
Appendices One Through Four

TARGET MARKET TABLES

Market Position Analysis

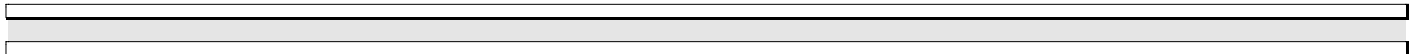
Downtown Portsmouth

City of Portsmouth
Virginia

February, 2006

On Behalf of the
THE ECONOMIC DEVELOPMENT AUTHORITY
CITY OF PORTSMOUTH

Conducted by
ZIMMERMAN/VOLK ASSOCIATES, INC.
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Gross Annual Household In-Migration*City of Portsmouth, Virginia***1999, 2000, 2001, 2002, 2003**

County of Origin 1999 2000 2001 2002 2003	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Chesapeake	885	24.1%	875	23.1%	955	23.7%	880	22.4%	945	22.4%
Norfolk	440	12.0%	475	12.5%	460	11.4%	470	12.0%	530	12.6%
Virginia Beach	320	8.7%	385	10.2%	390	9.7%	420	10.7%	405	9.6%
Suffolk	275	7.5%	280	7.4%	290	7.2%	305	7.8%	325	7.7%
APO/FPO/Foreign	190	5.2%	210	5.5%	205	5.1%	195	5.0%	220	5.2%
Newport News	85	2.3%	75	2.0%	90	2.2%	85	2.2%	100	2.4%
Hampton	65	1.8%	75	2.0%	75	1.9%	75	1.9%	75	1.8%
Isle of Wight	45	1.2%	30	0.8%	40	1.0%	25	0.6%	45	1.1%
San Diego, CA	30	0.8%	30	0.8%	55	1.4%	40	1.0%	40	1.0%
Lake, IL	15	0.4%	15	0.4%	15	0.4%	20	0.5%	35	0.8%
Onslow, NC	20	0.5%	35	0.9%	20	0.5%	25	0.6%	25	0.6%
Fairfax	20	0.5%	10	0.3%	20	0.5%	10	0.3%	25	0.6%
Prince George's, MD	10	0.3%	20	0.5%	0	0.0%	15	0.4%	25	0.6%
Duval, FL	20	0.5%	15	0.4%	20	0.5%	15	0.4%	20	0.5%
Kings, NY	15	0.4%	10	0.3%	10	0.2%	15	0.4%	15	0.4%
Berkeley, SC	10	0.3%	15	0.4%	30	0.7%	15	0.4%	15	0.4%
Chesterfield	10	0.3%	0	0.0%	10	0.2%	10	0.3%	15	0.4%
Escambia, FL	15	0.4%	20	0.5%	20	0.5%	25	0.6%	15	0.4%
Los Angeles, CA	15	0.4%	10	0.3%	25	0.6%	10	0.3%	15	0.4%
Montgomery, MD	30	0.8%	10	0.3%	0	0.0%	15	0.4%	15	0.4%
Richmond	10	0.3%	10	0.3%	15	0.4%	10	0.3%	15	0.4%
York	15	0.4%	15	0.4%	10	0.2%	10	0.3%	10	0.2%
Philadelphia, PA	0	0.0%	10	0.3%	10	0.2%	10	0.3%	10	0.2%
All Other Counties	1,135	30.9%	1,160	30.6%	1,270	31.5%	1,230	31.3%	1,270	30.2%
Total In-Migration:	3,675	100.0%	3,790	100.0%	4,035	100.0%	3,930	100.0%	4,210	100.0%

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

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

Gross Annual Household Out-Migration*City of Portsmouth, Virginia***1999, 2000, 2001, 2002, 2003**

Destination County 1999 2000 2001 2002 2003	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Chesapeake	915	23.8%	965	24.0%	915	23.0%	890	23.0%	880	22.5%
Norfolk	415	10.8%	400	10.0%	430	10.8%	435	11.2%	450	11.5%
Virginia Beach	365	9.5%	345	8.6%	400	10.0%	390	10.1%	375	9.6%
Suffolk	340	8.8%	330	8.2%	410	10.3%	400	10.3%	405	10.3%
APO/FPO/Foreign	135	3.5%	135	3.4%	140	3.5%	140	3.6%	145	3.7%
Newport News	80	2.1%	95	2.4%	95	2.4%	100	2.6%	115	2.9%
Hampton	60	1.6%	75	1.9%	65	1.6%	60	1.6%	60	1.5%
Isle of Wight	35	0.9%	50	1.2%	55	1.4%	50	1.3%	60	1.5%
San Diego, CA	40	1.0%	40	1.0%	55	1.4%	55	1.4%	35	0.9%
Lake, IL	10	0.3%	10	0.2%	15	0.4%	10	0.3%	15	0.4%
Onslow, NC	20	0.5%	25	0.6%	30	0.8%	35	0.9%	35	0.9%
Fairfax	20	0.5%	20	0.5%	20	0.5%	15	0.4%	15	0.4%
Prince George's, MD	25	0.7%	25	0.6%	35	0.9%	30	0.8%	20	0.5%
Duval, FL	30	0.8%	50	1.2%	30	0.8%	25	0.6%	25	0.6%
Kings, NY	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Berkeley, SC	15	0.4%	0	0.0%	0	0.0%	5	0.1%	0	0.0%
Chesterfield	15	0.4%	15	0.4%	20	0.5%	15	0.4%	10	0.3%
Escambia, FL	25	0.7%	15	0.4%	0	0.0%	15	0.4%	20	0.5%
Los Angeles, CA	15	0.4%	15	0.4%	0	0.0%	15	0.4%	0	0.0%
Montgomery, MD	20	0.5%	25	0.6%	15	0.4%	15	0.4%	20	0.5%
Richmond	20	0.5%	15	0.4%	15	0.4%	15	0.4%	15	0.4%
York	0	0.0%	15	0.4%	15	0.4%	10	0.3%	10	0.3%
Philadelphia, PA	0	0.0%	0	0.0%	10	0.3%	10	0.3%	10	0.3%
All Other Counties	1,245	32.4%	1,355	33.7%	1,215	30.5%	1,135	29.3%	1,195	30.5%
Total Out-Migration:	3,845	100.0%	4,020	100.0%	3,985	100.0%	3,870	100.0%	3,915	100.0%

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

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

Net Annual Household Migration*City of Portsmouth, Virginia***1999, 2000, 2001, 2002, 2003**

County 1999 2000 2001 2002 2003
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Chesapeake	-30	-90	40	-10	65
Norfolk	25	75	30	35	80
Virginia Beach	-45	40	-10	30	30
Suffolk	-65	-50	-120	-95	-80
APO/FPO/Foreign	55	75	65	55	75
Newport News	5	-20	-5	-15	-15
Hampton	5	0	10	15	15
Isle of Wight	10	-20	-15	-25	-15
San Diego, CA	-10	-10	0	-15	5
Lake, IL	5	5	0	10	20
Onslow, NC	0	10	-10	-10	-10
Fairfax	0	-10	0	-5	10
Prince George's, MD	-15	-5	-35	-15	5
Duval, FL	-10	-35	-10	-10	-5
Kings, NY	15	10	10	15	15
Berkeley, SC	-5	15	30	10	15
Chesterfield	-5	-15	-10	-5	5
Escambia, FL	-10	5	20	10	-5
Los Angeles, CA	0	-5	25	-5	15
Montgomery, MD	10	-15	-15	0	-5
Richmond	-10	-5	0	-5	0
York	15	0	-5	0	0
Philadelphia, PA	0	10	0	0	0
All Other Counties	-110	-195	55	95	75
Total Net Migration:	-170	-230	50	60	295

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

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

2005 Household Classification by Market Groups
City of Portsmouth, Virginia

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
Empty Nesters & Retirees	7,435	41.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,860	21.5%
<i>Metropolitan Suburbs</i>	3,575	19.9%
<i>Town & Country/Exurbs</i>	0	0.0%
Traditional & Non-Traditional Families	4,925	27.5%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,940	10.8%
<i>Metropolitan Suburbs</i>	2,985	16.7%
<i>Town & Country/Exurbs</i>	0	0.0%
Younger Singles & Couples	5,565	31.0%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,925	16.3%
<i>Metropolitan Suburbs</i>	2,640	14.7%
<i>Town & Country/Exurbs</i>	0	0.0%
Total:	17,925	100.0%
Total City Households:	37,605	
Classified Households As A Share Of Total City Households:	47.7%	
Estimated Median Income:	\$38,400	
Estimated National Median Income:	\$47,800	
Estimated Median Home Value:	\$116,000	
Estimated National Median Home Value:	\$149,300	

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

2005 Household Classification by Market Groups
City of Portsmouth, Virginia

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Empty Nesters & Retirees	7,435	41.5%		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
<i>Subtotal:</i>	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	1,020	5.7%	\$76,500	\$197,700
Middle-Class Move-Downs	2,840	15.8%	\$51,100	\$147,500
<i>Subtotal:</i>	3,860	21.5%		
<i>Metropolitan Suburbs</i>				
Old Money	380	2.1%	\$220,500	\$366,600
Suburban Establishment	775	4.3%	\$82,700	\$201,900
Affluent Empty Nesters	865	4.8%	\$82,200	\$198,800
Mainstream Retirees	740	4.1%	\$64,100	\$127,300
Middle-American Retirees	815	4.5%	\$49,600	\$115,500
<i>Subtotal:</i>	3,575	19.9%		
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	0	0.0%		
New Empty Nesters	0	0.0%		
RV Retirees	0	0.0%		
<i>Subtotal:</i>	0	0.0%		

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

2005 Household Classification by Market Groups
City of Portsmouth, Virginia

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Traditional & Non-Traditional Families	4,925	27.5%		
<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	570	3.2%	\$82,600	\$203,700
Multi-Ethnic Families	1,370	7.6%	\$51,200	\$129,500
<i>Subtotal:</i>	<u>1,940</u>	<u>10.8%</u>		
<i>Metropolitan Suburbs</i>				
The Social Register	75	0.4%	\$195,800	\$308,800
The Entrepreneurs	120	0.7%	\$114,100	\$282,100
Nouveau Money	105	0.6%	\$107,200	\$272,600
Late-Nest Suburbanites	390	2.2%	\$74,500	\$199,900
Full-Nest Suburbanites	1,125	6.3%	\$73,400	\$196,800
Blue-Collar Button-Downs	1,170	6.5%	\$51,300	\$146,000
<i>Subtotal:</i>	<u>2,985</u>	<u>16.7%</u>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
Full-Nest Exurbanites	0	0.0%		
New-Town Families	0	0.0%		
Small-Town Families	0	0.0%		
Blue-Collar Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

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

2005 Household Classification by Market Groups
City of Portsmouth, Virginia

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Younger Single & Couples	5,565	31.0%		
<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	405	2.3%	\$72,400	\$175,600
Twentysomethings	710	4.0%	\$53,900	\$138,100
Small-City Singles	1,810	10.1%	\$46,100	\$130,600
Subtotal:	2,925	16.3%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	20	0.1%	\$75,400	\$176,500
Upscale Suburban Couples	1,125	6.3%	\$67,900	\$155,200
Suburban Achievers	320	1.8%	\$52,500	\$139,500
No-Nest Suburbanites	1,175	6.6%	\$51,800	\$130,400
Subtotal:	2,640	14.7%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	0	0.0%		
Cross-Training Couples	0	0.0%		
Exurban Suburbanites	0	0.0%		
Subtotal:	0	0.0%		

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

**Households With The Potential To Rent/Purchase
Year-Round High-Density Dwelling Units In Downtown Portsmouth In 2006**

City of Portsmouth; Regional Draw Area; All Other U.S. Counties

<u>Household Type/ Geographic Designation</u>	<u>City of Portsmouth</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	490	190	170	850
<i>Metropolitan Cities</i>	0	40	50	90
<i>Small Cities/Satellite Cities</i>	350	80	60	490
<i>Metropolitan Suburbs</i>	140	70	60	270
<i>Town & Country/Exurbs</i>	0	0	0	0
Traditional & Non-Traditional Families	40	120	140	300
<i>Metropolitan Cities</i>	0	50	50	100
<i>Small Cities/Satellite Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	40	70	90	200
<i>Town & Country/Exurbs</i>	0	0	0	0
Younger Singles & Couples	310	300	270	880
<i>Metropolitan Cities</i>	0	60	100	160
<i>Small Cities/Satellite Cities</i>	170	150	80	400
<i>Metropolitan Suburbs</i>	140	90	90	320
<i>Town & Country/Exurbs</i>	0	0	0	0
Total:	840	610	580	2,030
Percent:	41.4%	30.0%	28.6%	100.0%

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

**Households With The Potential To Rent/Purchase
Year-Round High-Density Dwelling Units In Downtown Portsmouth In 2006**
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

	<u>City of Portsmouth</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	490	190	170	850
<i>Metropolitan Cities</i>				
Urban Establishment	0	20	30	50
Cosmopolitan Couples	0	20	20	40
<i>Subtotal:</i>	<u>0</u>	<u>40</u>	<u>50</u>	<u>90</u>
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	80	30	20	130
Middle-Class Move-Downs	270	50	40	360
<i>Subtotal:</i>	<u>350</u>	<u>80</u>	<u>60</u>	<u>490</u>
<i>Metropolitan Suburbs</i>				
Old Money	20	20	20	60
Suburban Establishment	60	30	20	110
Affluent Empty Nesters	60	20	20	100
<i>Subtotal:</i>	<u>140</u>	<u>70</u>	<u>60</u>	<u>270</u>

**Households With The Potential To Rent/Purchase
Year-Round High-Density Dwelling Units In Downtown Portsmouth In 2006**
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

	<u>City of Portsmouth</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Traditional & Non-Traditional Families	40	120	140	300
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	50	50	100
<i>Subtotal:</i>	<u>0</u>	<u>50</u>	<u>50</u>	<u>100</u>
<i>Metropolitan Suburbs</i>				
The Social Register	10	10	20	40
The Entrepreneurs	10	30	40	80
Nouveau Money	20	30	30	80
<i>Subtotal:</i>	<u>40</u>	<u>70</u>	<u>90</u>	<u>200</u>

**Households With The Potential To Rent/Purchase
Year-Round High-Density Dwelling Units In Downtown Portsmouth In 2006**
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

	<u>City of Portsmouth</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Younger Singles & Couples	310	300	270	880
<i>Metropolitan Cities</i>				
e-Types	0	20	40	60
New Bohemians	0	40	60	100
<i>Subtotal:</i>	<u>0</u>	<u>60</u>	<u>100</u>	<u>160</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	50	70	40	160
Twentysomethings	120	80	40	240
<i>Subtotal:</i>	<u>170</u>	<u>150</u>	<u>80</u>	<u>400</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	20	40	60
Upscale Suburban Couples	140	70	50	260
<i>Subtotal:</i>	<u>140</u>	<u>90</u>	<u>90</u>	<u>320</u>

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

Tenure (Renter/Buyer) Profile
Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In Downtown Portsmouth In 2006
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

Household Type/ Geographic Designation Rental Ownership				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Empty Nesters & Retirees	0	170	0	60	300	320	850
<i>Metropolitan Cities</i>	0	20	0	0	40	30	90
<i>Small Cities/Satellite Cities</i>	0	120	0	60	140	170	490
<i>Metropolitan Suburbs</i>	0	30	0	0	120	120	270
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0	0
Traditional & Non-Traditional Families	0	50	30	70	90	60	300
<i>Metropolitan Cities</i>	0	30	10	20	20	20	100
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	20	20	50	70	40	200
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0	0
Younger Singles & Couples	0	370	140	200	140	30	880
<i>Metropolitan Cities</i>	0	100	20	20	20	0	160
<i>Small Cities/Satellite Cities</i>	0	180	70	90	50	10	400
<i>Metropolitan Suburbs</i>	0	90	50	90	70	20	320
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0	0
Total:	0	590	170	330	530	410	2,030
Percent:	0.0%	29.1%	8.4%	16.3%	26.1%	20.2%	100.0%

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

Tenure (Renter/Buyer) Profile
 Households With The Potential To Rent/Purchase
 Year-Round Dwelling Units In Downtown Portsmouth In 2006
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

Empty Nesters & Retirees Rental Ownership				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Metropolitan Cities							
Urban Establishment	0	10	0	0	20	20	50
Cosmopolitan Couples	0	10	0	0	20	10	40
<i>Subtotal:</i>	0	20	0	0	40	30	90
Small Cities/Edge Cities							
Cosmopolitan Elite	0	20	0	10	50	50	130
Middle-Class Move-Downs	0	100	0	50	90	120	360
<i>Subtotal:</i>	0	120	0	60	140	170	490
Metropolitan Suburbs							
Old Money	0	0	0	0	30	30	60
Suburban Establishment	0	20	0	0	50	40	110
Affluent Empty Nesters	0	10	0	0	40	50	100
<i>Subtotal:</i>	0	30	0	0	120	120	270
Total:	0	170	0	60	300	320	850
Percent:	0.0%	20.0%	0.0%	7.1%	35.3%	37.6%	100.0%

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

Tenure (Renter/Buyer) Profile
 Households With The Potential To Rent/Purchase
 Year-Round Dwelling Units In Downtown Portsmouth In 2006
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

Traditional & Non-Traditional Families Rental Ownership				Total
	<i>Below Median</i>	<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>							
Full-Nest Urbanites	0	30	10	20	20	20	100
<i>Subtotal:</i>	0	30	10	20	20	20	100
<i>Metropolitan Suburbs</i>							
The Social Register	0	0	0	10	20	10	40
The Entrepreneurs	0	10	10	20	20	20	80
Nouveau Money	0	10	10	20	30	10	80
<i>Subtotal:</i>	0	20	20	50	70	40	200
Total:	0	50	30	70	90	60	300
Percent:	0.0%	16.7%	10.0%	23.3%	30.0%	20.0%	100.0%

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

Tenure (Renter/Buyer) Profile
 Households With The Potential To Rent/Purchase
 Year-Round Dwelling Units In Downtown Portsmouth In 2006
 City of Portsmouth; Regional Draw Area; All Other U.S. Counties

Younger Singles & Couples Rental Ownership				Total
	<i>Below Median</i>	<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	0	30	10	10	10	0	60
New Bohemians	0	70	10	10	10	0	100
<i>Subtotal:</i>	0	100	20	20	20	0	160
<i>Small Cities/Satellite Cities</i>							
The VIPs	0	50	30	50	20	10	160
Twentysomethings	0	130	40	40	30	0	240
<i>Subtotal:</i>	0	180	70	90	50	10	400
<i>Metropolitan Suburbs</i>							
Fast-Track Professionals	0	20	10	20	10	0	60
Upscale Suburban Couples	0	70	40	70	60	20	260
<i>Subtotal:</i>	0	90	50	90	70	20	320
Total:	0	370	140	200	140	30	880
Percent:	0.0%	42.0%	15.9%	22.7%	15.9%	3.4%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Households With The Potential To Rent/Purchase
 Year-Round High-Density Dwelling Units In Downtown Portsmouth In 2006
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

Household Type/ Geographic Designation	Multi- .. Family ..		Single- Family			Total
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached</i>	<i>Low-Range</i>	<i>Mid-Range</i>	
Empty Nesters & Retirees	230	70	110	170	100	680
<i>Metropolitan Cities</i>	70	0	0	0	0	70
<i>Small Cities/Satellite Cities</i>	80	70	90	100	30	370
<i>Metropolitan Suburbs</i>	80	0	20	70	70	240
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Traditional & Non-Traditional Families	60	40	10	50	90	250
<i>Metropolitan Cities</i>	30	10	0	20	10	70
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	30	30	10	30	80	180
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	170	80	50	140	70	510
<i>Metropolitan Cities</i>	40	20	0	0	0	60
<i>Small Cities/Satellite Cities</i>	70	30	30	60	30	220
<i>Metropolitan Suburbs</i>	60	30	20	80	40	230
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	460	190	170	360	260	1,440
Percent:	31.9%	13.2%	11.8%	25.0%	18.1%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Households With The Potential To Rent/Purchase
 Year-Round High-Density Dwelling Units In Downtown Portsmouth In 2006
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

Empty Nesters & Retirees	<i>Multi- .. Family ..</i>		<i>Single- Family</i>			Total
	<i>All Ranges</i>	<i>.. Attached ..</i>	<i>..... Detached</i>	<i>Low-Range</i>	<i>Mid-Range</i>	
Metropolitan Cities						
Urban Establishment	40	0	0	0	0	40
Cosmopolitan Couples	30	0	0	0	0	30
<i>Subtotal:</i>	<u>70</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>70</u>
Small Cities/Satellite Cities						
Cosmopolitan Elite	50	40	0	10	10	110
Middle-Class Move-Downs	30	30	90	90	20	260
<i>Subtotal:</i>	<u>80</u>	<u>70</u>	<u>90</u>	<u>100</u>	<u>30</u>	<u>370</u>
Metropolitan Suburbs						
Old Money	40	0	0	0	20	60
Suburban Establishment	30	0	10	30	20	90
Affluent Empty Nesters	10	0	10	40	30	90
<i>Subtotal:</i>	<u>80</u>	<u>0</u>	<u>20</u>	<u>70</u>	<u>70</u>	<u>240</u>
Total:	230	70	110	170	100	680
Percent:	33.8%	10.3%	16.2%	25.0%	14.7%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Households With The Potential To Rent/Purchase
 Year-Round High-Density Dwelling Units In Downtown Portsmouth In 2006
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

Traditional & Non-Traditional Families	<i>Multi- .. Family ..</i>	<i>Single- Family</i>			<i>High-Range</i>	Total
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>..... Detached</i>	<i>Low-Range</i>		
Metropolitan Cities						
Full-Nest Urbanites	30	10	0	20	10	70
<i>Subtotal:</i>	<u>30</u>	<u>10</u>	<u>0</u>	<u>20</u>	<u>10</u>	<u>70</u>
Metropolitan Suburbs						
The Social Register	10	10	0	0	20	40
The Entrepreneurs	10	10	10	10	30	70
Nouveau Money	10	10	0	20	30	70
<i>Subtotal:</i>	<u>30</u>	<u>30</u>	<u>10</u>	<u>30</u>	<u>80</u>	<u>180</u>
Total:	60	40	10	50	90	250
Percent:	24.0%	16.0%	4.0%	20.0%	36.0%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Households With The Potential To Rent/Purchase
 Year-Round High-Density Dwelling Units In Downtown Portsmouth In 2006
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

Younger Singles & Couples	<i>Multi- .. Family ..</i>	<i>Single- Family</i>			<i>High-Range</i>	Total
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached</i>		
Metropolitan Cities						
e-Types	20	10	0	0	0	30
New Bohemians	20	10	0	0	0	30
<i>Subtotal:</i>	40	20	0	0	0	60
Small Cities/Satellite Cities						
The VIPs	40	10	10	30	20	110
Twentysomethings	30	20	20	30	10	110
<i>Subtotal:</i>	70	30	30	60	30	220
Metropolitan Suburbs						
Fast-Track Professionals	30	10	0	0	0	40
Upscale Suburban Couples	30	20	20	80	40	190
<i>Subtotal:</i>	60	30	20	80	40	230
Total:	170	80	50	140	70	510
Percent:	33.3%	15.7%	9.8%	27.5%	13.7%	100.0%

Appendix One, Table 6

Downtown Residential Mix

Derived From New Unit Purchase And Rental Propensities Of Draw Area Households
With The Potential To Rent/Purchase Year-Round
High-Density Dwelling Units In 2006

Downtown Portsmouth

City of Portsmouth, Virginia

*City of Portsmouth; Regional Draw Area; All Other U.S. Counties
Draw Areas*

Total Target Market Households With The Potential
To Rent/Purchase Year-Round Dwelling Units In The
City of Portsmouth, Virginia 5,550

Total Target Market Households With The Potential
To Rent/Purchase Year-Round
High-Density Dwelling Units In
Downtown Portsmouth 1,240

**Downtown Residential Mix
(Multi-Family and Single-Family Attached)**

	<i>Multi- Family</i>	<i>Single- .. Family .. Attached</i>	<i>Total</i>	
	<u><i>For-Rent</i></u>	<u><i>For-Sale</i></u>	<u><i>For-Sale</i></u>	
Total Households:	590	460	190	1,240
<i>{Mix Distribution}:</i>	47.6%	37.1%	15.3%	100.0%

NOTE: Reference Appendix One, Tables 1 through 5.

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

Appendix One, Table 7

Downtown Residential Mix By Household Type

Derived From New Unit Purchase And Rental Propensities Of Draw Area Households
With The Potential To Rent/Purchase Year-Round Dwelling Units In The Area In 2006

Downtown Portsmouth

City of Portsmouth, Virginia

Number of Households:	<u>Total</u>	<i>Multi- Family</i>		<i>Single- ... Family ...</i>
		<u><i>For-Rent</i></u>	<u><i>For-Sale</i></u>	<i>.. Attached .. All Ranges</i>
	1,240	590	460	190
Empty Nesters & Retirees	38%	29%	50%	37%
Traditional & Non-Traditional Families	12%	8%	13%	21%
Younger Singles & Couples	50%	63%	37%	42%
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

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

**Market Potential For Second/Vacation Homes
In Mid- And High-Rise Buildings In A Waterfront Location
In Downtown Portsmouth In 2006**

*Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area*

Household Type/ Geographic Designation	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	Total
Empty Nesters & Retirees	630	50	370	1,050
<i>Metropolitan Cities</i>	120	0	370	490
<i>Small Cities/Satellite Cities</i>	60	0	0	60
<i>Metropolitan Suburbs</i>	450	50	0	500
<i>Town & Country/Exurbs</i>	0	0	0	0
Traditional & Non-Traditional Families	230	10	40	280
<i>Metropolitan Cities</i>	20	0	40	60
<i>Small Cities/Satellite Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	190	10	0	200
<i>Town & Country/Exurbs</i>	20	0	0	20
Younger Singles & Couples	90	0	120	210
<i>Metropolitan Cities</i>	30	0	120	150
<i>Small Cities/Satellite Cities</i>	20	0	0	20
<i>Metropolitan Suburbs</i>	40	0	0	40
<i>Town & Country/Exurbs</i>	0	0	0	0
Total:	950	60	530	1,540
Percent:	61.7%	3.9%	34.4%	100.0%

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

**Market Potential For Second/Vacation Homes
In Mid- And High-Rise Buildings In A Waterfront Location**

*Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area*

	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	<i>Total</i>
Empty Nesters & Retirees	630	50	370	1,050
<i>Metropolitan Cities</i>				
Urban Establishment	120	0	370	490
<i>Subtotal:</i>	120	0	370	490
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	60	0	0	60
<i>Subtotal:</i>	60	0	0	60
<i>Metropolitan Suburbs</i>				
Old Money	360	20	0	380
Suburban Establishment	20	10	0	30
Affluent Empty Nesters	70	20	0	90
<i>Subtotal:</i>	450	50	0	500

**Market Potential For Second/Vacation Homes
In Mid- And High-Rise Buildings In A Waterfront Location
In Downtown Portsmouth In 2006**

*Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area*

	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	<i>Total</i>
Traditional & Non-Traditional Families	230	10	40	280
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	20	0	40	60
Subtotal:	20	0	40	60
<i>Metropolitan Suburbs</i>				
The Social Register	100	10	0	110
The Entrepreneurs	70	0	0	70
Nouveau Money	20	0	0	20
Subtotal:	190	10	0	200
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	20	0	0	20
Subtotal:	20	0	0	20

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

**Market Potential For Second/Vacation Homes
In Mid- And High-Rise Buildings In A Waterfront Location
In Downtown Portsmouth In 2006**

*Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area*

	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	<u>Total</u>
Younger Singles & Couples	90	0	120	210
<i>Metropolitan Cities</i>				
e-Types	20	0	70	90
New Bohemians	10	0	50	60
<i>Subtotal:</i>	<u>30</u>	<u>0</u>	<u>120</u>	<u>150</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	20	0	0	20
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>0</u>	<u>20</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	20	0	0	20
Upscale Suburban Couples	20	0	0	20
<i>Subtotal:</i>	<u>40</u>	<u>0</u>	<u>0</u>	<u>40</u>

Tenure (Renter/Buyer) Profile
 Market Potential For Second/Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006
 Washington, D.C. Draw Area; Richmond Draw Area;
 New York Draw Area

Household Type/ Geographic Designation Rental Ownership				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Empty Nesters & Retirees	0	20	0	10	540	480	1,050
<i>Metropolitan Cities</i>	0	10	0	0	280	200	490
<i>Small Cities/Satellite Cities</i>	0	10	0	10	20	20	60
<i>Metropolitan Suburbs</i>	0	0	0	0	240	260	500
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0	0
Traditional & Non-Traditional Families	0	10	30	80	110	50	280
<i>Metropolitan Cities</i>	0	10	10	10	20	10	60
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	20	60	80	40	200
<i>Town & Country/Exurbs</i>	0	0	0	10	10	0	20
Younger Singles & Couples	0	10	60	80	40	20	210
<i>Metropolitan Cities</i>	0	10	40	50	30	20	150
<i>Small Cities/Satellite Cities</i>	0	0	10	10	0	0	20
<i>Metropolitan Suburbs</i>	0	0	10	20	10	0	40
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0	0
Total:	0	40	90	170	690	550	1,540
Percent:	0.0%	2.6%	5.8%	11.0%	44.8%	35.7%	100.0%

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

Tenure (Renter/Buyer) Profile
 Market Potential For Second/Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006
 Washington, D.C. Draw Area; Richmond Draw Area;
 New York Draw Area

Empty Nesters & Retirees Rental Ownership				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Metropolitan Cities							
Urban Establishment	0	10	0	0	280	200	490
Subtotal:	0	10	0	0	280	200	490
Small Cities/Edge Cities							
Cosmopolitan Elite	0	10	0	10	20	20	60
Subtotal:	0	10	0	10	20	20	60
Metropolitan Suburbs							
Old Money	0	0	0	0	180	200	380
Suburban Establishment	0	0	0	0	20	10	30
Affluent Empty Nesters	0	0	0	0	40	50	90
Subtotal:	0	0	0	0	240	260	500
Total:	0	20	0	10	540	480	1,050
Percent:	0.0%	1.9%	0.0%	1.0%	51.4%	45.7%	100.0%

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

Tenure (Renter/Buyer) Profile
 Market Potential For Second/Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006
 Washington, D.C. Draw Area; Richmond Draw Area;
 New York Draw Area

Traditional & Non-Traditional Families Rental Ownership				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Metropolitan Cities							
Full-Nest Urbanites	0	10	10	10	20	10	60
<i>Subtotal:</i>	0	10	10	10	20	10	60
Metropolitan Suburbs							
The Social Register	0	0	10	30	50	20	110
The Entrepreneurs	0	0	10	20	20	20	70
Nouveau Money	0	0	0	10	10	0	20
<i>Subtotal:</i>	0	0	20	60	80	40	200
Town & Country/Exurbs							
Ex-Urban Elite	0	0	0	10	10	0	20
<i>Subtotal:</i>	0	0	0	10	10	0	20
Total:	0	10	30	80	110	50	280
Percent:	0.0%	3.6%	10.7%	28.6%	39.3%	17.9%	100.0%

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

Tenure (Renter/Buyer) Profile
 Market Potential For Second/Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006
 Washington, D.C. Draw Area; Richmond Draw Area;
 New York Draw Area

Younger Singles & Couples Rental Ownership				Total
	<i>Below Median</i>	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Metropolitan Cities							
e-Types	0	10	20	30	20	10	90
New Bohemians	0	0	20	20	10	10	60
<i>Subtotal:</i>	<u>0</u>	<u>10</u>	<u>40</u>	<u>50</u>	<u>30</u>	<u>20</u>	<u>150</u>
Small Cities/Satellite Cities							
The VIPs	0	0	10	10	0	0	20
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>	<u>0</u>	<u>0</u>	<u>20</u>
Metropolitan Suburbs							
Fast-Track Professionals	0	0	10	10	0	0	20
Upscale Suburban Couples	0	0	0	10	10	0	20
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>20</u>	<u>10</u>	<u>0</u>	<u>40</u>
Total:	0	10	60	80	40	20	210
Percent:	0.0%	4.8%	28.6%	38.1%	19.0%	9.5%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Market Potential For Second/Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006
*Washington, D.C. Draw Area; Richmond Draw Area;
 New York Draw Area*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- Family			Total	
	<i>All Ranges</i>	.. Attached .. <i>All Ranges</i> Detached	<i>All Ranges</i>		
		<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>		
Empty Nesters & Retirees	170	60	50	190	560	1,030
<i>Metropolitan Cities</i>	80	50	20	90	240	480
<i>Small Cities/Satellite Cities</i>	20	0	10	10	10	50
<i>Metropolitan Suburbs</i>	70	10	20	90	310	500
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Traditional & Non-Traditional Families	50	10	0	60	150	270
<i>Metropolitan Cities</i>	10	10	0	20	10	50
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0	0
<i>Metropolitan Suburbs</i>	30	0	0	40	130	200
<i>Town & Country/Exurbs</i>	10	0	0	0	10	20
Younger Singles & Couples	50	40	10	40	60	200
<i>Metropolitan Cities</i>	20	40	10	20	50	140
<i>Small Cities/Satellite Cities</i>	10	0	0	10	0	20
<i>Metropolitan Suburbs</i>	20	0	0	10	10	40
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	270	110	60	290	770	1,500
Percent:	18.0%	7.3%	4.0%	19.3%	51.3%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Market Potential For Second/Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006
*Washington, D.C. Draw Area; Richmond Draw Area;
 New York Draw Area*

Empty Nesters & Retirees	<i>Multi- .. Family ..</i>	<i>Single- Family</i>			<i>High-Range</i>	Total
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>..... Detached</i>	<i>..... Detached</i>		
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	Total
<i>Metropolitan Cities</i>						
Urban Establishment	80	50	20	90	240	480
<i>Subtotal:</i>	80	50	20	90	240	480
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	20	0	10	10	10	50
<i>Subtotal:</i>	20	0	10	10	10	50
<i>Metropolitan Suburbs</i>						
Old Money	30	10	10	50	280	380
Suburban Establishment	20	0	0	10	0	30
Affluent Empty Nesters	20	0	10	30	30	90
<i>Subtotal:</i>	70	10	20	90	310	500
Total:	170	60	50	190	560	1,030
Percent:	16.5%	5.8%	4.9%	18.4%	54.4%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Market Potential For Second/Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006
 Washington, D.C. Draw Area; Richmond Draw Area;
 New York Draw Area

Traditional & Non-Traditional Families	<i>Multi- .. Family ..</i>	<i>Single- Family</i>			<u>Total</u>	
	<u>All Ranges</u>	<i>.. Attached ..</i>	<i>..... Detached</i>			
		<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>		<u>High-Range</u>
Metropolitan Cities						
Full-Nest Urbanites	10	10	0	20	10	50
<i>Subtotal:</i>	10	10	0	20	10	50
Metropolitan Suburbs						
The Social Register	10	0	0	20	80	110
The Entrepreneurs	10	0	0	20	40	70
Nouveau Money	10	0	0	0	10	20
<i>Subtotal:</i>	30	0	0	40	130	200
Town & Country/Exurbs						
Ex-Urban Elite	10	0	0	0	10	20
<i>Subtotal:</i>	10	0	0	0	10	20
Total:	50	10	0	60	150	270
Percent:	18.5%	3.7%	0.0%	22.2%	55.6%	100.0%

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

New Unit Purchase Propensity By Housing Type
 Market Potential For Second/Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006
 Washington, D.C. Draw Area; Richmond Draw Area;
 New York Draw Area

Younger Singles & Couples	<i>Multi- .. Family ..</i>	<i>Single- Family</i>			<i>High-Range</i>	Total
	<i>All Ranges</i>	<i>.. Attached .. All Ranges</i>	<i>Low-Range</i>	<i>..... Detached</i>		
Metropolitan Cities						
e-Types	10	20	10	10	30	80
New Bohemians	10	20	0	10	20	60
<i>Subtotal:</i>	<u>20</u>	<u>40</u>	<u>10</u>	<u>20</u>	<u>50</u>	<u>140</u>
Small Cities/Satellite Cities						
The VIPs	10	0	0	10	0	20
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>20</u>
Metropolitan Suburbs						
Fast-Track Professionals	10	0	0	0	10	20
Upscale Suburban Couples	10	0	0	10	0	20
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>	<u>40</u>
Total:	50	40	10	40	60	200
Percent:	25.0%	20.0%	5.0%	20.0%	30.0%	100.0%

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

Appendix One, Table 11

Downtown Residential Mix
 Market Potential For Second/Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006
Downtown Portsmouth
City of Portsmouth, Virginia

*Washington, D.C. Draw Area; Richmond Draw Area;
 New York Draw Area*

Total Target Market Households With The Potential
 To Rent/Purchase Second/Vacation Units In
 Hampton Roads 11,050

Total Target Market Households With The Potential
 To Rent/Purchase Second/Vacation
 High-Density Dwelling Units In
 Downtown Portsmouth 420

**Downtown Residential Mix
 (Multi-Family and Single-Family Attached)**

	<i>Multi- Family</i>	<i>Single- .. Family .. Attached</i>		
	<u><i>For-Rent</i></u>	<u><i>For-Sale</i></u>	<u><i>For-Sale</i></u>	<u>Total</u>
Total Households:	40	270	110	420
<i>{Mix Distribution}:</i>	9.5%	64.3%	26.2%	100.0%

NOTE: Reference Appendix One, Tables 8 through 10.

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

Downtown Residential Mix By Household Type

Market Potential For Second / Vacation Homes
 In High-Density Buildings In A Waterfront Location
 In Downtown Portsmouth In 2006

Downtown Portsmouth

City of Portsmouth, Virginia

Number of Households:	Total	Multi- Family		Single- ... Family ...
		For-Rent	For-Sale	.. Attached .. All Ranges
	420	40	270	110
Empty Nesters & Retirees	60%	50%	62%	55%
Traditional & Non-Traditional Families	17%	25%	19%	9%
Younger Singles & Couples	23%	25%	19%	36%
	100%	100%	100%	100%

Appendix Two Tables



**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Portsmouth, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	7,435	620	29.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,860	350	16.7%
<i>Metropolitan Suburbs</i>	3,575	270	12.9%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	4,925	650	31.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,940	240	11.4%
<i>Metropolitan Suburbs</i>	2,985	410	19.5%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Younger Singles & Couples	5,565	830	39.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,925	480	22.9%
<i>Metropolitan Suburbs</i>	2,640	350	16.7%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	17,925	2,100	100.0%
Total City Households:	37,605		
Classified Households As A Share Of Total City Households:	47.7%		

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Portsmouth, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	7,435	620	29.5%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	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	1,020	80	3.8%
Middle-Class Move-Downs	2,840	270	12.9%
<i>Subtotal:</i>	<u>3,860</u>	<u>350</u>	<u>16.7%</u>
<i>Metropolitan Suburbs</i>			
Old Money	380	20	1.0%
Suburban Establishment	775	60	2.9%
Affluent Empty Nesters	865	60	2.9%
Mainstream Retirees	740	70	3.3%
Middle-American Retirees	815	60	2.9%
<i>Subtotal:</i>	<u>3,575</u>	<u>270</u>	<u>12.9%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	0	0.0%
New Empty Nesters	0	0	0.0%
RV Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Portsmouth, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	4,925	650	31.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	570	60	2.9%
Multi-Ethnic Families	1,370	180	8.6%
<i>Subtotal:</i>	1,940	240	11.4%
<i>Metropolitan Suburbs</i>			
The Social Register	75	10	0.5%
The Entrepreneurs	120	10	0.5%
Nouveau Money	105	20	1.0%
Late-Nest Suburbanites	390	30	1.4%
Full-Nest Suburbanites	1,125	180	8.6%
Blue-Collar Button-Downs	1,170	160	7.6%
<i>Subtotal:</i>	2,985	410	19.5%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
New-Town Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Blue-Collar Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Portsmouth, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	5,565	830	39.5%
<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	405	50	2.4%
Twentysomethings	710	120	5.7%
Small-City Singles	1,810	310	14.8%
Subtotal:	<u>2,925</u>	<u>480</u>	<u>22.9%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	20	0	0.0%
Upscale Suburban Couples	1,125	140	6.7%
Suburban Achievers	320	70	3.3%
No-Nest Suburbanites	1,175	140	6.7%
Subtotal:	<u>2,640</u>	<u>350</u>	<u>16.7%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	0	0	0.0%
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Three, Tables 1 Through 4

Cities of Chesapeake, Norfolk, Virginia Beach, and Suffolk, Virginia

<u>Household Type/ Geographic Designation</u>	<u>City of Chesapeake</u>	<u>City of Norfolk</u>	<u>City of Virginia Beach</u>	<u>City of Suffolk</u>	<u>Total</u>
Empty Nesters & Retirees	150	120	70	50	390
<i>Metropolitan Cities</i>	0	120	0	0	120
<i>Small Cities/Satellite Cities</i>	50	0	30	0	80
<i>Metropolitan Suburbs</i>	70	0	40	0	110
<i>Town & Country/Exurbs</i>	30	0	0	50	80
Traditional & Non-Traditional Families	390	140	150	110	790
<i>Metropolitan Cities</i>	0	130	0	0	130
<i>Small Cities/Satellite Cities</i>	90	0	70	10	170
<i>Metropolitan Suburbs</i>	210	10	80	0	300
<i>Town & Country/Exurbs</i>	90	0	0	100	190
Younger Singles & Couples	310	140	180	40	670
<i>Metropolitan Cities</i>	0	140	0	0	140
<i>Small Cities/Satellite Cities</i>	100	0	120	0	220
<i>Metropolitan Suburbs</i>	180	0	60	0	240
<i>Town & Country/Exurbs</i>	30	0	0	40	70
Total:	850	400	400	200	1,850
Percent:	45.9%	21.6%	21.6%	10.8%	100.0%

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Three, Tables 1 Through 4

Cities of Chesapeake, Norfolk, Virginia Beach, and Suffolk, Virginia

	<u>City of Chesapeake</u>	<u>City of Norfolk</u>	<u>City of Virginia Beach</u>	<u>City of Suffolk</u>	<u>Total</u>
Empty Nesters & Retirees	150	120	70	50	390
<i>Metropolitan Cities</i>					
Urban Establishment	0	20	0	0	20
Cosmopolitan Couples	0	20	0	0	20
Multi-Ethnic Empty Nesters	0	80	0	0	80
<i>Subtotal:</i>	<u>0</u>	<u>120</u>	<u>0</u>	<u>0</u>	<u>120</u>
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	20	0	10	0	30
Middle-Class Move-Downs	30	0	20	0	50
<i>Subtotal:</i>	<u>50</u>	<u>0</u>	<u>30</u>	<u>0</u>	<u>80</u>
<i>Metropolitan Suburbs</i>					
Old Money	10	0	10	0	20
Suburban Establishment	20	0	10	0	30
Affluent Empty Nesters	10	0	10	0	20
Mainstream Retirees	20	0	10	0	30
Middle-American Retirees	10	0	0	0	10
<i>Subtotal:</i>	<u>70</u>	<u>0</u>	<u>40</u>	<u>0</u>	<u>110</u>
<i>Town & Country/Exurbs</i>					
Small-Town Establishment	10	0	0	20	30
New Empty Nesters	10	0	0	10	20
RV Retirees	10	0	0	20	30
<i>Subtotal:</i>	<u>30</u>	<u>0</u>	<u>0</u>	<u>50</u>	<u>80</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Three, Tables 1 Through 4

Cities of Chesapeake, Norfolk, Virginia Beach, and Suffolk, Virginia

	<u>City of Chesapeake</u>	<u>City of Norfolk</u>	<u>City of Virginia Beach</u>	<u>City of Suffolk</u>	<u>Total</u>
Traditional & Non-Traditional Families	390	140	150	110	790
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	50	0	0	50
Multi-Cultural Families	0	80	0	0	80
<i>Subtotal:</i>	<u>0</u>	<u>130</u>	<u>0</u>	<u>0</u>	<u>130</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	60	0	30	0	90
Multi-Ethnic Families	30	0	40	10	80
<i>Subtotal:</i>	<u>90</u>	<u>0</u>	<u>70</u>	<u>10</u>	<u>170</u>
<i>Metropolitan Suburbs</i>					
The Social Register	10	0	0	0	10
The Entrepreneurs	20	0	10	0	30
Nouveau Money	20	0	10	0	30
Late-Nest Suburbanites	20	0	10	0	30
Full-Nest Suburbanites	70	0	30	0	100
Blue-Collar Button-Downs	70	10	20	0	100
<i>Subtotal:</i>	<u>210</u>	<u>10</u>	<u>80</u>	<u>0</u>	<u>300</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	30	0	0	10	40
Full-Nest Exurbanites	10	0	0	20	30
New-Town Families	30	0	0	20	50
Small-Town Families	10	0	0	30	40
Blue-Collar Families	10	0	0	20	30
<i>Subtotal:</i>	<u>90</u>	<u>0</u>	<u>0</u>	<u>100</u>	<u>190</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Three, Tables 1 Through 4

Cities of Chesapeake, Norfolk, Virginia Beach, and Suffolk, Virginia

	<u>City of Chesapeake</u>	<u>City of Norfolk</u>	<u>City of Virginia Beach</u>	<u>City of Suffolk</u>	<u>Total</u>
Younger Singles & Couples	310	140	180	40	670
<i>Metropolitan Cities</i>					
e-Types	0	20	0	0	20
New Bohemians	0	40	0	0	40
Urban Achievers	0	80	0	0	80
Subtotal:	<u>0</u>	<u>140</u>	<u>0</u>	<u>0</u>	<u>140</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	40	0	30	0	70
Twentysomethings	30	0	50	0	80
Small-City Singles	30	0	40	0	70
Subtotal:	<u>100</u>	<u>0</u>	<u>120</u>	<u>0</u>	<u>220</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	10	0	10	0	20
Upscale Suburban Couples	50	0	20	0	70
Suburban Achievers	50	0	20	0	70
No-Nest Suburbanites	70	0	10	0	80
Subtotal:	<u>180</u>	<u>0</u>	<u>60</u>	<u>0</u>	<u>240</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Power Couples	10	0	0	20	30
Cross-Training Couples	20	0	0	10	30
Exurban Suburbanites	0	0	0	10	10
Subtotal:	<u>30</u>	<u>0</u>	<u>0</u>	<u>40</u>	<u>70</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

All Other U.S. Counties

<u>Household Type/ Geographic Designation</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	390	24.4%
<i>Metropolitan Cities</i>	110	6.9%
<i>Small Cities/Satellite Cities</i>	60	3.8%
<i>Metropolitan Suburbs</i>	100	6.3%
<i>Town & Country/Exurbs</i>	120	7.5%
Traditional & Non-Traditional Families	600	37.5%
<i>Metropolitan Cities</i>	100	6.3%
<i>Small Cities/Satellite Cities</i>	70	4.4%
<i>Metropolitan Suburbs</i>	200	12.5%
<i>Town & Country/Exurbs</i>	230	14.4%
Younger Singles & Couples	610	38.1%
<i>Metropolitan Cities</i>	170	10.6%
<i>Small Cities/Satellite Cities</i>	130	8.1%
<i>Metropolitan Suburbs</i>	190	11.9%
<i>Town & Country/Exurbs</i>	120	7.5%
Total:	1,600	100.0%

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

All Other U.S. Counties

	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	390	24.4%
<i>Metropolitan Cities</i>		
Urban Establishment	30	1.9%
Cosmopolitan Couples	20	1.3%
Multi-Ethnic Empty Nesters	60	3.8%
<i>Subtotal:</i>	<u>110</u>	<u>6.9%</u>
<i>Small Cities/Satellite Cities</i>		
Cosmopolitan Elite	20	1.3%
Middle-Class Move-Downs	40	2.5%
<i>Subtotal:</i>	<u>60</u>	<u>3.8%</u>
<i>Metropolitan Suburbs</i>		
Old Money	20	1.3%
Suburban Establishment	20	1.3%
Affluent Empty Nesters	20	1.3%
Mainstream Retirees	20	1.3%
Middle-American Retirees	20	1.3%
<i>Subtotal:</i>	<u>100</u>	<u>6.3%</u>
<i>Town & Country/Exurbs</i>		
Small-Town Establishment	40	2.5%
New Empty Nesters	30	1.9%
RV Retirees	50	3.1%
<i>Subtotal:</i>	<u>120</u>	<u>7.5%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

All Other U.S. Counties

	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	600	37.5%
<i>Metropolitan Cities</i>		
Full-Nest Urbanites	50	3.1%
Multi-Cultural Families	50	3.1%
<i>Subtotal:</i>	<u>100</u>	<u>6.3%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	40	2.5%
Multi-Ethnic Families	30	1.9%
<i>Subtotal:</i>	<u>70</u>	<u>4.4%</u>
<i>Metropolitan Suburbs</i>		
The Social Register	20	1.3%
The Entrepreneurs	40	2.5%
Nouveau Money	30	1.9%
Late-Nest Suburbanites	20	1.3%
Full-Nest Suburbanites	50	3.1%
Blue-Collar Button-Downs	40	2.5%
<i>Subtotal:</i>	<u>200</u>	<u>12.5%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	50	3.1%
Full-Nest Exurbanites	40	2.5%
New-Town Families	60	3.8%
Small-Town Families	40	2.5%
Blue-Collar Families	40	2.5%
<i>Subtotal:</i>	<u>230</u>	<u>14.4%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

All Other U.S. Counties

	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	610	38.1%
<i>Metropolitan Cities</i>		
e-Types	40	2.5%
New Bohemians	60	3.8%
Urban Achievers	70	4.4%
Subtotal:	<u>170</u>	<u>10.6%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	40	2.5%
Twentysomethings	40	2.5%
Small-City Singles	50	3.1%
Subtotal:	<u>130</u>	<u>8.1%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	40	2.5%
Upscale Suburban Couples	50	3.1%
Suburban Achievers	70	4.4%
No-Nest Suburbanites	30	1.9%
Subtotal:	<u>190</u>	<u>11.9%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Power Couples	40	2.5%
Cross-Training Couples	40	2.5%
Exurban Suburbanites	40	2.5%
Subtotal:	<u>120</u>	<u>7.5%</u>

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Two, Tables 1 Through 3
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

<u>Household Type/ Geographic Designation</u>	<u>City of Portsmouth</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	620	390	390	1,400
<i>Metropolitan Cities</i>	0	120	110	230
<i>Small Cities/Satellite Cities</i>	350	90	60	500
<i>Metropolitan Suburbs</i>	270	130	100	500
<i>Town & Country/Exurbs</i>	0	50	120	170
Traditional & Non-Traditional Families	650	740	600	1,990
<i>Metropolitan Cities</i>	0	130	100	230
<i>Small Cities/Satellite Cities</i>	240	180	70	490
<i>Metropolitan Suburbs</i>	410	330	200	940
<i>Town & Country/Exurbs</i>	0	100	230	330
Younger Singles & Couples	830	720	610	2,160
<i>Metropolitan Cities</i>	0	140	170	310
<i>Small Cities/Satellite Cities</i>	480	240	130	850
<i>Metropolitan Suburbs</i>	350	290	190	830
<i>Town & Country/Exurbs</i>	0	50	120	170
Total:	2,100	1,850	1,600	5,550
Percent:	37.8%	33.4%	28.8%	100.0%

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Two, Tables 1 Through 3
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

	<u>City of Portsmouth</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	620	390	390	1,400
<i>Metropolitan Cities</i>				
Urban Establishment	0	20	30	50
Cosmopolitan Couples	0	20	20	40
Multi-Ethnic Empty Nesters	0	80	60	140
<i>Subtotal:</i>	<u>0</u>	<u>120</u>	<u>110</u>	<u>230</u>
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	80	30	20	130
Middle-Class Move-Downs	270	60	40	370
<i>Subtotal:</i>	<u>350</u>	<u>90</u>	<u>60</u>	<u>500</u>
<i>Metropolitan Suburbs</i>				
Old Money	20	20	20	60
Suburban Establishment	60	30	20	110
Affluent Empty Nesters	60	20	20	100
Mainstream Retirees	70	40	20	130
Middle-American Retirees	60	20	20	100
<i>Subtotal:</i>	<u>270</u>	<u>130</u>	<u>100</u>	<u>500</u>
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	0	20	40	60
New Empty Nesters	0	20	30	50
RV Retirees	0	10	50	60
<i>Subtotal:</i>	<u>0</u>	<u>50</u>	<u>120</u>	<u>170</u>

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Two, Tables 1 Through 3
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

	<u>City of Portsmouth</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Traditional & Non-Traditional Families	650	740	600	1,990
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	50	50	100
Multi-Cultural Families	0	80	50	130
<i>Subtotal:</i>	<u>0</u>	<u>130</u>	<u>100</u>	<u>230</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	60	90	40	190
Multi-Ethnic Families	180	90	30	300
<i>Subtotal:</i>	<u>240</u>	<u>180</u>	<u>70</u>	<u>490</u>
<i>Metropolitan Suburbs</i>				
The Social Register	10	10	20	40
The Entrepreneurs	10	30	40	80
Nouveau Money	20	30	30	80
Late-Nest Suburbanites	30	30	20	80
Full-Nest Suburbanites	180	100	50	330
Blue-Collar Button-Downs	160	130	40	330
<i>Subtotal:</i>	<u>410</u>	<u>330</u>	<u>200</u>	<u>940</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	30	50	80
Full-Nest Exurbanites	0	10	40	50
New-Town Families	0	40	60	100
Small-Town Families	0	10	40	50
Blue-Collar Families	0	10	40	50
<i>Subtotal:</i>	<u>0</u>	<u>100</u>	<u>230</u>	<u>330</u>

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Two, Tables 1 Through 3
City of Portsmouth; Regional Draw Area; All Other U.S. Counties

	<u>City of Portsmouth</u>	<u>Regional Draw Area</u>	<u>All Other US Counties</u>	<u>Total</u>
Younger Singles & Couples	830	720	610	2,160
<i>Metropolitan Cities</i>				
e-Types	0	20	40	60
New Bohemians	0	40	60	100
Urban Achievers	0	80	70	150
<i>Subtotal:</i>	<u>0</u>	<u>140</u>	<u>170</u>	<u>310</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	50	70	40	160
Twentysomethings	120	90	40	250
Small-City Singles	310	80	50	440
<i>Subtotal:</i>	<u>480</u>	<u>240</u>	<u>130</u>	<u>850</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	0	20	40	60
Upscale Suburban Couples	140	70	50	260
Suburban Achievers	70	90	70	230
No-Nest Suburbanites	140	110	30	280
<i>Subtotal:</i>	<u>350</u>	<u>290</u>	<u>190</u>	<u>830</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	0	20	40	60
Cross-Training Couples	0	30	40	70
Exurban Suburbanites	0	0	40	40
<i>Subtotal:</i>	<u>0</u>	<u>50</u>	<u>120</u>	<u>170</u>

Appendix Three Tables



**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Chesapeake, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	13,770	150	17.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,570	50	5.9%
<i>Metropolitan Suburbs</i>	6,690	70	8.2%
<i>Town & Country/Exurbs</i>	2,510	30	3.5%
Traditional & Non-Traditional Families	26,375	390	45.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	13,005	210	24.7%
<i>Small Cities/Satellite Cities</i>	6,940	90	10.6%
<i>Town & Country/Exurbs</i>	6,430	90	10.6%
Younger Singles & Couples	18,760	310	36.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	10,800	180	21.2%
<i>Small Cities/Satellite Cities</i>	5,695	100	11.8%
<i>Town & Country/Exurbs</i>	2,265	30	3.5%
Total:	58,905	850	100.0%
Total City Households:	75,680		
Classified Households As A Share Of Total City Households:	77.8%		

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Chesapeake, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	13,770	150	17.6%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	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	1,870	20	2.4%
Middle-Class Move-Downs	2,700	30	3.5%
<i>Subtotal:</i>	<u>4,570</u>	<u>50</u>	<u>5.9%</u>
<i>Metropolitan Suburbs</i>			
Old Money	875	10	1.2%
Suburban Establishment	1,900	20	2.4%
Affluent Empty Nesters	1,135	10	1.2%
Mainstream Retirees	1,345	20	2.4%
Middle-American Retirees	1,435	10	1.2%
<i>Subtotal:</i>	<u>6,690</u>	<u>70</u>	<u>8.2%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	735	10	1.2%
New Empty Nesters	985	10	1.2%
RV Retirees	790	10	1.2%
<i>Subtotal:</i>	<u>2,510</u>	<u>30</u>	<u>3.5%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Chesapeake, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	26,375	390	45.9%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Immigrant Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	4,640	60	7.1%
Multi-Ethnic Families	2,300	30	3.5%
<i>Subtotal:</i>	6,940	90	10.6%
<i>Metropolitan Suburbs</i>			
The Social Register	1,030	10	1.2%
The Entrepreneurs	1,265	20	2.4%
Nouveau Money	1,375	20	2.4%
Late-Nest Suburbanites	1,645	20	2.4%
Full-Nest Suburbanites	3,640	70	8.2%
Blue-Collar Button-Downs	4,050	70	8.2%
<i>Subtotal:</i>	13,005	210	24.7%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	2,225	30	3.5%
Full-Nest Exurbanites	685	10	1.2%
New-Town Families	2,210	30	3.5%
Small-Town Families	580	10	1.2%
Blue-Collar Families	730	10	1.2%
<i>Subtotal:</i>	6,430	90	10.6%

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**
Household Classification By Market Groups
City of Chesapeake, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	18,760	310	36.5%
<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	2,495	40	4.7%
Twentysomethings	1,660	30	3.5%
Small-City Singles	1,540	30	3.5%
<i>Subtotal:</i>	<u>5,695</u>	<u>100</u>	<u>11.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	770	10	1.2%
Upscale Suburban Couples	3,285	50	5.9%
Suburban Achievers	1,945	50	5.9%
No-Nest Suburbanites	4,800	70	8.2%
<i>Subtotal:</i>	<u>10,800</u>	<u>180</u>	<u>21.2%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	705	10	1.2%
Cross-Training Couples	1,315	20	2.4%
Strip-Mall Strivers	245	0	0.0%
<i>Subtotal:</i>	<u>2,265</u>	<u>30</u>	<u>3.5%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Norfolk, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	19,350	120	30.0%
<i>Metropolitan Cities</i>	17,225	120	30.0%
<i>Small Cities/Satellite Cities</i>	30	0	0.0%
<i>Metropolitan Suburbs</i>	2,095	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	22,445	140	35.0%
<i>Metropolitan Cities</i>	21,045	130	32.5%
<i>Small Cities/Satellite Cities</i>	90	0	0.0%
<i>Metropolitan Suburbs</i>	1,310	10	2.5%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Younger Singles & Couples	15,885	140	35.0%
<i>Metropolitan Cities</i>	14,235	140	35.0%
<i>Small Cities/Satellite Cities</i>	50	0	0.0%
<i>Metropolitan Suburbs</i>	1,600	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	57,680	400	100.0%
Total City Households:	89,240		
Classified Households As A Share Of Total City Households:	64.6%		

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**
Household Classification By Market Groups
City of Norfolk, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	19,350	120	30.0%
<i>Metropolitan Cities</i>			
Urban Establishment	5,845	20	5.0%
Cosmopolitan Couples	4,600	20	5.0%
Multi-Ethnic Empty Nesters	6,780	80	20.0%
<i>Subtotal:</i>	<u>17,225</u>	<u>120</u>	<u>30.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	30	0	0.0%
<i>Subtotal:</i>	<u>30</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	70	0	0.0%
Suburban Establishment	415	0	0.0%
Affluent Empty Nesters	455	0	0.0%
Mainstream Retirees	120	0	0.0%
Middle-American Retirees	1,035	0	0.0%
<i>Subtotal:</i>	<u>2,095</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	0	0.0%
New Empty Nesters	0	0	0.0%
RV Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Norfolk, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	22,445	140	35.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	9,135	50	12.5%
Multi-Cultural Families	11,910	80	20.0%
<i>Subtotal:</i>	21,045	130	32.5%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	30	0	0.0%
Multi-Ethnic Families	60	0	0.0%
<i>Subtotal:</i>	90	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	70	0	0.0%
The Entrepreneurs	60	0	0.0%
Nouveau Money	25	0	0.0%
Late-Nest Suburbanites	290	0	0.0%
Full-Nest Suburbanites	205	0	0.0%
Blue-Collar Button-Downs	660	10	2.5%
<i>Subtotal:</i>	1,310	10	2.5%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
New-Town Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Blue-Collar Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**
Household Classification By Market Groups
City of Norfolk, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	15,885	140	35.0%
<i>Metropolitan Cities</i>			
e-Types	2,175	20	5.0%
New Bohemians	4,755	40	10.0%
Urban Achievers	7,305	80	20.0%
Subtotal:	<u>14,235</u>	<u>140</u>	<u>35.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	25	0	0.0%
Small-City Singles	25	0	0.0%
Subtotal:	<u>50</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	530	0	0.0%
Suburban Achievers	385	0	0.0%
No-Nest Suburbanites	685	0	0.0%
Subtotal:	<u>1,600</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	0	0	0.0%
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Virginia Beach, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	32,640	70	17.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	17,060	30	7.5%
<i>Metropolitan Suburbs</i>	14,360	40	10.0%
<i>Town & Country/Exurbs</i>	1,220	0	0.0%
Traditional & Non-Traditional Families	40,060	150	37.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,720	70	17.5%
<i>Metropolitan Suburbs</i>	23,220	80	20.0%
<i>Town & Country/Exurbs</i>	5,120	0	0.0%
Younger Singles & Couples	41,125	180	45.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	21,855	120	30.0%
<i>Metropolitan Suburbs</i>	16,915	60	15.0%
<i>Town & Country/Exurbs</i>	2,355	0	0.0%
Total:	113,825	400	100.0%
Total City Households:	75,680		
Classified Households As A Share Of Total City Households:	150.4%		

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Virginia Beach, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	32,640	70	17.5%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	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	7,110	10	2.5%
Middle-Class Move-Downs	9,950	20	5.0%
<i>Subtotal:</i>	<u>17,060</u>	<u>30</u>	<u>7.5%</u>
<i>Metropolitan Suburbs</i>			
Old Money	4,025	10	2.5%
Suburban Establishment	3,405	10	2.5%
Affluent Empty Nesters	3,195	10	2.5%
Mainstream Retirees	2,300	10	2.5%
Middle-American Retirees	1,435	0	0.0%
<i>Subtotal:</i>	<u>14,360</u>	<u>40</u>	<u>10.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	700	0	0.0%
New Empty Nesters	175	0	0.0%
RV Retirees	345	0	0.0%
<i>Subtotal:</i>	<u>1,220</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Virginia Beach, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	40,060	150	37.5%
<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	9,420	30	7.5%
Multi-Ethnic Families	2,300	40	10.0%
Subtotal:	11,720	70	17.5%
<i>Metropolitan Suburbs</i>			
The Social Register	2,320	0	0.0%
The Entrepreneurs	2,795	10	2.5%
Nouveau Money	2,175	10	2.5%
Late-Nest Suburbanites	3,050	10	2.5%
Full-Nest Suburbanites	8,830	30	7.5%
Blue-Collar Button-Downs	4,050	20	5.0%
Subtotal:	23,220	80	20.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1,485	0	0.0%
Full-Nest Exurbanites	115	0	0.0%
New-Town Families	2,210	0	0.0%
Small-Town Families	580	0	0.0%
Blue-Collar Families	730	0	0.0%
Subtotal:	5,120	0	0.0%

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Virginia Beach, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	41,125	180	45.0%
<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	8,240	30	7.5%
Twentysomethings	12,075	50	12.5%
Small-City Singles	1,540	40	10.0%
<i>Subtotal:</i>	<u>21,855</u>	<u>120</u>	<u>30.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	2,315	10	2.5%
Upscale Suburban Couples	6,110	20	5.0%
Suburban Achievers	3,690	20	5.0%
No-Nest Suburbanites	4,800	10	2.5%
<i>Subtotal:</i>	<u>16,915</u>	<u>60</u>	<u>15.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	1,180	0	0.0%
Cross-Training Couples	930	0	0.0%
Exurban Suburbanites	245	0	0.0%
<i>Subtotal:</i>	<u>2,355</u>	<u>0</u>	<u>0.0%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Suffolk, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	8,650	50	25.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,835	10	5.0%
<i>Metropolitan Suburbs</i>	2,780	20	10.0%
<i>Town & Country/Exurbs</i>	3,035	20	10.0%
Traditional & Non-Traditional Families	11,325	60	30.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,475	20	10.0%
<i>Metropolitan Suburbs</i>	4,050	30	15.0%
<i>Town & Country/Exurbs</i>	4,800	10	5.0%
Younger Singles & Couples	12,470	90	45.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,270	20	10.0%
<i>Metropolitan Suburbs</i>	6,745	50	25.0%
<i>Town & Country/Exurbs</i>	2,455	20	10.0%
Total:	32,445	200	100.0%
Total City Households:	75,680		
Classified Households As A Share Of Total City Households:	42.9%		

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**
Household Classification By Market Groups
City of Suffolk, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	8,650	50	25.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	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	135	0	0.0%
Middle-Class Move-Downs	2,700	10	5.0%
<i>Subtotal:</i>	<u>2,835</u>	<u>10</u>	<u>5.0%</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	1,345	10	5.0%
Middle-American Retirees	1,435	10	5.0%
<i>Subtotal:</i>	<u>2,780</u>	<u>20</u>	<u>10.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	1,260	10	5.0%
New Empty Nesters	985	10	5.0%
RV Retirees	790	0	0.0%
<i>Subtotal:</i>	<u>3,035</u>	<u>20</u>	<u>10.0%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Household Classification By Market Groups

City of Suffolk, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	11,325	60	30.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	175	0	0.0%
Multi-Ethnic Families	2,300	20	10.0%
<i>Subtotal:</i>	2,475	20	10.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
The Entrepreneurs	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	4,050	30	15.0%
<i>Subtotal:</i>	4,050	30	15.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	595	0	0.0%
Full-Nest Exurbanites	685	0	0.0%
New-Town Families	2,210	10	5.0%
Small-Town Families	580	0	0.0%
Blue-Collar Families	730	0	0.0%
<i>Subtotal:</i>	4,800	10	5.0%

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**
Household Classification By Market Groups
City of Suffolk, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	12,470	90	45.0%
<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	70	0	0.0%
Twentysomethings	1,660	10	5.0%
Small-City Singles	1,540	10	5.0%
<i>Subtotal:</i>	<u>3,270</u>	<u>20</u>	<u>10.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	1,945	20	10.0%
No-Nest Suburbanites	4,800	30	15.0%
<i>Subtotal:</i>	<u>6,745</u>	<u>50</u>	<u>25.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	895	10	5.0%
Cross-Training Couples	1,315	10	5.0%
Exurban Suburbanites	245	0	0.0%
<i>Subtotal:</i>	<u>2,455</u>	<u>20</u>	<u>10.0%</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Three, Tables 1 Through 4

Cities of Chesapeake, Norfolk, Virginia Beach, and Suffolk, Virginia

<u>Household Type/ Geographic Designation</u>	<u>City of Chesapeake</u>	<u>City of Norfolk</u>	<u>City of Virginia Beach</u>	<u>City of Suffolk</u>	<u>Total</u>
Empty Nesters & Retirees	150	120	70	50	390
<i>Metropolitan Cities</i>	0	120	0	0	120
<i>Small Cities/Satellite Cities</i>	50	0	30	10	90
<i>Metropolitan Suburbs</i>	70	0	40	20	130
<i>Town & Country/Exurbs</i>	30	0	0	20	50
Traditional & Non-Traditional Families	390	140	150	60	740
<i>Metropolitan Cities</i>	0	130	0	0	130
<i>Small Cities/Satellite Cities</i>	90	0	70	20	180
<i>Metropolitan Suburbs</i>	210	10	80	30	330
<i>Town & Country/Exurbs</i>	90	0	0	10	100
Younger Singles & Couples	310	140	180	90	720
<i>Metropolitan Cities</i>	0	140	0	0	140
<i>Small Cities/Satellite Cities</i>	100	0	120	20	240
<i>Metropolitan Suburbs</i>	180	0	60	50	290
<i>Town & Country/Exurbs</i>	30	0	0	20	50
Total:	850	400	400	200	1,850
Percent:	45.9%	21.6%	21.6%	10.8%	100.0%

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Three, Tables 1 Through 4
Cities of Chesapeake, Norfolk, Virginia Beach, and Suffolk, Virginia

	<u>City of Chesapeake</u>	<u>City of Norfolk</u>	<u>City of Virginia Beach</u>	<u>City of Suffolk</u>	<u>Total</u>
Empty Nesters & Retirees	150	120	70	50	390
<i>Metropolitan Cities</i>					
Urban Establishment	0	20	0	0	20
Cosmopolitan Couples	0	20	0	0	20
Multi-Ethnic Empty Nesters	0	80	0	0	80
<i>Subtotal:</i>	0	120	0	0	120
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	20	0	10	0	30
Middle-Class Move-Downs	30	0	20	10	60
<i>Subtotal:</i>	50	0	30	10	90
<i>Metropolitan Suburbs</i>					
Old Money	10	0	10	0	20
Suburban Establishment	20	0	10	0	30
Affluent Empty Nesters	10	0	10	0	20
Mainstream Retirees	20	0	10	10	40
Middle-American Retirees	10	0	0	10	20
<i>Subtotal:</i>	70	0	40	20	130
<i>Town & Country/Exurbs</i>					
Small-Town Establishment	10	0	0	10	20
New Empty Nesters	10	0	0	10	20
RV Retirees	10	0	0	0	10
<i>Subtotal:</i>	30	0	0	20	50

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Three, Tables 1 Through 4
Cities of Chesapeake, Norfolk, Virginia Beach, and Suffolk, Virginia

	<u>City of Chesapeake</u>	<u>City of Norfolk</u>	<u>City of Virginia Beach</u>	<u>City of Suffolk</u>	<u>Total</u>
Traditional & Non-Traditional Families	390	140	150	60	740
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	50	0	0	50
Multi-Cultural Families	0	80	0	0	80
<i>Subtotal:</i>	<u>0</u>	<u>130</u>	<u>0</u>	<u>0</u>	<u>130</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	60	0	30	0	90
Multi-Ethnic Families	30	0	40	20	90
<i>Subtotal:</i>	<u>90</u>	<u>0</u>	<u>70</u>	<u>20</u>	<u>180</u>
<i>Metropolitan Suburbs</i>					
The Social Register	10	0	0	0	10
The Entrepreneurs	20	0	10	0	30
Nouveau Money	20	0	10	0	30
Late-Nest Suburbanites	20	0	10	0	30
Full-Nest Suburbanites	70	0	30	0	100
Blue-Collar Button-Downs	70	10	20	30	130
<i>Subtotal:</i>	<u>210</u>	<u>10</u>	<u>80</u>	<u>30</u>	<u>330</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	30	0	0	0	30
Full-Nest Exurbanites	10	0	0	0	10
New-Town Families	30	0	0	10	40
Small-Town Families	10	0	0	0	10
Blue-Collar Families	10	0	0	0	10
<i>Subtotal:</i>	<u>90</u>	<u>0</u>	<u>0</u>	<u>10</u>	<u>100</u>

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

**Households With The Potential To Rent/Purchase
Year-Round Dwelling Units In The City Of Portsmouth In 2006**

Summary: Appendix Three, Tables 1 Through 4
Cities of Chesapeake, Norfolk, Virginia Beach, and Suffolk, Virginia

	<u>City of Chesapeake</u>	<u>City of Norfolk</u>	<u>City of Virginia Beach</u>	<u>City of Suffolk</u>	<u>Total</u>
Younger Singles & Couples	310	140	180	90	720
<i>Metropolitan Cities</i>					
e-Types	0	20	0	0	20
New Bohemians	0	40	0	0	40
Urban Achievers	0	80	0	0	80
<i>Subtotal:</i>	<u>0</u>	<u>140</u>	<u>0</u>	<u>0</u>	<u>140</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	40	0	30	0	70
Twentysomethings	30	0	50	10	90
Small-City Singles	30	0	40	10	80
<i>Subtotal:</i>	<u>100</u>	<u>0</u>	<u>120</u>	<u>20</u>	<u>240</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	10	0	10	0	20
Upscale Suburban Couples	50	0	20	0	70
Suburban Achievers	50	0	20	20	90
No-Nest Suburbanites	70	0	10	30	110
<i>Subtotal:</i>	<u>180</u>	<u>0</u>	<u>60</u>	<u>50</u>	<u>290</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Power Couples	10	0	0	10	20
Cross-Training Couples	20	0	0	10	30
Exurban Suburbanites	0	0	0	0	0
<i>Subtotal:</i>	<u>30</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>50</u>

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

Appendix Four Tables



**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
City of Washington, District of Columbia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	64,590	4,000	1,040
<i>Metropolitan Cities</i>	59,075	3,370	880
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	5,515	630	160
<i>Town & Country/Exurbs</i>	0	0	0
Traditional & Non-Traditional Families	29,220	1,190	300
<i>Metropolitan Cities</i>	25,795	1,010	260
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	3,425	180	40
<i>Town & Country/Exurbs</i>	0	0	0
Younger Singles & Couples	83,370	2,570	670
<i>Metropolitan Cities</i>	81,495	2,520	660
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	1,875	50	10
<i>Town & Country/Exurbs</i>	0	0	0
Total:	177,180	7,760	2,010
Total City Households:	246,345		
Classified Households As A Share Of Total City Households:	71.9%		

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
City of Washington, District of Columbia

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	64,590	4,000	1,040
<i>Metropolitan Cities</i>			
Urban Establishment	28,335	2,280	590
Cosmopolitan Couples	17,580	70	20
Multi-Ethnic Empty Nesters	13,160	1,020	270
<i>Subtotal:</i>	<u>59,075</u>	<u>3,370</u>	<u>880</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0
Middle-Class Move-Downs	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Old Money	3,350	440	110
Suburban Establishment	300	10	0
Affluent Empty Nesters	465	60	20
Mainstream Retirees	465	30	10
Middle-American Retirees	935	90	20
<i>Subtotal:</i>	<u>5,515</u>	<u>630</u>	<u>160</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	0	0
New Empty Nesters	0	0	0
RV Retirees	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
City of Washington, District of Columbia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Traditional & Non-Traditional Families	29,220	1,190	300
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	18,800	690	180
Multi-Cultural Families	6,995	320	80
<i>Subtotal:</i>	<u>25,795</u>	<u>1,010</u>	<u>260</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0
Multi-Ethnic Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
The Social Register	385	50	10
The Entrepreneurs	2,115	90	20
Nouveau Money	755	30	10
Late-Nest Suburbanites	115	10	0
Full-Nest Suburbanites	20	0	0
Blue-Collar Button-Downs	35	0	0
<i>Subtotal:</i>	<u>3,425</u>	<u>180</u>	<u>40</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0
Full-Nest Exurbanites	0	0	0
New-Town Families	0	0	0
Small-Town Families	0	0	0
Blue-Collar Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
City of Washington, District of Columbia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Resort Potential</i>
Younger Singles & Couples	83,370	2,570	670
<i>Metropolitan Cities</i>			
e-Types	24,380	1,520	400
New Bohemians	30,605	740	190
Urban Achievers	26,510	260	70
<i>Subtotal:</i>	<u>81,495</u>	<u>2,520</u>	<u>660</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0
Twentysomethings	0	0	0
Small-City Singles	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	865	30	10
Upscale Suburban Couples	100	10	0
Suburban Achievers	825	10	0
No-Nest Suburbanites	85	0	0
<i>Subtotal:</i>	<u>1,875</u>	<u>50</u>	<u>10</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0
Cross-Training Couples	0	0	0
Exurban Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Arlington County, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	19,730	1,690	440
<i>Metropolitan Cities</i>	14,625	1,060	280
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	5,105	630	160
<i>Town & Country/Exurbs</i>	0	0	0
Traditional & Non-Traditional Families	11,845	470	130
<i>Metropolitan Cities</i>	7,495	280	80
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	4,350	190	50
<i>Town & Country/Exurbs</i>	0	0	0
Younger Singles & Couples	54,385	1,950	510
<i>Metropolitan Cities</i>	53,405	1,920	500
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	980	30	10
<i>Town & Country/Exurbs</i>	0	0	0
Total:	85,960	4,110	1,080
Total County Households:	88,395		
Classified Households As A Share Of Total County Households:	97.2%		

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Arlington County, Virginia

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	19,730	1,690	440
<i>Metropolitan Cities</i>			
Urban Establishment	12,880	1,030	270
Cosmopolitan Couples	1,455	10	0
Multi-Ethnic Empty Nesters	290	20	10
<i>Subtotal:</i>	<u>14,625</u>	<u>1,060</u>	<u>280</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0
Middle-Class Move-Downs	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Old Money	4,415	580	150
Suburban Establishment	285	10	0
Affluent Empty Nesters	300	40	10
Mainstream Retirees	70	0	0
Middle-American Retirees	35	0	0
<i>Subtotal:</i>	<u>5,105</u>	<u>630</u>	<u>160</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	0	0
New Empty Nesters	0	0	0
RV Retirees	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Arlington County, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Traditional & Non-Traditional Families	11,845	470	130
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	7,065	260	70
Multi-Cultural Families	430	20	10
<i>Subtotal:</i>	<u>7,495</u>	<u>280</u>	<u>80</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0
Multi-Ethnic Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0
The Entrepreneurs	4,350	190	50
Nouveau Money	0	0	0
Late-Nest Suburbanites	0	0	0
Full-Nest Suburbanites	0	0	0
Blue-Collar Button-Downs	0	0	0
<i>Subtotal:</i>	<u>4,350</u>	<u>190</u>	<u>50</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0
Full-Nest Exurbanites	0	0	0
New-Town Families	0	0	0
Small-Town Families	0	0	0
Blue-Collar Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**
Household Classification By Market Groups
Arlington County, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Younger Singles & Couples	54,385	1,950	510
<i>Metropolitan Cities</i>			
e-Types	20,285	1,260	330
New Bohemians	23,625	570	150
Urban Achievers	9,495	90	20
<i>Subtotal:</i>	<u>53,405</u>	<u>1,920</u>	<u>500</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0
Twentysomethings	0	0	0
Small-City Singles	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	915	30	10
Upscale Suburban Couples	5	0	0
Suburban Achievers	15	0	0
No-Nest Suburbanites	45	0	0
<i>Subtotal:</i>	<u>980</u>	<u>30</u>	<u>10</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0
Cross-Training Couples	0	0	0
Exurban Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Fairfax County, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	81,705	8,730	2,260
<i>Metropolitan Cities</i>	5,720	270	70
<i>Small Cities/Satellite Cities</i>	4,745	440	120
<i>Metropolitan Suburbs</i>	66,500	7,460	1,930
<i>Town & Country/Exurbs</i>	4,740	560	140
Traditional & Non-Traditional Families	169,645	11,670	3,030
<i>Metropolitan Cities</i>	2,140	90	30
<i>Small Cities/Satellite Cities</i>	28,810	2,520	650
<i>Metropolitan Suburbs</i>	132,780	8,730	2,260
<i>Town & Country/Exurbs</i>	5,915	330	90
Younger Singles & Couples	103,500	3,360	880
<i>Metropolitan Cities</i>	7,680	210	60
<i>Small Cities/Satellite Cities</i>	26,285	710	180
<i>Metropolitan Suburbs</i>	66,365	2,160	570
<i>Town & Country/Exurbs</i>	3,170	280	70
Total:	354,850	23,760	6,170
Total County Households:	371,875		
Classified Households As A Share Of Total County Households:	95.4%		

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Fairfax County, Virginia

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	81,705	8,730	2,260
<i>Metropolitan Cities</i>			
Urban Establishment	3,120	250	70
Cosmopolitan Couples	2,435	10	0
Multi-Ethnic Empty Nesters	165	10	0
<i>Subtotal:</i>	<u>5,720</u>	<u>270</u>	<u>70</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	3,040	380	100
Middle-Class Move-Downs	1,705	60	20
<i>Subtotal:</i>	<u>4,745</u>	<u>440</u>	<u>120</u>
<i>Metropolitan Suburbs</i>			
Old Money	45,075	5,890	1,530
Suburban Establishment	9,735	360	90
Affluent Empty Nesters	6,455	840	220
Mainstream Retirees	4,700	320	80
Middle-American Retirees	535	50	10
<i>Subtotal:</i>	<u>66,500</u>	<u>7,460</u>	<u>1,930</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	4,320	540	140
New Empty Nesters	230	10	0
RV Retirees	190	10	0
<i>Subtotal:</i>	<u>4,740</u>	<u>560</u>	<u>140</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Fairfax County, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Traditional & Non-Traditional Families	169,645	11,670	3,030
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	1,580	60	20
Multi-Cultural Families	560	30	10
<i>Subtotal:</i>	<u>2,140</u>	<u>90</u>	<u>30</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	25,080	2,310	600
Multi-Ethnic Families	3,730	210	50
<i>Subtotal:</i>	<u>28,810</u>	<u>2,520</u>	<u>650</u>
<i>Metropolitan Suburbs</i>			
The Social Register	30,900	4,350	1,130
The Entrepreneurs	60,145	2,590	670
Nouveau Money	17,650	790	210
Late-Nest Suburbanites	5,795	400	100
Full-Nest Suburbanites	11,705	400	100
Blue-Collar Button-Downs	6,585	200	50
<i>Subtotal:</i>	<u>132,780</u>	<u>8,730</u>	<u>2,260</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	3,730	220	60
Full-Nest Exurbanites	680	50	10
New-Town Families	1,165	40	10
Small-Town Families	0	0	0
Blue-Collar Families	340	20	10
<i>Subtotal:</i>	<u>5,915</u>	<u>330</u>	<u>90</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**
Household Classification By Market Groups
Fairfax County, Virginia

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Younger Singles & Couples	103,500	3,360	880
<i>Metropolitan Cities</i>			
e-Types	1,650	100	30
New Bohemians	3,175	80	20
Urban Achievers	2,855	30	10
<i>Subtotal:</i>	<u>7,680</u>	<u>210</u>	<u>60</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	15,970	590	150
Twentysomethings	7,930	10	0
Small-City Singles	2,385	110	30
<i>Subtotal:</i>	<u>26,285</u>	<u>710</u>	<u>180</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	32,240	1,020	270
Upscale Suburban Couples	10,975	780	200
Suburban Achievers	17,585	300	80
No-Nest Suburbanites	5,565	60	20
<i>Subtotal:</i>	<u>66,365</u>	<u>2,160</u>	<u>570</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	2,990	280	70
Cross-Training Couples	145	0	0
Exurban Suburbanites	35	0	0
<i>Subtotal:</i>	<u>3,170</u>	<u>280</u>	<u>70</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Montgomery County, Maryland

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	94,835	9,800	2,550
<i>Metropolitan Cities</i>	10,475	740	190
<i>Small Cities/Satellite Cities</i>	27,285	2,380	620
<i>Metropolitan Suburbs</i>	53,220	6,240	1,620
<i>Town & Country/Exurbs</i>	3,855	440	120
Traditional & Non-Traditional Families	127,465	7,990	2,080
<i>Metropolitan Cities</i>	4,635	180	50
<i>Small Cities/Satellite Cities</i>	25,080	2,040	530
<i>Metropolitan Suburbs</i>	83,390	4,950	1,290
<i>Town & Country/Exurbs</i>	14,360	820	210
Younger Singles & Couples	102,520	3,190	830
<i>Metropolitan Cities</i>	18,745	460	120
<i>Small Cities/Satellite Cities</i>	40,070	1,150	290
<i>Metropolitan Suburbs</i>	38,650	1,190	310
<i>Town & Country/Exurbs</i>	5,055	390	110
Total:	324,820	20,980	5,460
Total County Households:	346,185		
Classified Households As A Share Of Total County Households:	93.8%		

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Montgomery County, Maryland

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	94,835	9,800	2,550
<i>Metropolitan Cities</i>			
Urban Establishment	8,705	700	180
Cosmopolitan Couples	1,255	0	0
Multi-Ethnic Empty Nesters	515	40	10
<i>Subtotal:</i>	<u>10,475</u>	<u>740</u>	<u>190</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	15,755	1,990	520
Middle-Class Move-Downs	11,530	390	100
<i>Subtotal:</i>	<u>27,285</u>	<u>2,380</u>	<u>620</u>
<i>Metropolitan Suburbs</i>			
Old Money	38,515	5,030	1,310
Suburban Establishment	5,610	210	50
Affluent Empty Nesters	6,145	800	210
Mainstream Retirees	2,925	200	50
Middle-American Retirees	25	0	0
<i>Subtotal:</i>	<u>53,220</u>	<u>6,240</u>	<u>1,620</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	3,325	410	110
New Empty Nesters	5	0	0
RV Retirees	525	30	10
<i>Subtotal:</i>	<u>3,855</u>	<u>440</u>	<u>120</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Montgomery County, Maryland

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Traditional & Non-Traditional Families	127,465	7,990	2,080
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	3,275	120	30
Multi-Cultural Families	1,360	60	20
<i>Subtotal:</i>	<u>4,635</u>	<u>180</u>	<u>50</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	17,575	1,620	420
Multi-Ethnic Families	7,505	420	110
<i>Subtotal:</i>	<u>25,080</u>	<u>2,040</u>	<u>530</u>
<i>Metropolitan Suburbs</i>			
The Social Register	14,575	2,050	530
The Entrepreneurs	34,545	1,490	390
Nouveau Money	12,285	550	140
Late-Nest Suburbanites	3,875	260	70
Full-Nest Suburbanites	13,620	460	120
Blue-Collar Button-Downs	4,490	140	40
<i>Subtotal:</i>	<u>83,390</u>	<u>4,950</u>	<u>1,290</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	11,970	710	180
Full-Nest Exurbanites	545	40	10
New-Town Families	1,460	60	20
Small-Town Families	385	10	0
Blue-Collar Families	0	0	0
<i>Subtotal:</i>	<u>14,360</u>	<u>820</u>	<u>210</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Montgomery County, Maryland

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Younger Singles & Couples	102,520	3,190	830
<i>Metropolitan Cities</i>			
e-Types	2,950	180	50
New Bohemians	8,570	210	50
Urban Achievers	7,225	70	20
<i>Subtotal:</i>	<u>18,745</u>	<u>460</u>	<u>120</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	22,010	820	210
Twentysomethings	11,340	10	0
Small-City Singles	6,720	320	80
<i>Subtotal:</i>	<u>40,070</u>	<u>1,150</u>	<u>290</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	21,030	660	170
Upscale Suburban Couples	4,640	330	90
Suburban Achievers	9,915	170	40
No-Nest Suburbanites	3,065	30	10
<i>Subtotal:</i>	<u>38,650</u>	<u>1,190</u>	<u>310</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	3,905	370	100
Cross-Training Couples	895	20	10
Exurban Suburbanites	255	0	0
<i>Subtotal:</i>	<u>5,055</u>	<u>390</u>	<u>110</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Prince George's County, Maryland

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	61,825	5,490	1,420
<i>Metropolitan Cities</i>	10,185	530	130
<i>Small Cities/Satellite Cities</i>	1,755	110	30
<i>Metropolitan Suburbs</i>	43,330	4,190	1,090
<i>Town & Country/Exurbs</i>	6,555	660	170
Traditional & Non-Traditional Families	107,870	6,020	1,570
<i>Metropolitan Cities</i>	10,250	410	100
<i>Small Cities/Satellite Cities</i>	6,910	520	140
<i>Metropolitan Suburbs</i>	77,030	4,340	1,130
<i>Town & Country/Exurbs</i>	13,680	750	200
Younger Singles & Couples	93,425	3,350	860
<i>Metropolitan Cities</i>	15,525	330	80
<i>Small Cities/Satellite Cities</i>	11,780	270	70
<i>Metropolitan Suburbs</i>	55,460	2,060	530
<i>Town & Country/Exurbs</i>	10,660	690	180
Total:	263,120	14,860	3,850
Total County Households:	305,510		
Classified Households As A Share Of Total County Households:	86.1%		

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Prince George's County, Maryland

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	61,825	5,490	1,420
<i>Metropolitan Cities</i>			
Urban Establishment	4,400	350	90
Cosmopolitan Couples	3,650	10	0
Multi-Ethnic Empty Nesters	2,135	170	40
<i>Subtotal:</i>	<u>10,185</u>	<u>530</u>	<u>130</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	555	70	20
Middle-Class Move-Downs	1,200	40	10
<i>Subtotal:</i>	<u>1,755</u>	<u>110</u>	<u>30</u>
<i>Metropolitan Suburbs</i>			
Old Money	14,435	1,890	490
Suburban Establishment	10,495	390	100
Affluent Empty Nesters	8,400	1,090	280
Mainstream Retirees	4,415	300	80
Middle-American Retirees	5,585	520	140
<i>Subtotal:</i>	<u>43,330</u>	<u>4,190</u>	<u>1,090</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	4,455	550	140
New Empty Nesters	670	40	10
RV Retirees	1,430	70	20
<i>Subtotal:</i>	<u>6,555</u>	<u>660</u>	<u>170</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Prince George's County, Maryland

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Traditional & Non-Traditional Families	107,870	6,020	1,570
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	6,500	240	60
Multi-Cultural Families	3,750	170	40
<i>Subtotal:</i>	<u>10,250</u>	<u>410</u>	<u>100</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	3,545	330	90
Multi-Ethnic Families	3,365	190	50
<i>Subtotal:</i>	<u>6,910</u>	<u>520</u>	<u>140</u>
<i>Metropolitan Suburbs</i>			
The Social Register	9,745	1,370	360
The Entrepreneurs	15,515	670	170
Nouveau Money	7,920	350	90
Late-Nest Suburbanites	14,825	1,010	260
Full-Nest Suburbanites	15,560	530	140
Blue-Collar Button-Downs	13,465	410	110
<i>Subtotal:</i>	<u>77,030</u>	<u>4,340</u>	<u>1,130</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	9,000	540	140
Full-Nest Exurbanites	810	60	20
New-Town Families	3,640	140	40
Small-Town Families	75	0	0
Blue-Collar Families	155	10	0
<i>Subtotal:</i>	<u>13,680</u>	<u>750</u>	<u>200</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Prince George's County, Maryland

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Younger Singles & Couples	93,425	3,350	860
<i>Metropolitan Cities</i>			
e-Types	1,385	90	20
New Bohemians	6,970	170	40
Urban Achievers	7,170	70	20
<i>Subtotal:</i>	<u>15,525</u>	<u>330</u>	<u>80</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	2,295	90	20
Twentysomethings	5,815	0	0
Small-City Singles	3,670	180	50
<i>Subtotal:</i>	<u>11,780</u>	<u>270</u>	<u>70</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	11,170	350	90
Upscale Suburban Couples	18,655	1,320	340
Suburban Achievers	18,690	320	80
No-Nest Suburbanites	6,945	70	20
<i>Subtotal:</i>	<u>55,460</u>	<u>2,060</u>	<u>530</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	6,100	570	150
Cross-Training Couples	4,465	120	30
Exurban Suburbanites	95	0	0
<i>Subtotal:</i>	<u>10,660</u>	<u>690</u>	<u>180</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 1 Through 5
*City of Washington, D.C.; Arlington and Fairfax Counties, Virginia;
Montgomery and Prince George's Counties, Maryland*

<u>Household Type/ Geographic Designation</u>	<u>Washington, D.C.</u>	<u>Arlington County</u>	<u>Fairfax County</u>	<u>Montgomery County</u>	<u>Prince George's County</u>	<u>Total</u>
Empty Nesters & Retirees	1,040	440	2,260	2,550	1,420	7,710
<i>Metropolitan Cities</i>	880	280	70	190	130	1,550
<i>Small Cities/Satellite Cities</i>	0	0	120	620	30	770
<i>Metropolitan Suburbs</i>	160	160	1,930	1,620	1,090	4,960
<i>Town & Country/Exurbs</i>	0	0	140	120	170	430
Traditional & Non-Traditional Families	300	130	3,030	2,080	1,570	7,110
<i>Metropolitan Cities</i>	260	80	30	50	100	520
<i>Small Cities/Satellite Cities</i>	0	0	650	530	140	1,320
<i>Metropolitan Suburbs</i>	40	50	2,260	1,290	1,130	4,770
<i>Town & Country/Exurbs</i>	0	0	90	210	200	500
Younger Singles & Couples	670	510	880	830	860	3,750
<i>Metropolitan Cities</i>	660	500	60	120	80	1,420
<i>Small Cities/Satellite Cities</i>	0	0	180	290	70	540
<i>Metropolitan Suburbs</i>	10	10	570	310	530	1,430
<i>Town & Country/Exurbs</i>	0	0	70	110	180	360
Total:	2,010	1,080	6,170	5,460	3,850	18,570
Percent:	10.8%	5.8%	33.2%	29.4%	20.7%	100.0%

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 1 Through 5
*City of Washington, D.C.; Arlington and Fairfax Counties, Virginia;
Montgomery and Prince George's Counties, Maryland*

	<u>Washington, D.C.</u>	<u>George's County</u>	<u>Fairfax County</u>	<u>Montgomery County</u>	<u>Prince George's County</u>	<u>Total</u>
Empty Nesters & Retirees	1,040	440	2,260	2,550	1,420	7,710
<i>Metropolitan Cities</i>						
Urban Establishment	590	270	70	180	90	1,200
Cosmopolitan Couples	20	0	0	0	0	20
Multi-Ethnic Empty Nesters	270	10	0	10	40	330
<i>Subtotal:</i>	<u>880</u>	<u>280</u>	<u>70</u>	<u>190</u>	<u>130</u>	<u>1,550</u>
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	0	0	100	520	20	640
Middle-Class Move-Downs	0	0	20	100	10	130
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>120</u>	<u>620</u>	<u>30</u>	<u>770</u>
<i>Metropolitan Suburbs</i>						
Old Money	110	150	1,530	1,310	490	3,590
Suburban Establishment	0	0	90	50	100	240
Affluent Empty Nesters	20	10	220	210	280	740
Mainstream Retirees	10	0	80	50	80	220
Middle-American Retirees	20	0	10	0	140	170
<i>Subtotal:</i>	<u>160</u>	<u>160</u>	<u>1,930</u>	<u>1,620</u>	<u>1,090</u>	<u>4,960</u>
<i>Town & Country/Exurbs</i>						
Small-Town Establishment	0	0	140	110	140	390
New Empty Nesters	0	0	0	0	10	10
RV Retirees	0	0	0	10	20	30
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>140</u>	<u>120</u>	<u>170</u>	<u>430</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 1 Through 5
*City of Washington, D.C.; Arlington and Fairfax Counties, Virginia;
Montgomery and Prince George's Counties, Maryland*

	<u>Washington, D.C.</u>	<u>Arlington County</u>	<u>Fairfax County</u>	<u>Montgomery County</u>	<u>Prince George's County</u>	<u>Total</u>
Traditional & Non-Traditional Families	300	130	3,030	2,080	1,570	7,110
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	180	70	20	30	60	360
Multi-Cultural Families	80	10	10	20	40	160
<i>Subtotal:</i>	<u>260</u>	<u>80</u>	<u>30</u>	<u>50</u>	<u>100</u>	<u>520</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	600	420	90	1,110
Multi-Ethnic Families	0	0	50	110	50	210
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>650</u>	<u>530</u>	<u>140</u>	<u>1,320</u>
<i>Metropolitan Suburbs</i>						
The Social Register	10	0	1,130	530	360	2,030
The Entrepreneurs	20	50	670	390	170	1,300
Nouveau Money	10	0	210	140	90	450
Late-Nest Suburbanites	0	0	100	70	260	430
Full-Nest Suburbanites	0	0	100	120	140	360
Blue-Collar Button-Downs	0	0	50	40	110	200
<i>Subtotal:</i>	<u>40</u>	<u>50</u>	<u>2,260</u>	<u>1,290</u>	<u>1,130</u>	<u>4,770</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	0	60	180	140	380
Full-Nest Exurbanites	0	0	10	10	20	40
New-Town Families	0	0	10	20	40	70
Small-Town Families	0	0	0	0	0	0
Blue-Collar Families	0	0	10	0	0	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>90</u>	<u>210</u>	<u>200</u>	<u>500</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 1 Through 5
*City of Washington, D.C.; Arlington and Fairfax Counties, Virginia;
Montgomery and Prince George's Counties, Maryland*

	<u>Washington, D.C.</u>	<u>George's County</u>	<u>Fairfax County</u>	<u>Montgomery County</u>	<u>Prince George's County</u>	<u>Total</u>
Younger Singles & Couples	670	510	880	830	860	3,750
<i>Metropolitan Cities</i>						
e-Types	400	330	30	50	20	830
New Bohemians	190	150	20	50	40	450
Urban Achievers	70	20	10	20	20	140
<i>Subtotal:</i>	<u>660</u>	<u>500</u>	<u>60</u>	<u>120</u>	<u>80</u>	<u>1,420</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	150	210	20	380
Twentysomethings	0	0	0	0	0	0
Small-City Singles	0	0	30	80	50	160
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>180</u>	<u>290</u>	<u>70</u>	<u>540</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	10	10	270	170	90	550
Upscale Suburban Couples	0	0	200	90	340	630
Suburban Achievers	0	0	80	40	80	200
No-Nest Suburbanites	0	0	20	10	20	50
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>570</u>	<u>310</u>	<u>530</u>	<u>1,430</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Power Couples	0	0	70	100	150	320
Cross-Training Couples	0	0	0	10	30	40
Exurban Suburbanites	0	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>70</u>	<u>110</u>	<u>180</u>	<u>360</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
City of Richmond, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Empty Nesters & Retirees	10,940	910	230
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	3,530	200	50
<i>Metropolitan Suburbs</i>	7,410	710	180
<i>Town & Country/Exurbs</i>	0	0	0
Traditional & Non-Traditional Families	5,890	270	90
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	925	60	30
<i>Metropolitan Suburbs</i>	4,960	210	60
<i>Town & Country/Exurbs</i>	5	0	0
Younger Singles & Couples	17,925	510	130
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	11,970	360	90
<i>Metropolitan Suburbs</i>	5,945	150	40
<i>Town & Country/Exurbs</i>	10	0	0
Total:	34,755	1,690	450
Total City Households:	83,060		
Classified Households As A Share Of Total City Households:	41.8%		

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
City of Richmond, Virginia

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Empty Nesters & Retirees	10,940	910	230
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0
Cosmopolitan Couples	0	0	0
Multi-Ethnic Empty Nesters	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	875	110	30
Middle-Class Move-Downs	2,655	90	20
<i>Subtotal:</i>	<u>3,530</u>	<u>200</u>	<u>50</u>
<i>Metropolitan Suburbs</i>			
Old Money	1,775	230	60
Suburban Establishment	1,025	40	10
Affluent Empty Nesters	1,260	160	40
Mainstream Retirees	1,210	80	20
Middle-American Retirees	2,140	200	50
<i>Subtotal:</i>	<u>7,410</u>	<u>710</u>	<u>180</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	0	0
New Empty Nesters	0	0	0
RV Retirees	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
City of Richmond, Virginia

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Traditional & Non-Traditional Families	5,890	270	90
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0
Multi-Cultural Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	320	30	20
Multi-Ethnic Families	605	30	10
<i>Subtotal:</i>	<u>925</u>	<u>60</u>	<u>30</u>
<i>Metropolitan Suburbs</i>			
The Social Register	225	30	20
The Entrepreneurs	1,450	60	20
Nouveau Money	110	0	0
Late-Nest Suburbanites	680	50	10
Full-Nest Suburbanites	375	10	0
Blue-Collar Button-Downs	2,120	60	10
<i>Subtotal:</i>	<u>4,960</u>	<u>210</u>	<u>60</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0
Full-Nest Exurbanites	0	0	0
New-Town Families	5	0	0
Small-Town Families	0	0	0
Blue-Collar Families	0	0	0
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
City of Richmond, Virginia

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Younger Singles & Couples	17,925	510	130
<i>Metropolitan Cities</i>			
e-Types	0	0	0
New Bohemians	0	0	0
Urban Achievers	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	3,245	120	30
Twentysomethings	3,590	0	0
Small-City Singles	5,135	240	60
<i>Subtotal:</i>	<u>11,970</u>	<u>360</u>	<u>90</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	1,635	50	10
Upscale Suburban Couples	550	40	10
Suburban Achievers	2,035	40	10
No-Nest Suburbanites	1,725	20	10
<i>Subtotal:</i>	<u>5,945</u>	<u>150</u>	<u>40</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0
Cross-Training Couples	0	0	0
Exurban Suburbanites	10	0	0
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0</u>

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Henrico County, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Empty Nesters & Retirees	24,780	2,090	540
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	10	0	0
<i>Metropolitan Suburbs</i>	20,895	1,770	460
<i>Town & Country/Exurbs</i>	3,875	320	80
Traditional & Non-Traditional Families	29,455	1,510	400
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	15	0	0
<i>Metropolitan Suburbs</i>	23,595	1,210	330
<i>Town & Country/Exurbs</i>	5,845	300	70
Younger Singles & Couples	34,920	1,220	320
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	10	0	0
<i>Metropolitan Suburbs</i>	30,370	940	250
<i>Town & Country/Exurbs</i>	4,540	280	70
Total:	89,155	4,820	1,260
Total County Households:	115,060		
Classified Households As A Share Of Total County Households:	77.5%		

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Henrico County, Virginia

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Empty Nesters & Retirees	24,780	2,090	540
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0
Cosmopolitan Couples	0	0	0
Multi-Ethnic Empty Nesters	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0
Middle-Class Move-Downs	10	0	0
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Old Money	2,680	350	90
Suburban Establishment	4,890	180	50
Affluent Empty Nesters	3,670	470	120
Mainstream Retirees	5,110	350	90
Middle-American Retirees	4,545	420	110
<i>Subtotal:</i>	<u>20,895</u>	<u>1,770</u>	<u>460</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	1,605	200	50
New Empty Nesters	960	50	10
RV Retirees	1,310	70	20
<i>Subtotal:</i>	<u>3,875</u>	<u>320</u>	<u>80</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Henrico County, Virginia

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Traditional & Non-Traditional Families	29,455	1,510	400
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0
Multi-Cultural Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0
Multi-Ethnic Families	15	0	0
<i>Subtotal:</i>	<u>15</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
The Social Register	2,340	330	90
The Entrepreneurs	4,180	180	50
Nouveau Money	4,100	180	50
Late-Nest Suburbanites	2,855	190	50
Full-Nest Suburbanites	5,185	180	50
Blue-Collar Button-Downs	4,935	150	40
<i>Subtotal:</i>	<u>23,595</u>	<u>1,210</u>	<u>330</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	2,190	130	30
Full-Nest Exurbanites	925	70	20
New-Town Families	1,140	40	10
Small-Town Families	595	10	0
Blue-Collar Families	995	50	10
<i>Subtotal:</i>	<u>5,845</u>	<u>300</u>	<u>70</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Henrico County, Virginia

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Younger Singles & Couples	34,920	1,220	320
<i>Metropolitan Cities</i>			
e-Types	0	0	0
New Bohemians	0	0	0
Urban Achievers	0	0	0
Subtotal:	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0
Twentysomethings	5	0	0
Small-City Singles	5	0	0
Subtotal:	<u>10</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	8,540	270	70
Upscale Suburban Couples	6,495	460	120
Suburban Achievers	8,395	140	40
No-Nest Suburbanites	6,940	70	20
Subtotal:	<u>30,370</u>	<u>940</u>	<u>250</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	2,295	220	60
Cross-Training Couples	1,935	50	10
Exurban Suburbanites	310	10	0
Subtotal:	<u>4,540</u>	<u>280</u>	<u>70</u>

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 7 And 8
City of Richmond and Henrico County, Virginia

<u>Household Type/ Geographic Designation</u>	<u>City of Richmond</u>	<u>Henrico County</u>	<u>Total</u>
Empty Nesters & Retirees	230	540	770
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	50	0	50
<i>Metropolitan Suburbs</i>	180	460	640
<i>Town & Country/Exurbs</i>	0	80	80
Traditional & Non-Traditional Families	90	400	490
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	30	0	30
<i>Metropolitan Suburbs</i>	60	330	390
<i>Town & Country/Exurbs</i>	0	70	70
Younger Singles & Couples	130	320	450
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	90	0	90
<i>Metropolitan Suburbs</i>	40	250	290
<i>Town & Country/Exurbs</i>	0	70	70
Total:	450	1,260	1,710
Percent:	26.3%	73.7%	100.0%

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 7 And 8
City of Richmond and Henrico County, Virginia

	<u>City of Richmond</u>	<u>Henrico County</u>	<u>Total</u>
Empty Nesters & Retirees	230	540	770
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0
Cosmopolitan Couples	0	0	0
Multi-Ethnic Empty Nesters	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	30	0	30
Middle-Class Move-Downs	20	0	20
<i>Subtotal:</i>	<u>50</u>	<u>0</u>	<u>50</u>
<i>Metropolitan Suburbs</i>			
Old Money	60	90	150
Suburban Establishment	10	50	60
Affluent Empty Nesters	40	120	160
Mainstream Retirees	20	90	110
Middle-American Retirees	50	110	160
<i>Subtotal:</i>	<u>180</u>	<u>460</u>	<u>640</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	50	50
New Empty Nesters	0	10	10
RV Retirees	0	20	20
<i>Subtotal:</i>	<u>0</u>	<u>80</u>	<u>80</u>

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 7 And 8
City of Richmond and Henrico County, Virginia

	<u>City of Richmond</u>	<u>Henrico County</u>	<u>Total</u>
Traditional & Non-Traditional Families	90	400	490
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0
Multi-Cultural Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	20	0	20
Multi-Ethnic Families	10	0	10
<i>Subtotal:</i>	<u>30</u>	<u>0</u>	<u>30</u>
<i>Metropolitan Suburbs</i>			
The Social Register	20	90	110
The Entrepreneurs	20	50	70
Nouveau Money	0	50	50
Late-Nest Suburbanites	10	50	60
Full-Nest Suburbanites	0	50	50
Blue-Collar Button-Downs	10	40	50
<i>Subtotal:</i>	<u>60</u>	<u>330</u>	<u>390</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	30	30
Full-Nest Exurbanites	0	20	20
New-Town Families	0	10	10
Small-Town Families	0	0	0
Blue-Collar Families	0	10	10
<i>Subtotal:</i>	<u>0</u>	<u>70</u>	<u>70</u>

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 7 And 8
City of Richmond and Henrico County, Virginia

	<u>City of Richmond</u>	<u>Henrico County</u>	<u>Total</u>
Younger Singles & Couples	130	320	450
<i>Metropolitan Cities</i>			
e-Types	0	0	0
New Bohemians	0	0	0
Urban Achievers	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	30	0	30
Twentysomethings	0	0	0
Small-City Singles	60	0	60
<i>Subtotal:</i>	<u>90</u>	<u>0</u>	<u>90</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	10	70	80
Upscale Suburban Couples	10	120	130
Suburban Achievers	10	40	50
No-Nest Suburbanites	10	20	30
<i>Subtotal:</i>	<u>40</u>	<u>250</u>	<u>290</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	60	60
Cross-Training Couples	0	10	10
Exurban Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>70</u>	<u>70</u>

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
New York County, New York

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Empty Nesters & Retirees	139,335	10,310	2,680
<i>Metropolitan Cities</i>	139,335	10,310	2,680
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Traditional & Non-Traditional Families	24,515	920	240
<i>Metropolitan Cities</i>	24,515	920	240
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Younger Singles & Couples	361,195	12,900	3,350
<i>Metropolitan Cities</i>	361,195	12,900	3,350
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Total:	525,045	24,130	6,270
Total County Households:	741,780		
Classified Households As A Share Of Total County Households:	70.8%		

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
New York County, New York

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Empty Nesters & Retirees	139,335	10,310	2,680
<i>Metropolitan Cities</i>			
Urban Establishment	120,060	9,640	2,510
Cosmopolitan Couples	11,120	40	10
Multi-Ethnic Empty Nesters	8,155	630	160
<i>Subtotal:</i>	<u>139,335</u>	<u>10,310</u>	<u>2,680</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0
Middle-Class Move-Downs	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0
Suburban Establishment	0	0	0
Affluent Empty Nesters	0	0	0
Mainstream Retirees	0	0	0
Middle-American Retirees	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	0	0
New Empty Nesters	0	0	0
RV Retirees	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
New York County, New York

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Traditional & Non-Traditional Families	24,515	920	240
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	21,415	780	200
Multi-Cultural Families	3,100	140	40
<i>Subtotal:</i>	<u>24,515</u>	<u>920</u>	<u>240</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0
Multi-Ethnic Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0
The Entrepreneurs	0	0	0
Nouveau Money	0	0	0
Late-Nest Suburbanites	0	0	0
Full-Nest Suburbanites	0	0	0
Blue-Collar Button-Downs	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0
Full-Nest Exurbanites	0	0	0
New-Town Families	0	0	0
Small-Town Families	0	0	0
Blue-Collar Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
New York County, New York

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Waterfront Potential</u>
Younger Singles & Couples	361,195	12,900	3,350
<i>Metropolitan Cities</i>			
e-Types	133,095	8,280	2,150
New Bohemians	163,745	3,980	1,030
Urban Achievers	64,355	640	170
<i>Subtotal:</i>	<u>361,195</u>	<u>12,900</u>	<u>3,350</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0
Twentysomethings	0	0	0
Small-City Singles	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0
Upscale Suburban Couples	0	0	0
Suburban Achievers	0	0	0
No-Nest Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0
Cross-Training Couples	0	0	0
Exurban Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Kings County, New York

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	148,775	8,530	2,220
<i>Metropolitan Cities</i>	148,770	8,530	2,220
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	5	0	0
Traditional & Non-Traditional Families	73,710	2,830	740
<i>Metropolitan Cities</i>	73,660	2,830	740
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	30	0	0
<i>Town & Country/Exurbs</i>	20	0	0
Younger Singles & Couples	249,940	6,140	1,590
<i>Metropolitan Cities</i>	249,940	6,140	1,590
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Total:	472,425	17,500	4,550
Total County Households:	890,305		
Classified Households As A Share Of Total County Households:	53.1%		

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Kings County, New York

	<u>Estimated Number</u>	<u>2nd/Vacation Potential</u>	<u>Resort Potential</u>
Empty Nesters & Retirees	148,775	8,530	2,220
<i>Metropolitan Cities</i>			
Urban Establishment	56,280	4,520	1,180
Cosmopolitan Couples	42,840	160	40
Multi-Ethnic Empty Nesters	49,650	3,850	1,000
<i>Subtotal:</i>	<u>148,770</u>	<u>8,530</u>	<u>2,220</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0
Middle-Class Move-Downs	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0
Suburban Establishment	0	0	0
Affluent Empty Nesters	0	0	0
Mainstream Retirees	0	0	0
Middle-American Retirees	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	0	0
New Empty Nesters	0	0	0
RV Retirees	5	0	0
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Household Classification By Market Groups
Kings County, New York

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Traditional & Non-Traditional Families	73,710	2,830	740
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	58,675	2,150	560
Multi-Cultural Families	14,985	680	180
<i>Subtotal:</i>	<u>73,660</u>	<u>2,830</u>	<u>740</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0
Multi-Ethnic Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0
The Entrepreneurs	0	0	0
Nouveau Money	0	0	0
Late-Nest Suburbanites	0	0	0
Full-Nest Suburbanites	20	0	0
Blue-Collar Button-Downs	10	0	0
<i>Subtotal:</i>	<u>30</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0
Full-Nest Exurbanites	0	0	0
New-Town Families	0	0	0
Small-Town Families	20	0	0
Blue-Collar Families	0	0	0
<i>Subtotal:</i>	<u>20</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**
Household Classification By Market Groups
Kings County, New York

	<u>Estimated Number</u>	<u>Potential</u>	<u>Resort Potential</u>
Younger Singles & Couples	249,940	6,140	1,590
<i>Metropolitan Cities</i>			
e-Types	34,320	2,130	550
New Bohemians	130,150	3,160	820
Urban Achievers	85,470	850	220
<i>Subtotal:</i>	<u>249,940</u>	<u>6,140</u>	<u>1,590</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0
Twentysomethings	0	0	0
Small-City Singles	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0
Upscale Suburban Couples	0	0	0
Suburban Achievers	0	0	0
No-Nest Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0
Cross-Training Couples	0	0	0
Exurban Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 10 And 11
New York and Kings Counties, New York

<u>Household Type/ Geographic Designation</u>	<u>New York County</u>	<u>Kings County</u>	<u>Total</u>
Empty Nesters & Retirees	2,680	2,220	4,900
<i>Metropolitan Cities</i>	2,680	2,220	4,900
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Traditional & Non-Traditional Families	240	740	980
<i>Metropolitan Cities</i>	240	740	980
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Younger Singles & Couples	3,350	1,590	4,940
<i>Metropolitan Cities</i>	3,350	1,590	4,940
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Total:	6,270	4,550	10,820
Percent:	57.9%	42.1%	100.0%

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 10 And 11
New York and Kings Counties, New York

	<u>New York County</u>	<u>Kings County</u>	<u>Total</u>
Empty Nesters & Retirees	2,680	2,220	4,900
<i>Metropolitan Cities</i>			
Urban Establishment	2,510	1,180	3,690
Cosmopolitan Couples	10	40	50
Multi-Ethnic Empty Nesters	160	1,000	1,160
<i>Subtotal:</i>	<u>2,680</u>	<u>2,220</u>	<u>4,900</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0
Middle-Class Move-Downs	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0
Suburban Establishment	0	0	0
Affluent Empty Nesters	0	0	0
Mainstream Retirees	0	0	0
Middle-American Retirees	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	0	0
New Empty Nesters	0	0	0
RV Retirees	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 10 And 11
New York and Kings Counties, New York

	<u>New York County</u>	<u>Kings County</u>	<u>Total</u>
Traditional & Non-Traditional Families	240	740	980
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	200	560	760
Multi-Cultural Families	40	180	220
<i>Subtotal:</i>	<u>240</u>	<u>740</u>	<u>980</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0
Multi-Ethnic Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0
The Entrepreneurs	0	0	0
Nouveau Money	0	0	0
Late-Nest Suburbanites	0	0	0
Full-Nest Suburbanites	0	0	0
Blue-Collar Button-Downs	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0
Full-Nest Exurbanites	0	0	0
New-Town Families	0	0	0
Small-Town Families	0	0	0
Blue-Collar Families	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 10 And 11
New York and Kings Counties, New York

	<u>New York County</u>	<u>Kings County</u>	<u>Total</u>
Younger Singles & Couples	3,350	1,590	4,940
<i>Metropolitan Cities</i>			
e-Types	2,150	550	2,700
New Bohemians	1,030	820	1,850
Urban Achievers	170	220	390
<i>Subtotal:</i>	<u>3,350</u>	<u>1,590</u>	<u>4,940</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0
Twentysomethings	0	0	0
Small-City Singles	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0
Upscale Suburban Couples	0	0	0
Suburban Achievers	0	0	0
No-Nest Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0
Cross-Training Couples	0	0	0
Exurban Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 6, 9 And 12
Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area

<u>Household Type/ Geographic Designation</u>	<u>Washington Draw Area</u>	<u>Richmond Draw Area</u>	<u>New York Draw Area</u>	<u>Total</u>
Empty Nesters & Retirees	7,710	770	4,900	13,380
<i>Metropolitan Cities</i>	1,550	0	4,900	6,450
<i>Small Cities/Satellite Cities</i>	770	50	0	820
<i>Metropolitan Suburbs</i>	4,960	640	0	5,600
<i>Town & Country/Exurbs</i>	430	80	0	510
Traditional & Non-Traditional Families	7,110	490	980	8,580
<i>Metropolitan Cities</i>	520	0	980	1,500
<i>Small Cities/Satellite Cities</i>	1,320	30	0	1,350
<i>Metropolitan Suburbs</i>	4,770	390	0	5,160
<i>Town & Country/Exurbs</i>	500	70	0	570
Younger Singles & Couples	3,750	450	4,940	9,140
<i>Metropolitan Cities</i>	1,420	0	4,940	6,360
<i>Small Cities/Satellite Cities</i>	540	90	0	630
<i>Metropolitan Suburbs</i>	1,430	290	0	1,720
<i>Town & Country/Exurbs</i>	360	70	0	430
Total:	18,570	1,710	10,820	31,100
Percent:	59.7%	5.5%	34.8%	100.0%

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 6, 9 And 12
Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area

	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	<u>Total</u>
Empty Nesters & Retirees	7,710	770	4,900	13,380
<i>Metropolitan Cities</i>				
Urban Establishment	1,200	0	3,690	4,890
Cosmopolitan Couples	20	0	50	70
Multi-Ethnic Empty Nesters	330	0	1,160	1,490
<i>Subtotal:</i>	<u>1,550</u>	<u>0</u>	<u>4,900</u>	<u>6,450</u>
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	640	30	0	670
Middle-Class Move-Downs	130	20	0	150
<i>Subtotal:</i>	<u>770</u>	<u>50</u>	<u>0</u>	<u>820</u>
<i>Metropolitan Suburbs</i>				
Old Money	3,590	150	0	3,740
Suburban Establishment	240	60	0	300
Affluent Empty Nesters	740	160	0	900
Mainstream Retirees	220	110	0	330
Middle-American Retirees	170	160	0	330
<i>Subtotal:</i>	<u>4,960</u>	<u>640</u>	<u>0</u>	<u>5,600</u>
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	390	50	0	440
New Empty Nesters	10	10	0	20
RV Retirees	30	20	0	50
<i>Subtotal:</i>	<u>430</u>	<u>80</u>	<u>0</u>	<u>510</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 6, 9 And 12
Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area

	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	<u>Total</u>
Traditional & Non-Traditional Families	7,110	490	980	8,580
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	360	0	760	1,120
Multi-Cultural Families	160	0	220	380
Subtotal:	520	0	980	1,500
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	1,110	20	0	1,130
Multi-Ethnic Families	210	10	0	220
Subtotal:	1,320	30	0	1,350
<i>Metropolitan Suburbs</i>				
The Social Register	2,030	110	0	2,140
The Entrepreneurs	1,300	70	0	1,370
Nouveau Money	450	50	0	500
Late-Nest Suburbanites	430	60	0	490
Full-Nest Suburbanites	360	50	0	410
Blue-Collar Button-Downs	200	50	0	250
Subtotal:	4,770	390	0	5,160
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	380	30	0	410
Full-Nest Exurbanites	40	20	0	60
New-Town Families	70	10	0	80
Small-Town Families	0	0	0	0
Blue-Collar Families	10	10	0	20
Subtotal:	500	70	0	570

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In 2006**

Summary: Appendix Four, Tables 6, 9 And 12
Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area

	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	<u>Total</u>
Younger Singles & Couples	3,750	450	4,940	9,140
<i>Metropolitan Cities</i>				
e-Types	830	0	2,700	3,530
New Bohemians	450	0	1,850	2,300
Urban Achievers	140	0	390	530
<i>Subtotal:</i>	<u>1,420</u>	<u>0</u>	<u>4,940</u>	<u>6,360</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	380	30	0	410
Twentysomethings	0	0	0	0
Small-City Singles	160	60	0	220
<i>Subtotal:</i>	<u>540</u>	<u>90</u>	<u>0</u>	<u>630</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	550	80	0	630
Upscale Suburban Couples	630	130	0	760
Suburban Achievers	200	50	0	250
No-Nest Suburbanites	50	30	0	80
<i>Subtotal:</i>	<u>1,430</u>	<u>290</u>	<u>0</u>	<u>1,720</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	320	60	0	380
Cross-Training Couples	40	10	0	50
Exurban Suburbanites	0	0	0	0
<i>Subtotal:</i>	<u>360</u>	<u>70</u>	<u>0</u>	<u>430</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In Hampton Roads In 2006**

*Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area*

<u>Household Type/ Geographic Designation</u>	<u>Washington Draw Area</u>	<u>Richmond Draw Area</u>	<u>New York Draw Area</u>	<u>Total</u>
Empty Nesters & Retirees	3,100	290	1,960	5,350
<i>Metropolitan Cities</i>	620	0	1,960	2,580
<i>Small Cities/Satellite Cities</i>	310	20	0	330
<i>Metropolitan Suburbs</i>	2,000	240	0	2,240
<i>Town & Country/Exurbs</i>	170	30	0	200
Traditional & Non-Traditional Families	2,820	180	390	3,390
<i>Metropolitan Cities</i>	200	0	390	590
<i>Small Cities/Satellite Cities</i>	520	10	0	530
<i>Metropolitan Suburbs</i>	1,900	150	0	2,050
<i>Town & Country/Exurbs</i>	200	20	0	220
Younger Singles & Couples	950	120	1,240	2,310
<i>Metropolitan Cities</i>	360	0	1,240	1,600
<i>Small Cities/Satellite Cities</i>	140	30	0	170
<i>Metropolitan Suburbs</i>	360	70	0	430
<i>Town & Country/Exurbs</i>	90	20	0	110
Total:	6,870	590	3,590	11,050
Percent:	62.2%	5.3%	32.5%	100.0%

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In Hampton Roads In 2006**

*Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area*

	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	<u>Total</u>
Empty Nesters & Retirees	3,100	290	1,960	5,350
<i>Metropolitan Cities</i>				
Urban Establishment	480	0	1,480	1,960
Cosmopolitan Couples	10	0	20	30
Multi-Ethnic Empty Nesters	130	0	460	590
<i>Subtotal:</i>	<u>620</u>	<u>0</u>	<u>1,960</u>	<u>2,580</u>
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	260	10	0	270
Middle-Class Move-Downs	50	10	0	60
<i>Subtotal:</i>	<u>310</u>	<u>20</u>	<u>0</u>	<u>330</u>
<i>Metropolitan Suburbs</i>				
Old Money	1,440	60	0	1,500
Suburban Establishment	100	20	0	120
Affluent Empty Nesters	300	60	0	360
Mainstream Retirees	90	40	0	130
Middle-American Retirees	70	60	0	130
<i>Subtotal:</i>	<u>2,000</u>	<u>240</u>	<u>0</u>	<u>2,240</u>
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	160	20	0	180
New Empty Nesters	0	0	0	0
RV Retirees	10	10	0	20
<i>Subtotal:</i>	<u>170</u>	<u>30</u>	<u>0</u>	<u>200</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In Hampton Roads In 2006**

*Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area*

	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	<u>Total</u>
Traditional & Non-Traditional Families	2,820	180	390	3,390
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	140	0	300	440
Multi-Cultural Families	60	0	90	150
<i>Subtotal:</i>	<u>200</u>	<u>0</u>	<u>390</u>	<u>590</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	440	10	0	450
Multi-Ethnic Families	80	0	0	80
<i>Subtotal:</i>	<u>520</u>	<u>10</u>	<u>0</u>	<u>530</u>
<i>Metropolitan Suburbs</i>				
The Social Register	810	40	0	850
The Entrepreneurs	520	30	0	550
Nouveau Money	180	20	0	200
Late-Nest Suburbanites	170	20	0	190
Full-Nest Suburbanites	140	20	0	160
Blue-Collar Button-Downs	80	20	0	100
<i>Subtotal:</i>	<u>1,900</u>	<u>150</u>	<u>0</u>	<u>2,050</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	150	10	0	160
Full-Nest Exurbanites	20	10	0	30
New-Town Families	30	0	0	30
Small-Town Families	0	0	0	0
Blue-Collar Families	0	0	0	0
<i>Subtotal:</i>	<u>200</u>	<u>20</u>	<u>0</u>	<u>220</u>

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

**Market Potential For Second/Vacation Homes
In A Waterfront Location In Hampton Roads In 2006**

*Washington, D.C. Draw Area; Richmond Draw Area;
New York Draw Area*

	<i>Washington Draw Area</i>	<i>Richmond Draw Area</i>	<i>New York Draw Area</i>	<u>Total</u>
Younger Singles & Couples	950	120	1,240	2,310
<i>Metropolitan Cities</i>				
e-Types	210	0	680	890
New Bohemians	110	0	460	570
Urban Achievers	40	0	100	140
<i>Subtotal:</i>	<u>360</u>	<u>0</u>	<u>1,240</u>	<u>1,600</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	100	10	0	110
Twentysomethings	0	0	0	0
Small-City Singles	40	20	0	60
<i>Subtotal:</i>	<u>140</u>	<u>30</u>	<u>0</u>	<u>170</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	140	20	0	160
Upscale Suburban Couples	160	30	0	190
Suburban Achievers	50	10	0	60
No-Nest Suburbanites	10	10	0	20
<i>Subtotal:</i>	<u>360</u>	<u>70</u>	<u>0</u>	<u>430</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	80	20	0	100
Cross-Training Couples	10	0	0	10
Exurban Suburbanites	0	0	0	0
<i>Subtotal:</i>	<u>90</u>	<u>20</u>	<u>0</u>	<u>110</u>

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Research & Strategic Analysis

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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