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Appendices One Through Three

# TARGET MARKET TABLES

## Residential Market Potential

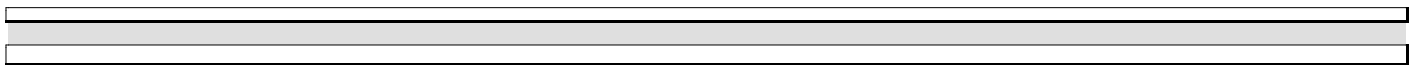
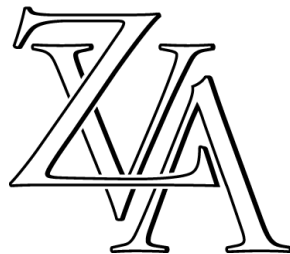
Downtown Wichita

In

The City of Wichita, Sedgwick County, Kansas

January, 2010

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



## Appendix One Tables



**Gross Annual Household In-Migration***Sedgwick County, Kansas***2003, 2004, 2005, 2006, 2007**

| County of Origin           | ..... 2003 ..... |               | ..... 2004 ..... |               | ..... 2005 ..... |               | ..... 2006 ..... |               | ..... 2007 ..... |               |
|----------------------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|
|                            | Number           | Share         | Number           | Share         | Number           | Share         | Number           | Share         | Number           | Share         |
| Butler                     | 735              | 9.7%          | 745              | 9.2%          | 800              | 9.1%          | 845              | 9.5%          | 900              | 9.3%          |
| Sumner                     | 225              | 3.0%          | 270              | 3.3%          | 325              | 3.7%          | 340              | 3.8%          | 310              | 3.2%          |
| Reno                       | 245              | 3.2%          | 225              | 2.8%          | 235              | 2.7%          | 250              | 2.8%          | 300              | 3.1%          |
| Harvey                     | 290              | 3.8%          | 245              | 3.0%          | 305              | 3.5%          | 265              | 3.0%          | 280              | 2.9%          |
| APO/FPO/Foreign            | 355              | 4.7%          | 330              | 4.1%          | 320              | 3.7%          | 280              | 3.1%          | 255              | 2.6%          |
| Johnson                    | 170              | 2.2%          | 160              | 2.0%          | 210              | 2.4%          | 235              | 2.6%          | 250              | 2.6%          |
| Cowley                     | 185              | 2.4%          | 200              | 2.5%          | 175              | 2.0%          | 205              | 2.3%          | 225              | 2.3%          |
| Riley                      | 65               | 0.9%          | 110              | 1.4%          | 115              | 1.3%          | 115              | 1.3%          | 155              | 1.6%          |
| Shawnee                    | 85               | 1.1%          | 125              | 1.5%          | 150              | 1.7%          | 135              | 1.5%          | 150              | 1.6%          |
| Saline                     | 80               | 1.1%          | 105              | 1.3%          | 105              | 1.2%          | 105              | 1.2%          | 135              | 1.4%          |
| Oklahoma, OK               | 90               | 1.2%          | 75               | 0.9%          | 90               | 1.0%          | 105              | 1.2%          | 125              | 1.3%          |
| Douglas                    | 90               | 1.2%          | 115              | 1.4%          | 125              | 1.4%          | 120              | 1.3%          | 105              | 1.1%          |
| Lyon                       | 50               | 0.7%          | 65               | 0.8%          | 85               | 1.0%          | 85               | 1.0%          | 105              | 1.1%          |
| Tulsa, OK                  | 60               | 0.8%          | 75               | 0.9%          | 75               | 0.9%          | 80               | 0.9%          | 100              | 1.0%          |
| Los Angeles, CA            | 95               | 1.3%          | 100              | 1.2%          | 125              | 1.4%          | 135              | 1.5%          | 95               | 1.0%          |
| Jackson, MO                | 70               | 0.9%          | 75               | 0.9%          | 80               | 0.9%          | 95               | 1.1%          | 95               | 1.0%          |
| Maricopa, AZ               | 60               | 0.8%          | 80               | 1.0%          | 90               | 1.0%          | 70               | 0.8%          | 90               | 0.9%          |
| Kingman                    | 80               | 1.1%          | 85               | 1.0%          | 85               | 1.0%          | 90               | 1.0%          | 85               | 0.9%          |
| McPherson                  | 55               | 0.7%          | 60               | 0.7%          | 90               | 1.0%          | 65               | 0.7%          | 85               | 0.9%          |
| Tarrant, TX                | 70               | 0.9%          | 65               | 0.8%          | 85               | 1.0%          | 80               | 0.9%          | 85               | 0.9%          |
| Ford                       | 50               | 0.7%          | 60               | 0.7%          | 80               | 0.9%          | 75               | 0.8%          | 85               | 0.9%          |
| Montgomery                 | 50               | 0.7%          | 45               | 0.6%          | 40               | 0.5%          | 40               | 0.4%          | 70               | 0.7%          |
| San Diego, CA              | 35               | 0.5%          | 55               | 0.7%          | 50               | 0.6%          | 60               | 0.7%          | 65               | 0.7%          |
| Finney                     | 60               | 0.8%          | 60               | 0.7%          | 60               | 0.7%          | 75               | 0.8%          | 65               | 0.7%          |
| Dallas, TX                 | 60               | 0.8%          | 55               | 0.7%          | 65               | 0.7%          | 70               | 0.8%          | 60               | 0.6%          |
| Cook, IL                   | 40               | 0.5%          | 55               | 0.7%          | 55               | 0.6%          | 65               | 0.7%          | 60               | 0.6%          |
| El Paso, CO                | 30               | 0.4%          | 40               | 0.5%          | 45               | 0.5%          | 40               | 0.4%          | 55               | 0.6%          |
| Ellis                      | 50               | 0.7%          | 45               | 0.6%          | 50               | 0.6%          | 50               | 0.6%          | 55               | 0.6%          |
| Barton                     | 45               | 0.6%          | 50               | 0.6%          | 60               | 0.7%          | 50               | 0.6%          | 55               | 0.6%          |
| Wyandotte                  | 35               | 0.5%          | 25               | 0.3%          | 40               | 0.5%          | 35               | 0.4%          | 55               | 0.6%          |
| Marion                     | 50               | 0.7%          | 65               | 0.8%          | 45               | 0.5%          | 40               | 0.4%          | 55               | 0.6%          |
| Harris, TX                 | 60               | 0.8%          | 60               | 0.7%          | 60               | 0.7%          | 65               | 0.7%          | 50               | 0.5%          |
| Harper                     | 40               | 0.5%          | 45               | 0.6%          | 55               | 0.6%          | 40               | 0.4%          | 50               | 0.5%          |
| Pratt                      | 35               | 0.5%          | 40               | 0.5%          | 40               | 0.5%          | 35               | 0.4%          | 50               | 0.5%          |
| Clark, NV                  | 40               | 0.5%          | 40               | 0.5%          | 60               | 0.7%          | 40               | 0.4%          | 50               | 0.5%          |
| All Other Counties         | 3,760            | 49.5%         | 4,060            | 50.1%         | 4,275            | 48.9%         | 4,420            | 49.7%         | 4,860            | 50.3%         |
| <b>Total In-Migration:</b> | <b>7,595</b>     | <b>100.0%</b> | <b>8,110</b>     | <b>100.0%</b> | <b>8,750</b>     | <b>100.0%</b> | <b>8,900</b>     | <b>100.0%</b> | <b>9,670</b>     | <b>100.0%</b> |

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

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

**Gross Annual Household Out-Migration***Sedgwick County, Kansas***2003, 2004, 2005, 2006, 2007**

| Destination County          | ..... 2003 ..... |               | ..... 2004 ..... |               | ..... 2005 ..... |               | ..... 2006 ..... |               | ..... 2007 ..... |               |
|-----------------------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|------------------|---------------|
|                             | Number           | Share         | Number           | Share         | Number           | Share         | Number           | Share         | Number           | Share         |
| Butler                      | 835              | 9.6%          | 790              | 9.3%          | 805              | 9.2%          | 780              | 9.4%          | 795              | 9.2%          |
| Sumner                      | 205              | 2.3%          | 225              | 2.6%          | 230              | 2.6%          | 225              | 2.7%          | 300              | 3.5%          |
| Reno                        | 165              | 1.9%          | 150              | 1.8%          | 140              | 1.6%          | 155              | 1.9%          | 180              | 2.1%          |
| Harvey                      | 215              | 2.5%          | 195              | 2.3%          | 220              | 2.5%          | 225              | 2.7%          | 225              | 2.6%          |
| APO/FPO/Foreign             | 205              | 2.3%          | 170              | 2.0%          | 160              | 1.8%          | 155              | 1.9%          | 140              | 1.6%          |
| Johnson                     | 365              | 4.2%          | 360              | 4.2%          | 395              | 4.5%          | 380              | 4.6%          | 350              | 4.0%          |
| Cowley                      | 125              | 1.4%          | 120              | 1.4%          | 135              | 1.5%          | 145              | 1.8%          | 170              | 2.0%          |
| Riley                       | 75               | 0.9%          | 95               | 1.1%          | 105              | 1.2%          | 95               | 1.1%          | 110              | 1.3%          |
| Shawnee                     | 120              | 1.4%          | 95               | 1.1%          | 100              | 1.1%          | 95               | 1.1%          | 115              | 1.3%          |
| Saline                      | 65               | 0.7%          | 50               | 0.6%          | 70               | 0.8%          | 55               | 0.7%          | 65               | 0.8%          |
| Oklahoma, OK                | 110              | 1.3%          | 120              | 1.4%          | 130              | 1.5%          | 90               | 1.1%          | 120              | 1.4%          |
| Douglas                     | 130              | 1.5%          | 165              | 1.9%          | 155              | 1.8%          | 115              | 1.4%          | 120              | 1.4%          |
| Lyon                        | 35               | 0.4%          | 35               | 0.4%          | 45               | 0.5%          | 40               | 0.5%          | 45               | 0.5%          |
| Tulsa, OK                   | 90               | 1.0%          | 90               | 1.1%          | 145              | 1.7%          | 90               | 1.1%          | 110              | 1.3%          |
| Los Angeles, CA             | 85               | 1.0%          | 105              | 1.2%          | 70               | 0.8%          | 70               | 0.8%          | 75               | 0.9%          |
| Jackson, MO                 | 140              | 1.6%          | 125              | 1.5%          | 120              | 1.4%          | 115              | 1.4%          | 135              | 1.6%          |
| Maricopa, AZ                | 120              | 1.4%          | 130              | 1.5%          | 145              | 1.7%          | 115              | 1.4%          | 105              | 1.2%          |
| Kingman                     | 65               | 0.7%          | 70               | 0.8%          | 55               | 0.6%          | 60               | 0.7%          | 65               | 0.8%          |
| McPherson                   | 35               | 0.4%          | 40               | 0.5%          | 35               | 0.4%          | 40               | 0.5%          | 40               | 0.5%          |
| Tarrant, TX                 | 170              | 1.9%          | 125              | 1.5%          | 110              | 1.3%          | 105              | 1.3%          | 110              | 1.3%          |
| Ford                        | 35               | 0.4%          | 25               | 0.3%          | 20               | 0.2%          | 25               | 0.3%          | 30               | 0.3%          |
| Montgomery                  | 35               | 0.4%          | 40               | 0.5%          | 40               | 0.5%          | 50               | 0.6%          | 30               | 0.3%          |
| San Diego, CA               | 50               | 0.6%          | 55               | 0.6%          | 55               | 0.6%          | 45               | 0.5%          | 50               | 0.6%          |
| Finney                      | 25               | 0.3%          | 25               | 0.3%          | 20               | 0.2%          | 25               | 0.3%          | 30               | 0.3%          |
| Dallas, TX                  | 100              | 1.1%          | 115              | 1.3%          | 100              | 1.1%          | 100              | 1.2%          | 95               | 1.1%          |
| Cook, IL                    | 50               | 0.6%          | 60               | 0.7%          | 65               | 0.7%          | 60               | 0.7%          | 50               | 0.6%          |
| El Paso, CO                 | 55               | 0.6%          | 55               | 0.6%          | 55               | 0.6%          | 70               | 0.8%          | 60               | 0.7%          |
| Ellis                       | 30               | 0.3%          | 20               | 0.2%          | 30               | 0.3%          | 25               | 0.3%          | 25               | 0.3%          |
| Barton                      | 20               | 0.2%          | 45               | 0.5%          | 20               | 0.2%          | 30               | 0.4%          | 25               | 0.3%          |
| Wyandotte                   | 60               | 0.7%          | 40               | 0.5%          | 45               | 0.5%          | 50               | 0.6%          | 30               | 0.3%          |
| Marion                      | 30               | 0.3%          | 30               | 0.4%          | 25               | 0.3%          | 35               | 0.4%          | 25               | 0.3%          |
| Harris, TX                  | 100              | 1.1%          | 80               | 0.9%          | 75               | 0.9%          | 85               | 1.0%          | 115              | 1.3%          |
| Harper                      | 30               | 0.3%          | 25               | 0.3%          | 25               | 0.3%          | 40               | 0.5%          | 40               | 0.5%          |
| Pratt                       | 20               | 0.2%          | 15               | 0.2%          | 25               | 0.3%          | 20               | 0.2%          | 20               | 0.2%          |
| Clark, NV                   | 60               | 0.7%          | 65               | 0.8%          | 70               | 0.8%          | 55               | 0.7%          | 55               | 0.6%          |
| All Other Counties          | 4,670            | 53.5%         | 4,570            | 53.6%         | 4,685            | 53.7%         | 4,405            | 53.3%         | 4,590            | 53.1%         |
| <b>Total Out-Migration:</b> | <b>8,725</b>     | <b>100.0%</b> | <b>8,520</b>     | <b>100.0%</b> | <b>8,725</b>     | <b>100.0%</b> | <b>8,270</b>     | <b>100.0%</b> | <b>8,645</b>     | <b>100.0%</b> |

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

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

**Net Annual Household Migration***Sedgwick County, Kansas***2003, 2004, 2005, 2006, 2007**

| County                      | ..... 2003 ..... | ..... 2004 ..... | ..... 2005 ..... | ..... 2006 ..... | ..... 2007 ..... |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|
|                             | <i>Number</i>    | <i>Number</i>    | <i>Number</i>    | <i>Number</i>    | <i>Number</i>    |
| Butler                      | -100             | -45              | -5               | 65               | 105              |
| Sumner                      | 20               | 45               | 95               | 115              | 10               |
| Reno                        | 80               | 75               | 95               | 95               | 120              |
| Harvey                      | 75               | 50               | 85               | 40               | 55               |
| APO/FPO/Foreign             | 150              | 160              | 160              | 125              | 115              |
| Johnson                     | -195             | -200             | -185             | -145             | -100             |
| Cowley                      | 60               | 80               | 40               | 60               | 55               |
| Riley                       | -10              | 15               | 10               | 20               | 45               |
| Shawnee                     | -35              | 30               | 50               | 40               | 35               |
| Saline                      | 15               | 55               | 35               | 50               | 70               |
| Oklahoma, OK                | -20              | -45              | -40              | 15               | 5                |
| Douglas                     | -40              | -50              | -30              | 5                | -15              |
| Lyon                        | 15               | 30               | 40               | 45               | 60               |
| Tulsa, OK                   | -30              | -15              | -70              | -10              | -10              |
| Los Angeles, CA             | 10               | -5               | 55               | 65               | 20               |
| Jackson, MO                 | -70              | -50              | -40              | -20              | -40              |
| Maricopa, AZ                | -60              | -50              | -55              | -45              | -15              |
| Kingman                     | 15               | 15               | 30               | 30               | 20               |
| McPherson                   | 20               | 20               | 55               | 25               | 45               |
| Tarrant, TX                 | -100             | -60              | -25              | -25              | -25              |
| Ford                        | 15               | 35               | 60               | 50               | 55               |
| Montgomery                  | 15               | 5                | 0                | -10              | 40               |
| San Diego, CA               | -15              | 0                | -5               | 15               | 15               |
| Finney                      | 35               | 35               | 40               | 50               | 35               |
| Dallas, TX                  | -40              | -60              | -35              | -30              | -35              |
| Cook, IL                    | -10              | -5               | -10              | 5                | 10               |
| El Paso, CO                 | -25              | -15              | -10              | -30              | -5               |
| Ellis                       | 20               | 25               | 20               | 25               | 30               |
| Barton                      | 25               | 5                | 40               | 20               | 30               |
| Wyandotte                   | -25              | -15              | -5               | -15              | 25               |
| Marion                      | 20               | 35               | 20               | 5                | 30               |
| Harris, TX                  | -40              | -20              | -15              | -20              | -65              |
| Harper                      | 10               | 20               | 30               | 0                | 10               |
| Pratt                       | 15               | 25               | 15               | 15               | 30               |
| Clark, NV                   | -20              | -25              | -10              | -15              | -5               |
| All Other Counties          | -910             | -510             | -410             | 15               | 270              |
| <b>Total Net Migration:</b> | <b>-1,130</b>    | <b>-410</b>      | <b>25</b>        | <b>630</b>       | <b>1,025</b>     |

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

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

**2009 Household Classification by Market Groups**  
*City of Wichita, Sedgwick County, Kansas*

| Household Type/<br>Geographic Designation                             | <i>Estimated<br/>Number</i> | <i>Estimated<br/>Share</i> |
|---|-----------------------------|----------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                               | <b>27,610</b>               | <b>33.8%</b>               |
| <i>Metropolitan Cities</i>  | 0                           | 0.0%                       |
| <i>Small Cities/Satellite Cities</i>                                  | 15,375                      | 18.8%                      |
| <i>Metropolitan Suburbs</i>   | 8,980                       | 11.0%                      |
| <i>Town &amp; Country/Exurbs</i>                                      | 3,255                       | 4.0%                       |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                 | <b>17,335</b>               | <b>21.2%</b>               |
| <i>Metropolitan Cities</i>  | 0                           | 0.0%                       |
| <i>Small Cities/Satellite Cities</i>                                  | 7,310                       | 8.9%                       |
| <i>Metropolitan Suburbs</i>   | 7,040                       | 8.6%                       |
| <i>Town &amp; Country/Exurbs</i>                                      | 2,985                       | 3.6%                       |
| <b>Younger<br/>Singles &amp; Couples</b>                              | <b>36,840</b>               | <b>45.0%</b>               |
| <i>Metropolitan Cities</i>  | 0                           | 0.0%                       |
| <i>Small Cities/Satellite Cities</i>                                  | 21,900                      | 26.8%                      |
| <i>Metropolitan Suburbs</i>   | 11,625                      | 14.2%                      |
| <i>Town &amp; Country/Exurbs</i>                                      | 3,315                       | 4.1%                       |
| <b>Total:</b>   | <b>81,785</b>               | <b>100.0%</b>              |
| <b>Total City Households:</b>   | <b>144,370</b>              |                            |
| <b>Classified Households As A Share<br/>Of Total City Households:</b> | <b>56.6%</b>                |                            |
| <b>Estimated Median Income:</b>                                       | <b>\$45,100</b>             |                            |
| <b>Estimated National Median Income:</b>                              | <b>\$51,400</b>             |                            |
| <b>Estimated Median Home Value:</b>                                   | <b>\$100,400</b>            |                            |
| <b>Estimated National Median Home Value:</b>                          | <b>\$172,400</b>            |                            |

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

## 2009 Household Classification by Market Groups

*City of Wichita, Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Estimated<br/>Share</u> | <u>Estimated<br/>Median<br/>Income</u> | <u>Estimated<br/>Median<br/>Home Value</u> |
|---|-----------------------------|----------------------------|--|--|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>27,610</b>               | <b>33.8%</b>               |  |  |
| <i>Metropolitan Cities</i>              |                             |                            |  |  |
| Urban Establishment                     | 0                           | 0.0%                       |  |  |
| Cosmopolitan Couples                    | 0                           | 0.0%                       |  |  |
| Multi-Ethnic Retirees                   | 0                           | 0.0%                       |  |  |
| <i>Subtotal:</i>                        | 0                           | 0.0%                       |  |  |
| <i>Small Cities/Satellite Cities</i>    |                             |                            |  |  |
| Cosmopolitan Elite                      | 5,405                       | 6.6%                       | \$101,400                              | \$234,200                                  |
| Middle-Class Move-Downs                 | 9,970                       | 12.2%                      | \$67,000                               | \$127,300                                  |
| <i>Subtotal:</i>                        | 15,375                      | 18.8%                      |  |  |
| <i>Metropolitan Suburbs</i>             |                             |                            |  |  |
| Old Money                               | 1,505                       | 1.8%                       | \$150,800                              | \$477,900                                  |
| Affluent Empty Nesters                  | 1,545                       | 1.9%                       | \$95,100                               | \$226,600                                  |
| Suburban Establishment                  | 1,565                       | 1.9%                       | \$93,800                               | \$226,000                                  |
| Mainstream Retirees                     | 1,965                       | 2.4%                       | \$68,800                               | \$155,500                                  |
| Middle-American Retirees                | 2,400                       | 2.9%                       | \$64,600                               | \$117,000                                  |
| <i>Subtotal:</i>                        | 8,980                       | 11.0%                      |  |  |
| <i>Town &amp; Country/Exurbs</i>        |                             |                            |  |  |
| Small-Town Establishment                | 1,075                       | 1.3%                       | \$108,300                              | \$276,600                                  |
| New Empty Nesters                       | 990                         | 1.2%                       | \$96,600                               | \$171,700                                  |
| RV Retirees                             | 675                         | 0.8%                       | \$68,900                               | \$126,300                                  |
| Blue-Collar Empty Nesters               | 515                         | 0.6%                       | \$67,200                               | \$116,100                                  |
| <i>Subtotal:</i>                        | 3,255                       | 4.0%                       |  |  |

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

## 2009 Household Classification by Market Groups

*City of Wichita, Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Estimated<br/>Share</u> | <u>Estimated<br/>Median<br/>Income</u> | <u>Estimated<br/>Median<br/>Home Value</u> |
|---|-----------------------------|----------------------------|--|--|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>17,335</b>               | <b>21.2%</b>               |  |  |
| <i>Metropolitan Cities</i>                            |                             |                            |  |  |
| Full-Nest Urbanites                                   | 0                           | 0.0%                       |  |  |
| Multi-Cultural Families                               | 0                           | 0.0%                       |  |  |
| <i>Subtotal:</i>                                      | <u>0</u>                    | <u>0.0%</u>                |  |  |
| <i>Small Cities/Satellite Cities</i>                  |                             |                            |  |  |
| Unibox Transferees                                    | 4,030                       | 4.9%                       | \$109,000                              | \$233,800                                  |
| Multi-Ethnic Families                                 | 3,280                       | 4.0%                       | \$67,000                               | \$128,400                                  |
| <i>Subtotal:</i>                                      | <u>7,310</u>                | <u>8.9%</u>                |  |  |
| <i>Metropolitan Suburbs</i>                           |                             |                            |  |  |
| The Social Register                                   | 920                         | 1.1%                       | \$156,500                              | \$382,100                                  |
| Nouveau Money   | 715                         | 0.9%                       | \$138,700                              | \$299,000                                  |
| Late-Nest Suburbanites                                | 770                         | 0.9%                       | \$97,500                               | \$232,200                                  |
| Full-Nest Suburbanites                                | 1,930                       | 2.4%                       | \$94,400                               | \$179,000                                  |
| Blue-Collar Button-Downs                              | 2,705                       | 3.3%                       | \$66,300                               | \$117,000                                  |
| <i>Subtotal:</i>                                      | <u>7,040</u>                | <u>8.6%</u>                |  |  |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                            |  |  |
| Ex-Urban Elite  | 1,045                       | 1.3%                       | \$139,100                              | \$295,500                                  |
| Full-Nest Exurbanites                                 | 695                         | 0.8%                       | \$97,500                               | \$163,500                                  |
| New-Town Families                                     | 1,160                       | 1.4%                       | \$76,300                               | \$116,700                                  |
| Small-Town Families                                   | 85                          | 0.1%                       | \$75,200                               | \$111,600                                  |
| <i>Subtotal:</i>                                      | <u>2,985</u>                | <u>3.6%</u>                |  |  |

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

## 2009 Household Classification by Market Groups

*City of Wichita, Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Estimated<br/>Share</u> | <u>Estimated<br/>Median<br/>Income</u> | <u>Estimated<br/>Median<br/>Home Value</u> |
|---|-----------------------------|----------------------------|--|--|
| <b>Younger<br/>Single &amp; Couples</b> | <b>36,840</b>               | <b>45.0%</b>               |  |  |
| <i>Metropolitan Cities</i>              |                             |                            |  |  |
| e-Types                                 | 0                           | 0.0%                       |  |  |
| New Bohemians                           | 0                           | 0.0%                       |  |  |
| Urban Achievers                         | 0                           | 0.0%                       |  |  |
| Subtotal:                               | 0                           | 0.0%                       |  |  |
| <i>Small Cities/Satellite Cities</i>    |                             |                            |  |  |
| The VIPs                                | 6,650                       | 8.1%                       | \$99,300                               | \$234,400                                  |
| Twentysomethings                        | 6,010                       | 7.3%                       | \$67,100                               | \$136,900                                  |
| Small-City Singles                      | 9,240                       | 11.3%                      | \$53,400                               | \$115,200                                  |
| Subtotal:                               | 21,900                      | 26.8%                      |  |  |
| <i>Metropolitan Suburbs</i>             |                             |                            |  |  |
| The Entrepreneurs                       | 1,280                       | 1.6%                       | \$135,600                              | \$353,500                                  |
| Fast-Track Professionals                | 1,205                       | 1.5%                       | \$98,100                               | \$233,600                                  |
| Upscale Suburban Couples                | 2,105                       | 2.6%                       | \$89,900                               | \$172,600                                  |
| No-Nest Suburbanites                    | 3,025                       | 3.7%                       | \$66,300                               | \$117,000                                  |
| Suburban Achievers                      | 4,010                       | 4.9%                       | \$64,200                               | \$147,400                                  |
| Subtotal:                               | 11,625                      | 14.2%                      |  |  |
| <i>Town &amp; Country/Exurbs</i>        |                             |                            |  |  |
| Ex-Urban Power Couples                  | 1,160                       | 1.4%                       | \$112,300                              | \$235,100                                  |
| Cross-Training Couples                  | 1,820                       | 2.2%                       | \$75,900                               | \$153,500                                  |
| Exurban Suburbanites                    | 335                         | 0.4%                       | \$56,600                               | \$96,000                                   |
| Subtotal:                               | 3,315                       | 4.1%                       |  |  |

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

**2009 Household Classification by Market Groups**  
*Sedgwick County, Kansas*

| Household Type/<br>Geographic Designation                               | <i>Estimated<br/>Number</i> | <i>Estimated<br/>Share</i> |
|---|-----------------------------|----------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                                 | <b>40,265</b>               | <b>34.8%</b>               |
| <i>Metropolitan Cities</i>  | 0                           | 0.0%                       |
| <i>Small Cities/Satellite Cities</i>                                    | 16,840                      | 14.6%                      |
| <i>Metropolitan Suburbs</i>   | 9,435                       | 8.2%                       |
| <i>Town &amp; Country/Exurbs</i>  | 13,990                      | 12.1%                      |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                   | <b>30,835</b>               | <b>26.7%</b>               |
| <i>Metropolitan Cities</i>  | 0                           | 0.0%                       |
| <i>Small Cities/Satellite Cities</i>                                    | 9,300                       | 8.0%                       |
| <i>Metropolitan Suburbs</i>   | 7,615                       | 6.6%                       |
| <i>Town &amp; Country/Exurbs</i>  | 13,920                      | 12.0%                      |
| <b>Younger<br/>Singles &amp; Couples</b>                                | <b>44,470</b>               | <b>38.5%</b>               |
| <i>Metropolitan Cities</i>  | 0                           | 0.0%                       |
| <i>Small Cities/Satellite Cities</i>                                    | 23,300                      | 20.2%                      |
| <i>Metropolitan Suburbs</i>   | 12,455                      | 10.8%                      |
| <i>Town &amp; Country/Exurbs</i>  | 8,715                       | 7.5%                       |
| <b>Total:</b>   | <b>115,570</b>              | <b>100.0%</b>              |
| <b>Total County Households:</b>   | <b>188,470</b>              |                            |
| <b>Classified Households As A Share<br/>Of Total County Households:</b> | <b>61.3%</b>                |                            |
| <b>Estimated Median Income:</b>   | <b>\$48,600</b>             |                            |
| <b>Estimated National Median Income:</b>                                | <b>\$51,400</b>             |                            |
| <b>Estimated Median Home Value:</b>                                     | <b>\$109,200</b>            |                            |
| <b>Estimated National Median Home Value:</b>                            | <b>\$172,400</b>            |                            |

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

**2009 Household Classification by Market Groups**  
*Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Estimated<br/>Share</u> | <u>Estimated<br/>Median<br/>Income</u> | <u>Estimated<br/>Median<br/>Home Value</u> |
|---|-----------------------------|----------------------------|--|--|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>40,265</b>               | <b>34.8%</b>               |  |  |
| <i>Metropolitan Cities</i>              |                             |                            |  |  |
| Urban Establishment                     | 0                           | 0.0%                       |  |  |
| Cosmopolitan Couples                    | 0                           | 0.0%                       |  |  |
| Multi-Ethnic Retirees                   | 0                           | 0.0%                       |  |  |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0.0%</u>                |  |  |
| <i>Small Cities/Satellite Cities</i>    |                             |                            |  |  |
| Cosmopolitan Elite                      | 6,345                       | 5.5%                       | \$101,500                              | \$236,000                                  |
| Middle-Class Move-Downs                 | 10,495                      | 9.1%                       | \$67,100                               | \$128,300                                  |
| <i>Subtotal:</i>                        | <u>16,840</u>               | <u>14.6%</u>               |  |  |
| <i>Metropolitan Suburbs</i>             |                             |                            |  |  |
| Old Money                               | 1,610                       | 1.4%                       | \$149,600                              | \$481,500                                  |
| Affluent Empty Nesters                  | 1,590                       | 1.4%                       | \$95,300                               | \$228,300                                  |
| Suburban Establishment                  | 1,665                       | 1.4%                       | \$93,900                               | \$227,700                                  |
| Mainstream Retirees                     | 1,980                       | 1.7%                       | \$68,900                               | \$156,600                                  |
| Middle-American Retirees                | 2,590                       | 2.2%                       | \$64,700                               | \$117,900                                  |
| <i>Subtotal:</i>                        | <u>9,435</u>                | <u>8.2%</u>                |  |  |
| <i>Town &amp; Country/Exurbs</i>        |                             |                            |  |  |
| Small-Town Establishment                | 3,610                       | 3.1%                       | \$112,500                              | \$278,700                                  |
| New Empty Nesters                       | 3,485                       | 3.0%                       | \$96,800                               | \$173,000                                  |
| RV Retirees                             | 3,295                       | 2.9%                       | \$74,400                               | \$127,200                                  |
| Blue-Collar Empty Nesters               | 3,600                       | 3.1%                       | \$72,700                               | \$117,000                                  |
| <i>Subtotal:</i>                        | <u>13,990</u>               | <u>12.1%</u>               |  |  |

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

**2009 Household Classification by Market Groups**  
*Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Estimated<br/>Share</u> | <u>Estimated<br/>Median<br/>Income</u> | <u>Estimated<br/>Median<br/>Home Value</u> |
|---|-----------------------------|----------------------------|--|--|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>30,835</b>               | <b>26.7%</b>               |  |  |
| <i>Metropolitan Cities</i>                            |                             |                            |  |  |
| Full-Nest Urbanites                                   | 0                           | 0.0%                       |  |  |
| Multi-Cultural Families                               | 0                           | 0.0%                       |  |  |
| <i>Subtotal:</i>                                      | <u>0</u>                    | <u>0.0%</u>                |  |  |
| <i>Small Cities/Satellite Cities</i>                  |                             |                            |  |  |
| Unibox Transferees                                    | 5,535                       | 4.8%                       | \$109,200                              | \$235,500                                  |
| Multi-Ethnic Families                                 | 3,765                       | 3.3%                       | \$67,100                               | \$129,300                                  |
| <i>Subtotal:</i>                                      | <u>9,300</u>                | <u>8.0%</u>                |  |  |
| <i>Metropolitan Suburbs</i>                           |                             |                            |  |  |
| The Social Register                                   | 1,010                       | 0.9%                       | \$156,700                              | \$385,000                                  |
| Nouveau Money   | 780                         | 0.7%                       | \$138,900                              | \$301,200                                  |
| Late-Nest Suburbanites                                | 805                         | 0.7%                       | \$97,700                               | \$233,900                                  |
| Full-Nest Suburbanites                                | 2,055                       | 1.8%                       | \$94,500                               | \$180,300                                  |
| Blue-Collar Button-Downs                              | 2,965                       | 2.6%                       | \$66,400                               | \$117,900                                  |
| <i>Subtotal:</i>                                      | <u>7,615</u>                | <u>6.6%</u>                |  |  |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                            |  |  |
| Ex-Urban Elite  | 3,545                       | 3.1%                       | \$139,400                              | \$297,600                                  |
| Full-Nest Exurbanites                                 | 3,470                       | 3.0%                       | \$97,600                               | \$164,700                                  |
| New-Town Families                                     | 4,345                       | 3.8%                       | \$76,500                               | \$117,600                                  |
| Small-Town Families                                   | 2,560                       | 2.2%                       | \$75,300                               | \$112,400                                  |
| <i>Subtotal:</i>                                      | <u>13,920</u>               | <u>12.0%</u>               |  |  |

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

**2009 Household Classification by Market Groups**  
*Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Estimated<br/>Share</u> | <u>Estimated<br/>Median<br/>Income</u> | <u>Estimated<br/>Median<br/>Home Value</u> |
|---|-----------------------------|----------------------------|--|--|
| <b>Younger<br/>Single &amp; Couples</b> | <b>44,470</b>               | <b>38.5%</b>               |  |  |
| <i>Metropolitan Cities</i>              |                             |                            |  |  |
| e-Types                                 | 0                           | 0.0%                       |  |  |
| New Bohemians                           | 0                           | 0.0%                       |  |  |
| Urban Achievers                         | 0                           | 0.0%                       |  |  |
| Subtotal:                               | 0                           | 0.0%                       |  |  |
| <i>Small Cities/Satellite Cities</i>    |                             |                            |  |  |
| The VIPs                                | 7,545                       | 6.5%                       | \$94,100                               | \$235,300                                  |
| Twentysomethings                        | 6,245                       | 5.4%                       | \$65,900                               | \$137,900                                  |
| Small-City Singles                      | 9,510                       | 8.2%                       | \$52,200                               | \$116,000                                  |
| Subtotal:                               | 23,300                      | 20.2%                      |  |  |
| <i>Metropolitan Suburbs</i>             |                             |                            |  |  |
| The Entrepreneurs                       | 1,395                       | 1.2%                       | \$134,400                              | \$356,100                                  |
| Fast-Track Professionals                | 1,290                       | 1.1%                       | \$96,900                               | \$235,300                                  |
| Upscale Suburban Couples                | 2,235                       | 1.9%                       | \$88,700                               | \$173,800                                  |
| No-Nest Suburbanites                    | 3,300                       | 2.9%                       | \$66,400                               | \$117,900                                  |
| Suburban Achievers                      | 4,235                       | 3.7%                       | \$64,300                               | \$148,500                                  |
| Subtotal:                               | 12,455                      | 10.8%                      |  |  |
| <i>Town &amp; Country/Exurbs</i>        |                             |                            |  |  |
| Ex-Urban Power Couples                  | 2,970                       | 2.6%                       | \$113,800                              | \$236,800                                  |
| Cross-Training Couples                  | 4,170                       | 3.6%                       | \$77,400                               | \$154,600                                  |
| Exurban Suburbanites                    | 1,575                       | 1.4%                       | \$58,000                               | \$96,700                                   |
| Subtotal:                               | 8,715                       | 7.5%                       |  |  |

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

**Households With The Potential  
To Move Within The City Of Wichita In 2010**

Household Classification By Market Groups  
*City of Wichita, Sedgwick County, Kansas*

| <u>Household Type/<br/>Geographic Designation</u>                     | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                               | <b>27,610</b>               | <b>1,170</b>     | <b>12.2%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                  | 15,375                      | 720              | 7.5%                          |
| <i>Metropolitan Suburbs</i>   | 8,980                       | 270              | 2.8%                          |
| <i>Town &amp; Country/Exurbs</i>                                      | 3,255                       | 180              | 1.9%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                 | <b>17,335</b>               | <b>1,700</b>     | <b>17.8%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                  | 7,310                       | 750              | 7.8%                          |
| <i>Metropolitan Suburbs</i>   | 7,040                       | 740              | 7.7%                          |
| <i>Town &amp; Country/Exurbs</i>                                      | 2,985                       | 210              | 2.2%                          |
| <b>Younger<br/>Singles &amp; Couples</b>                              | <b>36,840</b>               | <b>6,700</b>     | <b>70.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                  | 21,900                      | 4,410            | 46.1%                         |
| <i>Metropolitan Suburbs</i>   | 11,625                      | 1,960            | 20.5%                         |
| <i>Town &amp; Country/Exurbs</i>                                      | 3,315                       | 330              | 3.4%                          |
| <b>Total:</b>   | <b>81,785</b>               | <b>9,570</b>     | <b>100.0%</b>                 |
| <b>Total City Households:</b>   | <b>144,370</b>              |                  |                               |
| <b>Classified Households As A Share<br/>Of Total City Households:</b> | <b>56.6%</b>                |                  |                               |

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

**Households With The Potential  
To Move Within The City Of Wichita In 2010**

Household Classification By Market Groups

*City of Wichita, Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>27,610</b>               | <b>1,170</b>     | <b>12.2%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 5,405                       | 180              | 1.9%                          |
| Middle-Class Move-Downs                 | 9,970                       | 540              | 5.6%                          |
| <i>Subtotal:</i>                        | <u>15,375</u>               | <u>720</u>       | <u>7.5%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 1,505                       | 50               | 0.5%                          |
| Affluent Empty Nesters                  | 1,545                       | 30               | 0.3%                          |
| Suburban Establishment                  | 1,565                       | 50               | 0.5%                          |
| Mainstream Retirees                     | 1,965                       | 50               | 0.5%                          |
| Middle-American Retirees                | 2,400                       | 90               | 0.9%                          |
| <i>Subtotal:</i>                        | <u>8,980</u>                | <u>270</u>       | <u>2.8%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 1,075                       | 30               | 0.3%                          |
| New Empty Nesters                       | 990                         | 80               | 0.8%                          |
| RV Retirees                             | 675                         | 20               | 0.2%                          |
| Blue-Collar Empty Nesters               | 515                         | 50               | 0.5%                          |
| <i>Subtotal:</i>                        | <u>3,255</u>                | <u>180</u>       | <u>1.9%</u>                   |

## Households With The Potential To Move Within The City Of Wichita In 2010

Household Classification By Market Groups  
*City of Wichita, Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>17,335</b>               | <b>1,700</b>     | <b>17.8%</b>                  |
| <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                                    | 4,030                       | 300              | 3.1%                          |
| Multi-Ethnic Families                                 | 3,280                       | 450              | 4.7%                          |
| <i>Subtotal:</i>                                      | 7,310                       | 750              | 7.8%                          |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| The Social Register                                   | 920                         | 30               | 0.3%                          |
| Nouveau Money   | 715                         | 50               | 0.5%                          |
| Late-Nest Suburbanites                                | 770                         | 50               | 0.5%                          |
| Full-Nest Suburbanites                                | 1,930                       | 190              | 2.0%                          |
| Blue-Collar Button-Downs                              | 2,705                       | 420              | 4.4%                          |
| <i>Subtotal:</i>                                      | 7,040                       | 740              | 7.7%                          |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 1,045                       | 70               | 0.7%                          |
| Full-Nest Exurbanites                                 | 695                         | 40               | 0.4%                          |
| New-Town Families                                     | 1,160                       | 90               | 0.9%                          |
| Small-Town Families                                   | 85                          | 10               | 0.1%                          |
| <i>Subtotal:</i>                                      | 2,985                       | 210              | 2.2%                          |

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

**Households With The Potential  
To Move Within The City Of Wichita In 2010**

Household Classification By Market Groups  
*City of Wichita, Sedgwick County, Kansas*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>36,840</b>               | <b>6,700</b>     | <b>70.0%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Urban Achievers                          | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 6,650                       | 850              | 8.9%                          |
| Twentysomethings                         | 6,010                       | 1,420            | 14.8%                         |
| Small-City Singles                       | 9,240                       | 2,140            | 22.4%                         |
| <i>Subtotal:</i>                         | <u>21,900</u>               | <u>4,410</u>     | <u>46.1%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 1,280                       | 130              | 1.4%                          |
| Fast-Track Professionals                 | 1,205                       | 180              | 1.9%                          |
| Upscale Suburban Couples                 | 2,105                       | 250              | 2.6%                          |
| No-Nest Suburbanites                     | 3,025                       | 240              | 2.5%                          |
| Suburban Achievers                       | 4,010                       | 1,160            | 12.1%                         |
| <i>Subtotal:</i>                         | <u>11,625</u>               | <u>1,960</u>     | <u>20.5%</u>                  |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 1,160                       | 120              | 1.3%                          |
| Cross-Training Couples                   | 1,820                       | 180              | 1.9%                          |
| Exurban Suburbanites                     | 335                         | 30               | 0.3%                          |
| <i>Subtotal:</i>                         | <u>3,315</u>                | <u>330</u>       | <u>3.4%</u>                   |

### Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Balance of Sedgwick County, Kansas*

| <u>Household Type/<br/>Geographic Designation</u>   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>   | <b>12,655</b>               | <b>830</b>       | <b>27.9%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>  | 1,465                       | 70               | 2.4%                          |
| <i>Metropolitan Suburbs</i>   | 455                         | 10               | 0.3%                          |
| <i>Town &amp; Country/Exurbs</i>  | 10,735                      | 750              | 25.3%                         |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>   | <b>13,500</b>               | <b>1,140</b>     | <b>38.4%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>  | 1,990                       | 210              | 7.1%                          |
| <i>Metropolitan Suburbs</i>   | 575                         | 70               | 2.4%                          |
| <i>Town &amp; Country/Exurbs</i>  | 10,935                      | 860              | 29.0%                         |
| <b>Younger<br/>Singles &amp; Couples</b>  | <b>7,630</b>                | <b>1,000</b>     | <b>33.7%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>  | 1,400                       | 260              | 8.8%                          |
| <i>Metropolitan Suburbs</i>   | 830                         | 130              | 4.4%                          |
| <i>Town &amp; Country/Exurbs</i>  | 5,400                       | 610              | 20.5%                         |
| <b>Total:</b>   | <b>33,785</b>               | <b>2,970</b>     | <b>100.0%</b>                 |
| <b>Total County Households:<br/>{Balance of County}</b>   | <b>44,100</b>               |                  |                               |
| <b>Classified Households As A Share<br/>Of Total County Households:<br/>{Balance of County}</b> | <b>76.6%</b>                |                  |                               |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Balance of Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>12,655</b>               | <b>830</b>       | <b>27.9%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 940                         | 40               | 1.3%                          |
| Middle-Class Move-Downs                 | 525                         | 30               | 1.0%                          |
| <i>Subtotal:</i>                        | <u>1,465</u>                | <u>70</u>        | <u>2.4%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 105                         | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 45                          | 0                | 0.0%                          |
| Suburban Establishment                  | 100                         | 0                | 0.0%                          |
| Mainstream Retirees                     | 15                          | 0                | 0.0%                          |
| Middle-American Retirees                | 190                         | 10               | 0.3%                          |
| <i>Subtotal:</i>                        | <u>455</u>                  | <u>10</u>        | <u>0.3%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 2,535                       | 80               | 2.7%                          |
| New Empty Nesters                       | 2,495                       | 230              | 7.7%                          |
| RV Retirees                             | 2,620                       | 100              | 3.4%                          |
| Blue-Collar Empty Nesters               | 3,085                       | 340              | 11.4%                         |
| <i>Subtotal:</i>                        | <u>10,735</u>               | <u>750</u>       | <u>25.3%</u>                  |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Balance of Sedgwick County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>13,500</b>               | <b>1,140</b>     | <b>38.4%</b>                  |
| <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                                    | 1,505                       | 130              | 4.4%                          |
| Multi-Ethnic Families                                 | 485                         | 80               | 2.7%                          |
| <i>Subtotal:</i>                                      | 1,990                       | 210              | 7.1%                          |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| The Social Register                                   | 90                          | 0                | 0.0%                          |
| Nouveau Money   | 65                          | 10               | 0.3%                          |
| Late-Nest Suburbanites                                | 35                          | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 125                         | 10               | 0.3%                          |
| Blue-Collar Button-Downs                              | 260                         | 50               | 1.7%                          |
| <i>Subtotal:</i>                                      | 575                         | 70               | 2.4%                          |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 2,500                       | 200              | 6.7%                          |
| Full-Nest Exurbanites                                 | 2,775                       | 190              | 6.4%                          |
| New-Town Families                                     | 3,185                       | 290              | 9.8%                          |
| Small-Town Families                                   | 2,475                       | 180              | 6.1%                          |
| <i>Subtotal:</i>                                      | 10,935                      | 860              | 29.0%                         |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Balance of Sedgwick County, Kansas*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>7,630</b>                | <b>1,000</b>     | <b>33.7%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Urban Achievers                          | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 895                         | 130              | 4.4%                          |
| Twentysomethings                         | 235                         | 60               | 2.0%                          |
| Small-City Singles                       | 270                         | 70               | 2.4%                          |
| <i>Subtotal:</i>                         | <u>1,400</u>                | <u>260</u>       | <u>8.8%</u>                   |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 115                         | 10               | 0.3%                          |
| Fast-Track Professionals                 | 85                          | 10               | 0.3%                          |
| Upscale Suburban Couples                 | 130                         | 20               | 0.7%                          |
| No-Nest Suburbanites                     | 275                         | 20               | 0.7%                          |
| Suburban Achievers                       | 225                         | 70               | 2.4%                          |
| <i>Subtotal:</i>                         | <u>830</u>                  | <u>130</u>       | <u>4.4%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 1,810                       | 220              | 7.4%                          |
| Cross-Training Couples                   | 2,350                       | 270              | 9.1%                          |
| Exurban Suburbanites                     | 1,240                       | 120              | 4.0%                          |
| <i>Subtotal:</i>                         | <u>5,400</u>                | <u>610</u>       | <u>20.5%</u>                  |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Summary: Appendix Two, Tables 1 Through 4  
Butler, Sumner, Reno and Harvey Counties, Kansas

| Household Type/<br>Geographic Designation             | <i>Butler<br/>County</i> | <i>Sumner<br/>County</i> | <i>Reno<br/>County</i> | <i>Harvey<br/>County</i> | Total         |
|---|--------------------------|--------------------------|------------------------|--------------------------|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>170</b>               | <b>70</b>                | <b>30</b>              | <b>50</b>                | <b>320</b>    |
| <i>Metropolitan Cities</i>                            | 0                        | 0                        | 0                      | 0                        | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 0                        | 0                        | 10                     | 0                        | 10            |
| <i>Metropolitan Suburbs</i>                           | 0                        | 0                        | 0                      | 0                        | 0             |
| <i>Town &amp; Country/Exurbs</i>                      | 170                      | 70                       | 20                     | 50                       | 310           |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>160</b>               | <b>50</b>                | <b>10</b>              | <b>30</b>                | <b>250</b>    |
| <i>Metropolitan Cities</i>                            | 0                        | 0                        | 0                      | 0                        | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 0                        | 0                        | 10                     | 0                        | 10            |
| <i>Metropolitan Suburbs</i>                           | 0                        | 0                        | 0                      | 0                        | 0             |
| <i>Town &amp; Country/Exurbs</i>                      | 160                      | 50                       | 0                      | 30                       | 240           |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>110</b>               | <b>10</b>                | <b>60</b>              | <b>20</b>                | <b>200</b>    |
| <i>Metropolitan Cities</i>                            | 0                        | 0                        | 0                      | 0                        | 0             |
| <i>Small Cities/Satellite Cities</i>                  | 0                        | 0                        | 50                     | 0                        | 50            |
| <i>Metropolitan Suburbs</i>                           | 0                        | 0                        | 0                      | 0                        | 0             |
| <i>Town &amp; Country/Exurbs</i>                      | 110                      | 10                       | 10                     | 20                       | 150           |
| <b>Total:</b>   | <b>440</b>               | <b>130</b>               | <b>100</b>             | <b>100</b>               | <b>770</b>    |
| <b>Percent:</b>                                       | <b>57.1%</b>             | <b>16.9%</b>             | <b>13.0%</b>           | <b>13.0%</b>             | <b>100.0%</b> |

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Summary: Appendix Two, Tables 1 Through 4  
Butler, Sumner, Reno and Harvey Counties, Kansas

|   | <u>Butler<br/>County</u> | <u>Sumner<br/>County</u> | <u>Reno<br/>County</u> | <u>Harvey<br/>County</u> | <u>Total</u> |
|---|--------------------------|--------------------------|------------------------|--------------------------|--------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>170</b>               | <b>70</b>                | <b>30</b>              | <b>50</b>                | <b>320</b>   |
| <i>Metropolitan Cities</i>              |                          |                          |                        |                          |              |
| Urban Establishment                     | 0                        | 0                        | 0                      | 0                        | 0            |
| Cosmopolitan Couples                    | 0                        | 0                        | 0                      | 0                        | 0            |
| Multi-Ethnic Retirees                   | 0                        | 0                        | 0                      | 0                        | 0            |
| Subtotal:                               | 0                        | 0                        | 0                      | 0                        | 0            |
| <i>Small Cities/Satellite Cities</i>    |                          |                          |                        |                          |              |
| Cosmopolitan Elite                      | 0                        | 0                        | 0                      | 0                        | 0            |
| Middle-Class Move-Downs                 | 0                        | 0                        | 10                     | 0                        | 10           |
| Subtotal:                               | 0                        | 0                        | 10                     | 0                        | 10           |
| <i>Metropolitan Suburbs</i>             |                          |                          |                        |                          |              |
| Old Money                               | 0                        | 0                        | 0                      | 0                        | 0            |
| Affluent Empty Nesters                  | 0                        | 0                        | 0                      | 0                        | 0            |
| Suburban Establishment                  | 0                        | 0                        | 0                      | 0                        | 0            |
| Mainstream Retirees                     | 0                        | 0                        | 0                      | 0                        | 0            |
| Middle-American Retirees                | 0                        | 0                        | 0                      | 0                        | 0            |
| Subtotal:                               | 0                        | 0                        | 0                      | 0                        | 0            |
| <i>Town &amp; Country/Exurbs</i>        |                          |                          |                        |                          |              |
| Small-Town Establishment                | 10                       | 0                        | 0                      | 0                        | 10           |
| New Empty Nesters                       | 70                       | 10                       | 10                     | 10                       | 100          |
| RV Retirees                             | 20                       | 10                       | 0                      | 10                       | 40           |
| Blue-Collar Empty Nesters               | 70                       | 50                       | 10                     | 30                       | 160          |
| Subtotal:                               | 170                      | 70                       | 20                     | 50                       | 310          |

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Summary: Appendix Two, Tables 1 Through 4  
Butler, Sumner, Reno and Harvey Counties, Kansas

|   | <u>Butler<br/>County</u> | <u>Sumner<br/>County</u> | <u>Reno<br/>County</u> | <u>Harvey<br/>County</u> | <u>Total</u> |
|---|--------------------------|--------------------------|------------------------|--------------------------|--------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>160</b>               | <b>50</b>                | <b>10</b>              | <b>30</b>                | <b>250</b>   |
| <i>Metropolitan Cities</i>                            |                          |                          |                        |                          |              |
| Full-Nest Urbanites                                   | 0                        | 0                        | 0                      | 0                        | 0            |
| Multi-Cultural Families                               | 0                        | 0                        | 0                      | 0                        | 0            |
| <i>Subtotal:</i>                                      | <u>0</u>                 | <u>0</u>                 | <u>0</u>               | <u>0</u>                 | <u>0</u>     |
| <i>Small Cities/Satellite Cities</i>                  |                          |                          |                        |                          |              |
| Unibox Transferees                                    | 0                        | 0                        | 0                      | 0                        | 0            |
| Multi-Ethnic Families                                 | 0                        | 0                        | 10                     | 0                        | 10           |
| <i>Subtotal:</i>                                      | <u>0</u>                 | <u>0</u>                 | <u>10</u>              | <u>0</u>                 | <u>10</u>    |
| <i>Metropolitan Suburbs</i>                           |                          |                          |                        |                          |              |
| The Social Register                                   | 0                        | 0                        | 0                      | 0                        | 0            |
| Nouveau Money   | 0                        | 0                        | 0                      | 0                        | 0            |
| Late-Nest Suburbanites                                | 0                        | 0                        | 0                      | 0                        | 0            |
| Full-Nest Suburbanites                                | 0                        | 0                        | 0                      | 0                        | 0            |
| Blue-Collar Button-Downs                              | 0                        | 0                        | 0                      | 0                        | 0            |
| <i>Subtotal:</i>                                      | <u>0</u>                 | <u>0</u>                 | <u>0</u>               | <u>0</u>                 | <u>0</u>     |
| <i>Town &amp; Country/Exurbs</i>                      |                          |                          |                        |                          |              |
| Ex-Urban Elite  | 10                       | 0                        | 0                      | 0                        | 10           |
| Full-Nest Exurbanites                                 | 60                       | 10                       | 0                      | 10                       | 80           |
| New-Town Families                                     | 60                       | 10                       | 0                      | 10                       | 80           |
| Small-Town Families                                   | 30                       | 30                       | 0                      | 10                       | 70           |
| <i>Subtotal:</i>                                      | <u>160</u>               | <u>50</u>                | <u>0</u>               | <u>30</u>                | <u>240</u>   |

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Summary: Appendix Two, Tables 1 Through 4  
Butler, Sumner, Reno and Harvey Counties, Kansas

|  | <u>Butler<br/>County</u> | <u>Sumner<br/>County</u> | <u>Reno<br/>County</u> | <u>Harvey<br/>County</u> | <u>Total</u> |
|--|--------------------------|--------------------------|------------------------|--------------------------|--------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>110</b>               | <b>10</b>                | <b>60</b>              | <b>20</b>                | <b>200</b>   |
| <i>Metropolitan Cities</i>               |                          |                          |                        |                          |              |
| e-Types                                  | 0                        | 0                        | 0                      | 0                        | 0            |
| New Bohemians                            | 0                        | 0                        | 0                      | 0                        | 0            |
| Urban Achievers                          | 0                        | 0                        | 0                      | 0                        | 0            |
| Subtotal:                                | 0                        | 0                        | 0                      | 0                        | 0            |
| <i>Small Cities/Satellite Cities</i>     |                          |                          |                        |                          |              |
| The VIPs                                 | 0                        | 0                        | 0                      | 0                        | 0            |
| Twentysomethings                         | 0                        | 0                        | 10                     | 0                        | 10           |
| Small-City Singles                       | 0                        | 0                        | 40                     | 0                        | 40           |
| Subtotal:                                | 0                        | 0                        | 50                     | 0                        | 50           |
| <i>Metropolitan Suburbs</i>              |                          |                          |                        |                          |              |
| The Entrepreneurs                        | 0                        | 0                        | 0                      | 0                        | 0            |
| Fast-Track Professionals                 | 0                        | 0                        | 0                      | 0                        | 0            |
| Upscale Suburban Couples                 | 0                        | 0                        | 0                      | 0                        | 0            |
| No-Nest Suburbanites                     | 0                        | 0                        | 0                      | 0                        | 0            |
| Suburban Achievers                       | 0                        | 0                        | 0                      | 0                        | 0            |
| Subtotal:                                | 0                        | 0                        | 0                      | 0                        | 0            |
| <i>Town &amp; Country/Exurbs</i>         |                          |                          |                        |                          |              |
| Ex-Urban Power Couples                   | 10                       | 0                        | 0                      | 0                        | 10           |
| Cross-Training Couples                   | 60                       | 0                        | 10                     | 10                       | 80           |
| Exurban Suburbanites                     | 40                       | 10                       | 0                      | 10                       | 60           |
| Subtotal:                                | 110                      | 10                       | 10                     | 20                       | 150          |

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Summary: Appendix Three, Tables 1 Through 4

*Oklahoma City and City of Tulsa, Oklahoma; Los Angeles, California; and City of Jackson, Missouri*

| Household Type/<br>Geographic Designation             | <i>Oklahoma<br/>City</i> | <i>City of<br/>Tulsa</i> | <i>City of<br/>Los Angeles</i> | <i>City of<br/>Jackson</i> | Total         |
|---|--------------------------|--------------------------|--------------------------------|----------------------------|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>10</b>                | <b>10</b>                | <b>10</b>                      | <b>0</b>                   | <b>30</b>     |
| <i>Metropolitan Cities</i>                            | 0                        | 0                        | 10                             | 0                          | 10            |
| <i>Small Cities/Satellite Cities</i>                  | 10                       | 10                       | 0                              | 0                          | 20            |
| <i>Metropolitan Suburbs</i>                           | 0                        | 0                        | 0                              | 0                          | 0             |
| <i>Town &amp; Country/Exurbs</i>                      | 0                        | 0                        | 0                              | 0                          | 0             |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>10</b>                | <b>20</b>                | <b>10</b>                      | <b>30</b>                  | <b>70</b>     |
| <i>Metropolitan Cities</i>                            | 0                        | 0                        | 10                             | 10                         | 20            |
| <i>Small Cities/Satellite Cities</i>                  | 10                       | 20                       | 0                              | 10                         | 40            |
| <i>Metropolitan Suburbs</i>                           | 0                        | 0                        | 0                              | 10                         | 10            |
| <i>Town &amp; Country/Exurbs</i>                      | 0                        | 0                        | 0                              | 0                          | 0             |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>80</b>                | <b>60</b>                | <b>70</b>                      | <b>60</b>                  | <b>270</b>    |
| <i>Metropolitan Cities</i>                            | 0                        | 0                        | 70                             | 20                         | 90            |
| <i>Small Cities/Satellite Cities</i>                  | 70                       | 50                       | 0                              | 20                         | 140           |
| <i>Metropolitan Suburbs</i>                           | 10                       | 10                       | 0                              | 20                         | 40            |
| <i>Town &amp; Country/Exurbs</i>                      | 0                        | 0                        | 0                              | 0                          | 0             |
| <b>Total:</b>   | <b>100</b>               | <b>90</b>                | <b>90</b>                      | <b>90</b>                  | <b>370</b>    |
| <b>Percent:</b>                                       | <b>27.0%</b>             | <b>24.3%</b>             | <b>24.3%</b>                   | <b>24.3%</b>               | <b>100.0%</b> |

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

### Households With The Potential To Move To The City Of Wichita In 2010

Summary: Appendix Three, Tables 1 Through 4

*Oklahoma City and City of Tulsa, Oklahoma; Los Angeles, California; and City of Jackson, Missouri*

|   | <u>Oklahoma<br/>City</u> | <u>City of<br/>Tulsa</u> | <u>City of<br/>Los Angeles</u> | <u>City of<br/>Jackson</u> | <u>Total</u> |
|---|--------------------------|--------------------------|--------------------------------|----------------------------|--------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>10</b>                | <b>10</b>                | <b>10</b>                      | <b>0</b>                   | <b>30</b>    |
| <i>Metropolitan Cities</i>              |                          |                          |                                |                            |              |
| Urban Establishment                     | 0                        | 0                        | 10                             | 0                          | 10           |
| Cosmopolitan Couples                    | 0                        | 0                        | 0                              | 0                          | 0            |
| Multi-Ethnic Retirees                   | 0                        | 0                        | 0                              | 0                          | 0            |
| Subtotal:                               | 0                        | 0                        | 10                             | 0                          | 10           |
| <i>Small Cities/Satellite Cities</i>    |                          |                          |                                |                            |              |
| Cosmopolitan Elite                      | 0                        | 0                        | 0                              | 0                          | 0            |
| Middle-Class Move-Downs                 | 10                       | 10                       | 0                              | 0                          | 20           |
| Subtotal:                               | 10                       | 10                       | 0                              | 0                          | 20           |
| <i>Metropolitan Suburbs</i>             |                          |                          |                                |                            |              |
| Old Money                               | 0                        | 0                        | 0                              | 0                          | 0            |
| Affluent Empty Nesters                  | 0                        | 0                        | 0                              | 0                          | 0            |
| Suburban Establishment                  | 0                        | 0                        | 0                              | 0                          | 0            |
| Mainstream Retirees                     | 0                        | 0                        | 0                              | 0                          | 0            |
| Middle-American Retirees                | 0                        | 0                        | 0                              | 0                          | 0            |
| Subtotal:                               | 0                        | 0                        | 0                              | 0                          | 0            |
| <i>Town &amp; Country/Exurbs</i>        |                          |                          |                                |                            |              |
| Small-Town Establishment                | 0                        | 0                        | 0                              | 0                          | 0            |
| New Empty Nesters                       | 0                        | 0                        | 0                              | 0                          | 0            |
| RV Retirees                             | 0                        | 0                        | 0                              | 0                          | 0            |
| Blue-Collar Empty Nesters               | 0                        | 0                        | 0                              | 0                          | 0            |
| Subtotal:                               | 0                        | 0                        | 0                              | 0                          | 0            |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Summary: Appendix Three, Tables 1 Through 4

*Oklahoma City and City of Tulsa, Oklahoma; Los Angeles, California; and City of Jackson, Missouri*

|   | <u>Oklahoma<br/>City</u> | <u>City of<br/>Tulsa</u> | <u>City of<br/>Los Angeles</u> | <u>City of<br/>Jackson</u> | <u>Total</u> |
|---|--------------------------|--------------------------|--------------------------------|----------------------------|--------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>10</b>                | <b>20</b>                | <b>10</b>                      | <b>30</b>                  | <b>70</b>    |
| <i>Metropolitan Cities</i>                            |                          |                          |                                |                            |              |
| Full-Nest Urbanites                                   | 0                        | 0                        | 10                             | 0                          | 10           |
| Multi-Cultural Families                               | 0                        | 0                        | 0                              | 10                         | 10           |
| Subtotal:   | 0                        | 0                        | 10                             | 10                         | 20           |
| <i>Small Cities/Satellite Cities</i>                  |                          |                          |                                |                            |              |
| Unibox Transferees                                    | 0                        | 10                       | 0                              | 10                         | 20           |
| Multi-Ethnic Families                                 | 10                       | 10                       | 0                              | 0                          | 20           |
| Subtotal:   | 10                       | 20                       | 0                              | 10                         | 40           |
| <i>Metropolitan Suburbs</i>                           |                          |                          |                                |                            |              |
| The Social Register                                   | 0                        | 0                        | 0                              | 0                          | 0            |
| Nouveau Money   | 0                        | 0                        | 0                              | 0                          | 0            |
| Late-Nest Suburbanites                                | 0                        | 0                        | 0                              | 0                          | 0            |
| Full-Nest Suburbanites                                | 0                        | 0                        | 0                              | 0                          | 0            |
| Blue-Collar Button-Downs                              | 0                        | 0                        | 0                              | 10                         | 10           |
| Subtotal:   | 0                        | 0                        | 0                              | 10                         | 10           |
| <i>Town &amp; Country/Exurbs</i>                      |                          |                          |                                |                            |              |
| Ex-Urban Elite  | 0                        | 0                        | 0                              | 0                          | 0            |
| Full-Nest Exurbanites                                 | 0                        | 0                        | 0                              | 0                          | 0            |
| New-Town Families                                     | 0                        | 0                        | 0                              | 0                          | 0            |
| Small-Town Families                                   | 0                        | 0                        | 0                              | 0                          | 0            |
| Subtotal:   | 0                        | 0                        | 0                              | 0                          | 0            |

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Summary: Appendix Three, Tables 1 Through 4

*Oklahoma City and City of Tulsa, Oklahoma; Los Angeles, California; and City of Jackson, Missouri*

|  | <u>Oklahoma<br/>City</u> | <u>City of<br/>Tulsa</u> | <u>City of<br/>Los Angeles</u> | <u>City of<br/>Jackson</u> | <u>Total</u> |
|--|--------------------------|--------------------------|--------------------------------|----------------------------|--------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>80</b>                | <b>60</b>                | <b>70</b>                      | <b>60</b>                  | <b>270</b>   |
| <i>Metropolitan Cities</i>               |                          |                          |                                |                            |              |
| e-Types                                  | 0                        | 0                        | 10                             | 0                          | 10           |
| New Bohemians                            | 0                        | 0                        | 30                             | 0                          | 30           |
| Urban Achievers                          | 0                        | 0                        | 30                             | 20                         | 50           |
| Subtotal:                                | 0                        | 0                        | 70                             | 20                         | 90           |
| <i>Small Cities/Satellite Cities</i>     |                          |                          |                                |                            |              |
| The VIPs                                 | 10                       | 10                       | 0                              | 0                          | 20           |
| Twentysomethings                         | 20                       | 20                       | 0                              | 10                         | 50           |
| Small-City Singles                       | 40                       | 20                       | 0                              | 10                         | 70           |
| Subtotal:                                | 70                       | 50                       | 0                              | 20                         | 140          |
| <i>Metropolitan Suburbs</i>              |                          |                          |                                |                            |              |
| The Entrepreneurs                        | 0                        | 0                        | 0                              | 0                          | 0            |
| Fast-Track Professionals                 | 0                        | 0                        | 0                              | 0                          | 0            |
| Upscale Suburban Couples                 | 0                        | 0                        | 0                              | 0                          | 0            |
| No-Nest Suburbanites                     | 0                        | 0                        | 0                              | 10                         | 10           |
| Suburban Achievers                       | 10                       | 10                       | 0                              | 10                         | 30           |
| Subtotal:                                | 10                       | 10                       | 0                              | 20                         | 40           |
| <i>Town &amp; Country/Exurbs</i>         |                          |                          |                                |                            |              |
| Ex-Urban Power Couples                   | 0                        | 0                        | 0                              | 0                          | 0            |
| Cross-Training Couples                   | 0                        | 0                        | 0                              | 0                          | 0            |
| Exurban Suburbanites                     | 0                        | 0                        | 0                              | 0                          | 0            |
| Subtotal:                                | 0                        | 0                        | 0                              | 0                          | 0            |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups  
*All Other U.S. Counties*

| Household Type/<br>Geographic Designation             | <i>Potential</i> | <i>Share of<br/>Potential</i> |
|---|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>590</b>       | <b>17.2%</b>                  |
| <i>Metropolitan Cities</i>                            | 80               | 2.3%                          |
| <i>Small Cities/Satellite Cities</i>                  | 80               | 2.3%                          |
| <i>Metropolitan Suburbs</i>                           | 100              | 2.9%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 330              | 9.6%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>970</b>       | <b>28.2%</b>                  |
| <i>Metropolitan Cities</i>                            | 150              | 4.4%                          |
| <i>Small Cities/Satellite Cities</i>                  | 180              | 5.2%                          |
| <i>Metropolitan Suburbs</i>                           | 330              | 9.6%                          |
| <i>Town &amp; Country/Exurbs</i>                      | 310              | 9.0%                          |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>1,880</b>     | <b>54.7%</b>                  |
| <i>Metropolitan Cities</i>                            | 510              | 14.8%                         |
| <i>Small Cities/Satellite Cities</i>                  | 480              | 14.0%                         |
| <i>Metropolitan Suburbs</i>                           | 630              | 18.3%                         |
| <i>Town &amp; Country/Exurbs</i>                      | 260              | 7.6%                          |
| <b>Total:</b>   | <b>3,440</b>     | <b>100.0%</b>                 |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**  
Household Classification By Market Groups  
*All Other U.S. Counties*

|   | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>590</b>       | <b>17.2%</b>                  |
| <i>Metropolitan Cities</i>              |                  |                               |
| Urban Establishment                     | 60               | 1.7%                          |
| Cosmopolitan Couples                    | 10               | 0.3%                          |
| Multi-Ethnic Retirees                   | 10               | 0.3%                          |
| <i>Subtotal:</i>                        | <u>80</u>        | <u>2.3%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                  |                               |
| Cosmopolitan Elite                      | 20               | 0.6%                          |
| Middle-Class Move-Downs                 | 60               | 1.7%                          |
| <i>Subtotal:</i>                        | <u>80</u>        | <u>2.3%</u>                   |
| <i>Metropolitan Suburbs</i>             |                  |                               |
| Old Money                               | 30               | 0.9%                          |
| Affluent Empty Nesters                  | 10               | 0.3%                          |
| Suburban Establishment                  | 20               | 0.6%                          |
| Mainstream Retirees                     | 10               | 0.3%                          |
| Middle-American Retirees                | 30               | 0.9%                          |
| <i>Subtotal:</i>                        | <u>100</u>       | <u>2.9%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                  |                               |
| Small-Town Establishment                | 40               | 1.2%                          |
| New Empty Nesters                       | 80               | 2.3%                          |
| RV Retirees                             | 60               | 1.7%                          |
| Blue-Collar Empty Nesters               | 150              | 4.4%                          |
| <i>Subtotal:</i>                        | <u>330</u>       | <u>9.6%</u>                   |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups

*All Other U.S. Counties*

|   | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>970</b>       | <b>28.2%</b>                  |
| <i>Metropolitan Cities</i>                            |                  |                               |
| Full-Nest Urbanites                                   | 90               | 2.6%                          |
| Multi-Cultural Families                               | 60               | 1.7%                          |
| <i>Subtotal:</i>                                      | <u>150</u>       | <u>4.4%</u>                   |
| <i>Small Cities/Satellite Cities</i>                  |                  |                               |
| Unibox Transferees                                    | 70               | 2.0%                          |
| Multi-Ethnic Families                                 | 110              | 3.2%                          |
| <i>Subtotal:</i>                                      | <u>180</u>       | <u>5.2%</u>                   |
| <i>Metropolitan Suburbs</i>                           |                  |                               |
| The Social Register                                   | 20               | 0.6%                          |
| Nouveau Money   | 50               | 1.5%                          |
| Late-Nest Suburbanites                                | 40               | 1.2%                          |
| Full-Nest Suburbanites                                | 100              | 2.9%                          |
| Blue-Collar Button-Downs                              | 120              | 3.5%                          |
| <i>Subtotal:</i>                                      | <u>330</u>       | <u>9.6%</u>                   |
| <i>Town &amp; Country/Exurbs</i>                      |                  |                               |
| Ex-Urban Elite  | 80               | 2.3%                          |
| Full-Nest Exurbanites                                 | 60               | 1.7%                          |
| New-Town Families                                     | 100              | 2.9%                          |
| Small-Town Families                                   | 70               | 2.0%                          |
| <i>Subtotal:</i>                                      | <u>310</u>       | <u>9.0%</u>                   |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*All Other U.S. Counties*

|  | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>1,880</b>     | <b>54.7%</b>                  |
| <i>Metropolitan Cities</i>               |                  |                               |
| e-Types                                  | 110              | 3.2%                          |
| New Bohemians                            | 190              | 5.5%                          |
| Urban Achievers                          | 210              | 6.1%                          |
| <i>Subtotal:</i>                         | <u>510</u>       | <u>14.8%</u>                  |
| <i>Small Cities/Satellite Cities</i>     |                  |                               |
| The VIPs                                 | 120              | 3.5%                          |
| Twentysomethings                         | 180              | 5.2%                          |
| Small-City Singles                       | 180              | 5.2%                          |
| <i>Subtotal:</i>                         | <u>480</u>       | <u>14.0%</u>                  |
| <i>Metropolitan Suburbs</i>              |                  |                               |
| The Entrepreneurs                        | 100              | 2.9%                          |
| Fast-Track Professionals                 | 80               | 2.3%                          |
| Upscale Suburban Couples                 | 130              | 3.8%                          |
| No-Nest Suburbanites                     | 60               | 1.7%                          |
| Suburban Achievers                       | 260              | 7.6%                          |
| <i>Subtotal:</i>                         | <u>630</u>       | <u>18.3%</u>                  |
| <i>Town &amp; Country/Exurbs</i>         |                  |                               |
| Ex-Urban Power Couples                   | 100              | 2.9%                          |
| Cross-Training Couples                   | 90               | 2.6%                          |
| Exurban Suburbanites                     | 70               | 2.0%                          |
| <i>Subtotal:</i>                         | <u>260</u>       | <u>7.6%</u>                   |

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

**Households With The Potential  
To Move Within/To The City Of Wichita In 2010**

Summary: Appendix One, Tables 4 Through 8

*City of Wichita; Balance of Sedgwick County;*

*Butler, Sumner, Reno and Harvey Counties, Kansas;*

*Oklahoma City and Tulsa, Oklahoma; Los Angeles, California; Jackson, Missouri*

| Household Type/<br>Geographic Designation             | <i>City of<br/>Wichita</i> | <i>Balance of<br/>Sedgwick</i> | <i>Regional<br/>Draw Area</i> | <i>Secondary<br/>Draw Area</i> | <i>All Other<br/>US Counties</i> | Total  |
|---|----------------------------|--------------------------------|-------------------------------|--------------------------------|----------------------------------|--------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               |                            |                                |                               |                                |                                  |        |
|   | 1,170                      | 830                            | 320                           | 30                             | 590                              | 2,940  |
| <i>Metropolitan Cities</i>                            | 0                          | 0                              | 0                             | 10                             | 80                               | 90     |
| <i>Small Cities/Satellite Cities</i>                  | 720                        | 70                             | 10                            | 20                             | 80                               | 900    |
| <i>Metropolitan Suburbs</i>                           | 270                        | 10                             | 0                             | 0                              | 100                              | 380    |
| <i>Town &amp; Country/Exurbs</i>                      | 180                        | 750                            | 310                           | 0                              | 330                              | 1,570  |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> |                            |                                |                               |                                |                                  |        |
|   | 1,700                      | 1,140                          | 250                           | 70                             | 970                              | 4,130  |
| <i>Metropolitan Cities</i>                            | 0                          | 0                              | 0                             | 20                             | 150                              | 170    |
| <i>Small Cities/Satellite Cities</i>                  | 750                        | 210                            | 10                            | 40                             | 180                              | 1,190  |
| <i>Metropolitan Suburbs</i>                           | 740                        | 70                             | 0                             | 10                             | 330                              | 1,150  |
| <i>Town &amp; Country/Exurbs</i>                      | 210                        | 860                            | 240                           | 0                              | 310                              | 1,620  |
| <b>Younger<br/>Singles &amp; Couples</b>              |                            |                                |                               |                                |                                  |        |
|   | 6,700                      | 1,000                          | 200                           | 270                            | 1,880                            | 10,050 |
| <i>Metropolitan Cities</i>                            | 0                          | 0                              | 0                             | 90                             | 510                              | 600    |
| <i>Small Cities/Satellite Cities</i>                  | 4,410                      | 260                            | 50                            | 140                            | 480                              | 5,340  |
| <i>Metropolitan Suburbs</i>                           | 1,960                      | 130                            | 0                             | 40                             | 630                              | 2,760  |
| <i>Town &amp; Country/Exurbs</i>                      | 330                        | 610                            | 150                           | 0                              | 260                              | 1,350  |
| <b>Total:</b>   | 9,570                      | 2,970                          | 770                           | 370                            | 3,440                            | 17,120 |
| <b>Percent:</b>                                       | 55.9%                      | 17.3%                          | 4.5%                          | 2.2%                           | 20.1%                            | 100.0% |

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

**Households With The Potential  
To Move Within/To The City Of Wichita In 2010**

Summary: Appendix One, Tables 4 Through 8

*City of Wichita; Balance of Sedgwick County;*

*Butler, Sumner, Reno and Harvey Counties, Kansas;*

*Oklahoma City and Tulsa, Oklahoma; Los Angeles, California; Jackson, Missouri*

|   | <u>City of<br/>Wichita</u> | <u>Balance of<br/>Sedgwick</u> | <u>Regional<br/>Draw Area</u> | <u>Secondary<br/>Draw Area</u> | <u>All Other<br/>US Counties</u> | <u>Total</u> |
|---|----------------------------|--------------------------------|-------------------------------|--------------------------------|----------------------------------|--------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>1,170</b>               | <b>830</b>                     | <b>320</b>                    | <b>30</b>                      | <b>590</b>                       | <b>2,940</b> |
| <i>Metropolitan Cities</i>              |                            |                                |                               |                                |                                  |              |
| Urban Establishment                     | 0                          | 0                              | 0                             | 10                             | 60                               | 70           |
| Cosmopolitan Couples                    | 0                          | 0                              | 0                             | 0                              | 10                               | 10           |
| Multi-Ethnic Retirees                   | 0                          | 0                              | 0                             | 0                              | 10                               | 10           |
| <i>Subtotal:</i>                        | <u>0</u>                   | <u>0</u>                       | <u>0</u>                      | <u>10</u>                      | <u>80</u>                        | <u>90</u>    |
| <i>Small Cities/Satellite Cities</i>    |                            |                                |                               |                                |                                  |              |
| Cosmopolitan Elite                      | 180                        | 40                             | 0                             | 0                              | 20                               | 240          |
| Middle-Class Move-Downs                 | 540                        | 30                             | 10                            | 20                             | 60                               | 660          |
| <i>Subtotal:</i>                        | <u>720</u>                 | <u>70</u>                      | <u>10</u>                     | <u>20</u>                      | <u>80</u>                        | <u>900</u>   |
| <i>Metropolitan Suburbs</i>             |                            |                                |                               |                                |                                  |              |
| Old Money                               | 50                         | 0                              | 0                             | 0                              | 30                               | 80           |
| Affluent Empty Nesters                  | 30                         | 0                              | 0                             | 0                              | 10                               | 40           |
| Suburban Establishment                  | 50                         | 0                              | 0                             | 0                              | 20                               | 70           |
| Mainstream Retirees                     | 50                         | 0                              | 0                             | 0                              | 10                               | 60           |
| Middle-American Retirees                | 90                         | 10                             | 0                             | 0                              | 30                               | 130          |
| <i>Subtotal:</i>                        | <u>270</u>                 | <u>10</u>                      | <u>0</u>                      | <u>0</u>                       | <u>100</u>                       | <u>380</u>   |
| <i>Town &amp; Country/Exurbs</i>        |                            |                                |                               |                                |                                  |              |
| Small-Town Establishment                | 30                         | 80                             | 10                            | 0                              | 40                               | 160          |
| New Empty Nesters                       | 80                         | 230                            | 100                           | 0                              | 80                               | 490          |
| RV Retirees                             | 20                         | 100                            | 40                            | 0                              | 60                               | 220          |
| Blue-Collar Empty Nesters               | 50                         | 340                            | 160                           | 0                              | 150                              | 700          |
| <i>Subtotal:</i>                        | <u>180</u>                 | <u>750</u>                     | <u>310</u>                    | <u>0</u>                       | <u>330</u>                       | <u>1,570</u> |

**Households With The Potential  
To Move Within/To The City Of Wichita In 2010**

Summary: Appendix One, Tables 4 Through 8

*City of Wichita; Balance of Sedgwick County;*

*Butler, Sumner, Reno and Harvey Counties, Kansas;*

*Oklahoma City and Tulsa, Oklahoma; Los Angeles, California; Jackson, Missouri*

|   | <u>City of<br/>Wichita</u> | <u>Balance of<br/>Sedgwick</u> | <u>Regional<br/>Draw Area</u> | <u>Secondary<br/>Draw Area</u> | <u>All Other<br/>US Counties</u> | <u>Total</u> |
|---|----------------------------|--------------------------------|-------------------------------|--------------------------------|----------------------------------|--------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>1,700</b>               | <b>1,140</b>                   | <b>250</b>                    | <b>70</b>                      | <b>970</b>                       | <b>4,130</b> |
| <i>Metropolitan Cities</i>                            |                            |                                |                               |                                |                                  |              |
| Full-Nest Urbanites                                   | 0                          | 0                              | 0                             | 10                             | 90                               | 100          |
| Multi-Cultural Families                               | 0                          | 0                              | 0                             | 10                             | 60                               | 70           |
| <i>Subtotal:</i>                                      | <u>0</u>                   | <u>0</u>                       | <u>0</u>                      | <u>20</u>                      | <u>150</u>                       | <u>170</u>   |
| <i>Small Cities/Satellite Cities</i>                  |                            |                                |                               |                                |                                  |              |
| Unibox Transferees                                    | 300                        | 130                            | 0                             | 20                             | 70                               | 520          |
| Multi-Ethnic Families                                 | 450                        | 80                             | 10                            | 20                             | 110                              | 670          |
| <i>Subtotal:</i>                                      | <u>750</u>                 | <u>210</u>                     | <u>10</u>                     | <u>40</u>                      | <u>180</u>                       | <u>1,190</u> |
| <i>Metropolitan Suburbs</i>                           |                            |                                |                               |                                |                                  |              |
| The Social Register                                   | 30                         | 0                              | 0                             | 0                              | 20                               | 50           |
| Nouveau Money   | 50                         | 10                             | 0                             | 0                              | 50                               | 110          |
| Late-Nest Suburbanites                                | 50                         | 0                              | 0                             | 0                              | 40                               | 90           |
| Full-Nest Suburbanites                                | 190                        | 10                             | 0                             | 0                              | 100                              | 300          |
| Blue-Collar Button-Downs                              | 420                        | 50                             | 0                             | 10                             | 120                              | 600          |
| <i>Subtotal:</i>                                      | <u>740</u>                 | <u>70</u>                      | <u>0</u>                      | <u>10</u>                      | <u>330</u>                       | <u>1,150</u> |
| <i>Town &amp; Country/Exurbs</i>                      |                            |                                |                               |                                |                                  |              |
| Ex-Urban Elite  | 70                         | 200                            | 10                            | 0                              | 80                               | 360          |
| Full-Nest Exurbanites                                 | 40                         | 190                            | 80                            | 0                              | 60                               | 370          |
| New-Town Families                                     | 90                         | 290                            | 80                            | 0                              | 100                              | 560          |
| Small-Town Families                                   | 10                         | 180                            | 70                            | 0                              | 70                               | 330          |
| <i>Subtotal:</i>                                      | <u>210</u>                 | <u>860</u>                     | <u>240</u>                    | <u>0</u>                       | <u>310</u>                       | <u>1,620</u> |

**Households With The Potential  
To Move Within/To The City Of Wichita In 2010**

Summary: Appendix One, Tables 4 Through 8

*City of Wichita; Balance of Sedgwick County;*

*Butler, Sumner, Reno and Harvey Counties, Kansas;*

*Oklahoma City and Tulsa, Oklahoma; Los Angeles, California; Jackson, Missouri*

|  | <u>City of<br/>Wichita</u> | <u>Balance of<br/>Sedgwick</u> | <u>Regional<br/>Draw Area</u> | <u>Secondary<br/>Draw Area</u> | <u>All Other<br/>US Counties</u> | <u>Total</u>  |
|--|----------------------------|--------------------------------|-------------------------------|--------------------------------|----------------------------------|---------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>6,700</b>               | <b>1,000</b>                   | <b>200</b>                    | <b>270</b>                     | <b>1,880</b>                     | <b>10,050</b> |
| <i>Metropolitan Cities</i>               |                            |                                |                               |                                |                                  |               |
| e-Types                                  | 0                          | 0                              | 0                             | 10                             | 110                              | 120           |
| New Bohemians                            | 0                          | 0                              | 0                             | 30                             | 190                              | 220           |
| Urban Achievers                          | 0                          | 0                              | 0                             | 50                             | 210                              | 260           |
| <i>Subtotal:</i>                         | <u>0</u>                   | <u>0</u>                       | <u>0</u>                      | <u>90</u>                      | <u>510</u>                       | <u>600</u>    |
| <i>Small Cities/Satellite Cities</i>     |                            |                                |                               |                                |                                  |               |
| The VIPs                                 | 850                        | 130                            | 0                             | 20                             | 120                              | 1,120         |
| Twentysomethings                         | 1,420                      | 60                             | 10                            | 50                             | 180                              | 1,720         |
| Small-City Singles                       | 2,140                      | 70                             | 40                            | 70                             | 180                              | 2,500         |
| <i>Subtotal:</i>                         | <u>4,410</u>               | <u>260</u>                     | <u>50</u>                     | <u>140</u>                     | <u>480</u>                       | <u>5,340</u>  |
| <i>Metropolitan Suburbs</i>              |                            |                                |                               |                                |                                  |               |
| The Entrepreneurs                        | 130                        | 10                             | 0                             | 0                              | 100                              | 240           |
| Fast-Track Professionals                 | 180                        | 10                             | 0                             | 0                              | 80                               | 270           |
| Upscale Suburban Couples                 | 250                        | 20                             | 0                             | 0                              | 130                              | 400           |
| No-Nest Suburbanites                     | 240                        | 20                             | 0                             | 10                             | 60                               | 330           |
| Suburban Achievers                       | 1,160                      | 70                             | 0                             | 30                             | 260                              | 1,520         |
| <i>Subtotal:</i>                         | <u>1,960</u>               | <u>130</u>                     | <u>0</u>                      | <u>40</u>                      | <u>630</u>                       | <u>2,760</u>  |
| <i>Town &amp; Country/Exurbs</i>         |                            |                                |                               |                                |                                  |               |
| Ex-Urban Power Couples                   | 120                        | 220                            | 10                            | 0                              | 100                              | 450           |
| Cross-Training Couples                   | 180                        | 270                            | 80                            | 0                              | 90                               | 620           |
| Exurban Suburbanites                     | 30                         | 120                            | 60                            | 0                              | 70                               | 280           |
| <i>Subtotal:</i>                         | <u>330</u>                 | <u>610</u>                     | <u>150</u>                    | <u>0</u>                       | <u>260</u>                       | <u>1,350</u>  |

### Households With The Potential To Move To Downtown Wichita In 2010

*City of Wichita; Balance of Sedgwick County;  
Regional Draw Area; Secondary Draw Area; All Other US Counties*

| Household Type/<br>Geographic Designation             | <i>City of<br/>Wichita</i> | <i>Balance of<br/>Sedgwick</i> | <i>Regional<br/>Draw Area</i> | <i>Secondary<br/>Draw Area</i> | <i>All Other<br/>U.S. Counties</i> | Total         |
|---|----------------------------|--------------------------------|-------------------------------|--------------------------------|------------------------------------|---------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>420</b>                 | <b>350</b>                     | <b>110</b>                    | <b>10</b>                      | <b>270</b>                         | <b>1,160</b>  |
| <i>Metropolitan Cities</i>                            | 0                          | 0                              | 0                             | 10                             | 70                                 | 80            |
| <i>Small Cities/Satellite Cities</i>                  | 180                        | 40                             | 0                             | 0                              | 20                                 | 240           |
| <i>Metropolitan Suburbs</i>                           | 130                        | 0                              | 0                             | 0                              | 60                                 | 190           |
| <i>Town &amp; Country/Exurbs</i>                      | 110                        | 310                            | 110                           | 0                              | 120                                | 650           |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>150</b>                 | <b>70</b>                      | <b>0</b>                      | <b>30</b>                      | <b>120</b>                         | <b>370</b>    |
| <i>Metropolitan Cities</i>                            | 0                          | 0                              | 0                             | 20                             | 80                                 | 100           |
| <i>Small Cities/Satellite Cities</i>                  | 150                        | 70                             | 0                             | 10                             | 40                                 | 270           |
| <i>Metropolitan Suburbs</i>                           | 0                          | 0                              | 0                             | 0                              | 0                                  | 0             |
| <i>Town &amp; Country/Exurbs</i>                      | 0                          | 0                              | 0                             | 0                              | 0                                  | 0             |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>1,600</b>               | <b>110</b>                     | <b>10</b>                     | <b>60</b>                      | <b>380</b>                         | <b>2,160</b>  |
| <i>Metropolitan Cities</i>                            | 0                          | 0                              | 0                             | 10                             | 80                                 | 90            |
| <i>Small Cities/Satellite Cities</i>                  | 1,110                      | 70                             | 10                            | 40                             | 130                                | 1,360         |
| <i>Metropolitan Suburbs</i>                           | 490                        | 40                             | 0                             | 10                             | 170                                | 710           |
| <i>Town &amp; Country/Exurbs</i>                      | 0                          | 0                              | 0                             | 0                              | 0                                  | 0             |
| <b>Total:</b>   | <b>2,170</b>               | <b>530</b>                     | <b>120</b>                    | <b>100</b>                     | <b>770</b>                         | <b>3,690</b>  |
| <b>Percent:</b>                                       | <b>58.8%</b>               | <b>14.4%</b>                   | <b>3.3%</b>                   | <b>2.7%</b>                    | <b>20.9%</b>                       | <b>100.0%</b> |

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

**Households With The Potential  
To Move To Downtown Wichita In 2010**

*City of Wichita; Balance of Sedgwick County;  
Regional Draw Area; Secondary Draw Area; All Other US Counties*

|   | <u>City of<br/>Wichita</u> | <u>Balance of<br/>Sedgwick</u> | <u>Regional<br/>Draw Area</u> | <u>Secondary<br/>Draw Area</u> | <u>All Other<br/>U.S. Counties</u> | <u>Total</u> |
|---|----------------------------|--------------------------------|-------------------------------|--------------------------------|------------------------------------|--------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>420</b>                 | <b>350</b>                     | <b>110</b>                    | <b>10</b>                      | <b>270</b>                         | <b>1,160</b> |
| <i>Metropolitan Cities</i>              |                            |                                |                               |                                |                                    |              |
| Urban Establishment                     | 0                          | 0                              | 0                             | 10                             | 60                                 | 70           |
| Cosmopolitan Couples                    | 0                          | 0                              | 0                             | 0                              | 10                                 | 10           |
| <i>Subtotal:</i>                        | <u>0</u>                   | <u>0</u>                       | <u>0</u>                      | <u>10</u>                      | <u>70</u>                          | <u>80</u>    |
| <i>Small Cities/Satellite Cities</i>    |                            |                                |                               |                                |                                    |              |
| Cosmopolitan Elite                      | 180                        | 40                             | 0                             | 0                              | 20                                 | 240          |
| <i>Subtotal:</i>                        | <u>180</u>                 | <u>40</u>                      | <u>0</u>                      | <u>0</u>                       | <u>20</u>                          | <u>240</u>   |
| <i>Metropolitan Suburbs</i>             |                            |                                |                               |                                |                                    |              |
| Old Money                               | 50                         | 0                              | 0                             | 0                              | 30                                 | 80           |
| Affluent Empty Nesters                  | 30                         | 0                              | 0                             | 0                              | 10                                 | 40           |
| Suburban Establishment                  | 50                         | 0                              | 0                             | 0                              | 20                                 | 70           |
| <i>Subtotal:</i>                        | <u>130</u>                 | <u>0</u>                       | <u>0</u>                      | <u>0</u>                       | <u>60</u>                          | <u>190</u>   |
| <i>Town &amp; Country/Exurbs</i>        |                            |                                |                               |                                |                                    |              |
| Small-Town Establishment                | 30                         | 80                             | 10                            | 0                              | 40                                 | 160          |
| New Empty Nesters                       | 80                         | 230                            | 100                           | 0                              | 80                                 | 490          |
| <i>Subtotal:</i>                        | <u>110</u>                 | <u>310</u>                     | <u>110</u>                    | <u>0</u>                       | <u>120</u>                         | <u>650</u>   |

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

**Households With The Potential  
To Move To Downtown Wichita In 2010**

*City of Wichita; Balance of Sedgwick County;  
Regional Draw Area; Secondary Draw Area; All Other US Counties*

|   | <u>City of<br/>Wichita</u> | <u>Balance of<br/>Sedgwick</u> | <u>Regional<br/>Draw Area</u> | <u>Secondary<br/>Draw Area</u> | <u>All Other<br/>U.S. Counties</u> | <u>Total</u> |
|---|----------------------------|--------------------------------|-------------------------------|--------------------------------|------------------------------------|--------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>150</b>                 | <b>70</b>                      | <b>0</b>                      | <b>30</b>                      | <b>120</b>                         | <b>370</b>   |
| <i>Metropolitan Cities</i>                            |                            |                                |                               |                                |                                    |              |
| Full-Nest Urbanites                                   | 0                          | 0                              | 0                             | 10                             | 50                                 | 60           |
| Multi-Cultural Families                               | 0                          | 0                              | 0                             | 10                             | 30                                 | 40           |
| <i>Subtotal:</i>                                      | <u>0</u>                   | <u>0</u>                       | <u>0</u>                      | <u>20</u>                      | <u>80</u>                          | <u>100</u>   |
| <i>Small Cities/Satellite Cities</i>                  |                            |                                |                               |                                |                                    |              |
| Unibox Transferees                                    | 150                        | 70                             | 0                             | 10                             | 40                                 | 270          |
| <i>Subtotal:</i>                                      | <u>150</u>                 | <u>70</u>                      | <u>0</u>                      | <u>10</u>                      | <u>40</u>                          | <u>270</u>   |

**Households With The Potential  
To Move To Downtown Wichita In 2010**

*City of Wichita; Balance of Sedgwick County;  
Regional Draw Area; Secondary Draw Area; All Other US Counties*

|  | <u>City of<br/>Wichita</u> | <u>Balance of<br/>Sedgwick</u> | <u>Regional<br/>Draw Area</u> | <u>Secondary<br/>Draw Area</u> | <u>All Other<br/>U.S. Counties</u> | <u>Total</u> |
|--|----------------------------|--------------------------------|-------------------------------|--------------------------------|------------------------------------|--------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>1,600</b>               | <b>110</b>                     | <b>10</b>                     | <b>60</b>                      | <b>380</b>                         | <b>2,160</b> |
| <i>Metropolitan Cities</i>               |                            |                                |                               |                                |                                    |              |
| e-Types                                  | 0                          | 0                              | 0                             | 0                              | 30                                 | 30           |
| New Bohemians                            | 0                          | 0                              | 0                             | 10                             | 50                                 | 60           |
| <i>Subtotal:</i>                         | <u>0</u>                   | <u>0</u>                       | <u>0</u>                      | <u>10</u>                      | <u>80</u>                          | <u>90</u>    |
| <i>Small Cities/Satellite Cities</i>     |                            |                                |                               |                                |                                    |              |
| The VIPs                                 | 210                        | 30                             | 0                             | 10                             | 30                                 | 280          |
| Twentysomethings                         | 360                        | 20                             | 0                             | 10                             | 50                                 | 440          |
| Small-City Singles                       | 540                        | 20                             | 10                            | 20                             | 50                                 | 640          |
| <i>Subtotal:</i>                         | <u>1,110</u>               | <u>70</u>                      | <u>10</u>                     | <u>40</u>                      | <u>130</u>                         | <u>1,360</u> |
| <i>Metropolitan Suburbs</i>              |                            |                                |                               |                                |                                    |              |
| The Entrepreneurs                        | 30                         | 0                              | 0                             | 0                              | 30                                 | 60           |
| Fast-Track Professionals                 | 50                         | 0                              | 0                             | 0                              | 20                                 | 70           |
| Upscale Suburban Couples                 | 60                         | 10                             | 0                             | 0                              | 30                                 | 100          |
| No-Nest Suburbanites                     | 60                         | 10                             | 0                             | 0                              | 20                                 | 90           |
| Suburban Achievers                       | 290                        | 20                             | 0                             | 10                             | 70                                 | 390          |
| <i>Subtotal:</i>                         | <u>490</u>                 | <u>40</u>                      | <u>0</u>                      | <u>10</u>                      | <u>170</u>                         | <u>710</u>   |

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

**Tenure (Renter/Buyer) Profile**

Households With The Potential  
To Move To Downtown Wichita In 2010  
*City of Wichita; Balance of Sedgwick County;*

*Regional Draw Area; Secondary Draw Area; All Other US Counties*

| Household Type/<br>Geographic Designation             | .. Rental ..            | ..... Ownership .....   |                               |                             |                       | Total         |
|---|-------------------------|-------------------------|-------------------------------|-----------------------------|-----------------------|---------------|
|   | <i>Above<br/>Median</i> | <i>Entry-<br/>Level</i> | <i>First-Time<br/>Move-Up</i> | <i>Move-Up/<br/>Lateral</i> | <i>Move-<br/>Down</i> |               |
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>170</b>              | <b>0</b>                | <b>80</b>                     | <b>470</b>                  | <b>440</b>            | <b>1,160</b>  |
| <i>Metropolitan Cities</i>                            | 20                      | 0                       | 0                             | 40                          | 20                    | 80            |
| <i>Small Cities/Satellite Cities</i>                  | 40                      | 0                       | 10                            | 90                          | 100                   | 240           |
| <i>Metropolitan Suburbs</i>                           | 20                      | 0                       | 0                             | 80                          | 90                    | 190           |
| <i>Town &amp; Country/Exurbs</i>                      | 90                      | 0                       | 70                            | 260                         | 230                   | 650           |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>80</b>               | <b>40</b>               | <b>150</b>                    | <b>50</b>                   | <b>50</b>             | <b>370</b>    |
| <i>Metropolitan Cities</i>                            | 40                      | 10                      | 30                            | 10                          | 10                    | 100           |
| <i>Small Cities/Satellite Cities</i>                  | 40                      | 30                      | 120                           | 40                          | 40                    | 270           |
| <i>Metropolitan Suburbs</i>                           | 0                       | 0                       | 0                             | 0                           | 0                     | 0             |
| <i>Town &amp; Country/Exurbs</i>                      | 0                       | 0                       | 0                             | 0                           | 0                     | 0             |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>1,020</b>            | <b>230</b>              | <b>360</b>                    | <b>470</b>                  | <b>80</b>             | <b>2,160</b>  |
| <i>Metropolitan Cities</i>                            | 60                      | 0                       | 10                            | 20                          | 0                     | 90            |
| <i>Small Cities/Satellite Cities</i>                  | 710                     | 140                     | 200                           | 290                         | 20                    | 1,360         |
| <i>Metropolitan Suburbs</i>                           | 250                     | 90                      | 150                           | 160                         | 60                    | 710           |
| <i>Town &amp; Country/Exurbs</i>                      | 0                       | 0                       | 0                             | 0                           | 0                     | 0             |
| <b>Total:</b>   | <b>1,270</b>            | <b>270</b>              | <b>590</b>                    | <b>990</b>                  | <b>570</b>            | <b>3,690</b>  |
| <b>Percent:</b>                                       | <b>34.4%</b>            | <b>7.3%</b>             | <b>16.0%</b>                  | <b>26.8%</b>                | <b>15.4%</b>          | <b>100.0%</b> |

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

**Tenure (Renter/Buyer) Profile**

Households With The Potential  
To Move To Downtown Wichita In 2010  
*City of Wichita; Balance of Sedgwick County;*

*Regional Draw Area; Secondary Draw Area; All Other US Counties*

| <b>Empty Nesters<br/>&amp; Retirees</b> | <i>.. Rental ..</i>     | <i>..... Ownership .....</i> |                               |                             |                       | <b>Total</b>  |
|---|-------------------------|------------------------------|-------------------------------|-----------------------------|-----------------------|---------------|
|   | <i>Above<br/>Median</i> | <i>Entry-<br/>Level</i>      | <i>First-Time<br/>Move-Up</i> | <i>Move-Up/<br/>Lateral</i> | <i>Move-<br/>Down</i> |               |
| <b>Metropolitan Cities</b>              |                         |                              |                               |                             |                       |               |
| Urban Establishment                     | 20                      | 0                            | 0                             | 30                          | 20                    | 70            |
| Cosmopolitan Couples                    | 0                       | 0                            | 0                             | 10                          | 0                     | 10            |
| <i>Subtotal:</i>                        | 20                      | 0                            | 0                             | 40                          | 20                    | 80            |
| <b>Small Cities/Satellite Cities</b>    |                         |                              |                               |                             |                       |               |
| Cosmopolitan Elite                      | 40                      | 0                            | 10                            | 90                          | 100                   | 240           |
| <i>Subtotal:</i>                        | 40                      | 0                            | 10                            | 90                          | 100                   | 240           |
| <b>Metropolitan Suburbs</b>             |                         |                              |                               |                             |                       |               |
| Old Money                               | 0                       | 0                            | 0                             | 40                          | 40                    | 80            |
| Affluent Empty Nesters                  | 10                      | 0                            | 0                             | 10                          | 20                    | 40            |
| Suburban Establishment                  | 10                      | 0                            | 0                             | 30                          | 30                    | 70            |
| <i>Subtotal:</i>                        | 20                      | 0                            | 0                             | 80                          | 90                    | 190           |
| <b>Town &amp; Country/Exurbs</b>        |                         |                              |                               |                             |                       |               |
| Small-Town Establishment                | 20                      | 0                            | 10                            | 60                          | 70                    | 160           |
| New Empty Nesters                       | 70                      | 0                            | 60                            | 200                         | 160                   | 490           |
| <i>Subtotal:</i>                        | 90                      | 0                            | 70                            | 260                         | 230                   | 650           |
| <b>Total:</b>                           | <b>170</b>              | <b>0</b>                     | <b>80</b>                     | <b>470</b>                  | <b>440</b>            | <b>1,160</b>  |
| <b>Percent:</b>                         | <b>14.7%</b>            | <b>0.0%</b>                  | <b>6.9%</b>                   | <b>40.5%</b>                | <b>37.9%</b>          | <b>100.0%</b> |

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

**Tenure (Renter/Buyer) Profile**

Households With The Potential  
To Move To Downtown Wichita In 2010  
*City of Wichita; Balance of Sedgwick County;*

*Regional Draw Area; Secondary Draw Area; All Other US Counties*

| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <i>.. Rental ..</i>     | <i>..... Ownership .....</i> |                               |                             |                       | <b>Total</b>  |
|---|-------------------------|------------------------------|-------------------------------|-----------------------------|-----------------------|---------------|
|   | <i>Above<br/>Median</i> | <i>Entry-<br/>Level</i>      | <i>First-Time<br/>Move-Up</i> | <i>Move-Up/<br/>Lateral</i> | <i>Move-<br/>Down</i> |               |
| <b>Metropolitan Cities</b>                            |                         |                              |                               |                             |                       |               |
| Full-Nest Urbanites                                   | 20                      | 10                           | 20                            | 0                           | 10                    | 60            |
| Multi-Cultural Families                               | 20                      | 0                            | 10                            | 10                          | 0                     | 40            |
| <i>Subtotal:</i>                                      | 40                      | 10                           | 30                            | 10                          | 10                    | 100           |
| <b>Small Cities/Satellite Cities</b>                  |                         |                              |                               |                             |                       |               |
| Unibox Transferees                                    | 40                      | 30                           | 120                           | 40                          | 40                    | 270           |
| <i>Subtotal:</i>                                      | 40                      | 30                           | 120                           | 40                          | 40                    | 270           |
| <b>Total:</b>   | <b>80</b>               | <b>40</b>                    | <b>150</b>                    | <b>50</b>                   | <b>50</b>             | <b>370</b>    |
| <b>Percent:</b>                                       | <b>21.6%</b>            | <b>10.8%</b>                 | <b>40.5%</b>                  | <b>13.5%</b>                | <b>13.5%</b>          | <b>100.0%</b> |

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

**Tenure (Renter/Buyer) Profile**

Households With The Potential  
To Move To Downtown Wichita In 2010  
*City of Wichita; Balance of Sedgwick County;*

*Regional Draw Area; Secondary Draw Area; All Other US Counties*

| <b>Younger<br/>Singles &amp; Couples</b> | <i>.. Rental ..</i>     | <i>..... Ownership .....</i> |                               |                             |                       | <b>Total</b>  |
|--|-------------------------|------------------------------|-------------------------------|-----------------------------|-----------------------|---------------|
|  | <i>Above<br/>Median</i> | <i>Entry-<br/>Level</i>      | <i>First-Time<br/>Move-Up</i> | <i>Move-Up/<br/>Lateral</i> | <i>Move-<br/>Down</i> |               |
| <b>Metropolitan Cities</b>               |                         |                              |                               |                             |                       |               |
| e-Types                                  | 20                      | 0                            | 0                             | 10                          | 0                     | 30            |
| New Bohemians                            | 40                      | 0                            | 10                            | 10                          | 0                     | 60            |
| <i>Subtotal:</i>                         | 60                      | 0                            | 10                            | 20                          | 0                     | 90            |
| <b>Small Cities/Satellite Cities</b>     |                         |                              |                               |                             |                       |               |
| The VIPs                                 | 90                      | 30                           | 60                            | 80                          | 20                    | 280           |
| Twentysomethings                         | 240                     | 50                           | 60                            | 90                          | 0                     | 440           |
| Small-City Singles                       | 380                     | 60                           | 80                            | 120                         | 0                     | 640           |
| <i>Subtotal:</i>                         | 710                     | 140                          | 200                           | 290                         | 20                    | 1,360         |
| <b>Metropolitan Suburbs</b>              |                         |                              |                               |                             |                       |               |
| The Entrepreneurs                        | 10                      | 10                           | 20                            | 10                          | 10                    | 60            |
| Fast-Track Professionals                 | 30                      | 10                           | 10                            | 20                          | 0                     | 70            |
| Upscale Suburban Couples                 | 30                      | 10                           | 20                            | 30                          | 10                    | 100           |
| No-Nest Suburbanites                     | 60                      | 10                           | 10                            | 10                          | 0                     | 90            |
| Suburban Achievers                       | 120                     | 50                           | 90                            | 90                          | 40                    | 390           |
| <i>Subtotal:</i>                         | 250                     | 90                           | 150                           | 160                         | 60                    | 710           |
| <b>Total:</b>                            | <b>1,020</b>            | <b>230</b>                   | <b>360</b>                    | <b>470</b>                  | <b>80</b>             | <b>2,160</b>  |
| <b>Percent:</b>                          | <b>47.2%</b>            | <b>10.6%</b>                 | <b>16.7%</b>                  | <b>21.8%</b>                | <b>3.7%</b>           | <b>100.0%</b> |

**New Unit Purchase Propensity By Housing Type**  
Households With The Potential  
To Move To Downtown Wichita In 2010  
*City of Wichita; Balance of Sedgwick County;*  
*Regional Draw Area; Secondary Draw Area; All Other US Counties*

| Household Type/<br>Geographic Designation             | Multi-<br>.. Family .. | Single-<br>..... Family .....       |                      |                   | Total        |               |
|---|------------------------|-------------------------------------|----------------------|-------------------|--------------|---------------|
|   | <i>All Ranges</i>      | .. Attached ..<br><i>All Ranges</i> | ..... Detached ..... |                   |              |               |
|   |                        | <i>Low-Range</i>                    | <i>Mid-Range</i>     | <i>High-Range</i> |              |               |
| <b>Empty Nesters<br/>&amp; Retirees</b>               | <b>250</b>             | <b>80</b>                           | <b>190</b>           | <b>260</b>        | <b>210</b>   | <b>990</b>    |
| <i>Metropolitan Cities</i>                            | 40                     | 10                                  | 10                   | 0                 | 0            | 60            |
| <i>Small Cities/Satellite Cities</i>                  | 70                     | 30                                  | 30                   | 40                | 30           | 200           |
| <i>Metropolitan Suburbs</i>                           | 60                     | 20                                  | 20                   | 30                | 40           | 170           |
| <i>Town &amp; Country/Exurbs</i>                      | 80                     | 20                                  | 130                  | 190               | 140          | 560           |
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>30</b>              | <b>110</b>                          | <b>40</b>            | <b>60</b>         | <b>50</b>    | <b>290</b>    |
| <i>Metropolitan Cities</i>                            | 20                     | 30                                  | 10                   | 0                 | 0            | 60            |
| <i>Small Cities/Satellite Cities</i>                  | 10                     | 80                                  | 30                   | 60                | 50           | 230           |
| <i>Metropolitan Suburbs</i>                           | 0                      | 0                                   | 0                    | 0                 | 0            | 0             |
| <i>Town &amp; Country/Exurbs</i>                      | 0                      | 0                                   | 0                    | 0                 | 0            | 0             |
| <b>Younger<br/>Singles &amp; Couples</b>              | <b>590</b>             | <b>180</b>                          | <b>190</b>           | <b>110</b>        | <b>70</b>    | <b>1,140</b>  |
| <i>Metropolitan Cities</i>                            | 30                     | 0                                   | 0                    | 0                 | 0            | 30            |
| <i>Small Cities/Satellite Cities</i>                  | 290                    | 110                                 | 130                  | 80                | 40           | 650           |
| <i>Metropolitan Suburbs</i>                           | 270                    | 70                                  | 60                   | 30                | 30           | 460           |
| <i>Town &amp; Country/Exurbs</i>                      | 0                      | 0                                   | 0                    | 0                 | 0            | 0             |
| <b>Total:</b>   | <b>870</b>             | <b>370</b>                          | <b>420</b>           | <b>430</b>        | <b>330</b>   | <b>2,420</b>  |
| <b>Percent:</b>                                       | <b>36.0%</b>           | <b>15.3%</b>                        | <b>17.4%</b>         | <b>17.8%</b>      | <b>13.6%</b> | <b>100.0%</b> |

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

**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To Downtown Wichita In 2010  
*City of Wichita; Balance of Sedgwick County;*  
*Regional Draw Area; Secondary Draw Area; All Other US Counties*

| <b>Empty Nesters<br/>&amp; Retirees</b> | <i>Multi-<br/>.. Family ..</i> |                             | <i>Single-<br/>..... Family .....</i> |                  |                   | <b>Total</b>  |
|---|--------------------------------|-----------------------------|---------------------------------------|------------------|-------------------|---------------|
|   | <i>.. Attached ..</i>          | <i>..... Detached .....</i> |                                       |                  |                   |               |
|   | <i>All Ranges</i>              | <i>All Ranges</i>           | <i>Low-Range</i>                      | <i>Mid-Range</i> | <i>High-Range</i> |               |
| <b>Metropolitan Cities</b>              |                                |                             |                                       |                  |                   |               |
| Urban Establishment                     | 30                             | 10                          | 10                                    | 0                | 0                 | 50            |
| Cosmopolitan Couples                    | 10                             | 0                           | 0                                     | 0                | 0                 | 10            |
| <i>Subtotal:</i>                        | 40                             | 10                          | 10                                    | 0                | 0                 | 60            |
| <b>Small Cities/Satellite Cities</b>    |                                |                             |                                       |                  |                   |               |
| Cosmopolitan Elite                      | 70                             | 30                          | 30                                    | 40               | 30                | 200           |
| <i>Subtotal:</i>                        | 70                             | 30                          | 30                                    | 40               | 30                | 200           |
| <b>Metropolitan Suburbs</b>             |                                |                             |                                       |                  |                   |               |
| Old Money                               | 30                             | 0                           | 10                                    | 10               | 30                | 80            |
| Affluent Empty Nesters                  | 20                             | 10                          | 0                                     | 0                | 0                 | 30            |
| Suburban Establishment                  | 10                             | 10                          | 10                                    | 20               | 10                | 60            |
| <i>Subtotal:</i>                        | 60                             | 20                          | 20                                    | 30               | 40                | 170           |
| <b>Town &amp; Country/Exurbs</b>        |                                |                             |                                       |                  |                   |               |
| Small-Town Establishment                | 20                             | 10                          | 30                                    | 40               | 40                | 140           |
| New Empty Nesters                       | 60                             | 10                          | 100                                   | 150              | 100               | 420           |
| <i>Subtotal:</i>                        | 80                             | 20                          | 130                                   | 190              | 140               | 560           |
| <b>Total:</b>                           | <b>250</b>                     | <b>80</b>                   | <b>190</b>                            | <b>260</b>       | <b>210</b>        | <b>990</b>    |
| <b>Percent:</b>                         | <b>25.3%</b>                   | <b>8.1%</b>                 | <b>19.2%</b>                          | <b>26.3%</b>     | <b>21.2%</b>      | <b>100.0%</b> |

**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To Downtown Wichita In 2010  
*City of Wichita; Balance of Sedgwick County;  
 Regional Draw Area; Secondary Draw Area; All Other US Counties*

| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <i>Multi-<br/>.. Family ..</i> | <i>Single-<br/>..... Family .....</i>      |   |                  | <u>Total</u> |                   |
|---|--------------------------------|--|---|------------------|--------------|-------------------|
|   | <u>All Ranges</u>              | <i>.. Attached ..</i><br><u>All Ranges</u> | <i>..... Detached .....</i><br><u>Low-Range</u> | <u>Mid-Range</u> |              | <u>High-Range</u> |
| <i>Metropolitan Cities</i>                            |                                |  |   |                  |              |                   |
| Full-Nest Urbanites                                   | 10                             | 20   | 10  | 0                | 0            | 40                |
| Multi-Cultural Families                               | 10                             | 10   | 0   | 0                | 0            | 20                |
| <i>Subtotal:</i>                                      | 20                             | 30   | 10  | 0                | 0            | 60                |
| <i>Small Cities/Satellite Cities</i>                  |                                |  |   |                  |              |                   |
| Unibox Transferees                                    | 10                             | 80   | 30  | 60               | 50           | 230               |
| <i>Subtotal:</i>                                      | 10                             | 80   | 30  | 60               | 50           | 230               |
| <b>Total:</b>   | <b>30</b>                      | <b>110</b>                                 | <b>40</b>                                       | <b>60</b>        | <b>50</b>    | <b>290</b>        |
| <b>Percent:</b>                                       | <b>10.3%</b>                   | <b>37.9%</b>                               | <b>13.8%</b>                                    | <b>20.7%</b>     | <b>17.2%</b> | <b>100.0%</b>     |

**New Unit Purchase Propensity By Housing Type**  
 Households With The Potential  
 To Move To Downtown Wichita In 2010  
*City of Wichita; Balance of Sedgwick County;*  
*Regional Draw Area; Secondary Draw Area; All Other US Counties*

| <b>Younger<br/>Singles &amp; Couples</b> | <i>Multi-<br/>.. Family ..</i> | <i>Single-<br/>..... Family .....</i> |                  |   | <i>High-Range</i> | <b>Total</b>  |
|--|--------------------------------|---------------------------------------|------------------|---|-------------------|---------------|
|  | <i>All Ranges</i>              | <i>.. Attached ..<br/>All Ranges</i>  | <i>Low-Range</i> | <i>..... Detached .....</i><br><i>Mid-Range</i> |                   |               |
| <b>Metropolitan Cities</b>               |                                |                                       |                  |   |                   |               |
| e-Types                                  | 10                             | 0                                     | 0                | 0   | 0                 | 10            |
| New Bohemians                            | 20                             | 0                                     | 0                | 0   | 0                 | 20            |
| <i>Subtotal:</i>                         | 30                             | 0                                     | 0                | 0   | 0                 | 30            |
| <b>Small Cities/Satellite Cities</b>     |                                |                                       |                  |   |                   |               |
| The VIPs                                 | 90                             | 40                                    | 20               | 20  | 20                | 190           |
| Twentysomethings                         | 90                             | 30                                    | 40               | 30  | 10                | 200           |
| Small-City Singles                       | 110                            | 40                                    | 70               | 30  | 10                | 260           |
| <i>Subtotal:</i>                         | 290                            | 110                                   | 130              | 80  | 40                | 650           |
| <b>Metropolitan Suburbs</b>              |                                |                                       |                  |   |                   |               |
| The Entrepreneurs                        | 30                             | 10                                    | 0                | 0   | 10                | 50            |
| Fast-Track Professionals                 | 20                             | 20                                    | 0                | 0   | 0                 | 40            |
| Upscale Suburban Couples                 | 30                             | 10                                    | 10               | 10  | 10                | 70            |
| No-Nest Suburbanites                     | 20                             | 0                                     | 10               | 0   | 0                 | 30            |
| Suburban Achievers                       | 170                            | 30                                    | 40               | 20  | 10                | 270           |
| <i>Subtotal:</i>                         | 270                            | 70                                    | 60               | 30  | 30                | 460           |
| <b>Total:</b>                            | <b>590</b>                     | <b>180</b>                            | <b>190</b>       | <b>110</b>                                      | <b>70</b>         | <b>1,140</b>  |
| <b>Percent:</b>                          | <b>51.8%</b>                   | <b>15.8%</b>                          | <b>16.7%</b>     | <b>9.6%</b>                                     | <b>6.1%</b>       | <b>100.0%</b> |

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

## Appendix Two Tables



### Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Butler County, Kansas*

| <u>Household Type/<br/>Geographic Designation</u>                       | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                                 | <b>6,165</b>                | <b>170</b>       | <b>38.6%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 0                           | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 6,165                       | 170              | 38.6%                         |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                   | <b>5,095</b>                | <b>160</b>       | <b>36.4%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 0                           | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 5,095                       | 160              | 36.4%                         |
| <b>Younger<br/>Singles &amp; Couples</b>                                | <b>2,300</b>                | <b>110</b>       | <b>25.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 0                           | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 2,300                       | 110              | 25.0%                         |
| <b>Total:</b>   | <b>13,560</b>               | <b>440</b>       | <b>100.0%</b>                 |
| <b>Total County Households:</b>   | <b>23,250</b>               |                  |                               |
| <b>Classified Households As A Share<br/>Of Total County Households:</b> | <b>58.3%</b>                |                  |                               |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
Butler County, Kansas

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>6,165</b>                | <b>170</b>       | <b>38.6%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 0                           | 0                | 0.0%                          |
| Middle-Class Move-Downs                 | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 0                           | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 0                           | 0                | 0.0%                          |
| Suburban Establishment                  | 0                           | 0                | 0.0%                          |
| Mainstream Retirees                     | 0                           | 0                | 0.0%                          |
| Middle-American Retirees                | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 1,155                       | 10               | 2.3%                          |
| New Empty Nesters                       | 1,880                       | 70               | 15.9%                         |
| RV Retirees                             | 1,630                       | 20               | 4.5%                          |
| Blue-Collar Empty Nesters               | 1,500                       | 70               | 15.9%                         |
| <i>Subtotal:</i>                        | <u>6,165</u>                | <u>170</u>       | <u>38.6%</u>                  |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
Butler County, Kansas

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>5,095</b>                | <b>160</b>       | <b>36.4%</b>                  |
| <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                                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Families                                 | 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%                          |
| Late-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Blue-Collar Button-Downs                              | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 220                         | 10               | 2.3%                          |
| Full-Nest Exurbanites                                 | 2,225                       | 60               | 13.6%                         |
| New-Town Families                                     | 1,635                       | 60               | 13.6%                         |
| Small-Town Families                                   | 1,015                       | 30               | 6.8%                          |
| <i>Subtotal:</i>                                      | 5,095                       | 160              | 36.4%                         |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Butler County, Kansas*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>2,300</b>                | <b>110</b>       | <b>25.0%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Urban Achievers                          | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 0                           | 0                | 0.0%                          |
| Twentysomethings                         | 0                           | 0                | 0.0%                          |
| Small-City Singles                       | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 0                           | 0                | 0.0%                          |
| Fast-Track Professionals                 | 0                           | 0                | 0.0%                          |
| Upscale Suburban Couples                 | 0                           | 0                | 0.0%                          |
| No-Nest Suburbanites                     | 0                           | 0                | 0.0%                          |
| Suburban Achievers                       | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 125                         | 10               | 2.3%                          |
| Cross-Training Couples                   | 1,180                       | 60               | 13.6%                         |
| Exurban Suburbanites                     | 995                         | 40               | 9.1%                          |
| <i>Subtotal:</i>                         | <u>2,300</u>                | <u>110</u>       | <u>25.0%</u>                  |

### Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Sumner County, Kansas*

| <u>Household Type/<br/>Geographic Designation</u>                       | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                                 | <b>2,130</b>                | <b>70</b>        | <b>53.8%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 0                           | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 2,130                       | 70               | 53.8%                         |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                   | <b>1,300</b>                | <b>50</b>        | <b>38.5%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 0                           | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 1,300                       | 50               | 38.5%                         |
| <b>Younger<br/>Singles &amp; Couples</b>                                | <b>300</b>                  | <b>10</b>        | <b>7.7%</b>                   |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 0                           | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 300                         | 10               | 7.7%                          |
| <b>Total:</b>   | <b>3,730</b>                | <b>130</b>       | <b>100.0%</b>                 |
| <b>Total County Households:</b>   | <b>9,005</b>                |                  |                               |
| <b>Classified Households As A Share<br/>Of Total County Households:</b> | <b>41.4%</b>                |                  |                               |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**  
Household Classification By Market Groups  
*Sumner County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>2,130</b>                | <b>70</b>        | <b>53.8%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 0                           | 0                | 0.0%                          |
| Middle-Class Move-Downs                 | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 0                           | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 0                           | 0                | 0.0%                          |
| Suburban Establishment                  | 0                           | 0                | 0.0%                          |
| Mainstream Retirees                     | 0                           | 0                | 0.0%                          |
| Middle-American Retirees                | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 275                         | 0                | 0.0%                          |
| New Empty Nesters                       | 340                         | 10               | 7.7%                          |
| RV Retirees                             | 640                         | 10               | 7.7%                          |
| Blue-Collar Empty Nesters               | 875                         | 50               | 38.5%                         |
| <i>Subtotal:</i>                        | <u>2,130</u>                | <u>70</u>        | <u>53.8%</u>                  |

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

### Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Sumner County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>1,300</b>                | <b>50</b>        | <b>38.5%</b>                  |
| <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                                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Families                                 | 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%                          |
| Late-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Blue-Collar Button-Downs                              | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 0                           | 0                | 0.0%                          |
| Full-Nest Exurbanites                                 | 355                         | 10               | 7.7%                          |
| New-Town Families                                     | 215                         | 10               | 7.7%                          |
| Small-Town Families                                   | 730                         | 30               | 23.1%                         |
| <i>Subtotal:</i>                                      | 1,300                       | 50               | 38.5%                         |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Sumner County, Kansas*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>300</b>                  | <b>10</b>        | <b>7.7%</b>                   |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Urban Achievers                          | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 0                           | 0                | 0.0%                          |
| Twentysomethings                         | 0                           | 0                | 0.0%                          |
| Small-City Singles                       | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 0                           | 0                | 0.0%                          |
| Fast-Track Professionals                 | 0                           | 0                | 0.0%                          |
| Upscale Suburban Couples                 | 0                           | 0                | 0.0%                          |
| No-Nest Suburbanites                     | 0                           | 0                | 0.0%                          |
| Suburban Achievers                       | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 0                           | 0                | 0.0%                          |
| Cross-Training Couples                   | 0                           | 0                | 0.0%                          |
| Exurban Suburbanites                     | 300                         | 10               | 7.7%                          |
| <i>Subtotal:</i>                         | <u>300</u>                  | <u>10</u>        | <u>7.7%</u>                   |

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups

*Reno County, Kansas*

| <u>Household Type/<br/>Geographic Designation</u>                       | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                                 | <b>5,455</b>                | <b>30</b>        | <b>30.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 2,345                       | 10               | 10.0%                         |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 3,110                       | 20               | 20.0%                         |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                   | <b>1,580</b>                | <b>10</b>        | <b>10.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 595                         | 10               | 10.0%                         |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 985                         | 0                | 0.0%                          |
| <b>Younger<br/>Singles &amp; Couples</b>                                | <b>2,800</b>                | <b>60</b>        | <b>60.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 1,920                       | 50               | 50.0%                         |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 880                         | 10               | 10.0%                         |
| <b>Total:</b>   | <b>9,835</b>                | <b>100</b>       | <b>100.0%</b>                 |
| <b>Total County Households:</b>   | <b>24,955</b>               |                  |                               |
| <b>Classified Households As A Share<br/>Of Total County Households:</b> | <b>39.4%</b>                |                  |                               |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Reno County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>5,455</b>                | <b>30</b>        | <b>30.0%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 425                         | 0                | 0.0%                          |
| Middle-Class Move-Downs                 | 1,920                       | 10               | 10.0%                         |
| <i>Subtotal:</i>                        | <u>2,345</u>                | <u>10</u>        | <u>10.0%</u>                  |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 0                           | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 0                           | 0                | 0.0%                          |
| Suburban Establishment                  | 0                           | 0                | 0.0%                          |
| Mainstream Retirees                     | 0                           | 0                | 0.0%                          |
| Middle-American Retirees                | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 670                         | 0                | 0.0%                          |
| New Empty Nesters                       | 470                         | 10               | 10.0%                         |
| RV Retirees                             | 1,115                       | 0                | 0.0%                          |
| Blue-Collar Empty Nesters               | 855                         | 10               | 10.0%                         |
| <i>Subtotal:</i>                        | <u>3,110</u>                | <u>20</u>        | <u>20.0%</u>                  |

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

### Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Reno County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>1,580</b>                | <b>10</b>        | <b>10.0%</b>                  |
| <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                                    | 160                         | 0                | 0.0%                          |
| Multi-Ethnic Families                                 | 435                         | 10               | 10.0%                         |
| <i>Subtotal:</i>                                      | 595                         | 10               | 10.0%                         |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| The Social Register                                   | 0                           | 0                | 0.0%                          |
| Nouveau Money   | 0                           | 0                | 0.0%                          |
| Late-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Blue-Collar Button-Downs                              | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 55                          | 0                | 0.0%                          |
| Full-Nest Exurbanites                                 | 310                         | 0                | 0.0%                          |
| New-Town Families                                     | 130                         | 0                | 0.0%                          |
| Small-Town Families                                   | 490                         | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 985                         | 0                | 0.0%                          |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Reno County, Kansas*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>2,800</b>                | <b>60</b>        | <b>60.0%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Urban Achievers                          | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 270                         | 0                | 0.0%                          |
| Twentysomethings                         | 285                         | 10               | 10.0%                         |
| Small-City Singles                       | 1,365                       | 40               | 40.0%                         |
| <i>Subtotal:</i>                         | <u>1,920</u>                | <u>50</u>        | <u>50.0%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 0                           | 0                | 0.0%                          |
| Fast-Track Professionals                 | 0                           | 0                | 0.0%                          |
| Upscale Suburban Couples                 | 0                           | 0                | 0.0%                          |
| No-Nest Suburbanites                     | 0                           | 0                | 0.0%                          |
| Suburban Achievers                       | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 155                         | 0                | 0.0%                          |
| Cross-Training Couples                   | 370                         | 10               | 10.0%                         |
| Exurban Suburbanites                     | 355                         | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>880</u>                  | <u>10</u>        | <u>10.0%</u>                  |

### Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Harvey County, Kansas*

| <u>Household Type/<br/>Geographic Designation</u>                       | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                                 | <b>3,260</b>                | <b>50</b>        | <b>50.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 0                           | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 3,260                       | 50               | 50.0%                         |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                   | <b>1,475</b>                | <b>30</b>        | <b>30.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 0                           | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 1,475                       | 30               | 30.0%                         |
| <b>Younger<br/>Singles &amp; Couples</b>                                | <b>1,110</b>                | <b>20</b>        | <b>20.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 0                           | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 1,110                       | 20               | 20.0%                         |
| <b>Total:</b>   | <b>5,845</b>                | <b>100</b>       | <b>100.0%</b>                 |
| <b>Total County Households:</b>   | <b>12,995</b>               |                  |                               |
| <b>Classified Households As A Share<br/>Of Total County Households:</b> | <b>45.0%</b>                |                  |                               |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Harvey County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>3,260</b>                | <b>50</b>        | <b>50.0%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 0                           | 0                | 0.0%                          |
| Middle-Class Move-Downs                 | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 0                           | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 0                           | 0                | 0.0%                          |
| Suburban Establishment                  | 0                           | 0                | 0.0%                          |
| Mainstream Retirees                     | 0                           | 0                | 0.0%                          |
| Middle-American Retirees                | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 625                         | 0                | 0.0%                          |
| New Empty Nesters                       | 580                         | 10               | 10.0%                         |
| RV Retirees                             | 870                         | 10               | 10.0%                         |
| Blue-Collar Empty Nesters               | 1,185                       | 30               | 30.0%                         |
| <i>Subtotal:</i>                        | <u>3,260</u>                | <u>50</u>        | <u>50.0%</u>                  |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Harvey County, Kansas*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>1,475</b>                | <b>30</b>        | <b>30.0%</b>                  |
| <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                                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Families                                 | 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%                          |
| Late-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 0                           | 0                | 0.0%                          |
| Blue-Collar Button-Downs                              | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 0                           | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 0                           | 0                | 0.0%                          |
| Full-Nest Exurbanites                                 | 395                         | 10               | 10.0%                         |
| New-Town Families                                     | 400                         | 10               | 10.0%                         |
| Small-Town Families                                   | 680                         | 10               | 10.0%                         |
| <i>Subtotal:</i>                                      | 1,475                       | 30               | 30.0%                         |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Harvey County, Kansas*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>1,110</b>                | <b>20</b>        | <b>20.0%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Urban Achievers                          | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 0                           | 0                | 0.0%                          |
| Twentysomethings                         | 0                           | 0                | 0.0%                          |
| Small-City Singles                       | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 0                           | 0                | 0.0%                          |
| Fast-Track Professionals                 | 0                           | 0                | 0.0%                          |
| Upscale Suburban Couples                 | 0                           | 0                | 0.0%                          |
| No-Nest Suburbanites                     | 0                           | 0                | 0.0%                          |
| Suburban Achievers                       | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 0                           | 0                | 0.0%                          |
| Cross-Training Couples                   | 365                         | 10               | 10.0%                         |
| Exurban Suburbanites                     | 745                         | 10               | 10.0%                         |
| <i>Subtotal:</i>                         | <u>1,110</u>                | <u>20</u>        | <u>20.0%</u>                  |

## Appendix Three Tables



**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups  
*Oklahoma County (Oklahoma City), Oklahoma*

| <u>Household Type/<br/>Geographic Designation</u>                       | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                                 | <b>50,955</b>               | <b>10</b>        | <b>10.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 29,565                      | 10               | 10.0%                         |
| <i>Metropolitan Suburbs</i>   | 11,295                      | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 10,095                      | 0                | 0.0%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                   | <b>39,590</b>               | <b>10</b>        | <b>10.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 17,855                      | 10               | 10.0%                         |
| <i>Metropolitan Suburbs</i>   | 10,860                      | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 10,875                      | 0                | 0.0%                          |
| <b>Younger<br/>Singles &amp; Couples</b>                                | <b>60,255</b>               | <b>80</b>        | <b>80.0%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 40,865                      | 70               | 70.0%                         |
| <i>Metropolitan Suburbs</i>   | 14,650                      | 10               | 10.0%                         |
| <i>Town &amp; Country/Exurbs</i>  | 4,740                       | 0                | 0.0%                          |
| <b>Total:</b>   | <b>150,800</b>              | <b>100</b>       | <b>100.0%</b>                 |
| <b>Total County Households:</b>   | <b>287,650</b>              |                  |                               |
| <b>Classified Households As A Share<br/>Of Total County Households:</b> | <b>52.4%</b>                |                  |                               |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups  
*Oklahoma County (Oklahoma City), Oklahoma*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>50,955</b>               | <b>10</b>        | <b>10.0%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 10,665                      | 0                | 0.0%                          |
| Middle-Class Move-Downs                 | 18,900                      | 10               | 10.0%                         |
| <i>Subtotal:</i>                        | <u>29,565</u>               | <u>10</u>        | <u>10.0%</u>                  |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 1,440                       | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 2,445                       | 0                | 0.0%                          |
| Suburban Establishment                  | 3,160                       | 0                | 0.0%                          |
| Mainstream Retirees                     | 1,875                       | 0                | 0.0%                          |
| Middle-American Retirees                | 2,375                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>11,295</u>               | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 2,955                       | 0                | 0.0%                          |
| New Empty Nesters                       | 1,870                       | 0                | 0.0%                          |
| RV Retirees                             | 2,850                       | 0                | 0.0%                          |
| Blue-Collar Empty Nesters               | 2,420                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>10,095</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 Wichita In 2010

Household Classification By Market Groups  
*Oklahoma County (Oklahoma City), Oklahoma*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>39,590</b>               | <b>10</b>        | <b>10.0%</b>                  |
| <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                                    | 8,315                       | 0                | 0.0%                          |
| Multi-Ethnic Families                                 | 9,540                       | 10               | 10.0%                         |
| <i>Subtotal:</i>                                      | 17,855                      | 10               | 10.0%                         |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| The Social Register                                   | 625                         | 0                | 0.0%                          |
| Nouveau Money   | 835                         | 0                | 0.0%                          |
| Late-Nest Suburbanites                                | 2,025                       | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 3,865                       | 0                | 0.0%                          |
| Blue-Collar Button-Downs                              | 3,510                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 10,860                      | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 4,180                       | 0                | 0.0%                          |
| Full-Nest Exurbanites                                 | 1,780                       | 0                | 0.0%                          |
| New-Town Families                                     | 3,310                       | 0                | 0.0%                          |
| Small-Town Families                                   | 1,605                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 10,875                      | 0                | 0.0%                          |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups  
*Oklahoma County (Oklahoma City), Oklahoma*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>60,255</b>               | <b>80</b>        | <b>80.0%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Urban Achievers                          | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 9,400                       | 10               | 10.0%                         |
| Twentysomethings                         | 9,140                       | 20               | 20.0%                         |
| Small-City Singles                       | 22,325                      | 40               | 40.0%                         |
| <i>Subtotal:</i>                         | <u>40,865</u>               | <u>70</u>        | <u>70.0%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 1,395                       | 0                | 0.0%                          |
| Fast-Track Professionals                 | 2,875                       | 0                | 0.0%                          |
| Upscale Suburban Couples                 | 3,605                       | 0                | 0.0%                          |
| No-Nest Suburbanites                     | 2,350                       | 0                | 0.0%                          |
| Suburban Achievers                       | 4,425                       | 10               | 10.0%                         |
| <i>Subtotal:</i>                         | <u>14,650</u>               | <u>10</u>        | <u>10.0%</u>                  |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 2,565                       | 0                | 0.0%                          |
| Cross-Training Couples                   | 1,155                       | 0                | 0.0%                          |
| Exurban Suburbanites                     | 1,020                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>4,740</u>                | <u>0</u>         | <u>0.0%</u>                   |

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups  
*Tulsa County (City of Tulsa), Oklahoma*

| <u>Household Type/<br/>Geographic Designation</u>                       | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                                 | <b>43,720</b>               | <b>10</b>        | <b>11.1%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 28,525                      | 10               | 11.1%                         |
| <i>Metropolitan Suburbs</i>   | 7,315                       | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 7,880                       | 0                | 0.0%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                   | <b>40,755</b>               | <b>20</b>        | <b>22.2%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 16,145                      | 20               | 22.2%                         |
| <i>Metropolitan Suburbs</i>   | 11,470                      | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 13,140                      | 0                | 0.0%                          |
| <b>Younger<br/>Singles &amp; Couples</b>                                | <b>45,215</b>               | <b>60</b>        | <b>66.7%</b>                  |
| <i>Metropolitan Cities</i>  | 0                           | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 28,745                      | 50               | 55.6%                         |
| <i>Metropolitan Suburbs</i>   | 11,185                      | 10               | 11.1%                         |
| <i>Town &amp; Country/Exurbs</i>  | 5,285                       | 0                | 0.0%                          |
| <b>Total:</b>   | <b>129,690</b>              | <b>90</b>        | <b>100.0%</b>                 |
| <b>Total County Households:</b>   | <b>238,490</b>              |                  |                               |
| <b>Classified Households As A Share<br/>Of Total County Households:</b> | <b>54.4%</b>                |                  |                               |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups

*Tulsa County (City of Tulsa), Oklahoma*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>43,720</b>               | <b>10</b>        | <b>11.1%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 0                           | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 0                           | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 12,810                      | 0                | 0.0%                          |
| Middle-Class Move-Downs                 | 15,715                      | 10               | 11.1%                         |
| <i>Subtotal:</i>                        | <u>28,525</u>               | <u>10</u>        | <u>11.1%</u>                  |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 1,550                       | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 1,000                       | 0                | 0.0%                          |
| Suburban Establishment                  | 1,240                       | 0                | 0.0%                          |
| Mainstream Retirees                     | 1,040                       | 0                | 0.0%                          |
| Middle-American Retirees                | 2,485                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>7,315</u>                | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 1,855                       | 0                | 0.0%                          |
| New Empty Nesters                       | 1,555                       | 0                | 0.0%                          |
| RV Retirees                             | 2,445                       | 0                | 0.0%                          |
| Blue-Collar Empty Nesters               | 2,025                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>7,880</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 Wichita In 2010**

Household Classification By Market Groups

*Tulsa County (City of Tulsa), Oklahoma*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>40,755</b>               | <b>20</b>        | <b>22.2%</b>                  |
| <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                                    | 9,195                       | 10               | 11.1%                         |
| Multi-Ethnic Families                                 | 6,950                       | 10               | 11.1%                         |
| <i>Subtotal:</i>                                      | 16,145                      | 20               | 22.2%                         |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| The Social Register                                   | 1,670                       | 0                | 0.0%                          |
| Nouveau Money   | 1,955                       | 0                | 0.0%                          |
| Late-Nest Suburbanites                                | 1,490                       | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 3,435                       | 0                | 0.0%                          |
| Blue-Collar Button-Downs                              | 2,920                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 11,470                      | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 2,820                       | 0                | 0.0%                          |
| Full-Nest Exurbanites                                 | 3,515                       | 0                | 0.0%                          |
| New-Town Families                                     | 5,620                       | 0                | 0.0%                          |
| Small-Town Families                                   | 1,185                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 13,140                      | 0                | 0.0%                          |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups

*Tulsa County (City of Tulsa), Oklahoma*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>45,215</b>               | <b>60</b>        | <b>66.7%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 0                           | 0                | 0.0%                          |
| New Bohemians                            | 0                           | 0                | 0.0%                          |
| Urban Achievers                          | 0                           | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>0</u>                    | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 9,690                       | 10               | 11.1%                         |
| Twentysomethings                         | 7,340                       | 20               | 22.2%                         |
| Small-City Singles                       | 11,715                      | 20               | 22.2%                         |
| <i>Subtotal:</i>                         | <u>28,745</u>               | <u>50</u>        | <u>55.6%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 1,675                       | 0                | 0.0%                          |
| Fast-Track Professionals                 | 1,670                       | 0                | 0.0%                          |
| Upscale Suburban Couples                 | 3,030                       | 0                | 0.0%                          |
| No-Nest Suburbanites                     | 2,040                       | 0                | 0.0%                          |
| Suburban Achievers                       | 2,770                       | 10               | 11.1%                         |
| <i>Subtotal:</i>                         | <u>11,185</u>               | <u>10</u>        | <u>11.1%</u>                  |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 1,585                       | 0                | 0.0%                          |
| Cross-Training Couples                   | 2,025                       | 0                | 0.0%                          |
| Exurban Suburbanites                     | 1,675                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>5,285</u>                | <u>0</u>         | <u>0.0%</u>                   |

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups  
*Los Angeles County (City of Los Angeles), California*

| <u>Household Type/<br/>Geographic Designation</u>                       | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                                 | <b>835,595</b>              | <b>10</b>        | <b>11.1%</b>                  |
| <i>Metropolitan Cities</i>  | 561,865                     | 10               | 11.1%                         |
| <i>Small Cities/Satellite Cities</i>                                    | 41,910                      | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 213,505                     | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 18,315                      | 0                | 0.0%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                   | <b>739,085</b>              | <b>10</b>        | <b>11.1%</b>                  |
| <i>Metropolitan Cities</i>  | 451,740                     | 10               | 11.1%                         |
| <i>Small Cities/Satellite Cities</i>                                    | 73,675                      | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 189,835                     | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 23,835                      | 0                | 0.0%                          |
| <b>Younger<br/>Singles &amp; Couples</b>                                | <b>897,325</b>              | <b>70</b>        | <b>77.8%</b>                  |
| <i>Metropolitan Cities</i>  | 651,575                     | 70               | 77.8%                         |
| <i>Small Cities/Satellite Cities</i>                                    | 57,815                      | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 171,135                     | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 16,800                      | 0                | 0.0%                          |
| <b>Total:</b>   | <b>2,472,005</b>            | <b>90</b>        | <b>100.0%</b>                 |
| <b>Total County Households:</b>   | <b>3,291,970</b>            |                  |                               |
| <b>Classified Households As A Share<br/>Of Total County Households:</b> | <b>75.1%</b>                |                  |                               |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups  
*Los Angeles County (City of Los Angeles), California*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>835,595</b>              | <b>10</b>        | <b>11.1%</b>                  |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 292,895                     | 10               | 11.1%                         |
| Cosmopolitan Couples                    | 158,365                     | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 110,605                     | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>561,865</u>              | <u>10</u>        | <u>11.1%</u>                  |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 22,015                      | 0                | 0.0%                          |
| Middle-Class Move-Downs                 | 19,895                      | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>41,910</u>               | <u>0</u>         | <u>0.0%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 100,975                     | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 35,695                      | 0                | 0.0%                          |
| Suburban Establishment                  | 45,365                      | 0                | 0.0%                          |
| Mainstream Retirees                     | 16,630                      | 0                | 0.0%                          |
| Middle-American Retirees                | 14,840                      | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>213,505</u>              | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 12,630                      | 0                | 0.0%                          |
| New Empty Nesters                       | 2,230                       | 0                | 0.0%                          |
| RV Retirees                             | 1,860                       | 0                | 0.0%                          |
| Blue-Collar Empty Nesters               | 1,595                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>18,315</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 Wichita In 2010**

Household Classification By Market Groups  
*Los Angeles County (City of Los Angeles), California*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>739,085</b>              | <b>10</b>        | <b>11.1%</b>                  |
| <i>Metropolitan Cities</i>                            |                             |                  |                               |
| Full-Nest Urbanites                                   | 307,510                     | 10               | 11.1%                         |
| Multi-Cultural Families                               | 144,230                     | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 451,740                     | 10               | 11.1%                         |
| <i>Small Cities/Satellite Cities</i>                  |                             |                  |                               |
| Unibox Transferees                                    | 44,325                      | 0                | 0.0%                          |
| Multi-Ethnic Families                                 | 29,350                      | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 73,675                      | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| The Social Register                                   | 47,305                      | 0                | 0.0%                          |
| Nouveau Money   | 20,320                      | 0                | 0.0%                          |
| Late-Nest Suburbanites                                | 52,220                      | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 40,550                      | 0                | 0.0%                          |
| Blue-Collar Button-Downs                              | 29,440                      | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 189,835                     | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 16,550                      | 0                | 0.0%                          |
| Full-Nest Exurbanites                                 | 1,535                       | 0                | 0.0%                          |
| New-Town Families                                     | 3,965                       | 0                | 0.0%                          |
| Small-Town Families                                   | 1,785                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 23,835                      | 0                | 0.0%                          |

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

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups  
*Los Angeles County (City of Los Angeles), California*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>897,325</b>              | <b>70</b>        | <b>77.8%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 134,500                     | 10               | 11.1%                         |
| New Bohemians                            | 309,350                     | 30               | 33.3%                         |
| Urban Achievers                          | 207,725                     | 30               | 33.3%                         |
| <i>Subtotal:</i>                         | <u>651,575</u>              | <u>70</u>        | <u>77.8%</u>                  |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 31,835                      | 0                | 0.0%                          |
| Twentysomethings                         | 16,850                      | 0                | 0.0%                          |
| Small-City Singles                       | 9,130                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>57,815</u>               | <u>0</u>         | <u>0.0%</u>                   |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 64,580                      | 0                | 0.0%                          |
| Fast-Track Professionals                 | 30,655                      | 0                | 0.0%                          |
| Upscale Suburban Couples                 | 41,420                      | 0                | 0.0%                          |
| No-Nest Suburbanites                     | 11,570                      | 0                | 0.0%                          |
| Suburban Achievers                       | 22,910                      | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>171,135</u>              | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 14,180                      | 0                | 0.0%                          |
| Cross-Training Couples                   | 2,210                       | 0                | 0.0%                          |
| Exurban Suburbanites                     | 410                         | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>16,800</u>               | <u>0</u>         | <u>0.0%</u>                   |

**Households With The Potential  
To Move To The City Of Wichita In 2010**

Household Classification By Market Groups  
*Jackson County (City of Jackson), Missouri*

| <u>Household Type/<br/>Geographic Designation</u>                       | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b>                                 | <b>56,530</b>               | <b>0</b>         | <b>0.0%</b>                   |
| <i>Metropolitan Cities</i>  | 9,525                       | 0                | 0.0%                          |
| <i>Small Cities/Satellite Cities</i>                                    | 6,800                       | 0                | 0.0%                          |
| <i>Metropolitan Suburbs</i>   | 30,235                      | 0                | 0.0%                          |
| <i>Town &amp; Country/Exurbs</i>  | 9,970                       | 0                | 0.0%                          |
| <b>Traditional &amp;<br/>Non-Traditional Families</b>                   | <b>62,550</b>               | <b>30</b>        | <b>33.3%</b>                  |
| <i>Metropolitan Cities</i>  | 18,820                      | 10               | 11.1%                         |
| <i>Small Cities/Satellite Cities</i>                                    | 13,275                      | 10               | 11.1%                         |
| <i>Metropolitan Suburbs</i>   | 15,825                      | 10               | 11.1%                         |
| <i>Town &amp; Country/Exurbs</i>  | 14,630                      | 0                | 0.0%                          |
| <b>Younger<br/>Singles &amp; Couples</b>                                | <b>55,385</b>               | <b>60</b>        | <b>66.7%</b>                  |
| <i>Metropolitan Cities</i>  | 16,220                      | 20               | 22.2%                         |
| <i>Small Cities/Satellite Cities</i>                                    | 9,270                       | 20               | 22.2%                         |
| <i>Metropolitan Suburbs</i>   | 23,385                      | 20               | 22.2%                         |
| <i>Town &amp; Country/Exurbs</i>  | 6,510                       | 0                | 0.0%                          |
| <b>Total:</b>   | <b>174,465</b>              | <b>90</b>        | <b>100.0%</b>                 |
| <b>Total County Households:</b>   | <b>275,090</b>              |                  |                               |
| <b>Classified Households As A Share<br/>Of Total County Households:</b> | <b>63.4%</b>                |                  |                               |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Jackson County (City of Jackson), Missouri*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Empty Nesters<br/>&amp; Retirees</b> | <b>56,530</b>               | <b>0</b>         | <b>0.0%</b>                   |
| <i>Metropolitan Cities</i>              |                             |                  |                               |
| Urban Establishment                     | 4,365                       | 0                | 0.0%                          |
| Cosmopolitan Couples                    | 1,785                       | 0                | 0.0%                          |
| Multi-Ethnic Retirees                   | 3,375                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>9,525</u>                | <u>0</u>         | <u>0.0%</u>                   |
| <i>Small Cities/Satellite Cities</i>    |                             |                  |                               |
| Cosmopolitan Elite                      | 2,520                       | 0                | 0.0%                          |
| Middle-Class Move-Downs                 | 4,280                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>6,800</u>                | <u>0</u>         | <u>0.0%</u>                   |
| <i>Metropolitan Suburbs</i>             |                             |                  |                               |
| Old Money                               | 3,060                       | 0                | 0.0%                          |
| Affluent Empty Nesters                  | 4,990                       | 0                | 0.0%                          |
| Suburban Establishment                  | 4,425                       | 0                | 0.0%                          |
| Mainstream Retirees                     | 3,220                       | 0                | 0.0%                          |
| Middle-American Retirees                | 14,540                      | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>30,235</u>               | <u>0</u>         | <u>0.0%</u>                   |
| <i>Town &amp; Country/Exurbs</i>        |                             |                  |                               |
| Small-Town Establishment                | 4,185                       | 0                | 0.0%                          |
| New Empty Nesters                       | 2,085                       | 0                | 0.0%                          |
| RV Retirees                             | 1,685                       | 0                | 0.0%                          |
| Blue-Collar Empty Nesters               | 2,015                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                        | <u>9,970</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 Wichita In 2010

Household Classification By Market Groups  
*Jackson County (City of Jackson), Missouri*

|   | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|---|-----------------------------|------------------|-------------------------------|
| <b>Traditional &amp;<br/>Non-Traditional Families</b> | <b>62,550</b>               | <b>30</b>        | <b>33.3%</b>                  |
| <i>Metropolitan Cities</i>                            |                             |                  |                               |
| Full-Nest Urbanites                                   | 4,340                       | 0                | 0.0%                          |
| Multi-Cultural Families                               | 14,480                      | 10               | 11.1%                         |
| <i>Subtotal:</i>                                      | 18,820                      | 10               | 11.1%                         |
| <i>Small Cities/Satellite Cities</i>                  |                             |                  |                               |
| Unibox Transferees                                    | 8,905                       | 10               | 11.1%                         |
| Multi-Ethnic Families                                 | 4,370                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 13,275                      | 10               | 11.1%                         |
| <i>Metropolitan Suburbs</i>                           |                             |                  |                               |
| The Social Register                                   | 1,070                       | 0                | 0.0%                          |
| Nouveau Money   | 1,650                       | 0                | 0.0%                          |
| Late-Nest Suburbanites                                | 3,235                       | 0                | 0.0%                          |
| Full-Nest Suburbanites                                | 3,585                       | 0                | 0.0%                          |
| Blue-Collar Button-Downs                              | 6,285                       | 10               | 11.1%                         |
| <i>Subtotal:</i>                                      | 15,825                      | 10               | 11.1%                         |
| <i>Town &amp; Country/Exurbs</i>                      |                             |                  |                               |
| Ex-Urban Elite  | 6,210                       | 0                | 0.0%                          |
| Full-Nest Exurbanites                                 | 3,780                       | 0                | 0.0%                          |
| New-Town Families                                     | 3,960                       | 0                | 0.0%                          |
| Small-Town Families                                   | 680                         | 0                | 0.0%                          |
| <i>Subtotal:</i>                                      | 14,630                      | 0                | 0.0%                          |

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

## Households With The Potential To Move To The City Of Wichita In 2010

Household Classification By Market Groups  
*Jackson County (City of Jackson), Missouri*

|  | <u>Estimated<br/>Number</u> | <u>Potential</u> | <u>Share of<br/>Potential</u> |
|--|-----------------------------|------------------|-------------------------------|
| <b>Younger<br/>Singles &amp; Couples</b> | <b>55,385</b>               | <b>60</b>        | <b>66.7%</b>                  |
| <i>Metropolitan Cities</i>               |                             |                  |                               |
| e-Types                                  | 2,380                       | 0                | 0.0%                          |
| New Bohemians                            | 3,690                       | 0                | 0.0%                          |
| Urban Achievers                          | 10,150                      | 20               | 22.2%                         |
| <i>Subtotal:</i>                         | <u>16,220</u>               | <u>20</u>        | <u>22.2%</u>                  |
| <i>Small Cities/Satellite Cities</i>     |                             |                  |                               |
| The VIPs                                 | 3,475                       | 0                | 0.0%                          |
| Twentysomethings                         | 2,890                       | 10               | 11.1%                         |
| Small-City Singles                       | 2,905                       | 10               | 11.1%                         |
| <i>Subtotal:</i>                         | <u>9,270</u>                | <u>20</u>        | <u>22.2%</u>                  |
| <i>Metropolitan Suburbs</i>              |                             |                  |                               |
| The Entrepreneurs                        | 2,235                       | 0                | 0.0%                          |
| Fast-Track Professionals                 | 395                         | 0                | 0.0%                          |
| Upscale Suburban Couples                 | 5,155                       | 0                | 0.0%                          |
| No-Nest Suburbanites                     | 10,285                      | 10               | 11.1%                         |
| Suburban Achievers                       | 5,315                       | 10               | 11.1%                         |
| <i>Subtotal:</i>                         | <u>23,385</u>               | <u>20</u>        | <u>22.2%</u>                  |
| <i>Town &amp; Country/Exurbs</i>         |                             |                  |                               |
| Ex-Urban Power Couples                   | 3,640                       | 0                | 0.0%                          |
| Cross-Training Couples                   | 1,585                       | 0                | 0.0%                          |
| Exurban Suburbanites                     | 1,285                       | 0                | 0.0%                          |
| <i>Subtotal:</i>                         | <u>6,510</u>                | <u>0</u>         | <u>0.0%</u>                   |

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## ASSUMPTIONS AND LIMITATIONS—

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

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

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



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