
Appendices One through Three

METHODOLOGY
TARGET MARKET TABLES

UPDATE

RESIDENTIAL MARKET POTENTIAL

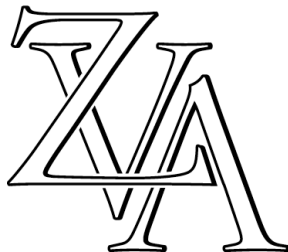
Downtown Study Area

City of Springfield
Hampden County, Massachusetts

September, 2019

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Residential Market Analysis Across the Urban-to-Rural Transect

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Residential Market Analysis Across the Urban-to-Rural Transect

METHODOLOGY

AN UPDATE OF RESIDENTIAL MARKET POTENTIAL

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The technical analysis to determine the market potential for the Downtown Study Area in the City of Springfield, Massachusetts included updating the following:

- The draw areas for new and existing housing units within the City of Springfield and the Study Area;
- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (apartments/condominiums and townhouses/rowhouses);
- The composition of the potential housing market (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The housing and unit types and configurations, base rents and prices derived from target household preferences and financial capabilities, and annual market capture over the next five years (optimum market position).

The boundaries of the Study Area are the same as those defined in 2013, covering the area bounded by the Amtrak railroad tracks, including Union Station in the north, Byers and Myrtle Street in the east, Union Street in the south, and the Connecticut River in the west. The Downtown Springfield study area encompasses most of the Metro Center neighborhood, including the Central Business District; the Business Improvement District; the Quadrangle-Mattoon Street and Lower Maple Historic Districts; the Club Quarter, the city's entertainment district; and several public parks—including Court Square, Tower Square Park, Stearns Square, and Riverfront Park.

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CONFIRMATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Historically, American households, more than any other nation's, have been extraordinarily mobile. In general, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households. Nationally, one lingering consequence of the Great Recession (officially December, 2007 through June, 2009) has been a considerable and continued reduction in mobility.

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the confirmation of the draw areas—the principal counties of origin for households that are likely to move to Hampden County. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service and provide a clear representation of mobility patterns. To refine the draw area for the city, the IRS migration data have been supplemented by migration and mobility data for the City of Springfield from the 2017 American Community Survey.

According to the American Community Survey, which measures population mobility, the City of Springfield—where 15.5 percent of the city's population moved either within or to the city in 2017—has a mobility rate higher than the national average of just under 14 percent. Approximately 58 percent of Springfield's population that changed residences moved from one unit to another within the city.

Appendix One, Table 1. **Migration Trends—**

The analysis of Hampden County migration and mobility patterns from 2011 through 2015—the most recent data available from the Internal Revenue Service—shows that the number of households moving into the county reached a recent peak of 6,110 households in 2012, declining to 4,330 households in 2014. In 2015, in-migration rebounded to 5,810 households. This is a wider range than in the 2013 study, when the peak hit 5,935 households in 2007, and the low fell to 5,460 households in 2009.

As it did in the 2013 study, adjacent Hampshire County consistently accounted for approximately 21.3 to 22.4 percent of household migration into Hampden County. Hartford County, Connecticut represented between 9.3 to 10.9 percent and Worcester County, Massachusetts comprised 5.8 to 7.7

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percent of in-migration over the study period. No other county individually accounted for more than four percent of household migration into Hampden County. (*Reference Appendix One, Table 1.*)

Households moving out of Hampden County peaked in 2015, when 7,405 households moved out. Prior to 2015, household out-migration was highest in 2012, then fell to 5,260 households in 2014. As of the 2013 study, the highest number of out-migrating households that had occurred was in 2005 and 2007, when 7,445 Hampden County households moved out.

A significant percentage of out-going Hampden County households moved to Hampshire County, which received between 16.6 and 18.4 percent of Hampden County movers over the study period. Migration to Hartford, Connecticut, and Worcester Counties together averaged between 15.1 and 16.6 percent of total out-migration per year over the study period.

Net migration—the difference between households moving into the county and those moving out—showed Hampden county lost households every year of the study period, ranging between a loss of 880 households in 2012 to a loss of 1,595 households in 2015. In the earlier study, net losses ranged between 730 households in 2008 to the peak of nearly 1,600 households in 2006.

NOTE: Although net migration provides insights into a county's historical ability to attract or retain households compared to other locations, it is those households likely to move into a county (gross in-migration) that represent that county's external market potential.

Based on the migration data, then, the draw areas for Hampden County, the City of Springfield, and the Downtown Study Area have been updated as follows:

- The primary draw area, covering households currently living within the Springfield city limits.
- The local draw area, covering households currently living elsewhere in Hampden County.

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- A regional draw area, covering households with the potential to move to the City of Springfield from Hampshire and Worcester Counties, Massachusetts, and Hartford County, Connecticut.
- A metropolitan draw area, covering households with the potential to move to the City of Springfield from Middlesex, Suffolk, Essex, and Norfolk Counties (Greater Boston).
- The national draw area, covering households with the potential to move to the City of Springfield from all other U.S. counties.

Migration Methodology:

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

2019 TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—

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

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 35, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. The housing and lifestyle choices of the Millennials have had, and will continue to have a profound effect on the nation as a whole and cities in particular. The leading edge of the I-Generation, the next generation following the Millennials, is now 22 years old and they are just beginning to have an impact on this lifestage's housing preferences.

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- Families, comprising both “traditional” families (married couples with one or more children) and “non-traditional” families (a wide range of family households, from a single parent with one or more children, an adult caring for younger siblings, a grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), primarily Generation X, born between 1965 and 1976. However, as the leading edge Millennials enter their late 30s and early 40s, they have begun to have children, thus moving into the family lifestage.
- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations. As with the Millennials, as it ages the Boomer generation will continue its significant impact on the nation’s housing.

Appendix One, Tables 2 and 3.

Target Market Classification—

According to Claritas, Inc., an estimated 57,315 households live in the City of Springfield in 2019, a gain of 505 households over 2013’s estimate of 56,810 households. Median income in the City of Springfield is estimated at \$39,800, up 13.3 percent from 2013’s estimate of \$34,500. The median reported value of owner-occupied dwelling units in the city is estimated at \$164,200, up just seven percent from 2013’s \$152,700. (The median is the midpoint at which half of the households have higher incomes or home values, and half have lower incomes or lower home values.)

Approximately 37.2 percent of the city’s households can be characterized as younger singles and couples, another 31.8 percent are traditional and non-traditional families, and the remaining 31 percent are empty nesters and retirees. (*Reference* Appendix One, Table 2.)

In 2019, an estimated 183,585 households live in Hampden County, an increase of 3,130 households from 2013’s estimate of 180,455 households. Median income in the county is estimated at \$55,900, an increase of \$8,500 since 2013. The median reported home value is estimated at \$215,500, which is \$20,200 higher than the median of \$195,300 in 2013. As characterized by lifestage, 43.6 percent of Hampden County households are empty nesters and retirees, 33.6 percent

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are traditional and non-traditional families, and the remaining 22.8 percent are younger singles and couples. (*Reference Appendix One, Table 3.*)

Residential Target Market Methodology:

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

In residential target market methodology, clusters of households (usually between 10 and 15) are grouped according to a variety of significant “predictable variables,” ranging from basic demographic characteristics, such as income qualification and age, to less-frequently considered attributes known as “behaviors,” such as mobility rates, lifestage, and lifestyle patterns.

Mobility rates detail how frequently a household moves from one dwelling unit to another.

Lifestage denotes what stage of life the household is in, from initial household formation (typically when a young person moves out of his or her parents’ household into his or her own dwelling unit), through family formation (typically, marriage and children), empty-nesting (after the last adult child has left the household), to retirement (typically, no longer employed).

Lifestyle patterns reflect the ways households choose to live, *e.g.*—an urban lifestyle includes residing in a dwelling unit in a town, most likely high-density, and implies the ability to walk to more activities and locations than a suburban lifestyle, which is most likely lower-density and typically requires an automobile to access non-residential locations.

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

As a result of this process, Zimmerman/Volk Associates has identified 47 target market groups with median incomes that enable most of the households within each group to qualify for market-rate housing. The most affluent of the 47 groups can afford the most expensive new ownership units; the least prosperous are candidates for the least expensive existing rental apartments. Another 21 groups have median incomes such that most of the households require some form of housing finance assistance.

Once the draw areas for a property have been defined, then—through field investigation, analysis of historical migration and development trends, and employment and commutation patterns—the households within those areas are quantified using the residential target market methodology. The potential market for new dwelling units is then determined by the correlation of a number of factors—including, but not limited to: household mobility rates; incomes; lifestyle characteristics and housing preferences; the location of the study area; and the current housing market context.

DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE CITY OF SPRINGFIELD (MOBILITY ANALYSIS)—

The mobility tables, individually and in summaries, indicate the number and type of households that have the potential to move within or to the City of Springfield each year over the next five years. The total number of households with the potential to move from each county is derived from historical migration trends; the number of households from each group is calculated from each group's mobility rate.

Appendix One, Table 4.

Internal Mobility (Households Moving within the City of Springfield)—

Zimmerman/Volk Associates integrates U.S. Bureau of the Census data from the American Community Survey with data from Claritas, Inc. to determine the number of households in each target market group that will move from one residence to another within a specific jurisdiction in a given year (internal mobility).

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Using these data, Zimmerman/Volk Associates has determined that an annual average of 4,805 households currently living in the City of Springfield have the potential to move from one residence to another—rental or ownership, new or resale—within the city each year over the next five years.

Approximately 55.5 percent of these households are likely to be younger singles and couples; 28.9 percent are likely to be traditional and non-traditional families; and the remaining 15.6 percent are likely to be empty nesters and retirees.

Appendix One, Table 5.

External Mobility (Households Moving to the City of Springfield from the Balance of Hampden County)—

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

The analysis shows that an annual average of 1,365 households living in the balance of Hampden County have the potential to move from a residence elsewhere in the county to a residence in the City of Springfield each year over the next five years.

Approximately 37.4 percent of these households are likely to be traditional and non-traditional families; another 35.5 percent are likely to be younger singles and couples; and the remaining 27.1 percent are likely to be empty nesters and retirees.

Appendix One, Tables 6 through 8; Appendix Two, Tables 1 through 3; Appendix Three, Tables 1 through 4.

External Mobility (Households Moving to the City of Springfield from Outside Hampden County)—

These tables determine the number of households living in Hampshire and Worcester Counties, Massachusetts, and Hartford County, Connecticut (the regional draw area), Middlesex, Suffolk, Essex, and Norfolk Counties, Massachusetts (the metropolitan draw area), and the balance of the United States that are likely to move to the City of Springfield each year over the next five years (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service and American Community Survey migration and mobility data).

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Appendix One, Table 9.

Average Annual Market Potential for the City of Springfield—

This table summarizes Appendix One, Tables 4 through 8. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing dwelling units in the City of Springfield each year over the next five years. An annual average of 7,935 households of all incomes have the potential to move within or to the City of Springfield each year over the next five years. (Note: This number includes all households, not just households with incomes at or above \$50,000 per year, which was the income delineation in 2013.)

Younger singles and couples are likely to account for 48.5 percent of the market, traditional and non-traditional families make up 32.8 percent of the market, and empty nesters and retirees comprise 18.7 percent.

The distribution of the draw areas as a percentage of the annual potential market for the City of Springfield is shown on the following table:

Average Annual Market Potential by Draw Area <i>City of Springfield, Hampden County, Massachusetts</i>	
City of Springfield (Primary Draw Area):	60.5%
Balance of Hampden County (Local Draw Area):	17.2%
Hampshire and Worcester Counties, MA, and Hartford County, CT (Regional Draw Area):	8.6%
Middlesex, Suffolk, Essex, and Norfolk Counties, MA (Metropolitan Draw Area):	1.7%
Balance of US (National Draw Area):	12.0%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2019.

DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE DOWNTOWN STUDY AREA—

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

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Appendix One, Tables 10 through 12.

Average Annual Market Potential for the Downtown Study Area—

As determined by the target market methodology, then, an annual average of 2,250 of the 7,935 households that represent the annual market for new and existing housing units in the City of Springfield are a market for new and existing housing units of any kind located within the Downtown Study Area. These households have incomes over \$35,000 per year. Younger singles and couples are likely to account for over 45 percent of the market, empty nesters and retirees make up over 33 percent, and just under 22 percent are likely to be traditional and non-traditional families. (*Reference* Appendix One, Table 10.)

The distribution of the draw areas as a percentage of the potential market for the Downtown Study Area is shown on the following table:

Average Annual Market Potential by Draw Area DOWNTOWN STUDY AREA <i>City of Springfield, Hampden County, Massachusetts</i>	
City of Springfield (Primary Draw Area):	53.1%
Balance of Hampden County (Local Draw Area):	19.1%
Hampshire and Worcester Counties, MA, and Hartford County, CT (Regional Draw Area):	8.9%
Middlesex, Suffolk, Essex, and Norfolk Counties, MA (Metropolitan Draw Area):	3.6%
Balance of US (National Draw Area):	<u>15.3%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2019.

The 2,250 draw area households that have the potential to move to the Study Area each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Approximately 60.8 percent (1,369 households) comprise the market for new and existing multi-family rental units, increases in both number (820 households) and percentage (36 percent) from 2013. The remaining 39.2 percent of these households (or 881 households) comprise the potential market for new and existing for-sale (ownership) housing units, dropping from 2013 in both number 1,460 households) and percentage (64 percent). This significant transformation in tenure is largely due to the continuing preference of Millennial households for rental housing, particularly in a downtown or walkable environment. (*Reference* Appendix One, Table 11.)

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Of the 881 potential buyer households, 8.6 percent (or 76 households) comprise the annual potential market for multi-family for-sale units (condominium/cooperative lofts/apartments), down from 180 households at 12.3 percent in 2013; 30.0 percent (264 households) comprise the potential market for attached single-family (townhouse/rowhouse/flexhouse/duplex) units, down from 300 households at 20.5 percent in 2013; and the remaining 61.4 percent (541 households) comprise the potential market for all ranges of single-family detached houses, far fewer than the 980 households in 2013 which represented over two-thirds of the market. (*Reference Appendix One, Table 12.*)

—Target Market Data—

Target market data are based on the PRIZM household clustering system developed by Claritas, Inc., and modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary residential target market methodology. Target market data provides number of households by cluster aggregated into the three main demographic categories—empty nesters and retirees; traditional and non-traditional families; and younger singles and couples.

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

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

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

A change in classification is rarely induced by a change in just one of the four basic characteristics. This is one reason that the target household categories are so highly refined: they take in multiple

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

Household Classification Methodology:

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

Over the past 31 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company’s proprietary residential target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names.



UPDATE: RESIDENTIAL MARKET POTENTIAL

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Appendix One Tables



Gross Annual Household In-Migration*Hampden County, Massachusetts***2011, 2012, 2013, 2014, 2015**

County of Origin 2011 2012 2013 2014 2015	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Hampshire	1,260	21.3%	1,365	22.3%	1,190	21.4%	925	21.4%	1,300	22.4%
Hartford, CT	620	10.5%	570	9.3%	520	9.3%	470	10.9%	590	10.2%
Worcester	345	5.8%	415	6.8%	390	7.0%	335	7.7%	425	7.3%
Middlesex	155	2.6%	185	3.0%	150	2.7%	125	2.9%	185	3.2%
Franklin	135	2.3%	130	2.1%	155	2.8%	110	2.5%	155	2.7%
Berkshire	115	1.9%	135	2.2%	110	2.0%	65	1.5%	120	2.1%
Suffolk	100	1.7%	120	2.0%	125	2.2%	85	2.0%	115	2.0%
Tolland, CT	70	1.2%	90	1.5%	110	2.0%	70	1.6%	90	1.5%
New Haven, CT	75	1.3%	60	1.0%	65	1.2%	60	1.4%	75	1.3%
Essex	80	1.4%	80	1.3%	65	1.2%	60	1.4%	75	1.3%
Norfolk	55	0.9%	55	0.9%	65	1.2%	40	0.9%	70	1.2%
Travis, TX	10	0.2%	0	0.0%	30	0.5%	55	1.3%	60	1.0%
Orange, FL	45	0.8%	60	1.0%	50	0.9%	35	0.8%	50	0.9%
Kings, NY	55	0.9%	50	0.8%	60	1.1%	40	0.9%	50	0.9%
Bronx, NY	60	1.0%	70	1.1%	55	1.0%	55	1.3%	50	0.9%
Bristol	45	0.8%	50	0.8%	55	1.0%	35	0.8%	40	0.7%
Plymouth	40	0.7%	25	0.4%	35	0.6%	0	0.0%	40	0.7%
New London, CT	40	0.7%	35	0.6%	25	0.4%	0	0.0%	40	0.7%
Queens, NY	45	0.8%	55	0.9%	40	0.7%	30	0.7%	40	0.7%
Los Angeles, CA	25	0.4%	35	0.6%	25	0.4%	0	0.0%	40	0.7%
Fairfield, CT	35	0.6%	35	0.6%	35	0.6%	35	0.8%	40	0.7%
Barnstable	45	0.8%	50	0.8%	35	0.6%	35	0.8%	35	0.6%
Broward, FL	35	0.6%	35	0.6%	30	0.5%	25	0.6%	35	0.6%
Providence, RI	40	0.7%	45	0.7%	50	0.9%	35	0.8%	35	0.6%
Foreign APO/FPO	25	0.4%	20	0.3%	25	0.4%	25	0.6%	35	0.6%
New York, NY	50	0.8%	45	0.7%	45	0.8%	25	0.6%	35	0.6%
Hillsborough, NH	25	0.4%	30	0.5%	25	0.4%	0	0.0%	30	0.5%
Hillsborough, FL	50	0.8%	30	0.5%	25	0.4%	25	0.6%	30	0.5%
Philadelphia, PA	30	0.5%	25	0.4%	0	0.0%	0	0.0%	30	0.5%
Litchfield, CT	20	0.3%	20	0.3%	0	0.0%	25	0.6%	30	0.5%
Osceola, FL	20	0.3%	30	0.5%	25	0.4%	25	0.6%	25	0.4%
Maricopa, AZ	20	0.3%	25	0.4%	0	0.0%	20	0.5%	25	0.4%
Palm Beach, FL	35	0.6%	45	0.7%	35	0.6%	0	0.0%	25	0.4%
Harris, TX	15	0.3%	20	0.3%	20	0.4%	0	0.0%	25	0.4%
Cook, IL	25	0.4%	20	0.3%	0	0.0%	0	0.0%	20	0.3%
All Other Counties	2,065	34.9%	2,050	33.6%	1,895	34.1%	1,460	33.7%	1,745	30.0%
Total In-Migration:	5,910	100.0%	6,110	100.0%	5,565	100.0%	4,330	100.0%	5,810	100.0%

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

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

Gross Annual Household Out-Migration
Hampden County, Massachusetts
2011, 2012, 2013, 2014, 2015

Destination County 2011 2012 2013 2014 2015	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Hampshire	1,245	17.9%	1,245	17.8%	1,170	17.3%	875	16.6%	1,360	18.4%
Hartford, CT	645	9.3%	675	9.7%	700	10.4%	550	10.5%	800	10.8%
Worcester	405	5.8%	430	6.2%	410	6.1%	320	6.1%	450	6.1%
Middlesex	225	3.2%	250	3.6%	195	2.9%	155	2.9%	225	3.0%
Franklin	145	2.1%	130	1.9%	120	1.8%	110	2.1%	135	1.8%
Berkshire	140	2.0%	115	1.6%	95	1.4%	80	1.5%	120	1.6%
Suffolk	165	2.4%	180	2.6%	150	2.2%	145	2.8%	180	2.4%
Tolland, CT	105	1.5%	120	1.7%	105	1.6%	100	1.9%	135	1.8%
New Haven, CT	75	1.1%	70	1.0%	70	1.0%	55	1.0%	80	1.1%
Essex	80	1.2%	75	1.1%	65	1.0%	40	0.8%	60	0.8%
Norfolk	90	1.3%	105	1.5%	85	1.3%	65	1.2%	90	1.2%
Travis, TX	15	0.2%	55	0.8%	60	0.9%	60	1.1%	0	0.0%
Orange, FL	75	1.1%	70	1.0%	65	1.0%	65	1.2%	90	1.2%
Kings, NY	60	0.9%	40	0.6%	45	0.7%	45	0.9%	45	0.6%
Bronx, NY	65	0.9%	40	0.6%	30	0.4%	30	0.6%	30	0.4%
Bristol	55	0.8%	50	0.7%	65	1.0%	40	0.8%	40	0.5%
Plymouth	45	0.6%	40	0.6%	40	0.6%	35	0.7%	45	0.6%
New London, CT	30	0.4%	40	0.6%	30	0.4%	25	0.5%	25	0.3%
Queens, NY	50	0.7%	45	0.6%	20	0.3%	0	0.0%	35	0.5%
Los Angeles, CA	35	0.5%	40	0.6%	45	0.7%	45	0.9%	45	0.6%
Fairfield, CT	40	0.6%	40	0.6%	40	0.6%	25	0.5%	45	0.6%
Barnstable	55	0.8%	70	1.0%	85	1.3%	45	0.9%	85	1.1%
Broward, FL	45	0.6%	40	0.6%	35	0.5%	30	0.6%	35	0.5%
Providence, RI	40	0.6%	40	0.6%	55	0.8%	35	0.7%	45	0.6%
Foreign APO/FPO	20	0.3%	25	0.4%	20	0.3%	25	0.5%	25	0.3%
New York, NY	50	0.7%	35	0.5%	55	0.8%	45	0.9%	50	0.7%
Hillsborough, NH	30	0.4%	30	0.4%	40	0.6%	25	0.5%	45	0.6%
Hillsborough, FL	50	0.7%	45	0.6%	60	0.9%	35	0.7%	55	0.7%
Philadelphia, PA	15	0.2%	20	0.3%	0	0.0%	0	0.0%	30	0.4%
Litchfield, CT	20	0.3%	15	0.2%	0	0.0%	0	0.0%	30	0.4%
Osceola, FL	40	0.6%	40	0.6%	50	0.7%	30	0.6%	55	0.7%
Maricopa, AZ	45	0.6%	40	0.6%	60	0.9%	30	0.6%	65	0.9%
Palm Beach, FL	65	0.9%	40	0.6%	65	1.0%	40	0.8%	60	0.8%
Harris, TX	20	0.3%	15	0.2%	20	0.3%	0	0.0%	25	0.3%
Cook, IL	30	0.4%	25	0.4%	0	0.0%	0	0.0%	0	0.0%
All Other Counties	2,625	37.8%	2,655	38.0%	2,595	38.5%	2,055	39.1%	2,765	37.3%
Total Out-Migration:	6,940	100.0%	6,990	100.0%	6,745	100.0%	5,260	100.0%	7,405	100.0%

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

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

Net Annual Household Migration*Hampden County, Massachusetts***2011, 2012, 2013, 2014, 2015**

County2011..... Number2012..... Number2013..... Number2014..... Number2015..... Number
Hampshire	15	120	20	50	-60
Hartford, CT	-25	-105	-180	-80	-210
Worcester	-60	-15	-20	15	-25
Middlesex	-70	-65	-45	-30	-40
Franklin	-10	0	35	0	20
Berkshire	-25	20	15	-15	0
Suffolk	-65	-60	-25	-60	-65
Tolland, CT	-35	-30	5	-30	-45
New Haven, CT	0	-10	-5	5	-5
Essex	0	5	0	20	15
Norfolk	-35	-50	-20	-25	-20
Travis, TX	-5	-55	-30	-5	60
Orange, FL	-30	-10	-15	-30	-40
Kings, NY	-5	10	15	-5	5
Bronx, NY	-5	30	25	25	20
Bristol	-10	0	-10	-5	0
Plymouth	-5	-15	-5	-35	-5
New London, CT	10	-5	-5	-25	15
Queens, NY	-5	10	20	30	5
Los Angeles, CA	-10	-5	-20	-45	-5
Fairfield, CT	-5	-5	-5	10	-5
Barnstable	-10	-20	-50	-10	-50
Broward, FL	-10	-5	-5	-5	0
Providence, RI	0	5	-5	0	-10
Foreign APO/FPO	5	-5	5	0	10
New York, NY	0	10	-10	-20	-15
Hillsborough, NH	-5	0	-15	-25	-15
Hillsborough, FL	0	-15	-35	-10	-25
Philadelphia, PA	15	5	0	0	0
Litchfield, CT	0	5	0	25	0
Osceola, FL	-20	-10	-25	-5	-30
Maricopa, AZ	-25	-15	-60	-10	-40
Palm Beach, FL	-30	5	-30	-40	-35
Harris, TX	-5	5	0	0	0
Cook, IL	-5	-5	0	0	20
All Other Counties	-560	-605	-700	-595	-1,020
Total Net Migration:	-1,030	-880	-1,180	-930	-1,595

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

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

2019 Household Classification by Market Groups*City of Springfield, Hampden County, Massachusetts*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	17,765	31.0%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	10,000	17.4%
<i>Metropolitan Suburbs</i>	7,765	13.5%
<i>Town & Country/Exurbs</i>	0	0.0%
Traditional & Non-Traditional Families	18,215	31.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,355	19.8%
<i>Metropolitan Suburbs</i>	6,860	12.0%
<i>Town & Country/Exurbs</i>	0	0.0%
Younger Singles & Couples	21,335	37.2%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	16,155	28.2%
<i>Metropolitan Suburbs</i>	5,180	9.0%
<i>Town & Country/Exurbs</i>	0	0.0%
Total:	57,315	100.0%

2019 Estimated Median Income:	\$39,800
2019 Estimated National Median Income:	\$62,300
2019 Estimated Median Home Value:	\$164,200
2019 Estimated National Median Home Value:	\$222,100

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

2019 Household Classification by Market Groups*City of Springfield, Hampden County, Massachusetts*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	17,765	31.0%		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	1,525	2.7%	\$67,600	\$246,600
Blue-Collar Retirees	3,515	6.1%	\$41,600	\$128,600
Middle-Class Move-Downs	890	1.6%	\$40,000	\$143,900
Hometown Seniors	1,395	2.4%	\$28,400	\$86,700
Second City Seniors	2,675	4.7%	\$23,600	\$124,500
<i>Subtotal:</i>	<i>10,000</i>	<i>17.4%</i>		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	755	1.3%	\$87,700	\$319,700
Mainstream Empty Nesters	2,355	4.1%	\$55,900	\$176,400
Middle-American Retirees	4,655	8.1%	\$54,700	\$176,300
<i>Subtotal:</i>	<i>7,765</i>	<i>13.5%</i>		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	0	0.0%		
Pillars of the Community	0	0.0%		
New Empty Nesters	0	0.0%		
Traditional Couples	0	0.0%		
RV Retirees	0	0.0%		
Country Couples	0	0.0%		
Hometown Retirees	0	0.0%		
Heartland Retirees	0	0.0%		
Village Elders	0	0.0%		
Small-Town Seniors	0	0.0%		
Back Country Seniors	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		

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

2019 Household Classification by Market Groups*City of Springfield, Hampden County, Massachusetts*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	18,215	31.8%		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	255	0.4%	\$81,700	\$295,600
Multi-Ethnic Families	2,210	3.9%	\$56,900	\$188,800
Uptown Families	3,635	6.3%	\$54,200	\$170,100
In-Town Families	2,000	3.5%	\$34,400	\$105,400
New American Strivers	3,255	5.7%	\$32,600	\$134,200
<i>Subtotal:</i>	<i>11,355</i>	<i>19.8%</i>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	2,680	4.7%	\$84,700	\$304,800
Fiber-Optic Families	755	1.3%	\$81,200	\$231,100
Late-Nest Suburbanites	430	0.8%	\$65,500	\$276,700
Full-Nest Suburbanites	625	1.1%	\$62,000	\$254,000
Kids 'r' Us	2,370	4.1%	\$59,800	\$175,000
<i>Subtotal:</i>	<i>6,860</i>	<i>12.0%</i>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	0	0.0%		
Full-Nest Exurbanites	0	0.0%		
Rural Families	0	0.0%		
Traditional Families	0	0.0%		
Small-Town Families	0	0.0%		
Four-by-Four Families	0	0.0%		
Rustic Families	0	0.0%		
Hometown Families	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		

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

2019 Household Classification by Market Groups*City of Springfield, Hampden County, Massachusetts*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	21,335	37.2%		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	925	1.6%	\$60,500	\$283,400
Small-City Singles	1,870	3.3%	\$33,100	\$94,300
Twentysomethings	1,110	1.9%	\$30,500	\$180,300
Second-City Strivers	1,775	3.1%	\$30,200	\$150,700
Multi-Ethnic Singles	10,475	18.3%	\$20,200	\$87,100
<i>Subtotal:</i>	<i>16,155</i>	<i>28.2%</i>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	260	0.5%	\$60,700	\$306,200
Suburban Achievers	2,335	4.1%	\$41,100	\$131,200
Suburban Strivers	2,585	4.5%	\$37,000	\$156,400
<i>Subtotal:</i>	<i>5,180</i>	<i>9.0%</i>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	0	0.0%		
Blue-Collar Traditionalists	0	0.0%		
Rural Couples	0	0.0%		
Rural Strivers	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		

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

2019 Household Classification by Market Groups*Hampden County, Massachusetts*

Household Type / Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	80,055	43.6%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	26,950	14.7%
<i>Metropolitan Suburbs</i>	27,820	15.2%
<i>Town & Country/Exurbs</i>	25,285	13.8%
Traditional & Non-Traditional Families	61,670	33.6%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	22,090	12.0%
<i>Metropolitan Suburbs</i>	21,250	11.6%
<i>Town & Country/Exurbs</i>	18,330	10.0%
Younger Singles & Couples	41,860	22.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	28,850	15.7%
<i>Metropolitan Suburbs</i>	11,835	6.4%
<i>Town & Country/Exurbs</i>	1,175	0.6%
Total:	183,585	100.0%
2019 Estimated Median Income:	\$55,900	
2019 Estimated National Median Income:	\$62,300	
2019 Estimated Median Home Value:	\$215,500	
2019 Estimated National Median Home Value:	\$222,100	

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

2019 Household Classification by Market Groups

Hampden County, Massachusetts

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	80,055	43.6%		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	6,900	3.8%	\$72,600	\$250,800
Blue-Collar Retirees	8,635	4.7%	\$44,700	\$130,800
Middle-Class Move-Downs	3,825	2.1%	\$43,100	\$146,800
Hometown Seniors	2,215	1.2%	\$31,000	\$88,200
Second City Seniors	5,375	2.9%	\$26,400	\$127,500
Subtotal:	26,950	14.7%		
<i>Metropolitan Suburbs</i>				
The One Percenters	1,355	0.7%	\$138,000	\$618,200
Old Money	910	0.5%	\$135,200	\$735,000
Affluent Empty Nesters	1,695	0.9%	\$104,500	\$435,100
Suburban Establishment	5,095	2.8%	\$94,100	\$325,200
Mainstream Empty Nesters	5,990	3.3%	\$60,100	\$178,700
Middle-American Retirees	12,775	7.0%	\$58,900	\$179,000
Subtotal:	27,820	15.2%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	6,335	3.5%	\$106,400	\$432,800
Pillars of the Community	4,610	2.5%	\$80,800	\$239,100
New Empty Nesters	3,760	2.0%	\$82,200	\$348,400
Traditional Couples	4,275	2.3%	\$77,700	\$274,900
RV Retirees	330	0.2%	\$63,900	\$184,800
Country Couples	2,210	1.2%	\$58,400	\$177,100
Hometown Retirees	395	0.2%	\$49,400	\$142,200
Heartland Retirees	420	0.2%	\$48,300	\$170,600
Village Elders	1,515	0.8%	\$40,600	\$141,300
Small-Town Seniors	1,130	0.6%	\$39,200	\$121,000
Back Country Seniors	305	0.2%	\$35,800	\$106,200
Subtotal:	25,285	13.8%		

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

2019 Household Classification by Market Groups

Hampden County, Massachusetts

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	61,670	33.6%		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	1,180	0.6%	\$87,200	\$299,400
Multi-Ethnic Families	2,570	1.4%	\$61,100	\$191,900
Uptown Families	8,625	4.7%	\$58,200	\$172,800
In-Town Families	2,005	1.1%	\$34,400	\$107,700
New American Strivers	7,710	4.2%	\$35,500	\$136,800
Subtotal:	22,090	12.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	360	0.2%	\$141,300	\$472,500
Nouveau Money	365	0.2%	\$109,100	\$352,200
Button-Down Families	9,840	5.4%	\$90,500	\$310,900
Fiber-Optic Families	3,320	1.8%	\$86,000	\$234,500
Late-Nest Suburbanites	1,200	0.7%	\$70,700	\$281,200
Full-Nest Suburbanites	2,070	1.1%	\$67,100	\$258,200
Kids 'r' Us	4,095	2.2%	\$63,800	\$177,100
Subtotal:	21,250	11.6%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	5,100	2.8%	\$109,600	\$361,200
New Town Families	2,060	1.1%	\$83,000	\$224,900
Full-Nest Exurbanites	4,630	2.5%	\$82,700	\$273,400
Rural Families	405	0.2%	\$63,800	\$172,200
Traditional Families	1,315	0.7%	\$64,000	\$184,800
Small-Town Families	2,060	1.1%	\$64,200	\$226,600
Four-by-Four Families	1,250	0.7%	\$59,300	\$169,000
Rustic Families	1,055	0.6%	\$49,300	\$135,900
Hometown Families	455	0.2%	\$41,200	\$141,500
Subtotal:	18,330	10.0%		

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

2019 Household Classification by Market Groups

Hampden County, Massachusetts

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	41,860	22.8%		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	4,035	2.2%	\$65,100	\$288,300
Small-City Singles	3,630	2.0%	\$36,300	\$95,700
Twentysomethings	2,760	1.5%	\$33,300	\$183,300
Second-City Strivers	4,195	2.3%	\$32,800	\$153,500
Multi-Ethnic Singles	14,230	7.8%	\$22,000	\$88,600
<i>Subtotal:</i>	<u>28,850</u>	<u>15.7%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	985	0.5%	\$65,000	\$313,100
Suburban Achievers	4,310	2.3%	\$44,100	\$133,300
Suburban Strivers	6,540	3.6%	\$40,100	\$159,100
<i>Subtotal:</i>	<u>11,835</u>	<u>6.4%</u>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	930	0.5%	\$43,300	\$127,300
Blue-Collar Traditionalists	130	0.1%	\$40,800	\$111,500
Rural Couples	65	0.0%	\$32,000	\$90,200
Rural Strivers	50	0.0%	\$26,300	\$91,700
<i>Subtotal:</i>	<u>1,175</u>	<u>0.6%</u>		

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

**Annual Average Number Of Households With The Potential
To Move Within The City Of Springfield Each Year Over The Next Five Years**
City of Springfield, Hampden County, Massachusetts

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	17,765	750	15.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	10,000	445	9.3%
<i>Metropolitan Suburbs</i>	7,765	305	6.3%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	18,215	1,390	28.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,355	1,080	22.5%
<i>Metropolitan Suburbs</i>	6,860	310	6.5%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Younger Singles & Couples	21,335	2,665	55.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	16,155	2,105	43.8%
<i>Metropolitan Suburbs</i>	5,180	560	11.7%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	57,315	4,805	100.0%

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

**Annual Average Number Of Households With The Potential
To Move Within The City Of Springfield Each Year Over The Next Five Years**
City of Springfield, Hampden County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	17,765	750	15.6%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	1,525	30	0.6%
Blue-Collar Retirees	3,515	150	3.1%
Middle-Class Move-Downs	890	25	0.5%
Hometown Seniors	1,395	20	0.4%
Second City Seniors	2,675	220	4.6%
<i>Subtotal:</i>	<u>10,000</u>	<u>445</u>	<u>9.3%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	755	20	0.4%
Mainstream Empty Nesters	2,355	130	2.7%
Middle-American Retirees	4,655	155	3.2%
<i>Subtotal:</i>	<u>7,765</u>	<u>305</u>	<u>6.3%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	0	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move Within The City Of Springfield Each Year Over The Next Five Years**
City of Springfield, Hampden County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	18,215	1,390	28.9%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	255	15	0.3%
Multi-Ethnic Families	2,210	190	4.0%
Uptown Families	3,635	305	6.3%
In-Town Families	2,000	170	3.5%
New American Strivers	3,255	400	8.3%
<i>Subtotal:</i>	<u>11,355</u>	<u>1,080</u>	<u>22.5%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	2,680	85	1.8%
Fiber-Optic Families	755	15	0.3%
Late-Nest Suburbanites	430	30	0.6%
Full-Nest Suburbanites	625	30	0.6%
Kids 'r' Us	2,370	150	3.1%
<i>Subtotal:</i>	<u>6,860</u>	<u>310</u>	<u>6.5%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Four-by-Four Families	0	0	0.0%
Rustic Families	0	0	0.0%
Hometown Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move Within The City Of Springfield Each Year Over The Next Five Years**
City of Springfield, Hampden County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	21,335	2,665	55.5%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	925	105	2.2%
Small-City Singles	1,870	190	4.0%
Twentysomethings	1,110	215	4.5%
Second-City Strivers	1,775	255	5.3%
Multi-Ethnic Singles	10,475	1,340	27.9%
<i>Subtotal:</i>	<u>16,155</u>	<u>2,105</u>	<u>43.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	260	45	0.9%
Suburban Achievers	2,335	95	2.0%
Suburban Strivers	2,585	420	8.7%
<i>Subtotal:</i>	<u>5,180</u>	<u>560</u>	<u>11.7%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	0	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Balance of Hampden County, Massachusetts

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	62,290	370	27.1%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	16,950	120	8.8%
<i>Metropolitan Suburbs</i>	20,055	125	9.2%
<i>Town & Country/Exurbs</i>	25,285	125	9.2%
Traditional & Non-Traditional Families	43,455	510	37.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	10,735	200	14.7%
<i>Metropolitan Suburbs</i>	14,390	105	7.7%
<i>Town & Country/Exurbs</i>	18,330	205	15.0%
Younger Singles & Couples	20,525	485	35.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	12,695	315	23.1%
<i>Metropolitan Suburbs</i>	6,655	165	12.1%
<i>Town & Country/Exurbs</i>	1,175	5	0.4%
Total Balance of County:	126,270	1,365	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Balance of Hampden County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	62,290	370	27.1%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	5,375	20	1.5%
Blue-Collar Retirees	5,120	40	2.9%
Middle-Class Move-Downs	2,935	15	1.1%
Hometown Seniors	820	0	0.0%
Second City Seniors	2,700	45	3.3%
Subtotal:	16,950	120	8.8%
<i>Metropolitan Suburbs</i>			
The One Percenters	1,355	5	0.4%
Old Money	910	0	0.0%
Affluent Empty Nesters	1,695	10	0.7%
Suburban Establishment	4,340	20	1.5%
Mainstream Empty Nesters	3,635	40	2.9%
Middle-American Retirees	8,120	50	3.7%
Subtotal:	20,055	125	9.2%
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	6,335	30	2.2%
Pillars of the Community	4,610	25	1.8%
New Empty Nesters	3,760	15	1.1%
Traditional Couples	4,275	20	1.5%
RV Retirees	330	0	0.0%
Country Couples	2,210	15	1.1%
Hometown Retirees	395	0	0.0%
Heartland Retirees	420	0	0.0%
Village Elders	1,515	10	0.7%
Small-Town Seniors	1,130	10	0.7%
Back Country Seniors	305	0	0.0%
Subtotal:	25,285	125	9.2%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Balance of Hampden County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	43,455	510	37.4%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	925	10	0.7%
Multi-Ethnic Families	360	5	0.4%
Uptown Families	4,990	80	5.9%
In-Town Families	5	0	0.0%
New American Strivers	4,455	105	7.7%
<i>Subtotal:</i>	<u>10,735</u>	<u>200</u>	<u>14.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	360	5	0.4%
Nouveau Money	365	0	0.0%
Button-Down Families	7,160	45	3.3%
Fiber-Optic Families	2,565	10	0.7%
Late-Nest Suburbanites	770	10	0.7%
Full-Nest Suburbanites	1,445	15	1.1%
Kids 'r' Us	1,725	20	1.5%
<i>Subtotal:</i>	<u>14,390</u>	<u>105</u>	<u>7.7%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	5,100	45	3.3%
New Town Families	2,060	20	1.5%
Full-Nest Exurbanites	4,630	40	2.9%
Rural Families	405	5	0.4%
Traditional Families	1,315	10	0.7%
Small-Town Families	2,060	40	2.9%
Four-by-Four Families	1,250	20	1.5%
Rustic Families	1,055	15	1.1%
Hometown Families	455	10	0.7%
<i>Subtotal:</i>	<u>18,330</u>	<u>205</u>	<u>15.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Balance of Hampden County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	20,525	485	35.5%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	3,110	65	4.8%
Small-City Singles	1,760	35	2.6%
Twentysomethings	1,650	60	4.4%
Second-City Strivers	2,420	65	4.8%
Multi-Ethnic Singles	3,755	90	6.6%
<i>Subtotal:</i>	<u>12,695</u>	<u>315</u>	<u>23.1%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	725	25	1.8%
Suburban Achievers	1,975	15	1.1%
Suburban Strivers	3,955	125	9.2%
<i>Subtotal:</i>	<u>6,655</u>	<u>165</u>	<u>12.1%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	930	5	0.4%
Blue-Collar Traditionalists	130	0	0.0%
Rural Couples	65	0	0.0%
Rural Strivers	50	0	0.0%
<i>Subtotal:</i>	<u>1,175</u>	<u>5</u>	<u>0.4%</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

Hampshire County, Massachusetts, Worcester County, Massachusetts, Hartford County, Connecticut

<u>Household Type/ Geographic Designation</u>	<u>Hampshire County</u>	<u>Worcester County</u>	<u>Hartford County</u>	<u>Total</u>
Empty Nesters & Retirees	95	20	30	145
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	15	5	10	30
<i>Metropolitan Suburbs</i>	10	5	15	30
<i>Town & Country/Exurbs</i>	70	10	5	85
Traditional & Non-Traditional Families	185	55	75	315
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	20	15	35	70
<i>Metropolitan Suburbs</i>	10	0	20	30
<i>Town & Country/Exurbs</i>	155	40	20	215
Younger Singles & Couples	100	45	75	220
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	60	25	50	135
<i>Metropolitan Suburbs</i>	30	20	25	75
<i>Town & Country/Exurbs</i>	10	0	0	10
Total:	380	120	180	680
Percent:	55.9%	17.6%	26.5%	100.0%

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

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

Summary: Appendix Two, Tables 1 Through 3

Hampshire County, Massachusetts, Worcester County, Massachusetts, Hartford County, Connecticut

	<i>Hampshire County</i>	<i>Worcester County</i>	<i>Hartford County</i>	<i>Total</i>
Empty Nesters & Retirees	95	20	30	145
<i>Metropolitan Cities</i>				
The Social Register	0	0	0	0
Urban Establishment	0	0	0	0
Multi-Ethnic Empty Nesters	0	0	0	0
Cosmopolitan Couples	0	0	0	0
<i>Subtotal:</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	5	0	0	5
Blue-Collar Retirees	5	0	5	10
Middle-Class Move-Downs	0	0	0	0
Hometown Seniors	0	0	0	0
Second City Seniors	5	5	5	15
<i>Subtotal:</i>	<i>15</i>	<i>5</i>	<i>10</i>	<i>30</i>
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0	0	0
Old Money	0	0	0	0
Affluent Empty Nesters	0	0	0	0
Suburban Establishment	5	0	5	10
Mainstream Empty Nesters	0	0	5	5
Middle-American Retirees	5	5	5	15
<i>Subtotal:</i>	<i>10</i>	<i>5</i>	<i>15</i>	<i>30</i>
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	15	5	5	25
Pillars of the Community	10	0	0	10
New Empty Nesters	15	0	0	15
Traditional Couples	10	0	0	10
RV Retirees	0	0	0	0
Country Couples	5	5	0	10
Hometown Retirees	0	0	0	0
Heartland Retirees	0	0	0	0
Village Elders	5	0	0	5
Small-Town Seniors	10	0	0	10
Back Country Seniors	0	0	0	0
<i>Subtotal:</i>	<i>70</i>	<i>10</i>	<i>5</i>	<i>85</i>

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

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

Summary: Appendix Two, Tables 1 Through 3

Hampshire County, Massachusetts, Worcester County, Massachusetts, Hartford County, Connecticut

	<i>Hampshire County</i>	<i>Worcester County</i>	<i>Hartford County</i>	Total
Traditional & Non-Traditional Families	185	55	75	315
<i>Metropolitan Cities</i>				
e-Type Families	0	0	0	0
Multi-Cultural Families	0	0	0	0
Inner-City Families	0	0	0	0
Single-Parent Families	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	10	0	5	15
Multi-Ethnic Families	0	0	5	5
Uptown Families	5	5	10	20
In-Town Families	0	0	0	0
New American Strivers	5	10	15	30
<i>Subtotal:</i>	<u>20</u>	<u>15</u>	<u>35</u>	<u>70</u>
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0	0	0
Nouveau Money	0	0	0	0
Button-Down Families	10	0	5	15
Fiber-Optic Families	0	0	0	0
Late-Nest Suburbanites	0	0	5	5
Full-Nest Suburbanites	0	0	5	5
Kids 'r' Us	0	0	5	5
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>20</u>	<u>30</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	25	10	15	50
New Town Families	10	0	0	10
Full-Nest Exurbanites	35	10	0	45
Rural Families	0	0	0	0
Traditional Families	0	0	0	0
Small-Town Families	20	10	5	35
Four-by-Four Families	10	5	0	15
Rustic Families	10	0	0	10
Hometown Families	45	5	0	50
<i>Subtotal:</i>	<u>155</u>	<u>40</u>	<u>20</u>	<u>215</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

Hampshire County, Massachusetts, Worcester County, Massachusetts, Hartford County, Connecticut

	<i>Hampshire County</i>	<i>Worcester County</i>	<i>Hartford County</i>	Total
Younger Singles & Couples	100	45	75	220
<i>Metropolitan Cities</i>				
New Power Couples	0	0	0	0
New Bohemians	0	0	0	0
Cosmopolitan Elite	0	0	0	0
Downtown Couples	0	0	0	0
Downtown Proud	0	0	0	0
<i>Subtotal:</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Small Cities/Satellite Cities</i>				
The VIPs	15	10	10	35
Small-City Singles	0	0	5	5
Twentysomethings	40	5	10	55
Second-City Strivers	5	5	10	20
Multi-Ethnic Singles	0	5	15	20
<i>Subtotal:</i>	<i>60</i>	<i>25</i>	<i>50</i>	<i>135</i>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	15	5	10	30
Suburban Achievers	0	0	0	0
Suburban Strivers	15	15	15	45
<i>Subtotal:</i>	<i>30</i>	<i>20</i>	<i>25</i>	<i>75</i>
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	5	0	0	5
Blue-Collar Traditionalists	0	0	0	0
Rural Couples	0	0	0	0
Rural Strivers	5	0	0	5
<i>Subtotal:</i>	<i>10</i>	<i>0</i>	<i>0</i>	<i>10</i>

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

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

Summary: Appendix Three Tables 1 Through 4

*Middlesex County, Massachusetts, Suffolk County, Massachusetts,
Essex County, Massachusetts, Norfolk County, Massachusetts*

<u>Household Type / Geographic Designation</u>	<u>Middlesex County</u>	<u>Suffolk County</u>	<u>Essex County</u>	<u>Norfolk County</u>	<u>Total</u>
Empty Nesters & Retirees	15	5	0	0	20
<i>Metropolitan Cities</i>	10	5	0	0	15
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	5	0	0	0	5
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Traditional & Non-Traditional Families	10	5	15	10	40
<i>Metropolitan Cities</i>	0	5	0	0	5
<i>Small Cities/Satellite Cities</i>	5	0	10	5	20
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	5	0	5	5	15
Younger Singles & Couples	30	25	10	10	75
<i>Metropolitan Cities</i>	15	25	0	5	45
<i>Small Cities/Satellite Cities</i>	5	0	5	5	15
<i>Metropolitan Suburbs</i>	10	0	5	0	15
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Total:	55	35	25	20	135
Percent:	40.7%	25.9%	18.5%	14.8%	100.0%

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

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

Summary: Appendix Three Tables 1 Through 4

*Middlesex County, Massachusetts, Suffolk County, Massachusetts,
Essex County, Massachusetts, Norfolk County, Massachusetts*

	<i>Middlesex County</i>	<i>Suffolk County</i>	<i>Essex County</i>	<i>Norfolk County</i>	<i>Total</i>
Empty Nesters & Retirees	15	5	0	0	20
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	0	0
Urban Establishment	5	0	0	0	5
Multi-Ethnic Empty Nesters	0	0	0	0	0
Cosmopolitan Couples	5	5	0	0	10
<i>Subtotal:</i>	<i>10</i>	<i>5</i>	<i>0</i>	<i>0</i>	<i>15</i>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	0	0	0	0	0
Blue-Collar Retirees	0	0	0	0	0
Middle-Class Move-Downs	0	0	0	0	0
Hometown Seniors	0	0	0	0	0
Second City Seniors	0	0	0	0	0
<i>Subtotal:</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	0	0
Old Money	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0
Suburban Establishment	5	0	0	0	5
Mainstream Empty Nesters	0	0	0	0	0
Middle-American Retirees	0	0	0	0	0
<i>Subtotal:</i>	<i>5</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>5</i>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	0	0	0	0	0
Pillars of the Community	0	0	0	0	0
New Empty Nesters	0	0	0	0	0
Traditional Couples	0	0	0	0	0
RV Retirees	0	0	0	0	0
Country Couples	0	0	0	0	0
Hometown Retirees	0	0	0	0	0
Heartland Retirees	0	0	0	0	0
Village Elders	0	0	0	0	0
Small-Town Seniors	0	0	0	0	0
Back Country Seniors	0	0	0	0	0
<i>Subtotal:</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Three Tables 1 Through 4

*Middlesex County, Massachusetts, Suffolk County, Massachusetts,
Essex County, Massachusetts, Norfolk County, Massachusetts*

	<i>Middlesex County</i>	<i>Suffolk County</i>	<i>Essex County</i>	<i>Norfolk County</i>	<i>Total</i>
Traditional & Non-Traditional Families	10	5	15	10	40
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0
Inner-City Families	0	0	0	0	0
Single-Parent Families	0	5	0	0	5
<i>Subtotal:</i>	<u>0</u>	<u>5</u>	<u>0</u>	<u>0</u>	<u>5</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	5	5
Multi-Ethnic Families	0	0	0	0	0
Uptown Families	0	0	0	0	0
In-Town Families	0	0	0	0	0
New American Strivers	5	0	10	0	15
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>10</u>	<u>5</u>	<u>20</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	0	0
Nouveau Money	0	0	0	0	0
Button-Down Families	0	0	0	0	0
Fiber-Optic Families	0	0	0	0	0
Late-Nest Suburbanites	0	0	0	0	0
Full-Nest Suburbanites	0	0	0	0	0
Kids 'r' Us	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 & Country/Exurbs</i>					
Ex-Urban Elite	5	0	5	5	15
New Town Families	0	0	0	0	0
Full-Nest Exurbanites	0	0	0	0	0
Rural Families	0	0	0	0	0
Traditional Families	0	0	0	0	0
Small-Town Families	0	0	0	0	0
Four-by-Four Families	0	0	0	0	0
Rustic Families	0	0	0	0	0
Hometown Families	0	0	0	0	0
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>5</u>	<u>5</u>	<u>15</u>

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

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

Summary: Appendix Three Tables 1 Through 4

*Middlesex County, Massachusetts, Suffolk County, Massachusetts,
Essex County, Massachusetts, Norfolk County, Massachusetts*

	<i>Middlesex County</i>	<i>Suffolk County</i>	<i>Essex County</i>	<i>Norfolk County</i>	<i>Total</i>
Younger Singles & Couples	30	25	10	10	75
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	0	0
New Bohemians	15	20	0	5	40
Cosmopolitan Elite	0	0	0	0	0
Downtown Couples	0	0	0	0	0
Downtown Proud	0	5	0	0	5
<i>Subtotal:</i>	<u>15</u>	<u>25</u>	<u>0</u>	<u>5</u>	<u>45</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	5	0	5	5	15
Small-City Singles	0	0	0	0	0
Twentysomethings	0	0	0	0	0
Second-City Strivers	0	0	0	0	0
Multi-Ethnic Singles	0	0	0	0	0
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>5</u>	<u>5</u>	<u>15</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	5	0	0	0	5
Suburban Achievers	0	0	0	0	0
Suburban Strivers	5	0	5	0	10
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>5</u>	<u>0</u>	<u>15</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	0	0	0	0	0
Blue-Collar Traditionalists	0	0	0	0	0
Rural Couples	0	0	0	0	0
Rural Strivers	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

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

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

Household Type / Geographic Designation	Potential	Share of Potential
Empty Nesters & Retirees	200	21.1%
<i>Metropolitan Cities</i>	40	4.2%
<i>Small Cities/Satellite Cities</i>	35	3.7%
<i>Metropolitan Suburbs</i>	45	4.7%
<i>Town & Country/Exurbs</i>	80	8.4%
Traditional & Non-Traditional Families	350	36.8%
<i>Metropolitan Cities</i>	35	3.7%
<i>Small Cities/Satellite Cities</i>	85	8.9%
<i>Metropolitan Suburbs</i>	75	7.9%
<i>Town & Country/Exurbs</i>	155	16.3%
Younger Singles & Couples	400	42.1%
<i>Metropolitan Cities</i>	115	12.1%
<i>Small Cities/Satellite Cities</i>	130	13.7%
<i>Metropolitan Suburbs</i>	80	8.4%
<i>Town & Country/Exurbs</i>	75	7.9%
Total:	950	100.0%

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

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

	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	200	21.1%
<i>Metropolitan Cities</i>		
The Social Register	5	0.5%
Urban Establishment	15	1.6%
Multi-Ethnic Empty Nesters	5	0.5%
Cosmopolitan Couples	15	1.6%
Subtotal:	40	4.2%
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	5	0.5%
Blue-Collar Retirees	10	1.1%
Middle-Class Move-Downs	5	0.5%
Hometown Seniors	5	0.5%
Second City Seniors	10	1.1%
Subtotal:	35	3.7%
<i>Metropolitan Suburbs</i>		
The One Percenters	5	0.5%
Old Money	0	0.0%
Affluent Empty Nesters	5	0.5%
Suburban Establishment	10	1.1%
Mainstream Empty Nesters	10	1.1%
Middle-American Retirees	15	1.6%
Subtotal:	45	4.7%
<i>Town & Country/Exurbs</i>		
Small-Town Patriarchs	5	0.5%
Pillars of the Community	5	0.5%
New Empty Nesters	5	0.5%
Traditional Couples	5	0.5%
RV Retirees	5	0.5%
Country Couples	10	1.1%
Hometown Retirees	5	0.5%
Heartland Retirees	5	0.5%
Village Elders	5	0.5%
Small-Town Seniors	15	1.6%
Back Country Seniors	15	1.6%
Subtotal:	80	8.4%

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

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

Balance of the United States

	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	350	36.8%
<i>Metropolitan Cities</i>		
e-Type Families	5	0.5%
Multi-Cultural Families	5	0.5%
Inner-City Families	10	1.1%
Single-Parent Families	15	1.6%
<i>Subtotal:</i>	<u>35</u>	<u>3.7%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	10	1.1%
Multi-Ethnic Families	15	1.6%
Uptown Families	20	2.1%
In-Town Families	15	1.6%
New American Strivers	25	2.6%
<i>Subtotal:</i>	<u>85</u>	<u>8.9%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	5	0.5%
Nouveau Money	10	1.1%
Button-Down Families	15	1.6%
Fiber-Optic Families	5	0.5%
Late-Nest Suburbanites	15	1.6%
Full-Nest Suburbanites	10	1.1%
Kids 'r' Us	15	1.6%
<i>Subtotal:</i>	<u>75</u>	<u>7.9%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	15	1.6%
New Town Families	10	1.1%
Full-Nest Exurbanites	15	1.6%
Rural Families	15	1.6%
Traditional Families	5	0.5%
Small-Town Families	25	2.6%
Four-by-Four Families	15	1.6%
Rustic Families	35	3.7%
Hometown Families	20	2.1%
<i>Subtotal:</i>	<u>155</u>	<u>16.3%</u>

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

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

Balance of the United States

	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	400	42.1%
<i>Metropolitan Cities</i>		
New Power Couples	5	0.5%
New Bohemians	40	4.2%
Cosmopolitan Elite	5	0.5%
Downtown Couples	25	2.6%
Downtown Proud	40	4.2%
<i>Subtotal:</i>	<i>115</i>	<i>12.1%</i>
<i>Small Cities/Satellite Cities</i>		
The VIPs	25	2.6%
Small-City Singles	20	2.1%
Twentysomethings	45	4.7%
Second-City Strivers	20	2.1%
Multi-Ethnic Singles	20	2.1%
<i>Subtotal:</i>	<i>130</i>	<i>13.7%</i>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	25	2.6%
Suburban Achievers	10	1.1%
Suburban Strivers	45	4.7%
<i>Subtotal:</i>	<i>80</i>	<i>8.4%</i>
<i>Town & Country/Exurbs</i>		
Hometown Sweethearts	10	1.1%
Blue-Collar Traditionalists	20	2.1%
Rural Couples	25	2.6%
Rural Strivers	20	2.1%
<i>Subtotal:</i>	<i>75</i>	<i>7.9%</i>

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

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

Summary: Appendix One, Tables 4 Through 8
Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States

<u>Household Type/ Geographic Designation</u>	<u>Springfield City</u>	<u>Hampden County</u>	<u>Regional Draw Area</u>	<u>Metropolitan Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	750	370	145	20	200	1,485
<i>Metropolitan Cities</i>	0	0	0	15	40	55
<i>Small Cities/Satellite Cities</i>	445	120	30	0	35	630
<i>Metropolitan Suburbs</i>	305	125	30	5	45	510
<i>Town & Country/Exurbs</i>	0	125	85	0	80	290
Traditional & Non-Traditional Families	1,390	510	315	40	350	2,605
<i>Metropolitan Cities</i>	0	0	0	5	35	40
<i>Small Cities/Satellite Cities</i>	1,080	200	70	20	85	1,455
<i>Metropolitan Suburbs</i>	310	105	30	0	75	520
<i>Town & Country/Exurbs</i>	0	205	215	15	155	590
Younger Singles & Couples	2,665	485	220	75	400	3,845
<i>Metropolitan Cities</i>	0	0	0	45	115	160
<i>Small Cities/Satellite Cities</i>	2,105	315	135	15	130	2,700
<i>Metropolitan Suburbs</i>	560	165	75	15	80	895
<i>Town & Country/Exurbs</i>	0	5	10	0	75	90
Total:	4,805	1,365	680	135	950	7,935
Percent:	60.5%	17.2%	8.6%	1.7%	12.0%	100.0%

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

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

Summary: Appendix One, Tables 4 Through 8
Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States

	<u>Springfield City</u>	<u>Hampden County</u>	<u>Regional Draw Area</u>	<u>Metropolitan Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	750	370	145	20	200	1,485
<i>Metropolitan Cities</i>						
The Social Register	0	0	0	0	5	5
Urban Establishment	0	0	0	5	15	20
Multi-Ethnic Empty Nesters	0	0	0	0	5	5
Cosmopolitan Couples	0	0	0	10	15	25
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>15</u>	<u>40</u>	<u>55</u>
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	30	20	5	0	5	60
Blue-Collar Retirees	150	40	10	0	10	210
Middle-Class Move-Downs	25	15	0	0	5	45
Hometown Seniors	20	0	0	0	5	25
Second City Seniors	220	45	15	0	10	290
<i>Subtotal:</i>	<u>445</u>	<u>120</u>	<u>30</u>	<u>0</u>	<u>35</u>	<u>630</u>
<i>Metropolitan Suburbs</i>						
The One Percenters	0	5	0	0	5	10
Old Money	0	0	0	0	0	0
Affluent Empty Nesters	0	10	0	0	5	15
Suburban Establishment	20	20	10	5	10	65
Mainstream Empty Nesters	130	40	5	0	10	185
Middle-American Retirees	155	50	15	0	15	235
<i>Subtotal:</i>	<u>305</u>	<u>125</u>	<u>30</u>	<u>5</u>	<u>45</u>	<u>510</u>
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	30	25	0	5	60
Pillars of the Community	0	25	10	0	5	40
New Empty Nesters	0	15	15	0	5	35
Traditional Couples	0	20	10	0	5	35
RV Retirees	0	0	0	0	5	5
Country Couples	0	15	10	0	10	35
Hometown Retirees	0	0	0	0	5	5
Heartland Retirees	0	0	0	0	5	5
Village Elders	0	10	5	0	5	20
Small-Town Seniors	0	10	10	0	15	35
Back Country Seniors	0	0	0	0	15	15
<i>Subtotal:</i>	<u>0</u>	<u>125</u>	<u>85</u>	<u>0</u>	<u>80</u>	<u>290</u>

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

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

Summary: Appendix One, Tables 4 Through 8
Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States

	<i>Springfield City</i>	<i>Hampden County</i>	<i>Regional Draw Area</i>	<i>Metropolitan Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Traditional & Non-Traditional Families	1,390	510	315	40	350	2,605
<i>Metropolitan Cities</i>						
e-Type Families	0	0	0	0	5	5
Multi-Cultural Families	0	0	0	0	5	5
Inner-City Families	0	0	0	0	10	10
Single-Parent Families	0	0	0	5	15	20
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>5</u>	<u>35</u>	<u>40</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	15	10	15	5	10	55
Multi-Ethnic Families	190	5	5	0	15	215
Uptown Families	305	80	20	0	20	425
In-Town Families	170	0	0	0	15	185
New American Strivers	400	105	30	15	25	575
<i>Subtotal:</i>	<u>1,080</u>	<u>200</u>	<u>70</u>	<u>20</u>	<u>85</u>	<u>1,455</u>
<i>Metropolitan Suburbs</i>						
Corporate Establishment	0	5	0	0	5	10
Nouveau Money	0	0	0	0	10	10
Late-Nest Suburbanites	30	10	5	0	15	60
Fiber-Optic Families	15	10	0	0	5	30
Full-Nest Suburbanites	30	15	5	0	10	60
Button-Down Families	85	45	15	0	15	160
Kids 'r' Us	150	20	5	0	15	190
<i>Subtotal:</i>	<u>310</u>	<u>105</u>	<u>30</u>	<u>0</u>	<u>75</u>	<u>520</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	45	50	15	15	125
New Town Families	0	20	10	0	10	40
Full-Nest Exurbanites	0	40	45	0	15	100
Rural Families	0	5	0	0	15	20
Traditional Families	0	10	0	0	5	15
Small-Town Families	0	40	35	0	25	100
Four-by-Four Families	0	20	15	0	15	50
Rustic Families	0	15	10	0	35	60
Hometown Families	0	10	50	0	20	80
<i>Subtotal:</i>	<u>0</u>	<u>205</u>	<u>215</u>	<u>15</u>	<u>155</u>	<u>590</u>

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

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

Summary: Appendix One, Tables 4 Through 8
Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States

	<u>Springfield City</u>	<u>Hampden County</u>	<u>Regional Draw Area</u>	<u>Metropolitan Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Younger Singles & Couples	2,665	485	220	75	400	3,845
<i>Metropolitan Cities</i>						
New Power Couples	0	0	0	0	5	5
New Bohemians	0	0	0	40	40	80
Cosmopolitan Elite	0	0	0	0	5	5
Downtown Couples	0	0	0	0	25	25
Downtown Proud	0	0	0	5	40	45
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>45</u>	<u>115</u>	<u>160</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	105	65	35	15	25	245
Small-City Singles	190	35	5	0	20	250
Twentysomethings	215	60	55	0	45	375
Second-City Strivers	255	65	20	0	20	360
Multi-Ethnic Singles	1,340	90	20	0	20	1,470
<i>Subtotal:</i>	<u>2,105</u>	<u>315</u>	<u>135</u>	<u>15</u>	<u>130</u>	<u>2,700</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	45	25	30	5	25	130
Suburban Achievers	95	15	0	0	10	120
Suburban Strivers	420	125	45	10	45	645
<i>Subtotal:</i>	<u>560</u>	<u>165</u>	<u>75</u>	<u>15</u>	<u>80</u>	<u>895</u>
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	0	5	5	0	10	20
Blue-Collar Traditionalists	0	0	0	0	20	20
Rural Couples	0	0	0	0	25	25
Rural Strivers	0	0	5	0	20	25
<i>Subtotal:</i>	<u>0</u>	<u>5</u>	<u>10</u>	<u>0</u>	<u>75</u>	<u>90</u>

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

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

*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	<i>Springfield City</i>	<i>Hampden County</i>	<i>Regional Draw Area</i>	<i>Metropolitan Draw Area</i>	<i>Balance of U.S.</i>	Total
Empty Nesters & Retirees	390	155	65	20	115	745
<i>Metropolitan Cities</i>	0	0	0	15	30	45
<i>Small Cities/Satellite Cities</i>	160	40	10	0	20	230
<i>Metropolitan Suburbs</i>	230	65	20	5	40	360
<i>Town & Country/Exurbs</i>	0	50	35	0	25	110
Traditional & Non-Traditional Families	245	100	50	15	80	490
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	150	25	10	5	20	210
<i>Metropolitan Suburbs</i>	95	30	5	0	25	155
<i>Town & Country/Exurbs</i>	0	45	35	10	35	125
Younger Singles & Couples	560	175	85	45	150	1,015
<i>Metropolitan Cities</i>	0	0	0	25	40	65
<i>Small Cities/Satellite Cities</i>	195	65	30	10	35	335
<i>Metropolitan Suburbs</i>	365	105	50	10	55	585
<i>Town & Country/Exurbs</i>	0	5	5	0	20	30
Total:	1,195	430	200	80	345	2,250
Percent:	53.1%	19.1%	8.9%	3.6%	15.3%	100.0%

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

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

*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

	<i>Springfield City</i>	<i>Hampden County</i>	<i>Regional Draw Area</i>	<i>Metropolitan Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Empty Nesters & Retirees	390	155	65	20	115	745
<i>Metropolitan Cities</i>						
The Social Register	0	0	0	0	5	5
Urban Establishment	0	0	0	5	10	15
Multi-Ethnic Empty Nesters	0	0	0	0	5	5
Cosmopolitan Couples	0	0	0	10	10	20
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>15</u>	<u>30</u>	<u>45</u>
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	25	10	5	0	5	45
Blue-Collar Retirees	115	20	5	0	10	150
Middle-Class Move-Downs	20	10	0	0	5	35
<i>Subtotal:</i>	<u>160</u>	<u>40</u>	<u>10</u>	<u>0</u>	<u>20</u>	<u>230</u>
<i>Metropolitan Suburbs</i>						
The One Percenters	0	5	0	0	5	10
Affluent Empty Nesters	0	5	0	0	5	10
Suburban Establishment	15	10	5	5	10	45
Mainstream Empty Nesters	100	20	5	0	10	135
Middle-American Retirees	115	25	10	0	10	160
<i>Subtotal:</i>	<u>230</u>	<u>65</u>	<u>20</u>	<u>5</u>	<u>40</u>	<u>360</u>
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	15	15	0	5	35
Pillars of the Community	0	15	5	0	5	25
New Empty Nesters	0	10	10	0	5	25
Traditional Couples	0	10	5	0	5	20
Hometown Retirees	0	0	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>50</u>	<u>35</u>	<u>0</u>	<u>25</u>	<u>110</u>

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

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

*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

	<i>Springfield City</i>	<i>Hampden County</i>	<i>Regional Draw Area</i>	<i>Metropolitan Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Traditional & Non-Traditional Families	245	100	50	15	80	490
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	5	5	5	5	5	25
Multi-Ethnic Families	55	0	0	0	5	60
Uptown Families	90	20	5	0	10	125
<i>Subtotal:</i>	<u>150</u>	<u>25</u>	<u>10</u>	<u>5</u>	<u>20</u>	<u>210</u>
<i>Metropolitan Suburbs</i>						
Nouveau Money	0	0	0	0	5	5
Late-Nest Suburbanites	10	5	0	0	5	20
Fiber-Optic Families	5	5	0	0	0	10
Full-Nest Suburbanites	10	5	0	0	5	20
Button-Down Families	25	10	5	0	5	45
Kids 'r' Us	45	5	0	0	5	55
<i>Subtotal:</i>	<u>95</u>	<u>30</u>	<u>5</u>	<u>0</u>	<u>25</u>	<u>155</u>
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	10	10	10	5	35
New Town Families	0	5	0	0	5	10
Full-Nest Exurbanites	0	10	10	0	5	25
Traditional Families	0	5	0	0	0	5
Small-Town Families	0	10	5	0	10	25
Hometown Families	0	5	10	0	10	25
<i>Subtotal:</i>	<u>0</u>	<u>45</u>	<u>35</u>	<u>10</u>	<u>35</u>	<u>125</u>

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

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

*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

	<i>Springfield City</i>	<i>Hampden County</i>	<i>Regional Draw Area</i>	<i>Metropolitan Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
Younger Singles & Couples	560	175	85	45	150	1,015
<i>Metropolitan Cities</i>						
New Power Couples	0	0	0	0	5	5
New Bohemians	0	0	0	25	30	55
Cosmopolitan Elite	0	0	0	0	5	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>25</u>	<u>40</u>	<u>65</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	70	40	25	10	20	165
Small-City Singles	125	25	5	0	15	170
<i>Subtotal:</i>	<u>195</u>	<u>65</u>	<u>30</u>	<u>10</u>	<u>35</u>	<u>335</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	30	15	20	5	20	90
Suburban Achievers	60	10	0	0	5	75
Suburban Strivers	275	80	30	5	30	420
<i>Subtotal:</i>	<u>365</u>	<u>105</u>	<u>50</u>	<u>10</u>	<u>55</u>	<u>585</u>
<i>Town & Country/Exurbs</i>						
Hometown Sweethearts	0	5	5	0	5	15
Blue-Collar Traditionalists	0	0	0	0	15	15
<i>Subtotal:</i>	<u>0</u>	<u>5</u>	<u>5</u>	<u>0</u>	<u>20</u>	<u>30</u>

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

Tenure (Renter/Buyer) Profile

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

*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	Potential Renters	Potential Owners	Total
Empty Nesters & Retirees	283	462	745
<i>Metropolitan Cities</i>	37	8	45
<i>Small Cities/Satellite Cities</i>	100	130	230
<i>Metropolitan Suburbs</i>	128	232	360
<i>Town & Country/Exurbs</i>	18	92	110
Traditional & Non-Traditional Families	199	291	490
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	101	109	210
<i>Metropolitan Suburbs</i>	48	107	155
<i>Town & Country/Exurbs</i>	50	75	125
Younger Singles & Couples	887	128	1,015
<i>Metropolitan Cities</i>	61	4	65
<i>Small Cities/Satellite Cities</i>	259	76	335
<i>Metropolitan Suburbs</i>	553	32	585
<i>Town & Country/Exurbs</i>	14	16	30
Total:	1,369	881	2,250
Percent:	60.8%	39.2%	100.0%

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

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

Empty Nesters & Retirees	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
The Social Register	1	4	5
Urban Establishment	13	2	15
Multi-Ethnic Empty Nesters	3	2	5
Cosmopolitan Couples	20	0	20
<i>Subtotal:</i>	<u>37</u>	<u>8</u>	<u>45</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	8	37	45
Blue-Collar Retirees	77	73	150
Middle-Class Move-Downs	15	20	35
<i>Subtotal:</i>	<u>100</u>	<u>130</u>	<u>230</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	2	8	10
Affluent Empty Nesters	1	9	10
Suburban Establishment	7	38	45
Mainstream Empty Nesters	62	73	135
Middle-American Retirees	56	104	160
<i>Subtotal:</i>	<u>128</u>	<u>232</u>	<u>360</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	5	30	35
Pillars of the Community	4	21	25
New Empty Nesters	4	21	25
Traditional Couples	3	17	20
Hometown Retirees	2	3	5
<i>Subtotal:</i>	<u>18</u>	<u>92</u>	<u>110</u>
Total:	283	462	745
Percent:	38.0%	62.0%	100.0%

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

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	7	18	25
Multi-Ethnic Families	29	31	60
Uptown Families	65	60	125
<i>Subtotal:</i>	<u>101</u>	<u>109</u>	<u>210</u>
<i>Metropolitan Suburbs</i>			
Nouveau Money	1	4	5
Button-Down Families	8	37	45
Fiber-Optic Families	1	9	10
Late-Nest Suburbanites	9	11	20
Full-Nest Suburbanites	9	11	20
Kids 'r' Us	20	35	55
<i>Subtotal:</i>	<u>48</u>	<u>107</u>	<u>155</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	5	30	35
New Town Families	1	9	10
Full-Nest Exurbanites	4	21	25
Traditional Families	1	4	5
Small-Town Families	15	10	25
Hometown Families	24	1	25
<i>Subtotal:</i>	<u>50</u>	<u>75</u>	<u>125</u>
Total:	199	291	490
Percent:	40.6%	59.4%	100.0%

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

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
New Power Couples	3	2	5
New Bohemians	55	0	55
Cosmopolitan Elite	3	2	5
<i>Subtotal:</i>	<u>61</u>	<u>4</u>	<u>65</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	136	29	165
Small-City Singles	123	47	170
<i>Subtotal:</i>	<u>259</u>	<u>76</u>	<u>335</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	90	0	90
Suburban Achievers	46	29	75
Suburban Strivers	417	3	420
<i>Subtotal:</i>	<u>553</u>	<u>32</u>	<u>585</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	8	7	15
Blue-Collar Traditionalists	6	9	15
<i>Subtotal:</i>	<u>14</u>	<u>16</u>	<u>30</u>
Total:	887	128	1,015
Percent:	87.4%	12.6%	100.0%

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

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

Household Type / Geographic Designation	Multi- .. Family ..	Single- Family		Total
		.. Attached Detached ..	
Empty Nesters & Retirees	36	130	296	462
<i>Metropolitan Cities</i>	2	2	4	8
<i>Small Cities/Satellite Cities</i>	12	40	78	130
<i>Metropolitan Suburbs</i>	18	71	143	232
<i>Town & Country/Exurbs</i>	4	17	71	92
Traditional & Non-Traditional Families	21	83	187	291
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	11	39	59	109
<i>Metropolitan Suburbs</i>	6	28	73	107
<i>Town & Country/Exurbs</i>	4	16	55	75
Younger Singles & Couples	19	51	58	128
<i>Metropolitan Cities</i>	2	2	0	4
<i>Small Cities/Satellite Cities</i>	11	32	33	76
<i>Metropolitan Suburbs</i>	4	13	15	32
<i>Town & Country/Exurbs</i>	2	4	10	16
Total:	76	264	541	881
Percent:	8.6%	30.0%	61.4%	100.0%

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

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years

*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

Empty Nesters & Retirees	Single-Family			Total
	Multi-Family	Attached	Detached	
Metropolitan Cities				
The Social Register	1	1	2	4
Urban Establishment	1	0	1	2
Multi-Ethnic Empty Nesters	0	1	1	2
Subtotal:	2	2	4	8
Small Cities/Satellite Cities				
Second City Establishment	2	9	26	37
Blue-Collar Retirees	6	24	43	73
Middle-Class Move-Downs	4	7	9	20
Subtotal:	12	40	78	130
Metropolitan Suburbs				
The One Percenters	0	1	7	8
Affluent Empty Nesters	0	1	8	9
Suburban Establishment	2	9	27	38
Mainstream Empty Nesters	7	31	35	73
Middle-American Retirees	9	29	66	104
Subtotal:	18	71	143	232
Town & Country/Exurbs				
Small-Town Patriarchs	1	6	23	30
New Empty Nesters	1	3	17	21
Pillars of the Community	1	4	16	21
Traditional Couples	1	3	13	17
Hometown Retirees	0	1	2	3
Subtotal:	4	17	71	92
Total:	36	130	296	462
Percent:	7.8%	28.1%	64.1%	100.0%

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	Single-Family			Total
	Multi-Family	Attached	Detached	
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	3	7	8	18
Multi-Ethnic Families	2	10	19	31
Uptown Families	6	22	32	60
Subtotal:	11	39	59	109
<i>Metropolitan Suburbs</i>				
Nouveau Money	1	1	2	4
Button-Down Families	1	7	29	37
Fiber-Optic Families	0	2	7	9
Late-Nest Suburbanites	1	4	6	11
Full-Nest Suburbanites	1	4	6	11
Kids 'r' Us	2	10	23	35
Subtotal:	6	28	73	107
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	1	6	23	30
Traditional Families	0	1	3	4
Full-Nest Exurbanites	1	3	17	21
Small-Town Families	2	4	4	10
New Town Families	0	2	7	9
Hometown Families	0	0	1	1
Subtotal:	4	16	55	75
Total:	21	83	187	291
Percent:	7.2%	28.5%	64.3%	100.0%

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move To The Downtown Study Area Each Year Over The Next Five Years
*Springfield City, Hampden County, Regional Draw Area,
Metropolitan Draw Area, and Balance of the United States*

Younger Singles & Couples	Single- Family			Total
	Multi- .. Family Attached Detached ..	
<i>Metropolitan Cities</i>				
New Power Couples	1	1	0	2
Cosmopolitan Elite	1	1	0	2
Subtotal:	2	2	0	4
<i>Small Cities/Satellite Cities</i>				
The VIPs	8	15	6	29
Small-City Singles	3	17	27	47
Subtotal:	11	32	33	76
<i>Metropolitan Suburbs</i>				
Suburban Achievers	3	11	15	29
Suburban Strivers	1	2	0	3
Subtotal:	4	13	15	32
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	1	2	4	7
Blue-Collar Traditionalists	1	2	6	9
Subtotal:	2	4	10	16
Total:	19	51	58	128
Percent:	14.8%	39.8%	45.3%	100.0%

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

UPDATE: RESIDENTIAL MARKET POTENTIAL

Downtown Study Area

City of Springfield, Hampden County, Massachusetts

September, 2019

Appendix Two Tables



**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Hampshire County, Massachusetts

Household Type/ Geographic Designation	Estimated Number	Potential	Share of Potential
Empty Nesters & Retirees	28,180	95	25.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,665	15	3.9%
<i>Metropolitan Suburbs</i>	2,570	10	2.6%
<i>Town & Country/Exurbs</i>	21,945	70	18.4%
Traditional & Non-Traditional Families	24,805	185	48.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,360	20	5.3%
<i>Metropolitan Suburbs</i>	3,525	10	2.6%
<i>Town & Country/Exurbs</i>	18,920	155	40.8%
Younger Singles & Couples	7,475	100	26.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,440	60	15.8%
<i>Metropolitan Suburbs</i>	2,065	30	7.9%
<i>Town & Country/Exurbs</i>	1,970	10	2.6%
Total:	60,460	380	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Hampshire County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	28,180	95	25.0%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	1,475	5	1.3%
Blue-Collar Retirees	1,220	5	1.3%
Middle-Class Move-Downs	610	0	0.0%
Hometown Seniors	90	0	0.0%
Second City Seniors	270	5	1.3%
<i>Subtotal:</i>	<u>3,665</u>	<u>15</u>	<u>3.9%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	145	0	0.0%
Old Money	175	0	0.0%
Affluent Empty Nesters	115	0	0.0%
Suburban Establishment	1,090	5	1.3%
Mainstream Empty Nesters	260	0	0.0%
Middle-American Retirees	785	5	1.3%
<i>Subtotal:</i>	<u>2,570</u>	<u>10</u>	<u>2.6%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	3,965	15	3.9%
Pillars of the Community	2,870	10	2.6%
New Empty Nesters	5,230	15	3.9%
Traditional Couples	3,845	10	2.6%
RV Retirees	50	0	0.0%
Country Couples	1,640	5	1.3%
Hometown Retirees	560	0	0.0%
Heartland Retirees	520	0	0.0%
Village Elders	1,525	5	1.3%
Small-Town Seniors	1,530	10	2.6%
Back Country Seniors	210	0	0.0%
<i>Subtotal:</i>	<u>21,945</u>	<u>70</u>	<u>18.4%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Hampshire County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	24,805	185	48.7%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1,625	10	2.6%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	310	5	1.3%
In-Town Families	35	0	0.0%
New American Strivers	390	5	1.3%
<i>Subtotal:</i>	<u>2,360</u>	<u>20</u>	<u>5.3%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	10	0	0.0%
Nouveau Money	195	0	0.0%
Button-Down Families	2,425	10	2.6%
Fiber-Optic Families	480	0	0.0%
Late-Nest Suburbanites	110	0	0.0%
Full-Nest Suburbanites	245	0	0.0%
Kids 'r' Us	60	0	0.0%
<i>Subtotal:</i>	<u>3,525</u>	<u>10</u>	<u>2.6%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	4,470	25	6.6%
New Town Families	1,495	10	2.6%
Full-Nest Exurbanites	6,000	35	9.2%
Rural Families	130	0	0.0%
Traditional Families	570	0	0.0%
Small-Town Families	1,575	20	5.3%
Four-by-Four Families	920	10	2.6%
Rustic Families	1,215	10	2.6%
Hometown Families	2,545	45	11.8%
<i>Subtotal:</i>	<u>18,920</u>	<u>155</u>	<u>40.8%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Hampshire County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	7,475	100	26.3%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	1,315	15	3.9%
Small-City Singles	40	0	0.0%
Twentysomethings	1,665	40	10.5%
Second-City Strivers	355	5	1.3%
Multi-Ethnic Singles	65	0	0.0%
<i>Subtotal:</i>	<u>3,440</u>	<u>60</u>	<u>15.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	775	15	3.9%
Suburban Achievers	480	0	0.0%
Suburban Strivers	810	15	3.9%
<i>Subtotal:</i>	<u>2,065</u>	<u>30</u>	<u>7.9%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,300	5	1.3%
Blue-Collar Traditionalists	225	0	0.0%
Rural Couples	60	0	0.0%
Rural Strivers	385	5	1.3%
<i>Subtotal:</i>	<u>1,970</u>	<u>10</u>	<u>2.6%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Worcester County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	119,015	20	16.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	19,350	5	4.2%
<i>Metropolitan Suburbs</i>	28,580	5	4.2%
<i>Town & Country/Exurbs</i>	71,085	10	8.3%
Traditional & Non-Traditional Families	148,050	55	45.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	20,740	15	12.5%
<i>Metropolitan Suburbs</i>	27,880	0	0.0%
<i>Town & Country/Exurbs</i>	99,430	40	33.3%
Younger Singles & Couples	49,245	45	37.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	26,885	25	20.8%
<i>Metropolitan Suburbs</i>	15,990	20	16.7%
<i>Town & Country/Exurbs</i>	6,370	0	0.0%
Total:	316,310	120	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Worcester County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	119,015	20	16.7%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	3,530	0	0.0%
Blue-Collar Retirees	5,345	0	0.0%
Middle-Class Move-Downs	4,045	0	0.0%
Hometown Seniors	1,455	0	0.0%
Second City Seniors	4,975	5	4.2%
<i>Subtotal:</i>	<u>19,350</u>	<u>5</u>	<u>4.2%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	1,810	0	0.0%
Old Money	745	0	0.0%
Affluent Empty Nesters	2,785	0	0.0%
Suburban Establishment	7,715	0	0.0%
Mainstream Empty Nesters	5,440	0	0.0%
Middle-American Retirees	10,085	5	4.2%
<i>Subtotal:</i>	<u>28,580</u>	<u>5</u>	<u>4.2%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	15,360	5	4.2%
Pillars of the Community	9,160	0	0.0%
New Empty Nesters	14,235	0	0.0%
Traditional Couples	7,390	0	0.0%
RV Retirees	1,255	0	0.0%
Country Couples	9,630	5	4.2%
Hometown Retirees	1,140	0	0.0%
Heartland Retirees	1,855	0	0.0%
Village Elders	5,210	0	0.0%
Small-Town Seniors	4,745	0	0.0%
Back Country Seniors	1,105	0	0.0%
<i>Subtotal:</i>	<u>71,085</u>	<u>10</u>	<u>8.3%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Worcester County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	148,050	55	45.8%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	2,950	0	0.0%
Multi-Ethnic Families	920	0	0.0%
Uptown Families	6,880	5	4.2%
In-Town Families	245	0	0.0%
New American Strivers	9,745	10	8.3%
<i>Subtotal:</i>	<u>20,740</u>	<u>15</u>	<u>12.5%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	940	0	0.0%
Nouveau Money	1,570	0	0.0%
Button-Down Families	7,950	0	0.0%
Fiber-Optic Families	4,480	0	0.0%
Late-Nest Suburbanites	4,300	0	0.0%
Full-Nest Suburbanites	5,530	0	0.0%
Kids 'r' Us	3,110	0	0.0%
<i>Subtotal:</i>	<u>27,880</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	31,275	10	8.3%
New Town Families	6,235	0	0.0%
Full-Nest Exurbanites	23,050	10	8.3%
Rural Families	2,950	0	0.0%
Traditional Families	7,645	0	0.0%
Small-Town Families	12,765	10	8.3%
Four-by-Four Families	6,065	5	4.2%
Rustic Families	3,695	0	0.0%
Hometown Families	5,750	5	4.2%
<i>Subtotal:</i>	<u>99,430</u>	<u>40</u>	<u>33.3%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Worcester County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	49,245	45	37.5%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	11,515	10	8.3%
Small-City Singles	2,225	0	0.0%
Twentysomethings	3,170	5	4.2%
Second-City Strivers	4,140	5	4.2%
Multi-Ethnic Singles	5,835	5	4.2%
<i>Subtotal:</i>	<u>26,885</u>	<u>25</u>	<u>20.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	2,530	5	4.2%
Suburban Achievers	2,140	0	0.0%
Suburban Strivers	11,320	15	12.5%
<i>Subtotal:</i>	<u>15,990</u>	<u>20</u>	<u>16.7%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	4,165	0	0.0%
Blue-Collar Traditionalists	665	0	0.0%
Rural Couples	450	0	0.0%
Rural Strivers	1,090	0	0.0%
<i>Subtotal:</i>	<u>6,370</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Hartford County, Connecticut

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	142,160	30	16.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	31,860	10	5.6%
<i>Metropolitan Suburbs</i>	62,260	15	8.3%
<i>Town & Country/Exurbs</i>	48,040	5	2.8%
Traditional & Non-Traditional Families	148,035	75	41.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	39,290	35	19.4%
<i>Metropolitan Suburbs</i>	52,895	20	11.1%
<i>Town & Country/Exurbs</i>	55,850	20	11.1%
Younger Singles & Couples	62,365	75	41.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	39,760	50	27.8%
<i>Metropolitan Suburbs</i>	21,475	25	13.9%
<i>Town & Country/Exurbs</i>	1,130	0	0.0%
Total:	352,560	180	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Hartford County, Connecticut

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	142,160	30	16.7%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	8,390	0	0.0%
Blue-Collar Retirees	9,750	5	2.8%
Middle-Class Move-Downs	5,585	0	0.0%
Hometown Seniors	1,880	0	0.0%
Second City Seniors	6,255	5	2.8%
<i>Subtotal:</i>	<u>31,860</u>	<u>10</u>	<u>5.6%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	5,295	0	0.0%
Old Money	4,230	0	0.0%
Affluent Empty Nesters	8,135	0	0.0%
Suburban Establishment	19,510	5	2.8%
Mainstream Empty Nesters	9,035	5	2.8%
Middle-American Retirees	16,055	5	2.8%
<i>Subtotal:</i>	<u>62,260</u>	<u>15</u>	<u>8.3%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	21,485	5	2.8%
Pillars of the Community	6,150	0	0.0%
New Empty Nesters	3,880	0	0.0%
Traditional Couples	7,845	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	3,270	0	0.0%
Hometown Retirees	70	0	0.0%
Heartland Retirees	155	0	0.0%
Village Elders	3,700	0	0.0%
Small-Town Seniors	1,465	0	0.0%
Back Country Seniors	20	0	0.0%
<i>Subtotal:</i>	<u>48,040</u>	<u>5</u>	<u>2.8%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Hartford County, Connecticut

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	148,035	75	41.7%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	6,855	5	2.8%
Multi-Ethnic Families	4,830	5	2.8%
Uptown Families	11,755	10	5.6%
In-Town Families	1,315	0	0.0%
New American Strivers	14,535	15	8.3%
<i>Subtotal:</i>	<u>39,290</u>	<u>35</u>	<u>19.4%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2,255	0	0.0%
Nouveau Money	4,115	0	0.0%
Button-Down Families	19,215	5	2.8%
Fiber-Optic Families	9,610	0	0.0%
Late-Nest Suburbanites	5,590	5	2.8%
Full-Nest Suburbanites	7,635	5	2.8%
Kids 'r' Us	4,475	5	2.8%
<i>Subtotal:</i>	<u>52,895</u>	<u>20</u>	<u>11.1%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	36,685	15	8.3%
New Town Families	3,385	0	0.0%
Full-Nest Exurbanites	4,595	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	3,590	0	0.0%
Small-Town Families	4,900	5	2.8%
Four-by-Four Families	1,665	0	0.0%
Rustic Families	160	0	0.0%
Hometown Families	870	0	0.0%
<i>Subtotal:</i>	<u>55,850</u>	<u>20</u>	<u>11.1%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Hartford County, Connecticut

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	62,365	75	41.7%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	12,365	10	5.6%
Small-City Singles	3,435	5	2.8%
Twentysomethings	5,490	10	5.6%
Second-City Strivers	6,045	10	5.6%
Multi-Ethnic Singles	12,425	15	8.3%
<i>Subtotal:</i>	<u>39,760</u>	<u>50</u>	<u>27.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	5,310	10	5.6%
Suburban Achievers	4,660	0	0.0%
Suburban Strivers	11,505	15	8.3%
<i>Subtotal:</i>	<u>21,475</u>	<u>25</u>	<u>13.9%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,110	0	0.0%
Blue-Collar Traditionalists	20	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>1,130</u>	<u>0</u>	<u>0.0%</u>

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

UPDATE: RESIDENTIAL MARKET POTENTIAL

Downtown Study Area

City of Springfield, Hampden County, Massachusetts

September, 2019

Appendix Three Tables



**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Middlesex County, Massachusetts

Household Type/ Geographic Designation	Estimated Number	Potential	Share of Potential
Empty Nesters & Retirees	254,685	15	27.3%
<i>Metropolitan Cities</i>	58,430	10	18.2%
<i>Small Cities/Satellite Cities</i>	23,805	0	0.0%
<i>Metropolitan Suburbs</i>	130,250	5	9.1%
<i>Town & Country/Exurbs</i>	42,200	0	0.0%
Traditional & Non-Traditional Families	238,795	10	18.2%
<i>Metropolitan Cities</i>	44,280	0	0.0%
<i>Small Cities/Satellite Cities</i>	29,475	5	9.1%
<i>Metropolitan Suburbs</i>	92,045	0	0.0%
<i>Town & Country/Exurbs</i>	72,995	5	9.1%
Younger Singles & Couples	136,645	30	54.5%
<i>Metropolitan Cities</i>	81,990	15	27.3%
<i>Small Cities/Satellite Cities</i>	31,210	5	9.1%
<i>Metropolitan Suburbs</i>	22,520	10	18.2%
<i>Town & Country/Exurbs</i>	925	0	0.0%
Total:	630,125	55	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Middlesex County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	254,685	15	27.3%
<i>Metropolitan Cities</i>			
The Social Register	18,090	0	0.0%
Urban Establishment	22,090	5	9.1%
Multi-Ethnic Empty Nesters	3,940	0	0.0%
Cosmopolitan Couples	14,310	5	9.1%
<i>Subtotal:</i>	<u>58,430</u>	<u>10</u>	<u>18.2%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	3,940	0	0.0%
Blue-Collar Retirees	8,110	0	0.0%
Middle-Class Move-Downs	7,940	0	0.0%
Hometown Seniors	825	0	0.0%
Second City Seniors	2,990	0	0.0%
<i>Subtotal:</i>	<u>23,805</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	33,520	0	0.0%
Old Money	26,430	0	0.0%
Affluent Empty Nesters	22,430	0	0.0%
Suburban Establishment	38,040	5	9.1%
Mainstream Empty Nesters	2,380	0	0.0%
Middle-American Retirees	7,450	0	0.0%
<i>Subtotal:</i>	<u>130,250</u>	<u>5</u>	<u>9.1%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	28,610	0	0.0%
Pillars of the Community	555	0	0.0%
New Empty Nesters	1,905	0	0.0%
Traditional Couples	5,430	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	1,940	0	0.0%
Hometown Retirees	110	0	0.0%
Heartland Retirees	180	0	0.0%
Village Elders	2,135	0	0.0%
Small-Town Seniors	1,215	0	0.0%
Back Country Seniors	120	0	0.0%
<i>Subtotal:</i>	<u>42,200</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Middlesex County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	238,795	10	18.2%
<i>Metropolitan Cities</i>			
e-Type Families	33,275	0	0.0%
Multi-Cultural Families	9,675	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	1,330	0	0.0%
<i>Subtotal:</i>	<u>44,280</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	14,185	0	0.0%
Multi-Ethnic Families	1,575	0	0.0%
Uptown Families	4,585	0	0.0%
In-Town Families	945	0	0.0%
New American Strivers	8,185	5	9.1%
<i>Subtotal:</i>	<u>29,475</u>	<u>5</u>	<u>9.1%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	19,305	0	0.0%
Nouveau Money	27,735	0	0.0%
Button-Down Families	17,910	0	0.0%
Fiber-Optic Families	7,630	0	0.0%
Late-Nest Suburbanites	10,675	0	0.0%
Full-Nest Suburbanites	7,040	0	0.0%
Kids 'r' Us	1,750	0	0.0%
<i>Subtotal:</i>	<u>92,045</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	58,305	5	9.1%
New Town Families	625	0	0.0%
Full-Nest Exurbanites	3,515	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	2,320	0	0.0%
Small-Town Families	4,985	0	0.0%
Four-by-Four Families	1,570	0	0.0%
Rustic Families	280	0	0.0%
Hometown Families	1,395	0	0.0%
<i>Subtotal:</i>	<u>72,995</u>	<u>5</u>	<u>9.1%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Middlesex County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	136,645	30	54.5%
<i>Metropolitan Cities</i>			
New Power Couples	31,180	0	0.0%
New Bohemians	34,130	15	27.3%
Cosmopolitan Elite	9,535	0	0.0%
Downtown Couples	3,845	0	0.0%
Downtown Proud	3,300	0	0.0%
<i>Subtotal:</i>	<u>81,990</u>	<u>15</u>	<u>27.3%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	18,285	5	9.1%
Small-City Singles	2,775	0	0.0%
Twentysomethings	5,015	0	0.0%
Second-City Strivers	4,330	0	0.0%
Multi-Ethnic Singles	805	0	0.0%
<i>Subtotal:</i>	<u>31,210</u>	<u>5</u>	<u>9.1%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	7,560	5	9.1%
Suburban Achievers	4,865	0	0.0%
Suburban Strivers	10,095	5	9.1%
<i>Subtotal:</i>	<u>22,520</u>	<u>10</u>	<u>18.2%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	825	0	0.0%
Blue-Collar Traditionalists	40	0	0.0%
Rural Couples	60	0	0.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>925</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Suffolk County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	80,010	5	14.3%
<i>Metropolitan Cities</i>	68,335	5	14.3%
<i>Small Cities/Satellite Cities</i>	2,800	0	0.0%
<i>Metropolitan Suburbs</i>	8,875	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	101,900	5	14.3%
<i>Metropolitan Cities</i>	93,830	5	14.3%
<i>Small Cities/Satellite Cities</i>	3,050	0	0.0%
<i>Metropolitan Suburbs</i>	5,020	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Younger Singles & Couples	151,025	25	71.4%
<i>Metropolitan Cities</i>	145,575	25	71.4%
<i>Small Cities/Satellite Cities</i>	3,730	0	0.0%
<i>Metropolitan Suburbs</i>	1,720	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	332,935	35	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Suffolk County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	80,010	5	14.3%
<i>Metropolitan Cities</i>			
The Social Register	13,385	0	0.0%
Urban Establishment	20,745	0	0.0%
Multi-Ethnic Empty Nesters	13,155	0	0.0%
Cosmopolitan Couples	21,050	5	14.3%
Subtotal:	68,335	5	14.3%
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	720	0	0.0%
Blue-Collar Retirees	830	0	0.0%
Middle-Class Move-Downs	850	0	0.0%
Hometown Seniors	30	0	0.0%
Second City Seniors	370	0	0.0%
Subtotal:	2,800	0	0.0%
<i>Metropolitan Suburbs</i>			
The One Percenters	1,785	0	0.0%
Old Money	1,915	0	0.0%
Affluent Empty Nesters	1,415	0	0.0%
Suburban Establishment	2,590	0	0.0%
Mainstream Empty Nesters	210	0	0.0%
Middle-American Retirees	960	0	0.0%
Subtotal:	8,875	0	0.0%
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	0	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	0	0	0.0%
Subtotal:	0	0	0.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Suffolk County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	101,900	5	14.3%
<i>Metropolitan Cities</i>			
e-Type Families	36,120	0	0.0%
Multi-Cultural Families	26,445	0	0.0%
Inner-City Families	5,750	0	0.0%
Single-Parent Families	25,515	5	14.3%
<i>Subtotal:</i>	<u>93,830</u>	<u>5</u>	<u>14.3%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1,770	0	0.0%
Multi-Ethnic Families	70	0	0.0%
Uptown Families	420	0	0.0%
In-Town Families	15	0	0.0%
New American Strivers	775	0	0.0%
<i>Subtotal:</i>	<u>3,050</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	435	0	0.0%
Nouveau Money	1,625	0	0.0%
Button-Down Families	1,705	0	0.0%
Fiber-Optic Families	330	0	0.0%
Late-Nest Suburbanites	370	0	0.0%
Full-Nest Suburbanites	375	0	0.0%
Kids 'r' Us	180	0	0.0%
<i>Subtotal:</i>	<u>5,020</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Four-by-Four Families	0	0	0.0%
Rustic Families	0	0	0.0%
Hometown Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Suffolk County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	151,025	25	71.4%
<i>Metropolitan Cities</i>			
New Power Couples	29,700	0	0.0%
New Bohemians	59,775	20	57.1%
Cosmopolitan Elite	11,055	0	0.0%
Downtown Couples	16,565	0	0.0%
Downtown Proud	28,480	5	14.3%
Subtotal:	145,575	25	71.4%
<i>Small Cities/Satellite Cities</i>			
The VIPs	2,485	0	0.0%
Small-City Singles	55	0	0.0%
Twentysomethings	635	0	0.0%
Second-City Strivers	550	0	0.0%
Multi-Ethnic Singles	5	0	0.0%
Subtotal:	3,730	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	1,050	0	0.0%
Suburban Achievers	205	0	0.0%
Suburban Strivers	465	0	0.0%
Subtotal:	1,720	0	0.0%
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	0	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	0	0	0.0%
Subtotal:	0	0	0.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Essex County, Massachusetts

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	132,680	0	0.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	37,070	0	0.0%
<i>Metropolitan Suburbs</i>	61,265	0	0.0%
<i>Town & Country/Exurbs</i>	34,345	0	0.0%
Traditional & Non-Traditional Families	127,495	15	60.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	41,405	10	40.0%
<i>Metropolitan Suburbs</i>	48,835	0	0.0%
<i>Town & Country/Exurbs</i>	37,255	5	20.0%
Younger Singles & Couples	45,690	10	40.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	28,600	5	20.0%
<i>Metropolitan Suburbs</i>	16,240	5	20.0%
<i>Town & Country/Exurbs</i>	850	0	0.0%
Total:	305,865	25	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Essex County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	132,680	0	0.0%
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	10,215	0	0.0%
Blue-Collar Retirees	10,405	0	0.0%
Middle-Class Move-Downs	9,365	0	0.0%
Hometown Seniors	1,450	0	0.0%
Second City Seniors	5,635	0	0.0%
<i>Subtotal:</i>	<u>37,070</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	7,650	0	0.0%
Old Money	6,390	0	0.0%
Affluent Empty Nesters	10,605	0	0.0%
Suburban Establishment	22,280	0	0.0%
Mainstream Empty Nesters	3,700	0	0.0%
Middle-American Retirees	10,640	0	0.0%
<i>Subtotal:</i>	<u>61,265</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	19,020	0	0.0%
Pillars of the Community	1,485	0	0.0%
New Empty Nesters	1,390	0	0.0%
Traditional Couples	6,290	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	2,190	0	0.0%
Hometown Retirees	45	0	0.0%
Heartland Retirees	115	0	0.0%
Village Elders	2,200	0	0.0%
Small-Town Seniors	1,580	0	0.0%
Back Country Seniors	30	0	0.0%
<i>Subtotal:</i>	<u>34,345</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Essex County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	127,495	15	60.0%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	7,725	0	0.0%
Multi-Ethnic Families	5,030	0	0.0%
Uptown Families	7,330	0	0.0%
In-Town Families	2,025	0	0.0%
New American Strivers	19,295	10	40.0%
<i>Subtotal:</i>	<u>41,405</u>	<u>10</u>	<u>40.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	3,325	0	0.0%
Nouveau Money	3,370	0	0.0%
Button-Down Families	18,410	0	0.0%
Fiber-Optic Families	7,505	0	0.0%
Late-Nest Suburbanites	6,790	0	0.0%
Full-Nest Suburbanites	6,230	0	0.0%
Kids 'r' Us	3,205	0	0.0%
<i>Subtotal:</i>	<u>48,835</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	29,750	5	20.0%
New Town Families	670	0	0.0%
Full-Nest Exurbanites	1,155	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	1,860	0	0.0%
Small-Town Families	1,970	0	0.0%
Four-by-Four Families	1,050	0	0.0%
Rustic Families	40	0	0.0%
Hometown Families	760	0	0.0%
<i>Subtotal:</i>	<u>37,255</u>	<u>5</u>	<u>20.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Essex County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	45,690	10	40.0%
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	0	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	13,945	5	20.0%
Small-City Singles	3,290	0	0.0%
Twentysomethings	3,360	0	0.0%
Second-City Strivers	4,115	0	0.0%
Multi-Ethnic Singles	3,890	0	0.0%
<i>Subtotal:</i>	<u>28,600</u>	<u>5</u>	<u>20.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	2,910	0	0.0%
Suburban Achievers	4,125	0	0.0%
Suburban Strivers	9,205	5	20.0%
<i>Subtotal:</i>	<u>16,240</u>	<u>5</u>	<u>20.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	835	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	15	0	0.0%
<i>Subtotal:</i>	<u>850</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Norfolk County, Massachusetts

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	119,585	0	0.0%
<i>Metropolitan Cities</i>	5,840	0	0.0%
<i>Small Cities/Satellite Cities</i>	20,730	0	0.0%
<i>Metropolitan Suburbs</i>	71,945	0	0.0%
<i>Town & Country/Exurbs</i>	21,070	0	0.0%
Traditional & Non-Traditional Families	116,795	10	50.0%
<i>Metropolitan Cities</i>	8,795	0	0.0%
<i>Small Cities/Satellite Cities</i>	20,000	5	25.0%
<i>Metropolitan Suburbs</i>	50,650	0	0.0%
<i>Town & Country/Exurbs</i>	37,350	5	25.0%
Younger Singles & Couples	35,840	10	50.0%
<i>Metropolitan Cities</i>	7,100	5	25.0%
<i>Small Cities/Satellite Cities</i>	17,380	5	25.0%
<i>Metropolitan Suburbs</i>	10,950	0	0.0%
<i>Town & Country/Exurbs</i>	410	0	0.0%
Total:	272,220	20	100.0%

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Norfolk County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	119,585	0	0.0%
<i>Metropolitan Cities</i>			
The Social Register	2,825	0	0.0%
Urban Establishment	2,505	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	510	0	0.0%
<i>Subtotal:</i>	<u>5,840</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	5,475	0	0.0%
Blue-Collar Retirees	6,480	0	0.0%
Middle-Class Move-Downs	6,620	0	0.0%
Hometown Seniors	640	0	0.0%
Second City Seniors	1,515	0	0.0%
<i>Subtotal:</i>	<u>20,730</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	16,280	0	0.0%
Old Money	12,620	0	0.0%
Affluent Empty Nesters	11,735	0	0.0%
Suburban Establishment	23,555	0	0.0%
Mainstream Empty Nesters	1,185	0	0.0%
Middle-American Retirees	6,570	0	0.0%
<i>Subtotal:</i>	<u>71,945</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	14,085	0	0.0%
Pillars of the Community	820	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	2,920	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	1,360	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	1,285	0	0.0%
Small-Town Seniors	600	0	0.0%
Back Country Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>21,070</u>	<u>0</u>	<u>0.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Norfolk County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	116,795	10	50.0%
<i>Metropolitan Cities</i>			
e-Type Families	8,765	0	0.0%
Multi-Cultural Families	30	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>8,795</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	13,020	5	25.0%
Multi-Ethnic Families	165	0	0.0%
Uptown Families	3,970	0	0.0%
In-Town Families	80	0	0.0%
New American Strivers	2,765	0	0.0%
<i>Subtotal:</i>	<u>20,000</u>	<u>5</u>	<u>25.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	8,440	0	0.0%
Nouveau Money	8,755	0	0.0%
Button-Down Families	14,885	0	0.0%
Fiber-Optic Families	6,975	0	0.0%
Late-Nest Suburbanites	5,645	0	0.0%
Full-Nest Suburbanites	5,415	0	0.0%
Kids 'r' Us	535	0	0.0%
<i>Subtotal:</i>	<u>50,650</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	30,560	5	25.0%
New Town Families	820	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	1,635	0	0.0%
Small-Town Families	3,095	0	0.0%
Four-by-Four Families	565	0	0.0%
Rustic Families	0	0	0.0%
Hometown Families	675	0	0.0%
<i>Subtotal:</i>	<u>37,350</u>	<u>5</u>	<u>25.0%</u>

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

**Annual Average Number Of Households With The Potential
To Move To The City Of Springfield Each Year Over The Next Five Years**
Norfolk County, Massachusetts

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	35,840	10	50.0%
<i>Metropolitan Cities</i>			
New Power Couples	1,925	0	0.0%
New Bohemians	4,570	5	25.0%
Cosmopolitan Elite	320	0	0.0%
Downtown Couples	0	0	0.0%
Downtown Proud	285	0	0.0%
<i>Subtotal:</i>	<u>7,100</u>	<u>5</u>	<u>25.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	9,700	5	25.0%
Small-City Singles	2,250	0	0.0%
Twentysomethings	3,125	0	0.0%
Second-City Strivers	2,190	0	0.0%
Multi-Ethnic Singles	115	0	0.0%
<i>Subtotal:</i>	<u>17,380</u>	<u>5</u>	<u>25.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	4,020	0	0.0%
Suburban Achievers	3,235	0	0.0%
Suburban Strivers	3,695	0	0.0%
<i>Subtotal:</i>	<u>10,950</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	410	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>410</u>	<u>0</u>	<u>0.0%</u>

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



ZIMMERMAN/VOLK ASSOCIATES, INC.

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Residential Market Analysis Across the Urban-to-Rural Transect

ASSUMPTIONS AND LIMITATIONS—

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

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

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





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Residential Market Analysis Across the Urban-to-Rural Transect

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