
METHODOLOGY

TARGET MARKET TABLES — Appendices One and Two —

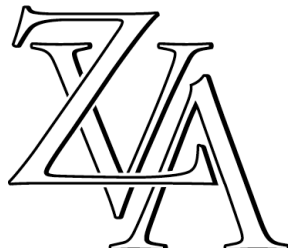
An Analysis of Residential Market Potential

The Severance Town Center Site

The City of Cleveland Heights Cuyahoga County, Ohio

January, 2025

Conducted by
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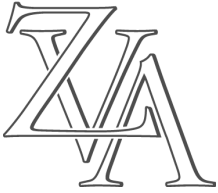
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Residential Market Analysis Across the Urban-to-Rural Transect

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METHODOLOGY

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

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City of Cleveland Heights, Cuyahoga County, Ohio

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The technical analysis to determine the market potential for new mixed-income rental and for-sale housing units within the Severance Town Center in Cleveland Heights, Cuyahoga County, Ohio included:

- Determination of the draw areas for new and existing housing units within Cleveland Heights, based on historical settlement patterns, the most recently available county-to-county migration data for Cuyahoga County from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey for Cleveland Heights and Cuyahoga County, as well as other market dynamics;
 - The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (multi-family, single-family attached and detached units);
 - The composition of the potential housing market by lifestage (empty-nesters and retirees, traditional and non-traditional families, younger singles and couples); and
 - The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2024 income limits for below 30 percent AMI, from 30 to 60 percent AMI, from 60 to 80 percent AMI, from 80 to 100 percent AMI for Cuyahoga County).
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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 Severance Town Center and the City of Cleveland Heights.

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 Cleveland Heights. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service and provide a clear representation of mobility patterns. The IRS household migration data have been supplemented by population migration and mobility data for the City of Cleveland Heights from the most recent American Community Survey.

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 reduction in national mobility. According to the American Community Survey, which measures population mobility, Cleveland Heights—where 19.1 percent of the city’s population either moved within or to the city between 2021 and 2022—has a considerably higher mobility rate than the national average of 13 percent.

Appendix One, Table 1. Migration Trends

Analysis of Cuyahoga County migration and mobility patterns from 2017 through 2021—the most recent data available from the Internal Revenue Service—shows that the number of households moving into Cuyahoga peaked at 22,190 households in 2021, after hitting a five-year low of 19,750 in-migrants in 2018. Lorain County, directly to the west, accounted for 9.2 to 10.1 percent of

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household migration into Cuyahoga County. Summit County, directly to the southeast, represented 8.4 to 9.8 percent of household in-migration; Lake County, directly to the northeast, accounted for 7.7 to 8.4 percent of in-migration; and Medina County, directly to the southwest, represented 5.5 to 6.1 percent of in-migration. No other county accounted for more than four percent of household migration into the county every year of the study period. (*Reference* Appendix One, Table 1.)

Households moving out of Cuyahoga County reached a recent peak in 2020, with 25,960 out-migrating households, and a five-year low of 23,245 out-migrating households in 2018. Over the five-year study period, 11.8 to 13.2 percent of out-migrating Cuyahoga County households have moved to Lorain County; nine to 9.6 percent moved to Summit County; 8.4 to nine percent moved to Lake County; and 6.3 to 7.3 percent moved to Medina County.

Net migration—the difference between households moving into the county and those moving out—showed losses throughout the study period with the highest net loss of 5,385 households occurring in 2020, and the lowest net loss of 2,825 households in 2017. In 2021, there was a net loss of 3,530 households.

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

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Based on the Cuyahoga County migration data, then, and supplemented by American Community Survey data for the city, the draw areas have been refined as follows:

- The local draw area, covering households living in the City of Cleveland Heights.
- The county draw area, covering households with the potential to move to the city from Cuyahoga County.
- The regional draw area, covering households with the potential to move to the city from Lorain, Summit, Lake, and Medina counties, Ohio.
- The national draw area, covering households with the potential to move to the city 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.

2024 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 into groups with common characteristics, not only by lifestage and demographic characteristics and socio-economic factors, but also by lifestyle preferences. An appendix containing detailed descriptions of each of these target market groups is provided along with the study.

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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 40, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. Through sheer numbers 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. Those in the leading edge of the Zoomers, also known as Generation Z, the next generation following the Millennials, are now 27 years old and having a noticeable impact on this lifestage's housing preferences.
- 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, to a grandparent with custody of grandchildren), still primarily Generation X, born between 1965 and 1976. However, the leading edge Millennials are now in their 40s, are marrying and having children, and are 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. It is now the third largest generation in America, but as the Boomer generation ages, it will continue to have a significant impact on the nation's housing, particularly how Baby Boomers manage the consequences of aging. The oldest Generation Xers are now in their late-fifties, joining the Baby Boomers as empty nesters when their children leave home.

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Appendix One, Tables 2 and 3. Target Market Classification—

According to Claritas, Inc., an estimated 19,505 households live in the City of Cleveland Heights in 2024. Median income in the city is estimated at \$65,500, less than 14 percent lower than the national median of \$75,800. The median reported home value in Cleveland Heights is estimated at \$177,100, approximately 45 percent lower than the national median of \$321,000. (*Reference* Appendix One, Table 2.)

(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 lifestage, 45.7 percent of Cleveland Heights' households are younger singles and couples (represented in 10 Zimmerman/Volk Associates' target market groups). Another 36 percent are empty nesters and retirees (in seven target market groups), and the remaining 18.3 percent are traditional and non-traditional families (in seven groups).

An estimated 545,130 households live in Cuyahoga County in 2024. Median income in the county is estimated at \$59,700, approximately 21 percent lower than the national median, and just under nine percent lower than the city's median. The median reported value of owner-occupied dwelling units in the county is estimated at \$188,500, 41.3 percent lower than the national median, and six percent higher than the city's median. (*Reference* Appendix One, Table 3.)

As characterized by lifestage, 37.8 percent of the Cuyahoga County's households are younger singles and couples (represented in 16 Zimmerman/Volk Associates' target market groups). Another 33 percent are empty nesters and retirees (in 24 target market groups), and the remaining 29.2 percent are traditional and non-traditional families (in 24 market groups).

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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 full time).

Lifestyle patterns reflect the ways households choose to live, *e.g.*, an urban lifestyle includes residing in a dwelling unit in a city or 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 a vehicle to access non-residential locations.

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Over the past three decades, 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 categorized the housing and neighborhood propensities of 68 target market groups, the most affluent of which can afford the most expensive new ownership units and the least affluent are candidates for the least expensive existing rental apartments; a sizable percentage of the latter group require some form of housing assistance.

Once the draw areas for a property have been defined, then—through 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 areas; and the current housing market context.

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

The mobility tables, individually and in summaries, detail the annual average number and type of households that have the potential to move within or to the City of Cleveland Heights 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 Cleveland Heights)—

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

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target market group that will move from one residence to another within a specific area or jurisdiction in a given year (internal mobility).

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 940 households living in Cleveland Heights 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.

Younger singles and couples (as characterized within five target market groups) are likely to make up 61.7 percent of these households; just over 27 percent are likely to be empty nesters and retirees (in four market groups); and the remaining 11.2 percent are likely to be traditional and non-traditional families (in four groups).

Appendix One, Tables 5 through 7; and Appendix Two, Tables 1 through 4.
External Mobility (Households Moving to the City of Cleveland Heights from Outside the City Limits)—

These tables determine the annual average number of households in each target market group living in the balance of Cuyahoga County, the regional draw area, and the balance of the United States that area likely to move to Cleveland Heights 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).

Appendix One, Table 8.
Annual Average Market Potential for the City of Cleveland Heights—

This table summarizes Appendix One, Tables 4 through 7. 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 Cleveland Heights each year over the next five years originating from households living in the designated draw areas. An average of 4,415 households of all incomes have the potential to move within or to the city each year over the next five years.

Younger singles and couples are likely to account for 50.3 percent of the annual potential market (in all 17 of Zimmerman/Volk Associates' younger target market groups); another 25.6 percent are

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likely to be empty nesters and retirees (in all 26 empty nester/retiree groups); and the remaining 24.1 percent are likely to be traditional and non-traditional families (in all 25 family groups).

As derived from the migration and mobility analyses, then, the distribution of the draw areas as a percentage of the annual potential market for new and existing housing units in Cleveland Heights is shown on the following table:

Annual Average Market Potential by Draw Area <i>City of Cleveland Heights, Cuyahoga County, Ohio</i>	
City of Cleveland Heights:	21.3%
Cuyahoga County:	35.2%
Lorain, Summit, Lake, and Medina Counties:	14.2%
Balance of the U.S.:	<u>29.3%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE SEVERANCE TOWN CENTER SITE—

The annual average potential market for new and existing housing units within the Severance Town Center Site 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 site each year over the next five years.

Appendix One, Tables 9 through 16. Annual Average Market Potential for the Severance Town Center Site—

As determined by the target market methodology, then, an annual average of 1,390 of the 4,415 households of all incomes that represent the annual average market for new and existing housing units in Cleveland Heights are a market for housing units of any kind located within the Severance Town Center Site. Of these households, approximately half are likely to be empty nesters and retirees (in 13 target market groups), younger singles and couples are likely to account for 41.4 percent (in five market groups), and the remaining 8.3 percent are likely to be traditional and non-traditional families (in five family market groups). (*Reference Appendix One, Table 9.*)

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The distribution of the draw areas as a percentage of the potential market for the Severance Town Center is shown on the following table:

Annual Average Market Potential by Draw Area The Severance Town Center Site <i>City of Cleveland Heights, Cuyahoga County, Ohio</i>	
City of Cleveland Heights:	43.2%
Cuyahoga County:	29.1%
Lorain, Summit, Lake, and Medina Counties:	8.3%
Balance of the U.S.:	<u>19.4%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

The annual average of 1,390 draw area households of all incomes that have the potential to move within or to the Severance Town Center each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Of these 1,390 households, 58.6 percent (or 815 households) comprise the annual average potential market for new and existing rental units on the Severance Town Center Site. The remaining 41.4 percent (or 575 households) comprise the annual average potential market for new and existing for-sale (ownership) housing units. (*Reference* Appendix One, Table 10.)

Of the 575 buyer households of all incomes, 23.8 percent (or 137 households) comprise the annual average market potential for new and existing multi-family for-sale units (condominium apartments); another 23.8 percent (137 households) comprise the annual market potential for new and existing attached single-family for-sale units (rowhouse/townhouse/duplex); and 52.4 percent (301 households) comprise the annual market potential for new and existing single-family detached for-sale houses. (*Reference* Appendix One, Table 11.)

The income limits in the City of Cleveland Heights by household size and percent of median family income—based on the Cleveland-Elyria, OH MSA median family income (AMI), which, as determined by the U.S. Department of Housing and Urban Development (HUD) in 2024, is \$97,200 for a family of four—are shown on the table following this page.

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Fiscal Year 2024 Income Limits
Cuyahoga County, Ohio

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$20,450	\$34,050	\$54,450
Two	\$23,350	\$38,900	\$62,200
Three	\$26,250	\$43,750	\$70,000
Four	\$31,200	\$48,600	\$77,750
Five	\$36,580	\$52,500	\$84,000
Six	\$41,960	\$56,400	\$90,200
Seven	\$47,340	\$60,300	\$96,450
Eight	\$52,720	\$64,200	\$102,650

SOURCE: U.S. Department of Housing and Urban Development.

This study is examining the incomes and financial capabilities of the potential housing market based on income distributions at less than 30 percent AMI, from 30 to 60 percent AMI, from 60 to 80 percent AMI, from 80 to 100 percent AMI, and above 100 percent AMI. The incomes of households at 60 and 100 percent of median for Cuyahoga County are shown on the following table:

Additional Income Limits
Cuyahoga County, Ohio

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	100% OF MEDIAN
One	\$40,850	\$68,050
Two	\$46,650	\$77,800
Three	\$52,500	\$87,500
Four	\$58,300	\$97,200
Five	\$63,000	\$105,000
Six	\$67,650	\$112,800
Seven	\$72,300	\$120,550
Eight	\$77,000	\$128,350

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

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RENTER HOUSEHOLD DISTRIBUTION

The 815 households that comprise the annual potential renter market have been grouped by income, using the income limits shown on the preceding tables, as shown on the following table (*reference Appendix One, Table 12*):

Renter Households By Income The Severance Town Center Site *City of Cleveland Heights, Cuyahoga County, Ohio*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	141	17.3%
Between 30% and 60% AMI	120	14.7%
Between 60% and 80% AMI	80	9.8%
Between 80% and 100% AMI	78	9.6%
Above 100% AMI	<u>396</u>	<u>48.6%</u>
Total:	815	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

BUYER HOUSEHOLD DISTRIBUTION

As noted above, the remaining 41.4 percent of the annual average potential market (or 575 households of all incomes) comprise the market for new and existing for-sale (ownership) housing units. These households have also been grouped by income, as detailed on the table on the following page (*see Appendix One, Table 13*).

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Owner Households By Income
 The Severance Town Center Site
City of Cleveland Heights, Cuyahoga County, Ohio

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	81	14.1%
Between 30% and 60% AMI	93	16.2%
Between 60% and 80% AMI	57	9.9%
Between 80% and 100% AMI	56	9.7%
Above 100% AMI	<u>288</u>	<u>50.1%</u>
Total:	575	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

Of the 575 potential owner households of all incomes, 137 households (23.8 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the following table (*reference* Appendix One, Table 14):

Multi-Family Owner Households By Income
 The Severance Town Center Site
City of Cleveland Heights, Cuyahoga County, Ohio

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	23	16.8%
Between 30% and 60% AMI	21	15.3%
Between 60% and 80% AMI	14	10.2%
Between 80% and 100% AMI	13	9.5%
Above 100% AMI	<u>66</u>	<u>48.2%</u>
Total:	137	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

Of the 575 potential owner households of all incomes, 137 households (23.8 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes) and have also been grouped by income as shown on the table on the following page (*reference* Appendix One, Table 15).

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Single-Family Attached Owner Households By Income
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INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	18	13.1%
Between 30% and 60% AMI	23	16.8%
Between 60% and 80% AMI	12	8.8%
Between 80% and 100% AMI	12	8.8%
Above 100% AMI	<u>72</u>	<u>52.5%</u>
Total:	137	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

Of the 575 potential owner households of all incomes, 301 households (52.4 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the following table (*reference* Appendix One, Table 16):

Single-Family Detached Owner Households By Income
 The Severance Town Center Site
City of Cleveland Heights, Cuyahoga County, Ohio

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	40	13.3%
Between 30% and 60% AMI	49	16.3%
Between 60% and 80% AMI	31	10.3%
Between 80% and 100% AMI	31	10.3%
Above 100% AMI	<u>150</u>	<u>49.8%</u>
Total:	301	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2024.

—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 the number of households by

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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 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*.

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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 37 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.



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Appendix One Tables



Gross Annual Household In-Migration*Cuyahoga County, Ohio***2017, 2018, 2019, 2020, 2021**

County of Origin 2017 2018 2019 2020 2021	
	<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>
Lorain	2,055	9.9%	1,980	10.0%	2,135	10.1%	2,040	9.9%	2,040	9.2%
Summit	1,960	9.5%	1,940	9.8%	2,000	9.4%	1,860	9.0%	1,875	8.4%
Lake	1,600	7.7%	1,655	8.4%	1,680	7.9%	1,655	8.0%	1,710	7.7%
Medina	1,195	5.8%	1,210	6.1%	1,255	5.9%	1,130	5.5%	1,220	5.5%
Franklin	710	3.4%	640	3.2%	735	3.5%	735	3.6%	810	3.7%
Portage	580	2.8%	625	3.2%	710	3.3%	600	2.9%	600	2.7%
Geauga	525	2.5%	545	2.8%	550	2.6%	500	2.4%	480	2.2%
Cook, IL	355	1.7%	295	1.5%	395	1.9%	395	1.9%	395	1.8%
Stark	310	1.5%	285	1.4%	325	1.5%	295	1.4%	335	1.5%
Los Angeles, CA	210	1.0%	190	1.0%	260	1.2%	245	1.2%	240	1.1%
Mahoning	205	1.0%	170	0.9%	205	1.0%	190	0.9%	225	1.0%
Maricopa, AZ	150	0.7%	130	0.7%	155	0.7%	170	0.8%	220	1.0%
Allegheny, PA	195	0.9%	190	1.0%	185	0.9%	210	1.0%	220	1.0%
Trumbull	190	0.9%	195	1.0%	185	0.9%	180	0.9%	205	0.9%
Hamilton	140	0.7%	155	0.8%	190	0.9%	195	0.9%	205	0.9%
Lucas	200	1.0%	205	1.0%	150	0.7%	160	0.8%	175	0.8%
New York, NY	145	0.7%	115	0.6%	215	1.0%	185	0.9%	140	0.6%
Clark, NV	90	0.4%	100	0.5%	105	0.5%	130	0.6%	140	0.6%
Ashtabula	140	0.7%	145	0.7%	120	0.6%	120	0.6%	135	0.6%
Erie	145	0.7%	120	0.6%	135	0.6%	135	0.7%	130	0.6%
Kings, NY	95	0.5%	105	0.5%	195	0.9%	165	0.8%	125	0.6%
Wayne, MI	105	0.5%	105	0.5%	105	0.5%	120	0.6%	115	0.5%
Harris, TX	100	0.5%	100	0.5%	100	0.5%	90	0.4%	115	0.5%
Oakland, MI	80	0.4%	110	0.6%	105	0.5%	85	0.4%	110	0.5%
District of Columbia, DC	70	0.3%	60	0.3%	105	0.5%	85	0.4%	105	0.5%
Philadelphia, PA	65	0.3%	60	0.3%	70	0.3%	90	0.4%	105	0.5%
San Diego, CA	110	0.5%	95	0.5%	130	0.6%	115	0.6%	100	0.5%
Broward, FL	80	0.4%	70	0.4%	85	0.4%	65	0.3%	100	0.5%
Wayne	95	0.5%	100	0.5%	85	0.4%	85	0.4%	100	0.5%
Montgomery	110	0.5%	85	0.4%	80	0.4%	95	0.5%	95	0.4%
King, WA	70	0.3%	70	0.4%	90	0.4%	85	0.4%	95	0.4%
Lee, FL	75	0.4%	75	0.4%	75	0.4%	70	0.3%	90	0.4%
Mecklenburg, NC	75	0.4%	70	0.4%	70	0.3%	65	0.3%	85	0.4%
Wood	90	0.4%	75	0.4%	95	0.4%	65	0.3%	85	0.4%
Denver, CO	50	0.2%	40	0.2%	50	0.2%	55	0.3%	80	0.4%
All Other Counties	8,295	40.1%	7,640	38.7%	8,080	38.1%	8,110	39.4%	9,185	41.4%
Total In-Migration:	20,665	100.0%	19,750	100.0%	21,210	100.0%	20,575	100.0%	22,190	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*Cuyahoga County, Ohio***2017, 2018, 2019, 2020, 2021**

Destination County 2017 2018 2019 2020 2021	
	<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>
Lorain	2,770	11.8%	2,875	12.4%	3,315	13.2%	3,310	12.8%	3,230	12.6%
Summit	2,260	9.6%	2,165	9.3%	2,375	9.5%	2,365	9.1%	2,305	9.0%
Lake	2,085	8.9%	2,030	8.7%	2,240	9.0%	2,245	8.6%	2,150	8.4%
Medina	1,725	7.3%	1,600	6.9%	1,740	7.0%	1,740	6.7%	1,610	6.3%
Franklin	855	3.6%	840	3.6%	820	3.3%	805	3.1%	930	3.6%
Portage	720	3.1%	705	3.0%	770	3.1%	810	3.1%	765	3.0%
Geauga	680	2.9%	635	2.7%	725	2.9%	690	2.7%	570	2.2%
Cook, IL	340	1.4%	390	1.7%	325	1.3%	365	1.4%	400	1.6%
Stark	230	1.0%	245	1.1%	260	1.0%	285	1.1%	265	1.0%
Los Angeles, CA	260	1.1%	240	1.0%	230	0.9%	215	0.8%	220	0.9%
Mahoning	135	0.6%	120	0.5%	140	0.6%	165	0.6%	140	0.5%
Maricopa, AZ	270	1.1%	275	1.2%	245	1.0%	295	1.1%	265	1.0%
Allegheny, PA	205	0.9%	195	0.8%	200	0.8%	175	0.7%	190	0.7%
Trumbull	155	0.7%	135	0.6%	150	0.6%	220	0.8%	175	0.7%
Hamilton	175	0.7%	180	0.8%	170	0.7%	175	0.7%	210	0.8%
Lucas	110	0.5%	120	0.5%	135	0.5%	155	0.6%	145	0.6%
New York, NY	170	0.7%	160	0.7%	120	0.5%	165	0.6%	210	0.8%
Clark, NV	155	0.7%	155	0.7%	195	0.8%	155	0.6%	165	0.6%
Ashtabula	110	0.5%	115	0.5%	165	0.7%	190	0.7%	145	0.6%
Erie	120	0.5%	125	0.5%	165	0.7%	165	0.6%	155	0.6%
Kings, NY	100	0.4%	90	0.4%	75	0.3%	90	0.3%	120	0.5%
Wayne, MI	110	0.5%	90	0.4%	105	0.4%	100	0.4%	100	0.4%
Harris, TX	120	0.5%	125	0.5%	140	0.6%	165	0.6%	195	0.8%
Oakland, MI	105	0.4%	100	0.4%	100	0.4%	100	0.4%	100	0.4%
District of Columbia, DC	105	0.4%	110	0.5%	80	0.3%	105	0.4%	105	0.4%
Philadelphia, PA	75	0.3%	65	0.3%	80	0.3%	60	0.2%	85	0.3%
San Diego, CA	135	0.6%	130	0.6%	115	0.5%	110	0.4%	105	0.4%
Broward, FL	105	0.4%	110	0.5%	90	0.4%	105	0.4%	100	0.4%
Wayne	80	0.3%	75	0.3%	85	0.3%	100	0.4%	105	0.4%
Montgomery	65	0.3%	85	0.4%	85	0.3%	85	0.3%	80	0.3%
King, WA	135	0.6%	110	0.5%	130	0.5%	125	0.5%	135	0.5%
Lee, FL	110	0.5%	100	0.4%	125	0.5%	155	0.6%	125	0.5%
Mecklenburg, NC	150	0.6%	125	0.5%	140	0.6%	145	0.6%	190	0.7%
Wood	55	0.2%	45	0.2%	65	0.3%	50	0.2%	65	0.3%
Denver, CO	90	0.4%	105	0.5%	105	0.4%	95	0.4%	130	0.5%
All Other Counties	8,420	35.8%	8,475	36.5%	9,015	36.0%	9,680	37.3%	9,735	37.8%
Total Out-Migration:	23,490	100.0%	23,245	100.0%	25,020	100.0%	25,960	100.0%	25,720	100.0%

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

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

Net Annual Household Migration*Cuyahoga County, Ohio***2017, 2018, 2019, 2020, 2021**

County 2017 2018 2019 2020 2021
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Lorain	-715	-895	-1,180	-1,270	-1,190
Summit	-300	-225	-375	-505	-430
Lake	-485	-375	-560	-590	-440
Medina	-530	-390	-485	-610	-390
Franklin	-145	-200	-85	-70	-120
Portage	-140	-80	-60	-210	-165
Geauga	-155	-90	-175	-190	-90
Cook, IL	15	-95	70	30	-5
Stark	80	40	65	10	70
Los Angeles, CA	-50	-50	30	30	20
Mahoning	70	50	65	25	85
Maricopa, AZ	-120	-145	-90	-125	-45
Allegheny, PA	-10	-5	-15	35	30
Trumbull	35	60	35	-40	30
Hamilton	-35	-25	20	20	-5
Lucas	90	85	15	5	30
New York, NY	-25	-45	95	20	-70
Clark, NV	-65	-55	-90	-25	-25
Ashtabula	30	30	-45	-70	-10
Erie	25	-5	-30	-30	-25
Kings, NY	-5	15	120	75	5
Wayne, MI	-5	15	0	20	15
Harris, TX	-20	-25	-40	-75	-80
Oakland, MI	-25	10	5	-15	10
District of Columbia, DC	-35	-50	25	-20	0
Philadelphia, PA	-10	-5	-10	30	20
San Diego, CA	-25	-35	15	5	-5
Broward, FL	-25	-40	-5	-40	0
Wayne	15	25	0	-15	-5
Montgomery	45	0	-5	10	15
King, WA	-65	-40	-40	-40	-40
Lee, FL	-35	-25	-50	-85	-35
Mecklenburg, NC	-75	-55	-70	-80	-105
Wood	35	30	30	15	20
Denver, CO	-40	-65	-55	-40	-50
All Other Counties	-125	-835	-935	-1,570	-550
Total Net Migration:	-2,825	-3,495	-3,810	-5,385	-3,530

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

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

2024 Household Classification by Market Groups

City of Cleveland Heights, Cuyahoga County, Ohio

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	7,030	36.0%
<i>Metropolitan Cities</i>	6,895	35.3%
<i>Small Cities/Satellite Cities</i>	15	0.1%
<i>Metropolitan Suburbs</i>	120	0.6%
<i>Town & Country/Exurbs</i>	0	0.0%
Traditional & Non-Traditional Families	3,565	18.3%
<i>Metropolitan Cities</i>	3,405	17.5%
<i>Small Cities/Satellite Cities</i>	70	0.4%
<i>Metropolitan Suburbs</i>	90	0.5%
<i>Town & Country/Exurbs</i>	0	0.0%
Younger Singles & Couples	8,910	45.7%
<i>Metropolitan Cities</i>	8,835	45.3%
<i>Small Cities/Satellite Cities</i>	35	0.2%
<i>Metropolitan Suburbs</i>	40	0.2%
<i>Town & Country/Exurbs</i>	0	0.0%
Total:	19,505	100.0%
2024 Estimated Median Income:	\$65,500	
2024 Estimated National Median Income:	\$75,800	
2024 Estimated Median Home Value:	\$177,100	
2024 Estimated National Median Home Value:	\$321,000	

2024 Household Classification by Market Groups

City of Cleveland Heights, Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	7,030	36.0%		
<i>Metropolitan Cities</i>				
The Social Register	1,845	9.5%	\$102,200	\$284,900
Urban Establishment	490	2.5%	\$89,700	\$354,000
Multi-Ethnic Empty Nesters	2,855	14.6%	\$66,600	\$156,600
Cosmopolitan Couples	1,705	8.7%	\$57,100	\$250,100
<i>Subtotal:</i>	<u>6,895</u>	<u>35.3%</u>		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	15	0.1%	\$82,500	\$142,100
Blue-Collar Retirees	0	0.0%		
Middle-Class Move-Downs	0	0.0%		
Hometown Seniors	0	0.0%		
Second City Seniors	0	0.0%		
<i>Subtotal:</i>	<u>15</u>	<u>0.1%</u>		
<i>Metropolitan Suburbs</i>				
The One Percenters	65	0.3%	\$125,500	\$254,000
Old Money	55	0.3%	\$114,300	\$287,200
Affluent Empty Nesters	0	0.0%		
Suburban Establishment	0	0.0%		
Mainstream Empty Nesters	0	0.0%		
Middle-American Retirees	0	0.0%		
<i>Subtotal:</i>	<u>120</u>	<u>0.6%</u>		
<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>	<u>0</u>	<u>0.0%</u>		

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

2024 Household Classification by Market Groups

City of Cleveland Heights, Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	3,565	18.3%		
<i>Metropolitan Cities</i>				
e-Type Families	1,170	6.0%	\$112,900	\$270,600
Multi-Cultural Families	1,210	0.0%	\$62,800	\$89,000
Inner-City Families	1,025	5.3%	\$48,200	\$91,400
Single-Parent Families	0	0.0%		
<i>Subtotal:</i>	<u>3,405</u>	<u>17.5%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	70	0.4%	\$92,900	\$136,700
Multi-Ethnic Families	0	0.0%		
Uptown Families	0	0.0%		
In-Town Families	0	0.0%		
New American Strivers	0	0.0%		
<i>Subtotal:</i>	<u>70</u>	<u>0.4%</u>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	0	0.0%		
Nouveau Money	0	0.0%		
Button-Down Families	20	0.1%	\$110,300	\$193,000
Fiber-Optic Families	55	0.3%	\$91,900	\$104,500
Late-Nest Suburbanites	15	0.1%	\$80,300	\$156,700
Full-Nest Suburbanites	0	0.0%		
Kids 'r' Us	0	0.0%		
<i>Subtotal:</i>	<u>90</u>	<u>0.5%</u>		
<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>	<u>0</u>	<u>0.0%</u>		

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

2024 Household Classification by Market Groups

City of Cleveland Heights, Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	8,910	45.7%		
<i>Metropolitan Cities</i>				
New Power Couples	1,055	5.4%	\$82,400	\$215,800
New Bohemians	1,755	9.0%	\$74,500	\$244,200
Cosmopolitan Elite	2,400	12.3%	\$73,400	\$247,100
Downtown Couples	2,560	13.1%	\$40,700	\$66,100
Downtown Proud	1,065	5.5%	\$37,200	\$123,300
<i>Subtotal:</i>	<i>8,835</i>	<i>45.3%</i>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	20	0.1%	\$75,200	\$153,900
Small-City Singles	0	0.0%		
Twentysomethings	10	0.1%	\$40,200	\$89,100
Second-City Strivers	5	0.0%	\$40,500	\$78,700
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	<i>35</i>	<i>0.2%</i>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	10	0.1%	\$75,300	\$149,800
Suburban Achievers	30	0.2%	\$48,700	\$68,800
Suburban Strivers	0	0.0%		
<i>Subtotal:</i>	<i>40</i>	<i>0.2%</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>		

2024 Household Classification by Market Groups

Cuyahoga County, Ohio

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Estimated Share</i>
Empty Nesters & Retirees	179,785	33.0%
<i>Metropolitan Cities</i>	32,360	5.9%
<i>Small Cities/Satellite Cities</i>	65,870	12.1%
<i>Metropolitan Suburbs</i>	67,505	12.4%
<i>Town & Country/Exurbs</i>	14,050	2.6%
Traditional & Non-Traditional Families	159,400	29.2%
<i>Metropolitan Cities</i>	66,420	12.2%
<i>Small Cities/Satellite Cities</i>	24,800	4.5%
<i>Metropolitan Suburbs</i>	57,025	10.5%
<i>Town & Country/Exurbs</i>	11,155	2.0%
Younger Singles & Couples	205,945	37.8%
<i>Metropolitan Cities</i>	157,085	28.8%
<i>Small Cities/Satellite Cities</i>	24,880	4.6%
<i>Metropolitan Suburbs</i>	23,660	4.3%
<i>Town & Country/Exurbs</i>	320	0.1%
Total:	545,130	100.0%
2024 Estimated Median Income:	\$59,700	
2024 Estimated National Median Income:	\$75,800	
2024 Estimated Median Home Value:	\$188,500	
2024 Estimated National Median Home Value:	\$321,000	

2024 Household Classification by Market Groups

Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	179,785	33.0%		
<i>Metropolitan Cities</i>				
The Social Register	7,120	1.3%	\$105,000	\$470,900
Urban Establishment	2,860	0.5%	\$91,200	\$528,700
Multi-Ethnic Empty Nesters	11,855	2.2%	\$65,800	\$256,700
Cosmopolitan Couples	10,525	1.9%	\$55,500	\$418,900
<i>Subtotal:</i>	<i>32,360</i>	<i>5.9%</i>		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	22,160	4.1%	\$83,300	\$246,800
Blue-Collar Retirees	16,540	3.0%	\$51,300	\$99,200
Middle-Class Move-Downs	9,455	1.7%	\$48,700	\$129,500
Hometown Seniors	8,570	1.6%	\$35,200	\$70,200
Second City Seniors	9,145	1.7%	\$31,300	\$88,500
<i>Subtotal:</i>	<i>65,870</i>	<i>12.1%</i>		
<i>Metropolitan Suburbs</i>				
The One Percenters	3,820	0.7%	\$131,400	\$461,900
Old Money	3,085	0.6%	\$118,800	\$475,700
Affluent Empty Nesters	9,140	1.7%	\$142,300	\$539,400
Suburban Establishment	13,805	2.5%	\$92,200	\$241,800
Mainstream Empty Nesters	9,680	1.8%	\$68,100	\$155,200
Middle-American Retirees	27,975	5.1%	\$66,700	\$167,000
<i>Subtotal:</i>	<i>67,505</i>	<i>12.4%</i>		
<i>Town & Country/Exurbs</i>				
Small-Town Patriarchs	6,255	1.1%	\$103,000	\$321,400
Pillars of the Community	1,015	0.2%	\$92,500	\$220,900
New Empty Nesters	390	0.1%	\$93,400	\$316,300
Traditional Couples	4,145	0.8%	\$90,900	\$267,200
RV Retirees	0	0.0%		
Country Couples	410	0.1%	\$68,000	\$153,300
Hometown Retirees	25	0.0%	\$61,100	\$94,600
Heartland Retirees	25	0.0%	\$59,500	\$122,000
Village Elders	970	0.2%	\$46,600	\$99,900
Small-Town Seniors	815	0.1%	\$45,600	\$90,100
Back Country Seniors	0	0.0%		
<i>Subtotal:</i>	<i>14,050</i>	<i>2.6%</i>		

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

2024 Household Classification by Market Groups

Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	159,400	29.2%		
<i>Metropolitan Cities</i>				
e-Type Families	5,855	1.1%	\$116,400	\$479,100
Multi-Cultural Families	31,185	5.7%	\$61,600	\$151,600
Inner-City Families	20,940	3.8%	\$46,400	\$149,900
Single-Parent Families	8,440	1.5%	\$46,200	\$156,900
<i>Subtotal:</i>	<u>66,420</u>	<u>12.2%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	2,235	0.4%	\$93,700	\$239,200
Multi-Ethnic Families	2,110	0.4%	\$71,800	\$190,600
Uptown Families	13,010	2.4%	\$68,300	\$168,900
In-Town Families	1,790	0.3%	\$45,200	\$89,600
New American Strivers	5,655	1.0%	\$44,800	\$99,100
<i>Subtotal:</i>	<u>24,800</u>	<u>4.5%</u>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	2,215	0.4%	\$161,700	\$496,700
Nouveau Money	4,195	0.8%	\$118,500	\$346,900
Button-Down Families	28,210	5.2%	\$113,400	\$356,600
Fiber-Optic Families	11,890	2.2%	\$92,400	\$229,000
Late-Nest Suburbanites	2,335	0.4%	\$80,800	\$286,400
Full-Nest Suburbanites	3,860	0.7%	\$74,900	\$249,000
Kids 'r' Us	4,320	0.8%	\$71,700	\$178,400
<i>Subtotal:</i>	<u>57,025</u>	<u>10.5%</u>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	9,340	1.7%	\$127,800	\$383,100
New Town Families	730	0.1%	\$98,100	\$233,300
Full-Nest Exurbanites	345	0.1%	\$100,000	\$267,700
Rural Families	0	0.0%		
Traditional Families	270	0.0%	\$74,100	\$180,200
Small-Town Families	80	0.0%	\$75,100	\$199,200
Four-by-Four Families	215	0.0%	\$71,600	\$172,600
Rustic Families	15	0.0%	\$61,800	\$96,200
Hometown Families	160	0.0%	\$49,000	\$97,200
<i>Subtotal:</i>	<u>11,155</u>	<u>2.0%</u>		

2024 Household Classification by Market Groups

Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Singles & Couples	205,945	37.8%		
<i>Metropolitan Cities</i>				
New Power Couples	10,520	1.9%	\$83,500	\$355,200
New Bohemians	14,300	2.6%	\$75,100	\$417,500
Cosmopolitan Elite	8,835	1.6%	\$73,600	\$426,500
Downtown Couples	85,975	15.8%	\$39,300	\$88,100
Downtown Proud	37,455	6.9%	\$35,800	\$181,200
<i>Subtotal:</i>	<i>157,085</i>	<i>28.8%</i>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	6,595	1.2%	\$75,500	\$267,500
Small-City Singles	7,375	1.4%	\$44,900	\$87,200
Twentysomethings	3,495	0.6%	\$39,100	\$154,200
Second-City Strivers	4,620	0.8%	\$39,100	\$108,700
Multi-Ethnic Singles	2,795	0.5%	\$26,800	\$68,200
<i>Subtotal:</i>	<i>24,880</i>	<i>4.6%</i>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	1,335	0.2%	\$75,500	\$254,300
Suburban Achievers	7,750	1.4%	\$47,300	\$96,600
Suburban Strivers	14,575	2.7%	\$43,600	\$106,800
<i>Subtotal:</i>	<i>23,660</i>	<i>4.3%</i>		
<i>Town & Country/Exurbs</i>				
Hometown Sweethearts	295	0.1%	\$51,200	\$95,400
Blue-Collar Traditionalists	0	0.0%		
Rural Couples	5	0.0%	\$38,400	\$65,100
Rural Strivers	20	0.0%	\$31,500	\$67,300
<i>Subtotal:</i>	<i>320</i>	<i>0.1%</i>		

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

City of Cleveland Heights, Cuyahoga County, Ohio

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	7,030	255	27.1%
<i>Metropolitan Cities</i>	6,895	255	27.1%
<i>Small Cities/Satellite Cities</i>	15	0	0.0%
<i>Metropolitan Suburbs</i>	120	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Traditional & Non-Traditional Families	3,565	105	11.2%
<i>Metropolitan Cities</i>	3,405	100	10.6%
<i>Small Cities/Satellite Cities</i>	70	5	0.5%
<i>Metropolitan Suburbs</i>	90	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Younger Singles & Couples	8,910	580	61.7%
<i>Metropolitan Cities</i>	8,835	580	61.7%
<i>Small Cities/Satellite Cities</i>	35	0	0.0%
<i>Metropolitan Suburbs</i>	40	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	19,505	940	100.0%

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

City of Cleveland Heights, Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	7,030	255	27.1%
<i>Metropolitan Cities</i>			
The Social Register	1,845	20	2.1%
Urban Establishment	490	30	3.2%
Multi-Ethnic Empty Nesters	2,855	75	8.0%
Cosmopolitan Couples	1,705	130	13.8%
<i>Subtotal:</i>	<i>6,895</i>	<i>255</i>	<i>27.1%</i>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	15	0	0.0%
Blue-Collar Retirees	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
Hometown Seniors	0	0	0.0%
Second City Seniors	0	0	0.0%
<i>Subtotal:</i>	<i>15</i>	<i>0</i>	<i>0.0%</i>
<i>Metropolitan Suburbs</i>			
The One Percenters	65	0	0.0%
Old Money	55	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>	<i>120</i>	<i>0</i>	<i>0.0%</i>
<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>	<i>0</i>	<i>0</i>	<i>0.0%</i>

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

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

City of Cleveland Heights, Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	3,565	105	11.2%
<i>Metropolitan Cities</i>			
e-Type Families	1,170	15	1.6%
Multi-Cultural Families	1,210	25	2.7%
Inner-City Families	1,025	60	6.4%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>3,405</u>	<u>100</u>	<u>10.6%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	70	5	0.5%
Multi-Ethnic Families	0	0	0.0%
Uptown Families	0	0	0.0%
In-Town Families	0	0	0.0%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>70</u>	<u>5</u>	<u>0.5%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	0	0	0.0%
Nouveau Money	0	0	0.0%
Button-Down Families	20	0	0.0%
Fiber-Optic Families	55	0	0.0%
Late-Nest Suburbanites	15	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Kids 'r' Us	0	0	0.0%
<i>Subtotal:</i>	<u>90</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
Within The City Of Cleveland Heights Each Year Over The Next Five Years**

City of Cleveland Heights, Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	8,910	580	61.7%
<i>Metropolitan Cities</i>			
New Power Couples	1,055	30	3.2%
New Bohemians	1,755	245	26.1%
Cosmopolitan Elite	2,400	45	4.8%
Downtown Couples	2,560	165	17.6%
Downtown Proud	1,065	95	10.1%
<i>Subtotal:</i>	<u>8,835</u>	<u>580</u>	<u>61.7%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	20	0	0.0%
Small-City Singles	0	0	0.0%
Twentysomethings	10	0	0.0%
Second-City Strivers	5	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>35</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	10	0	0.0%
Suburban Achievers	30	0	0.0%
Suburban Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>40</u>	<u>0</u>	<u>0.0%</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 Cleveland Heights Each Year Over The Next Five Years**
Balance of Cuyahoga County, Ohio

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	172,755	340	21.9%
<i>Metropolitan Cities</i>	25,465	70	4.5%
<i>Small Cities/Satellite Cities</i>	65,855	140	9.0%
<i>Metropolitan Suburbs</i>	67,385	110	7.1%
<i>Town & Country/Exurbs</i>	14,050	20	1.3%
Traditional & Non-Traditional Families	155,835	320	20.6%
<i>Metropolitan Cities</i>	63,015	125	8.0%
<i>Small Cities/Satellite Cities</i>	24,730	105	6.8%
<i>Metropolitan Suburbs</i>	56,935	75	4.8%
<i>Town & Country/Exurbs</i>	11,155	15	1.0%
Younger Singles & Couples	197,035	895	57.5%
<i>Metropolitan Cities</i>	148,250	610	39.2%
<i>Small Cities/Satellite Cities</i>	24,845	150	9.6%
<i>Metropolitan Suburbs</i>	23,620	135	8.7%
<i>Town & Country/Exurbs</i>	320	0	0.0%
Total Balance of County:	525,625	1,555	100.0%

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Balance of Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	172,755	340	21.9%
<i>Metropolitan Cities</i>			
The Social Register	5,275	5	0.3%
Urban Establishment	2,370	10	0.6%
Multi-Ethnic Empty Nesters	9,000	15	1.0%
Cosmopolitan Couples	8,820	40	2.6%
<i>Subtotal:</i>	<u>25,465</u>	<u>70</u>	<u>4.5%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	22,145	30	1.9%
Blue-Collar Retirees	16,540	45	2.9%
Middle-Class Move-Downs	9,455	15	1.0%
Hometown Seniors	8,570	5	0.3%
Second City Seniors	9,145	45	2.9%
<i>Subtotal:</i>	<u>65,855</u>	<u>140</u>	<u>9.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	3,755	5	0.3%
Old Money	3,030	0	0.0%
Affluent Empty Nesters	9,140	10	0.6%
Suburban Establishment	13,805	15	1.0%
Mainstream Empty Nesters	9,680	25	1.6%
Middle-American Retirees	27,975	55	3.5%
<i>Subtotal:</i>	<u>67,385</u>	<u>110</u>	<u>7.1%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	6,255	10	0.6%
Pillars of the Community	1,015	0	0.0%
New Empty Nesters	390	0	0.0%
Traditional Couples	4,145	5	0.3%
RV Retirees	0	0	0.0%
Country Couples	410	0	0.0%
Hometown Retirees	25	0	0.0%
Heartland Retirees	25	0	0.0%
Village Elders	970	0	0.0%
Small-Town Seniors	815	5	0.3%
Back Country Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>14,050</u>	<u>20</u>	<u>1.3%</u>

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

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Balance of Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	155,835	320	20.6%
<i>Metropolitan Cities</i>			
e-Type Families	4,685	5	0.3%
Multi-Cultural Families	29,975	35	2.3%
Inner-City Families	19,915	65	4.2%
Single-Parent Families	8,440	20	1.3%
<i>Subtotal:</i>	<u>63,015</u>	<u>125</u>	<u>8.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	2,165	5	0.3%
Multi-Ethnic Families	2,110	5	0.3%
Uptown Families	13,010	50	3.2%
In-Town Families	1,790	10	0.6%
New American Strivers	5,655	35	2.3%
<i>Subtotal:</i>	<u>24,730</u>	<u>105</u>	<u>6.8%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2,215	5	0.3%
Nouveau Money	4,195	5	0.3%
Button-Down Families	28,190	30	1.9%
Fiber-Optic Families	11,835	10	0.6%
Late-Nest Suburbanites	2,320	5	0.3%
Full-Nest Suburbanites	3,860	10	0.6%
Kids 'r' Us	4,320	10	0.6%
<i>Subtotal:</i>	<u>56,935</u>	<u>75</u>	<u>4.8%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	9,340	15	1.0%
New Town Families	730	0	0.0%
Full-Nest Exurbanites	345	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	270	0	0.0%
Small-Town Families	80	0	0.0%
Four-by-Four Families	215	0	0.0%
Rustic Families	15	0	0.0%
Hometown Families	160	0	0.0%
<i>Subtotal:</i>	<u>11,155</u>	<u>15</u>	<u>1.0%</u>

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

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Balance of Cuyahoga County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	197,035	895	57.5%
<i>Metropolitan Cities</i>			
New Power Couples	9,465	15	1.0%
New Bohemians	12,545	100	6.4%
Cosmopolitan Elite	6,435	5	0.3%
Downtown Couples	83,415	305	19.6%
Downtown Proud	36,390	185	11.9%
<i>Subtotal:</i>	<u>148,250</u>	<u>610</u>	<u>39.2%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	6,575	25	1.6%
Small-City Singles	7,375	45	2.9%
Twentysomethings	3,485	30	1.9%
Second-City Strivers	4,615	30	1.9%
Multi-Ethnic Singles	2,795	20	1.3%
<i>Subtotal:</i>	<u>24,845</u>	<u>150</u>	<u>9.6%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	1,325	10	0.6%
Suburban Achievers	7,720	15	1.0%
Suburban Strivers	14,575	110	7.1%
<i>Subtotal:</i>	<u>23,620</u>	<u>135</u>	<u>8.7%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	295	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	5	0	0.0%
Rural Strivers	20	0	0.0%
<i>Subtotal:</i>	<u>320</u>	<u>0</u>	<u>0.0%</u>

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

Summary: Appendix Two, Tables 1 Through 4

*Lorain County, Ohio, Summit County, Ohio,
Lake County, Ohio, Medina County, Ohio*

<u>Household Type / Geographic Designation</u>	<u>Lorain County</u>	<u>Summit County</u>	<u>Lake County</u>	<u>Medina County</u>	<u>Total</u>
Empty Nesters & Retirees	65	55	55	35	210
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	25	20	20	5	70
<i>Metropolitan Suburbs</i>	15	15	20	10	60
<i>Town & Country/Exurbs</i>	25	20	15	20	80
Traditional & Non-Traditional Families	60	45	45	55	205
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	25	20	25	10	80
<i>Metropolitan Suburbs</i>	10	5	10	5	30
<i>Town & Country/Exurbs</i>	25	20	10	40	95
Younger Singles & Couples	65	75	50	20	210
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	45	50	25	5	125
<i>Metropolitan Suburbs</i>	15	25	25	10	75
<i>Town & Country/Exurbs</i>	5	0	0	5	10
Total:	190	175	150	110	625
Percent:	30.4%	28.0%	24.0%	17.6%	100.0%

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

Summary: Appendix Two, Tables 1 Through 4

*Lorain County, Ohio, Summit County, Ohio,
Lake County, Ohio, Medina County, Ohio*

	<i>Lorain County</i>	<i>Summit County</i>	<i>Lake County</i>	<i>Medina County</i>	<i>Total</i>
Empty Nesters & Retirees	65	55	55	35	210
<i>Metropolitan Cities</i>					
The Social Register	0	0	0	0	0
Urban Establishment	0	0	0	0	0
Multi-Ethnic Empty Nesters	0	0	0	0	0
Cosmopolitan Couples	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	5	5	5	0	15
Blue-Collar Retirees	10	5	10	5	30
Middle-Class Move-Downs	0	0	0	0	0
Hometown Seniors	0	0	0	0	0
Second City Seniors	10	10	5	0	25
<i>Subtotal:</i>	<u>25</u>	<u>20</u>	<u>20</u>	<u>5</u>	<u>70</u>
<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	0	0	5	5	10
Mainstream Empty Nesters	5	5	5	0	15
Middle-American Retirees	10	10	10	5	35
<i>Subtotal:</i>	<u>15</u>	<u>15</u>	<u>20</u>	<u>10</u>	<u>60</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	5	5	5	5	20
Pillars of the Community	5	5	0	5	15
New Empty Nesters	0	0	0	5	5
Traditional Couples	5	0	0	0	5
RV Retirees	0	0	0	0	0
Country Couples	5	5	5	0	15
Hometown Retirees	0	0	0	0	0
Heartland Retirees	0	0	0	0	0
Village Elders	0	0	0	0	0
Small-Town Seniors	5	5	5	5	20
Back Country Seniors	0	0	0	0	0
<i>Subtotal:</i>	<u>25</u>	<u>20</u>	<u>15</u>	<u>20</u>	<u>80</u>

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

Summary: Appendix Two, Tables 1 Through 4

*Lorain County, Ohio, Summit County, Ohio,
Lake County, Ohio, Medina County, Ohio*

	<i>Lorain County</i>	<i>Summit County</i>	<i>Lake County</i>	<i>Medina County</i>	Total
Traditional & Non-Traditional Families	60	45	45	55	205
<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	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	0	0
Multi-Ethnic Families	5	0	0	0	5
Uptown Families	10	10	15	5	40
In-Town Families	5	5	0	5	15
New American Strivers	5	5	10	0	20
<i>Subtotal:</i>	<u>25</u>	<u>20</u>	<u>25</u>	<u>10</u>	<u>80</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	0	0	0	0
Nouveau Money	0	0	0	0	0
Button-Down Families	5	0	5	5	15
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	5	5	5	0	15
<i>Subtotal:</i>	<u>10</u>	<u>5</u>	<u>10</u>	<u>5</u>	<u>30</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	5	5	5	5	20
New Town Families	5	0	0	5	10
Full-Nest Exurbanites	0	0	0	5	5
Rural Families	0	0	0	5	5
Traditional Families	0	0	0	0	0
Small-Town Families	0	5	0	5	10
Four-by-Four Families	5	5	5	0	15
Rustic Families	5	0	0	10	15
Hometown Families	5	5	0	5	15
<i>Subtotal:</i>	<u>25</u>	<u>20</u>	<u>10</u>	<u>40</u>	<u>95</u>

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

Summary: Appendix Two, Tables 1 Through 4

*Lorain County, Ohio, Summit County, Ohio,
Lake County, Ohio, Medina County, Ohio*

	<i>Lorain County</i>	<i>Summit County</i>	<i>Lake County</i>	<i>Medina County</i>	<i>Total</i>
Younger Singles & Couples	65	75	50	20	210
<i>Metropolitan Cities</i>					
New Power Couples	0	0	0	0	0
New Bohemians	0	0	0	0	0
Cosmopolitan Elite	0	0	0	0	0
Downtown Couples	0	0	0	0	0
Downtown Proud	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	5	0	0	5
Small-City Singles	20	15	15	5	55
Twentysomethings	5	10	5	0	20
Second-City Strivers	5	5	5	0	15
Multi-Ethnic Singles	15	15	0	0	30
<i>Subtotal:</i>	<u>45</u>	<u>50</u>	<u>25</u>	<u>5</u>	<u>125</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	5	0	0	5
Suburban Achievers	5	5	5	0	15
Suburban Strivers	10	15	20	10	55
<i>Subtotal:</i>	<u>15</u>	<u>25</u>	<u>25</u>	<u>10</u>	<u>75</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	5	0	0	5	10
<i>Subtotal:</i>	<u>5</u>	<u>0</u>	<u>0</u>	<u>5</u>	<u>10</u>

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

<u>Household Type / Geographic Designation</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	325	25.1%
<i>Metropolitan Cities</i>	55	4.2%
<i>Small Cities/Satellite Cities</i>	60	4.6%
<i>Metropolitan Suburbs</i>	65	5.0%
<i>Town & Country/Exurbs</i>	145	11.2%
Traditional & Non-Traditional Families	435	33.6%
<i>Metropolitan Cities</i>	45	3.5%
<i>Small Cities/Satellite Cities</i>	100	7.7%
<i>Metropolitan Suburbs</i>	75	5.8%
<i>Town & Country/Exurbs</i>	215	16.6%
Younger Singles & Couples	535	41.3%
<i>Metropolitan Cities</i>	140	10.8%
<i>Small Cities/Satellite Cities</i>	175	13.5%
<i>Metropolitan Suburbs</i>	90	6.9%
<i>Town & Country/Exurbs</i>	130	10.0%
Total:	1,295	100.0%

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

	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	325	25.1%
<i>Metropolitan Cities</i>		
The Social Register	5	0.4%
Urban Establishment	20	1.5%
Multi-Ethnic Empty Nesters	10	0.8%
Cosmopolitan Couples	20	1.5%
<i>Subtotal:</i>	<u>55</u>	<u>4.2%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	10	0.8%
Blue-Collar Retirees	20	1.5%
Middle-Class Move-Downs	5	0.4%
Hometown Seniors	5	0.4%
Second City Seniors	20	1.5%
<i>Subtotal:</i>	<u>60</u>	<u>4.6%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	5	0.4%
Old Money	5	0.4%
Affluent Empty Nesters	5	0.4%
Suburban Establishment	15	1.2%
Mainstream Empty Nesters	15	1.2%
Middle-American Retirees	20	1.5%
<i>Subtotal:</i>	<u>65</u>	<u>5.0%</u>
<i>Town & Country/Exurbs</i>		
Small-Town Patriarchs	15	1.2%
Pillars of the Community	10	0.8%
New Empty Nesters	5	0.4%
Traditional Couples	5	0.4%
RV Retirees	10	0.8%
Country Couples	15	1.2%
Hometown Retirees	10	0.8%
Heartland Retirees	5	0.4%
Village Elders	10	0.8%
Small-Town Seniors	30	2.3%
Back Country Seniors	30	2.3%
<i>Subtotal:</i>	<u>145</u>	<u>11.2%</u>

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

	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	435	33.6%
<i>Metropolitan Cities</i>		
e-Type Families	5	0.4%
Multi-Cultural Families	5	0.4%
Inner-City Families	25	1.9%
Single-Parent Families	10	0.8%
<i>Subtotal:</i>	<u>45</u>	<u>3.5%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	10	0.8%
Multi-Ethnic Families	10	0.8%
Uptown Families	25	1.9%
In-Town Families	20	1.5%
New American Strivers	35	2.7%
<i>Subtotal:</i>	<u>100</u>	<u>7.7%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	5	0.4%
Nouveau Money	10	0.8%
Button-Down Families	10	0.8%
Fiber-Optic Families	5	0.4%
Late-Nest Suburbanites	15	1.2%
Full-Nest Suburbanites	15	1.2%
Kids 'r' Us	15	1.2%
<i>Subtotal:</i>	<u>75</u>	<u>5.8%</u>
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	15	1.2%
New Town Families	10	0.8%
Full-Nest Exurbanites	20	1.5%
Rural Families	20	1.5%
Traditional Families	10	0.8%
Small-Town Families	35	2.7%
Four-by-Four Families	20	1.5%
Rustic Families	55	4.2%
Hometown Families	30	2.3%
<i>Subtotal:</i>	<u>215</u>	<u>16.6%</u>

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

	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	535	41.3%
<i>Metropolitan Cities</i>		
New Power Couples	5	0.4%
New Bohemians	50	3.9%
Cosmopolitan Elite	5	0.4%
Downtown Couples	35	2.7%
Downtown Proud	45	3.5%
<i>Subtotal:</i>	<u>140</u>	<u>10.8%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	25	1.9%
Small-City Singles	35	2.7%
Twentysomethings	55	4.2%
Second-City Strivers	30	2.3%
Multi-Ethnic Singles	30	2.3%
<i>Subtotal:</i>	<u>175</u>	<u>13.5%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	25	1.9%
Suburban Achievers	10	0.8%
Suburban Strivers	55	4.2%
<i>Subtotal:</i>	<u>90</u>	<u>6.9%</u>
<i>Town & Country/Exurbs</i>		
Hometown Sweethearts	15	1.2%
Blue-Collar Traditionalists	25	1.9%
Rural Couples	55	4.2%
Rural Strivers	35	2.7%
<i>Subtotal:</i>	<u>130</u>	<u>10.0%</u>

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

Summary: Appendix One, Tables 4 Through 7

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

<u>Household Type / Geographic Designation</u>	<u>Cleveland Heights</u>	<u>Cuyahoga County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	255	340	210	325	1,130
<i>Metropolitan Cities</i>	255	70	0	55	380
<i>Small Cities/Satellite Cities</i>	0	140	70	60	270
<i>Metropolitan Suburbs</i>	0	110	60	65	235
<i>Town & Country/Exurbs</i>	0	20	80	145	245
Traditional & Non-Traditional Families	105	320	205	435	1,065
<i>Metropolitan Cities</i>	100	125	0	45	270
<i>Small Cities/Satellite Cities</i>	5	105	80	100	290
<i>Metropolitan Suburbs</i>	0	75	30	75	180
<i>Town & Country/Exurbs</i>	0	15	95	215	325
Younger Singles & Couples	580	895	210	535	2,220
<i>Metropolitan Cities</i>	580	610	0	140	1,330
<i>Small Cities/Satellite Cities</i>	0	150	125	175	450
<i>Metropolitan Suburbs</i>	0	135	75	90	300
<i>Town & Country/Exurbs</i>	0	0	10	130	140
Total:	940	1,555	625	1,295	4,415
Percent:	21.3%	35.2%	14.2%	29.3%	100.0%

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

Summary: Appendix One, Tables 4 Through 7

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

	<u>Cleveland Heights</u>	<u>Cuyahoga County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	255	340	210	325	1,130
<i>Metropolitan Cities</i>					
The Social Register	20	5	0	5	30
Urban Establishment	30	10	0	20	60
Multi-Ethnic Empty Nesters	75	15	0	10	100
Cosmopolitan Couples	130	40	0	20	190
Subtotal:	255	70	0	55	380
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	0	30	15	10	55
Blue-Collar Retirees	0	45	30	20	95
Middle-Class Move-Downs	0	15	0	5	20
Hometown Seniors	0	5	0	5	10
Second City Seniors	0	45	25	20	90
Subtotal:	0	140	70	60	270
<i>Metropolitan Suburbs</i>					
The One Percenters	0	5	0	5	10
Old Money	0	0	0	5	5
Affluent Empty Nesters	0	10	0	5	15
Suburban Establishment	0	15	10	15	40
Mainstream Empty Nesters	0	25	15	15	55
Middle-American Retirees	0	55	35	20	110
Subtotal:	0	110	60	65	235
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	0	10	20	15	45
Pillars of the Community	0	0	15	10	25
New Empty Nesters	0	0	5	5	10
Traditional Couples	0	5	5	5	15
RV Retirees	0	0	0	10	10
Country Couples	0	0	15	15	30
Hometown Retirees	0	0	0	10	10
Heartland Retirees	0	0	0	5	5
Village Elders	0	0	0	10	10
Small-Town Seniors	0	5	20	30	55
Back Country Seniors	0	0	0	30	30
Subtotal:	0	20	80	145	245

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

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

Summary: Appendix One, Tables 4 Through 7

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

	<u>Cleveland Heights</u>	<u>Cuyahoga County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Traditional & Non-Traditional Families	105	320	205	435	1,065
<i>Metropolitan Cities</i>					
e-Type Families	15	5	0	5	25
Multi-Cultural Families	25	35	0	5	65
Inner-City Families	60	65	0	25	150
Single-Parent Families	0	20	0	10	30
<i>Subtotal:</i>	<u>100</u>	<u>125</u>	<u>0</u>	<u>45</u>	<u>270</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	5	5	0	10	20
Multi-Ethnic Families	0	5	5	10	20
Uptown Families	0	50	40	25	115
In-Town Families	0	10	15	20	45
New American Strivers	0	35	20	35	90
<i>Subtotal:</i>	<u>5</u>	<u>105</u>	<u>80</u>	<u>100</u>	<u>290</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	0	5	0	5	10
Nouveau Money	0	5	0	10	15
Button-Down Families	0	30	15	10	55
Fiber-Optic Families	0	10	0	5	15
Late-Nest Suburbanites	0	5	0	15	20
Full-Nest Suburbanites	0	10	0	15	25
Kids 'r' Us	0	10	15	15	40
<i>Subtotal:</i>	<u>0</u>	<u>75</u>	<u>30</u>	<u>75</u>	<u>180</u>
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	0	15	20	15	50
New Town Families	0	0	10	10	20
Full-Nest Exurbanites	0	0	5	20	25
Rural Families	0	0	5	20	25
Traditional Families	0	0	0	10	10
Small-Town Families	0	0	10	35	45
Four-by-Four Families	0	0	15	20	35
Rustic Families	0	0	15	55	70
Hometown Families	0	0	15	30	45
<i>Subtotal:</i>	<u>0</u>	<u>15</u>	<u>95</u>	<u>215</u>	<u>325</u>

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

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

Summary: Appendix One, Tables 4 Through 7

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

	<u><i>Cleveland Heights</i></u>	<u><i>Cuyahoga County</i></u>	<u><i>Regional Draw Area</i></u>	<u><i>Balance of U.S.</i></u>	<u>Total</u>
Younger Singles & Couples	580	895	210	535	2,220
<i>Metropolitan Cities</i>					
New Power Couples	30	15	0	5	50
New Bohemians	245	100	0	50	395
Cosmopolitan Elite	45	5	0	5	55
Downtown Couples	165	305	0	35	505
Downtown Proud	95	185	0	45	325
<i>Subtotal:</i>	<u>580</u>	<u>610</u>	<u>0</u>	<u>140</u>	<u>1,330</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	25	5	25	55
Small-City Singles	0	45	55	35	135
Twentysomethings	0	30	20	55	105
Second-City Strivers	0	30	15	30	75
Multi-Ethnic Singles	0	20	30	30	80
<i>Subtotal:</i>	<u>0</u>	<u>150</u>	<u>125</u>	<u>175</u>	<u>450</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	10	5	25	40
Suburban Achievers	0	15	15	10	40
Suburban Strivers	0	110	55	55	220
<i>Subtotal:</i>	<u>0</u>	<u>135</u>	<u>75</u>	<u>90</u>	<u>300</u>
<i>Town & Country/Exurbs</i>					
Hometown Sweethearts	0	0	0	15	15
Blue-Collar Traditionalists	0	0	0	25	25
Rural Couples	0	0	0	55	55
Rural Strivers	0	0	10	35	45
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>130</u>	<u>140</u>

**Annual Average Number Of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years**

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Cleveland Heights</u>	<u>Cuyahoga County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	255	215	90	140	700
<i>Metropolitan Cities</i>	255	70	0	55	380
<i>Small Cities/Satellite Cities</i>	0	65	30	30	125
<i>Metropolitan Suburbs</i>	0	75	40	40	155
<i>Town & Country/Exurbs</i>	0	5	20	15	40
Traditional & Non-Traditional Families	25	45	15	30	115
<i>Metropolitan Cities</i>	25	25	0	10	60
<i>Small Cities/Satellite Cities</i>	0	20	15	20	55
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Younger Singles & Couples	320	145	10	100	575
<i>Metropolitan Cities</i>	320	120	0	60	500
<i>Small Cities/Satellite Cities</i>	0	20	5	20	45
<i>Metropolitan Suburbs</i>	0	5	5	20	30
<i>Town & Country/Exurbs</i>	0	0	0	0	0
Total:	600	405	115	270	1,390
Percent:	43.2%	29.1%	8.3%	19.4%	100.0%

**Annual Average Number Of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years**

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

	<u>Cleveland Heights</u>	<u>Cuyahoga County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Empty Nesters & Retirees	255	215	90	140	700
<i>Metropolitan Cities</i>					
The Social Register	20	5	0	5	30
Urban Establishment	30	10	0	20	60
Multi-Ethnic Empty Nesters	75	15	0	10	100
Cosmopolitan Couples	130	40	0	20	190
<i>Subtotal:</i>	<u>255</u>	<u>70</u>	<u>0</u>	<u>55</u>	<u>380</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	0	25	10	10	45
Blue-Collar Retirees	0	30	20	15	65
Middle-Class Move-Downs	0	10	0	5	15
<i>Subtotal:</i>	<u>0</u>	<u>65</u>	<u>30</u>	<u>30</u>	<u>125</u>
<i>Metropolitan Suburbs</i>					
Affluent Empty Nesters	0	5	0	5	10
Suburban Establishment	0	10	5	10	25
Mainstream Empty Nesters	0	20	10	10	40
Middle-American Retirees	0	40	25	15	80
<i>Subtotal:</i>	<u>0</u>	<u>75</u>	<u>40</u>	<u>40</u>	<u>155</u>
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	0	5	10	10	25
Pillars of the Community	0	0	10	5	15
<i>Subtotal:</i>	<u>0</u>	<u>5</u>	<u>20</u>	<u>15</u>	<u>40</u>

**Annual Average Number Of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years**

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

	<u>Cleveland Heights</u>	<u>Cuyahoga County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
Traditional & Non-Traditional Families	25	45	15	30	115
<i>Metropolitan Cities</i>					
e-Type Families	10	5	0	5	20
Multi-Cultural Families	15	20	0	5	40
Subtotal:	25	25	0	10	60
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	5	5
Multi-Ethnic Families	0	0	0	5	5
Uptown Families	0	20	15	10	45
Subtotal:	0	20	15	20	55

**Annual Average Number Of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years**

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

	<u><i>Cleveland Heights</i></u>	<u><i>Cuyahoga County</i></u>	<u><i>Regional Draw Area</i></u>	<u><i>Balance of U.S.</i></u>	<u>Total</u>
Younger Singles & Couples	320	145	10	100	575
<i>Metropolitan Cities</i>					
New Power Couples	30	15	0	5	50
New Bohemians	245	100	0	50	395
Cosmopolitan Elite	45	5	0	5	55
<i>Subtotal:</i>	<u>320</u>	<u>120</u>	<u>0</u>	<u>60</u>	<u>500</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	<u>0</u>	<u>20</u>	<u>5</u>	<u>20</u>	<u>45</u>
<i>Subtotal:</i>	<u>0</u>	<u>20</u>	<u>5</u>	<u>20</u>	<u>45</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	<u>0</u>	<u>5</u>	<u>5</u>	<u>20</u>	<u>30</u>
<i>Subtotal:</i>	<u>0</u>	<u>5</u>	<u>5</u>	<u>20</u>	<u>30</u>

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Potential Renters</u>	<u>Potential Owners</u>	<u>Total</u>
Empty Nesters & Retirees	327	373	700
<i>Metropolitan Cities</i>	247	133	380
<i>Small Cities/Satellite Cities</i>	31	94	125
<i>Metropolitan Suburbs</i>	43	112	155
<i>Town & Country/Exurbs</i>	6	34	40
Traditional & Non-Traditional Families	42	73	115
<i>Metropolitan Cities</i>	20	40	60
<i>Small Cities/Satellite Cities</i>	22	33	55
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Younger Singles & Couples	446	129	575
<i>Metropolitan Cities</i>	386	114	500
<i>Small Cities/Satellite Cities</i>	32	13	45
<i>Metropolitan Suburbs</i>	28	2	30
<i>Town & Country/Exurbs</i>	0	0	0
Total:	815	575	1,390
Percent:	58.6%	41.4%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Empty Nesters & Retirees	<i>Potential Renters</i>	<i>Potential Owners</i>	<i>Total</i>
<i>Metropolitan Cities</i>			
The Social Register	6	24	30
Urban Establishment	45	15	60
Multi-Ethnic Empty Nesters	40	60	100
Cosmopolitan Couples	156	34	190
<i>Subtotal:</i>	<u>247</u>	<u>133</u>	<u>380</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	6	39	45
Blue-Collar Retirees	21	44	65
Middle-Class Move-Downs	4	11	15
<i>Subtotal:</i>	<u>31</u>	<u>94</u>	<u>125</u>
<i>Metropolitan Suburbs</i>			
Affluent Empty Nesters	1	9	10
Suburban Establishment	4	21	25
Mainstream Empty Nesters	15	25	40
Middle-American Retirees	23	57	80
<i>Subtotal:</i>	<u>43</u>	<u>112</u>	<u>155</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	4	21	25
Pillars of the Community	2	13	15
<i>Subtotal:</i>	<u>6</u>	<u>34</u>	<u>40</u>
Total:	327	373	700
Percent:	46.7%	53.3%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<i>Metropolitan Cities</i>			
e-Type Families	5	15	20
Multi-Cultural Families	15	25	40
<i>Subtotal:</i>	20	40	60
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1	4	5
Multi-Ethnic Families	2	3	5
Uptown Families	19	26	45
<i>Subtotal:</i>	22	33	55
Total:	42	73	115
Percent:	36.5%	63.5%	100.0%

Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years

*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Younger Singles & Couples	<i>Potential Renters</i>	<i>Potential Owners</i>	<i>Total</i>
<i>Metropolitan Cities</i>			
New Power Couples	26	24	50
New Bohemians	337	58	395
Cosmopolitan Elite	23	32	55
<i>Subtotal:</i>	<u>386</u>	<u>114</u>	<u>500</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	32	13	45
<i>Subtotal:</i>	<u>32</u>	<u>13</u>	<u>45</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	28	2	30
<i>Subtotal:</i>	<u>28</u>	<u>2</u>	<u>30</u>
Total:	446	129	575
Percent:	77.6%	22.4%	100.0%

Purchase Propensity By Housing Type

Annual Average Number of Households With The Potential To Move
 Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	.. Multi-Family Single-Family Detached	Total
 Attached			
Empty Nesters & Retirees	64	81	228	373
<i>Metropolitan Cities</i>	41	40	52	133
<i>Small Cities/Satellite Cities</i>	11	16	67	94
<i>Metropolitan Suburbs</i>	11	21	80	112
<i>Town & Country/Exurbs</i>	1	4	29	34
Traditional & Non-Traditional Families	9	18	46	73
<i>Metropolitan Cities</i>	5	10	25	40
<i>Small Cities/Satellite Cities</i>	4	8	21	33
<i>Metropolitan Suburbs</i>	0	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0	0
Younger Singles & Couples	64	38	27	129
<i>Metropolitan Cities</i>	58	33	23	114
<i>Small Cities/Satellite Cities</i>	5	4	4	13
<i>Metropolitan Suburbs</i>	1	1	0	2
<i>Town & Country/Exurbs</i>	0	0	0	0
Total:	137	137	301	575
Percent:	23.8%	23.8%	52.4%	100.0%

Purchase Propensity By Housing Type

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Empty Nesters & Retirees	.. Multi-Family Single-Family Attached Detached	Total
<i>Metropolitan Cities</i>					
The Social Register	4	4		16	24
Urban Establishment	7	5		3	15
Multi-Ethnic Empty Nesters	10	20		30	60
Cosmopolitan Couples	20	11		3	34
<i>Subtotal:</i>	41	40		52	133
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	3	5		31	39
Blue-Collar Retirees	5	8		31	44
Middle-Class Move-Downs	3	3		5	11
<i>Subtotal:</i>	11	16		67	94
<i>Metropolitan Suburbs</i>					
Affluent Empty Nesters	0	1		8	9
Suburban Establishment	1	3		17	21
Mainstream Empty Nesters	3	6		16	25
Middle-American Retirees	7	11		39	57
<i>Subtotal:</i>	11	21		80	112
<i>Town & Country/Exurbs</i>					
Small-Town Patriarchs	1	3		17	21
Pillars of the Community	0	1		12	13
<i>Subtotal:</i>	1	4		29	34
Total:	64	81		228	373
Percent:	17.2%	21.7%		61.1%	100.0%

Purchase Propensity By Housing Type

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional Families	Multi-Family	Single-Family		Total
		Attached	Detached	
Metropolitan Cities				
e-Type Families	2	3	10	15
Multi-Cultural Families	3	7	15	25
Subtotal:	5	10	25	40
Small Cities/Satellite Cities				
Unibox Transferees	0	1	3	4
Multi-Ethnic Families	0	1	2	3
Uptown Families	4	6	16	26
Subtotal:	4	8	21	33
Total:	9	18	46	73
Percent:	12.3%	24.7%	63.0%	100.0%

Purchase Propensity By Housing Type

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Younger Singles & Couples	... Multi-Family Single-Family		Total
	 Attached Detached	
<i>Metropolitan Cities</i>				
New Power Couples	8	9	7	24
New Bohemians	41	14	3	58
Cosmopolitan Elite	9	10	13	32
Subtotal:	58	33	23	114
<i>Small Cities/Satellite Cities</i>				
The VIPs	5	4	4	13
Subtotal:	5	4	4	13
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	1	1	0	2
Subtotal:	1	1	0	2
Total:	64	38	27	129
Percent:	49.6%	29.5%	20.9%	100.0%

Renter Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Household Type/ Geographic DesignationRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	61	54	35	33	144	327
<i>Metropolitan Cities</i>	50	39	25	24	109	247
<i>Small Cities/Satellite Cities</i>	6	7	5	4	9	31
<i>Metropolitan Suburbs</i>	5	8	5	5	20	43
<i>Town & Country/Exurbs</i>	0	0	0	0	6	6
Traditional & Non-Traditional Families	7	9	5	4	17	42
<i>Metropolitan Cities</i>	3	5	2	2	8	20
<i>Small Cities/Satellite Cities</i>	4	4	3	2	9	22
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	73	57	40	41	235	446
<i>Metropolitan Cities</i>	66	49	34	35	202	386
<i>Small Cities/Satellite Cities</i>	4	4	3	3	18	32
<i>Metropolitan Suburbs</i>	3	4	3	3	15	28
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	141	120	80	78	396	815
Percent:	17.3%	14.7%	9.8%	9.6%	48.6%	100.0%

Renter Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Empty Nesters & RetireesRenter Income Bands.....					Total
	Below	30% to	60% to	80% to	Above	
	30% AMI	60% AMI	80% AMI	100% AMI	100% AMI	
<i>Metropolitan Cities</i>						
The Social Register	0	0	0	0	6	6
Urban Establishment	6	5	4	4	26	45
Multi-Ethnic Empty Nesters	6	7	5	5	17	40
Cosmopolitan Couples	38	27	16	15	60	156
Subtotal:	50	39	25	24	109	247
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	1	1	1	1	2	6
Blue-Collar Retirees	4	5	3	3	6	21
Middle-Class Move-Downs	1	1	1	0	1	4
Subtotal:	6	7	5	4	9	31
<i>Metropolitan Suburbs</i>						
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	0	1	0	0	3	4
Mainstream Empty Nesters	2	3	2	2	6	15
Middle-American Retirees	3	4	3	3	10	23
Subtotal:	5	8	5	5	20	43
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	4	4
Pillars of the Community	0	0	0	0	2	2
Subtotal:	0	0	0	0	6	6
Total:	61	54	35	33	144	327
Percent:	18.7%	16.5%	10.7%	10.1%	44.0%	100.0%

Renter Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional FamiliesRenter Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
e-Type Families	0	1	0	0	4	5
Multi-Cultural Families	3	4	2	2	4	15
Subtotal:	3	5	2	2	8	20
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	1	1
Multi-Ethnic Families	0	0	0	0	2	2
Uptown Families	4	4	3	2	6	19
Subtotal:	4	4	3	2	9	22
Total:	7	9	5	4	17	42
Percent:	16.7%	21.4%	11.9%	9.5%	40.5%	100.0%

Renter Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Younger Singles & CouplesRenter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
New Power Couples	4	3	2	2	15	26
New Bohemians	59	43	30	31	174	337
Cosmopolitan Elite	3	3	2	2	13	23
<i>Subtotal:</i>	66	49	34	35	202	386
<i>Small Cities/Satellite Cities</i>						
The VIPs	4	4	3	3	18	32
<i>Subtotal:</i>	4	4	3	3	18	32
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	3	4	3	3	15	28
<i>Subtotal:</i>	3	4	3	3	15	28
Total:	73	57	40	41	235	446
Percent:	16.4%	12.8%	9.0%	9.2%	52.7%	100.0%

Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Household Type/ Geographic DesignationOwnership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
Empty Nesters & Retirees	52	62	36	37	186	373
<i>Metropolitan Cities</i>	22	22	11	11	67	133
<i>Small Cities/Satellite Cities</i>	14	19	11	12	38	94
<i>Metropolitan Suburbs</i>	14	18	12	12	56	112
<i>Town & Country/Exurbs</i>	2	3	2	2	25	34
Traditional & Non-Traditional Families	11	13	9	7	33	73
<i>Metropolitan Cities</i>	6	8	4	4	18	40
<i>Small Cities/Satellite Cities</i>	5	5	5	3	15	33
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	18	18	12	12	69	129
<i>Metropolitan Cities</i>	17	15	11	11	60	114
<i>Small Cities/Satellite Cities</i>	1	3	1	1	7	13
<i>Metropolitan Suburbs</i>	0	0	0	0	2	2
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	81	93	57	56	288	575
Percent:	14.1%	16.2%	9.9%	9.7%	50.1%	100.0%

Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Empty Nesters & Retirees	Ownership Income Bands					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
The Social Register	1	2	1	1	19	24
Urban Establishment	2	2	1	1	9	15
Multi-Ethnic Empty Nesters	10	11	6	6	27	60
Cosmopolitan Couples	9	7	3	3	12	34
Subtotal:	22	22	11	11	67	133
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	3	5	4	5	22	39
Blue-Collar Retirees	8	11	6	6	13	44
Middle-Class Move-Downs	3	3	1	1	3	11
Subtotal:	14	19	11	12	38	94
<i>Metropolitan Suburbs</i>						
Affluent Empty Nesters	1	1	0	0	7	9
Suburban Establishment	1	2	2	2	14	21
Mainstream Empty Nesters	3	5	3	3	11	25
Middle-American Retirees	9	10	7	7	24	57
Subtotal:	14	18	12	12	56	112
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	1	2	1	1	16	21
Pillars of the Community	1	1	1	1	9	13
Subtotal:	2	3	2	2	25	34
Total:	52	62	36	37	186	373
Percent:	13.9%	16.6%	9.7%	9.9%	49.9%	100.0%

Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

Traditional & Non-Traditional FamiliesOwnership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
e-Type Families	1	1	1	1	11	15
Multi-Cultural Families	5	7	3	3	7	25
<i>Subtotal:</i>	6	8	4	4	18	40
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	4	4
Multi-Ethnic Families	0	0	0	0	3	3
Uptown Families	5	5	5	3	8	26
<i>Subtotal:</i>	5	5	5	3	15	33
Total:	11	13	9	7	33	73
Percent:	15.1%	17.8%	12.3%	9.6%	45.2%	100.0%

Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
 Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
 Regional Draw Area, and Balance of the United States*

Younger Singles & CouplesOwnership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	
<i>Metropolitan Cities</i>						
New Power Couples	3	3	3	3	12	24
New Bohemians	10	7	5	5	31	58
Cosmopolitan Elite	<u>4</u>	<u>5</u>	<u>3</u>	<u>3</u>	<u>17</u>	<u>32</u>
Subtotal:	17	15	11	11	60	114
<i>Small Cities/Satellite Cities</i>						
The VIPs	<u>1</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>7</u>	<u>13</u>
Subtotal:	1	3	1	1	7	13
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>2</u>
Subtotal:	0	0	0	0	2	2
Total:	18	18	12	12	69	129
Percent:	14.0%	14.0%	9.3%	9.3%	53.5%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number of Households With The Potential To Move
 Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic DesignationMulti-Family Ownership Income Bands.....					Total
	<i>Below</i> <u>30% AMI</u>	<i>30% to</i> <u>60% AMI</u>	<i>60% to</i> <u>80% AMI</u>	<i>80% to</i> <u>100% AMI</u>	<i>Above</i> <u>100% AMI</u>	
Empty Nesters & Retirees	11	11	6	6	30	64
<i>Metropolitan Cities</i>	8	7	4	4	18	41
<i>Small Cities/Satellite Cities</i>	2	2	1	1	5	11
<i>Metropolitan Suburbs</i>	1	2	1	1	6	11
<i>Town & Country/Exurbs</i>	0	0	0	0	1	1
Traditional & Non-Traditional Families	2	2	1	0	4	9
<i>Metropolitan Cities</i>	1	1	0	0	3	5
<i>Small Cities/Satellite Cities</i>	1	1	1	0	1	4
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	10	8	7	7	32	64
<i>Metropolitan Cities</i>	9	7	6	6	30	58
<i>Small Cities/Satellite Cities</i>	1	1	1	1	1	5
<i>Metropolitan Suburbs</i>	0	0	0	0	1	1
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	23	21	14	13	66	137
Percent:	16.8%	15.3%	10.2%	9.5%	48.2%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number of Households With The Potential To Move
 Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
 Regional Draw Area, and Balance of the United States*

.....Multi-Family Ownership Income Bands						
Empty Nesters & Retirees	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
The Social Register	0	0	0	0	4	4
Urban Establishment	1	1	1	1	3	7
Multi-Ethnic Empty Nesters	2	2	1	1	4	10
Cosmopolitan Couples	5	4	2	2	7	20
Subtotal:	8	7	4	4	18	41
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	0	0	0	3	3
Blue-Collar Retirees	1	1	1	1	1	5
Middle-Class Move-Downs	1	1	0	0	1	3
Subtotal:	2	2	1	1	5	11
<i>Metropolitan Suburbs</i>						
Suburban Establishment	0	0	0	0	1	1
Mainstream Empty Nesters	0	1	0	0	2	3
Middle-American Retirees	1	1	1	1	3	7
Subtotal:	1	2	1	1	6	11
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
Total:	11	11	6	6	30	64
Percent:	17.2%	17.2%	9.4%	9.4%	46.9%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number of Households With The Potential To Move
 Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
 Regional Draw Area, and Balance of the United States*

.....Multi-Family Ownership Income Bands.....						
Traditional & Non-Traditional Families	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Metropolitan Cities						
e-Type Families	0	0	0	0	2	2
Multi-Cultural Families	1	1	0	0	1	3
Subtotal:	1	1	0	0	3	5
Small Cities/Satellite Cities						
Uptown Families	1	1	1	0	1	4
Subtotal:	1	1	1	0	1	4
Total:	2	2	1	0	4	9
Percent:	22.2%	22.2%	11.1%	0.0%	44.4%	100.0%

Multi-Family Owner Households By Income Bands
 Annual Average Number of Households With The Potential To Move
 Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
 Regional Draw Area, and Balance of the United States*

.....Multi-Family Ownership Income Bands						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
New Power Couples	1	1	1	1	4	8
New Bohemians	7	5	4	4	21	41
Cosmopolitan Elite	1	1	1	1	5	9
Subtotal:	9	7	6	6	30	58
<i>Small Cities/Satellite Cities</i>						
The VIPs	1	1	1	1	1	5
Subtotal:	1	1	1	1	1	5
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	0	0	0	0	1	1
Subtotal:	0	0	0	0	1	1
Total:	10	8	7	7	32	64
Percent:	15.6%	12.5%	10.9%	10.9%	50.0%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
Household Type/ Geographic Designation	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 100% AMI	Above 100% AMI	Total
Empty Nesters & Retirees	12	14	7	7	41	81
<i>Metropolitan Cities</i>	7	7	3	3	20	40
<i>Small Cities/Satellite Cities</i>	2	4	2	2	6	16
<i>Metropolitan Suburbs</i>	3	3	2	2	11	21
<i>Town & Country/Exurbs</i>	0	0	0	0	4	4
Traditional & Non-Traditional Families	2	3	2	2	9	18
<i>Metropolitan Cities</i>	1	2	1	1	5	10
<i>Small Cities/Satellite Cities</i>	1	1	1	1	4	8
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	4	6	3	3	22	38
<i>Metropolitan Cities</i>	4	5	3	3	18	33
<i>Small Cities/Satellite Cities</i>	0	1	0	0	3	4
<i>Metropolitan Suburbs</i>	0	0	0	0	1	1
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	18	23	12	12	72	137
Percent:	13.1%	16.8%	8.8%	8.8%	52.5%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands						
Empty Nesters & Retirees	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<i>Total</i>
<i>Metropolitan Cities</i>						
The Social Register	0	0	0	0	4	4
Urban Establishment	1	1	0	0	3	5
Multi-Ethnic Empty Nesters	3	4	2	2	9	20
Cosmopolitan Couples	3	2	1	1	4	11
<i>Subtotal:</i>	7	7	3	3	20	40
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	0	1	1	1	2	5
Blue-Collar Retirees	1	2	1	1	3	8
Middle-Class Move-Downs	1	1	0	0	1	3
<i>Subtotal:</i>	2	4	2	2	6	16
<i>Metropolitan Suburbs</i>						
Affluent Empty Nesters	0	0	0	0	1	1
Suburban Establishment	0	0	0	0	3	3
Mainstream Empty Nesters	1	1	1	1	2	6
Middle-American Retirees	2	2	1	1	5	11
<i>Subtotal:</i>	3	3	2	2	11	21
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	0	0	0	0	3	3
Pillars of the Community	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	4	4
Total:	12	14	7	7	41	81
Percent:	14.8%	17.3%	8.6%	8.6%	50.6%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<i>Total</i>
<i>Metropolitan Cities</i>						
e-Type Families	0	0	0	0	3	3
Multi-Cultural Families	1	2	1	1	2	7
<i>Subtotal:</i>	1	2	1	1	5	10
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	1	1
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	1	1	1	1	2	6
<i>Subtotal:</i>	1	1	1	1	4	8
Total:	2	3	2	2	9	18
Percent:	11.1%	16.7%	11.1%	11.1%	50.0%	100.0%

Single-Family Attached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

.....Single-Family Attached Ownership Income Bands.....						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<i>Total</i>
Metropolitan Cities						
New Power Couples	1	1	1	1	5	9
New Bohemians	2	2	1	1	8	14
Cosmopolitan Elite	1	2	1	1	5	10
<i>Subtotal:</i>	4	5	3	3	18	33
Small Cities/Satellite Cities						
The VIPs	0	1	0	0	3	4
<i>Subtotal:</i>	0	1	0	0	3	4
Metropolitan Suburbs						
Fast-Track Professionals	0	0	0	0	1	1
<i>Subtotal:</i>	0	0	0	0	1	1
Total:	4	6	3	3	22	38
Percent:	10.5%	15.8%	7.9%	7.9%	57.9%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
Household Type/ Geographic Designation	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
Empty Nesters & Retirees	29	37	23	24	115	228
<i>Metropolitan Cities</i>	7	8	4	4	29	52
<i>Small Cities/Satellite Cities</i>	10	13	8	9	27	67
<i>Metropolitan Suburbs</i>	10	13	9	9	39	80
<i>Town & Country/Exurbs</i>	2	3	2	2	20	29
Traditional & Non-Traditional Families	7	8	6	5	20	46
<i>Metropolitan Cities</i>	4	5	3	3	10	25
<i>Small Cities/Satellite Cities</i>	3	3	3	2	10	21
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	4	4	2	2	15	27
<i>Metropolitan Cities</i>	4	3	2	2	12	23
<i>Small Cities/Satellite Cities</i>	0	1	0	0	3	4
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Total:	40	49	31	31	150	301
Percent:	13.3%	16.3%	10.3%	10.3%	49.8%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
Empty Nesters & Retirees	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
The Social Register	1	2	1	1	11	16
Urban Establishment	0	0	0	0	3	3
Multi-Ethnic Empty Nesters	5	5	3	3	14	30
Cosmopolitan Couples	1	1	0	0	1	3
<i>Subtotal:</i>	7	8	4	4	29	52
<i>Small Cities/Satellite Cities</i>						
Second City Establishment	3	4	3	4	17	31
Blue-Collar Retirees	6	8	4	4	9	31
Middle-Class Move-Downs	1	1	1	1	1	5
<i>Subtotal:</i>	10	13	8	9	27	67
<i>Metropolitan Suburbs</i>						
Affluent Empty Nesters	1	1	0	0	6	8
Suburban Establishment	1	2	2	2	10	17
Mainstream Empty Nesters	2	3	2	2	7	16
Middle-American Retirees	6	7	5	5	16	39
<i>Subtotal:</i>	10	13	9	9	39	80
<i>Town & Country/Exurbs</i>						
Small-Town Patriarchs	1	2	1	1	12	17
Pillars of the Community	1	1	1	1	8	12
<i>Subtotal:</i>	2	3	2	2	20	29
Total:	29	37	23	24	115	228
Percent:	12.7%	16.2%	10.1%	10.5%	50.4%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
Traditional & Non-Traditional Families	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
e-Type Families	1	1	1	1	6	10
Multi-Cultural Families	3	4	2	2	4	15
<i>Subtotal:</i>	4	5	3	3	10	25
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	3	3
Multi-Ethnic Families	0	0	0	0	2	2
Uptown Families	3	3	3	2	5	16
<i>Subtotal:</i>	3	3	3	2	10	21
Total:	7	8	6	5	20	46
Percent:	15.2%	17.4%	13.0%	10.9%	43.5%	100.0%

Single-Family Detached Owner Households By Income Bands

Annual Average Number of Households With The Potential To Move
Within/To The Severance Town Center Each Year Over The Next Five Years
*Cleveland Heights City, Cuyahoga County,
Regional Draw Area, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
Younger Singles & Couples	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	Total
<i>Metropolitan Cities</i>						
New Power Couples	1	1	1	1	3	7
New Bohemians	1	0	0	0	2	3
Cosmopolitan Elite	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>7</u>	<u>13</u>
<i>Subtotal:</i>	4	3	2	2	12	23
<i>Small Cities/Satellite Cities</i>						
The VIPs	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>4</u>
<i>Subtotal:</i>	0	1	0	0	3	4
Total:	4	4	2	2	15	27
Percent:	14.8%	14.8%	7.4%	7.4%	55.6%	100.0%

The Severance Town Center Site
Cleveland Heights, Cuyahoga County, Ohio

January, 2025

Appendix Two Tables



**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Lorain County, Ohio

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	63,855	65	34.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	21,255	25	13.2%
<i>Metropolitan Suburbs</i>	16,830	15	7.9%
<i>Town & Country/Exurbs</i>	25,770	25	13.2%
Traditional & Non-Traditional Families	41,505	60	31.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,245	25	13.2%
<i>Metropolitan Suburbs</i>	13,555	10	5.3%
<i>Town & Country/Exurbs</i>	16,705	25	13.2%
Younger Singles & Couples	23,880	65	34.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	13,530	45	23.7%
<i>Metropolitan Suburbs</i>	5,750	15	7.9%
<i>Town & Country/Exurbs</i>	4,600	5	2.6%
Total:	129,240	190	100.0%

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Lorain County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	63,855	65	34.2%
<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%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	4,270	5	2.6%
Blue-Collar Retirees	5,670	10	5.3%
Middle-Class Move-Downs	2,220	0	0.0%
Hometown Seniors	6,065	0	0.0%
Second City Seniors	3,030	10	5.3%
<i>Subtotal:</i>	<u>21,255</u>	<u>25</u>	<u>13.2%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	440	0	0.0%
Old Money	225	0	0.0%
Affluent Empty Nesters	1,875	0	0.0%
Suburban Establishment	3,260	0	0.0%
Mainstream Empty Nesters	2,825	5	2.6%
Middle-American Retirees	8,205	10	5.3%
<i>Subtotal:</i>	<u>16,830</u>	<u>15</u>	<u>7.9%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	2,975	5	2.6%
Pillars of the Community	3,565	5	2.6%
New Empty Nesters	1,305	0	0.0%
Traditional Couples	5,040	5	2.6%
RV Retirees	2,185	0	0.0%
Country Couples	2,395	5	2.6%
Hometown Retirees	1,420	0	0.0%
Heartland Retirees	840	0	0.0%
Village Elders	1,970	0	0.0%
Small-Town Seniors	3,455	5	2.6%
Back Country Seniors	620	0	0.0%
<i>Subtotal:</i>	<u>25,770</u>	<u>25</u>	<u>13.2%</u>

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Lorain County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	41,505	60	31.6%
<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	280	0	0.0%
Multi-Ethnic Families	1,795	5	2.6%
Uptown Families	5,075	10	5.3%
In-Town Families	3,230	5	2.6%
New American Strivers	865	5	2.6%
<i>Subtotal:</i>	<u>11,245</u>	<u>25</u>	<u>13.2%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	750	0	0.0%
Nouveau Money	1,130	0	0.0%
Button-Down Families	5,315	5	2.6%
Fiber-Optic Families	2,455	0	0.0%
Late-Nest Suburbanites	660	0	0.0%
Full-Nest Suburbanites	590	0	0.0%
Kids 'r' Us	2,655	5	2.6%
<i>Subtotal:</i>	<u>13,555</u>	<u>10</u>	<u>5.3%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	3,545	5	2.6%
New Town Families	3,375	5	2.6%
Full-Nest Exurbanites	1,015	0	0.0%
Rural Families	1,955	0	0.0%
Traditional Families	1,370	0	0.0%
Small-Town Families	680	0	0.0%
Four-by-Four Families	1,270	5	2.6%
Rustic Families	2,435	5	2.6%
Hometown Families	1,060	5	2.6%
<i>Subtotal:</i>	<u>16,705</u>	<u>25</u>	<u>13.2%</u>

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Lorain County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	23,880	65	34.2%
<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	580	0	0.0%
Small-City Singles	6,365	20	10.5%
Twentysomethings	865	5	2.6%
Second-City Strivers	1,500	5	2.6%
Multi-Ethnic Singles	4,220	15	7.9%
<i>Subtotal:</i>	<u>13,530</u>	<u>45</u>	<u>23.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	165	0	0.0%
Suburban Achievers	3,365	5	2.6%
Suburban Strivers	2,220	10	5.3%
<i>Subtotal:</i>	<u>5,750</u>	<u>15</u>	<u>7.9%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	2,180	0	0.0%
Blue-Collar Traditionalists	835	0	0.0%
Rural Couples	690	0	0.0%
Rural Strivers	895	5	2.6%
<i>Subtotal:</i>	<u>4,600</u>	<u>5</u>	<u>2.6%</u>

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Summit County, Ohio

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	107,795	55	31.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	39,155	20	11.4%
<i>Metropolitan Suburbs</i>	32,650	15	8.6%
<i>Town & Country/Exurbs</i>	35,990	20	11.4%
Traditional & Non-Traditional Families	70,475	45	25.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	20,390	20	11.4%
<i>Metropolitan Suburbs</i>	21,375	5	2.9%
<i>Town & Country/Exurbs</i>	28,710	20	11.4%
Younger Singles & Couples	49,795	75	42.9%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	28,755	50	28.6%
<i>Metropolitan Suburbs</i>	17,840	25	14.3%
<i>Town & Country/Exurbs</i>	3,200	0	0.0%
Total:	228,065	175	100.0%

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Summit County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	107,795	55	31.4%
<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	7,550	5	2.9%
Blue-Collar Retirees	9,955	5	2.9%
Middle-Class Move-Downs	3,555	0	0.0%
Hometown Seniors	10,975	0	0.0%
Second City Seniors	7,120	10	5.7%
<i>Subtotal:</i>	<u>39,155</u>	<u>20</u>	<u>11.4%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	285	0	0.0%
Old Money	220	0	0.0%
Affluent Empty Nesters	1,755	0	0.0%
Suburban Establishment	5,695	0	0.0%
Mainstream Empty Nesters	9,465	5	2.9%
Middle-American Retirees	15,230	10	5.7%
<i>Subtotal:</i>	<u>32,650</u>	<u>15</u>	<u>8.6%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	8,605	5	2.9%
Pillars of the Community	5,890	5	2.9%
New Empty Nesters	1,165	0	0.0%
Traditional Couples	8,565	0	0.0%
RV Retirees	35	0	0.0%
Country Couples	4,885	5	2.9%
Hometown Retirees	370	0	0.0%
Heartland Retirees	205	0	0.0%
Village Elders	2,910	0	0.0%
Small-Town Seniors	3,295	5	2.9%
Back Country Seniors	65	0	0.0%
<i>Subtotal:</i>	<u>35,990</u>	<u>20</u>	<u>11.4%</u>

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Summit County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	70,475	45	25.7%
<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	1,150	0	0.0%
Multi-Ethnic Families	2,095	0	0.0%
Uptown Families	9,815	10	5.7%
In-Town Families	3,290	5	2.9%
New American Strivers	4,040	5	2.9%
<i>Subtotal:</i>	<u>20,390</u>	<u>20</u>	<u>11.4%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	265	0	0.0%
Nouveau Money	670	0	0.0%
Button-Down Families	8,790	0	0.0%
Fiber-Optic Families	4,105	0	0.0%
Late-Nest Suburbanites	1,315	0	0.0%
Full-Nest Suburbanites	1,785	0	0.0%
Kids 'r' Us	4,445	5	2.9%
<i>Subtotal:</i>	<u>21,375</u>	<u>5</u>	<u>2.9%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	12,840	5	2.9%
New Town Families	4,625	0	0.0%
Full-Nest Exurbanites	950	0	0.0%
Rural Families	60	0	0.0%
Traditional Families	2,665	0	0.0%
Small-Town Families	2,645	5	2.9%
Four-by-Four Families	2,695	5	2.9%
Rustic Families	385	0	0.0%
Hometown Families	1,845	5	2.9%
<i>Subtotal:</i>	<u>28,710</u>	<u>20</u>	<u>11.4%</u>

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Summit County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	49,795	75	42.9%
<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	4,150	5	2.9%
Small-City Singles	9,330	15	8.6%
Twentysomethings	4,905	10	5.7%
Second-City Strivers	3,760	5	2.9%
Multi-Ethnic Singles	6,610	15	8.6%
<i>Subtotal:</i>	<u>28,755</u>	<u>50</u>	<u>28.6%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	1,555	5	2.9%
Suburban Achievers	8,720	5	2.9%
Suburban Strivers	7,565	15	8.6%
<i>Subtotal:</i>	<u>17,840</u>	<u>25</u>	<u>14.3%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	2,395	0	0.0%
Blue-Collar Traditionalists	40	0	0.0%
Rural Couples	20	0	0.0%
Rural Strivers	745	0	0.0%
<i>Subtotal:</i>	<u>3,200</u>	<u>0</u>	<u>0.0%</u>

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Lake County, Ohio

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	53,270	55	36.7%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	18,965	20	13.3%
<i>Metropolitan Suburbs</i>	20,150	20	13.3%
<i>Town & Country/Exurbs</i>	14,155	15	10.0%
Traditional & Non-Traditional Families	31,595	45	30.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	9,175	25	16.7%
<i>Metropolitan Suburbs</i>	13,845	10	6.7%
<i>Town & Country/Exurbs</i>	8,575	10	6.7%
Younger Singles & Couples	15,570	50	33.3%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,495	25	16.7%
<i>Metropolitan Suburbs</i>	7,025	25	16.7%
<i>Town & Country/Exurbs</i>	2,050	0	0.0%
Total:	100,435	150	100.0%

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Lake County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	53,270	55	36.7%
<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	6,190	5	3.3%
Blue-Collar Retirees	6,465	10	6.7%
Middle-Class Move-Downs	2,320	0	0.0%
Hometown Seniors	1,940	0	0.0%
Second City Seniors	2,050	5	3.3%
<i>Subtotal:</i>	<u>18,965</u>	<u>20</u>	<u>13.3%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	55	0	0.0%
Old Money	120	0	0.0%
Affluent Empty Nesters	1,995	0	0.0%
Suburban Establishment	5,105	5	3.3%
Mainstream Empty Nesters	4,285	5	3.3%
Middle-American Retirees	8,590	10	6.7%
<i>Subtotal:</i>	<u>20,150</u>	<u>20</u>	<u>13.3%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	3,200	5	3.3%
Pillars of the Community	1,620	0	0.0%
New Empty Nesters	745	0	0.0%
Traditional Couples	2,630	0	0.0%
RV Retirees	290	0	0.0%
Country Couples	2,085	5	3.3%
Hometown Retirees	130	0	0.0%
Heartland Retirees	65	0	0.0%
Village Elders	980	0	0.0%
Small-Town Seniors	2,335	5	3.3%
Back Country Seniors	75	0	0.0%
<i>Subtotal:</i>	<u>14,155</u>	<u>15</u>	<u>10.0%</u>

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Lake County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	31,595	45	30.0%
<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	330	0	0.0%
Multi-Ethnic Families	265	0	0.0%
Uptown Families	5,500	15	10.0%
In-Town Families	680	0	0.0%
New American Strivers	2,400	10	6.7%
<i>Subtotal:</i>	<u>9,175</u>	<u>25</u>	<u>16.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	150	0	0.0%
Nouveau Money	360	0	0.0%
Button-Down Families	7,405	5	3.3%
Fiber-Optic Families	2,735	0	0.0%
Late-Nest Suburbanites	780	0	0.0%
Full-Nest Suburbanites	760	0	0.0%
Kids 'r' Us	1,655	5	3.3%
<i>Subtotal:</i>	<u>13,845</u>	<u>10</u>	<u>6.7%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	3,130	5	3.3%
New Town Families	985	0	0.0%
Full-Nest Exurbanites	585	0	0.0%
Rural Families	250	0	0.0%
Traditional Families	1,015	0	0.0%
Small-Town Families	630	0	0.0%
Four-by-Four Families	1,370	5	3.3%
Rustic Families	310	0	0.0%
Hometown Families	300	0	0.0%
<i>Subtotal:</i>	<u>8,575</u>	<u>10</u>	<u>6.7%</u>

**Annual Average Number Of Households With The Potential To Move
To The City Of Cleveland Heights Each Year Over The Next Five Years**
Lake County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	15,570	50	33.3%
<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	1,060	0	0.0%
Small-City Singles	4,045	15	10.0%
Twentysomethings	585	5	3.3%
Second-City Strivers	690	5	3.3%
Multi-Ethnic Singles	115	0	0.0%
<i>Subtotal:</i>	<u>6,495</u>	<u>25</u>	<u>16.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	285	0	0.0%
Suburban Achievers	2,790	5	3.3%
Suburban Strivers	3,950	20	13.3%
<i>Subtotal:</i>	<u>7,025</u>	<u>25</u>	<u>16.7%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	1,740	0	0.0%
Blue-Collar Traditionalists	45	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	265	0	0.0%
<i>Subtotal:</i>	<u>2,050</u>	<u>0</u>	<u>0.0%</u>

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

Medina County, Ohio

<u>Household Type / Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	34,095	35	31.8%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	7,015	5	4.5%
<i>Metropolitan Suburbs</i>	7,000	10	9.1%
<i>Town & Country/Exurbs</i>	20,080	20	18.2%
Traditional & Non-Traditional Families	31,525	55	50.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,685	10	9.1%
<i>Metropolitan Suburbs</i>	10,255	5	4.5%
<i>Town & Country/Exurbs</i>	17,585	40	36.4%
Younger Singles & Couples	7,695	20	18.2%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,225	5	4.5%
<i>Metropolitan Suburbs</i>	2,765	10	9.1%
<i>Town & Country/Exurbs</i>	2,705	5	4.5%
Total:	73,315	110	100.0%

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

Medina County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	34,095	35	31.8%
<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	2,025	0	0.0%
Blue-Collar Retirees	2,540	5	4.5%
Middle-Class Move-Downs	1,150	0	0.0%
Hometown Seniors	810	0	0.0%
Second City Seniors	490	0	0.0%
<i>Subtotal:</i>	<u>7,015</u>	<u>5</u>	<u>4.5%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	145	0	0.0%
Old Money	10	0	0.0%
Affluent Empty Nesters	580	0	0.0%
Suburban Establishment	3,030	5	4.5%
Mainstream Empty Nesters	710	0	0.0%
Middle-American Retirees	2,525	5	4.5%
<i>Subtotal:</i>	<u>7,000</u>	<u>10</u>	<u>9.1%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Patriarchs	2,425	5	4.5%
Pillars of the Community	2,140	5	4.5%
New Empty Nesters	3,595	5	4.5%
Traditional Couples	2,430	0	0.0%
RV Retirees	2,350	0	0.0%
Country Couples	825	0	0.0%
Hometown Retirees	2,015	0	0.0%
Heartland Retirees	1,115	0	0.0%
Village Elders	1,245	0	0.0%
Small-Town Seniors	1,375	5	4.5%
Back Country Seniors	565	0	0.0%
<i>Subtotal:</i>	<u>20,080</u>	<u>20</u>	<u>18.2%</u>

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

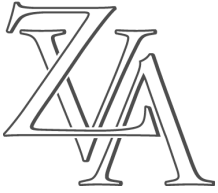
Medina County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	31,525	55	50.0%
<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	85	0	0.0%
Multi-Ethnic Families	1,060	0	0.0%
Uptown Families	1,070	5	4.5%
In-Town Families	1,040	5	4.5%
New American Strivers	430	0	0.0%
<i>Subtotal:</i>	<u>3,685</u>	<u>10</u>	<u>9.1%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	730	0	0.0%
Nouveau Money	725	0	0.0%
Button-Down Families	3,555	5	4.5%
Fiber-Optic Families	2,435	0	0.0%
Late-Nest Suburbanites	735	0	0.0%
Full-Nest Suburbanites	845	0	0.0%
Kids 'r' Us	1,230	0	0.0%
<i>Subtotal:</i>	<u>10,255</u>	<u>5</u>	<u>4.5%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	3,305	5	4.5%
New Town Families	1,940	5	4.5%
Full-Nest Exurbanites	4,215	5	4.5%
Rural Families	2,460	5	4.5%
Traditional Families	440	0	0.0%
Small-Town Families	785	5	4.5%
Four-by-Four Families	655	0	0.0%
Rustic Families	2,970	10	9.1%
Hometown Families	815	5	4.5%
<i>Subtotal:</i>	<u>17,585</u>	<u>40</u>	<u>36.4%</u>

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

Medina County, Ohio

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	7,695	20	18.2%
<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	340	0	0.0%
Small-City Singles	1,590	5	4.5%
Twentysomethings	45	0	0.0%
Second-City Strivers	80	0	0.0%
Multi-Ethnic Singles	170	0	0.0%
<i>Subtotal:</i>	<u>2,225</u>	<u>5</u>	<u>4.5%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	25	0	0.0%
Suburban Achievers	1,295	0	0.0%
Suburban Strivers	1,445	10	9.1%
<i>Subtotal:</i>	<u>2,765</u>	<u>10</u>	<u>9.1%</u>
<i>Town & Country/Exurbs</i>			
Hometown Sweethearts	915	0	0.0%
Blue-Collar Traditionalists	725	0	0.0%
Rural Couples	530	0	0.0%
Rural Strivers	535	5	4.5%
<i>Subtotal:</i>	<u>2,705</u>	<u>5</u>	<u>4.5%</u>



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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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