
METHODOLOGY TARGET MARKET TABLES — Appendices One and Two—

An Analysis of Residential Market Potential

Route 419 Town Center Study Area

Roanoke County, Virginia

November, 2016

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





ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Research & Strategic Analysis

STUDY CONTENTS

Methodology: An Analysis of Residential Market Potential	1
Delineation of the Draw Areas (Migration Analysis)	2
Migration Methodology	4
2016 Target Market Classification of County Households	4
Residential Target Market Methodology	5
Determination of the Annual Potential Market for Roanoke County (Mobility Analysis)	7
Determination of the Annual Potential Market for the Route 419 Town Center Study Area	9
Target Market Data	11
Household Classification Methodology	12
Appendices One and Two Tables	13
Assumptions and Limitations	
Rights and Study Ownership	





ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Research & Strategic Analysis

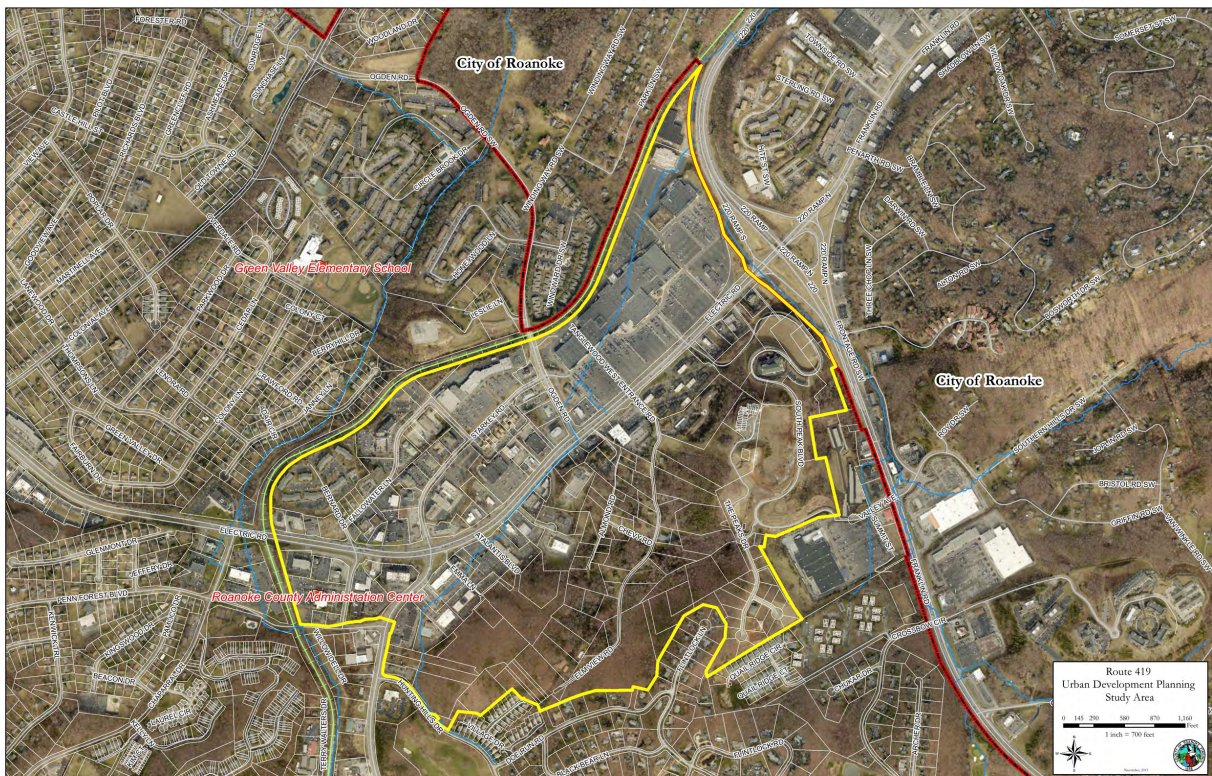
METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

Route 419 Town Center Study Area
Roanoke County, Virginia

November 2016

This analysis was undertaken to determine the optimum market position of multi-family and single-family attached housing within a walkable mixed-use neighborhood within a proposed Route 419 Town Center—at the intersection of Routes 220 and 419—as well as the broader study area outlined in yellow in the following map, in Roanoke County, Virginia.



The technical analysis of residential market potential was based on the delineation of the draw areas and physical evaluation of the study area and the existing and proposed surrounding context.

An Analysis of Residential Market Potential
Route 419 Town Center Study Area
Roanoke County, Virginia
November, 2016

The delineation of the draw areas for housing within the study area was based on historical settlement patterns, the most recent available migration data for the county, and incorporating additional data from the 2014 American Community Survey, as well as other market dynamics.

The evaluation of market potential for the study area was derived from residential target market analysis of households in the draw areas, and yielded:

- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (apartments, attached and detached houses); and
- The composition of the potential housing market (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples).

DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Analysis of migration, mobility, demographic and lifestyle characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing within the Route 419 Town Center Study Area. Historically, American households, more than any other nation's, have been extraordinarily mobile. In general nationally, 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 reduction in mobility. According to the most recent American Community Survey, which measures population mobility, Roanoke County—where 10.8 percent of the county population moved from one dwelling unit to another from 2013 to 2014—has a slightly lower mobility rate than the national average of approximately 12 percent. Over a third of the Roanoke County population that changed residences between 2013 and 2014 moved from elsewhere in the county; more than three-quarters of the remainder moved from another county or city in Virginia.

Taxpayer migration data obtained from the Internal Revenue Service provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move to the study area. These data are maintained at the county and “county equivalent” level by the

An Analysis of Residential Market Potential
Route 419 Town Center Study Area
Roanoke County, Virginia
November, 2016

Internal Revenue Service and provide a clear representation of mobility patterns. The IRS migration data have been supplemented by migration and mobility data for the county from the 2014 American Community Survey.

Appendix One, Table 1.

Migration Trends—

Analysis of county migration and mobility patterns from 2009 through 2013—the most recent data available from the Internal Revenue Service, where data processing has been severely curtailed by federal government budget cuts—shows that, over the study period, the number of households moving into Roanoke County has ranged between 2,825 and 3,490 households. There was an in-migration increase of 24 percent between 2009 and 2012, followed by a seven percent decline between 2012 and 2013.

Roanoke City, Salem City, Botetourt County, and Bedford County are the most significant single-county sources of in-migrating households, accounting for between 53 and over 57 percent of households moving into Roanoke County; of those, Roanoke City is the most important, accounting for 32.8 to 36.8 percent of in-migrating households. Salem City is next accounting for 5.7 to 10.2 percent of in-migrating households, followed closely by Botetourt County, at 5.5 to 7.3 percent of in-migrating households. Bedford is the only other individual source accounting for more than four percent of Roanoke County's total in-migration with 4.3 to 5.7 percent.

The number of households moving out of Roanoke County has generally increased from 3,015 in 2009 to 3,225 households in 2013. The pattern of out-migrating Roanoke County households is similar to that of in-migrating households geographically. There was an out-migration drop of 6.5 percent between 2009 and 2010, followed by a 14.5 percent increase between 2010 and 2013.

Net migration—the difference between households moving into the county and those moving out—has been positive for Roanoke County during recovery, from a net loss of 190 households in 2009, to gains ranging from 15 to a peak gain of 195 households between 2010 and 2013.

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

An Analysis of Residential Market Potential
Route 419 Town Center Study Area
Roanoke County, Virginia
November, 2016

move into a county (gross in-migration) that represent that county's external market potential.

Based on these migration data, the draw areas for Roanoke County and the Route 419 Town Center Study Area have been delineated as follows:

- Roanoke County;
- Roanoke City, Salem City, Botetourt and Bedford counties in Virginia; and
- The balance of the U.S.

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 population migration and mobility patterns for geographic units smaller than the county or county equivalent level.

2016 TARGET MARKET CLASSIFICATION OF COUNTY HOUSEHOLDS—

Demographic and geo-demographic data obtained from the Nielsen Company 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 in a separate document.

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households—although some now have young children—with the head of household typically aged between 20 and 40, comprised now mainly of the Millennial generation, who were born between 1977 and 1996;

An Analysis of Residential Market Potential
Route 419 Town Center Study Area
Roanoke County, Virginia
November, 2016

- 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; and
- 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.

Appendix One, Tables 2 and 3.

Target Market Classifications—

Nearly 77 percent, or 29,590 households, of the estimated 38,505 households living in Roanoke County in 2016 are in groups with median incomes above \$45,000. Median income in the county is estimated by Nielsen Company to be \$60,100, approximately eight percent higher than the national median of \$55,600; the reported median home value is estimated at \$191,500, less than one percent below the national median of \$192,400. (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.)

As characterized by general lifestage, over 57 percent of county households in groups with median incomes above \$45,000 are empty nesters and retirees (as characterized within 16 of Zimmerman/Volk Associates’ target market groups), another 37.6 percent are traditional and non-traditional families (in 16 target market groups), and the remaining 5.3 percent are younger singles and couples (in four target market groups). (*Reference* Appendix One, Table 2.)

Residential Target Market Methodology:

The proprietary residential target market methodology developed and continually refined by Zimmerman/Volk Associates 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, within the framework of the local housing market context, derived from the housing and lifestyle preferences of draw area households that could move to a specific location if appropriate housing options were to be made available. Because it is based on detailed and location-specific household data, the residential target market methodology can establish the optimum market position for housing types even in locations where no close 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 phase 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 full time).

Lifestyle patterns reflect the ways households choose to live, *e.g.*—an urban lifestyle includes residing in a dwelling unit, most likely high-density, in a town or city 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.

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 groups that are the focus of this analysis. The most affluent of the 47 groups can

An Analysis of Residential Market Potential
Route 419 Town Center Study Area
Roanoke County, Virginia
November, 2016

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 have been defined, then—through field investigation, analysis of historical migration and development trends, and employment and commutation patterns—the households moving from 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 ANNUAL POTENTIAL MARKET FOR ROANOKE COUNTY (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 Roanoke County each year over the next five years. The total number of households with the potential to move from each county or city is derived from historical migration trends; the number of households from each group is calculated from each group's mobility rate.

Appendix One, Table 3.

Internal Mobility (Households Moving within Roanoke County)—

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

Based on analysis of these data, Zimmerman/Volk Associates has determined that an annual average of 1,065 county households in target market groups with incomes above \$45,000 have the potential to move from one residence to another—rental or ownership, new or resale—within the county each year over the next five years.

Nearly 46 percent of these households are likely to be traditional and non-traditional families (in 16 market groups); 36 percent are empty nesters and retirees (also in 16 groups); and the remaining 18 percent are younger singles and couples (in four groups).

Appendix One, Tables 4 through 6; Appendix Two, Tables 1 through 3
External Mobility (Households Moving to Roanoke County from Outside the County)—

These tables determine the number of households in each target market group living in the regional draw area (Roanoke City, Salem City, Botetourt and Bedford Counties) and the balance of the United States that are likely to move to Roanoke County each year over the next five years (through a correlation of Nielsen data, U.S. Bureau of the Census data, and the Internal Revenue Service migration data).

The analysis show that an estimated 1,105 households in groups with median incomes above \$45,000 and currently living in Roanoke City have the potential to move from a residence in Roanoke City to a residence in Roanoke County each year over the next five years. Over 38 percent of these households are likely to be younger singles and couples (in three market groups); 34 percent are traditional and non-traditional families (in eight groups); and the remaining 28 percent are empty nesters and retirees (in seven groups). (*Reference* Appendix One, Table 4.)

An estimated 640 households in groups with median incomes above \$45,000 and currently living in Salem City, Botetourt and Bedford Counties have the potential to move to a residence in Roanoke County each year over the next five years. Just over 45 percent of these households are likely to be traditional and non-traditional families (in 14 market groups); 35 percent are empty nesters and retirees (in 13 groups); and the remaining 20 percent are younger singles and couples (in four groups). (*Reference* Appendix One, Table 5.)

Each year over the next five years an estimated 1,425 households in groups with median incomes above \$45,000 and currently living elsewhere in the nation have the potential to move to Roanoke County. Just under 42 percent of these households are likely to be traditional and non-traditional families (in 19 market groups); 35 percent are younger singles and couples (in eight groups); and the

An Analysis of Residential Market Potential
 Route 419 Town Center Study Area
 Roanoke County, Virginia
 November, 2016

remaining 23 percent are empty nesters and retirees (in 20 groups). (*Reference Appendix One, Table 6.*)

Appendix One, Table 7.

Annual Market Potential for Roanoke County—

This table summarizes Appendix One, Tables 3 through 6. The numbers in the Total column on page one of these tables indicate the depth and breadth of the potential market for new and existing dwelling units in Roanoke County each year over the next five years originating from households in market groups with median incomes above \$45,000 and living in the draw areas. An annual average of 4,235 households in groups with incomes at or above \$45,000 per year have the potential to move within or to Roanoke County from the balance of the County, the regional draw area (Roanoke City, Salem City, Botetourt and Bedford Counties) in Virginia, and the balance of the United States.

Traditional and non-traditional families (in 19 groups) are likely to account for over 41 percent of the market, younger singles and couples (in eight groups) another 29.5 percent, with the remaining 29.3 percent likely to be empty nesters and retirees (in 20 groups).

The distribution of the draw areas as a percentage of the potential market for the county is outlined as follows:

Market Potential by Draw Area <i>Roanoke County, Virginia</i>	
Roanoke County:	25.2%
Regional Draw Area Counties:	41.2%
Balance of US:	<u>33.6%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

DETERMINATION OF THE ANNUAL POTENTIAL MARKET FOR THE ROUTE 419 TOWN CENTER STUDY AREA—

The annual potential market for new housing units within the Route 419 Town Center Study Area includes the same draw areas as for the county. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Nielsen data, to determine which target market groups, as well as how

An Analysis of Residential Market Potential
 Route 419 Town Center Study Area
 Roanoke County, Virginia
 November, 2016

many households within each group, are likely to move to the study area each year over the next five years.

Appendix One, Tables 8 through 10.

Annual Market Potential for the Route 419 Town Center Study Area—

As determined by the target market methodology, then, an annual average of 980 households of the 4,235 households with incomes above \$45,000 that represent the annual market for new and existing housing units in Roanoke County are a market for new housing units of any kind located within the Route 419 Town Center Study Area each year over the next five years. Just under 40 percent of these households are likely to be empty nesters and retirees (in 14 market groups); another 31 percent are likely to be traditional and non-traditional families (in 14 groups); and 29 percent are likely to be younger singles and couples (in four groups). (*Reference* Appendix One, Table 8.)

The distribution of the draw areas as a percentage of the annual potential market for the Route 419 Town Center Study Area is shown on the following table:

Annual Market Potential by Draw Area The Route 419 Town Center Study Area <i>Roanoke County, Virginia</i>	
Roanoke County:	31.6%
Regional Draw Area Counties:	44.9%
Balance of US:	<u>23.5%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2016.

The 980 households that have the potential to move to the Route 419 Town Center Study Area each year over the next five years and have incomes above \$45,000 have been categorized by tenure propensities to determine renter/owner ratios. Approximately 38 percent of these households (or 375 households) comprise the potential market for new multi-family rental units. The remaining 62 percent (605 households) comprise the market for new for-sale (ownership) housing units. (*Reference* Appendix One, Table 9.)

Of the 605 buyer households, 12.4 percent (75 households) comprise the annual market for new multi-family for-sale units (condominium/cooperative lofts/apartments); 14 percent (85 households)

comprise the market for attached single-family (townhouse/rowhouse) units; and the remaining 74 percent (445 households) comprise the market for all ranges of single-family detached houses. (*Reference* Appendix One, Table 10.)

—Target Market Data—

Target market data are based on the PRIZM household clustering system developed by Claritas (now owned by the Nielsen Company), 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 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; 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 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

An Analysis of Residential Market Potential
Route 419 Town Center Study Area
Roanoke County, Virginia
November, 2016

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 Nielsen 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 66 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 28 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. For purposes of this study, only those household groups with median incomes of \$45,000 or more are included in the tables.



METHODOLOGY

An Analysis of Residential Market Potential
Route 419 Town Center Study Area
Roanoke County, Virginia

November, 2016

Appendix One Tables



Gross Annual Household In-Migration*Roanoke County, Virginia***2009, 2010, 2011, 2012, 2013**

County of Origin2009.....	2010.....	2011.....	2012.....	2013.....	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Roanoke City	1,040	36.8%	1,040	36.2%	1,115	34.3%	1,145	32.8%	1,135	35.0%
Salem City	175	6.2%	165	5.7%	330	10.2%	335	9.6%	295	9.1%
Botetourt	155	5.5%	195	6.8%	235	7.2%	240	6.9%	235	7.3%
Bedford	140	5.0%	125	4.3%	170	5.2%	175	5.0%	185	5.7%
Franklin	130	4.6%	130	4.5%	115	3.5%	170	4.9%	125	3.9%
Montgomery	90	3.2%	85	3.0%	105	3.2%	115	3.3%	105	3.2%
Fairfax	10	0.4%	20	0.7%	20	0.6%	25	0.7%	20	0.6%
Henrico	30	1.1%	15	0.5%	15	0.5%	15	0.4%	20	0.6%
All Other Counties	1,055	37.3%	1,100	38.3%	1,145	35.2%	1,270	36.4%	1,120	34.6%
Total In-Migration:	2,825	100.0%	2,875	100.0%	3,250	100.0%	3,490	100.0%	3,240	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

Roanoke County, Virginia
2009, 2010, 2011, 2012, 2013

Destination County 2009 2010 2011 2012 2013	
	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>	<i>Number</i>	<i>Share</i>
Roanoke City	1,040	34.5%	955	33.9%	980	31.0%	1,040	31.6%	1,015	31.5%
Salem City	195	6.5%	175	6.2%	280	8.9%	260	7.9%	255	7.9%
Botetourt	190	6.3%	135	4.8%	235	7.4%	205	6.2%	215	6.7%
Bedford	140	4.6%	145	5.1%	165	5.2%	210	6.4%	210	6.5%
Franklin	125	4.1%	125	4.4%	120	3.8%	140	4.2%	145	4.5%
Montgomery	95	3.2%	110	3.9%	100	3.2%	110	3.3%	110	3.4%
Fairfax	35	1.2%	25	0.9%	30	0.9%	30	0.9%	25	0.8%
Henrico	20	0.7%	35	1.2%	30	0.9%	30	0.9%	30	0.9%
All Other Counties	1,175	39.0%	1,115	39.5%	1,220	38.6%	1,270	38.5%	1,220	37.8%
Total Out-Migration:	3,015	100.0%	2,820	100.0%	3,160	100.0%	3,295	100.0%	3,225	100.0%

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

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

Net Annual Household Migration*Roanoke County, Virginia***2009, 2010, 2011, 2012, 2013**

County	<i>..... 2009 Number</i>	<i>..... 2010 Number</i>	<i>..... 2011 Number</i>	<i>..... 2012 Number</i>	<i>..... 2013 Number</i>
Roanoke City	0	85	135	105	120
Salem City	-20	-10	50	75	40
Botetourt	-35	60	0	35	20
Bedford	0	-20	5	-35	-25
Franklin	5	5	-5	30	-20
Montgomery	-5	-25	5	5	-5
Fairfax	-25	-5	-10	-5	-5
Henrico	10	-20	-15	-15	-10
All Other Counties	-120	-15	-75	0	-100
Total Net Migration:	-190	55	90	195	15

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

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

2016 Household Classification by Market Groups

Households In Groups With Median Incomes Above \$45,000

Roanoke County, Virginia

Household Type / Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	16,915	57.2%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,710	12.5%
<i>Metropolitan Suburbs</i>	5,045	17.0%
<i>Town & Country/Exurbs</i>	8,160	27.6%
Traditional & Non-Traditional Families	11,115	37.6%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,390	4.7%
<i>Metropolitan Suburbs</i>	3,820	12.9%
<i>Town & Country/Exurbs</i>	5,905	20.0%
Younger Singles & Couples	1,560	5.3%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	835	2.8%
<i>Metropolitan Suburbs</i>	250	0.8%
<i>Town & Country/Exurbs</i>	475	1.6%
Total:	29,590	100.0%
Total County Households:	38,505	
Classified Households As A Share Of Total County Households:	76.8%	
2016 Estimated Median Income:	\$60,100	
2016 Estimated National Median Income:	\$55,600	
2016 Estimated Median Home Value:	\$191,500	
2016 Estimated National Median Home Value:	\$192,400	

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Households In Groups With Median Incomes Above \$45,000

Roanoke County, Virginia

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	16,915	57.2%		
<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	1,685	5.7%	\$56,800	\$310,000
Middle-Class Move-Downs	640	2.2%	\$55,900	\$152,600
Blue-Collar Retirees	1,385	4.7%	\$48,300	\$125,600
Subtotal:	3,710	12.5%		
<i>Metropolitan Suburbs</i>				
The One Percenters	305	1.0%	\$119,100	\$507,000
Old Money	135	0.5%	\$118,500	\$626,900
Affluent Empty Nesters	620	2.1%	\$90,400	\$378,100
Suburban Establishment	870	2.9%	\$89,500	\$298,500
Mainstream Empty Nesters	485	1.6%	\$62,800	\$256,800
Middle-American Retirees	2,630	8.9%	\$62,000	\$273,200
Subtotal:	5,045	17.0%		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	2,115	7.1%	\$97,100	\$373,200
New Empty Nesters	880	3.0%	\$73,500	\$595,700
RV Retirees	345	1.2%	\$62,200	\$152,000
Pillars of the Community	1,490	5.0%	\$60,600	\$168,400
Traditional Couples	1,690	5.7%	\$60,100	\$160,100
Country Couples	1,095	3.7%	\$55,200	\$169,600
Heartland Retirees	545	1.8%	\$47,200	\$145,100
Subtotal:	8,160	27.6%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups

Households In Groups With Median Incomes Above \$45,000

Roanoke County, Virginia

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	11,115	37.6%		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	145	0.5%	\$80,400	\$261,600
Multi-Ethnic Families	0	0.0%		
Uptown Families	1,245	4.2%	\$50,800	\$212,300
Subtotal:	1,390	4.7%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	90	0.3%	\$127,000	\$396,300
Nouveau Money	165	0.6%	\$99,000	\$296,900
Late-Nest Suburbanites	370	1.3%	\$93,300	\$337,700
Fiber-Optic Families	615	2.1%	\$78,800	\$205,800
Full-Nest Suburbanites	625	2.1%	\$78,800	\$198,000
Button-Down Families	1,615	5.5%	\$62,200	\$298,300
Kids 'r' Us	340	1.1%	\$62,000	\$158,900
Subtotal:	3,820	12.9%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	1,530	5.2%	\$99,800	\$323,500
Traditional Families	1,410	4.8%	\$78,000	\$264,800
Full-Nest Exurbanites	825	2.8%	\$76,100	\$243,300
Small-Town Families	115	0.4%	\$67,000	\$226,100
New Town Families	1,040	3.5%	\$66,100	\$254,200
Rural Families	400	1.4%	\$57,700	\$174,300
Four-by-Four Families	585	2.0%	\$55,000	\$159,800
Subtotal:	5,905	20.0%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

2016 Household Classification by Market Groups
Households In Groups With Median Incomes Above \$45,000
Roanoke County, Virginia

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Single & Couples	1,560	5.3%		
<i>Metropolitan Cities</i>				
Cosmopolitan Elite	0	0.0%		
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Downtown Couples	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	310	1.0%	\$75,900	\$216,400
Twentysomethings	525	1.8%	\$48,200	\$122,800
Subtotal:	835	2.8%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	250	0.8%	\$70,000	\$240,700
Subtotal:	250	0.8%		
<i>Town & Country/Exurbs</i>				
Blue-Collar Traditionalists	475	1.6%	\$47,200	\$149,400
Subtotal:	475	1.6%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within Roanoke County Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$45,000

Roanoke County, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	16,915	385	36.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,710	95	8.9%
<i>Metropolitan Suburbs</i>	5,045	120	11.3%
<i>Town & Country/Exurbs</i>	8,160	170	16.0%
Traditional & Non-Traditional Families	11,115	485	45.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,390	110	10.3%
<i>Metropolitan Suburbs</i>	3,820	130	12.2%
<i>Town & Country/Exurbs</i>	5,905	245	23.0%
Younger Singles & Couples	1,560	195	18.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	835	120	11.3%
<i>Metropolitan Suburbs</i>	250	35	3.3%
<i>Town & Country/Exurbs</i>	475	40	3.8%
Total:	29,590	1,065	100.0%
Total County Households:	38,505		
Classified Households As A Share Of Total County Households:	76.8%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within Roanoke County Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$45,000

Roanoke County, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	16,915	385	36.2%
<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	1,685	30	2.8%
Middle-Class Move-Downs	640	15	1.4%
Blue-Collar Retirees	1,385	50	4.7%
Subtotal:	3,710	95	8.9%
<i>Metropolitan Suburbs</i>			
The One Percenters	305	5	0.5%
Old Money	135	5	0.5%
Affluent Empty Nesters	620	10	0.9%
Suburban Establishment	870	15	1.4%
Mainstream Empty Nesters	485	20	1.9%
Middle-American Retirees	2,630	65	6.1%
Subtotal:	5,045	120	11.3%
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	2,115	45	4.2%
New Empty Nesters	880	15	1.4%
RV Retirees	345	5	0.5%
Pillars of the Community	1,490	35	3.3%
Traditional Couples	1,690	30	2.8%
Country Couples	1,095	30	2.8%
Heartland Retirees	545	10	0.9%
Subtotal:	8,160	170	16.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within Roanoke County Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$45,000

Roanoke County, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	11,115	485	45.5%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	145	10	0.9%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	1,245	100	9.4%
<i>Subtotal:</i>	<u>1,390</u>	<u>110</u>	<u>10.3%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	90	5	0.5%
Nouveau Money	165	5	0.5%
Late-Nest Suburbanites	370	20	1.9%
Fiber-Optic Families	615	15	1.4%
Full-Nest Suburbanites	625	30	2.8%
Button-Down Families	1,615	40	3.8%
Kids 'r' Us	340	15	1.4%
<i>Subtotal:</i>	<u>3,820</u>	<u>130</u>	<u>12.2%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	1,530	55	5.2%
Traditional Families	1,410	45	4.2%
Full-Nest Exurbanites	825	35	3.3%
Small-Town Families	115	10	0.9%
New Town Families	1,040	45	4.2%
Rural Families	400	15	1.4%
Four-by-Four Families	585	40	3.8%
<i>Subtotal:</i>	<u>5,905</u>	<u>245</u>	<u>23.0%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move Within Roanoke County Each Year Over The Next Five Years**

Households In Groups With Median Incomes Above \$45,000

Roanoke County, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,560	195	18.3%
<i>Metropolitan Cities</i>			
Cosmopolitan Elite	0	0	0.0%
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Downtown Couples	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	310	30	2.8%
Twentysomethings	525	90	8.5%
<i>Subtotal:</i>	<u>835</u>	<u>120</u>	<u>11.3%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	250	35	3.3%
<i>Subtotal:</i>	<u>250</u>	<u>35</u>	<u>3.3%</u>
<i>Town & Country/Exurbs</i>			
Blue-Collar Traditionalists	475	40	3.8%
<i>Subtotal:</i>	<u>475</u>	<u>40</u>	<u>3.8%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 3

Households In Groups With Median Incomes Above \$45,000

Salem City, Virginia, Botetourt County, Virginia, Bedford County, Virginia

Household Type/ Geographic Designation	<i>Salem City</i>	<i>Botetourt County</i>	<i>Bedford County</i>	Total
Empty Nesters & Retirees	100	75	50	225
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	40	0	0	40
<i>Metropolitan Suburbs</i>	30	0	0	30
<i>Town & Country/Exurbs</i>	30	75	50	155
Traditional & Non-Traditional Families	95	115	80	290
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	35	0	0	35
<i>Metropolitan Suburbs</i>	35	0	0	35
<i>Town & Country/Exurbs</i>	25	115	80	220
Younger Singles & Couples	70	25	30	125
<i>Metropolitan Cities</i>	0	0	0	0
<i>Small Cities/Satellite Cities</i>	55	0	0	55
<i>Metropolitan Suburbs</i>	15	0	0	15
<i>Town & Country/Exurbs</i>	0	25	30	55
Total:	265	215	160	640
Percent:	41.4%	33.6%	25.0%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 3

Households In Groups With Median Incomes Above \$45,000

Salem City, Virginia, Botetourt County, Virginia, Bedford County, Virginia

	<i>Salem City</i>	<i>Botetourt County</i>	<i>Bedford County</i>	Total
Empty Nesters & Retirees	100	75	50	225
<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</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	10	0	0	10
Middle-Class Move-Downs	5	0	0	5
Blue-Collar Retirees	25	0	0	25
<i>Subtotal:</i>	<u>40</u>	<u>0</u>	<u>0</u>	<u>40</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	5	0	0	5
Mainstream Empty Nesters	10	0	0	10
Middle-American Retirees	15	0	0	15
<i>Subtotal:</i>	<u>30</u>	<u>0</u>	<u>0</u>	<u>30</u>
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	10	10	5	25
New Empty Nesters	0	25	10	35
RV Retirees	0	10	10	20
Pillars of the Community	5	10	5	20
Traditional Couples	5	5	5	15
Country Couples	10	5	5	20
Heartland Retirees	0	10	10	20
<i>Subtotal:</i>	<u>30</u>	<u>75</u>	<u>50</u>	<u>155</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 3

Households In Groups With Median Incomes Above \$45,000

Salem City, Virginia, Botetourt County, Virginia, Bedford County, Virginia

	<i>Salem City</i>	<i>Botetourt County</i>	<i>Bedford County</i>	Total
Traditional & Non-Traditional Families	95	115	80	290
<i>Metropolitan Cities</i>				
e-Type Families	0	0	0	0
Multi-Cultural Families	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	5	0	0	5
Multi-Ethnic Families	0	0	0	0
Uptown Families	30	0	0	30
<i>Subtotal:</i>	<u>35</u>	<u>0</u>	<u>0</u>	<u>35</u>
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0	0	0
Nouveau Money	0	0	0	0
Late-Nest Suburbanites	5	0	0	5
Fiber-Optic Families	5	0	0	5
Full-Nest Suburbanites	10	0	0	10
Button-Down Families	10	0	0	10
Kids 'r' Us	5	0	0	5
<i>Subtotal:</i>	<u>35</u>	<u>0</u>	<u>0</u>	<u>35</u>
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	5	0	15	20
Traditional Families	5	10	5	20
Full-Nest Exurbanites	0	50	15	65
Small-Town Families	0	5	10	15
New Town Families	5	15	5	25
Rural Families	0	30	25	55
Four-by-Four Families	10	5	5	20
<i>Subtotal:</i>	<u>25</u>	<u>115</u>	<u>80</u>	<u>220</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 3

Households In Groups With Median Incomes Above \$45,000

Salem City, Virginia, Botetourt County, Virginia, Bedford County, Virginia

	<i>Salem City</i>	<i>Botetourt County</i>	<i>Bedford County</i>	<i>Total</i>
Younger Singles & Couples	70	25	30	125
<i>Metropolitan Cities</i>				
Cosmopolitan Elite	0	0	0	0
New Power Couples	0	0	0	0
New Bohemians	0	0	0	0
Downtown Couples	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>				
The VIPs	15	0	0	15
Twentysomethings	40	0	0	40
<i>Subtotal:</i>	<u>55</u>	<u>0</u>	<u>0</u>	<u>55</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	15	0	0	15
<i>Subtotal:</i>	<u>15</u>	<u>0</u>	<u>0</u>	<u>15</u>
<i>Town & Country/Exurbs</i>				
Blue-Collar Traditionalists	0	25	30	55
<i>Subtotal:</i>	<u>0</u>	<u>25</u>	<u>30</u>	<u>55</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Roanoke City, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	13,515	305	27.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,825	100	9.0%
<i>Metropolitan Suburbs</i>	8,690	205	18.6%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	8,045	375	33.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,275	265	24.0%
<i>Metropolitan Suburbs</i>	3,770	110	10.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Younger Singles & Couples	4,005	425	38.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,095	315	28.5%
<i>Metropolitan Suburbs</i>	910	110	10.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	25,565	1,105	100.0%
Total City Households:	44,035		
Classified Households As A Share Of Total City Households:	58.1%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Roanoke City, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	13,515	305	27.6%
<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	1,645	20	1.8%
Middle-Class Move-Downs	1,080	20	1.8%
Blue-Collar Retirees	2,100	60	5.4%
<i>Subtotal:</i>	<u>4,825</u>	<u>100</u>	<u>9.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	210	0	0.0%
Old Money	160	5	0.5%
Affluent Empty Nesters	95	0	0.0%
Suburban Establishment	1,035	15	1.4%
Mainstream Empty Nesters	2,440	90	8.1%
Middle-American Retirees	4,750	95	8.6%
<i>Subtotal:</i>	<u>8,690</u>	<u>205</u>	<u>18.6%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	0	0	0.0%
New Empty Nesters	0	0	0.0%
RV Retirees	0	0	0.0%
Pillars of the Community	0	0	0.0%
Traditional Couples	0	0	0.0%
Country Couples	0	0	0.0%
Heartland Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Roanoke County Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
Roanoke City, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	8,045	375	33.9%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	860	45	4.1%
Multi-Ethnic Families	50	5	0.5%
Uptown Families	3,365	215	19.5%
<i>Subtotal:</i>	<u>4,275</u>	<u>265</u>	<u>24.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	50	0	0.0%
Nouveau Money	45	0	0.0%
Late-Nest Suburbanites	405	20	1.8%
Fiber-Optic Families	545	10	0.9%
Full-Nest Suburbanites	455	15	1.4%
Button-Down Families	1,310	25	2.3%
Kids 'r' Us	960	40	3.6%
<i>Subtotal:</i>	<u>3,770</u>	<u>110</u>	<u>10.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Traditional Families	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Small-Town Families	0	0	0.0%
New Town Families	0	0	0.0%
Rural Families	0	0	0.0%
Four-by-Four Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Roanoke County Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
Roanoke City, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	4,005	425	38.5%
<i>Metropolitan Cities</i>			
Cosmopolitan Elite	0	0	0.0%
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Downtown Couples	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	1,910	150	13.6%
Twentysomethings	1,185	165	14.9%
Subtotal:	3,095	315	28.5%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	910	110	10.0%
Subtotal:	910	110	10.0%
<i>Town & Country/Exurbs</i>			
Blue-Collar Traditionalists	0	0	0.0%
Subtotal:	0	0	0.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Balance of the United States

<u>Household Type/ Geographic Designation</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	325	22.8%
<i>Metropolitan Cities</i>	90	6.3%
<i>Small Cities/Satellite Cities</i>	45	3.2%
<i>Metropolitan Suburbs</i>	105	7.4%
<i>Town & Country/Exurbs</i>	85	6.0%
Traditional & Non-Traditional Families	595	41.8%
<i>Metropolitan Cities</i>	50	3.5%
<i>Small Cities/Satellite Cities</i>	110	7.7%
<i>Metropolitan Suburbs</i>	175	12.3%
<i>Town & Country/Exurbs</i>	260	18.2%
Younger Singles & Couples	505	35.4%
<i>Metropolitan Cities</i>	215	15.1%
<i>Small Cities/Satellite Cities</i>	175	12.3%
<i>Metropolitan Suburbs</i>	60	4.2%
<i>Town & Country/Exurbs</i>	55	3.9%
Total:	1,425	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Roanoke County Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
Balance of the United States

	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	325	22.8%
<i>Metropolitan Cities</i>		
The Social Register	5	0.4%
Urban Establishment	30	2.1%
Multi-Ethnic Empty Nesters	15	1.1%
Cosmopolitan Couples	40	2.8%
<i>Subtotal:</i>	<u>90</u>	<u>6.3%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	10	0.7%
Middle-Class Move-Downs	10	0.7%
Blue-Collar Retirees	25	1.8%
<i>Subtotal:</i>	<u>45</u>	<u>3.2%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	10	0.7%
Old Money	10	0.7%
Affluent Empty Nesters	10	0.7%
Suburban Establishment	20	1.4%
Mainstream Empty Nesters	25	1.8%
Middle-American Retirees	30	2.1%
<i>Subtotal:</i>	<u>105</u>	<u>7.4%</u>
<i>Town & Country/Exurbs</i>		
Small-Town Patriarchs	15	1.1%
New Empty Nesters	15	1.1%
RV Retirees	10	0.7%
Pillars of the Community	10	0.7%
Traditional Couples	10	0.7%
Country Couples	15	1.1%
Heartland Retirees	10	0.7%
<i>Subtotal:</i>	<u>85</u>	<u>6.0%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Balance of the United States

	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	595	41.8%
<i>Metropolitan Cities</i>		
e-Type Families	10	0.7%
Multi-Cultural Families	40	2.8%
<i>Subtotal:</i>	<u>50</u>	<u>3.5%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	30	2.1%
Multi-Ethnic Families	30	2.1%
Uptown Families	50	3.5%
<i>Subtotal:</i>	<u>110</u>	<u>7.7%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	15	1.1%
Nouveau Money	20	1.4%
Late-Nest Suburbanites	40	2.8%
Fiber-Optic Families	15	1.1%
Full-Nest Suburbanites	25	1.8%
Button-Down Families	30	2.1%
Kids 'r' Us	30	2.1%
<i>Subtotal:</i>	<u>175</u>	<u>12.3%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	40	2.8%
Traditional Families	15	1.1%
Full-Nest Exurbanites	40	2.8%
Small-Town Families	65	4.6%
New Town Families	20	1.4%
Rural Families	45	3.2%
Four-by-Four Families	35	2.5%
<i>Subtotal:</i>	<u>260</u>	<u>18.2%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Roanoke County Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
Balance of the United States

	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	505	35.4%
<i>Metropolitan Cities</i>		
Cosmopolitan Elite	15	1.1%
New Power Couples	20	1.4%
New Bohemians	110	7.7%
Downtown Couples	70	4.9%
Subtotal:	<u>215</u>	<u>15.1%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	65	4.6%
Twentysomethings	110	7.7%
Subtotal:	<u>175</u>	<u>12.3%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	60	4.2%
Subtotal:	<u>60</u>	<u>4.2%</u>
<i>Town & Country/Exurbs</i>		
Blue-Collar Traditionalists	55	3.9%
Subtotal:	<u>55</u>	<u>3.9%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 3 Through 6

Households In Groups With Median Incomes Above \$45,000

*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Roanoke County</u>	<u>Regional Draw Area</u>	<u>Roanoke City</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	385	225	305	325	1,240
<i>Metropolitan Cities</i>	0	0	0	90	90
<i>Small Cities/Satellite Cities</i>	95	40	100	45	280
<i>Metropolitan Suburbs</i>	120	30	205	105	460
<i>Town & Country/Exurbs</i>	170	155	0	85	410
Traditional & Non-Traditional Families	485	290	375	595	1,745
<i>Metropolitan Cities</i>	0	0	0	50	50
<i>Small Cities/Satellite Cities</i>	110	35	265	110	520
<i>Metropolitan Suburbs</i>	130	35	110	175	450
<i>Town & Country/Exurbs</i>	245	220	0	260	725
Younger Singles & Couples	195	125	425	505	1,250
<i>Metropolitan Cities</i>	0	0	0	215	215
<i>Small Cities/Satellite Cities</i>	120	55	315	175	665
<i>Metropolitan Suburbs</i>	35	15	110	60	220
<i>Town & Country/Exurbs</i>	40	55	0	55	150
Total:	1,065	640	1,105	1,425	4,235
Percent:	25.2%	15.1%	26.1%	33.6%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 3 Through 6

Households In Groups With Median Incomes Above \$45,000

*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

	<i>Roanoke County</i>	<i>Regional Draw Area</i>	<i>Roanoke City</i>	<i>Balance of U.S.</i>	<i>Total</i>
Empty Nesters & Retirees	385	225	305	325	1,240
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	5	5
Urban Establishment	0	0	0	30	30
Multi-Ethnic Empty Nesters	0	0	0	15	15
Cosmopolitan Couples	0	0	0	40	40
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>90</u>	<u>90</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	30	10	20	10	70
Middle-Class Move-Downs	15	5	20	10	50
Blue-Collar Retirees	50	25	60	25	160
<i>Subtotal:</i>	<u>95</u>	<u>40</u>	<u>100</u>	<u>45</u>	<u>280</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	5	0	0	10	15
Old Money	5	0	5	10	20
Affluent Empty Nesters	10	0	0	10	20
Suburban Establishment	15	5	15	20	55
Mainstream Empty Nesters	20	10	90	25	145
Middle-American Retirees	65	15	95	30	205
<i>Subtotal:</i>	<u>120</u>	<u>30</u>	<u>205</u>	<u>105</u>	<u>460</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	45	25	0	15	85
New Empty Nesters	15	35	0	15	65
RV Retirees	5	20	0	10	35
Pillars of the Community	35	20	0	10	65
Traditional Couples	30	15	0	10	55
Country Couples	30	20	0	15	65
Heartland Retirees	10	20	0	10	40
<i>Subtotal:</i>	<u>170</u>	<u>155</u>	<u>0</u>	<u>85</u>	<u>410</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 3 Through 6

Households In Groups With Median Incomes Above \$45,000

*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

	<i>Roanoke County</i>	<i>Regional Draw Area</i>	<i>Roanoke City</i>	<i>Balance of U.S.</i>	<i>Total</i>
Traditional & Non-Traditional Families	485	290	375	595	1,745
<i>Metropolitan Cities</i>					
e-Type Families	0	0	0	10	10
Multi-Cultural Families	0	0	0	40	40
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>50</u>	<u>50</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	10	5	45	30	90
Multi-Ethnic Families	0	0	5	30	35
Uptown Families	100	30	215	50	395
<i>Subtotal:</i>	<u>110</u>	<u>35</u>	<u>265</u>	<u>110</u>	<u>520</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	5	0	0	15	20
Nouveau Money	5	0	0	20	25
Late-Nest Suburbanites	20	5	20	40	85
Fiber-Optic Families	15	5	10	15	45
Full-Nest Suburbanites	30	10	15	25	80
Button-Down Families	40	10	25	30	105
Kids 'r' Us	15	5	40	30	90
<i>Subtotal:</i>	<u>130</u>	<u>35</u>	<u>110</u>	<u>175</u>	<u>450</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	55	20	0	40	115
Traditional Families	45	20	0	15	80
Full-Nest Exurbanites	35	65	0	40	140
Small-Town Families	10	15	0	65	90
New Town Families	45	25	0	20	90
Rural Families	15	55	0	45	115
Four-by-Four Families	40	20	0	35	95
<i>Subtotal:</i>	<u>245</u>	<u>220</u>	<u>0</u>	<u>260</u>	<u>725</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 3 Through 6

Households In Groups With Median Incomes Above \$45,000

*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

	<i>Roanoke County</i>	<i>Regional Draw Area</i>	<i>Roanoke City</i>	<i>Balance of U.S.</i>	<i>Total</i>
Younger Singles & Couples	195	125	425	505	1,250
<i>Metropolitan Cities</i>					
Cosmopolitan Elite	0	0	0	15	15
New Power Couples	0	0	0	20	20
New Bohemians	0	0	0	110	110
Downtown Couples	0	0	0	70	70
Subtotal:	0	0	0	215	215
<i>Small Cities/Satellite Cities</i>					
The VIPs	30	15	150	65	260
Twentysomethings	90	40	165	110	405
Subtotal:	120	55	315	175	665
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	35	15	110	60	220
Subtotal:	35	15	110	60	220
<i>Town & Country/Exurbs</i>					
Blue-Collar Traditionalists	40	55	0	55	150
Subtotal:	40	55	0	55	150

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

<u>Household Type / Geographic Designation</u>	<u>Roanoke County</u>	<u>Regional Draw Area</u>	<u>Roanoke City</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	130	75	100	85	390
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	35	15	30	20	100
<i>Metropolitan Suburbs</i>	45	10	70	40	165
<i>Town & Country/Exurbs</i>	50	50	0	25	125
Traditional & Non-Traditional Families	115	55	70	65	305
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	30	10	50	15	105
<i>Metropolitan Suburbs</i>	35	10	20	25	90
<i>Town & Country/Exurbs</i>	50	35	0	25	110
Younger Singles & Couples	65	45	95	80	285
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	40	20	70	50	180
<i>Metropolitan Suburbs</i>	10	5	25	15	55
<i>Town & Country/Exurbs</i>	15	20	0	15	50
Total:	310	175	265	230	980
Percent:	31.6%	17.9%	27.0%	23.5%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

	<i>Roanoke County</i>	<i>Regional Draw Area</i>	<i>Roanoke City</i>	<i>Balance of U.S.</i>	<i>Total</i>
Empty Nesters & Retirees	130	75	100	85	390
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	10	5	5	5	25
Middle-Class Move-Downs	5	0	5	5	15
Blue-Collar Retirees	20	10	20	10	60
<i>Subtotal:</i>	<u>35</u>	<u>15</u>	<u>30</u>	<u>20</u>	<u>100</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	0	0	0	5	5
Old Money	0	0	0	5	5
Affluent Empty Nesters	5	0	0	5	10
Suburban Establishment	5	0	5	5	15
Mainstream Retirees	10	5	30	10	55
Middle-American Retirees	25	5	35	10	75
<i>Subtotal:</i>	<u>45</u>	<u>10</u>	<u>70</u>	<u>40</u>	<u>165</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	20	10	0	5	35
New Empty Nesters	5	15	0	5	25
RV Retirees	0	10	0	5	15
Pillars of the Community	15	10	0	5	30
Traditional Couples	10	5	0	5	20
<i>Subtotal:</i>	<u>50</u>	<u>50</u>	<u>0</u>	<u>25</u>	<u>125</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

	<u>Roanoke County</u>	<u>Regional Draw Area</u>	<u>Roanoke City</u>	<u>Balance of U.S.</u>	<u>Total</u>
Traditional & Non-Traditional Families	115	55	70	65	305
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	5	0	10	5	20
Multi-Ethnic Families	0	0	0	5	5
Uptown Families	25	10	40	5	80
<i>Subtotal:</i>	<u>30</u>	<u>10</u>	<u>50</u>	<u>15</u>	<u>105</u>
<i>Metropolitan Suburbs</i>					
Nouveau Money	0	0	0	5	5
Late-Nest Suburbanites	5	0	5	5	15
Fiber-Optic Families	5	0	0	0	5
Full-Nest Suburbanites	10	5	5	5	25
Button-Down Families	10	5	5	5	25
Kids 'r' Us	5	0	5	5	15
<i>Subtotal:</i>	<u>35</u>	<u>10</u>	<u>20</u>	<u>25</u>	<u>90</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	15	5	0	5	25
Traditional Families	10	5	0	0	15
Full-Nest Exurbanites	10	15	0	5	30
Small-Town Families	5	5	0	10	20
New Town Families	10	5	0	5	20

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

	<u>Roanoke County</u>	<u>Regional Draw Area</u>	<u>Roanoke City</u>	<u>Balance of U.S.</u>	<u>Total</u>
Younger Singles & Couples	65	45	95	80	285
<i>Small Cities/Satellite Cities</i>					
The VIPs	10	5	35	20	70
Twentysomethings	30	15	35	30	110
Subtotal:	40	20	70	50	180
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	10	5	25	15	55
Subtotal:	10	5	25	15	55
<i>Town & Country/Exurbs</i>					
Blue-Collar Traditionalists	15	20	0	15	50

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

Household Type/ Geographic Designation	Potential Renters	Potential Owners	Total
Empty Nesters & Retirees	85	305	390
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	30	70	100
<i>Metropolitan Suburbs</i>	40	125	165
<i>Town & Country/Exurbs</i>	15	110	125
Traditional & Non-Traditional Families	90	215	305
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	35	70	105
<i>Metropolitan Suburbs</i>	25	65	90
<i>Town & Country/Exurbs</i>	30	80	110
Younger Singles & Couples	200	85	285
<i>Metropolitan Cities</i>	0	0	0
<i>Small Cities/Satellite Cities</i>	140	40	180
<i>Metropolitan Suburbs</i>	50	5	55
<i>Town & Country/Exurbs</i>	10	40	50
Total:	375	605	980
Percent:	38.3%	61.7%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

Empty Nesters & Retirees	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	5	20	25
Middle-Class Move-Downs	5	10	15
Blue-Collar Retirees	20	40	60
<i>Subtotal:</i>	<u>30</u>	<u>70</u>	<u>100</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	5	5
Old Money	0	5	5
Affluent Empty Nesters	0	10	10
Suburban Establishment	0	15	15
Mainstream Retirees	20	35	55
Middle-American Retirees	20	55	75
<i>Subtotal:</i>	<u>40</u>	<u>125</u>	<u>165</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	5	30	35
New Empty Nesters	5	20	25
RV Retirees	0	15	15
Pillars of the Community	5	25	30
Traditional Couples	0	20	20
<i>Subtotal:</i>	<u>15</u>	<u>110</u>	<u>125</u>
Total:	85	305	390
Percent:	21.8%	78.2%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$45,000

*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

Traditional & Non-Traditional Families	<i>Potential Renters</i>	<i>Potential Owners</i>	<i>Total</i>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	5	15	20
Multi-Ethnic Families	0	5	5
Uptown Families	30	50	80
<i>Subtotal:</i>	<u>35</u>	<u>70</u>	<u>105</u>
<i>Metropolitan Suburbs</i>			
Nouveau Money	0	5	5
Late-Nest Suburbanites	5	10	15
Fiber-Optic Families	0	5	5
Full-Nest Suburbanites	10	15	25
Button-Down Families	5	20	25
Kids 'r' Us	5	10	15
<i>Subtotal:</i>	<u>25</u>	<u>65</u>	<u>90</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	5	20	25
Traditional Families	5	10	15
Full-Nest Exurbanites	5	25	30
Small-Town Families	10	10	20
New Town Families	5	15	20
<i>Subtotal:</i>	<u>30</u>	<u>80</u>	<u>110</u>
Total:	90	215	305
Percent:	29.5%	70.5%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	<i>Total</i>
<i>Small Cities/Satellite Cities</i>			
The VIPs	45	25	70
Twentysomethings	95	15	110
<i>Subtotal:</i>	<u>140</u>	<u>40</u>	<u>180</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	50	5	55
<i>Subtotal:</i>	<u>50</u>	<u>5</u>	<u>55</u>
<i>Town & Country/Exurbs</i>			
Blue-Collar Traditionalists	10	40	50
<i>Subtotal:</i>	<u>10</u>	<u>40</u>	<u>50</u>
Total:	200	85	285
Percent:	70.2%	29.8%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- Family				Total
	<i>All Ranges</i>	.. Attached .. <i>All Ranges</i> Detached	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>
Empty Nesters & Retirees	55	55	75	65	55	305
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	5	5	30	25	5	70
<i>Metropolitan Suburbs</i>	40	35	10	15	25	125
<i>Town & Country/Exurbs</i>	10	15	35	25	25	110
Traditional & Non-Traditional Families	20	30	50	60	55	215
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	10	20	15	15	10	70
<i>Metropolitan Suburbs</i>	5	5	20	20	15	65
<i>Town & Country/Exurbs</i>	5	5	15	25	30	80
Younger Singles & Couples	0	0	45	25	15	85
<i>Metropolitan Cities</i>	0	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	15	15	10	40
<i>Metropolitan Suburbs</i>	0	0	5	0	0	5
<i>Town & Country/Exurbs</i>	0	0	25	10	5	40
Total:	75	85	170	150	125	605
Percent:	12.4%	14.0%	28.1%	24.8%	20.7%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

Empty Nesters & Retirees	Multi- .. Family ..	Single- Family				Total
	All Ranges	All Ranges Detached			
			Low-Range	Mid-Range	High-Range	
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	5	5	5	5	0	20
Middle-Class Move-Downs	0	0	5	5	0	10
Blue-Collar Retirees	0	0	20	15	5	40
Subtotal:	5	5	30	25	5	70
<i>Metropolitan Suburbs</i>						
The One Percenters	0	0	0	0	5	5
Old Money	0	0	0	0	5	5
Affluent Empty Nesters	0	0	0	5	5	10
Suburban Establishment	0	0	5	5	5	15
Mainstream Retirees	10	15	0	5	5	35
Middle-American Retirees	30	20	5	0	0	55
Subtotal:	40	35	10	15	25	125
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	5	10	5	10	30
New Empty Nesters	10	5	5	0	0	20
RV Retirees	0	0	5	5	5	15
Pillars of the Community	0	0	10	10	5	25
Traditional Couples	0	5	5	5	5	20
Subtotal:	10	15	35	25	25	110
Total:	55	55	75	65	55	305
Percent:	18.0%	18.0%	24.6%	21.3%	18.0%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$45,000
*Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States*

Traditional & Non-Traditional Families	Multi- .. Family ..	Single- Family				Total
	All Ranges Attached Detached			
		All Ranges	Low-Range	Mid-Range	High-Range	
			All Ranges	Low-Range	Mid-Range	
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	5	0	5	5	15
Multi-Ethnic Families	5	0	0	0	0	5
Uptown Families	5	15	15	10	5	50
Subtotal:	10	20	15	15	10	70
<i>Metropolitan Suburbs</i>						
Nouveau Money	0	0	5	0	0	5
Late-Nest Suburbanites	0	0	0	5	5	10
Fiber-Optic Families	0	0	5	0	0	5
Full-Nest Suburbanites	0	0	5	5	5	15
Button-Down Families	5	5	0	5	5	20
Kids 'r' Us	0	0	5	5	0	10
Subtotal:	5	5	20	20	15	65
<i>Town & Country/Exurbs</i>						
Ex-Urban Elite	0	0	5	5	10	20
Traditional Families	0	0	0	5	5	10
Full-Nest Exurbanites	0	0	5	10	10	25
Small-Town Families	0	0	0	5	5	10
New Town Families	5	5	5	0	0	15
Subtotal:	5	5	15	25	30	80
Total:	20	30	50	60	55	215
Percent:	9.3%	14.0%	23.3%	27.9%	25.6%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

Purchase Propensity By Housing Type

Annual Average Number Of Households With The Potential
To Move To The Route 419 Town Center Study Area Each Year Over The Next Five Years
Households In Groups With Median Incomes Above \$45,000
Roanoke County, Regional Draw Area,
Roanoke City, and Balance of the United States

Younger Singles & Couples	Multi- .. Family ..	Single- Family				Total
 Attached Detached				
	<u>All Ranges</u>	<u>All Ranges</u>	<u>Low-Range</u>	<u>Mid-Range</u>	<u>High-Range</u>	
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	5	10	10	25
Twentysomethings	0	0	10	5	0	15
Subtotal:	<u>0</u>	<u>0</u>	<u>15</u>	<u>15</u>	<u>10</u>	<u>40</u>
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	5	0	0	5
Subtotal:	<u>0</u>	<u>0</u>	<u>5</u>	<u>0</u>	<u>0</u>	<u>5</u>
<i>Town & Country/Exurbs</i>						
Blue-Collar Traditionalists	0	0	25	10	5	40
Subtotal:	<u>0</u>	<u>0</u>	<u>25</u>	<u>10</u>	<u>5</u>	<u>40</u>
Total:	0	0	45	25	15	85
Percent:	0.0%	0.0%	52.9%	29.4%	17.6%	100.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

METHODOLOGY

An Analysis of Residential Market Potential
Route 419 Town Center Study Area
Roanoke County, Virginia

November, 2016

Appendix Two Tables



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

Households In Groups With Median Incomes Above \$45,000

Salem City, Virginia

Household Type/ Geographic Designation	Estimated Number	Potential	Share of Potential
Empty Nesters & Retirees	4,060	100	37.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,425	40	15.1%
<i>Metropolitan Suburbs</i>	1,370	30	11.3%
<i>Town & Country/Exurbs</i>	1,265	30	11.3%
Traditional & Non-Traditional Families	2,210	95	35.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	490	35	13.2%
<i>Metropolitan Suburbs</i>	1,080	35	13.2%
<i>Town & Country/Exurbs</i>	640	25	9.4%
Younger Singles & Couples	500	70	26.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	395	55	20.8%
<i>Metropolitan Suburbs</i>	105	15	5.7%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	6,770	265	100.0%
Total County Households:	10,285		
Classified Households As A Share Of Total County Households:	65.8%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Salem City, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	4,060	100	37.7%
<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	500	10	3.8%
Middle-Class Move-Downs	165	5	1.9%
Blue-Collar Retirees	760	25	9.4%
<i>Subtotal:</i>	<u>1,425</u>	<u>40</u>	<u>15.1%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	45	0	0.0%
Old Money	20	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Suburban Establishment	325	5	1.9%
Mainstream Empty Nesters	230	10	3.8%
Middle-American Retirees	750	15	5.7%
<i>Subtotal:</i>	<u>1,370</u>	<u>30</u>	<u>11.3%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	410	10	3.8%
New Empty Nesters	0	0	0.0%
RV Retirees	0	0	0.0%
Pillars of the Community	165	5	1.9%
Traditional Couples	375	5	1.9%
Country Couples	315	10	3.8%
Heartland Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>1,265</u>	<u>30</u>	<u>11.3%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Salem City, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,210	95	35.8%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	95	5	1.9%
Multi-Ethnic Families	10	0	0.0%
Uptown Families	385	30	11.3%
<i>Subtotal:</i>	<u>490</u>	<u>35</u>	<u>13.2%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	130	5	1.9%
Fiber-Optic Families	260	5	1.9%
Full-Nest Suburbanites	200	10	3.8%
Button-Down Families	355	10	3.8%
Kids 'r' Us	135	5	1.9%
<i>Subtotal:</i>	<u>1,080</u>	<u>35</u>	<u>13.2%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	140	5	1.9%
Traditional Families	180	5	1.9%
Full-Nest Exurbanites	0	0	0.0%
Small-Town Families	0	0	0.0%
New Town Families	125	5	1.9%
Rural Families	0	0	0.0%
Four-by-Four Families	195	10	3.8%
<i>Subtotal:</i>	<u>640</u>	<u>25</u>	<u>9.4%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Roanoke County Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
Salem City, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	500	70	26.4%
<i>Metropolitan Cities</i>			
Cosmopolitan Elite	0	0	0.0%
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Downtown Couples	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	150	15	5.7%
Twentysomethings	245	40	15.1%
<i>Subtotal:</i>	<u>395</u>	<u>55</u>	<u>20.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	105	15	5.7%
<i>Subtotal:</i>	<u>105</u>	<u>15</u>	<u>5.7%</u>
<i>Town & Country/Exurbs</i>			
Blue-Collar Traditionalists	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Botetourt County, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	5,615	75	34.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	5,615	75	34.9%
Traditional & Non-Traditional Families	3,780	115	53.5%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	10	0	0.0%
<i>Town & Country/Exurbs</i>	3,770	115	53.5%
Younger Singles & Couples	395	25	11.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	395	25	11.6%
Total:	9,790	215	100.0%
Total County Households:	13,295		
Classified Households As A Share Of Total County Households:	73.6%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Botetourt County, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	5,615	75	34.9%
<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	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Subtotal:	0	0	0.0%
<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	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	495	10	4.7%
New Empty Nesters	1,965	25	11.6%
RV Retirees	1,190	10	4.7%
Pillars of the Community	605	10	4.7%
Traditional Couples	400	5	2.3%
Country Couples	335	5	2.3%
Heartland Retirees	625	10	4.7%
Subtotal:	5,615	75	34.9%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Botetourt County, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	3,780	115	53.5%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Fiber-Optic Families	5	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Button-Down Families	0	0	0.0%
Kids 'r' Us	5	0	0.0%
<i>Subtotal:</i>	<u>10</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Traditional Families	465	10	4.7%
Full-Nest Exurbanites	1,590	50	23.3%
Small-Town Families	45	5	2.3%
New Town Families	400	15	7.0%
Rural Families	1,125	30	14.0%
Four-by-Four Families	145	5	2.3%
<i>Subtotal:</i>	<u>3,770</u>	<u>115</u>	<u>53.5%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Botetourt County, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	395	25	11.6%
<i>Metropolitan Cities</i>			
Cosmopolitan Elite	0	0	0.0%
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Downtown Couples	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Blue-Collar Traditionalists	395	25	11.6%
Subtotal:	395	25	11.6%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Roanoke County Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
Bedford County, Virginia

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	10,430	50	31.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	10,430	50	31.3%
Traditional & Non-Traditional Families	7,980	80	50.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	7,980	80	50.0%
Younger Singles & Couples	1,660	30	18.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	1,660	30	18.8%
Total:	20,070	160	100.0%
Total County Households:	31,370		
Classified Households As A Share Of Total County Households:	64.0%		

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Roanoke County Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
Bedford County, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	10,430	50	31.3%
<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	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Blue-Collar Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</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	0	0	0.0%
Mainstream Empty Nesters	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	1,140	5	3.1%
New Empty Nesters	2,370	10	6.3%
RV Retirees	2,725	10	6.3%
Pillars of the Community	625	5	3.1%
Traditional Couples	1,120	5	3.1%
Country Couples	530	5	3.1%
Heartland Retirees	1,920	10	6.3%
<i>Subtotal:</i>	<u>10,430</u>	<u>50</u>	<u>31.3%</u>

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

**Annual Average Number Of Households With The Potential
To Move To Roanoke County Each Year Over The Next Five Years**
Households In Groups With Median Incomes Above \$45,000
Bedford County, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	7,980	80	50.0%
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Fiber-Optic Families	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Button-Down Families	0	0	0.0%
Kids 'r' Us	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	2,015	15	9.4%
Traditional Families	680	5	3.1%
Full-Nest Exurbanites	1,365	15	9.4%
Small-Town Families	360	10	6.3%
New Town Families	450	5	3.1%
Rural Families	2,735	25	15.6%
Four-by-Four Families	375	5	3.1%
Subtotal:	7,980	80	50.0%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.

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

Households In Groups With Median Incomes Above \$45,000

Bedford County, Virginia

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	1,660	30	18.8%
<i>Metropolitan Cities</i>			
Cosmopolitan Elite	0	0	0.0%
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Downtown Couples	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Blue-Collar Traditionalists	1,660	30	18.8%
Subtotal:	1,660	30	18.8%

SOURCE: The Nielsen Company;
Zimmerman/Volk Associates, Inc.



ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Research & Strategic Analysis

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the 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.





ZIMMERMAN/VOLK ASSOCIATES, INC.

Post Office Box 4907
Clinton, New Jersey 08809
908 735-6336
info@ZVA.cc • www.ZVA.cc

Research & Strategic Analysis

RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the ZVA residential target market methodology and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

© Zimmerman/Volk Associates, Inc., 2016