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# METHODOLOGY

## TARGET MARKET TABLES — Appendices One and Two —

### An Analysis of Residential Market Potential

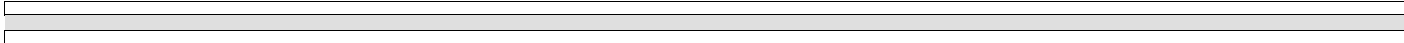
Downtown Aurora

The City of Aurora,  
Kane County, Illinois

January, 2019

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

On Behalf of  
**The City of Aurora**  
5 South Broadway  
Aurora, Illinois 60505





ZIMMERMAN/VOLK ASSOCIATES, INC.

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

Residential Market Analysis Across the Urban-to-Rural Transect

## METHODOLOGY

### AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

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The technical analysis of market potential for new housing units to be constructed within Downtown Aurora in the City of Aurora, Illinois, included:

- Determination of the draw areas for new and existing housing units within the City of Aurora, based on historical settlement patterns, the most recently available county-to-county migration data from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey for the City of Aurora, 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 and single-family attached and detached units); and
- The composition of the potential housing market (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples).

#### **DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—**

Analysis of migration, mobility, demographic and lifestyle characteristics of households currently living within defined draw areas is integral to the determination of the depth and breadth of the potential market for new housing within the City of Aurora and Downtown Aurora. Aurora is a city predominantly located in Kane County, with a large section also in DuPage County, and with portions extending into Kendall and Will Counties

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 Kane County.. These data are maintained at the county and “county equivalent” level by the

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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 Aurora 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 mobility. However, according to the American Community Survey, which measures population mobility, the City of Aurora—where 15 percent of the city's population either moved within or to the city between 2015 and 2016—has a somewhat higher mobility rate than the national average of just under 12 percent.

In addition to the American Community Survey information, taxpayer migration data obtained from the Internal Revenue Service provided the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move to Kane County. These data are maintained at the county and “county equivalent” level by the Internal Revenue Service and provide a clear representation of mobility patterns.

Appendix One, Table 1.

**Migration Trends—**

Analysis of Kane County migration and mobility patterns from 2011 through 2015—the most recent data available from the Internal Revenue Service—shows that the number of households moving into the county peaked at 13,320 households in 2012, dropping to 9,540 households in 2014, and increasing to 12,830 households in 2015. Cook and DuPage counties together have consistently been the origin of approximately half of household migration into Kane County. Adjacent McHenry and Kendall counties each contributed a steady share of in-migration into Kane County over the study period, approximately seven percent for McHenry County and from about six to nearly nine percent for Kendall. All other counties accounted individually for less than four percent of household migration into Kane County. (*Reference* Appendix One, Table 1.)

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Households moving out of Kane County dropped from a five-year peak of 13,805 out-migrating households in 2012, falling to a five-year low of only 9,760 households in 2014 before jumping to just over 13,600 households in 2015. Out-migration patterns mirror in-migration with significant numbers of out-migrating Kane County households moving to Cook, DuPage, McHenry and Kendall counties. Cook County received from 21 to 25 percent of Kane County movers over the study period, followed by DuPage receiving between 14 and 15 percent, McHenry receiving between seven and eight percent, and Kendall receiving about seven percent.

Net migration—the difference between households moving into the county and those moving out—has generally shown net losses, dropping from a small, 10-household gain in 2011 to a net loss of 775 households in 2015.

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

As derived from the migration data, the draw areas for the City of Aurora have been delineated as follows:

- The local draw area, covering households who are living within the Aurora city limits.
- The county draw area, covering households who are currently living elsewhere in Kane County.
- The regional draw area, covering households with the potential to move to the City of Aurora from Cook, DuPage, McHenry and Kendall Counties.
- The national draw area, covering households with the potential to move to the City of Aurora 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

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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.

### **2018 TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—**

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

The three main lifestages are:

- Younger singles and couples, largely one- and two-person households with the head of household typically aged between 20 and 35, comprised now mainly of the very large Millennial generation, who were born between 1977 and 1996. The housing and lifestyle choices of the Millennials have had, and will continue to have a profound effect on the nation as a whole and cities in particular. The leading edge of iGen, the next generation following the Millennials, is now 21 years old and are just beginning to have an 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, a grandparent with custody of grandchildren, to an unrelated, same-sex couple with children), primarily Generation X, born between 1965 and 1976. However, as the leading edge Millennials enter their late 30s and early 40s, they have begun to have children, thus moving into the family lifestage.
- Empty nesters and retirees, largely one- and two-person households with the head of household typically aged over 50, primarily encompassing the Baby Boom generation, born between 1946 and 1964, as well as earlier generations. As with the Millennials, as it ages the Boomer generation will continue its significant impact on the nation's housing.

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

According to Claritas, Inc., in 2018, an estimated 64,620 households lived in the City of Aurora. Median income in the city was estimated at \$68,000, 13 percent higher than the national median of \$60,100. The median reported value of owner-occupied dwelling units in the city was estimated at \$188,500, nine percent below the national median of \$207,600.

(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, in 2018, over 64 percent of the city's households were traditional and non-traditional families (represented in 18 Zimmerman/Volk Associates' identified target market groups), another 20.6 percent were empty nesters and retirees (16 target market groups), and the remaining 15 percent were younger singles and couples (in eight groups). (*Reference* Appendix One, Table 2.)

An estimated 176,840 households lived in Kane County in 2018 with an estimated county median income of \$76,600, over \$16,000 above the city median and 27.5 percent higher than the national median. The median reported value of owner-occupied dwelling units in the county was estimated at \$243,000, more than \$35,000 above the city median home value and 17 percent above the \$207,600 national median.

In 2018, as characterized by lifestage, nearly 56 percent of Kane County's households were traditional and non-traditional families (in 21 target market groups), another 34.5 percent were empty nesters and retirees (in 22 target market groups), and the remaining 10 percent were younger singles and couples (in 11 groups). (*Reference* Appendix One, Table 3.)

Residential Target Market Methodology:

The proprietary residential target market methodology, invented by Zimmerman/Volk Associates in 1988 and continually refined, is an analytical technique, using the PRIZM household clustering system, that establishes the optimum market position for residential development of any property—from a specific site to an entire political jurisdiction—through cluster analysis of households living

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within designated draw areas. In contrast to conventional supply/demand analysis—which is based on supply-side dynamics and baseline demographic projections—the residential target market analysis establishes the optimum market position derived from the housing and lifestyle preferences of households in the draw area and within the framework of the local housing market context. Because it is based on detailed and location-specific household data, the residential target market methodology can establish the optimum market position even in locations where no closely-comparable properties exist.

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

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

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

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

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

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

#### **DETERMINATION OF THE ANNUAL POTENTIAL MARKET FOR THE CITY OF AURORA (MOBILITY ANALYSIS)—**

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

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

Based on this analysis, Zimmerman/Volk Associates has determined that an annual average of 4,205 households living in Aurora 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.

Over 62 percent of these households are likely to be traditional and non-traditional families (in 15 market groups); 26.6 percent are likely to be younger singles and couples (in eight groups); and just under 11 percent are likely to be empty nesters and retirees (in 11 groups).



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Appendix One, Table 5.

**External Mobility** (Households Moving to the City of Aurora from the Balance of Kane County)—

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

The analysis shows that an annual average of 1,500 households, currently living in the balance of Kane County have the potential to move from a residence elsewhere in the county to a residence in the City of Aurora each year over the next five years.

Nearly 59 percent of these households are likely to be traditional and non-traditional families (in 18 market groups); another 25.3 percent are likely to be empty nesters and retirees (also in 18 groups); and the remaining 16 percent are likely to be younger singles and couples (in nine groups).

Appendix One, Tables 6 and 7; Appendix Two, Tables 1 through 4.

**External Mobility** (Households Moving to the City of Aurora from Outside Kane County)—

These tables determine the number of households in each target market group living in Cook, DuPage, McHenry and Kendall counties (the regional draw area) and the balance of the United States that are likely to move to the City of Aurora 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.

**Average Annual Market Potential for the City of Aurora**—

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 the City of Aurora each year over the next five years originating from households living in the designated draw areas. An annual average of 10,380 households have the potential to move within or to the city each year over the next five years.

Traditional and non-traditional families (in all 25 of Zimmerman/Volk Associates' family target market groups) are likely to account for 40.6 percent of the market, younger singles and couples (in

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all 17 younger groups) another 38.5 percent, and with the remaining 20.9 percent likely to be empty nesters and retirees (in all 26 empty nester/retiree 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 the City of Aurora is shown on the following table:

**Average Annual Market Potential by Draw Area**  
*City of Aurora, Kane County, Illinois*

City of Aurora (Local Draw Area):	40.5%
Balance of Kane County (County Draw Area):	14.5%
Cook, DuPage, McHenry and Kendall Counties (Regional Draw Area):	28.1%
Balance of US (National Draw Area):	16.9%
Total:	100.0%

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

**DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR DOWNTOWN AURORA—**

The average annual potential market for new housing units within Downtown Aurora 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 Downtown Aurora each year over the next five years.

Appendix One, Tables 9 through 11.

**Average Annual Market Potential for Downtown Aurora—**

As determined by the target market methodology, then, an annual average of 3,040 of the 10,380 households that represent the annual market for new and existing housing units in the City of Aurora are a market for new housing units of any kind located within Downtown Aurora. Fifty-three percent of these households are likely to be younger singles and couples (in three target market groups), 33 percent are likely to be empty nesters and retirees (in 13 groups), and the remaining 14 percent are likely to be traditional and non-traditional families (in nine groups). (*Reference Appendix One, Table 9.*)

The distribution of the draw areas as a percentage of the potential market for Downtown Aurora is shown on the table following this page.

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Average Annual Market Potential by Draw Area  
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City of Aurora, Kane County, Illinois

City of Aurora (Local Draw Area):	36.8%
Balance of Kane County (County Draw Area):	10.5%
Cook, DuPage, McHenry and Kendall Counties (Regional Draw Area):	35.9%
Balance of US (National Draw Area):	16.8%
Total:	100.0%

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

The annual average of 3,040 draw area households that have the potential to move to new housing units within Downtown Aurora each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. Approximately 52 percent of these households (or 1,579 households) comprise the average annual potential market for new for-sale (ownership) housing units. The remaining 48 percent (1,461 households) comprise the annual potential market for new multi-family rental units. (Reference Appendix One, Table 10.)

Of the 1,579 buyer households, 16.7 percent (or 264 households) comprise the average annual market for new multi-family for-sale units (condominium apartments); another 29.9 percent (425 households) comprise the annual market for new attached single-family (rowhouse/townhouse/duplex) units; and 56.4 percent (890 households) comprise the annual market for single-family detached houses. (See Appendix One, Table 11.)

—Target Market Data—

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

Zimmerman/Volk Associates’ target market classifications are updated annually to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change

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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*.

#### 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.”

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



Appendix One Tables



**Gross Annual Household In-Migration***Kane County, Illinois***2011, 2012, 2013, 2014, 2015**

County of Origin	..... 2011 .....		..... 2012 .....		..... 2013 .....		..... 2014 .....		..... 2015 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Cook	3,565	27.9%	4,005	30.1%	3,860	30.3%	2,995	31.4%	3,930	30.6%
DuPage	2,565	20.1%	2,745	20.6%	2,700	21.2%	1,980	20.8%	2,840	22.1%
McHenry	910	7.1%	945	7.1%	885	6.9%	670	7.0%	900	7.0%
Kendall	1,125	8.8%	875	6.6%	800	6.3%	540	5.7%	745	5.8%
Will	435	3.4%	465	3.5%	535	4.2%	355	3.7%	460	3.6%
DeKalb	435	3.4%	475	3.6%	460	3.6%	310	3.2%	460	3.6%
Lake	220	1.7%	225	1.7%	230	1.8%	200	2.1%	250	1.9%
Winnebago	120	0.9%	145	1.1%	125	1.0%	110	1.2%	125	1.0%
LaSalle	85	0.7%	105	0.8%	90	0.7%	60	0.6%	90	0.7%
Maricopa, AZ	95	0.7%	110	0.8%	90	0.7%	45	0.5%	85	0.7%
Boone	75	0.6%	100	0.8%	75	0.6%	50	0.5%	55	0.4%
Clark, NV	45	0.4%	40	0.3%	40	0.3%	20	0.2%	40	0.3%
Travis, TX	15	0.1%	10	0.1%	0	0.0%	40	0.4%	40	0.3%
Milwaukee, WI	25	0.2%	40	0.3%	40	0.3%	30	0.3%	35	0.3%
Los Angeles, CA	55	0.4%	40	0.3%	50	0.4%	30	0.3%	30	0.2%
Lake, IN	35	0.3%	35	0.3%	25	0.2%	30	0.3%	30	0.2%
McLean	25	0.2%	30	0.2%	25	0.2%	25	0.3%	30	0.2%
Kankakee	20	0.2%	15	0.1%	0	0.0%	0	0.0%	30	0.2%
Dane, WI	25	0.2%	35	0.3%	0	0.0%	20	0.2%	30	0.2%
Harris, TX	30	0.2%	30	0.2%	30	0.2%	25	0.3%	30	0.2%
San Diego, CA	55	0.4%	35	0.3%	30	0.2%	35	0.4%	30	0.2%
Lee	20	0.2%	20	0.2%	0	0.0%	0	0.0%	25	0.2%
Ogle	40	0.3%	30	0.2%	25	0.2%	25	0.3%	25	0.2%
Champaign	30	0.2%	20	0.2%	35	0.3%	25	0.3%	25	0.2%
Walworth, WI	15	0.1%	15	0.1%	0	0.0%	0	0.0%	20	0.2%
King, WA	25	0.2%	20	0.2%	0	0.0%	0	0.0%	20	0.2%
Foreign, Overseas, FR	20	0.2%	35	0.3%	20	0.2%	20	0.2%	20	0.2%
Hennepin, MN	25	0.2%	30	0.2%	25	0.2%	0	0.0%	20	0.2%
All Other Counties	2,630	20.6%	2,645	19.9%	2,565	20.1%	1,900	19.9%	2,410	18.8%
<b>Total In-Migration:</b>	<b>12,765</b>	<b>100.0%</b>	<b>13,320</b>	<b>100.0%</b>	<b>12,760</b>	<b>100.0%</b>	<b>9,540</b>	<b>100.0%</b>	<b>12,830</b>	<b>100.0%</b>

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

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

**Gross Annual Household Out-Migration***Kane County, Illinois***2011, 2012, 2013, 2014, 2015**

Destination County	..... 2011 .....		..... 2012 .....		..... 2013 .....		..... 2014 .....		..... 2015 .....	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Cook	3,135	24.6%	3,320	24.0%	2,935	22.9%	2,410	24.7%	2,810	20.7%
DuPage	1,855	14.5%	2,080	15.1%	1,730	13.5%	1,325	13.6%	1,905	14.0%
McHenry	930	7.3%	1,080	7.8%	1,050	8.2%	735	7.5%	1,050	7.7%
Kendall	900	7.1%	1,035	7.5%	940	7.3%	715	7.3%	1,030	7.6%
Will	380	3.0%	420	3.0%	405	3.2%	325	3.3%	420	3.1%
DeKalb	530	4.2%	490	3.5%	535	4.2%	380	3.9%	545	4.0%
Lake	245	1.9%	250	1.8%	235	1.8%	170	1.7%	250	1.8%
Winnebago	145	1.1%	145	1.1%	135	1.1%	105	1.1%	155	1.1%
LaSalle	100	0.8%	85	0.6%	95	0.7%	90	0.9%	110	0.8%
Maricopa, AZ	165	1.3%	170	1.2%	180	1.4%	145	1.5%	225	1.7%
Boone	95	0.7%	90	0.7%	100	0.8%	70	0.7%	80	0.6%
Clark, NV	45	0.4%	55	0.4%	55	0.4%	35	0.4%	55	0.4%
Travis, TX	20	0.2%	35	0.3%	75	0.6%	50	0.5%	40	0.3%
Milwaukee, WI	50	0.4%	50	0.4%	40	0.3%	45	0.5%	45	0.3%
Los Angeles, CA	50	0.4%	80	0.6%	75	0.6%	55	0.6%	65	0.5%
Lake, IN	30	0.2%	25	0.2%	30	0.2%	25	0.3%	35	0.3%
McLean	25	0.2%	30	0.2%	20	0.2%	0	0.0%	35	0.3%
Kankakee	10	0.1%	15	0.1%	0	0.0%	0	0.0%	0	0.0%
Dane, WI	30	0.2%	40	0.3%	45	0.4%	35	0.4%	40	0.3%
Harris, TX	60	0.5%	65	0.5%	60	0.5%	50	0.5%	45	0.3%
San Diego, CA	50	0.4%	50	0.4%	55	0.4%	45	0.5%	75	0.6%
Lee	20	0.2%	20	0.1%	25	0.2%	0	0.0%	0	0.0%
Ogle	30	0.2%	40	0.3%	45	0.4%	20	0.2%	40	0.3%
Champaign	30	0.2%	30	0.2%	25	0.2%	30	0.3%	30	0.2%
Walworth, WI	35	0.3%	35	0.3%	35	0.3%	25	0.3%	45	0.3%
King, WA	30	0.2%	25	0.2%	30	0.2%	25	0.3%	50	0.4%
Foreign, Overseas, FR	55	0.4%	65	0.5%	50	0.4%	50	0.5%	40	0.3%
Hennepin, MN	35	0.3%	35	0.3%	35	0.3%	0	0.0%	30	0.2%
All Other Counties	3,670	28.8%	3,945	28.6%	3,780	29.5%	2,800	28.7%	4,355	32.0%
<b>Total Out-Migration:</b>	<b>12,755</b>	<b>100.0%</b>	<b>13,805</b>	<b>100.0%</b>	<b>12,820</b>	<b>100.0%</b>	<b>9,760</b>	<b>100.0%</b>	<b>13,605</b>	<b>100.0%</b>

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

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



**Net Annual Household Migration***Kane County, Illinois***2011, 2012, 2013, 2014, 2015**

County	.....2011..... Number	.....2012..... Number	.....2013..... Number	.....2014..... Number	.....2015..... Number
Cook	430	685	925	585	1,120
DuPage	710	665	970	655	935
McHenry	-20	-135	-165	-65	-150
Kendall	225	-160	-140	-175	-285
Will	55	45	130	30	40
DeKalb	-95	-15	-75	-70	-85
Lake	-25	-25	-5	30	0
Winnebago	-25	0	-10	5	-30
LaSalle	-15	20	-5	-30	-20
Maricopa, AZ	-70	-60	-90	-100	-140
Boone	-20	10	-25	-20	-25
Clark, NV	0	-15	-15	-15	-15
Travis, TX	-5	-25	-75	-10	0
Milwaukee, WI	-25	-10	0	-15	-10
Los Angeles, CA	5	-40	-25	-25	-35
Lake, IN	5	10	-5	5	-5
McLean	0	0	5	25	-5
Kankakee	10	0	0	0	30
Dane, WI	-5	-5	-45	-15	-10
Harris, TX	-30	-35	-30	-25	-15
San Diego, CA	5	-15	-25	-10	-45
Lee	0	0	-25	0	25
Ogle	10	-10	-20	5	-15
Champaign	0	-10	10	-5	-5
Walworth, WI	-20	-20	-35	-25	-25
King, WA	-5	-5	-30	-25	-30
Foreign, Overseas, FR	-35	-30	-30	-30	-20
Hennepin, MN	-10	-5	-10	0	-10
All Other Counties	-1,040	-1,300	-1,215	-900	-1,945
<b>Total Net Migration:</b>	<b>10</b>	<b>-485</b>	<b>-60</b>	<b>-220</b>	<b>-775</b>

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

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

## 2018 Household Classification by Market Groups

*City of Aurora, Kane County, Illinois*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
<b>Empty Nesters &amp; Retirees</b>		
	<b>13,330</b>	<b>20.6%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,215	6.5%
<i>Metropolitan Suburbs</i>	8,970	13.9%
<i>Town &amp; Country/Exurbs</i>	145	0.2%
<b>Traditional &amp; Non-Traditional Families</b>		
	<b>41,580</b>	<b>64.3%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	17,305	26.8%
<i>Metropolitan Suburbs</i>	23,500	36.4%
<i>Town &amp; Country/Exurbs</i>	775	1.2%
<b>Younger Singles &amp; Couples</b>		
	<b>9,710</b>	<b>15.0%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,100	6.3%
<i>Metropolitan Suburbs</i>	5,610	8.7%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Total:</b>	<b>64,620</b>	<b>100.0%</b>

<b>2018 Estimated Median Income:</b>	<b>\$68,000</b>
<b>2018 Estimated National Median Income:</b>	<b>\$60,100</b>

<b>2018 Estimated Median Home Value:</b>	<b>\$188,500</b>
<b>2018 Estimated National Median Home Value:</b>	<b>\$207,600</b>

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

## 2018 Household Classification by Market Groups

*City of Aurora, Kane County, Illinois*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Empty Nesters &amp; Retirees</b>	<b>13,330</b>	<b>20.6%</b>		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	790	1.2%	\$79,000	\$211,700
Blue-Collar Retirees	1,000	1.5%	\$48,200	\$111,200
Middle-Class Move-Downs	625	1.0%	\$46,600	\$123,200
Hometown Seniors	935	1.4%	\$33,800	\$74,800
Second City Seniors	865	1.3%	\$29,500	\$100,000
<i>Subtotal:</i>	<u>4,215</u>	<u>6.5%</u>		
<i>Metropolitan Suburbs</i>				
The One Percenters	1,350	2.1%	\$148,200	\$521,100
Old Money	300	0.5%	\$146,400	\$619,400
Affluent Empty Nesters	485	0.8%	\$112,200	\$374,500
Suburban Establishment	2,735	4.2%	\$101,800	\$283,900
Mainstream Empty Nesters	2,235	3.5%	\$64,900	\$160,100
Middle-American Retirees	1,865	2.9%	\$63,600	\$157,300
<i>Subtotal:</i>	<u>8,970</u>	<u>13.9%</u>		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	15	0.0%	\$114,900	\$373,000
Pillars of the Community	85	0.1%	\$86,800	\$209,900
New Empty Nesters	0	0.0%		
Traditional Couples	20	0.0%	\$84,200	\$232,800
RV Retirees	0	0.0%		
Country Couples	15	0.0%	\$63,100	\$153,900
Hometown Retirees	0	0.0%		
Heartland Retirees	0	0.0%		
Village Elders	0	0.0%		
Small-Town Seniors	10	0.0%	\$42,900	\$99,000
Back Country Seniors	0	0.0%		
<i>Subtotal:</i>	<u>145</u>	<u>0.2%</u>		

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

## 2018 Household Classification by Market Groups

*City of Aurora, Kane County, Illinois*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>41,580</b>	<b>64.3%</b>		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	1,230	1.9%	\$93,400	\$265,200
Multi-Ethnic Families	5,130	7.9%	\$65,800	\$165,800
Uptown Families	455	0.7%	\$62,700	\$150,900
In-Town Families	9,260	14.3%	\$41,300	\$91,100
New American Strivers	1,230	1.9%	\$38,700	\$114,500
<i>Subtotal:</i>	<u>17,305</u>	<u>26.8%</u>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	3,715	5.7%	\$150,200	\$422,800
Nouveau Money	4,670	7.2%	\$115,800	\$311,600
Button-Down Families	1,360	2.1%	\$97,000	\$269,000
Fiber-Optic Families	2,390	3.7%	\$91,500	\$207,100
Late-Nest Suburbanites	4,745	7.3%	\$77,000	\$243,100
Full-Nest Suburbanites	2,395	3.7%	\$72,600	\$220,000
Kids 'r' Us	4,225	6.5%	\$68,300	\$159,600
<i>Subtotal:</i>	<u>23,500</u>	<u>36.4%</u>		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	5	0.0%	\$117,100	\$315,700
New Town Families	340	0.5%	\$88,600	\$197,100
Full-Nest Exurbanites	0	0.0%		
Rural Families	0	0.0%		
Traditional Families	60	0.1%	\$68,900	\$163,800
Small-Town Families	190	0.3%	\$69,400	\$193,600
Four-by-Four Families	15	0.0%	\$63,900	\$147,700
Rustic Families	0	0.0%		
Hometown Families	165	0.3%	\$44,600	\$120,300
<i>Subtotal:</i>	<u>775</u>	<u>1.2%</u>		

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

## 2018 Household Classification by Market Groups

*City of Aurora, Kane County, Illinois*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Single &amp; Couples</b>	<b>9,710</b>	<b>15.0%</b>		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	1,965	3.0%	\$70,200	\$246,900
Small-City Singles	450	0.7%	\$39,700	\$83,500
Twentysomethings	785	1.2%	\$36,800	\$156,700
Second-City Strivers	800	1.2%	\$36,000	\$131,800
Multi-Ethnic Singles	100	0.2%	\$24,100	\$74,800
<i>Subtotal:</i>	<u>4,100</u>	<u>6.3%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	890	1.4%	\$69,700	\$266,600
Suburban Achievers	2,630	4.1%	\$47,400	\$115,800
Suburban Strivers	2,090	3.2%	\$43,500	\$137,700
<i>Subtotal:</i>	<u>5,610</u>	<u>8.7%</u>		
<i>Town &amp; 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>	<u>0</u>	<u>0.0%</u>		

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

**2018 Household Classification by Market Groups**  
*Kane County, Illinois*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
<b>Empty Nesters &amp; Retirees</b>		
	<b>60,920</b>	<b>34.5%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	12,105	6.8%
<i>Metropolitan Suburbs</i>	32,955	18.6%
<i>Town &amp; Country/Exurbs</i>	15,860	9.0%
<b>Traditional &amp; Non-Traditional Families</b>		
	<b>98,420</b>	<b>55.7%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	30,125	17.0%
<i>Metropolitan Suburbs</i>	43,335	24.5%
<i>Town &amp; Country/Exurbs</i>	24,960	14.1%
<b>Younger Singles &amp; Couples</b>		
	<b>17,480</b>	<b>9.9%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	8,505	4.8%
<i>Metropolitan Suburbs</i>	8,575	4.8%
<i>Town &amp; Country/Exurbs</i>	400	0.2%
<b>Total:</b>	<b>176,820</b>	<b>100.0%</b>

<b>2018 Estimated Median Income:</b>	<b>\$76,600</b>
<b>2018 Estimated National Median Income:</b>	<b>\$60,100</b>
<b>2018 Estimated Median Home Value:</b>	<b>\$243,000</b>
<b>2018 Estimated National Median Home Value:</b>	<b>\$207,600</b>

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

**2018 Household Classification by Market Groups**  
Kane County, Illinois

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Empty Nesters &amp; Retirees</b>	<b>60,920</b>	<b>34.5%</b>		
<i>Metropolitan Cities</i>				
The Social Register	0	0.0%		
Urban Establishment	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	3,405	1.9%	\$81,000	\$240,200
Blue-Collar Retirees	2,830	1.6%	\$49,200	\$125,300
Middle-Class Move-Downs	2,270	1.3%	\$47,600	\$140,000
Hometown Seniors	1,615	0.9%	\$34,600	\$84,400
Second City Seniors	1,985	1.1%	\$28,400	\$120,000
Subtotal:	12,105	6.8%		
<i>Metropolitan Suburbs</i>				
The One Percenters	3,495	2.0%	\$152,800	\$589,100
Old Money	1,945	1.1%	\$149,800	\$699,100
Affluent Empty Nesters	5,020	2.8%	\$114,700	\$414,500
Suburban Establishment	10,865	6.1%	\$104,300	\$311,600
Mainstream Empty Nesters	5,465	3.1%	\$66,300	\$172,900
Middle-American Retirees	6,165	3.5%	\$64,900	\$172,300
Subtotal:	32,955	18.6%		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	5,540	3.1%	\$117,600	\$412,000
Pillars of the Community	1,340	0.8%	\$88,600	\$229,800
New Empty Nesters	4,080	2.3%	\$91,000	\$332,400
Traditional Couples	1,910	1.1%	\$86,200	\$263,200
RV Retirees	25	0.0%	\$70,100	\$177,100
Country Couples	555	0.3%	\$64,500	\$170,000
Hometown Retirees	280	0.2%	\$55,800	\$134,500
Heartland Retirees	1,490	0.8%	\$54,500	\$161,000
Village Elders	225	0.1%	\$45,300	\$133,800
Small-Town Seniors	320	0.2%	\$44,000	\$114,400
Back Country Seniors	95	0.1%	\$40,600	\$99,000
Subtotal:	15,860	9.0%		

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

**2018 Household Classification by Market Groups**  
Kane County, Illinois

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>98,420</b>	<b>55.7%</b>		
<i>Metropolitan Cities</i>				
e-Type Families	0	0.0%		
Multi-Cultural Families	0	0.0%		
Inner-City Families	0	0.0%		
Single-Parent Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	1,235	0.7%	\$93,400	\$265,200
Multi-Ethnic Families	10,520	5.9%	\$67,100	\$184,600
Uptown Families	2,345	1.3%	\$64,000	\$166,100
In-Town Families	12,715	7.2%	\$42,300	\$101,600
New American Strivers	3,310	1.9%	\$39,700	\$130,500
Subtotal:	30,125	17.0%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	4,060	2.3%	\$150,200	\$422,800
Nouveau Money	5,845	3.3%	\$117,900	\$339,400
Button-Down Families	8,055	4.6%	\$98,800	\$297,200
Fiber-Optic Families	6,580	3.7%	\$93,100	\$225,700
Late-Nest Suburbanites	5,705	3.2%	\$79,100	\$270,500
Full-Nest Suburbanites	4,720	2.7%	\$74,100	\$247,700
Kids 'r' Us	8,370	4.7%	\$69,500	\$171,700
Subtotal:	43,335	24.5%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	14,300	8.1%	\$119,400	\$348,200
New Town Families	3,605	2.0%	\$90,200	\$215,700
Full-Nest Exurbanites	2,050	1.2%	\$90,800	\$262,800
Rural Families	135	0.1%	\$69,900	\$165,300
Traditional Families	3,520	2.0%	\$70,300	\$179,000
Small-Town Families	465	0.3%	\$70,800	\$215,300
Four-by-Four Families	400	0.2%	\$65,300	\$162,600
Rustic Families	450	0.3%	\$55,600	\$128,900
Hometown Families	35	0.0%	\$44,600	\$120,300
Subtotal:	24,960	14.1%		

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



**2018 Household Classification by Market Groups**  
Kane County, Illinois

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Single &amp; Couples</b>	<b>17,480</b>	<b>9.9%</b>		
<i>Metropolitan Cities</i>				
New Power Couples	0	0.0%		
New Bohemians	0	0.0%		
Cosmopolitan Elite	0	0.0%		
Downtown Couples	0	0.0%		
Downtown Proud	0	0.0%		
<i>Subtotal:</i>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	2,785	1.6%	\$71,600	\$276,600
Small-City Singles	1,255	0.7%	\$40,700	\$92,200
Twentysomethings	1,740	1.0%	\$37,800	\$176,000
Second-City Strivers	1,925	1.1%	\$37,100	\$147,100
Multi-Ethnic Singles	800	0.5%	\$24,700	\$84,700
<i>Subtotal:</i>	<i>8,505</i>	<i>4.8%</i>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	1,505	0.9%	\$71,000	\$297,500
Suburban Achievers	4,490	2.5%	\$48,400	\$128,300
Suburban Strivers	2,580	1.5%	\$44,600	\$152,100
<i>Subtotal:</i>	<i>8,575</i>	<i>4.8%</i>		
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	280	0.2%	\$47,900	\$121,200
Blue-Collar Traditionalists	90	0.1%	\$45,400	\$104,200
Rural Couples	0	0.0%		
Rural Strivers	30	0.0%	\$30,000	\$87,500
<i>Subtotal:</i>	<i>400</i>	<i>0.2%</i>		

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

**Annual Average Number Of Households With The Potential  
To Move Within The City Of Aurora Each Year Over The Next Five Years**  
*City of Aurora, Kane County, Illinois*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>13,330</b>	<b>450</b>	<b>10.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,215	150	3.6%
<i>Metropolitan Suburbs</i>	8,970	300	7.1%
<i>Town &amp; Country/Exurbs</i>	145	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>41,580</b>	<b>2,635</b>	<b>62.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	17,305	1,470	35.0%
<i>Metropolitan Suburbs</i>	23,500	1,100	26.2%
<i>Town &amp; Country/Exurbs</i>	775	65	1.5%
<b>Younger Singles &amp; Couples</b>	<b>9,710</b>	<b>1,120</b>	<b>26.6%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,100	535	12.7%
<i>Metropolitan Suburbs</i>	5,610	585	13.9%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Total:</b>	<b>64,620</b>	<b>4,205</b>	<b>100.0%</b>

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

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

*City of Aurora, Kane County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>13,330</b>	<b>450</b>	<b>10.7%</b>
<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	790	15	0.4%
Blue-Collar Retirees	1,000	40	1.0%
Middle-Class Move-Downs	625	15	0.4%
Hometown Seniors	935	10	0.2%
Second City Seniors	865	70	1.7%
<i>Subtotal:</i>	<u>4,215</u>	<u>150</u>	<u>3.6%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	1,350	30	0.7%
Old Money	300	5	0.1%
Affluent Empty Nesters	485	10	0.2%
Suburban Establishment	2,735	70	1.7%
Mainstream Empty Nesters	2,235	125	3.0%
Middle-American Retirees	1,865	60	1.4%
<i>Subtotal:</i>	<u>8,970</u>	<u>300</u>	<u>7.1%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	15	0	0.0%
Pillars of the Community	85	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	20	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	15	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	0	0	0.0%
Small-Town Seniors	10	0	0.0%
Back Country Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>145</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 Aurora Each Year Over The Next Five Years**

*City of Aurora, Kane County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>41,580</b>	<b>2,635</b>	<b>62.7%</b>
<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	1,230	70	1.7%
Multi-Ethnic Families	5,130	430	10.2%
Uptown Families	455	40	1.0%
In-Town Families	9,260	780	18.5%
New American Strivers	1,230	150	3.6%
<i>Subtotal:</i>	<u>17,305</u>	<u>1,470</u>	<u>35.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	3,715	145	3.4%
Nouveau Money	4,670	160	3.8%
Button-Down Families	1,360	45	1.1%
Fiber-Optic Families	2,390	55	1.3%
Late-Nest Suburbanites	4,745	315	7.5%
Full-Nest Suburbanites	2,395	115	2.7%
Kids 'r' Us	4,225	265	6.3%
<i>Subtotal:</i>	<u>23,500</u>	<u>1,100</u>	<u>26.2%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	5	0	0.0%
New Town Families	340	20	0.5%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	60	0	0.0%
Small-Town Families	190	20	0.5%
Four-by-Four Families	15	0	0.0%
Rustic Families	0	0	0.0%
Hometown Families	165	25	0.6%
<i>Subtotal:</i>	<u>775</u>	<u>65</u>	<u>1.5%</u>

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

**Annual Average Number Of Households With The Potential  
To Move Within The City Of Aurora Each Year Over The Next Five Years**  
*City of Aurora, Kane County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>9,710</b>	<b>1,120</b>	<b>26.6%</b>
<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	1,965	215	5.1%
Small-City Singles	450	45	1.1%
Twentysomethings	785	150	3.6%
Second-City Strivers	800	110	2.6%
Multi-Ethnic Singles	100	15	0.4%
<i>Subtotal:</i>	<u>4,100</u>	<u>535</u>	<u>12.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	890	150	3.6%
Suburban Achievers	2,630	105	2.5%
Suburban Strivers	2,090	330	7.8%
<i>Subtotal:</i>	<u>5,610</u>	<u>585</u>	<u>13.9%</u>
<i>Town &amp; 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 Aurora Each Year Over The Next Five Years**  
*Balance of Kane County, Illinois*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>			
	<b>47,590</b>	<b>380</b>	<b>25.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	7,890	75	5.0%
<i>Metropolitan Suburbs</i>	23,985	200	13.3%
<i>Town &amp; Country/Exurbs</i>	15,715	105	7.0%
<b>Traditional &amp; Non-Traditional Families</b>			
	<b>56,970</b>	<b>880</b>	<b>58.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	12,820	330	22.0%
<i>Metropolitan Suburbs</i>	19,835	225	15.0%
<i>Town &amp; Country/Exurbs</i>	24,315	325	21.7%
<b>Younger Singles &amp; Couples</b>			
	<b>7,770</b>	<b>240</b>	<b>16.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,405	165	11.0%
<i>Metropolitan Suburbs</i>	2,965	70	4.7%
<i>Town &amp; Country/Exurbs</i>	400	5	0.3%
<b>Total Balance of County:</b>	<b>112,330</b>	<b>1,500</b>	<b>100.0%</b>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*Balance of Kane County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>47,590</b>	<b>380</b>	<b>25.3%</b>
<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	2,615	15	1.0%
Blue-Collar Retirees	1,830	20	1.3%
Middle-Class Move-Downs	1,645	10	0.7%
Hometown Seniors	680	5	0.3%
Second City Seniors	1,120	25	1.7%
<i>Subtotal:</i>	<u>7,890</u>	<u>75</u>	<u>5.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	2,145	15	1.0%
Old Money	1,645	5	0.3%
Affluent Empty Nesters	4,535	30	2.0%
Suburban Establishment	8,130	60	4.0%
Mainstream Empty Nesters	3,230	50	3.3%
Middle-American Retirees	4,300	40	2.7%
<i>Subtotal:</i>	<u>23,985</u>	<u>200</u>	<u>13.3%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	5,525	40	2.7%
Pillars of the Community	1,255	10	0.7%
New Empty Nesters	4,080	25	1.7%
Traditional Couples	1,890	10	0.7%
RV Retirees	25	0	0.0%
Country Couples	540	5	0.3%
Hometown Retirees	280	0	0.0%
Heartland Retirees	1,490	10	0.7%
Village Elders	225	0	0.0%
Small-Town Seniors	310	5	0.3%
Back Country Seniors	95	0	0.0%
<i>Subtotal:</i>	<u>15,715</u>	<u>105</u>	<u>7.0%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*Balance of Kane County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>56,970</b>	<b>880</b>	<b>58.7%</b>
<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	5	0	0.0%
Multi-Ethnic Families	5,390	130	8.7%
Uptown Families	1,890	45	3.0%
In-Town Families	3,455	85	5.7%
New American Strivers	2,080	70	4.7%
<i>Subtotal:</i>	<u>12,820</u>	<u>330</u>	<u>22.0%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	345	5	0.3%
Nouveau Money	1,175	10	0.7%
Button-Down Families	6,695	60	4.0%
Fiber-Optic Families	4,190	25	1.7%
Late-Nest Suburbanites	960	20	1.3%
Full-Nest Suburbanites	2,325	30	2.0%
Kids 'r' Us	4,145	75	5.0%
<i>Subtotal:</i>	<u>19,835</u>	<u>225</u>	<u>15.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	14,295	185	12.3%
New Town Families	3,265	50	3.3%
Full-Nest Exurbanites	2,050	25	1.7%
Rural Families	135	0	0.0%
Traditional Families	3,460	35	2.3%
Small-Town Families	275	10	0.7%
Four-by-Four Families	385	10	0.7%
Rustic Families	450	10	0.7%
Hometown Families	0	0	0.0%
<i>Subtotal:</i>	<u>24,315</u>	<u>325</u>	<u>21.7%</u>

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



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

*Balance of Kane County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>7,770</b>	<b>240</b>	<b>16.0%</b>
<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	820	25	1.7%
Small-City Singles	805	20	1.3%
Twentysomethings	955	50	3.3%
Second-City Strivers	1,125	45	3.0%
Multi-Ethnic Singles	700	25	1.7%
<i>Subtotal:</i>	<u>4,405</u>	<u>165</u>	<u>11.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	615	30	2.0%
Suburban Achievers	1,860	20	1.3%
Suburban Strivers	490	20	1.3%
<i>Subtotal:</i>	<u>2,965</u>	<u>70</u>	<u>4.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	280	5	0.3%
Blue-Collar Traditionalists	90	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	30	0	0.0%
<i>Subtotal:</i>	<u>400</u>	<u>5</u>	<u>0.3%</u>

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

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

Summary: Appendix Two, Tables 1 Through 4  
Cook County, Illinois, DuPage County, Illinois,  
McHenry County, Illinois, Kendall County, Illinois

<u>Household Type/ Geographic Designation</u>	<u>Cook County</u>	<u>DuPage County</u>	<u>McHenry County</u>	<u>Kendall County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>290</b>	<b>205</b>	<b>75</b>	<b>40</b>	<b>610</b>
<i>Metropolitan Cities</i>	155	0	0	0	155
<i>Small Cities/Satellite Cities</i>	50	55	10	0	115
<i>Metropolitan Suburbs</i>	85	150	25	15	275
<i>Town &amp; Country/Exurbs</i>	0	0	40	25	65
<b>Traditional &amp; Non-Traditional Families</b>	<b>375</b>	<b>375</b>	<b>200</b>	<b>235</b>	<b>1,185</b>
<i>Metropolitan Cities</i>	180	0	0	0	180
<i>Small Cities/Satellite Cities</i>	100	120	30	10	260
<i>Metropolitan Suburbs</i>	90	230	80	70	470
<i>Town &amp; Country/Exurbs</i>	5	25	90	155	275
<b>Younger Singles &amp; Couples</b>	<b>690</b>	<b>365</b>	<b>45</b>	<b>25</b>	<b>1,125</b>
<i>Metropolitan Cities</i>	550	15	0	0	565
<i>Small Cities/Satellite Cities</i>	70	150	20	5	245
<i>Metropolitan Suburbs</i>	70	200	15	10	295
<i>Town &amp; Country/Exurbs</i>	0	0	10	10	20
<b>Total:</b>	<b>1,355</b>	<b>945</b>	<b>320</b>	<b>300</b>	<b>2,920</b>
<b>Percent:</b>	<b>46.4%</b>	<b>32.4%</b>	<b>11.0%</b>	<b>10.3%</b>	<b>100.0%</b>

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

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

Summary: Appendix Two, Tables 1 Through 4

*Cook County, Illinois, DuPage County, Illinois,  
McHenry County, Illinois, Kendall County, Illinois*

	<u>Cook County</u>	<u>DuPage County</u>	<u>McHenry County</u>	<u>Kendall County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>290</b>	<b>205</b>	<b>75</b>	<b>40</b>	<b>610</b>
<i>Metropolitan Cities</i>					
The Social Register	10	0	0	0	10
Urban Establishment	35	0	0	0	35
Multi-Ethnic Empty Nesters	35	0	0	0	35
Cosmopolitan Couples	75	0	0	0	75
<i>Subtotal:</i>	<u>155</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>155</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	10	15	0	0	25
Blue-Collar Retirees	15	20	5	0	40
Middle-Class Move-Downs	5	10	0	0	15
Hometown Seniors	5	0	0	0	5
Second City Seniors	15	10	5	0	30
<i>Subtotal:</i>	<u>50</u>	<u>55</u>	<u>10</u>	<u>0</u>	<u>115</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	10	30	0	0	40
Old Money	5	10	0	0	15
Affluent Empty Nesters	10	25	5	0	40
Suburban Establishment	20	60	10	5	95
Mainstream Empty Nesters	15	10	5	5	35
Middle-American Retirees	25	15	5	5	50
<i>Subtotal:</i>	<u>85</u>	<u>150</u>	<u>25</u>	<u>15</u>	<u>275</u>
<i>Town &amp; Country/Exurbs</i>					
Small-Town Patriarchs	0	0	10	5	15
Pillars of the Community	0	0	5	5	10
New Empty Nesters	0	0	5	5	10
Traditional Couples	0	0	5	0	5
RV Retirees	0	0	0	0	0
Country Couples	0	0	5	5	10
Hometown Retirees	0	0	0	0	0
Heartland Retirees	0	0	0	0	0
Village Elders	0	0	5	0	5
Small-Town Seniors	0	0	5	5	10
Back Country Seniors	0	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>40</u>	<u>25</u>	<u>65</u>

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

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

Summary: Appendix Two, Tables 1 Through 4

*Cook County, Illinois, DuPage County, Illinois,  
McHenry County, Illinois, Kendall County, Illinois*

	<u>Cook County</u>	<u>DuPage County</u>	<u>McHenry County</u>	<u>Kendall County</u>	<u>Total</u>
<b>Traditional &amp; on-Traditional Families</b>	<b>375</b>	<b>375</b>	<b>200</b>	<b>235</b>	<b>1,185</b>
<i>Metropolitan Cities</i>					
e-Type Families	25	0	0	0	25
Multi-Cultural Families	15	0	0	0	15
Inner-City Families	55	0	0	0	55
Single-Parent Families	85	0	0	0	85
<i>Subtotal:</i>	<u>180</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>180</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	10	25	0	0	35
Multi-Ethnic Families	25	15	10	5	55
Uptown Families	25	25	10	0	60
In-Town Families	20	15	5	5	45
New American Strivers	20	40	5	0	65
<i>Subtotal:</i>	<u>100</u>	<u>120</u>	<u>30</u>	<u>10</u>	<u>260</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	5	25	10	10	50
Nouveau Money	5	35	10	10	60
Button-Down Families	30	60	10	5	105
Fiber-Optic Families	10	25	5	0	40
Late-Nest Suburbanites	10	35	20	25	90
Full-Nest Suburbanites	10	30	15	10	65
Kids 'r' Us	20	20	10	10	60
<i>Subtotal:</i>	<u>90</u>	<u>230</u>	<u>80</u>	<u>70</u>	<u>470</u>
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Elite	5	10	15	25	55
New Town Families	0	5	15	35	55
Full-Nest Exurbanites	0	0	5	15	20
Rural Families	0	0	0	0	0
Traditional Families	0	0	10	45	55
Small-Town Families	0	5	15	10	30
Four-by-Four Families	0	0	15	15	30
Rustic Families	0	0	5	0	5
Hometown Families	0	5	10	10	25
<i>Subtotal:</i>	<u>5</u>	<u>25</u>	<u>90</u>	<u>155</u>	<u>275</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 4  
Cook County, Illinois, DuPage County, Illinois,  
McHenry County, Illinois, Kendall County, Illinois

	<u>Cook County</u>	<u>DuPage County</u>	<u>McHenry County</u>	<u>Kendall County</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>690</b>	<b>365</b>	<b>45</b>	<b>25</b>	<b>1,125</b>
<i>Metropolitan Cities</i>					
New Power Couples	30	0	0	0	30
New Bohemians	270	0	0	0	270
Cosmopolitan Elite	25	15	0	0	40
Downtown Couples	105	0	0	0	105
Downtown Proud	120	0	0	0	120
<i>Subtotal:</i>	<u>550</u>	<u>15</u>	<u>0</u>	<u>0</u>	<u>565</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	25	60	5	5	95
Small-City Singles	15	25	5	0	45
Twentysomethings	10	40	5	0	55
Second-City Strivers	10	25	5	0	40
Multi-Ethnic Singles	10	0	0	0	10
<i>Subtotal:</i>	<u>70</u>	<u>150</u>	<u>20</u>	<u>5</u>	<u>245</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	15	70	0	0	85
Suburban Achievers	10	15	5	5	35
Suburban Strivers	45	115	10	5	175
<i>Subtotal:</i>	<u>70</u>	<u>200</u>	<u>15</u>	<u>10</u>	<u>295</u>
<i>Town &amp; Country/Exurbs</i>					
Hometown Sweethearts	0	0	5	10	15
Blue-Collar Traditionalists	0	0	0	0	0
Rural Couples	0	0	0	0	0
Rural Strivers	0	0	5	0	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>10</u>	<u>20</u>

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

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

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Household Type / Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>385</b>	<b>21.9%</b>
<i>Metropolitan Cities</i>	70	4.0%
<i>Small Cities/Satellite Cities</i>	65	3.7%
<i>Metropolitan Suburbs</i>	90	5.1%
<i>Town &amp; Country/Exurbs</i>	160	9.1%
<b>Traditional &amp; Non-Traditional Families</b>	<b>630</b>	<b>35.9%</b>
<i>Metropolitan Cities</i>	60	3.4%
<i>Small Cities/Satellite Cities</i>	155	8.8%
<i>Metropolitan Suburbs</i>	130	7.4%
<i>Town &amp; Country/Exurbs</i>	285	16.2%
<b>Younger Singles &amp; Couples</b>	<b>740</b>	<b>42.2%</b>
<i>Metropolitan Cities</i>	210	12.0%
<i>Small Cities/Satellite Cities</i>	245	14.0%
<i>Metropolitan Suburbs</i>	140	8.0%
<i>Town &amp; Country/Exurbs</i>	145	8.3%
<b>Total:</b>	<b>1,755</b>	<b>100.0%</b>

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

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

	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>385</b>	<b>21.9%</b>
<i>Metropolitan Cities</i>		
The Social Register	5	0.3%
Urban Establishment	25	1.4%
Multi-Ethnic Empty Nesters	10	0.6%
Cosmopolitan Couples	30	1.7%
<i>Subtotal:</i>	<u>70</u>	<u>4.0%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	10	0.6%
Blue-Collar Retirees	20	1.1%
Middle-Class Move-Downs	10	0.6%
Hometown Seniors	5	0.3%
Second City Seniors	20	1.1%
<i>Subtotal:</i>	<u>65</u>	<u>3.7%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	10	0.6%
Old Money	5	0.3%
Affluent Empty Nesters	10	0.6%
Suburban Establishment	20	1.1%
Mainstream Empty Nesters	20	1.1%
Middle-American Retirees	25	1.4%
<i>Subtotal:</i>	<u>90</u>	<u>5.1%</u>
<i>Town &amp; Country/Exurbs</i>		
Small-Town Patriarchs	15	0.9%
Pillars of the Community	10	0.6%
New Empty Nesters	10	0.6%
Traditional Couples	10	0.6%
RV Retirees	10	0.6%
Country Couples	15	0.9%
Hometown Retirees	10	0.6%
Heartland Retirees	10	0.6%
Village Elders	10	0.6%
Small-Town Seniors	30	1.7%
Back Country Seniors	30	1.7%
<i>Subtotal:</i>	<u>160</u>	<u>9.1%</u>

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

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

	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>630</b>	<b>35.9%</b>
<i>Metropolitan Cities</i>		
e-Type Families	5	0.3%
Multi-Cultural Families	5	0.3%
Inner-City Families	20	1.1%
Single-Parent Families	30	1.7%
<i>Subtotal:</i>	<u>60</u>	<u>3.4%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	20	1.1%
Multi-Ethnic Families	25	1.4%
Uptown Families	35	2.0%
In-Town Families	25	1.4%
New American Strivers	50	2.8%
<i>Subtotal:</i>	<u>155</u>	<u>8.8%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	10	0.6%
Nouveau Money	15	0.9%
Button-Down Families	25	1.4%
Fiber-Optic Families	10	0.6%
Late-Nest Suburbanites	30	1.7%
Full-Nest Suburbanites	15	0.9%
Kids 'r' Us	25	1.4%
<i>Subtotal:</i>	<u>130</u>	<u>7.4%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Elite	30	1.7%
New Town Families	15	0.9%
Full-Nest Exurbanites	25	1.4%
Rural Families	25	1.4%
Traditional Families	10	0.6%
Small-Town Families	45	2.6%
Four-by-Four Families	25	1.4%
Rustic Families	70	4.0%
Hometown Families	40	2.3%
<i>Subtotal:</i>	<u>285</u>	<u>16.2%</u>

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



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

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	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>740</b>	<b>42.2%</b>
<i>Metropolitan Cities</i>		
New Power Couples	10	0.6%
New Bohemians	80	4.6%
Cosmopolitan Elite	10	0.6%
Downtown Couples	40	2.3%
Downtown Proud	70	4.0%
<i>Subtotal:</i>	210	12.0%
<i>Small Cities/Satellite Cities</i>		
The VIPs	50	2.8%
Small-City Singles	40	2.3%
Twentysomethings	80	4.6%
Second-City Strivers	40	2.3%
Multi-Ethnic Singles	35	2.0%
<i>Subtotal:</i>	245	14.0%
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	45	2.6%
Suburban Achievers	15	0.9%
Suburban Strivers	80	4.6%
<i>Subtotal:</i>	140	8.0%
<i>Town &amp; Country/Exurbs</i>		
Hometown Sweethearts	20	1.1%
Blue-Collar Traditionalists	35	2.0%
Rural Couples	50	2.8%
Rural Strivers	40	2.3%
<i>Subtotal:</i>	145	8.3%

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

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

Summary: Appendix One, Tables 4 Through 7

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

<u>Household Type / Geographic Designation</u>	<u>Aurora City</u>	<u>Kane County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>450</b>	<b>380</b>	<b>610</b>	<b>385</b>	<b>1,825</b>
<i>Metropolitan Cities</i>	0	0	155	70	225
<i>Small Cities/Satellite Cities</i>	150	75	115	65	405
<i>Metropolitan Suburbs</i>	300	200	275	90	865
<i>Town &amp; Country/Exurbs</i>	0	105	65	160	330
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,635</b>	<b>880</b>	<b>1,185</b>	<b>630</b>	<b>5,330</b>
<i>Metropolitan Cities</i>	0	0	180	60	240
<i>Small Cities/Satellite Cities</i>	1,470	330	260	155	2,215
<i>Metropolitan Suburbs</i>	1,100	225	470	130	1,925
<i>Town &amp; Country/Exurbs</i>	65	325	275	285	950
<b>Younger Singles &amp; Couples</b>	<b>1,120</b>	<b>240</b>	<b>1,125</b>	<b>740</b>	<b>3,225</b>
<i>Metropolitan Cities</i>	0	0	565	210	775
<i>Small Cities/Satellite Cities</i>	535	165	245	245	1,190
<i>Metropolitan Suburbs</i>	585	70	295	140	1,090
<i>Town &amp; Country/Exurbs</i>	0	5	20	145	170
<b>Total:</b>	<b>4,205</b>	<b>1,500</b>	<b>2,920</b>	<b>1,755</b>	<b>10,380</b>
<b>Percent:</b>	<b>40.5%</b>	<b>14.5%</b>	<b>28.1%</b>	<b>16.9%</b>	<b>100.0%</b>

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

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

Summary: Appendix One, Tables 4 Through 7

*Aurora City, Kane County,*

*Regional Draw Area, and Balance of the United States*

	<u>Aurora City</u>	<u>Kane County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>450</b>	<b>380</b>	<b>610</b>	<b>385</b>	<b>1,825</b>
<i>Metropolitan Cities</i>					
The Social Register	0	0	10	5	15
Urban Establishment	0	0	35	25	60
Multi-Ethnic Empty Nesters	0	0	35	10	45
Cosmopolitan Couples	0	0	75	30	105
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>155</u>	<u>70</u>	<u>225</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	15	15	25	10	65
Blue-Collar Retirees	40	20	40	20	120
Middle-Class Move-Downs	15	10	15	10	50
Hometown Seniors	10	5	5	5	25
Second City Seniors	70	25	30	20	145
<i>Subtotal:</i>	<u>150</u>	<u>75</u>	<u>115</u>	<u>65</u>	<u>405</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	30	15	40	10	95
Old Money	5	5	15	5	30
Affluent Empty Nesters	10	30	40	10	90
Suburban Establishment	70	60	95	20	245
Mainstream Empty Nesters	125	50	35	20	230
Middle-American Retirees	60	40	50	25	175
<i>Subtotal:</i>	<u>300</u>	<u>200</u>	<u>275</u>	<u>90</u>	<u>865</u>
<i>Town &amp; Country/Exurbs</i>					
Small-Town Patriarchs	0	40	15	15	70
Pillars of the Community	0	10	10	10	30
New Empty Nesters	0	25	10	10	45
Traditional Couples	0	10	5	10	25
RV Retirees	0	0	0	10	10
Country Couples	0	5	10	15	30
Hometown Retirees	0	0	0	10	10
Heartland Retirees	0	10	0	10	20
Village Elders	0	0	5	10	15
Small-Town Seniors	0	5	10	30	45
Back Country Seniors	0	0	0	30	30
<i>Subtotal:</i>	<u>0</u>	<u>105</u>	<u>65</u>	<u>160</u>	<u>330</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 4 Through 7

*Aurora City, Kane County,*

*Regional Draw Area, and Balance of the United States*

	<u>Aurora City</u>	<u>Kane County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>2,635</b>	<b>880</b>	<b>1,185</b>	<b>630</b>	<b>5,330</b>
<i>Metropolitan Cities</i>					
e-Type Families	0	0	25	5	30
Multi-Cultural Families	0	0	15	5	20
Inner-City Families	0	0	55	20	75
Single-Parent Families	0	0	85	30	115
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>180</u>	<u>60</u>	<u>240</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	70	0	35	20	125
Multi-Ethnic Families	430	130	55	25	640
Uptown Families	40	45	60	35	180
In-Town Families	780	85	45	25	935
New American Strivers	150	70	65	50	335
<i>Subtotal:</i>	<u>1,470</u>	<u>330</u>	<u>260</u>	<u>155</u>	<u>2,215</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	145	5	50	10	210
Nouveau Money	160	10	60	15	245
Button-Down Families	45	60	105	25	235
Fiber-Optic Families	55	25	40	10	130
Late-Nest Suburbanites	315	20	90	30	455
Full-Nest Suburbanites	115	30	65	15	225
Kids 'r' Us	265	75	60	25	425
<i>Subtotal:</i>	<u>1,100</u>	<u>225</u>	<u>470</u>	<u>130</u>	<u>1,925</u>
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Elite	0	185	55	30	270
New Town Families	20	50	55	15	140
Full-Nest Exurbanites	0	25	20	25	70
Rural Families	0	0	0	25	25
Traditional Families	0	35	55	10	100
Small-Town Families	20	10	30	45	105
Four-by-Four Families	0	10	30	25	65
Rustic Families	0	10	5	70	85
Hometown Families	25	0	25	40	90
<i>Subtotal:</i>	<u>65</u>	<u>325</u>	<u>275</u>	<u>285</u>	<u>950</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 4 Through 7

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

	<u>Aurora City</u>	<u>Kane County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>1,120</b>	<b>240</b>	<b>1,125</b>	<b>740</b>	<b>3,225</b>
<i>Metropolitan Cities</i>					
New Power Couples	0	0	30	10	40
New Bohemians	0	0	270	80	350
Cosmopolitan Elite	0	0	40	10	50
Downtown Couples	0	0	105	40	145
Downtown Proud	0	0	120	70	190
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>565</u>	<u>210</u>	<u>775</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	215	25	95	50	385
Small-City Singles	45	20	45	40	150
Twentysomethings	150	50	55	80	335
Second-City Strivers	110	45	40	40	235
Multi-Ethnic Singles	15	25	10	35	85
<i>Subtotal:</i>	<u>535</u>	<u>165</u>	<u>245</u>	<u>245</u>	<u>1,190</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	150	30	85	45	310
Suburban Achievers	105	20	35	15	175
Suburban Strivers	330	20	175	80	605
<i>Subtotal:</i>	<u>585</u>	<u>70</u>	<u>295</u>	<u>140</u>	<u>1,090</u>
<i>Town &amp; Country/Exurbs</i>					
Hometown Sweethearts	0	5	15	20	40
Blue-Collar Traditionalists	0	0	0	35	35
Rural Couples	0	0	0	50	50
Rural Strivers	0	0	5	40	45
<i>Subtotal:</i>	<u>0</u>	<u>5</u>	<u>20</u>	<u>145</u>	<u>170</u>

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

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

Households With Annual Incomes Above \$40,000

*Aurora City, Kane County,*

*Regional Draw Area, and Balance of the United States*

<u>Household Type / Geographic Designation</u>	<u>Aurora City</u>	<u>Kane County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>260</b>	<b>170</b>	<b>405</b>	<b>170</b>	<b>1,005</b>
<i>Metropolitan Cities</i>	0	0	130	60	190
<i>Small Cities/Satellite Cities</i>	50	30	60	35	175
<i>Metropolitan Suburbs</i>	210	140	215	75	640
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>220</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>425</b>
<i>Metropolitan Cities</i>	0	0	10	0	10
<i>Small Cities/Satellite Cities</i>	110	35	25	20	190
<i>Metropolitan Suburbs</i>	110	25	65	25	225
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>640</b>	<b>90</b>	<b>585</b>	<b>295</b>	<b>1,610</b>
<i>Metropolitan Cities</i>	0	0	260	90	350
<i>Small Cities/Satellite Cities</i>	195	35	105	80	415
<i>Metropolitan Suburbs</i>	445	55	220	125	845
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>1,120</b>	<b>320</b>	<b>1,090</b>	<b>510</b>	<b>3,040</b>
<b>Percent:</b>	<b>36.8%</b>	<b>10.5%</b>	<b>35.9%</b>	<b>16.8%</b>	<b>100.0%</b>

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

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

Households With Annual Incomes Above \$40,000

*Aurora City, Kane County,*

*Regional Draw Area, and Balance of the United States*

	<u>Aurora City</u>	<u>Kane County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>260</b>	<b>170</b>	<b>405</b>	<b>170</b>	<b>1,005</b>
<i>Metropolitan Cities</i>					
The Social Register	0	0	10	5	15
Urban Establishment	0	0	30	20	50
Multi-Ethnic Empty Nesters	0	0	30	10	40
Cosmopolitan Couples	0	0	60	25	85
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>130</u>	<u>60</u>	<u>190</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	10	10	20	10	50
Blue-Collar Retirees	30	15	30	15	90
Middle-Class Move-Downs	10	5	10	10	35
<i>Subtotal:</i>	<u>50</u>	<u>30</u>	<u>60</u>	<u>35</u>	<u>175</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	20	10	30	10	70
Old Money	5	5	10	5	25
Affluent Empty Nesters	5	20	30	10	65
Suburban Establishment	50	40	75	15	180
Mainstream Empty Nesters	90	35	30	15	170
Middle-American Retirees	40	30	40	20	130
<i>Subtotal:</i>	<u>210</u>	<u>140</u>	<u>215</u>	<u>75</u>	<u>640</u>

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

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

Households With Annual Incomes Above \$40,000

*Aurora City, Kane County,*

*Regional Draw Area, and Balance of the United States*

	<u>Aurora City</u>	<u>Kane County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>220</b>	<b>60</b>	<b>100</b>	<b>45</b>	<b>425</b>
<i>Metropolitan Cities</i>					
e-Type Families	0	0	5	0	5
Multi-Cultural Families	0	0	5	0	5
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>10</u>	<u>0</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	15	0	5	5	25
Multi-Ethnic Families	85	25	10	5	125
Uptown Families	10	10	10	10	40
<i>Subtotal:</i>	<u>110</u>	<u>35</u>	<u>25</u>	<u>20</u>	<u>190</u>
<i>Metropolitan Suburbs</i>					
Button-Down Families	10	10	20	5	45
Fiber-Optic Families	10	5	10	5	30
Late-Nest Suburbanites	65	5	20	10	100
Full-Nest Suburbanites	25	5	15	5	50

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



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

Households With Annual Incomes Above \$40,000

*Aurora City, Kane County,*

*Regional Draw Area, and Balance of the United States*

	<i>Aurora City</i>	<i>Kane County</i>	<i>Regional Draw Area</i>	<i>Balance of U.S.</i>	<i>Total</i>
<b>Younger Singles &amp; Couples</b>	<b>640</b>	<b>90</b>	<b>585</b>	<b>295</b>	<b>1,610</b>
<i>Metropolitan Cities</i>					
New Power Couples	0	0	25	10	35
New Bohemians	0	0	205	70	275
Cosmopolitan Elite	0	0	30	10	40

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

**Tenure (Renter/Buyer) Profile**  
 Average Number Of Households With The Potential  
 To Move To Downtown Aurora Each Year Over The Next Five Years  
 Households With Annual Incomes Above \$40,000  
 Aurora City, Kane County,  
 Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	<i>Potential Renters</i>	<i>Potential Owners</i>	Total
<b>Empty Nesters &amp; Retirees</b>	<b>297</b>	<b>708</b>	<b>1,005</b>
<i>Metropolitan Cities</i>	119	71	190
<i>Small Cities/Satellite Cities</i>	45	130	175
<i>Metropolitan Suburbs</i>	133	507	640
<i>Town &amp; Country/Exurbs</i>	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>134</b>	<b>291</b>	<b>425</b>
<i>Metropolitan Cities</i>	4	6	10
<i>Small Cities/Satellite Cities</i>	65	125	190
<i>Metropolitan Suburbs</i>	65	160	225
<i>Town &amp; Country/Exurbs</i>	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>1,030</b>	<b>580</b>	<b>1,610</b>
<i>Metropolitan Cities</i>	254	96	350
<i>Small Cities/Satellite Cities</i>	234	181	415
<i>Metropolitan Suburbs</i>	542	303	845
<i>Town &amp; Country/Exurbs</i>	0	0	0
<b>Total:</b>	<b>1,461</b>	<b>1,579</b>	<b>3,040</b>
<b>Percent:</b>	<b>48.1%</b>	<b>51.9%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential  
To Move To Downtown Aurora Each Year Over The Next Five Years  
Households With Annual Incomes Above \$40,000  
*Aurora City, Kane County,  
Regional Draw Area, and Balance of the United States*

<b>Empty Nesters &amp; Retirees</b>	<i>Potential Renters</i>	<i>Potential Owners</i>	<b>Total</b>
<b><i>Metropolitan Cities</i></b>			
The Social Register	3	12	15
Urban Establishment	36	14	50
Multi-Ethnic Empty Nesters	13	27	40
Cosmopolitan Couples	67	18	85
<i>Subtotal:</i>	<u>119</u>	<u>71</u>	<u>190</u>
<b><i>Small Cities/Satellite Cities</i></b>			
Second City Establishment	6	44	50
Blue-Collar Retirees	29	61	90
Middle-Class Move-Downs	10	25	35
<i>Subtotal:</i>	<u>45</u>	<u>130</u>	<u>175</u>
<b><i>Metropolitan Suburbs</i></b>			
The One Percenters	9	61	70
Old Money	4	21	25
Affluent Empty Nesters	7	58	65
Suburban Establishment	25	155	180
Mainstream Empty Nesters	56	114	170
Middle-American Retirees	32	98	130
<i>Subtotal:</i>	<u>133</u>	<u>507</u>	<u>640</u>
<b>Total:</b>	<b>297</b>	<b>708</b>	<b>1,005</b>
<b>Percent:</b>	<b>29.6%</b>	<b>70.4%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential  
To Move To Downtown Aurora Each Year Over The Next Five Years  
Households With Annual Incomes Above \$40,000  
*Aurora City, Kane County,  
Regional Draw Area, and Balance of the United States*

<b>Traditional &amp; Non-Traditional Families</b>	<i>Potential Renters</i>	<i>Potential Owners</i>	<b>Total</b>
<i>Metropolitan Cities</i>			
e-Type Families	2	3	5
Multi-Cultural Families	2	3	5
<i>Subtotal:</i>	<u>4</u>	<u>6</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	7	18	25
Multi-Ethnic Families	44	81	125
Uptown Families	14	26	40
<i>Subtotal:</i>	<u>65</u>	<u>125</u>	<u>190</u>
<i>Metropolitan Suburbs</i>			
Button-Down Families	7	38	45
Fiber-Optic Families	3	27	30
Late-Nest Suburbanites	39	61	100
Full-Nest Suburbanites	16	34	50
<i>Subtotal:</i>	<u>65</u>	<u>160</u>	<u>225</u>
<b>Total:</b>	<b>134</b>	<b>291</b>	<b>425</b>
<b>Percent:</b>	<b>31.5%</b>	<b>68.5%</b>	<b>100.0%</b>

**Tenure (Renter/Buyer) Profile**

Average Number Of Households With The Potential  
To Move To Downtown Aurora Each Year Over The Next Five Years  
Households With Annual Incomes Above \$40,000  
*Aurora City, Kane County,  
Regional Draw Area, and Balance of the United States*

<b>Younger Singles &amp; Couples</b>	<i>Potential Renters</i>	<i>Potential Owners</i>	<b>Total</b>
<b><i>Metropolitan Cities</i></b>			
New Power Couples	17	18	35
New Bohemians	223	52	275
Cosmopolitan Elite	14	26	40
<i>Subtotal:</i>	<u>254</u>	<u>96</u>	<u>350</u>
<b><i>Small Cities/Satellite Cities</i></b>			
The VIPs	181	114	295
Small-City Singles	53	67	120
<i>Subtotal:</i>	<u>234</u>	<u>181</u>	<u>415</u>
<b><i>Metropolitan Suburbs</i></b>			
Fast-Track Professionals	207	38	245
Suburban Achievers	52	83	135
Suburban Strivers	283	182	465
<i>Subtotal:</i>	<u>542</u>	<u>303</u>	<u>845</u>
<b>Total:</b>	<b>1,030</b>	<b>580</b>	<b>1,610</b>
<b>Percent:</b>	<b>64.0%</b>	<b>36.0%</b>	<b>100.0%</b>

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

**Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential  
 To Move To Downtown Aurora Each Year Over The Next Five Years  
 Households With Annual Incomes Above \$40,000  
*Aurora City, Kane County,  
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- ..... Family .....		Total
		.. Attached ..	.. Detached ..	
<b>Empty Nesters &amp; Retirees</b>	<b>77</b>	<b>149</b>	<b>482</b>	<b>708</b>
<i>Metropolitan Cities</i>	21	26	24	71
<i>Small Cities/Satellite Cities</i>	18	28	84	130
<i>Metropolitan Suburbs</i>	38	95	374	507
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>30</b>	<b>71</b>	<b>190</b>	<b>291</b>
<i>Metropolitan Cities</i>	1	2	3	6
<i>Small Cities/Satellite Cities</i>	11	30	84	125
<i>Metropolitan Suburbs</i>	18	39	103	160
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>157</b>	<b>205</b>	<b>218</b>	<b>580</b>
<i>Metropolitan Cities</i>	43	35	18	96
<i>Small Cities/Satellite Cities</i>	43	62	76	181
<i>Metropolitan Suburbs</i>	71	108	124	303
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Total:</b>	<b>264</b>	<b>425</b>	<b>890</b>	<b>1,579</b>
<b>Percent:</b>	<b>16.7%</b>	<b>26.9%</b>	<b>56.4%</b>	<b>100.0%</b>

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

**Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential  
 To Move To Downtown Aurora Each Year Over The Next Five Years  
 Households With Annual Incomes Above \$40,000  
 Aurora City, Kane County,  
 Regional Draw Area, and Balance of the United States

<b>Empty Nesters &amp; Retirees</b>	<i>Single- ..... Family .....</i>			<b>Total</b>
	<i>Multi- .. Family ..</i>	<i>.. Attached ..</i>	<i>.. Detached ..</i>	
<i>Metropolitan Cities</i>				
The Social Register	2	3	7	12
Urban Establishment	6	6	2	14
Multi-Ethnic Empty Nesters	4	10	13	27
Cosmopolitan Couples	9	7	2	18
<i>Subtotal:</i>	<u>21</u>	<u>26</u>	<u>24</u>	<u>71</u>
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	5	7	32	44
Blue-Collar Retirees	7	14	40	61
Middle-Class Move-Downs	6	7	12	25
<i>Subtotal:</i>	<u>18</u>	<u>28</u>	<u>84</u>	<u>130</u>
<i>Metropolitan Suburbs</i>				
The One Percenters	2	7	52	61
Old Money	1	3	17	21
Affluent Empty Nesters	1	5	52	58
Suburban Establishment	11	27	117	155
Mainstream Empty Nesters	13	34	67	114
Middle-American Retirees	10	19	69	98
<i>Subtotal:</i>	<u>38</u>	<u>95</u>	<u>374</u>	<u>507</u>
<b>Total:</b>	<b>77</b>	<b>149</b>	<b>482</b>	<b>708</b>
<b>Percent:</b>	<b>10.9%</b>	<b>21.0%</b>	<b>68.1%</b>	<b>100.0%</b>

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

**Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential  
 To Move To Downtown Aurora Each Year Over The Next Five Years  
 Households With Annual Incomes Above \$40,000  
*Aurora City, Kane County,  
 Regional Draw Area, and Balance of the United States*

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<b>Traditional &amp; Non-Traditional Families</b>	<i>Single- Family</i>			<b>Total</b>
	<i>Multi- Family</i>	<i>Attached</i>	<i>Detached</i>	
<i>Metropolitan Cities</i>				
e-Type Families	1	1	1	3
Multi-Cultural Families	0	1	2	3
<i>Subtotal:</i>	<u>1</u>	<u>2</u>	<u>3</u>	<u>6</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	2	5	11	18
Multi-Ethnic Families	6	18	57	81
Uptown Families	3	7	16	26
<i>Subtotal:</i>	<u>11</u>	<u>30</u>	<u>84</u>	<u>125</u>
<i>Metropolitan Suburbs</i>				
Button-Down Families	1	5	32	38
Fiber-Optic Families	0	5	22	27
Late-Nest Suburbanites	12	20	29	61
Full-Nest Suburbanites	5	9	20	34
<i>Subtotal:</i>	<u>18</u>	<u>39</u>	<u>103</u>	<u>160</u>
<b>Total:</b>	<b>30</b>	<b>71</b>	<b>190</b>	<b>291</b>
<b>Percent:</b>	<b>10.3%</b>	<b>24.4%</b>	<b>65.3%</b>	<b>100.0%</b>



**Purchase Propensity By Housing Type**  
 Annual Average Number Of Households With The Potential  
 To Move To Downtown Aurora Each Year Over The Next Five Years  
 Households With Annual Incomes Above \$40,000  
 Aurora City, Kane County,  
 Regional Draw Area, and Balance of the United States

<b>Younger Singles &amp; Couples</b>	<i>Multi- .. Family ..</i>	<i>Single- ..... Family .....</i>		<b>Total</b>
	<i>.. Attached ..</i>	<i>.. Detached ..</i>	-	
<i>Metropolitan Cities</i>				
New Power Couples	6	8	4	18
New Bohemians	31	17	4	52
Cosmopolitan Elite	6	10	10	26
<i>Subtotal:</i>	<u>43</u>	<u>35</u>	<u>18</u>	<u>96</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	37	44	33	114
Small-City Singles	6	18	43	67
<i>Subtotal:</i>	<u>43</u>	<u>62</u>	<u>76</u>	<u>181</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	20	14	4	38
Suburban Achievers	8	22	53	83
Suburban Strivers	43	72	67	182
<i>Subtotal:</i>	<u>71</u>	<u>108</u>	<u>124</u>	<u>303</u>
<b>Total:</b>	<b>157</b>	<b>205</b>	<b>218</b>	<b>580</b>
<b>Percent:</b>	<b>27.1%</b>	<b>35.3%</b>	<b>37.6%</b>	<b>100.0%</b>

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

METHODOLOGY: AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

Downtown Aurora

*City of Aurora, Kane County, Illinois*

January, 2019

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## Appendix Two Tables



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**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*Cook County, Illinois*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>659,925</b>	<b>290</b>	<b>21.4%</b>
<i>Metropolitan Cities</i>	289,720	155	11.4%
<i>Small Cities/Satellite Cities</i>	112,815	50	3.7%
<i>Metropolitan Suburbs</i>	246,605	85	6.3%
<i>Town &amp; Country/Exurbs</i>	10,785	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>717,415</b>	<b>375</b>	<b>27.7%</b>
<i>Metropolitan Cities</i>	405,475	180	13.3%
<i>Small Cities/Satellite Cities</i>	94,440	100	7.4%
<i>Metropolitan Suburbs</i>	207,935	90	6.6%
<i>Town &amp; Country/Exurbs</i>	9,565	5	0.4%
<b>Younger Singles &amp; Couples</b>	<b>618,335</b>	<b>690</b>	<b>50.9%</b>
<i>Metropolitan Cities</i>	514,655	550	40.6%
<i>Small Cities/Satellite Cities</i>	49,195	70	5.2%
<i>Metropolitan Suburbs</i>	52,305	70	5.2%
<i>Town &amp; Country/Exurbs</i>	2,180	0	0.0%
<b>Total:</b>	<b>1,995,675</b>	<b>1,355</b>	<b>100.0%</b>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*Cook County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>659,925</b>	<b>290</b>	<b>21.4%</b>
<i>Metropolitan Cities</i>			
The Social Register	75,870	10	0.7%
Urban Establishment	46,080	35	2.6%
Multi-Ethnic Empty Nesters	92,050	35	2.6%
Cosmopolitan Couples	75,720	75	5.5%
<i>Subtotal:</i>	<u>289,720</u>	<u>155</u>	<u>11.4%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	37,360	10	0.7%
Blue-Collar Retirees	27,135	15	1.1%
Middle-Class Move-Downs	14,820	5	0.4%
Hometown Seniors	19,680	5	0.4%
Second City Seniors	13,820	15	1.1%
<i>Subtotal:</i>	<u>112,815</u>	<u>50</u>	<u>3.7%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	28,560	10	0.7%
Old Money	22,890	5	0.4%
Affluent Empty Nesters	40,735	10	0.7%
Suburban Establishment	67,495	20	1.5%
Mainstream Empty Nesters	24,350	15	1.1%
Middle-American Retirees	62,575	25	1.8%
<i>Subtotal:</i>	<u>246,605</u>	<u>85</u>	<u>6.3%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	4,350	0	0.0%
Pillars of the Community	170	0	0.0%
New Empty Nesters	620	0	0.0%
Traditional Couples	1,775	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	900	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	5	0	0.0%
Village Elders	1,245	0	0.0%
Small-Town Seniors	1,720	0	0.0%
Back Country Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>10,785</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 Aurora Each Year Over The Next Five Years**  
*Cook County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>717,415</b>	<b>375</b>	<b>27.7%</b>
<i>Metropolitan Cities</i>			
e-Type Families	137,050	25	1.8%
Multi-Cultural Families	68,240	15	1.1%
Inner-City Families	84,130	55	4.1%
Single-Parent Families	116,055	85	6.3%
<i>Subtotal:</i>	<u>405,475</u>	<u>180</u>	<u>13.3%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	11,585	10	0.7%
Multi-Ethnic Families	24,110	25	1.8%
Uptown Families	25,225	25	1.8%
In-Town Families	19,585	20	1.5%
New American Strivers	13,935	20	1.5%
<i>Subtotal:</i>	<u>94,440</u>	<u>100</u>	<u>7.4%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	12,725	5	0.4%
Nouveau Money	18,395	5	0.4%
Button-Down Families	78,765	30	2.2%
Fiber-Optic Families	33,700	10	0.7%
Late-Nest Suburbanites	13,470	10	0.7%
Full-Nest Suburbanites	20,725	10	0.7%
Kids 'r' Us	30,155	20	1.5%
<i>Subtotal:</i>	<u>207,935</u>	<u>90</u>	<u>6.6%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	6,605	5	0.4%
New Town Families	100	0	0.0%
Full-Nest Exurbanites	380	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	665	0	0.0%
Small-Town Families	455	0	0.0%
Four-by-Four Families	900	0	0.0%
Rustic Families	5	0	0.0%
Hometown Families	455	0	0.0%
<i>Subtotal:</i>	<u>9,565</u>	<u>5</u>	<u>0.4%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*Cook County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>618,335</b>	<b>690</b>	<b>50.9%</b>
<i>Metropolitan Cities</i>			
New Power Couples	94,330	30	2.2%
New Bohemians	134,585	270	19.9%
Cosmopolitan Elite	62,285	25	1.8%
Downtown Couples	133,420	105	7.7%
Downtown Proud	90,035	120	8.9%
<i>Subtotal:</i>	<u>514,655</u>	<u>550</u>	<u>40.6%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	20,100	25	1.8%
Small-City Singles	14,030	15	1.1%
Twentysomethings	4,845	10	0.7%
Second-City Strivers	5,150	10	0.7%
Multi-Ethnic Singles	5,070	10	0.7%
<i>Subtotal:</i>	<u>49,195</u>	<u>70</u>	<u>5.2%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	7,820	15	1.1%
Suburban Achievers	19,350	10	0.7%
Suburban Strivers	25,135	45	3.3%
<i>Subtotal:</i>	<u>52,305</u>	<u>70</u>	<u>5.2%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	1,970	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	210	0	0.0%
<i>Subtotal:</i>	<u>2,180</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 Aurora Each Year Over The Next Five Years**  
*DuPage County, Illinois*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>147,935</b>	<b>205</b>	<b>21.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	32,565	55	5.8%
<i>Metropolitan Suburbs</i>	111,965	150	15.9%
<i>Town &amp; Country/Exurbs</i>	3,405	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>145,980</b>	<b>375</b>	<b>39.7%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	25,910	120	12.7%
<i>Metropolitan Suburbs</i>	114,380	230	24.3%
<i>Town &amp; Country/Exurbs</i>	5,690	25	2.6%
<b>Younger Singles &amp; Couples</b>	<b>52,475</b>	<b>365</b>	<b>38.6%</b>
<i>Metropolitan Cities</i>	1,940	15	1.6%
<i>Small Cities/Satellite Cities</i>	22,310	150	15.9%
<i>Metropolitan Suburbs</i>	27,570	200	21.2%
<i>Town &amp; Country/Exurbs</i>	655	0	0.0%
<b>Total:</b>	<b>346,390</b>	<b>945</b>	<b>100.0%</b>

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

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

*DuPage County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>147,935</b>	<b>205</b>	<b>21.7%</b>
<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	12,850	15	1.6%
Blue-Collar Retirees	9,035	20	2.1%
Middle-Class Move-Downs	7,250	10	1.1%
Hometown Seniors	1,070	0	0.0%
Second City Seniors	2,360	10	1.1%
<i>Subtotal:</i>	<u>32,565</u>	<u>55</u>	<u>5.8%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	24,775	30	3.2%
Old Money	15,025	10	1.1%
Affluent Empty Nesters	19,225	25	2.6%
Suburban Establishment	41,105	60	6.3%
Mainstream Empty Nesters	3,265	10	1.1%
Middle-American Retirees	8,570	15	1.6%
<i>Subtotal:</i>	<u>111,965</u>	<u>150</u>	<u>15.9%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	1,385	0	0.0%
Pillars of the Community	910	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	560	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	155	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	140	0	0.0%
Small-Town Seniors	255	0	0.0%
Back Country Seniors	0	0	0.0%
<i>Subtotal:</i>	<u>3,405</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 Aurora Each Year Over The Next Five Years**  
*DuPage County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>145,980</b>	<b>375</b>	<b>39.7%</b>
<i>Metropolitan Cities</i>			
e-Type Families	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
Inner-City Families	0	0	0.0%
Single-Parent Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	7,825	25	2.6%
Multi-Ethnic Families	3,565	15	1.6%
Uptown Families	5,290	25	2.6%
In-Town Families	2,940	15	1.6%
New American Strivers	6,290	40	4.2%
<i>Subtotal:</i>	<u>25,910</u>	<u>120</u>	<u>12.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	12,685	25	2.6%
Nouveau Money	19,545	35	3.7%
Button-Down Families	34,960	60	6.3%
Fiber-Optic Families	20,960	25	2.6%
Late-Nest Suburbanites	9,810	35	3.7%
Full-Nest Suburbanites	10,850	30	3.2%
Kids 'r' Us	5,570	20	2.1%
<i>Subtotal:</i>	<u>114,380</u>	<u>230</u>	<u>24.3%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	3,155	10	1.1%
New Town Families	995	5	0.5%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	290	0	0.0%
Small-Town Families	550	5	0.5%
Four-by-Four Families	160	0	0.0%
Rustic Families	0	0	0.0%
Hometown Families	540	5	0.5%
<i>Subtotal:</i>	<u>5,690</u>	<u>25</u>	<u>2.6%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*DuPage County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>52,475</b>	<b>365</b>	<b>38.6%</b>
<i>Metropolitan Cities</i>			
New Power Couples	0	0	0.0%
New Bohemians	0	0	0.0%
Cosmopolitan Elite	1,940	15	0.7%
Downtown Couples	0	0	0.0%
Downtown Proud	0	0	0.0%
<i>Subtotal:</i>	<u>1,940</u>	<u>15</u>	<u>0.7%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	10,490	60	6.3%
Small-City Singles	4,955	25	2.6%
Twentysomethings	3,625	40	4.2%
Second-City Strivers	3,240	25	2.6%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>22,310</u>	<u>150</u>	<u>15.9%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	7,710	70	7.4%
Suburban Achievers	6,625	15	1.6%
Suburban Strivers	13,235	115	12.2%
<i>Subtotal:</i>	<u>27,570</u>	<u>200</u>	<u>21.2%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	510	0	0.0%
Blue-Collar Traditionalists	0	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	145	0	0.0%
<i>Subtotal:</i>	<u>655</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 Aurora Each Year Over The Next Five Years**

*McHenry County, Illinois*

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Empty Nesters &amp; Retirees</b>	<b>43,725</b>	<b>75</b>	<b>23.4%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,685	10	3.1%
<i>Metropolitan Suburbs</i>	16,605	25	7.8%
<i>Town &amp; Country/Exurbs</i>	22,435	40	12.5%
<b>Traditional &amp; Non-Traditional Families</b>	<b>57,315</b>	<b>200</b>	<b>62.5%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,030	30	9.4%
<i>Metropolitan Suburbs</i>	27,155	80	25.0%
<i>Town &amp; Country/Exurbs</i>	24,130	90	28.1%
<b>Younger Singles &amp; Couples</b>	<b>9,110</b>	<b>45</b>	<b>14.1%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,760	20	6.3%
<i>Metropolitan Suburbs</i>	2,340	15	4.7%
<i>Town &amp; Country/Exurbs</i>	4,010	10	3.1%
<b>Total:</b>	<b>110,150</b>	<b>320</b>	<b>100.0%</b>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*McHenry County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>43,725</b>	<b>75</b>	<b>23.4%</b>
<i>Metropolitan Cities</i>			
The Social Register	0	0	0.0%
Urban Establishment	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	1,040	0	0.0%
Blue-Collar Retirees	1,555	5	1.6%
Middle-Class Move-Downs	1,040	0	0.0%
Hometown Seniors	425	0	0.0%
Second City Seniors	625	5	1.6%
<i>Subtotal:</i>	<u>4,685</u>	<u>10</u>	<u>3.1%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	1,510	0	0.0%
Old Money	470	0	0.0%
Affluent Empty Nesters	2,095	5	1.6%
Suburban Establishment	7,565	10	3.1%
Mainstream Empty Nesters	1,875	5	1.6%
Middle-American Retirees	3,090	5	1.6%
<i>Subtotal:</i>	<u>16,605</u>	<u>25</u>	<u>7.8%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	4,845	10	3.1%
Pillars of the Community	3,955	5	1.6%
New Empty Nesters	2,775	5	1.6%
Traditional Couples	4,135	5	1.6%
RV Retirees	430	0	0.0%
Country Couples	2,575	5	1.6%
Hometown Retirees	390	0	0.0%
Heartland Retirees	345	0	0.0%
Village Elders	1,075	5	1.6%
Small-Town Seniors	1,725	5	1.6%
Back Country Seniors	185	0	0.0%
<i>Subtotal:</i>	<u>22,435</u>	<u>40</u>	<u>12.5%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*McHenry County, Illinois*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>57,315</b>	<b>200</b>	<b>62.5%</b>
<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	290	0	0.0%
Multi-Ethnic Families	1,705	10	3.1%
Uptown Families	2,150	10	3.1%
In-Town Families	1,195	5	1.6%
New American Strivers	690	5	1.6%
<i>Subtotal:</i>	<u>6,030</u>	<u>30</u>	<u>9.4%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	3,465	10	3.1%
Nouveau Money	4,055	10	3.1%
Button-Down Families	5,640	10	3.1%
Fiber-Optic Families	3,000	5	1.6%
Late-Nest Suburbanites	4,250	20	6.3%
Full-Nest Suburbanites	4,385	15	4.7%
Kids 'r' Us	2,360	10	3.1%
<i>Subtotal:</i>	<u>27,155</u>	<u>80</u>	<u>25.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	6,075	15	4.7%
New Town Families	3,940	15	4.7%
Full-Nest Exurbanites	2,480	5	1.6%
Rural Families	445	0	0.0%
Traditional Families	4,240	10	3.1%
Small-Town Families	2,470	15	4.7%
Four-by-Four Families	2,670	15	4.7%
Rustic Families	790	5	1.6%
Hometown Families	1,020	10	3.1%
<i>Subtotal:</i>	<u>24,130</u>	<u>90</u>	<u>28.1%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*McHenry County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>9,110</b>	<b>45</b>	<b>14.1%</b>
<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	830	5	1.6%
Small-City Singles	1,195	5	1.6%
Twentysomethings	280	5	1.6%
Second-City Strivers	455	5	1.6%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>2,760</u>	<u>20</u>	<u>6.3%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	135	0	0.0%
Suburban Achievers	1,215	5	1.6%
Suburban Strivers	990	10	3.1%
<i>Subtotal:</i>	<u>2,340</u>	<u>15</u>	<u>4.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	3,020	5	1.6%
Blue-Collar Traditionalists	405	0	0.0%
Rural Couples	135	0	0.0%
Rural Strivers	450	5	1.6%
<i>Subtotal:</i>	<u>4,010</u>	<u>10</u>	<u>3.1%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*Kendall County, Illinois*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>8,695</b>	<b>40</b>	<b>13.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	550	0	0.0%
<i>Metropolitan Suburbs</i>	2,470	15	5.0%
<i>Town &amp; Country/Exurbs</i>	5,675	25	8.3%
<b>Traditional &amp; Non-Traditional Families</b>	<b>29,785</b>	<b>235</b>	<b>78.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	790	10	3.3%
<i>Metropolitan Suburbs</i>	8,855	70	23.3%
<i>Town &amp; Country/Exurbs</i>	20,140	155	51.7%
<b>Younger Singles &amp; Couples</b>	<b>2,965</b>	<b>25</b>	<b>8.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	445	5	1.7%
<i>Metropolitan Suburbs</i>	945	10	3.3%
<i>Town &amp; Country/Exurbs</i>	1,575	10	3.3%
<b>Total:</b>	<b>41,445</b>	<b>300</b>	<b>100.0%</b>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*Kendall County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>8,695</b>	<b>40</b>	<b>13.3%</b>
<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	205	0	0.0%
Blue-Collar Retirees	110	0	0.0%
Middle-Class Move-Downs	85	0	0.0%
Hometown Seniors	135	0	0.0%
Second City Seniors	15	0	0.0%
<i>Subtotal:</i>	<u>550</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	515	0	0.0%
Suburban Establishment	1,095	5	1.7%
Mainstream Empty Nesters	275	5	1.7%
Middle-American Retirees	585	5	1.7%
<i>Subtotal:</i>	<u>2,470</u>	<u>15</u>	<u>5.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	1,235	5	1.7%
Pillars of the Community	1,520	5	1.7%
New Empty Nesters	690	5	1.7%
Traditional Couples	545	0	0.0%
RV Retirees	25	0	0.0%
Country Couples	660	5	1.7%
Hometown Retirees	70	0	0.0%
Heartland Retirees	90	0	0.0%
Village Elders	350	0	0.0%
Small-Town Seniors	420	5	1.7%
Back Country Seniors	70	0	0.0%
<i>Subtotal:</i>	<u>5,675</u>	<u>25</u>	<u>8.3%</u>

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



**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*Kendall County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>29,785</b>	<b>235</b>	<b>78.3%</b>
<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	30	0	0.0%
Multi-Ethnic Families	405	5	1.7%
Uptown Families	155	0	0.0%
In-Town Families	200	5	1.7%
New American Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>790</u>	<u>10</u>	<u>3.3%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	1,445	10	3.3%
Nouveau Money	1,960	10	3.3%
Button-Down Families	495	5	1.7%
Fiber-Optic Families	475	0	0.0%
Late-Nest Suburbanites	2,295	25	8.3%
Full-Nest Suburbanites	1,425	10	3.3%
Kids 'r' Us	760	10	3.3%
<i>Subtotal:</i>	<u>8,855</u>	<u>70</u>	<u>23.3%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	3,345	25	8.3%
New Town Families	4,290	35	11.7%
Full-Nest Exurbanites	2,210	15	5.0%
Rural Families	90	0	0.0%
Traditional Families	7,925	45	15.0%
Small-Town Families	640	10	3.3%
Four-by-Four Families	980	15	5.0%
Rustic Families	185	0	0.0%
Hometown Families	475	10	3.3%
<i>Subtotal:</i>	<u>20,140</u>	<u>155</u>	<u>51.7%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Aurora Each Year Over The Next Five Years**  
*Kendall County, Illinois*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>2,965</b>	<b>25</b>	<b>8.3%</b>
<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	375	5	1.7%
Small-City Singles	60	0	0.0%
Twentysomethings	5	0	0.0%
Second-City Strivers	5	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>445</u>	<u>5</u>	<u>1.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	60	0	0.0%
Suburban Achievers	670	5	1.7%
Suburban Strivers	215	5	1.7%
<i>Subtotal:</i>	<u>945</u>	<u>10</u>	<u>3.3%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	1,425	10	3.3%
Blue-Collar Traditionalists	65	0	0.0%
Rural Couples	10	0	0.0%
Rural Strivers	75	0	0.0%
<i>Subtotal:</i>	<u>1,575</u>	<u>10</u>	<u>3.3%</u>

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



## ZIMMERMAN/VOLK ASSOCIATES, INC.

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

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.





## ZIMMERMAN/VOLK ASSOCIATES, INC.

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

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