
Appendices One and Two

TARGET MARKET TABLES

MARKET ANALYSIS

Residential Market Potential

Downtown Toledo

City of Toledo
Lucas County, Ohio

September, 2004

Conducted by
ZIMMERMAN / VOLK ASSOCIATES, INC.
6 East Main Street
Clinton, New Jersey 08809



Gross Annual Household In-Migration*Lucas County, Ohio***1998, 1999, 2000, 2001, 2002**

County of Origin 1998 1999 2000 2001 2002	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Wood	1,425	18.7%	1,435	18.4%	1,420	17.8%	1,455	19.3%	1,425	19.4%
Monroe, MI	665	8.7%	690	8.9%	705	8.8%	705	9.4%	615	8.4%
Fulton	305	4.0%	360	4.6%	375	4.7%	345	4.6%	330	4.5%
APO/FPO/Foreign	410	5.4%	425	5.5%	515	6.5%	275	3.6%	310	4.2%
Ottawa	200	2.6%	195	2.5%	190	2.4%	180	2.4%	200	2.7%
Cuyahoga	155	2.0%	220	2.8%	180	2.3%	155	2.1%	195	2.7%
Franklin	195	2.6%	160	2.1%	170	2.1%	145	1.9%	185	2.5%
Wayne, MI	140	1.8%	155	2.0%	170	2.1%	170	2.3%	165	2.3%
Sandusky	105	1.4%	115	1.5%	120	1.5%	105	1.4%	100	1.4%
Hancock	80	1.0%	80	1.0%	90	1.1%	65	0.9%	90	1.2%
Lenawee, MI	90	1.2%	110	1.4%	115	1.4%	105	1.4%	85	1.2%
Oakland, MI	80	1.0%	85	1.1%	95	1.2%	85	1.1%	80	1.1%
Hamilton	65	0.9%	60	0.8%	70	0.9%	60	0.8%	80	1.1%
Washtenaw, MI	60	0.8%	60	0.8%	70	0.9%	60	0.8%	80	1.1%
Montgomery	50	0.7%	75	1.0%	60	0.8%	60	0.8%	75	1.0%
Cook, IL	55	0.7%	70	0.9%	70	0.9%	80	1.1%	70	1.0%
Henry	80	1.0%	80	1.0%	80	1.0%	70	0.9%	60	0.8%
Erie	70	0.9%	65	0.8%	75	0.9%	65	0.9%	55	0.8%
Allen, IN	40	0.5%	30	0.4%	30	0.4%	30	0.4%	55	0.8%
Allen	45	0.6%	60	0.8%	70	0.9%	55	0.7%	55	0.8%
Williams	45	0.6%	45	0.6%	45	0.6%	50	0.7%	55	0.8%
Lorain	40	0.5%	55	0.7%	70	0.9%	60	0.8%	55	0.8%
Seneca	50	0.7%	40	0.5%	55	0.7%	60	0.8%	50	0.7%
Summit	55	0.7%	70	0.9%	55	0.7%	60	0.8%	50	0.7%
Maricopa, AZ	45	0.6%	40	0.5%	45	0.6%	40	0.5%	45	0.6%
Defiance	50	0.7%	35	0.4%	60	0.8%	45	0.6%	45	0.6%
Stark	50	0.7%	40	0.5%	25	0.3%	35	0.5%	35	0.5%
Butler	20	0.3%	20	0.3%	20	0.3%	20	0.3%	30	0.4%
Macomb, MI	30	0.4%	35	0.4%	30	0.4%	45	0.6%	30	0.4%
Allegheny, PA	20	0.3%	20	0.3%	25	0.3%	25	0.3%	30	0.4%
San Diego, CA	25	0.3%	20	0.3%	30	0.4%	30	0.4%	30	0.4%
Marion, IN	40	0.5%	25	0.3%	25	0.3%	15	0.2%	25	0.3%
Pinellas, FL	35	0.5%	20	0.3%	25	0.3%	35	0.5%	25	0.3%
Cumberland, NC	10	0.1%	0	0.0%	0	0.0%	10	0.1%	25	0.3%
Huron	25	0.3%	35	0.4%	25	0.3%	25	0.3%	25	0.3%
All Other Counties	2,785	36.5%	2,750	35.3%	2,775	34.8%	2,710	36.0%	2,465	33.6%
Total In-Migration:	7,640	100.0%	7,780	100.0%	7,980	100.0%	7,535	100.0%	7,330	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*Lucas County, Ohio***1998, 1999, 2000, 2001, 2002**

Destination County 1998 1999 2000 2001 2002	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Wood	1,560	17.1%	1,490	16.4%	1,470	16.4%	1,495	16.9%	1,510	17.8%
Monroe, MI	755	8.3%	790	8.7%	690	7.7%	700	7.9%	755	8.9%
Fulton	370	4.0%	355	3.9%	355	4.0%	370	4.2%	360	4.2%
APO/FPO/Foreign	75	0.8%	90	1.0%	95	1.1%	100	1.1%	95	1.1%
Ottawa	210	2.3%	220	2.4%	170	1.9%	245	2.8%	215	2.5%
Cuyahoga	250	2.7%	225	2.5%	250	2.8%	225	2.5%	240	2.8%
Franklin	350	3.8%	355	3.9%	390	4.4%	375	4.2%	315	3.7%
Wayne, MI	190	2.1%	205	2.3%	210	2.3%	170	1.9%	150	1.8%
Sandusky	80	0.9%	80	0.9%	90	1.0%	105	1.2%	85	1.0%
Hancock	65	0.7%	70	0.8%	75	0.8%	75	0.8%	60	0.7%
Lenawee, MI	100	1.1%	100	1.1%	95	1.1%	95	1.1%	75	0.9%
Oakland, MI	145	1.6%	140	1.5%	125	1.4%	115	1.3%	105	1.2%
Hamilton	150	1.6%	100	1.1%	105	1.2%	110	1.2%	75	0.9%
Washtenaw, MI	105	1.1%	100	1.1%	95	1.1%	85	1.0%	75	0.9%
Montgomery	65	0.7%	55	0.6%	60	0.7%	60	0.7%	75	0.9%
Cook, IL	120	1.3%	135	1.5%	125	1.4%	105	1.2%	115	1.4%
Henry	70	0.8%	85	0.9%	75	0.8%	95	1.1%	80	0.9%
Erie	45	0.5%	40	0.4%	45	0.5%	40	0.5%	40	0.5%
Allen, IN	25	0.3%	40	0.4%	45	0.5%	30	0.3%	35	0.4%
Allen	35	0.4%	45	0.5%	45	0.5%	20	0.2%	35	0.4%
Williams	55	0.6%	50	0.6%	40	0.4%	40	0.5%	35	0.4%
Lorain	40	0.4%	45	0.5%	45	0.5%	35	0.4%	40	0.5%
Seneca	45	0.5%	35	0.4%	30	0.3%	25	0.3%	40	0.5%
Summit	65	0.7%	70	0.8%	60	0.7%	60	0.7%	55	0.6%
Maricopa, AZ	80	0.9%	110	1.2%	95	1.1%	80	0.9%	80	0.9%
Defiance	45	0.5%	30	0.3%	35	0.4%	45	0.5%	25	0.3%
Stark	30	0.3%	20	0.2%	40	0.4%	35	0.4%	25	0.3%
Butler	40	0.4%	30	0.3%	50	0.6%	35	0.4%	30	0.4%
Macomb, MI	45	0.5%	50	0.6%	40	0.4%	40	0.5%	40	0.5%
Allegheny, PA	30	0.3%	30	0.3%	30	0.3%	30	0.3%	35	0.4%
San Diego, CA	25	0.3%	40	0.4%	50	0.6%	40	0.5%	40	0.5%
Marion, IN	50	0.5%	30	0.3%	40	0.4%	40	0.5%	30	0.4%
Pinellas, FL	45	0.5%	45	0.5%	50	0.6%	50	0.6%	45	0.5%
Cumberland, NC	0	0.0%	15	0.2%	10	0.1%	15	0.2%	15	0.2%
Huron	20	0.2%	20	0.2%	25	0.3%	15	0.2%	20	0.2%
All Other Counties	3,760	41.1%	3,720	41.1%	3,695	41.3%	3,625	41.1%	3,445	40.6%
Total Out-Migration:	9,140	100.0%	9,060	100.0%	8,945	100.0%	8,825	100.0%	8,495	100.0%

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

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

Net Annual Household Migration*Lucas County, Ohio***1998, 1999, 2000, 2001, 2002**

County1998..... Number1999..... Number2000..... Number2001..... Number2002..... Number
Wood	-135	-55	-50	-40	-85
Monroe, MI	-90	-100	15	5	-140
Fulton	-65	5	20	-25	-30
APO/FPO/Foreign	335	335	420	175	215
Ottawa	-10	-25	20	-65	-15
Cuyahoga	-95	-5	-70	-70	-45
Franklin	-155	-195	-220	-230	-130
Wayne, MI	-50	-50	-40	0	15
Sandusky	25	35	30	0	15
Hancock	15	10	15	-10	30
Lenawee, MI	-10	10	20	10	10
Oakland, MI	-65	-55	-30	-30	-25
Hamilton	-85	-40	-35	-50	5
Washtenaw, MI	-45	-40	-25	-25	5
Montgomery	-15	20	0	0	0
Cook, IL	-65	-65	-55	-25	-45
Henry	10	-5	5	-25	-20
Erie	25	25	30	25	15
Allen, IN	15	-10	-15	0	20
Allen	10	15	25	35	20
Williams	-10	-5	5	10	20
Lorain	0	10	25	25	15
Seneca	5	5	25	35	10
Summit	-10	0	-5	0	-5
Maricopa, AZ	-35	-70	-50	-40	-35
Defiance	5	5	25	0	20
Stark	20	20	-15	0	10
Butler	-20	-10	-30	-15	0
Macomb, MI	-15	-15	-10	5	-10
Allegheny, PA	-10	-10	-5	-5	-5
San Diego, CA	0	-20	-20	-10	-10
Marion, IN	-10	-5	-15	-25	-5
Pinellas, FL	-10	-25	-25	-15	-20
Cumberland, NC	10	-15	-10	-5	10
Huron	5	15	0	10	5
All Other Counties	-975	-970	-920	-915	-980
Total Net Migration:	-1,500	-1,280	-965	-1,290	-1,165

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

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

2003 Household Classification By Market Groups*City of Toledo, Lucas County, Ohio*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
Empty Nesters & Retirees	33,835	53.6%
<i>Metropolitan Cities</i>	6,770	10.7%
<i>Metropolitan Suburbs</i>	24,750	39.2%
<i>Small Cities/Edge Cities</i>	2,315	3.7%
<i>Town & Country/Exurbs</i>	0	0.0%
Traditional & Non-Traditional Families	12,020	19.0%
<i>Metropolitan Cities</i>	11,620	18.4%
<i>Metropolitan Suburbs</i>	400	0.6%
<i>Small Cities/Edge Cities</i>	0	0.0%
<i>Town & Country/Exurbs</i>	0	0.0%
<i>Agrarian/Rural</i>	0	0.0%
Younger Singles & Couples	17,320	27.4%
<i>Metropolitan Cities</i>	4,995	7.9%
<i>Metropolitan Suburbs</i>	6,815	10.8%
<i>Small Cities/Edge Cities</i>	5,510	8.7%
<i>Agrarian/Rural</i>	0	0.0%
Total:	63,175	100.0%
Total City Households:	128,495	
Classified Households As A Share Of Total City Households:	49.2%	
Estimated Median Income:	\$35,900	
Estimated National Median Income:	\$46,900	
Estimated Median Home Value:	\$83,400	
Estimated National Median Home Value:	\$128,300	

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

2003 Household Classification By Market Groups*City of Toledo, Lucas County, Ohio*

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Empty Nesters & Retirees	33,835	53.6%		
<i>Metropolitan Cities</i>				
Urban Establishment	1,180	1.9%	\$91,600	\$336,900
Rowhouse Retirees	5,590	8.8%	\$47,000	\$191,000
Subtotal:	6,770	10.7%		
<i>Metropolitan Suburbs</i>				
The Social Register	0	0.0%		
Nouveau Money	505	0.8%	\$120,900	\$364,100
Post-War Suburban Pioneers	1,645	2.6%	\$89,800	\$272,000
Affluent Empty Nesters	5,915	9.4%	\$76,400	\$260,200
Blue-Collar Button-Downs	7,585	12.0%	\$58,600	\$151,300
Middle-American Retirees	9,100	14.4%	\$47,900	\$128,800
Subtotal:	24,750	39.2%		
<i>Small Cities/Edge Cities</i>				
Middle-Class Move-Downs	0	0.0%		
Active Retirees	2,315	3.7%	\$55,600	\$203,600
Blue-Collar Retirees	0	0.0%		
Subtotal:	2,315	3.7%		
<i>Town & Country/Exurbs</i>				
Mainstream Retirees	0	0.0%		
Subtotal:	0	0.0%		

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

2003 Household Classification By Market Groups*City of Toledo, Lucas County, Ohio*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	12,020	19.0%		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	240	0.4%	\$80,100	\$272,800
Multi-Cultural Families	7,580	12.0%	\$53,900	\$172,300
Black Urban Families	3,800	6.0%	\$47,500	\$169,300
Latino Urban Families	0	0.0%		
Subtotal:	11,620	18.4%		
<i>Metropolitan Suburbs</i>				
Full-Nest Suburbanites	400	0.6%	\$85,000	\$199,500
Kids 'r' Us	0	0.0%		
Subtotal:	400	0.6%		
<i>Small Cities/Edge Cities</i>				
Cosmopolitan Families	0	0.0%		
Unibox Transferees	0	0.0%		
Mainstream Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Town & Country/Exurbs</i>				
Exurban Elite	0	0.0%		
Full-Nest Exurbanites	0	0.0%		
New-Town Families	0	0.0%		
Pillars of the Community	0	0.0%		
Middle-American Families	0	0.0%		
Young Homesteaders	0	0.0%		
Subtotal:	0	0.0%		
<i>Agrarian/Rural</i>				
Heartland Families	0	0.0%		
Small-Town Families	0	0.0%		
Rustic Families	0	0.0%		
Subtotal:	0	0.0%		

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

2003 Household Classification By Market Groups

City of Toledo, Lucas County, Ohio

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Younger Single & Couples	17,320	27.4%		
<i>Metropolitan Cities</i>				
Urban Elite	0	0.0%		
e-Types	0	0.0%		
Urban Achievers	3,155	5.0%	\$54,300	\$225,900
New Bohemians	1,840	2.9%	\$52,300	\$312,700
<i>Subtotal:</i>	<u>4,995</u>	<u>7.9%</u>		
<i>Metropolitan Suburbs</i>				
The VIPs	0	0.0%		
Fast-Track Professionals	0	0.0%		
Suburban Achievers	4,170	6.6%	\$57,200	\$183,200
Generation X	2,645	4.2%	\$43,900	\$134,300
<i>Subtotal:</i>	<u>6,815</u>	<u>10.8%</u>		
<i>Small Cities/Edge Cities</i>				
Twentysomethings	0	0.0%		
University / College Affiliates	5,510	8.7%	\$49,300	\$180,500
<i>Subtotal:</i>	<u>5,510</u>	<u>8.7%</u>		
<i>Agrarian/Rural</i>				
PC Pioneers	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

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

2003 Household Classification By Market Groups*Lucas County, Ohio*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Estimated Share</u>
Empty Nesters & Retirees	55,565	50.2%
<i>Metropolitan Cities</i>	6,770	6.1%
<i>Metropolitan Suburbs</i>	44,495	40.2%
<i>Small Cities/Edge Cities</i>	4,300	3.9%
<i>Town & Country/Exurbs</i>	0	0.0%
Traditional & Non-Traditional Families	29,390	26.5%
<i>Metropolitan Cities</i>	11,620	10.5%
<i>Metropolitan Suburbs</i>	4,385	4.0%
<i>Small Cities/Edge Cities</i>	955	0.9%
<i>Town & Country/Exurbs</i>	8,775	7.9%
<i>Agrarian/Rural</i>	3,655	3.3%
Younger Singles & Couples	25,830	23.3%
<i>Metropolitan Cities</i>	4,995	4.5%
<i>Metropolitan Suburbs</i>	13,405	12.1%
<i>Small Cities/Edge Cities</i>	5,510	5.0%
<i>Agrarian/Rural</i>	1,920	1.7%
Total:	110,785	100.0%
Total County Households:	184,565	
Classified Households As A Share Of Total County Households:	60.0%	
Estimated Median Income:	\$42,400	
Estimated National Median Income:	\$46,900	
Estimated Median Home Value:	\$101,100	
Estimated National Median Home Value:	\$128,300	

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

2003 Household Classification By Market Groups*Lucas County, Ohio*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	55,565	50.2%		
<i>Metropolitan Cities</i>				
Urban Establishment	1,180	1.1%	\$91,600	\$336,900
Rowhouse Retirees	5,590	5.0%	\$47,000	\$191,000
Subtotal:	6,770	6.1%		
<i>Metropolitan Suburbs</i>				
The Social Register	1,935	1.7%	\$184,400	\$557,000
Nouveau Money	3,080	2.8%	\$123,100	\$390,100
Post-War Suburban Pioneers	4,945	4.5%	\$91,100	\$276,400
Affluent Empty Nesters	10,735	9.7%	\$79,800	\$262,400
Blue-Collar Button-Downs	13,135	11.9%	\$64,500	\$160,000
Middle-American Retirees	10,665	9.6%	\$48,300	\$129,400
Subtotal:	44,495	40.2%		
<i>Small Cities/Edge Cities</i>				
Middle-Class Move-Downs	0	0.0%		
Active Retirees	4,300	3.9%	\$56,700	\$207,400
Blue-Collar Retirees	0	0.0%		
Subtotal:	4,300	3.9%		
<i>Town & Country/Exurbs</i>				
Mainstream Retirees	0	0.0%		
Subtotal:	0	0.0%		

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

2003 Household Classification By Market Groups*Lucas County, Ohio*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	29,390	26.5%		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	240	0.2%	\$80,100	\$272,800
Multi-Cultural Families	7,580	6.8%	\$53,900	\$172,300
Black Urban Families	3,800	3.4%	\$47,500	\$169,300
Latino Urban Families	0	0.0%		
Subtotal:	11,620	10.5%		
<i>Metropolitan Suburbs</i>				
Full-Nest Suburbanites	2,595	2.3%	\$93,500	\$213,800
Kids 'r' Us	1,790	1.6%	\$69,500	\$136,900
Subtotal:	4,385	4.0%		
<i>Small Cities/Edge Cities</i>				
Cosmopolitan Families	955	0.9%	\$92,000	\$347,900
Unibox Transferees	0	0.0%		
Mainstream Families	0	0.0%		
Subtotal:	955	0.9%		
<i>Town & Country/Exurbs</i>				
Exurban Elite	1,340	1.2%	\$120,800	\$333,000
Full-Nest Exurbanites	5,110	4.6%	\$88,600	\$203,300
New-Town Families	1,560	1.4%	\$71,800	\$149,900
Pillars of the Community	280	0.3%	\$70,800	\$162,700
Middle-American Families	485	0.4%	\$56,300	\$101,600
Young Homesteaders	0	0.0%		
Subtotal:	8,775	7.9%		
<i>Agrarian/Rural</i>				
Heartland Families	2,695	2.4%	\$70,000	\$149,400
Small-Town Families	625	0.6%	\$54,200	\$93,700
Rustic Families	335	0.3%	\$52,300	\$79,200
Subtotal:	3,655	3.3%		

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

2003 Household Classification By Market Groups

Lucas County, Ohio

	<u>Estimated Number</u>	<u>Estimated Share</u>	<u>Estimated Median Income</u>	<u>Estimated Median Home Value</u>
Younger Single & Couples	25,830	23.3%		
<i>Metropolitan Cities</i>				
Urban Elite	0	0.0%		
e-Types	0	0.0%		
Urban Achievers	3,155	2.8%	\$54,300	\$225,900
New Bohemians	1,840	1.7%	\$52,300	\$312,700
Subtotal:	4,995	4.5%		
<i>Metropolitan Suburbs</i>				
The VIPs	2,480	2.2%	\$93,000	\$276,000
Fast-Track Professionals	0	0.0%		
Suburban Achievers	5,370	4.8%	\$59,000	\$184,800
Generation X	5,555	5.0%	\$48,300	\$138,500
Subtotal:	13,405	12.1%		
<i>Small Cities/Edge Cities</i>				
Twentysomethings	0	0.0%		
University / College Affiliates	5,510	5.0%	\$49,300	\$180,500
Subtotal:	5,510	5.0%		
<i>Agrarian/Rural</i>				
PC Pioneers	1,920	1.7%	\$52,900	\$141,200
Subtotal:	1,920	1.7%		

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

Households With The Potential To Move Within The City Of Toledo In 2004

Household Classification By Market Groups

City of Toledo, Lucas County, Ohio

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	33,835	3,500	47.4%
<i>Metropolitan Cities</i>	6,770	640	8.7%
<i>Metropolitan Suburbs</i>	24,750	2,600	35.2%
<i>Small Cities/Edge Cities</i>	2,315	260	3.5%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	12,020	1,280	17.3%
<i>Metropolitan Cities</i>	11,620	1,230	16.6%
<i>Metropolitan Suburbs</i>	400	50	0.7%
<i>Small Cities/Edge Cities</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
<i>Agrarian/Rural</i>	0	0	0.0%
Younger Singles & Couples	17,320	2,610	35.3%
<i>Metropolitan Cities</i>	4,995	620	8.4%
<i>Metropolitan Suburbs</i>	6,815	1,040	14.1%
<i>Small Cities/Edge Cities</i>	5,510	950	12.9%
<i>Agrarian/Rural</i>	0	0	0.0%
Total:	63,175	7,390	100.0%
Total City Households:	128,495		
Classified Households As A Share Of Total City Households:	49.2%		

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

Households With The Potential To Move Within The City Of Toledo In 2004

Household Classification By Market Groups
City of Toledo, Lucas County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	33,835	3,500	47.4%
<i>Metropolitan Cities</i>			
Urban Establishment	1,180	90	1.2%
Rowhouse Retirees	5,590	550	7.4%
<i>Subtotal:</i>	<u>6,770</u>	<u>640</u>	<u>8.7%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
Nouveau Money	505	50	0.7%
Post-War Suburban Pioneers	1,645	140	1.9%
Affluent Empty Nesters	5,915	580	7.8%
Blue-Collar Button-Downs	7,585	690	9.3%
Middle-American Retirees	9,100	1,140	15.4%
<i>Subtotal:</i>	<u>24,750</u>	<u>2,600</u>	<u>35.2%</u>
<i>Small Cities/Edge Cities</i>			
Middle-Class Move-Downs	0	0	0.0%
Active Retirees	2,315	260	3.5%
Blue-Collar Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>2,315</u>	<u>260</u>	<u>3.5%</u>
<i>Town & Country/Exurbs</i>			
Mainstream 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 Move Within The City Of Toledo In 2004

Household Classification By Market Groups

City of Toledo, Lucas County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	12,020	1,280	17.3%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	240	20	0.3%
Multi-Cultural Families	7,580	830	11.2%
Black Urban Families	3,800	380	5.1%
Latino Urban Families	0	0	0.0%
Subtotal:	11,620	1,230	16.6%
<i>Metropolitan Suburbs</i>			
Full-Nest Suburbanites	400	50	0.7%
Kids 'r' Us	0	0	0.0%
Subtotal:	400	50	0.7%
<i>Small Cities/Edge Cities</i>			
Cosmopolitan Families	0	0	0.0%
Unibox Transferees	0	0	0.0%
Mainstream Families	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Exurban Elite	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
New-Town Families	0	0	0.0%
Pillars of the Community	0	0	0.0%
Middle-American Families	0	0	0.0%
Young Homesteaders	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Agrarian/Rural</i>			
Heartland Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Rustic Families	0	0	0.0%
Subtotal:	0	0	0.0%

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Households With The Potential To Move Within The City Of Toledo In 2004

Household Classification By Market Groups

City of Toledo, Lucas County, Ohio

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	17,320	2,610	35.3%
<i>Metropolitan Cities</i>			
Urban Elite	0	0	0.0%
e-Types	0	0	0.0%
Urban Achievers	3,155	360	4.9%
New Bohemians	1,840	260	3.5%
Subtotal:	<u>4,995</u>	<u>620</u>	<u>8.4%</u>
<i>Metropolitan Suburbs</i>			
The VIPs	0	0	0.0%
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	4,170	580	7.8%
Generation X	2,645	460	6.2%
Subtotal:	<u>6,815</u>	<u>1,040</u>	<u>14.1%</u>
<i>Small Cities/Edge Cities</i>			
Twentysomethings	0	0	0.0%
University / College Affiliates	<u>5,510</u>	<u>950</u>	<u>12.9%</u>
Subtotal:	<u>5,510</u>	<u>950</u>	<u>12.9%</u>
<i>Agrarian/Rural</i>			
PC Pioneers	<u>0</u>	<u>0</u>	<u>0.0%</u>
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

Balance of Lucas County, Ohio

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	21,730	1,470	44.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	19,745	1,310	39.2%
<i>Small Cities/Edge Cities</i>	1,985	160	4.8%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	17,370	1,130	33.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	3,985	360	10.8%
<i>Small Cities/Edge Cities</i>	955	60	1.8%
<i>Town & Country/Exurbs</i>	8,775	710	21.3%
<i>Agrarian/Rural</i>	3,655	0	0.0%
Younger Singles & Couples	8,510	740	22.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	6,590	740	22.2%
<i>Small Cities/Edge Cities</i>	0	0	0.0%
<i>Agrarian/Rural</i>	1,920	0	0.0%
Total:	47,610	3,340	100.0%
Total County Households {Balance of County}:	56,070		
Classified Households As A Share Of Total County Households {Balance of County}:	84.9%		

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

Balance of Lucas County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	21,730	1,470	44.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Rowhouse Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	1,935	110	3.3%
Nouveau Money	2,575	170	5.1%
Post-War Suburban Pioneers	3,300	200	6.0%
Affluent Empty Nesters	4,820	330	9.9%
Blue-Collar Button-Downs	5,550	360	10.8%
Middle-American Retirees	1,565	140	4.2%
<i>Subtotal:</i>	19,745	1,310	39.2%
<i>Small Cities/Edge Cities</i>			
Middle-Class Move-Downs	0	0	0.0%
Active Retirees	1,985	160	4.8%
Blue-Collar Retirees	0	0	0.0%
<i>Subtotal:</i>	1,985	160	4.8%
<i>Town & Country/Exurbs</i>			
Mainstream Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

Balance of Lucas County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	17,370	1,130	33.8%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Black Urban Families	0	0	0.0%
Latino Urban Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Full-Nest Suburbanites	2,195	190	5.7%
Kids 'r' Us	1,790	170	5.1%
<i>Subtotal:</i>	<u>3,985</u>	<u>360</u>	<u>10.8%</u>
<i>Small Cities/Edge Cities</i>			
Cosmopolitan Families	955	60	1.8%
Unibox Transferees	0	0	0.0%
Mainstream Families	0	0	0.0%
<i>Subtotal:</i>	<u>955</u>	<u>60</u>	<u>1.8%</u>
<i>Town & Country/Exurbs</i>			
Exurban Elite	1,340	100	3.0%
Full-Nest Exurbanites	5,110	420	12.6%
New-Town Families	1,560	130	3.9%
Pillars of the Community	280	20	0.6%
Middle-American Families	485	40	1.2%
Young Homesteaders	0	0	0.0%
<i>Subtotal:</i>	<u>8,775</u>	<u>710</u>	<u>21.3%</u>
<i>Agrarian/Rural</i>			
Heartland Families	2,695	0	0.0%
Small-Town Families	625	0	0.0%
Rustic Families	335	0	0.0%
<i>Subtotal:</i>	<u>3,655</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

Balance of Lucas County, Ohio

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	8,510	740	22.2%
<i>Metropolitan Cities</i>			
Urban Elite	0	0	0.0%
e-Types	0	0	0.0%
Urban Achievers	0	0	0.0%
New Bohemians	0	0	0.0%
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The VIPs	2,480	260	7.8%
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	1,200	120	3.6%
Generation X	2,910	360	10.8%
Subtotal:	<u>6,590</u>	<u>740</u>	<u>22.2%</u>
<i>Small Cities/Edge Cities</i>			
Twentysomethings	0	0	0.0%
University / College Affiliates	0	0	0.0%
Subtotal:	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Agrarian/Rural</i>			
PC Pioneers	1,920	0	0.0%
Subtotal:	<u>1,920</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City of Toledo In 2004

Summary: Appendix Two, Tables 1 Through 3
Wood and Fulton Counties, Ohio; Monroe County, Michigan

Household Type/ Geographic Designation	Wood County	Monroe County	Fulton County	Total
Empty Nesters & Retirees	200	80	0	280
<i>Metropolitan Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	200	30	0	230
<i>Small Cities/Edge Cities</i>	0	50	0	50
<i>Town & Country/Exurbs</i>	0	0	0	0
Traditional & Non-Traditional Families	270	310	60	640
<i>Metropolitan Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	90	40	0	130
<i>Small Cities/Edge Cities</i>	20	90	0	110
<i>Town & Country/Exurbs</i>	160	180	60	400
<i>Agrarian/Rural</i>	0	0	0	0
Younger Singles & Couples	300	10	0	310
<i>Metropolitan Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	70	0	0	70
<i>Small Cities/Edge Cities</i>	230	10	0	240
<i>Agrarian/Rural</i>	0	0	0	0
Total:	770	400	60	1,230
Percent:	62.6%	32.5%	4.9%	100.0%

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

Households With The Potential To Move To The City of Toledo In 2004

Summary: Appendix Two, Tables 1 Through 3
Wood and Fulton Counties, Ohio; Monroe County, Michigan

	<i>Wood County</i>	<i>Monroe County</i>	<i>Fulton County</i>	<i>Total</i>
Empty Nesters & Retirees	200	80	0	280
<i>Metropolitan Cities</i>				
Urban Establishment	0	0	0	0
Rowhouse Retirees	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>				
The Social Register	0	0	0	0
Nouveau Money	70	0	0	70
Post-War Suburban Pioneers	0	0	0	0
Affluent Empty Nesters	100	10	0	110
Blue-Collar Button-Downs	30	10	0	40
Middle-American Retirees	0	10	0	10
<i>Subtotal:</i>	<u>200</u>	<u>30</u>	<u>0</u>	<u>230</u>
<i>Small Cities/Edge Cities</i>				
Middle-Class Move-Downs	0	30	0	30
Active Retirees	0	0	0	0
Blue-Collar Retirees	0	20	0	20
<i>Subtotal:</i>	<u>0</u>	<u>50</u>	<u>0</u>	<u>50</u>
<i>Town & Country/Exurbs</i>				
Mainstream Retirees	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

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

Households With The Potential To Move To The City of Toledo In 2004

Summary: Appendix Two, Tables 1 Through 3
Wood and Fulton Counties, Ohio; Monroe County, Michigan

	<i>Wood County</i>	<i>Monroe County</i>	<i>Fulton County</i>	<i>Total</i>
Traditional & Non-Traditional Families	270	310	60	640
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0	0	0
Multi-Cultural Families	0	0	0	0
Black Urban Families	0	0	0	0
Latino Urban Families	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>				
Full-Nest Suburbanites	60	40	0	100
Kids 'r' Us	30	0	0	30
<i>Subtotal:</i>	<u>90</u>	<u>40</u>	<u>0</u>	<u>130</u>
<i>Small Cities/Edge Cities</i>				
Cosmopolitan Families	0	20	0	20
Unibox Transferees	20	10	0	30
Mainstream Families	0	60	0	60
<i>Subtotal:</i>	<u>20</u>	<u>90</u>	<u>0</u>	<u>110</u>
<i>Town & Country/Exurbs</i>				
Exurban Elite	0	0	0	0
Full-Nest Exurbanites	0	60	0	60
New-Town Families	10	50	0	60
Pillars of the Community	80	10	30	120
Middle-American Families	70	60	0	130
Young Homesteaders	0	0	30	30
<i>Subtotal:</i>	<u>160</u>	<u>180</u>	<u>60</u>	<u>400</u>
<i>Agrarian/Rural</i>				
Heartland Families	0	0	0	0
Small-Town Families	0	0	0	0
Rustic Families	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Households With The Potential To Move To The City of Toledo In 2004

Summary: Appendix Two, Tables 1 Through 3
Wood and Fulton Counties, Ohio; Monroe County, Michigan

	<i>Wood County</i>	<i>Monroe County</i>	<i>Fulton County</i>	<i>Total</i>
Younger Singles & Couples	300	10	0	310
<i>Metropolitan Cities</i>				
Urban Elite	0	0	0	0
e-Types	0	0	0	0
Urban Achievers	0	0	0	0
New Bohemians	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>				
The VIPs	0	0	0	0
Fast-Track Professionals	40	0	0	40
Suburban Achievers	30	0	0	30
Generation X	0	0	0	0
<i>Subtotal:</i>	<u>70</u>	<u>0</u>	<u>0</u>	<u>70</u>
<i>Small Cities/Edge Cities</i>				
Twentysomethings	0	10	0	10
University/College Affiliates	230	0	0	230
<i>Subtotal:</i>	<u>230</u>	<u>10</u>	<u>0</u>	<u>240</u>
<i>Agrarian/Rural</i>				
PC Pioneers	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Households With The Potential To Move To The City Of Toledo In 2004

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	570	30.0%
<i>Metropolitan Cities</i>	50	2.6%
<i>Metropolitan Suburbs</i>	290	15.3%
<i>Small Cities/Edge Cities</i>	180	9.5%
<i>Town & Country/Exurbs</i>	50	2.6%
Traditional & Non-Traditional Families	840	44.2%
<i>Metropolitan Cities</i>	150	7.9%
<i>Metropolitan Suburbs</i>	140	7.4%
<i>Small Cities/Edge Cities</i>	180	9.5%
<i>Town & Country/Exurbs</i>	370	19.5%
<i>Agrarian/Rural</i>	0	0.0%
Younger Singles & Couples	490	25.8%
<i>Metropolitan Cities</i>	160	8.4%
<i>Metropolitan Suburbs</i>	230	12.1%
<i>Small Cities/Edge Cities</i>	100	5.3%
<i>Agrarian/Rural</i>	0	0.0%
Total:	1,900	100.0%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

All Other U.S. Counties

	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	570	30.0%
<i>Metropolitan Cities</i>		
Urban Establishment	20	1.1%
Rowhouse Retirees	30	1.6%
<i>Subtotal:</i>	50	2.6%
<i>Metropolitan Suburbs</i>		
The Social Register	30	1.6%
Nouveau Money	60	3.2%
Post-War Suburban Pioneers	40	2.1%
Affluent Empty Nesters	60	3.2%
Blue-Collar Button-Downs	50	2.6%
Middle-American Retirees	50	2.6%
<i>Subtotal:</i>	290	15.3%
<i>Small Cities/Edge Cities</i>		
Middle-Class Move-Downs	60	3.2%
Active Retirees	70	3.7%
Blue-Collar Retirees	50	2.6%
<i>Subtotal:</i>	180	9.5%
<i>Town & Country/Exurbs</i>		
Mainstream Retirees	50	2.6%
<i>Subtotal:</i>	50	2.6%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

All Other U.S. Counties

	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	840	44.2%
<i>Metropolitan Cities</i>		
Full-Nest Urbanites	40	2.1%
Multi-Cultural Families	30	1.6%
Black Urban Families	30	1.6%
Latino Urban Families	50	2.6%
Subtotal:	150	7.9%
<i>Metropolitan Suburbs</i>		
Full-Nest Suburbanites	100	5.3%
Kids 'r' Us	40	2.1%
Subtotal:	140	7.4%
<i>Small Cities/Edge Cities</i>		
Cosmopolitan Families	50	2.6%
Unibox Transferees	70	3.7%
Mainstream Families	60	3.2%
Subtotal:	180	9.5%
<i>Town & Country/Exurbs</i>		
Exurban Elite	50	2.6%
Full-Nest Exurbanites	90	4.7%
New-Town Families	50	2.6%
Pillars of the Community	50	2.6%
Middle-American Families	70	3.7%
Young Homesteaders	60	3.2%
Subtotal:	370	19.5%
<i>Agrarian/Rural</i>		
Heartland Families	0	0.0%
Small-Town Families	0	0.0%
Rustic Families	0	0.0%
Subtotal:	0	0.0%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

All Other U.S. Counties

	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	490	25.8%
<i>Metropolitan Cities</i>		
Urban Elite	20	1.1%
e-Types	30	1.6%
Urban Achievers	50	2.6%
New Bohemians	60	3.2%
Subtotal:	160	8.4%
<i>Metropolitan Suburbs</i>		
The VIPs	60	3.2%
Fast-Track Professionals	60	3.2%
Suburban Achievers	60	3.2%
Generation X	50	2.6%
Subtotal:	230	12.1%
<i>Small Cities/Edge Cities</i>		
Twentysomethings	40	2.1%
University/College Affiliates	60	3.2%
Subtotal:	100	5.3%
<i>Agrarian/Rural</i>		
PC Pioneers	0	0.0%
Subtotal:	0	0.0%

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Households With The Potential To Move Within/To The City Of Toledo In 2004

Summary: Appendix One, Tables 4 Through 7

City of Toledo; Balance of Lucas County; Regional Draw Counties; All Other US Counties*

<u>Household Type/ Geographic Designation</u>	<u>City of Toledo</u>	<u>Balance of Lucas County</u>	<u>Regional Draw Counties*</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	3,500	1,470	280	570	5,820
<i>Metropolitan Cities</i>	640	0	0	50	690
<i>Metropolitan Suburbs</i>	2,600	1,310	230	290	4,430
<i>Small Cities/Edge Cities</i>	260	160	50	180	650
<i>Town & Country/Exurbs</i>	0	0	0	50	50
Traditional & Non-Traditional Families	1,280	1,130	640	840	3,890
<i>Metropolitan Cities</i>	1,230	0	0	150	1,380
<i>Metropolitan Suburbs</i>	50	360	130	140	680
<i>Small Cities/Edge Cities</i>	0	60	110	180	350
<i>Town & Country/Exurbs</i>	0	710	400	370	1,480
<i>Agrarian/Rural</i>	0	0	0	0	0
Younger Singles & Couples	2,610	740	310	490	4,150
<i>Metropolitan Cities</i>	620	0	0	160	780
<i>Metropolitan Suburbs</i>	1,040	740	70	230	2,080
<i>Small Cities/Edge Cities</i>	950	0	240	100	1,290
<i>Agrarian/Rural</i>	0	0	0	0	0
Total:	7,390	3,340	1,230	1,900	13,860
Percent:	53.3%	24.1%	8.9%	13.7%	100.0%

* Wood and Fulton Counties, Ohio and Monroe County, Michigan

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

**Households With The Potential
To Move Within/To The City Of Toledo In 2004**

Summary: Appendix One, Tables 4 Through 7

City of Toledo; Balance of Lucas County; Regional Draw Counties; All Other US Counties*

	<u>City of Toledo</u>	<u>Balance of Lucas County</u>	<u>Regional Draw Counties*</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	3,500	1,470	280	570	5,820
<i>Metropolitan Cities</i>					
Urban Establishment	90	0	0	20	110
Rowhouse Retirees	550	0	0	30	580
Subtotal:	640	0	0	50	690
<i>Metropolitan Suburbs</i>					
The Social Register	0	110	0	30	140
Nouveau Money	50	170	70	60	350
Post-War Suburban Pioneers	140	200	0	40	380
Affluent Empty Nesters	580	330	110	60	1,080
Blue-Collar Button-Downs	690	360	40	50	1,140
Middle-American Retirees	1,140	140	10	50	1,340
Subtotal:	2,600	1,310	230	290	4,430
<i>Small Cities/Edge Cities</i>					
Middle-Class Move-Downs	0	0	30	60	90
Active Retirees	260	160	0	70	490
Blue-Collar Retirees	0	0	20	50	70
Subtotal:	260	160	50	180	650
<i>Town & Country/Exurbs</i>					
Mainstream Retirees	0	0	0	50	50
Subtotal:	0	0	0	50	50

* Wood and Fulton Counties, Ohio and Monroe County, Michigan

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

Households With The Potential To Move Within/To The City Of Toledo In 2004

Summary: Appendix One, Tables 4 Through 7

City of Toledo; Balance of Lucas County; Regional Draw Counties; All Other US Counties*

	<u>City of Toledo</u>	<u>Balance of Lucas County</u>	<u>Regional Draw Counties*</u>	<u>All Other US Counties</u>	<u>Total</u>
Traditional & Non-Traditional Families	1,280	1,130	640	840	3,890
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	20	0	0	40	60
Multi-Cultural Families	830	0	0	30	860
Black Urban Families	380	0	0	30	410
Latino Urban Families	0	0	0	50	50
<i>Subtotal:</i>	<u>1,230</u>	<u>0</u>	<u>0</u>	<u>150</u>	<u>1,380</u>
<i>Metropolitan Suburbs</i>					
Full-Nest Suburbanites	50	190	100	100	440
Kids 'r' Us	0	170	30	40	240
<i>Subtotal:</i>	<u>50</u>	<u>360</u>	<u>130</u>	<u>140</u>	<u>680</u>
<i>Small Cities/Edge Cities</i>					
Cosmopolitan Families	0	60	20	50	130
Unibox Transferees	0	0	30	70	100
Mainstream Families	0	0	60	60	120
<i>Subtotal:</i>	<u>0</u>	<u>60</u>	<u>110</u>	<u>180</u>	<u>350</u>
<i>Town & Country/Exurbs</i>					
Exurban Elite	0	100	0	50	150
Full-Nest Exurbanites	0	420	60	90	570
New-Town Families	0	130	60	50	240
Pillars of the Community	0	20	120	50	190
Middle-American Families	0	40	130	70	240
Young Homesteaders	0	0	30	60	90
<i>Subtotal:</i>	<u>0</u>	<u>710</u>	<u>400</u>	<u>370</u>	<u>1,480</u>
<i>Agrarian/Rural</i>					
Heartland Families	0	0	0	0	0
Small-Town Families	0	0	0	0	0
Rustic Families	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

* Wood and Fulton Counties, Ohio and Monroe County, Michigan

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

Households With The Potential To Move Within/To The City Of Toledo In 2004

Summary: Appendix One, Tables 4 Through 7

City of Toledo; Balance of Lucas County; Regional Draw Counties; All Other US Counties*

	<u>City of Toledo</u>	<u>Balance of Lucas County</u>	<u>Regional Draw Counties*</u>	<u>All Other US Counties</u>	<u>Total</u>
Younger Singles & Couples	2,610	740	310	490	4,150
<i>Metropolitan Cities</i>					
Urban Elite	0	0	0	20	20
e-Types	0	0	0	30	30
Urban Achievers	360	0	0	50	410
New Bohemians	260	0	0	60	320
Subtotal:	620	0	0	160	780
<i>Metropolitan Suburbs</i>					
The VIPs	0	260	0	60	320
Fast-Track Professionals	0	0	40	60	100
Suburban Achievers	580	120	30	60	790
Generation X	460	360	0	50	870
Subtotal:	1,040	740	70	230	2,080
<i>Small Cities/Edge Cities</i>					
Twentysomethings	0	0	10	40	50
University/College Affiliates	950	0	230	60	1,240
Subtotal:	950	0	240	100	1,290
<i>Agrarian/Rural</i>					
PC Pioneers	0	0	0	0	0
Subtotal:	0	0	0	0	0

* Wood and Fulton Counties, Ohio and Monroe County, Michigan

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

Draw Area Households
With The Potential To Move To Downtown Toledo In 2004
City of Toledo; Balance of Lucas County; Regional Draw Counties; All Other US Counties*

<u>Household Type/ Geographic Designation</u>	<u>City of Toledo</u>	<u>Balance of Lucas County</u>	<u>Regional Draw Counties*</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	850	440	120	200	1,610
<i>Metropolitan Cities</i>	330	0	0	50	380
<i>Metropolitan Suburbs</i>	390	360	100	80	930
<i>Small Cities/Edge Cities</i>	130	80	20	70	300
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Traditional & Non-Traditional Families	180	30	30	90	330
<i>Metropolitan Cities</i>	180	0	0	40	220
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Small Cities/Edge Cities</i>	0	30	30	50	110
<i>Town & Country/Exurbs</i>	0	0	0	0	0
<i>Agrarian/Rural</i>	0	0	0	0	0
Younger Singles & Couples	1,080	190	170	300	1,740
<i>Metropolitan Cities</i>	310	0	0	160	470
<i>Metropolitan Suburbs</i>	290	190	40	90	610
<i>Small Cities/Edge Cities</i>	480	0	130	50	660
<i>Agrarian/Rural</i>	0	0	0	0	0
Total:	2,110	660	320	590	3,680
Percent:	57.3%	17.9%	8.7%	16.0%	100.0%

* Wood and Fulton Counties, Ohio and Monroe County, Michigan

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

Draw Area Households
With The Potential To Move To Downtown Toledo In 2004
City of Toledo; Balance of Lucas County; Regional Draw Counties; All Other US Counties*

	<u>City of Toledo</u>	<u>Balance of Lucas County</u>	<u>Regional Draw Counties*</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	850	440	120	200	1,610
<i>Metropolitan Cities</i>					
Urban Establishment	50	0	0	20	70
Rowhouse Retirees	280	0	0	30	310
<i>Subtotal:</i>	330	0	0	50	380
<i>Metropolitan Suburbs</i>					
Nouveau Money	30	90	40	30	190
Post-War Suburban Pioneers	70	100	0	20	190
Affluent Empty Nesters	290	170	60	30	550
<i>Subtotal:</i>	390	360	100	80	930
<i>Small Cities/Edge Cities</i>					
Middle-Class Move-Downs	0	0	20	30	50
Active Retirees	130	80	0	40	250
<i>Subtotal:</i>	130	80	20	70	300

* Wood and Fulton Counties, Ohio and Monroe County, Michigan

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

Draw Area Households
With The Potential To Move To Downtown Toledo In 2004
City of Toledo; Balance of Lucas County; Regional Draw Counties; All Other US Counties*

	<u>City of Toledo</u>	<u>Balance of Lucas County</u>	<u>Regional Draw Counties*</u>	<u>All Other US Counties</u>	<u>Total</u>
Traditional & Non-Traditional Families	180	30	30	90	330
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	0	0	20	20
Multi-Cultural Families	120	0	0	20	140
Black Urban Families	60	0	0	0	60
<i>Subtotal:</i>	<u>180</u>	<u>0</u>	<u>0</u>	<u>40</u>	<u>220</u>
<i>Small Cities/Edge Cities</i>					
Cosmopolitan Families	0	30	10	30	70
Unibox Transferees	0	0	20	20	40
<i>Subtotal:</i>	<u>0</u>	<u>30</u>	<u>30</u>	<u>50</u>	<u>110</u>

* Wood and Fulton Counties, Ohio and Monroe County, Michigan

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

Draw Area Households
With The Potential To Move To Downtown Toledo In 2004
City of Toledo; Balance of Lucas County; Regional Draw Counties; All Other US Counties*

	<u>City of Toledo</u>	<u>Balance of Lucas County</u>	<u>Regional Draw Counties*</u>	<u>All Other US Counties</u>	<u>Total</u>
Younger Singles & Couples	1,080	190	170	300	1,740
<i>Metropolitan Cities</i>					
Urban Elite	0	0	0	20	20
e-Types	0	0	0	30	30
Urban Achievers	180	0	0	50	230
New Bohemians	130	0	0	60	190
<i>Subtotal:</i>	<u>310</u>	<u>0</u>	<u>0</u>	<u>160</u>	<u>470</u>
<i>Metropolitan Suburbs</i>					
The VIPs	0	130	0	30	160
Fast-Track Professionals	0	0	20	30	50
Suburban Achievers	290	60	20	30	400
<i>Subtotal:</i>	<u>290</u>	<u>190</u>	<u>40</u>	<u>90</u>	<u>610</u>
<i>Small Cities/Edge Cities</i>					
Twentysomethings	0	0	10	20	30
University/College Affiliates	480	0	120	30	630
<i>Subtotal:</i>	<u>480</u>	<u>0</u>	<u>130</u>	<u>50</u>	<u>660</u>

* Wood and Fulton Counties, Ohio and Monroe County, Michigan

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

Tenure (Renter/Buyer) Profile
 Draw Area Households
 With The Potential To Move To Downtown Toledo In 2004
*City of Toledo; Balance of Lucas County;
 Regional Draw Counties; All Other US 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	90	300	0	170	530	520	1,610
<i>Metropolitan Cities</i>	70	110	0	30	80	90	380
<i>Metropolitan Suburbs</i>	0	130	0	110	390	300	930
<i>Small Cities/Edge Cities</i>	20	60	0	30	60	130	300
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0	0
Traditional & Non-Traditional Families	30	60	20	60	90	70	330
<i>Metropolitan Cities</i>	30	60	10	30	50	40	220
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0	0
<i>Small Cities/Edge Cities</i>	0	0	10	30	40	30	110
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0	0
<i>Agrarian/Rural</i>	0	0	0	0	0	0	0
Younger Singles & Couples	200	490	370	340	180	160	1,740
<i>Metropolitan Cities</i>	60	130	70	100	50	60	470
<i>Metropolitan Suburbs</i>	30	200	100	150	80	50	610
<i>Small Cities/Edge Cities</i>	110	160	200	90	50	50	660
<i>Agrarian/Rural</i>	0	0	0	0	0	0	0
Total:	320	850	390	570	800	750	3,680
Percent:	8.7%	23.1%	10.6%	15.5%	21.7%	20.4%	100.0%

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

Tenure (Renter/Buyer) Profile
 Draw Area Households
 With The Potential To Move To Downtown Toledo In 2004
City of Toledo; Balance of Lucas County;
Regional Draw Counties; All Other US Counties

Empty Nesters & Retirees Rental Ownership				Total
	Below Median	Above Median	Entry- Level	First-Time Move-Up	Move-Up/ Lateral	Move- Down	
Metropolitan Cities							
Urban Establishment	0	10	0	0	30	30	70
Rowhouse Retirees	70	100	0	30	50	60	310
Subtotal:	70	110	0	30	80	90	380
Metropolitan Suburbs							
Nouveau Money	0	0	0	0	120	70	190
Post-War Suburban Pioneers	0	30	0	0	110	50	190
Affluent Empty Nesters	0	100	0	110	160	180	550
Subtotal:	0	130	0	110	390	300	930
Small Cities/Edge Cities							
Middle-Class Move-Downs	0	10	0	10	10	20	50
Active Retirees	20	50	0	20	50	110	250
Subtotal:	20	60	0	30	60	130	300
Total:	90	300	0	170	530	520	1,610
Percent:	5.6%	18.6%	0.0%	10.6%	32.9%	32.3%	100.0%

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

Tenure (Renter/Buyer) Profile
 Draw Area Households
 With The Potential To Move To Downtown Toledo In 2004
*City of Toledo; Balance of Lucas County;
 Regional Draw Counties; All Other US Counties*

Traditional & Non-Traditional Families Rental Ownership				Total
	Below Median	Above Median	Entry- Level	First-Time Move-Up	Move-Up/ Lateral	Move- Down	
Metropolitan Cities							
Full-Nest Urbanites	0	10	0	0	10	0	20
Multi-Cultural Families	20	30	10	20	30	30	140
Black Urban Families	10	20	0	10	10	10	60
Subtotal:	30	60	10	30	50	40	220
Small Cities/Edge Cities							
Cosmopolitan Families	0	0	0	20	30	20	70
Unibox Transferees	0	0	10	10	10	10	40
Subtotal:	0	0	10	30	40	30	110
Total:	30	60	20	60	90	70	330
Percent:	9.1%	18.2%	6.1%	18.2%	27.3%	21.2%	100.0%

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

Tenure (Renter/Buyer) Profile
 Draw Area Households
 With The Potential To Move To Downtown Toledo In 2004
*City of Toledo; Balance of Lucas County;
 Regional Draw Counties; All Other US Counties*

Younger Singles & Couples Rental Ownership				Total
	Below	Above	Entry-	First-Time	Move-Up/	Move-	
	Median	Median	Level	Move-Up	Lateral	Down	
Metropolitan Cities							
Urban Elite	0	10	0	10	0	0	20
e-Types	0	0	10	10	0	10	30
Urban Achievers	30	60	30	50	30	30	230
New Bohemians	30	60	30	30	20	20	190
Subtotal:	60	130	70	100	50	60	470
Metropolitan Suburbs							
The VIPs	0	30	20	50	40	20	160
Fast-Track Professionals	0	20	10	10	10	0	50
Suburban Achievers	30	150	70	90	30	30	400
Subtotal:	30	200	100	150	80	50	610
Small Cities/Edge Cities							
Twentysomethings	0	0	10	10	10	0	30
University / College Affiliates	110	160	190	80	40	50	630
Subtotal:	110	160	200	90	50	50	660
Total:	200	490	370	340	180	160	1,740
Percent:	11.5%	28.2%	21.3%	19.5%	10.3%	9.2%	100.0%

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

New Unit Purchase Propensity By Housing Type

Draw Area Households

With The Potential To Move To Downtown Toledo In 2004

City of Toledo; Balance of Lucas County, Ohio

Regional Draw Counties; All Other US Counties

Household Type/ Geographic Designation	Multi- .. Family ..	Single- Family				Total
	.. Attached .. <i>All Ranges</i> Detached				
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
Empty Nesters & Retirees	240	190	230	310	250	1,220
<i>Metropolitan Cities</i>	50	60	30	30	30	200
<i>Metropolitan Suburbs</i>	140	100	140	230	190	800
<i>Small Cities/Edge Cities</i>	50	30	60	50	30	220
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Traditional & Non-Traditional Families	10	70	70	50	40	240
<i>Metropolitan Cities</i>	10	40	50	20	10	130
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Small Cities/Edge Cities</i>	0	30	20	30	30	110
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
<i>Agrarian/Rural</i>	0	0	0	0	0	0
Younger Singles & Couples	340	270	230	130	80	1,050
<i>Metropolitan Cities</i>	120	80	30	20	30	280
<i>Metropolitan Suburbs</i>	80	70	100	90	40	380
<i>Small Cities/Edge Cities</i>	140	120	100	20	10	390
<i>Agrarian/Rural</i>	0	0	0	0	0	0
Total:	590	530	530	490	370	2,510
Percent:	23.5%	21.1%	21.1%	19.5%	14.7%	100.0%

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

New Unit Purchase Propensity By Housing Type

Draw Area Households

With The Potential To Move To Downtown Toledo In 2004

City of Toledo; Balance of Lucas County, Ohio

Regional Draw Counties; All Other US Counties

Empty Nesters & Retirees	Multi- .. Family ..	Single- Family				Total
	.. Attached Detached				
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<i>Metropolitan Cities</i>						
Urban Establishment	10	10	10	10	20	60
Rowhouse Retirees	40	50	20	20	10	140
Subtotal:	50	60	30	30	30	200
<i>Metropolitan Suburbs</i>						
Nouveau Money	30	20	0	40	100	190
Post-War Suburban Pioneers	30	30	10	50	40	160
Affluent Empty Nesters	80	50	130	140	50	450
Subtotal:	140	100	140	230	190	800
<i>Small Cities/Edge Cities</i>						
Middle-Class Move-Downs	10	10	10	10	0	40
Active Retirees	40	20	50	40	30	180
Subtotal:	50	30	60	50	30	220
Total:	240	190	230	310	250	1,220
Percent:	19.7%	15.6%	18.9%	25.4%	20.5%	100.0%

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

New Unit Purchase Propensity By Housing Type

Draw Area Households

With The Potential To Move To Downtown Toledo In 2004

City of Toledo; Balance of Lucas County, Ohio

Regional Draw Counties; All Other US Counties

Traditional & Non-Traditional Families	Multi- .. Family ..	Single- Family				Total
		.. Attached Detached			
	<u>All Ranges</u>	<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	0	10	0	0	0	10
Multi-Cultural Families	10	20	30	20	10	90
Black Urban Families	0	10	20	0	0	30
<i>Subtotal:</i>	10	40	50	20	10	130
<i>Small Cities/Edge Cities</i>						
Cosmopolitan Families	0	20	10	20	20	70
Unibox Transferees	0	10	10	10	10	40
<i>Subtotal:</i>	0	30	20	30	30	110
Total:	10	70	70	50	40	240
Percent:	4.2%	29.2%	29.2%	20.8%	16.7%	100.0%

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

New Unit Purchase Propensity By Housing Type

Draw Area Households

With The Potential To Move To Downtown Toledo In 2004

City of Toledo; Balance of Lucas County, Ohio

Regional Draw Counties; All Other US Counties

Younger Singles & Couples	Multi- .. Family ..	Single- Family				Total
		.. Attached Detached			
	<u>All Ranges</u>	<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	
<i>Metropolitan Cities</i>						
Urban Elite	10	0	0	0	0	10
e-Types	10	10	0	0	10	30
Urban Achievers	40	40	20	20	20	140
New Bohemians	60	30	10	0	0	100
Subtotal:	120	80	30	20	30	280
<i>Metropolitan Suburbs</i>						
The VIPs	20	20	20	40	30	130
Fast-Track Professionals	10	10	10	0	0	30
Suburban Achievers	50	40	70	50	10	220
Subtotal:	80	70	100	90	40	380
<i>Small Cities/Edge Cities</i>						
Twentysomethings	10	10	10	0	0	30
University / College Affiliates	130	110	90	20	10	360
Subtotal:	140	120	100	20	10	390
Total:	340	270	230	130	80	1,050
Percent:	32.4%	25.7%	21.9%	12.4%	7.6%	100.0%

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

MARKET ANALYSIS

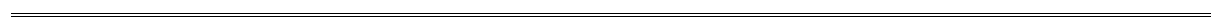
Residential Market Potential

Downtown Toledo

City of Toledo, Lucas County, Ohio

September, 2004

Appendix Two Tables



Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups
Wood County, Ohio

Household Type/ Geographic Designation	Estimated Number	Potential	Share of Potential
Empty Nesters & Retirees	10,250	200	26.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	8,475	200	26.0%
<i>Small Cities/Edge Cities</i>	670	0	0.0%
<i>Town & Country/Exurbs</i>	1,105	0	0.0%
Traditional & Non-Traditional Families	21,650	270	35.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	2,765	90	11.7%
<i>Small Cities/Edge Cities</i>	595	20	2.6%
<i>Town & Country/Exurbs</i>	6,925	160	20.8%
<i>Agrarian/Rural</i>	11,365	0	0.0%
Younger Singles & Couples	7,765	300	39.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	1,775	70	9.1%
<i>Small Cities/Edge Cities</i>	5,025	230	29.9%
<i>Agrarian/Rural</i>	965	0	0.0%
Total:	39,665	770	100.0%
Total County Households	46,590		
Classified Households As A Share Of Total County Households:	85.1%		

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups
Wood County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	10,250	200	26.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Rowhouse Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
Nouveau Money	3,100	70	9.1%
Post-War Suburban Pioneers	0	0	0.0%
Affluent Empty Nesters	3,990	100	13.0%
Blue-Collar Button-Downs	1,385	30	3.9%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	8,475	200	26.0%
<i>Small Cities/Edge Cities</i>			
Middle-Class Move-Downs	0	0	0.0%
Active Retirees	0	0	0.0%
Blue-Collar Retirees	670	0	0.0%
<i>Subtotal:</i>	670	0	0.0%
<i>Town & Country/Exurbs</i>			
Mainstream Retirees	1,105	0	0.0%
<i>Subtotal:</i>	1,105	0	0.0%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups
Wood County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	21,650	270	35.1%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Black Urban Families	0	0	0.0%
Latino Urban Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Full-Nest Suburbanites	1,895	60	7.8%
Kids 'r' Us	870	30	3.9%
<i>Subtotal:</i>	<u>2,765</u>	<u>90</u>	<u>11.7%</u>
<i>Small Cities/Edge Cities</i>			
Cosmopolitan Families	0	0	0.0%
Unibox Transferees	595	20	2.6%
Mainstream Families	0	0	0.0%
<i>Subtotal:</i>	<u>595</u>	<u>20</u>	<u>2.6%</u>
<i>Town & Country/Exurbs</i>			
Exurban Elite	0	0	0.0%
Full-Nest Exurbanites	960	0	0.0%
New-Town Families	325	10	1.3%
Pillars of the Community	2,795	80	10.4%
Mainstream Families	2,430	70	9.1%
Young Homesteaders	415	0	0.0%
<i>Subtotal:</i>	<u>6,925</u>	<u>160</u>	<u>20.8%</u>
<i>Agrarian/Rural</i>			
Heartland Families	3,255	0	0.0%
Small-Town Families	1,375	0	0.0%
Rustic Families	6,735	0	0.0%
<i>Subtotal:</i>	<u>11,365</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

Wood County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	7,765	300	39.0%
<i>Metropolitan Cities</i>			
Urban Elite	0	0	0.0%
e-Types	0	0	0.0%
Urban Achievers	0	0	0.0%
New Bohemians	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The VIPs	0	0	0.0%
Fast-Track Professionals	1,020	40	5.2%
Suburban Achievers	755	30	3.9%
Generation X	0	0	0.0%
Subtotal:	1,775	70	9.1%
<i>Small Cities/Edge Cities</i>			
Twentysomethings	0	0	0.0%
University/College Affiliates	5,025	230	29.9%
Subtotal:	5,025	230	29.9%
<i>Agrarian/Rural</i>			
PC Pioneers	965	0	0.0%
Subtotal:	965	0	0.0%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups
Monroe County, Michigan

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	9,040	80	20.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	3,435	30	7.5%
<i>Small Cities/Edge Cities</i>	5,605	50	12.5%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	38,735	310	77.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	3,470	40	10.0%
<i>Small Cities/Edge Cities</i>	7,755	90	22.5%
<i>Town & Country/Exurbs</i>	16,925	180	45.0%
<i>Agrarian/Rural</i>	10,585	0	0.0%
Younger Singles & Couples	885	10	2.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	220	0	0.0%
<i>Small Cities/Edge Cities</i>	665	10	2.5%
<i>Agrarian/Rural</i>	0	0	0.0%
Total:	48,660	400	100.0%
Total County Households	56,160		
Classified Households As A Share Of Total County Households:	86.6%		

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

Monroe County, Michigan

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	9,040	80	20.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Rowhouse Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
Nouveau Money	0	0	0.0%
Post-War Suburban Pioneers	450	0	0.0%
Affluent Empty Nesters	1,025	10	2.5%
Blue-Collar Button-Downs	970	10	2.5%
Middle-American Retirees	990	10	2.5%
<i>Subtotal:</i>	3,435	30	7.5%
<i>Small Cities/Edge Cities</i>			
Middle-Class Move-Downs	3,275	30	7.5%
Active Retirees	0	0	0.0%
Blue-Collar Retirees	2,330	20	5.0%
<i>Subtotal:</i>	5,605	50	12.5%
<i>Town & Country/Exurbs</i>			
Mainstream Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups

Monroe County, Michigan

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	38,735	310	77.5%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Black Urban Families	0	0	0.0%
Latino Urban Families	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Full-Nest Suburbanites	3,470	40	10.0%
Kids 'r' Us	0	0	0.0%
Subtotal:	3,470	40	10.0%
<i>Small Cities/Edge Cities</i>			
Cosmopolitan Families	1,870	20	5.0%
Unibox Transferees	1,155	10	2.5%
Mainstream Families	4,730	60	15.0%
Subtotal:	7,755	90	22.5%
<i>Town & Country/Exurbs</i>			
Exurban Elite	10	0	0.0%
Full-Nest Exurbanites	5,420	60	15.0%
New-Town Families	4,625	50	12.5%
Pillars of the Community	945	10	2.5%
Mainstream Families	5,925	60	15.0%
Young Homesteaders	0	0	0.0%
Subtotal:	16,925	180	45.0%
<i>Agrarian/Rural</i>			
Heartland Families	6,550	0	0.0%
Small-Town Families	1,800	0	0.0%
Rustic Families	2,235	0	0.0%
Subtotal:	10,585	0	0.0%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups
Monroe County, Michigan

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	885	10	2.5%
<i>Metropolitan Cities</i>			
Urban Elite	0	0	0.0%
e-Types	0	0	0.0%
Urban Achievers	0	0	0.0%
New Bohemians	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The VIPs	220	0	0.0%
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Generation X	0	0	0.0%
Subtotal:	220	0	0.0%
<i>Small Cities/Edge Cities</i>			
Twentysomethings	665	10	2.5%
University/College Affiliates	0	0	0.0%
Subtotal:	665	10	2.5%
<i>Agrarian/Rural</i>			
PC Pioneers	0	0	0.0%
Subtotal:	0	0	0.0%

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups
Fulton County, Ohio

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	0	0	0.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Small Cities/Edge Cities</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	11,875	60	100.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Small Cities/Edge Cities</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	1,210	60	100.0%
<i>Agrarian/Rural</i>	10,665	0	0.0%
Younger Singles & Couples	0	0	0.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Small Cities/Edge Cities</i>	0	0	0.0%
<i>Agrarian/Rural</i>	0	0	0.0%
Total:	11,875	60	100.0%
Total County Households	15,990		
Classified Households As A Share Of Total County Households:	74.3%		

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups
Fulton County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	0	0	0.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Rowhouse Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
Nouveau Money	0	0	0.0%
Post-War Suburban Pioneers	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Edge Cities</i>			
Middle-Class Move-Downs	0	0	0.0%
Active Retirees	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Mainstream Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups
Fulton County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	11,875	60	100.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Black Urban Families	0	0	0.0%
Latino Urban Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Edge Cities</i>			
Cosmopolitan Families	0	0	0.0%
Unibox Transferees	0	0	0.0%
Mainstream Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Exurban Elite	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
New-Town Families	0	0	0.0%
Pillars of the Community	570	30	50.0%
Mainstream Families	0	0	0.0%
Young Homesteaders	640	30	50.0%
<i>Subtotal:</i>	1,210	60	100.0%
<i>Agrarian/Rural</i>			
Heartland Families	685	0	0.0%
Small-Town Families	3,120	0	0.0%
Rustic Families	6,860	0	0.0%
<i>Subtotal:</i>	10,665	0	0.0%

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

Households With The Potential To Move To The City Of Toledo In 2004

Household Classification By Market Groups
Fulton County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	0	0	0.0%
<i>Metropolitan Cities</i>			
Urban Elite	0	0	0.0%
e-Types	0	0	0.0%
Urban Achievers	0	0	0.0%
New Bohemians	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The VIPs	0	0	0.0%
Fast-Track Professionals	0	0	0.0%
Suburban Achievers	0	0	0.0%
Generation X	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Edge Cities</i>			
Twentysomethings	0	0	0.0%
University/College Affiliates	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Agrarian/Rural</i>			
PC Pioneers	0	0	0.0%
Subtotal:	0	0	0.0%

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

Households With The Potential To Move To The City of Toledo In 2004

Summary: Appendix Two, Tables 1 Through 3
Wood and Fulton Counties, Ohio; Monroe County, Michigan

Household Type/ Geographic Designation	Wood County	Monroe County	Fulton County	Total
Empty Nesters & Retirees	200	80	0	280
<i>Metropolitan Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	200	30	0	230
<i>Small Cities/Edge Cities</i>	0	50	0	50
<i>Town & Country/Exurbs</i>	0	0	0	0
Traditional & Non-Traditional Families	270	310	60	640
<i>Metropolitan Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	90	40	0	130
<i>Small Cities/Edge Cities</i>	20	90	0	110
<i>Town & Country/Exurbs</i>	160	180	60	400
<i>Agrarian/Rural</i>	0	0	0	0
Younger Singles & Couples	300	10	0	310
<i>Metropolitan Cities</i>	0	0	0	0
<i>Metropolitan Suburbs</i>	70	0	0	70
<i>Small Cities/Edge Cities</i>	230	10	0	240
<i>Agrarian/Rural</i>	0	0	0	0
Total:	770	400	60	1,230
Percent:	62.6%	32.5%	4.9%	100.0%

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

Households With The Potential To Move To The City of Toledo In 2004

Summary: Appendix Two, Tables 1 Through 3
Wood and Fulton Counties, Ohio; Monroe County, Michigan

	<u>Wood County</u>	<u>Monroe County</u>	<u>Fulton County</u>	<u>Total</u>
Empty Nesters & Retirees	200	80	0	280
<i>Metropolitan Cities</i>				
Urban Establishment	0	0	0	0
Rowhouse Retirees	0	0	0	0
Subtotal:	0	0	0	0
<i>Metropolitan Suburbs</i>				
The Social Register	0	0	0	0
Nouveau Money	70	0	0	70
Post-War Suburban Pioneers	0	0	0	0
Affluent Empty Nesters	100	10	0	110
Blue-Collar Button-Downs	30	10	0	40
Middle-American Retirees	0	10	0	10
Subtotal:	200	30	0	230
<i>Small Cities/Edge Cities</i>				
Middle-Class Move-Downs	0	30	0	30
Active Retirees	0	0	0	0
Blue-Collar Retirees	0	20	0	20
Subtotal:	0	50	0	50
<i>Town & Country/Exurbs</i>				
Mainstream Retirees	0	0	0	0
Subtotal:	0	0	0	0

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

Households With The Potential To Move To The City of Toledo In 2004

Summary: Appendix Two, Tables 1 Through 3
Wood and Fulton Counties, Ohio; Monroe County, Michigan

	<i>Wood County</i>	<i>Monroe County</i>	<i>Fulton County</i>	<i>Total</i>
Traditional & Non-Traditional Families	270	310	60	640
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0	0	0
Multi-Cultural Families	0	0	0	0
Black Urban Families	0	0	0	0
Latino Urban Families	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>				
Full-Nest Suburbanites	60	40	0	100
Kids 'r' Us	30	0	0	30
<i>Subtotal:</i>	<u>90</u>	<u>40</u>	<u>0</u>	<u>130</u>
<i>Small Cities/Edge Cities</i>				
Cosmopolitan Families	0	20	0	20
Unibox Transferees	20	10	0	30
Mainstream Families	0	60	0	60
<i>Subtotal:</i>	<u>20</u>	<u>90</u>	<u>0</u>	<u>110</u>
<i>Town & Country/Exurbs</i>				
Exurban Elite	0	0	0	0
Full-Nest Exurbanites	0	60	0	60
New-Town Families	10	50	0	60
Pillars of the Community	80	10	30	120
Middle-American Families	70	60	0	130
Young Homesteaders	0	0	30	30
<i>Subtotal:</i>	<u>160</u>	<u>180</u>	<u>60</u>	<u>400</u>
<i>Agrarian/Rural</i>				
Heartland Families	0	0	0	0
Small-Town Families	0	0	0	0
Rustic Families	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

Households With The Potential To Move To The City of Toledo In 2004

Summary: Appendix Two, Tables 1 Through 3
Wood and Fulton Counties, Ohio; Monroe County, Michigan

	<i>Wood County</i>	<i>Monroe County</i>	<i>Fulton County</i>	<i>Total</i>
Younger Singles & Couples	300	10	0	310
<i>Metropolitan Cities</i>				
Urban Elite	0	0	0	0
e-Types	0	0	0	0
Urban Achievers	0	0	0	0
New Bohemians	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>				
The VIPs	0	0	0	0
Fast-Track Professionals	40	0	0	40
Suburban Achievers	30	0	0	30
Generation X	0	0	0	0
<i>Subtotal:</i>	<u>70</u>	<u>0</u>	<u>0</u>	<u>70</u>
<i>Small Cities/Edge Cities</i>				
Twentysomethings	0	10	0	10
University/College Affiliates	230	0	0	230
<i>Subtotal:</i>	<u>230</u>	<u>10</u>	<u>0</u>	<u>240</u>
<i>Agrarian/Rural</i>				
PC Pioneers	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

ZIMMERMAN/VOLK ASSOCIATES, INC.

6 East Main Street
Clinton, New Jersey 08809
908-735-6336 • 908-735-4751 *facsimile*
info@ZVA.cc • www.ZVA.cc

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.



ZIMMERMAN/VOLK ASSOCIATES, INC.

6 East Main Street
Clinton, New Jersey 08809
908 735-6336 • 908 735-4751 *facsimile*
www.ZVA.cc • info@ZVA.cc

Research & Strategic Analysis

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