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Main Tables  
Appendices One and Two

# TARGET MARKET TABLES

## Market Position Analysis

The Dannenberg Building

Downtown Macon  
City of Macon, Bibb County, Georgia

July, 2011

Conducted by  
ZIMMERMAN/VOLK ASSOCIATES, INC.  
P.O. Box 4907  
Clinton, New Jersey 08809

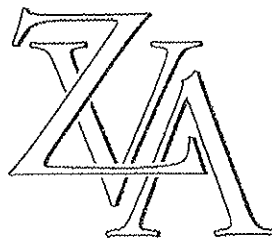


Table 1

### Annual Average Potential Housing Market

Derived From New Unit Purchase And Rental Propensities Of Draw Area Households  
With The Potential To Move To Downtown Macon Each Year Over The Next Five Years

#### *The Dannenberg Building*

*City of Macon, Bibb County, Georgia*

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);  
DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties  
Draw Areas*

Total Target Market Households  
(In Groups With Median Incomes Above \$50,000)  
With Potential To Rent / Purchase In  
City of Macon, Bibb County, Georgia 5,790

Total Target Market Households  
(In Groups With Median Incomes Above \$50,000)  
With Potential To Rent At  
The Dannenberg Building 670

### Annual Downtown Potential Housing Market

	<i>Multi- ..... Family .....</i>		<i>Single- ..... Family .....</i>				
			<i>.. Attached ..</i>	<i>..... Detached .....</i>			
	<i>For-Rent</i>	<i>For-Sale</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	<i>Total</i>
Total Households:	670	240	310	230	270	260	1,980
(Mix Distribution):	33.8%	12.2%	15.7%	11.6%	13.6%	13.1%	100.0%

### Annual Rental Market Potential

	<i>Multi- .. Family .. For-Rent</i>
Total Households:	670 100.0%

NOTE: Reference Appendix One, Tables 1 Through 12.

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

Table 2

**Annual Average Market Potential By Household Type**  
 Derived From New Unit Purchase And Rental Propensities Of Draw Area Households  
 With The Potential To Move To Downtown Macon Each Year Over The Next Five Years

***The Dannenberg Building***  
*City of Macon, Bibb County, Georgia*

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Number of Households:	<i>Multi- .. Family .. For-Rent</i>
	<hr/> 670 <hr/>
Empty Nesters & Retirees	9%
Traditional & Non-Traditional Families	4%
Younger Singles & Couples	87%
	<hr/> 100%

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

Table 3

## Target Groups For New Multi-Family For-Rent

*The Dannenberg Building**City of Macon, Bibb County, Georgia*


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Empty Nesters & Retirees	<i>Number of Households</i>	<i>Percent</i>
Suburban Establishment	10	1.5%
New Empty Nesters	20	3.0%
Mainstream Retirees	10	1.5%
Middle-Class Move-Downs	20	3.0%
Subtotal:	60	9.0%
Traditional & Non-Traditional Families		
Full-Nest Suburbanites	10	1.5%
New-Town Families	20	3.0%
Subtotal:	30	4.5%
Younger Singles & Couples		
The Entrepreneurs	40	6.0%
e-Types	50	7.5%
Ex-Urban Power Couples	30	4.5%
Fast-Track Professionals	80	11.9%
The VIPs	60	9.0%
Upscale Suburban Couples	90	13.4%
New Bohemians	70	10.4%
Twentysomethings	160	23.9%
Subtotal:	580	86.6%
Total Households:	670	100.0%

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

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Main Tables  
Appendices One and Two

# TARGET MARKET TABLES

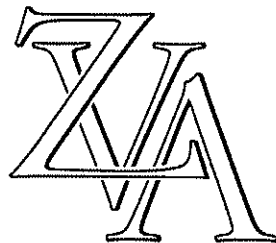
## Market Position Analysis

The Dannenberg Building

Downtown Macon  
City of Macon, Bibb County, Georgia

July, 2011

Conducted by  
ZIMMERMAN/VOLK ASSOCIATES, INC.  
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## MARKET POSITION ANALYSIS

The Dannenberg Building

Downtown Macon

City of Macon, Bibb County, Georgia

July, 2011

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## Main Tables



Table 1

### Annual Average Potential Housing Market

Derived From New Unit Purchase And Rental Propensities Of Draw Area Households  
With The Potential To Move To Downtown Macon Each Year Over The Next Five Years

### *The Dannenberg Building*

*City of Macon, Bibb County, Georgia*

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);  
DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties  
Draw Areas*

Total Target Market Households  
(In Groups With Median Incomes Above \$50,000)  
With Potential To Rent/Purchase In  
City of Macon, Bibb County, Georgia 5,790

Total Target Market Households  
(In Groups With Median Incomes Above \$50,000)  
With Potential To Rent At  
The Dannenberg Building 670

### Annual Downtown Potential Housing Market

	<i>Multi- ..... Family .....</i>		<i>Single- ..... Family .....</i>				
			<i>.. Attached ..</i>	<i>..... Detached .....</i>			
	<i>For-Rent</i>	<i>For-Sale</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	<i>Total</i>
Total Households:	670	240	310	230	270	260	1,980
<i>(Mix Distribution);</i>	33.8%	12.2%	15.7%	11.6%	13.6%	13.1%	100.0%

### Annual Rental Market Potential

	<i>Multi- .. Family .. For-Rent</i>
Total Households:	670 100.0%

NOTE: Reference Appendix One, Tables 1 Through 12.

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

Table 2

**Annual Average Market Potential By Household Type**  
 Derived From New Unit Purchase And Rental Propensities Of Draw Area Households  
 With The Potential To Move To Downtown Macon Each Year Over The Next Five Years

***The Dannenberg Building***

*City of Macon, Bibb County, Georgia*

---

Number of Households:	<i>Multi- Family For-Rent</i>
	<hr/> 670 <hr/>
<b>Empty Nesters &amp; Retirees</b>	9%
<b>Traditional &amp; Non-Traditional Families</b>	4%
<b>Younger Singles &amp; Couples</b>	87%
	<hr/> 100%

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



Table 3

**Target Groups For New Multi-Family For-Rent**  
***The Dannenberg Building***  
*City of Macon, Bibb County, Georgia*

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<b>Empty Nesters &amp; Retirees</b>	<i>Number of Households</i>	<i>Percent</i>
Suburban Establishment	10	1.5%
New Empty Nesters	20	3.0%
Mainstream Retirees	10	1.5%
Middle-Class Move-Downs	20	3.0%
Subtotal:	60	9.0%
<b>Traditional &amp; Non-Traditional Families</b>		
Full-Nest Suburbanites	10	1.5%
New-Town Families	20	3.0%
Subtotal:	30	4.5%
<b>Younger Singles &amp; Couples</b>		
The Entrepreneurs	40	6.0%
e-Types	50	7.5%
Ex-Urban Power Couples	30	4.5%
Fast-Track Professionals	80	11.9%
The VIPs	60	9.0%
Upscale Suburban Couples	90	13.4%
New Bohemians	70	10.4%
Twentysomethings	160	23.9%
Subtotal:	580	86.6%
<b>Total Households:</b>	<b>670</b>	<b>100.0%</b>

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

**Optimum Market Position By Floor**  
***The Dannenberg Building***  
*City of Macon, Bibb County, Georgia*  
**July, 2011**

<i>Floor</i>	<i>Unit</i>	<i>Unit Configuration</i>	<i>Base Rents*</i>	<i>Approx. Unit Size</i>	<i>Approx. Rent psf*</i>
Basement	3	Studio/1ba	\$635	602	\$1.05
	2	Studio/1ba	\$785	752	\$1.04
	9	Studio/1ba	\$800	779	\$1.03
	8	Studio/1ba	\$800	784	\$1.02
	7	Studio/1ba	\$825	806	\$1.02
	5	1br/1ba	\$1,000	983	\$1.02
	10	1br/1ba	\$1,000	984	\$1.02
	4	1br/1ba	\$1,075	1,067	\$1.01
	1	2br/2ba	\$1,125	1,110	\$1.01
	6	2br/2ba	\$1,350	1,382	\$0.98
First Floor	106-B	Studio/1ba	\$595	543	\$1.10
	110	Studio/1ba	\$630	579	\$1.09
	106-A	Studio/1ba	\$630	580	\$1.09
	103	Studio/1ba	\$725	665	\$1.09
	111	Studio/1ba	\$735	676	\$1.09
	109	1br/1ba	\$840	775	\$1.08
	108	1br/1ba	\$840	776	\$1.08
	107	1br/1ba	\$865	814	\$1.06
	102	1br/1ba	\$875	830	\$1.05
	104	1br/1ba	\$1,125	1,068	\$1.05
	101	2br/2ba	\$1,150	1,113	\$1.03
	105	2br/2ba	\$1,200	1,177	\$1.02

\* Base rents are in year 2011 dollars.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position By Floor**  
***The Dannenberg Building***  
*City of Macon, Bibb County, Georgia*  
**July, 2011**

<i>Floor</i>	<i>Unit</i>	<i>Unit Configuration</i>	<i>Base Rents*</i>	<i>Approx. Unit Size</i>	<i>Approx. Rent psf*</i>
Second Floor	212	Studio/1ba	\$560	500	\$1.12
	216	Studio/1ba	\$640	580	\$1.10
	219	Studio/1ba	\$685	628	\$1.09
	217	Studio/1ba	\$745	684	\$1.09
	211	Studio/1ba	\$750	688	\$1.09
	202	1br/1ba	\$770	706	\$1.09
	208	1br/1ba	\$775	712	\$1.09
	218	1br/1ba	\$800	738	\$1.08
	215	1br/1ba	\$805	744	\$1.08
	214	1br/1ba	\$805	746	\$1.08
	210	1br/1ba	\$815	754	\$1.08
	205	1br/1ba	\$845	785	\$1.08
	207	1br/1ba	\$855	792	\$1.08
	203	1br/1ba	\$870	809	\$1.08
	204	1br/1ba	\$870	809	\$1.08
	220	1br/1ba	\$965	905	\$1.07
	201	1br/1ba	\$1,035	971	\$1.07
	206	1br/1ba	\$1,135	1,068	\$1.06
	209	2br/2ba	\$1,250	1,179	\$1.06
	213	2br/2ba	\$1,260	1,186	\$1.06

\* Base rents are in year 2011 dollars.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position By Floor**  
***The Dannenberg Building***  
*City of Macon, Bibb County, Georgia*  
**July, 2011**

<i>Floor</i>	<i>Unit</i>	<i>Unit Configuration</i>	<i>Base Rents*</i>	<i>Approx. Unit Size</i>	<i>Approx. Rent psf*</i>
Third Floor	312	Studio/1ba	\$650	581	\$1.12
	311	Studio/1ba	\$775	692	\$1.12
	308	Studio/1ba	\$795	710	\$1.12
	314	1br/1ba	\$825	743	\$1.11
	310	1br/1ba	\$885	795	\$1.11
	307	1br/1ba	\$915	828	\$1.11
	316	1br/1ba M Loft	\$985	846	\$1.16
	317	1br/1ba M Loft	\$1,175	1,020	\$1.15
	319	1br/1ba M Loft	\$1,185	1,028	\$1.15
	313	2br/2ba	\$1,315	1,194	\$1.10
	309	2br/2ba	\$1,335	1,224	\$1.09
	302	2br/2ba M Loft	\$1,215	1,054	\$1.15
	318	2br/2ba M Loft	\$1,350	1,171	\$1.15
	315	2br/2ba M Loft	\$1,390	1,214	\$1.14
	320	2br/2ba M Loft	\$1,425	1,247	\$1.14
	304	2br/2ba M Loft	\$1,450	1,279	\$1.13
	303	2br/2ba M Loft	\$1,465	1,298	\$1.13
	301	2br/2ba M Loft	\$1,695	1,497	\$1.13
	305	3br/3ba M Loft	\$1,325	1,213	\$1.09
	306	3br/3ba M Loft	\$1,875	1,655	\$1.13
Fourth Floor	407	Studio/1ba	\$705	625	\$1.13
	405	Studio/1ba	\$730	647	\$1.13
	403	1br/1ba	\$885	797	\$1.11
	406	1br/1ba M Loft	\$985	840	\$1.17
	401	1br/1ba M Loft	\$1,475	1,265	\$1.17
	402	2br/2ba	\$1,345	1,207	\$1.11
	404	2br/2ba M Loft	\$1,265	1,087	\$1.16
Weighted Average:			\$989	907	\$1.09

\* Base rents are in year 2011 dollars.

SOURCE: Zimmerman/Volk Associates, Inc.

**Optimum Market Position In Order Of Rent And Unit Type**  
***The Dannenberg Building***  
*City of Macon, Bibb County, Georgia*  
**July, 2011**

<i>Floor</i>	<i>Unit</i>	<i>Unit Configuration</i>	<i>Base Rents*</i>	<i>Approx. Unit Size</i>	<i>Approx. Rent psf*</i>
2nd	212	Studio/1ba	\$560	500	\$1.12
1st	106-B	Studio/1ba	\$595	543	\$1.10
1st	110	Studio/1ba	\$630	579	\$1.09
1st	106-A	Studio/1ba	\$630	580	\$1.09
B	3	Studio/1ba	\$635	602	\$1.05
2nd	216	Studio/1ba	\$640	580	\$1.10
3rd	312	Studio/1ba	\$650	581	\$1.12
2nd	219	Studio/1ba	\$685	628	\$1.09
4th	407	Studio/1ba	\$705	625	\$1.13
1st	103	Studio/1ba	\$725	665	\$1.09
4th	405	Studio/1ba	\$730	647	\$1.13
1st	111	Studio/1ba	\$735	676	\$1.09
2nd	217	Studio/1ba	\$745	684	\$1.09
2nd	211	Studio/1ba	\$750	688	\$1.09
3rd	311	Studio/1ba	\$775	692	\$1.12
B	2	Studio/1ba	\$785	752	\$1.04
3rd	308	Studio/1ba	\$795	710	\$1.12
B	9	Studio/1ba	\$800	779	\$1.03
B	8	Studio/1ba	\$800	784	\$1.02
B	7	Studio/1ba	\$825	806	\$1.02
	20 units	Weighted Average:	\$710	655	\$1.08

\* Base rents are in year 2011 dollars.

SOURCE: Zimmerman/Volk Associates, Inc.

## Optimum Market Position In Order Of Rent And Unit Type

*The Dannenberg Building*

City of Macon, Bibb County, Georgia

July, 2011

<i>Floor</i>	<i>Unit</i>	<i>Unit Configuration</i>	<i>Base Rents*</i>	<i>Approx. Unit Size</i>	<i>Approx. Rent psf*</i>
2nd	202	1br/1ba	\$770	706	\$1.09
2nd	208	1br/1ba	\$775	712	\$1.09
2nd	218	1br/1ba	\$800	738	\$1.08
2nd	215	1br/1ba	\$805	744	\$1.08
2nd	214	1br/1ba	\$805	746	\$1.08
2nd	210	1br/1ba	\$815	754	\$1.08
3rd	314	1br/1ba	\$825	743	\$1.11
1st	109	1br/1ba	\$840	775	\$1.08
1st	108	1br/1ba	\$840	776	\$1.08
2nd	205	1br/1ba	\$845	785	\$1.08
2nd	207	1br/1ba	\$855	792	\$1.08
1st	107	1br/1ba	\$865	814	\$1.06
2nd	203	1br/1ba	\$870	809	\$1.08
2nd	204	1br/1ba	\$870	809	\$1.08
1st	102	1br/1ba	\$875	830	\$1.05
3rd	310	1br/1ba	\$885	795	\$1.11
4th	403	1br/1ba	\$885	797	\$1.11
3rd	307	1br/1ba	\$915	828	\$1.11
2nd	220	1br/1ba	\$965	905	\$1.07
B	5	1br/1ba	\$1,000	983	\$1.02
B	10	1br/1ba	\$1,000	984	\$1.02
2nd	201	1br/1ba	\$1,035	971	\$1.07
B	4	1br/1ba	\$1,075	1,067	\$1.01
2nd	206	1br/1ba	\$1,135	1,068	\$1.06
1st	104	1br/1ba	\$1,125	1,068	\$1.05
25 units		Weighted Average:	\$899	840	\$1.07
3rd	316	1br/1ba M Loft	\$985	846	\$1.16
4th	406	1br/1ba M Loft	\$985	840	\$1.17
3rd	317	1br/1ba M Loft	\$1,175	1,020	\$1.15
3rd	319	1br/1ba M Loft	\$1,185	1,028	\$1.15
4th	401	1br/1ba M Loft	\$1,475	1,265	\$1.17
5 units		Weighted Average:	\$1,161	1,000	\$1.16

\* Base rents are in year 2011 dollars.

SOURCE: Zimmerman/Volk Associates, Inc.

## Optimum Market Position In Order Of Rent And Unit Type

*The Dannenberg Building*

City of Macon, Bibb County, Georgia

July, 2011

<i>Floor</i>	<i>Unit</i>	<i>Unit Configuration</i>	<i>Base Rents*</i>	<i>Approx. Unit Size</i>	<i>Approx. Rent psf*</i>
B	1	2br/2ba	\$1,125	1,110	\$1.01
1st	101	2br/2ba	\$1,150	1,113	\$1.03
1st	105	2br/2ba	\$1,200	1,177	\$1.02
2nd	209	2br/2ba	\$1,250	1,179	\$1.06
2nd	213	2br/2ba	\$1,260	1,186	\$1.06
3rd	313	2br/2ba	\$1,315	1,194	\$1.10
3rd	309	2br/2ba	\$1,335	1,224	\$1.09
4th	402	2br/2ba	\$1,345	1,207	\$1.11
B	6	2br/2ba	\$1,350	1,382	\$0.98
	9 units	Weighted Average:	\$1,259	1,197	\$1.05
3rd	302	2br/2ba M Loft	\$1,215	1,054	\$1.15
4th	404	2br/2ba M Loft	\$1,265	1,087	\$1.16
3rd	318	2br/2ba M Loft	\$1,350	1,171	\$1.15
3rd	315	2br/2ba M Loft	\$1,390	1,214	\$1.14
3rd	320	2br/2ba M Loft	\$1,425	1,247	\$1.14
3rd	304	2br/2ba M Loft	\$1,450	1,279	\$1.13
3rd	303	2br/2ba M Loft	\$1,465	1,298	\$1.13
3rd	301	2br/2ba M Loft	\$1,695	1,497	\$1.13
	8 units	Weighted Average:	\$1,407	1,231	\$1.14
3rd	305	3br/3ba M Loft	\$1,325	1,213	\$1.09
3rd	306	3br/3ba M Loft	\$1,875	1,655	\$1.13
	2 units	Weighted Average:	\$1,600	1,434	\$1.12
		Weighted Average:	\$989	907	\$1.09

\* Base rents are in year 2011 dollars.

SOURCE: Zimmerman/Volk Associates, Inc.

# Summary Of Selected Rental Properties

City of Macon and Bibb County, Georgia

June/July, 2011

<u>Property (Date Opened)</u> <u>Address</u>	<u>Number/Type</u> <u>of Units</u>	<u>Reported</u> <u>Base Rent</u>	<u>Reported</u> <u>Unit Size</u>	<u>Rent per</u> <u>Sq. Ft.</u>	<u>Additional Information</u>
..... Downtown Macon .....					
<b>The Massee {1924}</b>	<b>74</b>				<b>100 percent occupancy</b>
347 College Street	16 Studio	\$330	255	\$1.29	Historic building.
	15 Efficiency	\$425	420	\$1.01	Laundry center;
	26 1BR/1BA	\$450 to	610 to	\$0.71	Wi-fi in lobby.
		\$525	740	\$0.74	
	11 2BR/1BA	\$575	840	\$0.68	
	3 2BR/2BA	\$650	1,050	\$0.62	
	3 3BR/2BA	\$755	1,450	\$0.52	
<b>Katherine Court Apts {1913}</b>	<b>28</b>				<b>100 percent occupancy</b>
Converted to apts in 2002.	Studio	\$400 to	396 to	\$0.88 to	Historic building.
855 Mulberry Street		\$525	600	\$1.01	Courtyard, gym,
	1BR/1BA	\$460	560	\$0.82	rooftop deck.
	1BR/2BA	\$830	1,177	\$0.71	
	2BR/1BA	\$900	1,335	\$0.67	
	2BR/2BA	\$950	1,435	\$0.66	
	3BR/2BA	\$1,250	2,000	\$0.63	
<b>The Terrace Apts {1927}</b>	<b>34</b>				<b>92 percent occupancy</b>
Converted to apts in 2007.	14 Studio	\$450 to	485	\$0.93 to	Historic building.
876 Mulberry Street		\$525		\$1.08	Elevator.
	15 1BR/1BA	\$600 to	595	\$1.01 to	
		\$675		\$1.13	
	5 2BR/1BA	\$700	695	\$1.01	
<b>Cherry Place</b>	<b>9</b>				<b>89 percent occupancy</b>
853 Cherry Street	1 Studio	\$475	360	\$1.32	{1 vacant unit}
	5 1BR/1BA	\$650	700	\$0.93	Scattered
	3 2BR/1BA	\$775	1,000	\$0.78	historic buildings.



# Summary Of Selected Rental Properties

City of Macon and Bibb County, Georgia

June/July, 2011

<u>Property (Date Opened)</u> <u>Address</u>	<u>Number/Type</u> <u>of Units</u>	<u>Reported</u> <u>Base Rent</u>	<u>Reported</u> <u>Unit Size</u>	<u>Rent per</u> <u>Sq. Ft.</u>	<u>Additional Information</u>
..... Downtown Macon (continued) .....					
<b>Ashley Towers</b>					
<b>{1950s; renovated 1992}</b>	<b>59</b>				<b>98 percent occupancy</b>
365 New Street	Studio	\$495	350	\$1.41	Historic building.
	1BR/1BA	\$585 to	475 to	\$1.19 to	Fitness room,
		\$595	500	\$1.23	tv room.
	2BR/1BA	\$725	700	\$1.04	
	2BR/2BA/office	\$995	975	\$1.02	
<b>Broadway Lofts {1916}</b>	<b>91</b>				<b>99 percent occupancy</b>
Converted to apts in 2001.	Studio	\$525	585	\$0.90	Historic building.
698 MLK Boulevard	1BR/1BA	\$600 to	500 to	\$0.76 to	fitness center,
		\$1,600	2,100	\$1.20	roof deck,
	2BR/2BA	\$910 to	1,300 to	\$0.65 to	high-speed internet.
		\$1,100	1,700	\$0.70	
	PH 1BR/2BA	\$1,200	1,600	\$0.75	
<b>Washington Square {1905}</b>	<b>44</b>				<b>100 percent occupancy</b>
551 Orange Street	1BR/1BA	\$550	1,100	\$0.50	Historic building,
	2BR/2BA	\$750	1,500 to	\$0.47 to	
			1,600	\$0.50	
	3BR/2BA	\$800	1,500 to	\$0.50 to	
			1,600	\$0.53	
<b>Chapman Poe {1980s}</b>	<b>8</b>				<b>100 percent occupancy</b>
21398 Merriwood Drive	1BR/1BA TH	\$500	620	\$0.81	
	2BR/2.5BA TH	\$785	1,644	\$0.48	Income restricted.
	3BR/2.5BA TH	\$850	1,624	\$0.52	
	4BR/3.5BA TH	\$885	1,425	\$0.62	

SOURCE: Zimmerman/Volk Associates, Inc.

# Summary Of Selected Rental Properties

City of Macon and Bibb County, Georgia

June/July, 2011

<u>Property (Date Opened)</u> <u>Address</u>	<u>Number</u> <u>of Units</u>	<u>Reported</u> <u>Base Rent</u>	<u>Reported</u> <u>Unit Size</u>	<u>Rent per</u> <u>Sq. Ft.</u>	<u>Additional Information</u>
. . . . . Other Area Rentals . . . . .					
<b>Austin Chase {1996}</b>	<b>256</b>				<b>93 percent occupancy</b>
291 Plantation	48	1BR/1BA	\$615 to 800 to	\$0.77 to	Clubhouse, pool, fitness center, tennis and volleyball courts.
Centre Drive North			\$755 to 900	\$0.94	
	48	2BR/1BA	\$672 to 1,117	\$0.60 to	
			\$987 to 1,212	\$0.88	
	120	2BR/2BA	\$730 to 1,157	\$0.63 to	
			\$1,005 to 1,223	\$0.82	
	40	3BR/2BA	\$835 to 1,332	\$0.63 to	
			\$1,145 to	\$0.86	
<b>Manchester at Wesleyan {1998}</b>	<b>328</b>				<b>97 percent occupancy</b>
1665 Wesleyan Drive		1BR/1BA	\$622 to 825 to	\$0.65 to	Pool, fitness center, business center.
			\$730 to 1,126	\$0.75	
		2BR/2BA	\$727 to 1,163 to	\$0.63 to	
			\$803 to 1,432	\$0.56	
		3BR/2BA	\$857 to 1,422 to	\$0.60 to	
			\$976 to 1,616	\$0.60	
<b>The Pavilion</b>					
<b>At Plantation Way (2009)</b>	<b>240</b>				<b>99 percent occupancy</b>
399 Plantation Way		1BR/1BA	\$629 to 807	\$0.78	Pool, clubhouse, fitness center, business center, high-speed internet.
		2BR/1BA	\$764 to 1,023	\$0.75	
<b>income restrictions</b>		2BR/2BA	\$774 to 1,087	\$0.71 to	
			\$914 to 1,159	\$0.79	
		3BR/2BA	\$1,090 to 1,256	\$0.87	
<b>Northwood {1996: 2000}</b>	<b>220</b>				<b>95 percent occupancy</b>
6229 Thomaston Road	56	1BR/1BA	\$630 to 976	\$0.65 to	Clubhouse, pool, fitness center, tennis and volleyball courts.
			\$715 to	\$0.73	
	116	2BR/2BA	\$695 to 1,130 to	\$0.62 to	
			\$805 to 1,310	\$0.71	
	48	3BR/2BA	\$775 to 1,355 to	\$0.57 to	
			\$915 to 1,428	\$0.64	

SOURCE: Zimmerman/Volk Associates, Inc.

# Summary Of Selected Rental Properties

City of Macon and Bibb County, Georgia

June/July, 2011

<u>Property (Date Opened)</u> <u>Address</u>	<u>Number</u> <u>of Units</u>	<u>Reported</u> <u>Base Rent</u>	<u>Reported</u> <u>Unit Size</u>	<u>Rent per</u> <u>Sq. Ft.</u>	<u>Additional Information</u>
..... Other Area Rentals(continued) .....					
<b>Rivoli Run {1996}</b>	<b>188</b>				<b>96 percent occupancy</b>
200 Charter Lane	40	1BR/1BA	\$640 to 815 to	\$0.79 to \$0.86	Pool, clubhouse,
	8	1BR/1BA Loft	\$740	1,091	fitness center,
	40	2BR/1BA	\$685 to 1,051	\$0.68	tanning deck,
			\$715	\$0.65 to \$0.68	tennis court.
	76	2BR/2BA	\$730 to 1,128	\$0.65 to \$0.70	
	24	3BR/2BA	\$805 1,150	\$0.70	
			\$875 to 1,362	\$0.64 to \$0.67	
			\$915		
<b>Hunter's Run Apts. {2002}</b>	<b>176</b>				<b>97 percent occupancy</b>
6001 Thomaston Road		1BR/1BA	\$650 to 881 to	\$0.72 to \$0.74	Clubhouse, pool,
			\$690 954	\$0.74	fitness center,
		2BR/2BA	\$755 to 1,146 to	\$0.66 to \$0.68	tennis and volleyball
			\$775 1,206	\$0.68	courts, sundeck.
		3BR/2BA	\$920 to 1,316 to	\$0.70 to \$0.71	
			\$940 1,400	\$0.71	
<b>Estates at Barrington Club {1996}</b>	<b>176</b>				<b>95 percent occupancy</b>
301 Barrington Hall Drive		1BR/1BA	\$680 to 815 to	\$0.83 to \$0.89	Fitness center,
			\$725 1,091	\$0.89	playground, pool,
		2BR/1BA	\$725 1,051	\$0.69	tennis court,
		2BR/2BA	\$785 to 1,128	\$0.70 to \$0.70	clubhouse.
			\$795 1,150	\$0.70	
		3BR/2BA	\$950 1,362	\$0.70	
<b>Ansley Village {10/07}</b>	<b>294</b>				<b>96 percent occupancy</b>
6435 Zebulon Road		1BR/1BA	\$695 to 727 to	\$1.12 to \$0.96	Pool, clubhouse,
			\$1,060 943	\$0.96	fitness center,
		2BR/2BA	\$735 to 1,127	\$0.65 to \$0.77	business center,
			\$945 1,227	\$0.77	high-speed internet.
		3BR/2BA	\$910 to 1,360	\$0.67 to \$0.82	
			\$1,195 1,460	\$0.82	

SOURCE: Zimmerman/Volk Associates, Inc.

### Summary Of Selected Rental Properties

*City of Macon and Bibb County, Georgia*

**June/July, 2011**

<u>Property (Date Opened)</u> <u>Address</u>	<u>Number/Type</u> <u>of Units</u>	<u>Reported</u> <u>Base Rent</u>	<u>Reported</u> <u>Unit Size</u>	<u>Rent per</u> <u>Sq. Ft.</u>	<u>Additional Information</u>
..... Other Area Rentals(continued) .....					
<b>Adrian on Riverside {??}</b>	<b>224</b>				
5243 Riverside Drive	1BR/1BA	\$750 to \$780	850 to 970	\$0.80 to \$0.88	Pool, clubhouse, fitness center,
	2BR/2BA	\$815 to \$950	1,178 1,386	\$0.69 to \$0.69	business center, tennis court.
	3BR/2BA	\$1,045	1,438	\$0.73	
<b>Lullwater at Bass {2005}</b>	<b>316</b>				<b>98 percent occupancy</b>
1644 Bass Road	1BR/1BA	\$770 to \$790	969 to	\$0.79 to \$0.82	Clubhouse, pool, media center,
	1BR/1BA/den	\$1,150	1,050	\$1.10	fitness center,
	2BR/2BA	\$925 to \$1,325	1,286 1,461	\$0.72 to \$0.91	tennis courts, playground.
	3BR/2BA	\$1,075 to \$1,095	1,486	\$0.72 to \$0.74	
	3BR/3BA	\$1,540	1,987	\$0.78	

MARKET POSITION ANALYSIS

The Dannenberg Building

Downtown Macon

City of Macon, Bibb County, Georgia

July, 2011

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Appendix One Tables



**Gross Annual Household In-Migration***Bibb County, Georgia***2003, 2004, 2005, 2006, 2007**

County of Origin	..... 2003 .....		..... 2004 .....		..... 2005 .....		..... 2006 .....		..... 2007 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Houston	400	11.6%	420	12.0%	445	12.2%	400	12.0%	420	11.7%
Jones	250	7.3%	275	7.9%	290	7.9%	260	7.8%	275	7.7%
Monroe	140	4.1%	155	4.4%	165	4.5%	145	4.4%	165	4.6%
Crawford	125	3.6%	110	3.1%	110	3.0%	85	2.6%	110	3.1%
Peach	105	3.1%	115	3.3%	100	2.7%	95	2.9%	105	2.9%
Twiggs	100	2.9%	130	3.7%	115	3.1%	100	3.0%	90	2.5%
Baldwin	105	3.1%	90	2.6%	80	2.2%	80	2.4%	85	2.4%
DeKalb	65	1.9%	55	1.6%	90	2.5%	70	2.1%	75	2.1%
Fulton	90	2.6%	75	2.1%	90	2.5%	70	2.1%	75	2.1%
Gwinnett	50	1.5%	50	1.4%	50	1.4%	55	1.7%	60	1.7%
Cobb	70	2.0%	55	1.6%	50	1.4%	45	1.4%	55	1.5%
Clayton	35	1.0%	35	1.0%	30	0.8%	45	1.4%	55	1.5%
Laurens	30	0.9%	40	1.1%	30	0.8%	35	1.1%	45	1.3%
Wilkinson	25	0.7%	40	1.1%	40	1.1%	25	0.8%	45	1.3%
Henry	30	0.9%	35	1.0%	45	1.2%	45	1.4%	40	1.1%
Chatham	30	0.9%	40	1.1%	35	1.0%	35	1.1%	35	1.0%
Dougherty	35	1.0%	30	0.9%	20	0.5%	20	0.6%	35	1.0%
Muscogee	35	1.0%	40	1.1%	40	1.1%	30	0.9%	35	1.0%
Duval, FL	15	0.4%	25	0.7%	30	0.8%	25	0.8%	30	0.8%
Miami Dade, FL	15	0.4%	20	0.6%	20	0.5%	25	0.8%	30	0.8%
Clarke	40	1.2%	30	0.9%	30	0.8%	20	0.6%	25	0.7%
Lowndes	20	0.6%	20	0.6%	20	0.5%	20	0.6%	25	0.7%
Richmond	20	0.6%	20	0.6%	30	0.8%	20	0.6%	25	0.7%
Broward, FL	10	0.3%	15	0.4%	20	0.5%	20	0.6%	20	0.6%
Putnam	40	1.2%	25	0.7%	25	0.7%	20	0.6%	20	0.6%
Hillsborough, FL	0	0.0%	0	0.0%	15	0.4%	10	0.3%	15	0.4%
Glynn	15	0.4%	10	0.3%	20	0.5%	15	0.5%	15	0.4%
Upton	15	0.4%	15	0.4%	20	0.5%	15	0.5%	15	0.4%
Washington	0	0.0%	10	0.3%	15	0.4%	10	0.3%	15	0.4%
Cuyahoga, OH	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15	0.4%
Pulaski	0	0.0%	10	0.3%	0	0.0%	0	0.0%	15	0.4%
Cook, IL	20	0.6%	0	0.0%	25	0.7%	15	0.5%	15	0.4%
Dodge	10	0.3%	15	0.4%	20	0.5%	15	0.5%	15	0.4%
Lamar	0	0.0%	15	0.4%	0	0.0%	10	0.3%	15	0.4%
Tift	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15	0.4%
All Other Counties	1,495	43.5%	1,480	42.3%	1,545	42.2%	1,450	43.5%	1,460	40.7%
<b>Total In-Migration:</b>	<b>3,435</b>	<b>100.0%</b>	<b>3,500</b>	<b>100.0%</b>	<b>3,660</b>	<b>100.0%</b>	<b>3,330</b>	<b>100.0%</b>	<b>3,590</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***Bibb County, Georgia***2003, 2004, 2005, 2006, 2007**

Destination County	..... 2003 .....		..... 2004 .....		..... 2005 .....		..... 2006 .....		..... 2007 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Houston	480	13.4%	470	12.6%	485	12.7%	470	12.6%	495	12.7%
Jones	340	9.5%	315	8.5%	350	9.2%	345	9.2%	330	8.5%
Monroe	145	4.0%	195	5.2%	215	5.6%	205	5.5%	205	5.2%
Crawford	130	3.6%	115	3.1%	115	3.0%	90	2.4%	130	3.3%
Peach	115	3.2%	120	3.2%	105	2.8%	115	3.1%	140	3.6%
Twiggs	90	2.5%	125	3.4%	100	2.6%	70	1.9%	85	2.2%
Baldwin	55	1.5%	55	1.5%	65	1.7%	50	1.3%	75	1.9%
DeKalb	100	2.8%	85	2.3%	105	2.8%	100	2.7%	100	2.6%
Fulton	115	3.2%	145	3.9%	160	4.2%	160	4.3%	160	4.1%
Gwinnett	55	1.5%	50	1.3%	55	1.4%	65	1.7%	65	1.7%
Cobb	65	1.8%	75	2.0%	75	2.0%	85	2.3%	105	2.7%
Clayton	55	1.5%	45	1.2%	70	1.8%	45	1.2%	65	1.7%
Laurens	35	1.0%	25	0.7%	25	0.7%	30	0.8%	35	0.9%
Wilkinson	30	0.8%	30	0.8%	25	0.7%	25	0.7%	30	0.8%
Henry	60	1.7%	60	1.6%	75	2.0%	65	1.7%	70	1.8%
Chatham	40	1.1%	35	0.9%	60	1.6%	50	1.3%	55	1.4%
Dougherty	20	0.6%	20	0.5%	20	0.5%	20	0.5%	20	0.5%
Muscogee	25	0.7%	25	0.7%	25	0.7%	30	0.8%	30	0.8%
Duval, FL	35	1.0%	20	0.5%	30	0.8%	30	0.8%	25	0.6%
Miami Dade, FL	15	0.4%	15	0.4%	10	0.3%	0	0.0%	15	0.4%
Clarke	45	1.3%	65	1.7%	30	0.8%	30	0.8%	35	0.9%
Lowndes	15	0.4%	20	0.5%	20	0.5%	20	0.5%	15	0.4%
Richmond	30	0.8%	20	0.5%	20	0.5%	30	0.8%	25	0.6%
Broward, FL	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15	0.4%
Putnam	15	0.4%	20	0.5%	20	0.5%	25	0.7%	20	0.5%
Hillsborough, FL	10	0.3%	15	0.4%	0	0.0%	15	0.4%	15	0.4%
Glynn	15	0.4%	15	0.4%	15	0.4%	15	0.4%	20	0.5%
Upton	20	0.6%	0	0.0%	0	0.0%	15	0.4%	10	0.3%
Washington	0	0.0%	0	0.0%	10	0.3%	10	0.3%	0	0.0%
Cuyahoga, OH	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pulaski	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cook, IL	15	0.4%	0	0.0%	0	0.0%	15	0.4%	15	0.4%
Dodge	20	0.6%	15	0.4%	0	0.0%	15	0.4%	15	0.4%
Lamar	0	0.0%	0	0.0%	15	0.4%	0	0.0%	0	0.0%
Tift	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
All Other Counties	1,395	38.9%	1,525	41.0%	1,510	39.6%	1,495	40.0%	1,485	38.0%
<b>Total Out-Migration:</b>	<b>3,585</b>	<b>100.0%</b>	<b>3,720</b>	<b>100.0%</b>	<b>3,810</b>	<b>100.0%</b>	<b>3,735</b>	<b>100.0%</b>	<b>3,905</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

*Bibb County, Georgia*

2003, 2004, 2005, 2006, 2007

County	..... 2003 .....	..... 2004 .....	..... 2005 .....	..... 2006 .....	..... 2007 .....
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Houston	-80	-50	-40	-70	-75
Jones	-90	-40	-60	-85	-55
Monroe	-5	-40	-50	-60	-40
Crawford	-5	-5	-5	-5	-20
Peach	-10	-5	-5	-20	-35
Twiggs	10	5	15	30	5
Baldwin	50	35	15	30	10
DeKalb	-35	-30	-15	-30	-25
Fulton	-25	-70	-70	-90	-85
Gwinnett	-5	0	-5	-10	-5
Cobb	5	-20	-25	-40	-50
Clayton	-20	-10	-40	0	-10
Laurens	-5	15	5	5	10
Wilkinson	-5	10	15	0	15
Henry	-30	-25	-30	-20	-30
Chatham	-10	5	-25	-15	-20
Dougherty	15	10	0	0	15
Muscogee	10	15	15	0	5
Duval, FL	-20	5	0	-5	5
Miami Dade, FL	0	5	10	25	15
Clarke	-5	-35	0	-10	-10
Lowndes	5	0	0	0	10
Richmond	-10	0	10	-10	0
Broward, FL	10	15	20	20	5
Putnam	25	5	5	-5	0
Hillsborough, FL	-10	-15	15	-5	0
Glynn	0	-5	5	0	-5
Upson	-5	15	20	0	5
Washington	0	10	5	0	15
Cuyahoga, OH	0	0	0	0	15
Pulaski	0	10	0	0	15
Cook, IL	5	0	25	0	0
Dodge	-10	0	20	0	0
Lamar	0	15	-15	10	15
Tift	0	0	0	0	15
All Other Counties	100	-45	35	-45	-25
<b>Total Net Migration:</b>	<b>-150</b>	<b>-220</b>	<b>-150</b>	<b>-405</b>	<b>-315</b>

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

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



**2011 Household Classification by Market Groups**

Households In Groups With Median Incomes Above \$50,000

*City of Macon, Bibb County, Georgia*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
<b>Empty Nesters &amp; Retirees</b>	<b>4,590</b>	<b>47.9%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	590	6.2%
<i>Metropolitan Suburbs</i>	3,130	32.7%
<i>Town &amp; Country/Exurbs</i>	870	9.1%
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,160</b>	<b>22.5%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	580	6.1%
<i>Metropolitan Suburbs</i>	1,200	12.5%
<i>Town &amp; Country/Exurbs</i>	380	4.0%
<b>Younger Singles &amp; Couples</b>	<b>2,830</b>	<b>29.5%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,080	11.3%
<i>Metropolitan Suburbs</i>	1,460	15.2%
<i>Town &amp; Country/Exurbs</i>	290	3.0%
<b>Total:</b>	<b>9,580</b>	<b>100.0%</b>
<b>Total City Households:</b>	<b>35,740</b>	
<b>Classified Households As A Share Of Total City Households:</b>	<b>26.8%</b>	
<b>Estimated Median Income:</b>	<b>\$28,600</b>	
<b>Estimated National Median Income:</b>	<b>\$49,700</b>	
<b>Estimated Median Home Value:</b>	<b>\$91,200</b>	
<b>Estimated National Median Home Value:</b>	<b>\$172,800</b>	

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

**2011 Household Classification by Market Groups**

Households In Groups With Median Incomes Above \$50,000

*City of Macon, Bibb County, Georgia*

	<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>4,590</b>	<b>47.9%</b>		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Retirees	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	150	1.6%	\$108,900	\$267,200
Middle-Class Move-Downs	440	4.6%	\$72,100	\$152,500
<i>Subtotal:</i>	<i>590</i>	<i>6.2%</i>		
<i>Metropolitan Suburbs</i>				
Old Money	200	2.1%	\$159,700	\$546,900
Suburban Establishment	510	5.3%	\$100,300	\$249,000
Affluent Empty Nesters	450	4.7%	\$99,200	\$263,800
Mainstream Retirees	590	6.2%	\$72,900	\$186,000
No-Nest Suburbanites	730	7.6%	\$70,200	\$145,600
Middle-American Retirees	650	6.8%	\$68,000	\$141,500
<i>Subtotal:</i>	<i>3,130</i>	<i>32.7%</i>		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Establishment	130	1.4%	\$115,400	\$306,500
New Empty Nesters	0	0.0%		
RV Retirees	470	4.9%	\$76,500	\$165,700
Blue-Collar Empty Nesters	60	0.6%	\$74,500	\$137,000
Exurban Suburbanites	210	2.2%	\$60,400	\$114,800
<i>Subtotal:</i>	<i>870</i>	<i>9.1%</i>		

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

**2011 Household Classification by Market Groups**

Households In Groups With Median Incomes Above \$50,000

*City of Macon, Bibb County, Georgia*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,160</b>	<b>22.5%</b>		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0.0%		
Multi-Cultural Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	60	0.6%	\$116,800	\$247,300
Multi-Ethnic Families	520	5.4%	\$72,600	\$155,600
Subtotal:	580	6.1%		
<i>Metropolitan Suburbs</i>				
The Social Register	120	1.3%	\$166,800	\$430,400
Nouveau Money	40	0.4%	\$148,400	\$311,600
Late-Nest Suburbanites	260	2.7%	\$105,500	\$241,200
Full-Nest Suburbanites	280	2.9%	\$100,700	\$204,500
Blue-Collar Button-Downs	500	5.2%	\$70,500	\$142,900
Subtotal:	1,200	12.5%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	110	1.1%	\$141,600	\$335,300
Full-Nest Exurbanites	10	0.1%	\$103,800	\$209,000
New-Town Families	260	2.7%	\$78,000	\$150,500
Small-Town Families	0	0.0%		
Subtotal:	380	4.0%		

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

**2011 Household Classification by Market Groups**

Households In Groups With Median Incomes Above \$50,000

*City of Macon, Bibb County, Georgia*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Single &amp; Couples</b>	<b>2,830</b>	<b>29.5%</b>		
<i>Metropolitan Cities</i>				
e-Types	0	0.0%		
New Bohemians	0	0.0%		
Urban Achievers	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	190	2.0%	\$102,100	\$256,400
Twentysomethings	370	3.9%	\$70,600	\$173,900
Small-City Singles	520	5.4%	\$55,400	\$131,100
Subtotal:	1,080	11.3%		
<i>Metropolitan Suburbs</i>				
The Entrepreneurs	120	1.3%	\$144,100	\$385,900
Fast-Track Professionals	210	2.2%	\$102,800	\$286,700
Upscale Suburban Couples	670	7.0%	\$94,900	\$221,200
Suburban Achievers	460	4.8%	\$68,100	\$185,500
Subtotal:	1,460	15.2%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Power Couples	70	0.7%	\$116,800	\$289,100
Cross-Training Couples	220	2.3%	\$79,600	\$185,200
Subtotal:	290	3.0%		

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

**2011 Household Classification by Market Groups**  
Households In Groups With Median Incomes Above \$50,000  
*Bibb County, Georgia*

Household Type / Geographic Designation	Estimated Number	Estimated Share
<b>Empty Nesters &amp; Retirees</b>	<b>12,390</b>	<b>48.2%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	600	2.3%
<i>Metropolitan Suburbs</i>	3,860	15.0%
<i>Town &amp; Country/Exurbs</i>	7,930	30.8%
<b>Traditional &amp; Non-Traditional Families</b>	<b>7,190</b>	<b>28.0%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	590	2.3%
<i>Metropolitan Suburbs</i>	1,470	5.7%
<i>Town &amp; Country/Exurbs</i>	5,130	19.9%
<b>Younger Singles &amp; Couples</b>	<b>6,140</b>	<b>23.9%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,100	4.3%
<i>Metropolitan Suburbs</i>	1,670	6.5%
<i>Town &amp; Country/Exurbs</i>	3,370	13.1%
<b>Total:</b>	<b>25,720</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>60,295</b>	
<b>Classified Households As A Share Of Total County Households:</b>	<b>42.7%</b>	
<b>Estimated Median Income:</b>	<b>\$37,900</b>	
<b>Estimated National Median Income:</b>	<b>\$49,700</b>	
<b>Estimated Median Home Value:</b>	<b>\$119,100</b>	
<b>Estimated National Median Home Value:</b>	<b>\$172,800</b>	

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

**2011 Household Classification by Market Groups**

Households In Groups With Median Incomes Above \$50,000

*Bibb County, Georgia*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Empty Nesters &amp; Retirees</b>	<b>12,390</b>	<b>48.2%</b>		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Retirees	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	150	0.6%	\$108,900	\$267,200
Middle-Class Move-Downs	450	1.7%	\$72,100	\$152,500
Subtotal:	600	2.3%		
<i>Metropolitan Suburbs</i>				
Old Money	240	0.9%	\$160,000	\$547,500
Suburban Establishment	590	2.3%	\$100,400	\$249,300
Affluent Empty Nesters	510	2.0%	\$99,400	\$264,100
Mainstream Retirees	880	3.4%	\$73,000	\$186,200
No-Nest Suburbanites	940	3.7%	\$70,300	\$145,800
Middle-American Retirees	700	2.7%	\$68,100	\$141,700
Subtotal:	3,860	15.0%		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Establishment	1,530	5.9%	\$115,500	\$306,800
New Empty Nesters	740	2.9%	\$99,400	\$206,400
RV Retirees	2,680	10.4%	\$76,600	\$165,900
Blue-Collar Empty Nesters	2,130	8.3%	\$74,700	\$137,200
Exurban Suburbanites	850	3.3%	\$60,500	\$114,900
Subtotal:	7,930	30.8%		

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

**2011 Household Classification by Market Groups**  
Households In Groups With Median Incomes Above \$50,000  
*Bibb County, Georgia*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>7,190</b>	<b>28.0%</b>		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0.0%		
Multi-Cultural Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	60	0.2%	\$116,800	\$247,300
Multi-Ethnic Families	530	2.1%	\$72,600	\$155,600
Subtotal:	590	2.3%		
<i>Metropolitan Suburbs</i>				
The Social Register	150	0.6%	\$167,000	\$430,900
Nouveau Money	50	0.2%	\$148,600	\$311,900
Late-Nest Suburbanites	310	1.2%	\$105,600	\$241,500
Full-Nest Suburbanites	370	1.4%	\$100,800	\$204,800
Blue-Collar Button-Downs	590	2.3%	\$70,600	\$143,000
Subtotal:	1,470	5.7%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	1,510	5.9%	\$141,800	\$335,700
Full-Nest Exurbanites	350	1.4%	\$104,000	\$209,300
New-Town Families	2,490	9.7%	\$78,100	\$150,700
Small-Town Families	780	3.0%	\$77,100	\$141,400
Subtotal:	5,130	19.9%		

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

**2011 Household Classification by Market Groups**

Households In Groups With Median Incomes Above \$50,000

*Bibb County, Georgia*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
<b>Younger Single &amp; Couples</b>	<b>6,140</b>	<b>23.9%</b>		
<i>Metropolitan Cities</i>				
e-Types	0	0.0%		
New Bohemians	0	0.0%		
Urban Achievers	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	190	0.7%	\$102,100	\$256,400
Twentysomethings	380	1.5%	\$70,600	\$173,900
Small-City Singles	530	2.1%	\$55,400	\$131,100
Subtotal:	1,100	4.3%		
<i>Metropolitan Suburbs</i>				
The Entrepreneurs	140	0.5%	\$144,300	\$386,400
Fast-Track Professionals	220	0.9%	\$103,000	\$287,000
Upscale Suburban Couples	800	3.1%	\$95,100	\$221,500
Suburban Achievers	510	2.0%	\$68,200	\$185,700
Subtotal:	1,670	6.5%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Power Couples	1,460	5.7%	\$117,000	\$289,500
Cross-Training Couples	1,910	7.4%	\$79,700	\$185,400
Subtotal:	3,370	13.1%		

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



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

Households In Groups With Median Incomes Above \$50,000

*City of Macon, Bibb County, Georgia*

<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>4,590</b>	<b>290</b>	<b>16.6%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	590	40	2.3%
<i>Metropolitan Suburbs</i>	3,130	190	10.9%
<i>Town &amp; Country/Exurbs</i>	870	60	3.4%
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,160</b>	<b>430</b>	<b>24.6%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	580	120	6.9%
<i>Metropolitan Suburbs</i>	1,200	250	14.3%
<i>Town &amp; Country/Exurbs</i>	380	60	3.4%
<b>Younger Singles &amp; Couples</b>	<b>2,830</b>	<b>1,030</b>	<b>58.9%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,080	440	25.1%
<i>Metropolitan Suburbs</i>	1,460	530	30.3%
<i>Town &amp; Country/Exurbs</i>	290	60	3.4%
<b>Total:</b>	<b>9,580</b>	<b>1,750</b>	<b>100.0%</b>
<b>Total City Households:</b>	<b>35,740</b>		
<b>Classified Households As A Share Of Total City Households:</b>	<b>26.8%</b>		

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

**Average Number Of Households With The Potential  
To Move Within The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*City of Macon, Bibb County, Georgia*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>4,590</b>	<b>290</b>	<b>16.6%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	150	0	0.0%
Middle-Class Move-Downs	440	40	2.3%
Subtotal:	590	40	2.3%
<i>Metropolitan Suburbs</i>			
Old Money	200	10	0.6%
Suburban Establishment	510	30	1.7%
Affluent Empty Nesters	450	20	1.1%
Mainstream Retirees	590	30	1.7%
No-Nest Suburbanites	730	70	4.0%
Middle-American Retirees	650	30	1.7%
Subtotal:	3,130	190	10.9%
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	130	0	0.0%
New Empty Nesters	0	0	0.0%
RV Retirees	470	20	1.1%
Blue-Collar Empty Nesters	60	10	0.6%
Exurban Suburbanites	210	30	1.7%
Subtotal:	870	60	3.4%

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

**Average Number Of Households With The Potential  
To Move Within The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*City of Macon, Bibb County, Georgia*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,160</b>	<b>430</b>	<b>24.6%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural 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	60	10	0.6%
Multi-Ethnic Families	520	110	6.3%
<i>Subtotal:</i>	<u>580</u>	<u>120</u>	<u>6.9%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	120	10	0.6%
Nouveau Money	40	10	0.6%
Late-Nest Suburbanites	260	20	1.1%
Full-Nest Suburbanites	280	60	3.4%
Blue-Collar Button-Downs	500	150	8.6%
<i>Subtotal:</i>	<u>1,200</u>	<u>250</u>	<u>14.3%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	110	10	0.6%
Full-Nest Exurbanites	10	0	0.0%
New-Town Families	260	50	2.9%
Small-Town Families	0	0	0.0%
<i>Subtotal:</i>	<u>380</u>	<u>60</u>	<u>3.4%</u>

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

**Average Number Of Households With The Potential  
To Move Within The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*City of Macon, Bibb County, Georgia*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>2,830</b>	<b>1,030</b>	<b>58.9%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	190	50	2.9%
Twentysomethings	370	150	8.6%
Small-City Singles	520	240	13.7%
Subtotal:	1,080	440	25.1%
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	120	20	1.1%
Fast-Track Professionals	210	60	3.4%
Upscale Suburban Couples	670	180	10.3%
Suburban Achievers	460	270	15.4%
Subtotal:	1,460	530	30.3%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	70	10	0.6%
Cross-Training Couples	220	50	2.9%
Subtotal:	290	60	3.4%

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

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

Households In Groups With Median Incomes Above \$50,000

*Balance of Bibb County, Georgia*

<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>7,800</b>	<b>350</b>	<b>35.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	10	0	0.0%
<i>Metropolitan Suburbs</i>	730	20	2.0%
<i>Town &amp; Country/Exurbs</i>	7,060	330	33.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>5,030</b>	<b>350</b>	<b>35.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	10	0	0.0%
<i>Metropolitan Suburbs</i>	270	20	2.0%
<i>Town &amp; Country/Exurbs</i>	4,750	330	33.0%
<b>Younger Singles &amp; Couples</b>	<b>3,310</b>	<b>300</b>	<b>30.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	20	0	0.0%
<i>Metropolitan Suburbs</i>	210	30	3.0%
<i>Town &amp; Country/Exurbs</i>	3,080	270	27.0%
<b>Total:</b>	<b>16,140</b>	<b>1,000</b>	<b>100.0%</b>
<b>Total County Households: {Balance of County}</b>	<b>24,555</b>		
<b>Classified Households As A Share Of Total County Households: {Balance of County}</b>	<b>65.7%</b>		

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

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

Households In Groups With Median Incomes Above \$50,000

*Balance of Bibb County, Georgia*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>7,800</b>	<b>350</b>	<b>35.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	10	0	0.0%
Subtotal:	<u>10</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	40	0	0.0%
Suburban Establishment	80	0	0.0%
Affluent Empty Nesters	60	0	0.0%
Mainstream Retirees	290	10	1.0%
No-Nest Suburbanites	210	10	1.0%
Middle-American Retirees	50	0	0.0%
Subtotal:	<u>730</u>	<u>20</u>	<u>2.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	1,400	20	2.0%
New Empty Nesters	740	50	5.0%
RV Retirees	2,210	50	5.0%
Blue-Collar Empty Nesters	2,070	160	16.0%
Exurban Suburbanites	640	50	5.0%
Subtotal:	<u>7,060</u>	<u>330</u>	<u>33.0%</u>

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

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

Households In Groups With Median Incomes Above \$50,000

*Balance of Bibb County, Georgia*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>5,030</b>	<b>350</b>	<b>35.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	10	0	0.0%
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	30	0	0.0%
Nouveau Money	10	0	0.0%
Late-Nest Suburbanites	50	0	0.0%
Full-Nest Suburbanites	90	10	1.0%
Blue-Collar Button-Downs	90	10	1.0%
<i>Subtotal:</i>	<u>270</u>	<u>20</u>	<u>2.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	1,400	70	7.0%
Full-Nest Exurbanites	340	20	2.0%
New-Town Families	2,230	190	19.0%
Small-Town Families	780	50	5.0%
<i>Subtotal:</i>	<u>4,750</u>	<u>330</u>	<u>33.0%</u>

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

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

Households In Groups With Median Incomes Above \$50,000

*Balance of Bibb County, Georgia*

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>3,310</b>	<b>300</b>	<b>30.0%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	10	0	0.0%
Small-City Singles	10	0	0.0%
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	20	0	0.0%
Fast-Track Professionals	10	0	0.0%
Upscale Suburban Couples	130	20	2.0%
Suburban Achievers	50	10	1.0%
<i>Subtotal:</i>	<u>210</u>	<u>30</u>	<u>3.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	1,390	100	10.0%
Cross-Training Couples	1,690	170	17.0%
<i>Subtotal:</i>	<u>3,080</u>	<u>270</u>	<u>27.0%</u>

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



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

Summary: Appendix Two, Tables 1 Through 3

*Houston, Jones, and Monroe Counties, Georgia*

<u>Household Type/ Geographic Designation</u>	<u>Houston County</u>	<u>Jones County</u>	<u>Monroe County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>40</b>	<b>70</b>	<b>30</b>	<b>140</b>
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	10	0	0	10
<i>Metropolitan Suburbs</i>	0	10	0	10
<i>Town &amp; Country/Exurbs</i>	30	60	30	120
<b>Traditional &amp; Non-Traditional Families</b>	<b>100</b>	<b>70</b>	<b>50</b>	<b>220</b>
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	20	0	0	20
<i>Metropolitan Suburbs</i>	20	0	0	20
<i>Town &amp; Country/Exurbs</i>	60	70	50	180
<b>Younger Singles &amp; Couples</b>	<b>110</b>	<b>10</b>	<b>20</b>	<b>140</b>
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	50	0	0	50
<i>Metropolitan Suburbs</i>	50	0	0	50
<i>Town &amp; Country/Exurbs</i>	10	10	20	40
<b>Total:</b>	<b>250</b>	<b>150</b>	<b>100</b>	<b>500</b>
<b>Percent:</b>	<b>50.0%</b>	<b>30.0%</b>	<b>20.0%</b>	<b>100.0%</b>

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

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

Summary: Appendix Two, Tables 1 Through 3

*Houston, Jones, and Monroe Counties, Georgia*

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	<u>Houston County</u>	<u>Jones County</u>	<u>Monroe County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>40</b>	<b>70</b>	<b>30</b>	<b>140</b>
<i>Metropolitan Cities</i>				
Urban Establishment	0	0	0	0
Cosmopolitan Couples	0	0	0	0
Multi-Ethnic Retirees	0	0	0	0
Subtotal:	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	0	0	0	0
Middle-Class Move-Downs	10	0	0	10
Subtotal:	<u>10</u>	<u>0</u>	<u>0</u>	<u>10</u>
<i>Metropolitan Suburbs</i>				
Old Money	0	0	0	0
Suburban Establishment	0	0	0	0
Affluent Empty Nesters	0	0	0	0
Mainstream Retirees	0	0	0	0
No-Nest Suburbanites	0	0	0	0
Middle-American Retirees	0	10	0	10
Subtotal:	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>
<i>Town &amp; Country/Exurbs</i>				
Small-Town Establishment	0	0	0	0
New Empty Nesters	20	10	0	30
RV Retirees	0	10	10	20
Blue-Collar Families	10	30	20	60
Exurban Suburbanites	0	10	0	10
Subtotal:	<u>30</u>	<u>60</u>	<u>30</u>	<u>120</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

*Houston, Jones, and Monroe Counties, Georgia*

---

	<i>Houston County</i>	<i>Jones County</i>	<i>Monroe County</i>	<i>Total</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>100</b>	<b>70</b>	<b>50</b>	<b>220</b>
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0	0	0
Multi-Cultural Families	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	0	0	0	0
Multi-Ethnic Families	20	0	0	20
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>0</u>	<u>20</u>
<i>Metropolitan Suburbs</i>				
The Social Register	0	0	0	0
Nouveau Money	0	0	0	0
Late-Nest Suburbanites	0	0	0	0
Full-Nest Suburbanites	10	0	0	10
Blue-Collar Button-Downs	10	0	0	10
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>0</u>	<u>20</u>
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	10	10	10	30
Full-Nest Exurbanites	20	10	10	40
New-Town Families	30	10	0	40
Small-Town Families	0	40	30	70
<i>Subtotal:</i>	<u>60</u>	<u>70</u>	<u>50</u>	<u>180</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

*Houston, Jones, and Monroe Counties, Georgia*

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	<u>Houston County</u>	<u>Jones County</u>	<u>Monroe County</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>110</b>	<b>10</b>	<b>20</b>	<b>140</b>
<i>Metropolitan Cities</i>				
e-Types	0	0	0	0
New Bohemians	0	0	0	0
Urban Achievers	0	0	0	0
Subtotal:	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	0	0	0	0
Twentysomethings	10	0	0	10
Small-City Singles	40	0	0	40
Subtotal:	<u>50</u>	<u>0</u>	<u>0</u>	<u>50</u>
<i>Metropolitan Suburbs</i>				
The Entrepreneurs	0	0	0	0
Fast-Track Professionals	0	0	0	0
Upscale Suburban Couples	20	0	0	20
Suburban Achievers	30	0	0	30
Subtotal:	<u>50</u>	<u>0</u>	<u>0</u>	<u>50</u>
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Power Couples	0	0	10	10
Cross-Training Couples	10	10	10	30
Subtotal:	<u>10</u>	<u>10</u>	<u>20</u>	<u>40</u>

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

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

Summary: Appendix Two, Tables 4 Through 7

*DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area), Georgia*

<u>Household Type/ Geographic Designation</u>	<u>DeKalb County</u>	<u>Fulton County</u>	<u>Cobb County</u>	<u>Gwinnett County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>10</b>
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	10	0	0	0	10
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>30</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>70</b>
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	30	0	20	20	70
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>80</b>	<b>120</b>	<b>80</b>	<b>30</b>	<b>310</b>
<i>Metropolitan Cities</i>	0	30	0	0	30
<i>Small Cities/Satellite Cities</i>	20	30	30	10	90
<i>Metropolitan Suburbs</i>	60	60	50	20	190
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>120</b>	<b>120</b>	<b>100</b>	<b>50</b>	<b>390</b>
<b>Percent:</b>	<b>30.8%</b>	<b>30.8%</b>	<b>25.6%</b>	<b>12.8%</b>	<b>100.0%</b>

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

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

Summary: Appendix Two, Tables 4 Through 7

*DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area), Georgia*

	<u>DeKalb County</u>	<u>Fulton County</u>	<u>Cobb County</u>	<u>Gwinnett County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>10</b>
<i>Metropolitan Cities</i>					
Urban Establishment	0	0	0	0	0
Cosmopolitan Couples	0	0	0	0	0
Multi-Ethnic Retirees	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	0	0	0	0	0
Middle-Class Move-Downs	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Metropolitan Suburbs</i>					
Old Money	0	0	0	0	0
Suburban Establishment	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0
Mainstream Retirees	0	0	0	0	0
No-Nest Suburbanites	10	0	0	0	10
Middle-American Retirees	0	0	0	0	0
Subtotal:	10	0	0	0	10
<i>Town &amp; Country/Exurbs</i>					
Small-Town Establishment	0	0	0	0	0
New Empty Nesters	0	0	0	0	0
RV Retirees	0	0	0	0	0
Blue-Collar Empty Nesters	0	0	0	0	0
Exurban Suburbanites	0	0	0	0	0
Subtotal:	0	0	0	0	0

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

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

Summary: Appendix Two, Tables 4 Through 7

*DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area), Georgia*

	<u>DeKalb County</u>	<u>Fulton County</u>	<u>Cobb County</u>	<u>Gwinnett County</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>30</b>	<b>0</b>	<b>20</b>	<b>20</b>	<b>70</b>
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	0	0
Multi-Ethnic Families	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Metropolitan Suburbs</i>					
The Social Register	0	0	0	0	0
Nouveau Money	0	0	0	0	0
Late-Nest Suburbanites	0	0	0	0	0
Full-Nest Suburbanites	10	0	10	10	30
Blue-Collar Button-Downs	20	0	10	10	40
Subtotal:	30	0	20	20	70
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Elite	0	0	0	0	0
Full-Nest Exurbanites	0	0	0	0	0
New-Town Families	0	0	0	0	0
Small-Town Families	0	0	0	0	0
Subtotal:	0	0	0	0	0

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

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

Summary: Appendix Two, Tables 4 Through 7

*DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area), Georgia*

	<u>DeKalb County</u>	<u>Fulton County</u>	<u>Cobb County</u>	<u>Gwinnett County</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>80</b>	<b>120</b>	<b>80</b>	<b>30</b>	<b>310</b>
<i>Metropolitan Cities</i>					
e-Types	0	10	0	0	10
New Bohemians	0	10	0	0	10
Urban Achievers	0	10	0	0	10
Subtotal:	<u>0</u>	<u>30</u>	<u>0</u>	<u>0</u>	<u>30</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	10	10	0	20
Twentysomethings	10	10	10	0	30
Small-City Singles	10	10	10	10	40
Subtotal:	<u>20</u>	<u>30</u>	<u>30</u>	<u>10</u>	<u>90</u>
<i>Metropolitan Suburbs</i>					
The Entrepreneurs	0	10	10	0	20
Fast-Track Professionals	10	20	10	0	40
Upscale Suburban Couples	10	10	10	10	40
Suburban Achievers	40	20	20	10	90
Subtotal:	<u>60</u>	<u>60</u>	<u>50</u>	<u>20</u>	<u>190</u>
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Power Couples	0	0	0	0	0
Cross-Training Couples	0	0	0	0	0
Subtotal:	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

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



**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*All Other U.S. Counties*

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Household Type/ Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>430</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	60	2.8%
<i>Metropolitan Suburbs</i>	120	5.6%
<i>Town &amp; Country/Exurbs</i>	250	11.6%
<b>Traditional &amp; Non-Traditional Families</b>	<b>550</b>	<b>25.6%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	130	6.0%
<i>Metropolitan Suburbs</i>	220	10.2%
<i>Town &amp; Country/Exurbs</i>	200	9.3%
<b>Younger Singles &amp; Couples</b>	<b>1,170</b>	<b>54.4%</b>
<i>Metropolitan Cities</i>	300	14.0%
<i>Small Cities/Satellite Cities</i>	340	15.8%
<i>Metropolitan Suburbs</i>	400	18.6%
<i>Town &amp; Country/Exurbs</i>	130	6.0%
<b>Total:</b>	<b>2,150</b>	<b>100.0%</b>

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*All Other U.S. Counties*

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	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>430</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>		
Urban Establishment	0	0.0%
Cosmopolitan Couples	0	0.0%
Multi-Ethnic Retirees	0	0.0%
Subtotal:	0	0.0%
<i>Small Cities/Satellite Cities</i>		
Cosmopolitan Elite	20	0.9%
Middle-Class Move-Downs	40	1.9%
Subtotal:	60	2.8%
<i>Metropolitan Suburbs</i>		
Old Money	20	0.9%
Suburban Establishment	20	0.9%
Affluent Empty Nesters	10	0.5%
Mainstream Retirees	10	0.5%
No-Nest Suburbanites	40	1.9%
Middle-American Retirees	20	0.9%
Subtotal:	120	5.6%
<i>Town &amp; Country/Exurbs</i>		
Small-Town Establishment	20	0.9%
New Empty Nesters	50	2.3%
RV Retirees	40	1.9%
Blue-Collar Empty Nesters	100	4.7%
Exurban Suburbanites	40	1.9%
Subtotal:	250	11.6%

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*All Other U.S. Counties*

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	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>550</b>	<b>25.6%</b>
<i>Metropolitan Cities</i>		
Full-Nest Urbanites	0	0.0%
Multi-Cultural Families	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	50	2.3%
Multi-Ethnic Families	80	3.7%
<i>Subtotal:</i>	<u>130</u>	<u>6.0%</u>
<i>Metropolitan Suburbs</i>		
The Social Register	10	0.5%
Nouveau Money	30	1.4%
Late-Nest Suburbanites	30	1.4%
Full-Nest Suburbanites	70	3.3%
Blue-Collar Button-Downs	80	3.7%
<i>Subtotal:</i>	<u>220</u>	<u>10.2%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Elite	50	2.3%
Full-Nest Exurbanites	40	1.9%
New-Town Families	60	2.8%
Small-Town Families	50	2.3%
<i>Subtotal:</i>	<u>200</u>	<u>9.3%</u>

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*All Other U.S. Counties*

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	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>1,170</b>	<b>54.4%</b>
<i>Metropolitan Cities</i>		
e-Types	70	3.3%
New Bohemians	100	4.7%
Urban Achievers	130	6.0%
Subtotal:	300	14.0%
<i>Small Cities/Satellite Cities</i>		
The VIPs	80	3.7%
Twentysomethings	130	6.0%
Small-City Singles	130	6.0%
Subtotal:	340	15.8%
<i>Metropolitan Suburbs</i>		
The Entrepreneurs	70	3.3%
Fast-Track Professionals	60	2.8%
Upscale Suburban Couples	90	4.2%
Suburban Achievers	180	8.4%
Subtotal:	400	18.6%
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Power Couples	70	3.3%
Cross-Training Couples	60	2.8%
Subtotal:	130	6.0%

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

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

Summary: Appendix One, Tables 4 Through 8

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);  
DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

<u>Household Type/ Geographic Designation</u>	<u>City of Macon</u>	<u>Bibb County</u>	<u>Regional Draw Area</u>	<u>Atlanta Draw Area</u>	<u>All Other U.S. Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>290</b>	<b>350</b>	<b>140</b>	<b>10</b>	<b>430</b>	<b>1,220</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	40	0	10	0	60	110
<i>Metropolitan Suburbs</i>	190	20	10	10	120	350
<i>Town &amp; Country/Exurbs</i>	60	330	120	0	250	760
<b>Traditional &amp; Non-Traditional Families</b>	<b>430</b>	<b>350</b>	<b>220</b>	<b>70</b>	<b>550</b>	<b>1,620</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	120	0	20	0	130	270
<i>Metropolitan Suburbs</i>	250	20	20	70	220	580
<i>Town &amp; Country/Exurbs</i>	60	330	180	0	200	770
<b>Younger Singles &amp; Couples</b>	<b>1,030</b>	<b>300</b>	<b>140</b>	<b>310</b>	<b>1,170</b>	<b>2,950</b>
<i>Metropolitan Cities</i>	0	0	0	30	300	330
<i>Small Cities/Satellite Cities</i>	440	0	50	90	340	920
<i>Metropolitan Suburbs</i>	530	30	50	190	400	1,200
<i>Town &amp; Country/Exurbs</i>	60	270	40	0	130	500
<b>Total:</b>	<b>1,750</b>	<b>1,000</b>	<b>500</b>	<b>390</b>	<b>2,150</b>	<b>5,790</b>
<b>Percent:</b>	<b>30.2%</b>	<b>17.3%</b>	<b>8.6%</b>	<b>6.8%</b>	<b>37.1%</b>	<b>100.0%</b>

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

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

Summary: Appendix One, Tables 4 Through 8

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);*

*DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

	<u>City of Macon</u>	<u>Bibb County</u>	<u>Regional Draw Area</u>	<u>Atlanta Draw Area</u>	<u>All Other U.S. Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>290</b>	<b>350</b>	<b>140</b>	<b>10</b>	<b>430</b>	<b>1,220</b>
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	0	0	0
Cosmopolitan Couples	0	0	0	0	0	0
Multi-Ethnic Retirees	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	0	0	0	0	20	20
Middle-Class Move-Downs	40	0	10	0	40	90
<i>Subtotal:</i>	<u>40</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>60</u>	<u>110</u>
<i>Metropolitan Suburbs</i>						
Old Money	10	0	0	0	20	30
Suburban Establishment	30	0	0	0	20	50
Affluent Empty Nesters	20	0	0	0	10	30
Mainstream Retirees	30	10	0	0	10	50
No-Nest Suburbanites	70	10	0	10	40	130
Middle-American Retirees	30	0	10	0	20	60
<i>Subtotal:</i>	<u>190</u>	<u>20</u>	<u>10</u>	<u>10</u>	<u>120</u>	<u>350</u>
<i>Town &amp; Country/Exurbs</i>						
Small-Town Establishment	0	20	0	0	20	40
New Empty Nesters	0	50	30	0	50	130
RV Retirees	20	50	20	0	40	130
Blue-Collar Empty Nesters	10	160	60	0	100	330
Exurban Suburbanites	30	50	10	0	40	130
<i>Subtotal:</i>	<u>60</u>	<u>330</u>	<u>120</u>	<u>0</u>	<u>250</u>	<u>760</u>

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

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

Summary: Appendix One, Tables 4 Through 8

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);  
DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

	<u>City of Macon</u>	<u>Bibb County</u>	<u>Regional Draw Area</u>	<u>Atlanta Draw Area</u>	<u>All Other U.S. Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>430</b>	<b>350</b>	<b>220</b>	<b>70</b>	<b>550</b>	<b>1,620</b>
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	0	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0	0
Subtotal:	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	10	0	0	0	50	60
Multi-Ethnic Families	110	0	20	0	80	210
Subtotal:	120	0	20	0	130	270
<i>Metropolitan Suburbs</i>						
The Social Register	10	0	0	0	10	20
Nouveau Money	10	0	0	0	30	40
Late-Nest Suburbanites	20	0	0	0	30	50
Full-Nest Suburbanites	60	10	10	30	70	180
Blue-Collar Button-Downs	150	10	10	40	80	290
Subtotal:	250	20	20	70	220	580
<i>Town &amp; Country/Exurbs</i>						
Ex-Urban Elite	10	70	30	0	50	160
Full-Nest Exurbanites	0	20	40	0	40	100
New-Town Families	50	190	40	0	60	340
Small-Town Families	0	50	70	0	50	170
Subtotal:	60	330	180	0	200	770

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

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

Summary: Appendix One, Tables 4 Through 8

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);*

*DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

	<u>City of Macon</u>	<u>Bibb County</u>	<u>Regional Draw Area</u>	<u>Atlanta Draw Area</u>	<u>All Other U.S. Counties</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>1,030</b>	<b>300</b>	<b>140</b>	<b>310</b>	<b>1,170</b>	<b>2,950</b>
<i>Metropolitan Cities</i>						
e-Types	0	0	0	10	70	80
New Bohemians	0	0	0	10	100	110
Urban Achievers	0	0	0	10	130	140
Subtotal:	0	0	0	30	300	330
<i>Small Cities/Satellite Cities</i>						
The VIPs	50	0	0	20	80	150
Twentysomethings	150	0	10	30	130	320
Small-City Singles	240	0	40	40	130	450
Subtotal:	440	0	50	90	340	920
<i>Metropolitan Suburbs</i>						
The Entrepreneurs	20	0	0	20	70	110
Fast-Track Professionals	60	0	0	40	60	160
Upscale Suburban Couples	180	20	20	40	90	350
Suburban Achievers	270	10	30	90	180	580
Subtotal:	530	30	50	190	400	1,200
<i>Town &amp; Country/Exurbs</i>						
Ex-Urban Power Couples	10	100	10	0	70	190
Cross-Training Couples	50	170	30	0	60	310
Subtotal:	60	270	40	0	130	500

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



**Average Number Of Households With The Potential  
To Move To Downtown Macon Each Year Over The Next Five Years**

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);  
DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

<u>Household Type/ Geographic Designation</u>	<u>City of Macon</u>	<u>Bibb County</u>	<u>Regional Draw Area</u>	<u>Atlanta Draw Area</u>	<u>All Other U.S. Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>100</b>	<b>70</b>	<b>30</b>	<b>0</b>	<b>170</b>	<b>370</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	30	0	10	0	50	90
<i>Metropolitan Suburbs</i>	70	10	0	0	60	140
<i>Town &amp; Country/Exurbs</i>	0	60	20	0	60	140
 <b>Traditional &amp; Non-Traditional Families</b>	 <b>50</b>	 <b>60</b>	 <b>10</b>	 <b>10</b>	 <b>70</b>	 <b>200</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	20	20
<i>Metropolitan Suburbs</i>	30	0	0	10	30	70
<i>Town &amp; Country/Exurbs</i>	20	60	10	0	20	110
 <b>Younger Singles &amp; Couples</b>	 <b>450</b>	 <b>110</b>	 <b>40</b>	 <b>170</b>	 <b>640</b>	 <b>1,410</b>
<i>Metropolitan Cities</i>	0	0	0	20	160	180
<i>Small Cities/Satellite Cities</i>	190	0	10	50	200	450
<i>Metropolitan Suburbs</i>	250	20	20	100	210	600
<i>Town &amp; Country/Exurbs</i>	10	90	10	0	70	180
 <b>Total:</b>	 <b>600</b>	 <b>240</b>	 <b>80</b>	 <b>180</b>	 <b>880</b>	 <b>1,980</b>
<b>Percent:</b>	<b>30.3%</b>	<b>12.1%</b>	<b>4.0%</b>	<b>9.2%</b>	<b>44.4%</b>	<b>100.0%</b>

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

**Average Number Of Households With The Potential  
To Move To Downtown Macon Each Year Over The Next Five Years**  
*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);  
 DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

	<u>City of Macon</u>	<u>Bibb County</u>	<u>Regional Draw Area</u>	<u>Atlanta Draw Area</u>	<u>All Other U.S. Counties</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	100	70	30	0	170	370
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	0	0	0	0	20	20
Middle-Class Move-Downs	30	0	10	0	30	70
Subtotal:	30	0	10	0	50	90
<i>Metropolitan Suburbs</i>						
Old Money	10	0	0	0	20	30
Suburban Establishment	20	0	0	0	20	40
Affluent Empty Nesters	20	0	0	0	10	30
Mainstream Retirees	20	10	0	0	10	40
Subtotal:	70	10	0	0	60	140
<i>Town &amp; Country/Exurbs</i>						
Small-Town Establishment	0	20	0	0	20	40
New Empty Nesters	0	40	20	0	40	100
Subtotal:	0	60	20	0	60	140

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

**Average Number Of Households With The Potential  
To Move To Downtown Macon Each Year Over The Next Five Years**

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);  
DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

	<u>City of Macon</u>	<u>Bibb County</u>	<u>Regional Draw Area</u>	<u>Atlanta Draw Area</u>	<u>All Other U.S. Counties</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>50</b>	<b>60</b>	<b>10</b>	<b>10</b>	<b>70</b>	<b>200</b>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>20</u>
Subtotal:	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>20</u>
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	<u>10</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>20</u>
Full-Nest Suburbanites	<u>20</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>20</u>	<u>50</u>
Subtotal:	<u>30</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>30</u>	<u>70</u>
<i>Town &amp; Country/Exurbs</i>						
New-Town Families	<u>20</u>	<u>60</u>	<u>10</u>	<u>0</u>	<u>20</u>	<u>110</u>
Subtotal:	<u>20</u>	<u>60</u>	<u>10</u>	<u>0</u>	<u>20</u>	<u>110</u>

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

**Average Number Of Households With The Potential  
To Move To Downtown Macon Each Year Over The Next Five Years**

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);  
DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

	<u>City of Macon</u>	<u>Bibb County</u>	<u>Regional Draw Area</u>	<u>Atlanta Draw Area</u>	<u>All Other U.S. Counties</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>450</b>	<b>110</b>	<b>40</b>	<b>170</b>	<b>640</b>	<b>1,410</b>
<i>Metropolitan Cities</i>						
e-Types	0	0	0	10	70	80
New Bohemians	0	0	0	10	90	100
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>160</u>	<u>180</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	50	0	0	20	80	150
Twentysomethings	140	0	10	30	120	300
<i>Subtotal:</i>	<u>190</u>	<u>0</u>	<u>10</u>	<u>50</u>	<u>200</u>	<u>450</u>
<i>Metropolitan Suburbs</i>						
The Entrepreneurs	20	0	0	20	70	110
Fast-Track Professionals	60	0	0	40	60	160
Upscale Suburban Couples	170	20	20	40	80	330
<i>Subtotal:</i>	<u>250</u>	<u>20</u>	<u>20</u>	<u>100</u>	<u>210</u>	<u>600</u>
<i>Town &amp; Country/Exurbs</i>						
Ex-Urban Power Couples	10	90	10	0	70	180
<i>Subtotal:</i>	<u>10</u>	<u>90</u>	<u>10</u>	<u>0</u>	<u>70</u>	<u>180</u>

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

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential

To Move To Downtown Macon Each Year Over The Next Five Years

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);**DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

Household Type/ Geographic Designation	.. Rental ..	..... Ownership .....				Total
	Above Median	Entry- Level	First-Time Move-Up	Move-Up/ Lateral	Move- Down	
<b>Empty Nesters &amp; Retirees</b>	<b>60</b>	<b>0</b>	<b>40</b>	<b>130</b>	<b>140</b>	<b>370</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	20	0	10	30	30	90
<i>Metropolitan Suburbs</i>	20	0	0	60	60	140
<i>Town &amp; Country/Exurbs</i>	20	0	30	40	50	140
<b>Traditional &amp; Non-Traditional Families</b>	<b>30</b>	<b>30</b>	<b>70</b>	<b>50</b>	<b>20</b>	<b>200</b>
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	10	10	0	20
<i>Metropolitan Suburbs</i>	10	10	20	20	10	70
<i>Town &amp; Country/Exurbs</i>	20	20	40	20	10	110
<b>Younger Singles &amp; Couples</b>	<b>580</b>	<b>210</b>	<b>290</b>	<b>270</b>	<b>60</b>	<b>1,410</b>
<i>Metropolitan Cities</i>	120	20	20	20	0	180
<i>Small Cities/Satellite Cities</i>	220	80	70	80	0	450
<i>Metropolitan Suburbs</i>	210	80	140	130	40	600
<i>Town &amp; Country/Exurbs</i>	30	30	60	40	20	180
<b>Total:</b>	<b>670</b>	<b>240</b>	<b>400</b>	<b>450</b>	<b>220</b>	<b>1,980</b>
<b>Percent:</b>	<b>33.8%</b>	<b>12.1%</b>	<b>20.2%</b>	<b>22.7%</b>	<b>11.1%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential

To Move To Downtown Macon Each Year Over The Next Five Years

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);**DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

Empty Nesters & Retirees	.. Rental ..	..... Ownership .....				Total
	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	0	0	0	10	10	20
Middle-Class Move-Downs	20	0	10	20	20	70
Subtotal:	20	0	10	30	30	90
<i>Metropolitan Suburbs</i>						
Old Money	0	0	0	10	20	30
Suburban Establishment	10	0	0	20	10	40
Affluent Empty Nesters	0	0	0	10	20	30
Mainstream Retirees	10	0	0	20	10	40
Subtotal:	20	0	0	60	60	140
<i>Town &amp; Country/Exurbs</i>						
Small-Town Establishment	0	0	10	10	20	40
New Empty Nesters	20	0	20	30	30	100
Subtotal:	20	0	30	40	50	140
Total:	60	0	40	130	140	370
Percent:	16.2%	0.0%	10.8%	35.1%	37.8%	100.0%

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

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential

To Move To Downtown Macon Each Year Over The Next Five Years

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);**DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

Traditional & Non-Traditional Families	.. Rental ..	..... Ownership .....				Total
	<u>Above Median</u>	<u>Entry- Level</u>	<u>First-Time Move-Up</u>	<u>Move-Up/ Lateral</u>	<u>Move- Down</u>	
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	10	10	0	20
Subtotal:	0	0	10	10	0	20
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	10	10	0	20
Full-Nest Suburbanites	10	10	10	10	10	50
Subtotal:	10	10	20	20	10	70
<i>Town &amp; Country/Exurbs</i>						
New-Town Families	20	20	40	20	10	110
Subtotal:	20	20	40	20	10	110
Total:	30	30	70	50	20	200
Percent:	15.0%	15.0%	35.0%	25.0%	10.0%	100.0%

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

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential

To Move To Downtown Macon Each Year Over The Next Five Years

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);**DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

<b>Younger Singles &amp; Couples</b>	<i>.. Rental ..</i>	<i>..... Ownership .....</i>				<b>Total</b>
	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<i>Metropolitan Cities</i>						
e-Types	50	10	10	10	0	80
New Bohemians	70	10	10	10	0	100
Subtotal:	120	20	20	20	0	180
<i>Small Cities/Satellite Cities</i>						
The VIPs	60	20	30	40	0	150
Twentysomethings	160	60	40	40	0	300
Subtotal:	220	80	70	80	0	450
<i>Metropolitan Suburbs</i>						
The Entrepreneurs	40	10	30	20	10	110
Fast-Track Professionals	80	20	30	30	0	160
Upscale Suburban Couples	90	50	80	80	30	330
Subtotal:	210	80	140	130	40	600
<i>Town &amp; Country/Exurbs</i>						
Ex-Urban Power Couples	30	30	60	40	20	180
Subtotal:	30	30	60	40	20	180
<b>Total:</b>	<b>580</b>	<b>210</b>	<b>290</b>	<b>270</b>	<b>60</b>	<b>1,410</b>
<b>Percent:</b>	<b>41.1%</b>	<b>14.9%</b>	<b>20.6%</b>	<b>19.1%</b>	<b>4.3%</b>	<b>100.0%</b>

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



**New Unit Purchase Propensity By Housing Type**

Average Number Of Households With The Potential

To Move To Downtown Macon Each Year Over The Next Five Years

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);**DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- Family .....				Total
	All Ranges	.. Attached ..	Detached .....			
		All Ranges	Low-Range	Mid-Range	High-Range	
Empty Nesters & Retirees	30	40	70	80	90	310
Metropolitan Cities	0	0	0	0	0	0
Small Cities/Satellite Cities	10	10	20	20	10	70
Metropolitan Suburbs	10	20	20	30	40	120
Town & Country/Exurbs	10	10	30	30	40	120
Traditional & Non-Traditional Families	0	20	50	60	40	170
Metropolitan Cities	0	0	0	0	0	0
Small Cities/Satellite Cities	0	0	0	10	10	20
Metropolitan Suburbs	0	10	10	20	20	60
Town & Country/Exurbs	0	10	40	30	10	90
Younger Singles & Couples	210	250	110	130	130	830
Metropolitan Cities	40	20	0	0	0	60
Small Cities/Satellite Cities	70	100	30	20	10	230
Metropolitan Suburbs	90	110	50	70	70	390
Town & Country/Exurbs	10	20	30	40	50	150
Total:	240	310	230	270	260	1,310
Percent:	18.3%	23.7%	17.6%	20.6%	19.8%	100.0%

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

**New Unit Purchase Propensity By Housing Type**

Average Number Of Households With The Potential

To Move To Downtown Macon Each Year Over The Next Five Years

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);**DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

Empty Nesters & Retirees	Multi- .. Family ..	Single- Family .....				Total
	<u>All Ranges</u>	.. Attached ..	Detached .....			
		<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	0	0	0	10	10	20
Middle-Class Move-Downs	<u>10</u>	<u>10</u>	<u>20</u>	<u>10</u>	<u>0</u>	<u>50</u>
Subtotal:	10	10	20	20	10	70
<i>Metropolitan Suburbs</i>						
Old Money	0	0	0	10	20	30
Suburban Establishment	0	0	10	10	10	30
Affluent Empty Nesters	0	10	0	10	10	30
Mainstream Retirees	<u>10</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>0</u>	<u>30</u>
Subtotal:	10	20	20	30	40	120
<i>Town &amp; Country/Exurbs</i>						
Small-Town Establishment	0	0	10	10	20	40
New Empty Nesters	<u>10</u>	<u>10</u>	<u>20</u>	<u>20</u>	<u>20</u>	<u>80</u>
Subtotal:	10	10	30	30	40	120
Total:	30	40	70	80	90	310
Percent:	9.7%	12.9%	22.6%	25.8%	29.0%	100.0%

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

**New Unit Purchase Propensity By Housing Type**

Average Number Of Households With The Potential

To Move To Downtown Macon Each Year Over The Next Five Years

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);*

Traditional & Non-Traditional Families	Multi- .. Family ..	Single- ..... Family .....				Total
	<i>All Ranges</i>	.. Attached ..	..... Detached .....			
		<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	10	10	20
Subtotal:	0	0	0	10	10	20
<i>Metropolitan Suburbs</i>						
Late-Nest Suburbanites	0	0	0	10	10	20
Full-Nest Suburbanites	0	10	10	10	10	40
Subtotal:	0	10	10	20	20	60
<i>Town &amp; Country/Exurbs</i>						
New-Town Families	0	10	40	30	10	90
Subtotal:	0	10	40	30	10	90
Total:	0	20	50	60	40	170
Percent:	0.0%	11.8%	29.4%	35.3%	23.5%	100.0%

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

**New Unit Purchase Propensity By Housing Type**

Average Number Of Households With The Potential

To Move To Downtown Macon Each Year Over The Next Five Years

*City of Macon; Balance of Bibb County; Houston, Jones, and Monroe Counties (Regional Draw Area);**DeKalb, Fulton, Cobb, and Gwinnett Counties (Atlanta Draw Area); All Other U.S. Counties*

Younger Singles & Couples	Multi- .. Family ..	Single- Family .....				Total
	All Ranges	.. Attached ..	Detached .....			
		All Ranges	Low-Range	Mid-Range	High-Range	
Metropolitan Cities						
e-Types	20	10	0	0	0	30
New Bohemians	20	10	0	0	0	30
Subtotal:	40	20	0	0	0	60
Small Cities/Satellite Cities						
The VIPs	20	30	20	10	10	90
Twentysomethings	50	70	10	10	0	140
Subtotal:	70	100	30	20	10	230
Metropolitan Suburbs						
The Entrepreneurs	10	10	0	20	30	70
Fast-Track Professionals	30	30	0	10	10	80
Upscale Suburban Couples	50	70	50	40	30	240
Subtotal:	90	110	50	70	70	390
Town & Country/Exurbs						
Ex-Urban Power Couples	10	20	30	40	50	150
Subtotal:	10	20	30	40	50	150
Total:	210	250	110	130	130	830
Percent:	25.3%	30.1%	13.3%	15.7%	15.7%	100.0%

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

MARKET POSITION ANALYSIS

The Dannenberg Building

Downtown Macon

City of Macon, Bibb County, Georgia

July, 2011

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Appendix Two Tables



**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Houston County, Georgia*

<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>12,070</b>	<b>40</b>	<b>16.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,500	10	4.0%
<i>Metropolitan Suburbs</i>	2,440	0	0.0%
<i>Town &amp; Country/Exurbs</i>	7,130	30	12.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>14,520</b>	<b>100</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,280	20	8.0%
<i>Metropolitan Suburbs</i>	3,730	20	8.0%
<i>Town &amp; Country/Exurbs</i>	8,510	60	24.0%
<b>Younger Singles &amp; Couples</b>	<b>6,500</b>	<b>110</b>	<b>44.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,540	50	20.0%
<i>Metropolitan Suburbs</i>	2,670	50	20.0%
<i>Town &amp; Country/Exurbs</i>	1,290	10	4.0%
<b>Total:</b>	<b>33,090</b>	<b>250</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>53,051</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>62.4%</b>		

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Houston County, Georgia*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>12,070</b>	<b>40</b>	<b>16.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	480	0	0.0%
Middle-Class Move-Downs	2,020	10	4.0%
<i>Subtotal:</i>	<u>2,500</u>	<u>10</u>	<u>4.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	220	0	0.0%
Affluent Empty Nesters	370	0	0.0%
Suburban Establishment	560	0	0.0%
Mainstream Retirees	50	0	0.0%
No-Nest Suburbanites	580	0	0.0%
Middle-American Retirees	660	0	0.0%
<i>Subtotal:</i>	<u>2,440</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	1,120	0	0.0%
New Empty Nesters	3,030	20	8.0%
RV Retirees	940	0	0.0%
Blue-Collar Empty Nesters	1,540	10	4.0%
Exurban Suburbanites	500	0	0.0%
<i>Subtotal:</i>	<u>7,130</u>	<u>30</u>	<u>12.0%</u>

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Houston County, Georgia*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>14,520</b>	<b>100</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural 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	540	0	0.0%
Multi-Ethnic Families	1,740	20	8.0%
<i>Subtotal:</i>	<u>2,280</u>	<u>20</u>	<u>8.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	270	0	0.0%
Nouveau Money	210	0	0.0%
Late-Nest Suburbanites	800	0	0.0%
Full-Nest Suburbanites	1,480	10	4.0%
Blue-Collar Button-Downs	970	10	4.0%
<i>Subtotal:</i>	<u>3,730</u>	<u>20</u>	<u>8.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	2,150	10	4.0%
Full-Nest Exurbanites	2,550	20	8.0%
New-Town Families	3,420	30	12.0%
Small-Town Families	390	0	0.0%
<i>Subtotal:</i>	<u>8,510</u>	<u>60</u>	<u>24.0%</u>

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



**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Houston County, Georgia*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>6,500</b>	<b>110</b>	<b>44.0%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	270	0	0.0%
Twentysomethings	730	10	4.0%
Small-City Singles	1,540	40	16.0%
Subtotal:	2,540	50	20.0%
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	170	0	0.0%
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	1,610	20	8.0%
Suburban Achievers	890	30	12.0%
Subtotal:	2,670	50	20.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	110	0	0.0%
Cross-Training Couples	1,180	10	4.0%
Subtotal:	1,290	10	4.0%

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Jones County, Georgia*

<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>3,190</b>	<b>70</b>	<b>46.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	760	10	6.7%
<i>Town &amp; Country/Exurbs</i>	2,430	60	40.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,410</b>	<b>70</b>	<b>46.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	2,410	70	46.7%
<b>Younger Singles &amp; Couples</b>	<b>110</b>	<b>10</b>	<b>6.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	110	10	6.7%
<b>Total:</b>	<b>5,710</b>	<b>150</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>10,590</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>53.9%</b>		

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Jones County, Georgia*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>3,190</b>	<b>70</b>	<b>46.7%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	0	0	0.0%
Mainstream Retirees	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
Middle-American Retirees	760	10	6.7%
<i>Subtotal:</i>	<u>760</u>	<u>10</u>	<u>6.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	340	0	0.0%
New Empty Nesters	460	10	6.7%
RV Retirees	560	10	6.7%
Blue-Collar Empty Nesters	770	30	20.0%
Exurban Suburbanites	300	10	6.7%
<i>Subtotal:</i>	<u>2,430</u>	<u>60</u>	<u>40.0%</u>

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Jones County, Georgia*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,410</b>	<b>70</b>	<b>46.7%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	220	10	6.7%
Full-Nest Exurbanites	470	10	6.7%
New-Town Families	270	10	6.7%
Small-Town Families	1,450	40	26.7%
<i>Subtotal:</i>	<u>2,410</u>	<u>70</u>	<u>46.7%</u>

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Jones County, Georgia*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>110</b>	<b>10</b>	<b>6.7%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	0	0	0.0%
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	110	10	6.7%
Subtotal:	<u>110</u>	<u>10</u>	<u>6.7%</u>

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

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

Households In Groups With Median Incomes Above \$50,000

*Monroe County, Georgia*

<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>2,010</b>	<b>30</b>	<b>30.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	2,010	30	30.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,060</b>	<b>50</b>	<b>50.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	2,060	50	50.0%
<b>Younger Singles &amp; Couples</b>	<b>660</b>	<b>20</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>	660	20	20.0%
<b>Total:</b>	<b>4,730</b>	<b>100</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>9,660</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>49.0%</b>		

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Monroe County, Georgia*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>2,010</b>	<b>30</b>	<b>30.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	0	0	0.0%
Mainstream Retirees	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	520	0	0.0%
New Empty Nesters	180	0	0.0%
RV Retirees	720	10	10.0%
Blue-Collar Empty Nesters	590	20	20.0%
Exurban Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>2,010</u>	<u>30</u>	<u>30.0%</u>

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

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

Households In Groups With Median Incomes Above \$50,000

*Monroe County, Georgia*

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,060</b>	<b>50</b>	<b>50.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	440	10	10.0%
Full-Nest Exurbanites	470	10	10.0%
New-Town Families	0	0	0.0%
Small-Town Families	1,150	30	30.0%
<i>Subtotal:</i>	<u>2,060</u>	<u>50</u>	<u>50.0%</u>

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



**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Monroe County, Georgia*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>660</b>	<b>20</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	0	0	0.0%
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	450	10	10.0%
Cross-Training Couples	210	10	10.0%
Subtotal:	660	20	20.0%

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*DeKalb County, Georgia*

<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>68,150</b>	<b>10</b>	<b>8.3%</b>
<i>Metropolitan Cities</i>	950	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,500	0	0.0%
<i>Metropolitan Suburbs</i>	61,780	10	8.3%
<i>Town &amp; Country/Exurbs</i>	1,920	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>57,520</b>	<b>30</b>	<b>25.0%</b>
<i>Metropolitan Cities</i>	2,920	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,680	0	0.0%
<i>Metropolitan Suburbs</i>	46,130	30	25.0%
<i>Town &amp; Country/Exurbs</i>	3,790	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>82,370</b>	<b>80</b>	<b>66.7%</b>
<i>Metropolitan Cities</i>	1,740	0	0.0%
<i>Small Cities/Satellite Cities</i>	16,020	20	16.7%
<i>Metropolitan Suburbs</i>	63,900	60	50.0%
<i>Town &amp; Country/Exurbs</i>	710	0	0.0%
<b>Total:</b>	<b>208,040</b>	<b>120</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>271,810</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>76.5%</b>		

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

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

Households In Groups With Median Incomes Above \$50,000

*DeKalb County, Georgia*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>68,150</b>	<b>10</b>	<b>8.3%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	190	0	0.0%
Cosmopolitan Couples	190	0	0.0%
Multi-Ethnic Retirees	570	0	0.0%
<i>Subtotal:</i>	<u>950</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	1,170	0	0.0%
Middle-Class Move-Downs	2,330	0	0.0%
<i>Subtotal:</i>	<u>3,500</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	8,760	0	0.0%
Affluent Empty Nesters	7,550	0	0.0%
Suburban Establishment	10,970	0	0.0%
Mainstream Retirees	7,810	0	0.0%
No-Nest Suburbanites	15,970	10	8.3%
Middle-American Retirees	10,720	0	0.0%
<i>Subtotal:</i>	<u>61,780</u>	<u>10</u>	<u>8.3%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	140	0	0.0%
New Empty Nesters	330	0	0.0%
RV Retirees	280	0	0.0%
Blue-Collar Empty Nesters	570	0	0.0%
Exurban Suburbanites	600	0	0.0%
<i>Subtotal:</i>	<u>1,920</u>	<u>0</u>	<u>0.0%</u>

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

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

Households In Groups With Median Incomes Above \$50,000

*DeKalb County, Georgia*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>57,520</b>	<b>30</b>	<b>25.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	1,620	0	0.0%
Multi-Cultural Families	1,300	0	0.0%
<i>Subtotal:</i>	<u>2,920</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1,200	0	0.0%
Multi-Ethnic Families	3,480	0	0.0%
<i>Subtotal:</i>	<u>4,680</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	2,800	0	0.0%
Nouveau Money	1,890	0	0.0%
Late-Nest Suburbanites	9,670	0	0.0%
Full-Nest Suburbanites	13,450	10	8.3%
Blue-Collar Button-Downs	18,320	20	16.7%
<i>Subtotal:</i>	<u>46,130</u>	<u>30</u>	<u>25.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	810	0	0.0%
Full-Nest Exurbanites	520	0	0.0%
New-Town Families	2,460	0	0.0%
Small-Town Families	0	0	0.0%
<i>Subtotal:</i>	<u>3,790</u>	<u>0</u>	<u>0.0%</u>

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

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

Households In Groups With Median Incomes Above \$50,000

*DeKalb County, Georgia*

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>82,370</b>	<b>80</b>	<b>66.7%</b>
<i>Metropolitan Cities</i>			
e-Types	970	0	0.0%
New Bohemians	480	0	0.0%
Urban Achievers	290	0	0.0%
<i>Subtotal:</i>	<u>1,740</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	3,650	0	0.0%
Twentysomethings	6,650	10	8.3%
Small-City Singles	5,720	10	8.3%
<i>Subtotal:</i>	<u>16,020</u>	<u>20</u>	<u>16.7%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	8,800	0	0.0%
Fast-Track Professionals	15,530	10	8.3%
Upscale Suburban Couples	16,990	10	8.3%
Suburban Achievers	22,580	40	33.3%
<i>Subtotal:</i>	<u>63,900</u>	<u>60</u>	<u>50.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	260	0	0.0%
Cross-Training Couples	450	0	0.0%
<i>Subtotal:</i>	<u>710</u>	<u>0</u>	<u>0.0%</u>

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Fulton County, Georgia*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	66,680	0	0.0%
<i>Metropolitan Cities</i>	7,250	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,500	0	0.0%
<i>Metropolitan Suburbs</i>	42,760	0	0.0%
<i>Town &amp; Country/Exurbs</i>	10,170	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	68,220	0	0.0%
<i>Metropolitan Cities</i>	15,540	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,380	0	0.0%
<i>Metropolitan Suburbs</i>	38,840	0	0.0%
<i>Town &amp; Country/Exurbs</i>	8,460	0	0.0%
<b>Younger Singles &amp; Couples</b>	137,260	120	100.0%
<i>Metropolitan Cities</i>	30,330	30	25.0%
<i>Small Cities/Satellite Cities</i>	29,830	30	25.0%
<i>Metropolitan Suburbs</i>	73,080	60	50.0%
<i>Town &amp; Country/Exurbs</i>	4,020	0	0.0%
<b>Total:</b>	272,160	120	100.0%
<b>Total County Households:</b>	376,380		
<b>Classified Households As A Share Of Total County Households:</b>	72.3%		

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

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

Households In Groups With Median Incomes Above \$50,000

*Fulton County, Georgia*

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>66,680</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	4,490	0	0.0%
Cosmopolitan Couples	1,100	0	0.0%
Multi-Ethnic Retirees	1,660	0	0.0%
Subtotal:	7,250	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	3,510	0	0.0%
Middle-Class Move-Downs	2,990	0	0.0%
Subtotal:	6,500	0	0.0%
<i>Metropolitan Suburbs</i>			
Old Money	15,420	0	0.0%
Affluent Empty Nesters	5,730	0	0.0%
Suburban Establishment	4,810	0	0.0%
Mainstream Retirees	3,080	0	0.0%
No-Nest Suburbanites	7,180	0	0.0%
Middle-American Retirees	6,540	0	0.0%
Subtotal:	42,760	0	0.0%
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	2,890	0	0.0%
New Empty Nesters	2,030	0	0.0%
RV Retirees	1,270	0	0.0%
Blue-Collar Empty Nesters	2,460	0	0.0%
Exurban Suburbanites	1,520	0	0.0%
Subtotal:	10,170	0	0.0%

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Fulton County, Georgia*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>68,220</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	9,140	0	0.0%
Multi-Cultural Families	6,400	0	0.0%
Subtotal:	15,540	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	3,720	0	0.0%
Multi-Ethnic Families	1,660	0	0.0%
Subtotal:	5,380	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	10,370	0	0.0%
Nouveau Money	13,250	0	0.0%
Late-Nest Suburbanites	3,220	0	0.0%
Full-Nest Suburbanites	5,060	0	0.0%
Blue-Collar Button-Downs	6,940	0	0.0%
Subtotal:	38,840	0	0.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	3,820	0	0.0%
Full-Nest Exurbanites	1,770	0	0.0%
New-Town Families	2,270	0	0.0%
Small-Town Families	600	0	0.0%
Subtotal:	8,460	0	0.0%

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



**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Fulton County, Georgia*

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>137,260</b>	<b>120</b>	<b>100.0%</b>
<i>Metropolitan Cities</i>			
e-Types	8,830	10	8.3%
New Bohemians	11,830	10	8.3%
Urban Achievers	9,670	10	8.3%
<i>Subtotal:</i>	<u>30,330</u>	<u>30</u>	<u>25.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	11,360	10	8.3%
Twentysomethings	11,330	10	8.3%
Small-City Singles	7,140	10	8.3%
<i>Subtotal:</i>	<u>29,830</u>	<u>30</u>	<u>25.0%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	25,540	10	8.3%
Fast-Track Professionals	24,560	20	16.7%
Upscale Suburban Couples	8,520	10	8.3%
Suburban Achievers	14,460	20	16.7%
<i>Subtotal:</i>	<u>73,080</u>	<u>60</u>	<u>50.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	2,380	0	0.0%
Cross-Training Couples	1,640	0	0.0%
<i>Subtotal:</i>	<u>4,020</u>	<u>0</u>	<u>0.0%</u>

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

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

Households In Groups With Median Incomes Above \$50,000

*Cobb County, Georgia*

<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>55,500</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,990	0	0.0%
<i>Metropolitan Suburbs</i>	45,860	0	0.0%
<i>Town &amp; Country/Exurbs</i>	2,650	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>76,310</b>	<b>20</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	10,370	0	0.0%
<i>Metropolitan Suburbs</i>	57,060	20	20.0%
<i>Town &amp; Country/Exurbs</i>	8,880	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>83,070</b>	<b>80</b>	<b>80.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	29,310	30	30.0%
<i>Metropolitan Suburbs</i>	51,770	50	50.0%
<i>Town &amp; Country/Exurbs</i>	1,990	0	0.0%
<b>Total:</b>	<b>214,880</b>	<b>100</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>260,060</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>82.6%</b>		

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Cobb County, Georgia*

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>55,500</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	2,500	0	0.0%
Middle-Class Move-Downs	4,490	0	0.0%
<i>Subtotal:</i>	<u>6,990</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	10,820	0	0.0%
Affluent Empty Nesters	6,880	0	0.0%
Suburban Establishment	8,790	0	0.0%
Mainstream Retirees	4,350	0	0.0%
No-Nest Suburbanites	11,010	0	0.0%
Middle-American Retirees	4,010	0	0.0%
<i>Subtotal:</i>	<u>45,860</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	680	0	0.0%
New Empty Nesters	580	0	0.0%
RV Retirees	370	0	0.0%
Blue-Collar Empty Nesters	690	0	0.0%
Exurban Suburbanites	330	0	0.0%
<i>Subtotal:</i>	<u>2,650</u>	<u>0</u>	<u>0.0%</u>

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Cobb County, Georgia*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>76,310</b>	<b>20</b>	<b>20.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural 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	7,100	0	0.0%
Multi-Ethnic Families	3,270	0	0.0%
<i>Subtotal:</i>	<u>10,370</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	13,080	0	0.0%
Nouveau Money	10,920	0	0.0%
Late-Nest Suburbanites	8,890	0	0.0%
Full-Nest Suburbanites	15,310	10	10.0%
Blue-Collar Button-Downs	8,860	10	10.0%
<i>Subtotal:</i>	<u>57,060</u>	<u>20</u>	<u>20.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	4,960	0	0.0%
Full-Nest Exurbanites	1,250	0	0.0%
New-Town Families	2,670	0	0.0%
Small-Town Families	0	0	0.0%
<i>Subtotal:</i>	<u>8,880</u>	<u>0</u>	<u>0.0%</u>

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Cobb County, Georgia*

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>83,070</b>	<b>80</b>	<b>80.0%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	8,850	10	10.0%
Twentysomethings	9,480	10	10.0%
Small-City Singles	10,980	10	10.0%
<i>Subtotal:</i>	<u>29,310</u>	<u>30</u>	<u>30.0%</u>
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	13,740	10	10.0%
Fast-Track Professionals	9,560	10	10.0%
Upscale Suburban Couples	15,400	10	10.0%
Suburban Achievers	13,070	20	20.0%
<i>Subtotal:</i>	<u>51,770</u>	<u>50</u>	<u>50.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	1,070	0	0.0%
Cross-Training Couples	920	0	0.0%
<i>Subtotal:</i>	<u>1,990</u>	<u>0</u>	<u>0.0%</u>

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

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

Households In Groups With Median Incomes Above \$50,000

*Gwinnett County, Georgia*

<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>47,850</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,960	0	0.0%
<i>Metropolitan Suburbs</i>	36,950	0	0.0%
<i>Town &amp; Country/Exurbs</i>	7,940	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>114,720</b>	<b>20</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	12,280	0	0.0%
<i>Metropolitan Suburbs</i>	80,040	20	40.0%
<i>Town &amp; Country/Exurbs</i>	22,400	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>71,390</b>	<b>30</b>	<b>60.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	15,510	10	20.0%
<i>Metropolitan Suburbs</i>	45,370	20	40.0%
<i>Town &amp; Country/Exurbs</i>	10,510	0	0.0%
<b>Total:</b>	<b>233,960</b>	<b>50</b>	<b>100.0%</b>
<b>Total County Households:</b>	<b>268,520</b>		
<b>Classified Households As A Share Of Total County Households:</b>	<b>87.1%</b>		

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Gwinnett County, Georgia*

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	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>47,850</b>	<b>0</b>	<b>0.0%</b>
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	690	0	0.0%
Middle-Class Move-Downs	2,270	0	0.0%
<i>Subtotal:</i>	<u>2,960</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	3,860	0	0.0%
Affluent Empty Nesters	3,660	0	0.0%
Suburban Establishment	6,600	0	0.0%
Mainstream Retirees	6,240	0	0.0%
No-Nest Suburbanites	13,730	0	0.0%
Middle-American Retirees	2,860	0	0.0%
<i>Subtotal:</i>	<u>36,950</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Establishment	1,760	0	0.0%
New Empty Nesters	1,610	0	0.0%
RV Retirees	1,410	0	0.0%
Blue-Collar Empty Nesters	1,190	0	0.0%
Exurban Suburbanites	1,970	0	0.0%
<i>Subtotal:</i>	<u>7,940</u>	<u>0</u>	<u>0.0%</u>

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

**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Gwinnett County, Georgia*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>114,720</b>	<b>20</b>	<b>40.0%</b>
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	6,020	0	0.0%
Multi-Ethnic Families	6,260	0	0.0%
Subtotal:	12,280	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	9,760	0	0.0%
Nouveau Money	11,890	0	0.0%
Late-Nest Suburbanites	11,840	0	0.0%
Full-Nest Suburbanites	25,660	10	20.0%
Blue-Collar Button-Downs	20,890	10	20.0%
Subtotal:	80,040	20	40.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	10,340	0	0.0%
Full-Nest Exurbanites	2,890	0	0.0%
New-Town Families	9,080	0	0.0%
Small-Town Families	90	0	0.0%
Subtotal:	22,400	0	0.0%

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



**Average Number Of Households With The Potential  
To Move To The City Of Macon Each Year Over The Next Five Years**  
Households In Groups With Median Incomes Above \$50,000  
*Gwinnett County, Georgia*

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	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>71,390</b>	<b>30</b>	<b>60.0%</b>
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	3,130	0	0.0%
Twentysomethings	5,710	0	0.0%
Small-City Singles	6,670	10	20.0%
Subtotal:	15,510	10	20.0%
<i>Metropolitan Suburbs</i>			
The Entrepreneurs	6,780	0	0.0%
Fast-Track Professionals	7,240	0	0.0%
Upscale Suburban Couples	16,890	10	20.0%
Suburban Achievers	14,460	10	20.0%
Subtotal:	45,370	20	40.0%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Power Couples	4,900	0	0.0%
Cross-Training Couples	5,610	0	0.0%
Subtotal:	10,510	0	0.0%

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

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## ASSUMPTIONS AND LIMITATIONS—

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

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

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



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