<u>6</u>	<u>6</u>	<u>20</u>
<b><i>Small Cities/Satellite Cities</i></b>				
Second City Establishment	5	3	23	31
Blue-Collar Retirees	8	6	27	41
Middle-Class Move-Downs	8	4	10	22
Second City Seniors	6	2	3	11
<i>Subtotal:</i>	<u>27</u>	<u>15</u>	<u>63</u>	<u>105</u>
<b><i>Metropolitan Suburbs</i></b>				
Affluent Empty Nesters	3	2	35	40
Suburban Establishment	12	10	56	78
Mainstream Empty Nesters	12	9	25	46
Middle-American Retirees	9	5	28	42
<i>Subtotal:</i>	<u>36</u>	<u>26</u>	<u>144</u>	<u>206</u>
<b>Total:</b>	<b>71</b>	<b>47</b>	<b>213</b>	<b>331</b>
<b>Percent:</b>	<b>21.5%</b>	<b>14.2%</b>	<b>64.4%</b>	<b>100.0%</b>

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

**New Unit Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Traditional &amp; Non-Traditional Families</b>	<i>... Multi-Family ...</i>	<i>..... Single-Family .....</i>		Total
		<i>.... Attached ....</i>	<i>.... Detached ....</i>	
<b><i>Metropolitan Cities</i></b>				
e-Type Families	1	1	1	3
Multi-Cultural Families	1	1	1	3
Inner-City Families	1	1	0	2
Single-Parent Families	3	3	3	9
<i>Subtotal:</i>	<u>6</u>	<u>6</u>	<u>5</u>	<u>17</u>
<b><i>Small Cities/Satellite Cities</i></b>				
Unibox Transferees	3	3	8	14
Multi-Ethnic Families	0	1	5	6
Uptown Families	7	6	19	32
In-Town Families	1	1	4	6
New American Strivers	4	3	4	11
<i>Subtotal:</i>	<u>15</u>	<u>14</u>	<u>40</u>	<u>69</u>
<b><i>Metropolitan Suburbs</i></b>				
Button-Down Families	4	4	42	50
Fiber-Optic Families	1	3	27	31
Late-Nest Suburbanites	10	7	13	30
Full-Nest Suburbanites	5	4	11	20
Kids 'r' Us	2	3	17	22
<i>Subtotal:</i>	<u>22</u>	<u>21</u>	<u>110</u>	<u>153</u>
<b>Total:</b>	<b>43</b>	<b>41</b>	<b>155</b>	<b>239</b>
<b>Percent:</b>	<b>18.0%</b>	<b>17.2%</b>	<b>64.9%</b>	<b>100.0%</b>

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

**New Unit Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Younger Singles &amp; Couples</b>	<i>... Multi-Family ...</i>	<i>..... Single-Family .....</i>		Total
		<i>.... Attached ....</i>	<i>.... Detached ....</i>	
<b><i>Metropolitan Cities</i></b>				
Cosmopolitan Elite	2	2	5	9
Downtown Couples	5	6	7	18
Downtown Proud	7	3	1	11
<i>Subtotal:</i>	<u>14</u>	<u>11</u>	<u>13</u>	<u>38</u>
<b><i>Small Cities/Satellite Cities</i></b>				
The VIPs	20	9	8	37
Small-City Singles	4	5	16	25
Twentysomethings	11	4	1	16
Second-City Strivers	6	4	1	11
Multi-Ethnic Singles	1	1	1	3
<i>Subtotal:</i>	<u>42</u>	<u>23</u>	<u>27</u>	<u>92</u>
<b><i>Metropolitan Suburbs</i></b>				
Fast-Track Professionals	15	3	3	21
Suburban Achievers	3	3	9	15
Suburban Strivers	44	24	32	100
<i>Subtotal:</i>	<u>62</u>	<u>30</u>	<u>44</u>	<u>136</u>
<b>Total:</b>	<b>118</b>	<b>64</b>	<b>84</b>	<b>266</b>
<b>Percent:</b>	<b>44.4%</b>	<b>24.1%</b>	<b>31.6%</b>	<b>100.0%</b>

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

## Appendix One, Table 14

**Multi-Family Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	.....Multi-Family Ownership Income Bands.....						Total
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>10</b>	<b>6</b>	<b>4</b>	<b>12</b>	<b>9</b>	<b>30</b>	<b>71</b>
<i>Metropolitan Cities</i>	1	1	0	1	1	4	7
<i>Small Cities/Satellite Cities</i>	6	3	2	6	4	6	24
<i>Metropolitan Suburbs</i>	3	2	2	5	4	20	34
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>8</b>	<b>4</b>	<b>21</b>	<b>43</b>
<i>Metropolitan Cities</i>	1	1	0	1	0	3	5
<i>Small Cities/Satellite Cities</i>	2	1	1	3	1	7	14
<i>Metropolitan Suburbs</i>	2	1	1	4	3	11	21
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>25</b>	<b>10</b>	<b>9</b>	<b>20</b>	<b>16</b>	<b>38</b>	<b>118</b>
<i>Metropolitan Cities</i>	4	2	0	2	2	4	12
<i>Small Cities/Satellite Cities</i>	8	3	3	7	6	15	39
<i>Metropolitan Suburbs</i>	13	5	6	11	8	19	57
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>40</b>	<b>19</b>	<b>15</b>	<b>40</b>	<b>29</b>	<b>89</b>	<b>232</b>
<b>Percent:</b>	<b>17.2%</b>	<b>8.2%</b>	<b>6.5%</b>	<b>17.2%</b>	<b>12.5%</b>	<b>38.4%</b>	<b>100.0%</b>

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

## Appendix One, Table 14

**Multi-Family Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Empty Nesters &amp; Retirees</b>	.....Multi-Family Ownership Income Bands.....						<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Metropolitan Cities</b>							
Multi-Ethnic Empty Nesters	0	0	0	0	0	2	2
Cosmopolitan Couples	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>6</u>
<i>Subtotal:</i>	1	1	0	1	1	4	8
<b>Small Cities/Satellite Cities</b>							
Second City Establishment	0	0	1	1	1	2	5
Blue-Collar Retirees	2	1	0	2	1	2	8
Middle-Class Move-Downs	2	1	1	2	1	1	8
Second City Seniors	<u>2</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>6</u>
<i>Subtotal:</i>	6	3	2	6	4	6	27
<b>Metropolitan Suburbs</b>							
Affluent Empty Nesters	0	0	0	0	0	3	3
Suburban Establishment	1	0	1	1	1	8	12
Mainstream Empty Nesters	1	1	1	2	2	5	12
Middle-American Retirees	<u>1</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>1</u>	<u>4</u>	<u>9</u>
<i>Subtotal:</i>	3	2	2	5	4	20	36
<b>Total:</b>	<b>10</b>	<b>6</b>	<b>4</b>	<b>12</b>	<b>9</b>	<b>30</b>	<b>71</b>
<b>Percent:</b>	<b>14.1%</b>	<b>8.5%</b>	<b>5.6%</b>	<b>16.9%</b>	<b>12.7%</b>	<b>42.3%</b>	<b>100.0%</b>

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

## Appendix One, Table 14

**Multi-Family Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Traditional &amp; Non-Traditional Families</b>	.....Multi-Family Ownership Income Bands.....						<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Metropolitan Cities</b>							
e-Type Families	0	0	0	0	0	1	1
Multi-Cultural Families	0	0	0	0	0	1	1
Inner-City Families	0	0	0	0	0	1	1
Single-Parent Families	1	1	0	1	0	0	3
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>3</u>	<u>6</u>
<b>Small Cities/Satellite Cities</b>							
Unibox Transferees	0	0	0	0	0	3	3
Uptown Families	1	0	1	2	1	2	7
In-Town Families	0	0	0	0	0	1	1
New American Strivers	1	1	0	1	0	1	4
<i>Subtotal:</i>	<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>	<u>1</u>	<u>7</u>	<u>15</u>
<b>Metropolitan Suburbs</b>							
Button-Down Families	0	0	0	1	1	2	4
Fiber-Optic Families	0	0	0	0	0	1	1
Late-Nest Suburbanites	1	0	1	2	1	5	10
Full-Nest Suburbanites	1	1	0	1	1	1	5
Kids 'r' Us	0	0	0	0	0	2	2
<i>Subtotal:</i>	<u>2</u>	<u>1</u>	<u>1</u>	<u>4</u>	<u>3</u>	<u>11</u>	<u>22</u>
<b>Total:</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>8</b>	<b>4</b>	<b>21</b>	<b>43</b>
<b>Percent:</b>	<b>11.6%</b>	<b>7.0%</b>	<b>4.7%</b>	<b>18.6%</b>	<b>9.3%</b>	<b>48.8%</b>	<b>100.0%</b>

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



## Appendix One, Table 14

**Multi-Family Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

<b>Younger Singles &amp; Couples</b>	.....Multi-Family Ownership Income Bands.....						<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<b>Metropolitan Cities</b>							
Cosmopolitan Elite	0	0	0	0	0	2	2
Downtown Couples	2	1	0	1	1	0	5
Downtown Proud	2	1	0	1	1	2	7
<i>Subtotal:</i>	<u>4</u>	<u>2</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>14</u>
<b>Small Cities/Satellite Cities</b>							
The VIPs	2	1	1	3	3	10	20
Small-City Singles	1	0	1	1	1	0	4
Twentysomethings	3	1	1	2	1	3	11
Second-City Strivers	2	1	0	1	1	1	6
Multi-Ethnic Singles	0	0	0	0	0	1	1
<i>Subtotal:</i>	<u>8</u>	<u>3</u>	<u>3</u>	<u>7</u>	<u>6</u>	<u>15</u>	<u>42</u>
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	2	1	1	2	2	7	15
Suburban Achievers	1	0	1	1	0	0	3
Suburban Strivers	10	4	4	8	6	12	44
<i>Subtotal:</i>	<u>13</u>	<u>5</u>	<u>6</u>	<u>11</u>	<u>8</u>	<u>19</u>	<u>62</u>
<b>Total:</b>	<b>25</b>	<b>10</b>	<b>9</b>	<b>20</b>	<b>16</b>	<b>38</b>	<b>118</b>
<b>Percent:</b>	<b>21.2%</b>	<b>8.5%</b>	<b>7.6%</b>	<b>16.9%</b>	<b>13.6%</b>	<b>32.2%</b>	<b>100.0%</b>

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

## Appendix One, Table 15

**Single-Family Attached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

..... Single-Family Attached Ownership Income Bands .....							
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>7</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>24</b>	<b>47</b>
<i>Metropolitan Cities</i>	1	0	0	0	0	5	6
<i>Small Cities/Satellite Cities</i>	3	1	1	2	2	6	15
<i>Metropolitan Suburbs</i>	3	2	1	4	3	13	26
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>8</b>	<b>6</b>	<b>16</b>	<b>41</b>
<i>Metropolitan Cities</i>	1	1	0	1	0	3	6
<i>Small Cities/Satellite Cities</i>	2	1	1	2	1	7	14
<i>Metropolitan Suburbs</i>	2	0	3	5	5	6	21
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>13</b>	<b>6</b>	<b>5</b>	<b>11</b>	<b>6</b>	<b>23</b>	<b>64</b>
<i>Metropolitan Cities</i>	3	1	1	1	1	4	11
<i>Small Cities/Satellite Cities</i>	4	3	1	4	2	9	23
<i>Metropolitan Suburbs</i>	6	2	3	6	3	10	30
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>25</b>	<b>11</b>	<b>11</b>	<b>25</b>	<b>17</b>	<b>63</b>	<b>152</b>
<b>Percent:</b>	<b>16.4%</b>	<b>7.3%</b>	<b>7.3%</b>	<b>16.4%</b>	<b>11.2%</b>	<b>41.4%</b>	<b>100.0%</b>

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

## Appendix One, Table 15

**Single-Family Attached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

..... Single-Family Attached Ownership Income Bands .....							
<b>Empty Nesters &amp; Retirees</b>	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<b>Total</b>
<i>Metropolitan Cities</i>							
Multi-Ethnic Empty Nesters	0	0	0	0	0	3	3
Cosmopolitan Couples	1	0	0	0	0	2	3
<i>Subtotal:</i>	1	0	0	0	0	5	6
<i>Small Cities/Satellite Cities</i>							
Second City Establishment	0	0	0	0	0	3	3
Blue-Collar Retirees	1	1	0	1	1	2	6
Middle-Class Move-Downs	1	0	1	1	1	0	4
Second City Seniors	1	0	0	0	0	1	2
<i>Subtotal:</i>	3	1	1	2	2	6	15
<i>Metropolitan Suburbs</i>							
Affluent Empty Nesters	0	0	0	0	0	2	2
Suburban Establishment	1	0	1	1	1	6	10
Mainstream Empty Nesters	1	1	0	2	1	4	9
Middle-American Retirees	1	1	0	1	1	1	5
<i>Subtotal:</i>	3	2	1	4	3	13	26
<b>Total:</b>	<b>7</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>24</b>	<b>47</b>
<b>Percent:</b>	<b>14.9%</b>	<b>6.4%</b>	<b>4.3%</b>	<b>12.8%</b>	<b>10.6%</b>	<b>51.1%</b>	<b>100.0%</b>

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

## Appendix One, Table 15

**Single-Family Attached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
 Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States

..... Single-Family Attached Ownership Income Bands .....							
<b>Traditional &amp; Non-Traditional Families</b>	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<b>Total</b>
<i>Metropolitan Cities</i>							
e-Type Families	0	0	0	0	0	1	1
Multi-Cultural Families	0	0	0	0	0	1	1
Inner-City Families	0	0	0	0	0	1	1
Single-Parent Families	1	1	0	1	0	0	3
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>3</u>	<u>6</u>
<i>Small Cities/Satellite Cities</i>							
Unibox Transferees	0	0	0	0	0	3	3
Multi-Ethnic Families	0	0	0	0	0	1	1
Uptown Families	1	0	1	1	1	2	6
In-Town Families	0	0	0	0	0	1	1
New American Strivers	1	1	0	1	0	0	3
<i>Subtotal:</i>	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>7</u>	<u>14</u>
<i>Metropolitan Suburbs</i>							
Button-Down Families	0	0	0	1	1	2	4
Fiber-Optic Families	0	0	0	1	1	1	3
Late-Nest Suburbanites	1	0	1	1	1	3	7
Full-Nest Suburbanites	1	0	1	1	1	0	4
Kids 'r' Us	0	0	1	1	1	0	3
<i>Subtotal:</i>	<u>2</u>	<u>0</u>	<u>3</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>21</u>
<b>Total:</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>8</b>	<b>6</b>	<b>16</b>	<b>41</b>
<b>Percent:</b>	<b>12.2%</b>	<b>4.9%</b>	<b>9.8%</b>	<b>19.5%</b>	<b>14.6%</b>	<b>39.0%</b>	<b>100.0%</b>

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

## Appendix One, Table 15

**Single-Family Attached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

..... Single-Family Attached Ownership Income Bands .....							
<b>Younger Singles &amp; Couples</b>	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<u>Total</u>
<b>Metropolitan Cities</b>							
Cosmopolitan Elite	0	0	0	0	0	2	2
Downtown Couples	2	0	1	1	1	1	6
Downtown Proud	1	1	0	0	0	1	3
<i>Subtotal:</i>	<u>3</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>4</u>	<u>11</u>
<b>Small Cities/Satellite Cities</b>							
The VIPs	1	0	1	1	1	5	9
Small-City Singles	1	1	0	1	1	1	5
Twentysomethings	1	1	0	1	0	1	4
Second-City Strivers	1	1	0	1	0	1	4
Multi-Ethnic Singles	0	0	0	0	0	1	1
<i>Subtotal:</i>	<u>4</u>	<u>3</u>	<u>1</u>	<u>4</u>	<u>2</u>	<u>9</u>	<u>23</u>
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	0	0	0	0	0	3	3
Suburban Achievers	1	0	1	1	0	0	3
Suburban Strivers	5	2	2	5	3	7	24
<i>Subtotal:</i>	<u>6</u>	<u>2</u>	<u>3</u>	<u>6</u>	<u>3</u>	<u>10</u>	<u>30</u>
<b>Total:</b>	<b>13</b>	<b>6</b>	<b>5</b>	<b>11</b>	<b>6</b>	<b>23</b>	<b>64</b>
<b>Percent:</b>	<b>20.3%</b>	<b>9.4%</b>	<b>7.8%</b>	<b>17.2%</b>	<b>9.4%</b>	<b>35.9%</b>	<b>100.0%</b>

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

## Appendix One, Table 16

**Single-Family Detached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

..... Single-Family Detached Ownership Income Bands .....							
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>24</b>	<b>9</b>	<b>15</b>	<b>29</b>	<b>26</b>	<b>110</b>	<b>213</b>
<i>Metropolitan Cities</i>	1	1	0	1	1	2	6
<i>Small Cities/Satellite Cities</i>	10	4	6	10	8	25	63
<i>Metropolitan Suburbs</i>	13	4	9	18	17	83	144
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>20</b>	<b>12</b>	<b>10</b>	<b>28</b>	<b>23</b>	<b>62</b>	<b>155</b>
<i>Metropolitan Cities</i>	1	0	1	1	0	2	5
<i>Small Cities/Satellite Cities</i>	7	3	4	8	5	13	40
<i>Metropolitan Suburbs</i>	12	9	5	19	18	47	110
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>17</b>	<b>9</b>	<b>5</b>	<b>14</b>	<b>10</b>	<b>29</b>	<b>84</b>
<i>Metropolitan Cities</i>	3	1	1	2	2	4	13
<i>Small Cities/Satellite Cities</i>	5	3	1	4	3	11	27
<i>Metropolitan Suburbs</i>	9	5	3	8	5	14	44
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0	0
<b>Total:</b>	<b>61</b>	<b>30</b>	<b>30</b>	<b>71</b>	<b>59</b>	<b>201</b>	<b>452</b>
<b>Percent:</b>	<b>13.5%</b>	<b>6.6%</b>	<b>6.6%</b>	<b>15.7%</b>	<b>13.1%</b>	<b>44.5%</b>	<b>100.0%</b>

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

## Appendix One, Table 16

**Single-Family Detached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

..... Single-Family Detached Ownership Income Bands .....							
<b>Empty Nesters &amp; Retirees</b>	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<u>Total</u>
<i>Metropolitan Cities</i>							
Multi-Ethnic Empty Nesters	1	1	0	1	1	1	5
Cosmopolitan Couples	0	0	0	0	0	1	1
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>6</u>
<i>Small Cities/Satellite Cities</i>							
Second City Establishment	2	1	1	3	3	13	23
Blue-Collar Retirees	5	1	4	5	4	8	27
Middle-Class Move-Downs	2	2	0	2	1	3	10
Second City Seniors	1	0	1	0	0	1	3
<i>Subtotal:</i>	<u>10</u>	<u>4</u>	<u>6</u>	<u>10</u>	<u>8</u>	<u>25</u>	<u>63</u>
<i>Metropolitan Suburbs</i>							
Affluent Empty Nesters	2	0	2	3	3	25	35
Suburban Establishment	4	2	2	6	6	36	56
Mainstream Empty Nesters	3	1	2	4	4	11	25
Middle-American Retirees	4	1	3	5	4	11	28
<i>Subtotal:</i>	<u>13</u>	<u>4</u>	<u>9</u>	<u>18</u>	<u>17</u>	<u>83</u>	<u>144</u>
<b>Total:</b>	<b>24</b>	<b>9</b>	<b>15</b>	<b>29</b>	<b>26</b>	<b>110</b>	<b>213</b>
<b>Percent:</b>	<b>11.3%</b>	<b>4.2%</b>	<b>7.0%</b>	<b>13.6%</b>	<b>12.2%</b>	<b>51.6%</b>	<b>100.0%</b>

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

## Appendix One, Table 16

**Single-Family Detached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

..... Single-Family Detached Ownership Income Bands .....							
<b>Traditional &amp; Non-Traditional Families</b>	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<u>Total</u>
<i>Metropolitan Cities</i>							
e-Type Families	0	0	0	0	0	1	1
Multi-Cultural Families	0	0	0	0	0	1	1
Single-Parent Families	1	0	1	1	0	0	3
<i>Subtotal:</i>	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>5</u>
<i>Small Cities/Satellite Cities</i>							
Unibox Transferees	1	0	1	1	1	4	8
Multi-Ethnic Families	1	1	0	1	1	1	5
Uptown Families	3	1	2	4	3	6	19
In-Town Families	1	1	0	1	0	1	4
New American Strivers	1	0	1	1	0	1	4
<i>Subtotal:</i>	<u>7</u>	<u>3</u>	<u>4</u>	<u>8</u>	<u>5</u>	<u>13</u>	<u>40</u>
<i>Metropolitan Suburbs</i>							
Button-Down Families	4	3	1	6	6	22	42
Fiber-Optic Families	2	1	2	5	5	12	27
Late-Nest Suburbanites	2	1	1	2	2	5	13
Full-Nest Suburbanites	2	1	1	2	2	3	9
Kids 'r' Us	2	3	0	4	3	5	17
<i>Subtotal:</i>	<u>12</u>	<u>9</u>	<u>5</u>	<u>19</u>	<u>18</u>	<u>47</u>	<u>108</u>
<b>Total:</b>	<b>20</b>	<b>12</b>	<b>10</b>	<b>28</b>	<b>23</b>	<b>62</b>	<b>153</b>
<b>Percent:</b>	<b>13.1%</b>	<b>7.8%</b>	<b>6.5%</b>	<b>18.3%</b>	<b>15.0%</b>	<b>40.5%</b>	<b>101.3%</b>

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



## Appendix One, Table 16

**Single-Family Detached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential  
 To Move To The Lyndale Avenue Corridor Each Year Over The Next Five Years  
*Bloomington City, Hennepin County,  
 Regional Draw Area, and Balance of the United States*

..... Single-Family Detached Ownership Income Bands .....							
<b>Younger Singles &amp; Couples</b>	<i>Below 30% AMI</i>	<i>30% to 50% AMI</i>	<i>50% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<u>Total</u>
<b>Metropolitan Cities</b>							
Cosmopolitan Elite	1	0	1	1	1	1	5
Downtown Couples	2	1	0	1	1	2	7
Downtown Proud	0	0	0	0	0	1	1
<i>Subtotal:</i>	<u>3</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>13</u>
<b>Small Cities/Satellite Cities</b>							
The VIPs	1	1	0	1	1	4	8
Small-City Singles	4	2	1	3	2	4	16
Twentysomethings	0	0	0	0	0	1	1
Second-City Strivers	0	0	0	0	0	1	1
Multi-Ethnic Singles	0	0	0	0	0	1	1
<i>Subtotal:</i>	<u>5</u>	<u>3</u>	<u>1</u>	<u>4</u>	<u>3</u>	<u>11</u>	<u>27</u>
<b>Metropolitan Suburbs</b>							
Fast-Track Professionals	0	0	0	0	0	3	3
Suburban Achievers	2	1	1	2	1	2	9
Suburban Strivers	7	4	2	6	4	9	32
<i>Subtotal:</i>	<u>9</u>	<u>5</u>	<u>3</u>	<u>8</u>	<u>5</u>	<u>14</u>	<u>44</u>
<b>Total:</b>	<b>17</b>	<b>9</b>	<b>5</b>	<b>14</b>	<b>10</b>	<b>29</b>	<b>84</b>
<b>Percent:</b>	<b>20.2%</b>	<b>10.7%</b>	<b>6.0%</b>	<b>16.7%</b>	<b>11.9%</b>	<b>34.5%</b>	<b>100.0%</b>

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

## Appendix Two Tables



**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Ramsey County, Minnesota*

Household Type/ Geographic Designation	Estimated Number	Potential	Share of Potential
<b>Empty Nesters &amp; Retirees</b>	<b>73,145</b>	<b>65</b>	<b>16.7%</b>
<i>Metropolitan Cities</i>	22,835	25	6.4%
<i>Small Cities/Satellite Cities</i>	18,970	20	5.1%
<i>Metropolitan Suburbs</i>	28,545	20	5.1%
<i>Town &amp; Country/Exurbs</i>	2,795	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>75,615</b>	<b>90</b>	<b>23.1%</b>
<i>Metropolitan Cities</i>	32,080	35	9.0%
<i>Small Cities/Satellite Cities</i>	8,830	20	5.1%
<i>Metropolitan Suburbs</i>	31,985	30	7.7%
<i>Town &amp; Country/Exurbs</i>	2,720	5	1.3%
<b>Younger Singles &amp; Couples</b>	<b>75,610</b>	<b>235</b>	<b>60.3%</b>
<i>Metropolitan Cities</i>	49,635	125	32.1%
<i>Small Cities/Satellite Cities</i>	11,010	45	11.5%
<i>Metropolitan Suburbs</i>	14,905	65	16.7%
<i>Town &amp; Country/Exurbs</i>	60	0	0.0%
<b>Total:</b>	<b>224,370</b>	<b>390</b>	<b>100.0%</b>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Ramsey County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>73,145</b>	<b>65</b>	<b>16.7%</b>
<i>Metropolitan Cities</i>			
The Social Register	6,665	0	0.0%
Urban Establishment	3,000	5	1.3%
Multi-Ethnic Empty Nesters	6,060	5	1.3%
Cosmopolitan Couples	7,110	15	3.8%
<i>Subtotal:</i>	<u>22,835</u>	<u>25</u>	<u>6.4%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	6,635	5	1.3%
Blue-Collar Retirees	5,330	5	1.3%
Middle-Class Move-Downs	4,660	5	1.3%
Hometown Seniors	810	0	0.0%
Second City Seniors	1,535	5	1.3%
<i>Subtotal:</i>	<u>18,970</u>	<u>20</u>	<u>5.1%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	1,665	0	0.0%
Old Money	1,020	0	0.0%
Affluent Empty Nesters	3,325	0	0.0%
Suburban Establishment	13,390	10	2.6%
Mainstream Empty Nesters	3,920	5	1.3%
Middle-American Retirees	5,225	5	1.3%
<i>Subtotal:</i>	<u>28,545</u>	<u>20</u>	<u>5.1%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	1,795	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	735	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	95	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	115	0	0.0%
Small-Town Seniors	55	0	0.0%
Back Country Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>2,795</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Ramsey County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>75,615</b>	<b>90</b>	<b>23.1%</b>
<i>Metropolitan Cities</i>			
e-Type Families	8,310	5	1.3%
Multi-Cultural Families	9,015	5	1.3%
Inner-City Families	2,820	5	1.3%
Single-Parent Families	11,935	20	5.1%
<i>Subtotal:</i>	<u>32,080</u>	<u>35</u>	<u>9.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	3,150	5	1.3%
Multi-Ethnic Families	400	0	0.0%
Uptown Families	3,515	10	2.6%
In-Town Families	540	0	0.0%
New American Strivers	1,225	5	1.3%
<i>Subtotal:</i>	<u>8,830</u>	<u>20</u>	<u>5.1%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	915	0	0.0%
Nouveau Money	1,995	0	0.0%
Button-Down Families	12,400	10	2.6%
Fiber-Optic Families	7,995	5	1.3%
Late-Nest Suburbanites	2,630	5	1.3%
Full-Nest Suburbanites	3,200	5	1.3%
Kids 'r' Us	2,850	5	1.3%
<i>Subtotal:</i>	<u>31,985</u>	<u>30</u>	<u>7.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	2,490	5	1.3%
New Town Families	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	180	0	0.0%
Small-Town Families	0	0	0.0%
Four-by-Four Families	50	0	0.0%
Rustic Families	0	0	0.0%
Hometown Families	0	0	0.0%
<i>Subtotal:</i>	<u>2,720</u>	<u>5</u>	<u>1.3%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Ramsey County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>75,610</b>	<b>235</b>	<b>60.3%</b>
<i>Metropolitan Cities</i>			
New Power Couples	10,040	10	2.6%
New Bohemians	8,590	45	11.5%
Cosmopolitan Elite	6,650	5	1.3%
Downtown Couples	12,220	25	6.4%
Downtown Proud	12,135	40	10.3%
<i>Subtotal:</i>	<u>49,635</u>	<u>125</u>	<u>32.1%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	3,050	10	2.6%
Small-City Singles	2,510	5	1.3%
Twentysomethings	3,385	20	5.1%
Second-City Strivers	1,840	10	2.6%
Multi-Ethnic Singles	225	0	0.0%
<i>Subtotal:</i>	<u>11,010</u>	<u>45</u>	<u>11.5%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	2,630	15	3.8%
Suburban Achievers	3,215	5	1.3%
Suburban Strivers	9,060	45	11.5%
<i>Subtotal:</i>	<u>14,905</u>	<u>65</u>	<u>16.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	60	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>60</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Dakota County, Minnesota*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>62,025</b>	<b>45</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	15,230	15	6.7%
<i>Metropolitan Suburbs</i>	35,355	30	13.3%
<i>Town &amp; Country/Exurbs</i>	11,440	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>77,805</b>	<b>95</b>	<b>42.2%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	10,475	20	8.9%
<i>Metropolitan Suburbs</i>	45,170	45	20.0%
<i>Town &amp; Country/Exurbs</i>	22,160	30	13.3%
<b>Younger Singles &amp; Couples</b>	<b>26,500</b>	<b>85</b>	<b>37.8%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,295	40	17.8%
<i>Metropolitan Suburbs</i>	13,035	45	20.0%
<i>Town &amp; Country/Exurbs</i>	2,170	0	0.0%
<b>Total:</b>	<b>166,330</b>	<b>225</b>	<b>100.0%</b>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Dakota County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>62,025</b>	<b>45</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	4,365	0	0.0%
Blue-Collar Retirees	4,180	5	2.2%
Middle-Class Move-Downs	4,120	5	2.2%
Hometown Seniors	855	0	0.0%
Second City Seniors	1,710	5	2.2%
<i>Subtotal:</i>	15,230	15	6.7%
<i>Metropolitan Suburbs</i>			
The One Percenters	5,195	5	2.2%
Old Money	2,155	0	0.0%
Affluent Empty Nesters	5,130	5	2.2%
Suburban Establishment	13,240	10	4.4%
Mainstream Empty Nesters	4,395	5	2.2%
Middle-American Retirees	5,240	5	2.2%
<i>Subtotal:</i>	35,355	30	13.3%
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	2,950	0	0.0%
Pillars of the Community	1,310	0	0.0%
New Empty Nesters	2,095	0	0.0%
Traditional Couples	2,155	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	655	0	0.0%
Hometown Retirees	155	0	0.0%
Heartland Retirees	160	0	0.0%
Village Elders	1,040	0	0.0%
Small-Town Seniors	885	0	0.0%
Back Country Seniors	35	0	0.0%
<i>Subtotal:</i>	11,440	0	0.0%

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



**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Dakota County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>77,805</b>	<b>95</b>	<b>42.2%</b>
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1,205	0	0.0%
Multi-Ethnic Families	895	0	0.0%
Uptown Families	4,915	10	4.4%
In-Town Families	1,170	5	2.2%
New American Strivers	2,290	5	2.2%
<i>Subtotal:</i>	<u>10,475</u>	<u>20</u>	<u>8.9%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	5,140	5	2.2%
Nouveau Money	6,210	5	2.2%
Button-Down Families	10,585	10	4.4%
Fiber-Optic Families	8,920	5	2.2%
Late-Nest Suburbanites	6,370	10	4.4%
Full-Nest Suburbanites	5,735	5	2.2%
Kids 'r' Us	2,210	5	2.2%
<i>Subtotal:</i>	<u>45,170</u>	<u>45</u>	<u>20.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	9,060	10	4.4%
New Town Families	3,185	5	2.2%
Full-Nest Exurbanites	3,390	5	2.2%
Rural Families	0	0	0.0%
Traditional Families	3,455	5	2.2%
Small-Town Families	1,095	5	2.2%
Four-by-Four Families	850	0	0.0%
Rustic Families	470	0	0.0%
Hometown Families	655	0	0.0%
<i>Subtotal:</i>	<u>22,160</u>	<u>30</u>	<u>13.3%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Dakota County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>26,500</b>	<b>85</b>	<b>37.8%</b>
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	2,165	5	2.2%
Small-City Singles	4,825	15	6.7%
Twentysomethings	1,970	10	4.4%
Second-City Strivers	2,305	10	4.4%
Multi-Ethnic Singles	30	0	0.0%
<i>Subtotal:</i>	<u>11,295</u>	<u>40</u>	<u>17.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	2,080	10	4.4%
Suburban Achievers	4,210	5	2.2%
Suburban Strivers	6,745	30	13.3%
<i>Subtotal:</i>	<u>13,035</u>	<u>45</u>	<u>20.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	1,995	0	0.0%
Blue-Collar Traditionalists	110	0	0.0%
Rural Couples	55	0	0.0%
Rural Strivers	10	0	0.0%
<i>Subtotal:</i>	<u>2,170</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Anoka County, Minnesota*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>48,305</b>	<b>50</b>	<b>22.2%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,485	10	4.4%
<i>Metropolitan Suburbs</i>	24,210	30	13.3%
<i>Town &amp; Country/Exurbs</i>	12,610	10	4.4%
<b>Traditional &amp; Non-Traditional Families</b>	<b>71,140</b>	<b>125</b>	<b>55.6%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	8,865	25	11.1%
<i>Metropolitan Suburbs</i>	34,875	55	24.4%
<i>Town &amp; Country/Exurbs</i>	27,400	45	20.0%
<b>Younger Singles &amp; Couples</b>	<b>13,290</b>	<b>50</b>	<b>22.2%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,235	25	11.1%
<i>Metropolitan Suburbs</i>	6,190	25	11.1%
<i>Town &amp; Country/Exurbs</i>	865	0	0.0%
<b>Total:</b>	<b>132,735</b>	<b>225</b>	<b>100.0%</b>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Anoka County, Minnesota*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>	chg
<b>Empty Nesters &amp; Retirees</b>	<b>48,305</b>	<b>50</b>	<b>22.2%</b>	
<i>Metropolitan Cities</i>				
The Social Register	0	0	0.0%	
Urban Establishment	0	0	0.0%	
Multi-Ethnic Empty Nesters	0	0	0.0%	
Cosmopolitan Couples	0	0	0.0%	
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>	
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	3,765	0	0.0%	
Blue-Collar Retirees	3,175	5	2.2%	
Middle-Class Move-Downs	2,200	0	0.0%	
Hometown Seniors	1,135	0	0.0%	
Second City Seniors	1,210	5	2.2%	
Subtotal:	<u>11,485</u>	<u>10</u>	<u>4.4%</u>	
<i>Metropolitan Suburbs</i>				
The One Percenters	270	0	0.0%	
Old Money	240	0	0.0%	
Affluent Empty Nesters	2,125	0	0.0%	
Suburban Establishment	7,350	5	2.2%	
Mainstream Empty Nesters	7,280	15	6.7%	
Middle-American Retirees	6,945	10	4.4%	
Subtotal:	<u>24,210</u>	<u>30</u>	<u>13.3%</u>	
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	3,245	5	2.2%	
Pillars of the Community	1,885	0	0.0%	
New Empty Nesters	3,325	5	2.2%	
Traditional Couples	1,710	0	0.0%	
RV Retirees	55	0	0.0%	
Country Couples	1,020	0	0.0%	
Hometown Retirees	260	0	0.0%	
Heartland Retirees	265	0	0.0%	
Village Elders	460	0	0.0%	
Small-Town Seniors	255	0	0.0%	
Back Country Seniors	130	0	0.0%	
Subtotal:	<u>12,610</u>	<u>10</u>	<u>4.4%</u>	

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Anoka County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>71,140</b>	<b>125</b>	<b>55.6%</b>
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	505	0	0.0%
Multi-Ethnic Families	940	5	2.2%
Uptown Families	5,240	15	6.7%
In-Town Families	590	0	0.0%
New American Strivers	1,590	5	2.2%
<i>Subtotal:</i>	8,865	25	11.1%
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2,200	5	2.2%
Nouveau Money	3,750	5	2.2%
Button-Down Families	7,965	10	4.4%
Fiber-Optic Families	6,275	5	2.2%
Late-Nest Suburbanites	5,075	10	4.4%
Full-Nest Suburbanites	5,015	10	4.4%
Kids 'r' Us	4,595	10	4.4%
<i>Subtotal:</i>	34,875	55	24.4%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	9,900	15	6.7%
New Town Families	2,555	5	2.2%
Full-Nest Exurbanites	7,260	10	4.4%
Rural Families	675	0	0.0%
Traditional Families	4,660	5	2.2%
Small-Town Families	365	0	0.0%
Four-by-Four Families	880	5	2.2%
Rustic Families	1,040	5	2.2%
Hometown Families	65	0	0.0%
<i>Subtotal:</i>	27,400	45	20.0%

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Bloomington Each Year Over The Next Five Years**  
*Anoka County, Minnesota*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>13,290</b>	<b>50</b>	<b>22.2%</b>
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	1,490	5	2.2%
Small-City Singles	1,825	5	2.2%
Twentysomethings	1,430	10	4.4%
Second-City Strivers	1,490	5	2.2%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>6,235</u>	<u>25</u>	<u>11.1%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	1,095	5	2.2%
Suburban Achievers	2,830	5	2.2%
Suburban Strivers	2,265	15	6.7%
<i>Subtotal:</i>	<u>6,190</u>	<u>25</u>	<u>11.1%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	635	0	0.0%
Blue-Collar Traditionalists	105	0	0.0%
Rural Couples	105	0	0.0%
Rural Strivers	20	0	0.0%
<i>Subtotal:</i>	<u>865</u>	<u>0</u>	<u>0.0%</u>

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



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Residential Market Analysis Across the Urban-to-Rural Transect

### ASSUMPTIONS AND LIMITATIONS—

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

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

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





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Residential Market Analysis Across the Urban-to-Rural Transect

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