Target Market Analysis
The City of Hillsdale
Hillsdale County, MI
2017

Prepared by:
LandUseUSA

Project Rising Tide | SEM Region 9
risingtide
TMA Executive Summary
The City of Hillsdale, Michigan

Summary of Gross and Net Market Potential

Gross New Households - There are about 50 new households moving into the City of Hillsdale each year and inclined to choose attached units in duplex or larger buildings. In addition, about 100 new households are moving into the city and seeking detached houses. These figures do not include the "Colleges and Cafes" target market, which is mostly comprised of students plus some faculty, staff, and recent alumni.

Of the 50 new households seeking attached units, the vast majority (40, or 80%) are likely to be renters, and only 10 (20%) are likely to be owners. These figures are not adjusted for out-migration by households moving from Hillsdale to other cities. They also reflect a small upside potential if new Missing Middle Housing formats are added for owners - particularly townhouses and row houses.

Net New Renter Households - After adjusting for out-migration, only one-third (about 13) of the city's new renters (excluding college students) will represent net new households that are also seeking attached units. This indicates an opportunity to add at least 13 new attached rental units each year. New attached units may include adaptive reuse of an existing structure (such as a warehouse); development of a small multi-plex or low-rise building; and rehab of a few flats or lofts above street-front retail in downtown Hillsdale.

Mismatch in Building Sizes - In most cities across Michigan there is usually a mismatch between the share of new household preferences and existing housing stock by building size. Most cities do not have enough townhouses, row houses, lofts, and flats to meet the preferences of migrating households. However, results for Hillsdale are inconsistent with state-wide patterns, and influenced by campus-affiliated buildings in a range of sizes (near Hillsdale College), plus a large number of apartment complexes in scattered locations. Even so, there are very few Missing Middle Housing formats like townhouses and row houses.

Small Multiplex, Low-Rise Building - After adjusting for out-migration, there is still a market potential for new choices among small multiplex, low-rise building with about 9 (nine) units. The units would probably share one or more entrances, but they should each have a private and generous patio, porch, or balcony. They should also be income-integrated and marketed to renters only (i.e., not owners).

Downtown Upper-Level Rehabs - In addition, there is market support for up to 4 (four) new rental flats or lofts in the city's small downtown each year, which could be developed above the street-front retail and overlooking street life, the county court house, and/or downtown railroad tracks.

Rent Tolerance - There is a need for more rental units in the city that have moderate-to-better prices. About 70% of all new units should have monthly contract (cash) rents of at least $700. The other 30% of net new renters will seek more "attainable" prices, and half of them could need help paying rents of $500 or less.

Owner-Occupied Units - In addition to the rental units described above, there is also a need to add up to 8 (eight) new owner-occupied housing units in Hillsdale each year. This figure assumes that all new units align with Missing Middle Housing formats, and are specifically designed as townhouses or row houses. Conservatively, the ideal first project has 3 attached units in a row. Additional units should then be added in subsequent years, in combinations of 3 to 6 units in a row.

Source: Prepared by LandUseUSA on behalf of Project Rising Tide, 2017 ©.
Residential Target Market Analysis
A study of migrating households seeking Missing Middle Housing formats.

Guide to Color-Coded Variables

Variable by Geography
- Region
- County
- City

Variable by Gross v. Net
- Gross
- Net

The color codes on each chart are discrete and may vary somewhat between variables and infographics. As a general rule-of-thumb, blue indicates the most important variable or geography, and grey indicates secondary variables or geographies.

In the pie chart below, blue indicates renters, who are usually considered most important because they have high movership rates: are inclined to choose attached units (rather than detached houses); are likely to live in urban places (particularly downtowns); and generate most of the market potential for Missing Middle Housing formats.

The "Aggressive Scenario" or "Maximum Market Potential" includes in-migration and internal migration; and is not adjusted for out-migration.

The "Conservative Scenario" reflect in-migration only; and is not adjusted for out-migration. It is sometimes referred to as a "Gross" estimate.

In this same context, "Net" refers to in-migration among new households, after adjusting for out-migration. This is the most pragmatic measure of market potential for new builds.

sharonwoods@landuseusa.com | (517) 290-5531 | www.LandUseUSA.com
The City of Hillsdale, Michigan
Annual New (Gross and Net) Renter Households Seeking Missing Middle Housing Formats by Contract Rent Bracket

$900 - <1 <3
$800-$899 - <2 <9
$700-$799 - <4 <10
$600-$699 - <1 <3
$500-$599 - <2 <6
<500 - <3 <9

"Gross New" indicates the number of new households moving into the city each year and seeking attached units in Missing Middle Housing formats.

The "Net New" figures are adjusted for out-migration.

City-wide and excluding the "Colleges and Cafes", there are 40 new renter households seeking attached units in Missing Middle Housing formats in Hillsdale each year (unadjusted for out-migration). It is estimated that one-third will choose new products as soon as they are available. In other words, they support the development of 13 new-build (net new) housing units. The balance of 27 households will choose existing units that are vacated when others move away.

There is a need to introduce new Missing Middle Housing formats into Downtown Hillsdale, and in moderate- to-better rent brackets. Each year, the city should add new units with monthly contract rents of $700 or higher. New units with better prices will help attract more "Family Trooper", "Digital Dependent", and "Bohemian Groove" households.

There is also an opportunity for new units every year with modest rents of $600 or less, which is ideal for small lofts of flats above street-front retail in the downtown. These formats will help meet the needs of the " Tight Money" households who are migrating into Hillsdale County but not yet moving into the City of Hillsdale. They will also help meet the needs of existing "Tough Times" and "Dare to Dream" households.
The City of Hillsdale, Michigan

Annual New (Gross and Net) Owner Households Seeking Attached, Missing Middle Housing Formats by Home Value Bracket

- $200,000+: <1
- $175-$199,999: <2
- $150-$174,999: <2
- <$150,000: <4

Gross New | Net New

Right: The Hillsdale College is helping the city attract some new households (faculty, staff, and alumni) seeking residences to purchase or buy.

Below: Downtown Hillsdale includes the county seat and city hall, and is benefiting from ongoing reinvestment. It is a unique and enjoyable environment that could appeal to households row houses or townhouses in an urban, walkable setting.

Chart: “Gross New” indicates the maximum number of new owner households moving into the city each year and seeking attached or Missing Middle Housing formats to purchase or buy. [Total = no more than 10]

The “Net New” figures are adjusted for out-migration. [Subtotal = no more than 8]

City-wide, up to (and no more than) ten (10) new households are seeking attached or Missing Middle Housing formats to purchase in the City of Hillsdale each year (unadjusted for out-migration). It is estimated that most of these new households will choose new products if they are available. They support the addition of up to (and no more than) eight (8) “net new” housing units in attached formats. The balance of 2 owner households will get lucking in finding units that are vacated when other households move away. However, existing choices are sparse in the city, and difficult to find.
Rent and Value Brackets

The City of Hillsdale, Michigan

Renter Households by Contract (Cash) Rent Bracket
Median Monthly Contract Rent = $515

<table>
<thead>
<tr>
<th>Bracket</th>
<th>The City of Hillsdale</th>
<th>Hillsdale County</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$400</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>$400-$499</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>$500-$599</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>$600-$699</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>$700-$799</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>$800-$899</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>$900-$1,000</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>$1,000+</td>
<td>7%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Owner Households by Home Value Bracket
Median Home Value = $80,000

<table>
<thead>
<tr>
<th>Bracket</th>
<th>The City of Hillsdale</th>
<th>Hillsdale County</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$50,000</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>$150,000-$174,999</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>$175,000-$199,999</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>$200,000-$249,999</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>$250,000+</td>
<td>2%</td>
<td>10%</td>
</tr>
</tbody>
</table>

sharonwoods@landuseusa.com | (517) 290-5531 | www.LandUseUSA.com
Household Tenure and Income

The City of Hillsdale, Michigan

Existing Renter and Owner Households by Household Income Bracket

- < $15,000: 15% (Renters: 12%, Owners: 12%)  
- $15-$24,999: 23% (Renters: 23%, Owners: 12%)  
- $25-$34,999: 12% (Renters: 14%, Owners: 16%)  
- $35-$49,999: 16% (Renters: 16%, Owners: 16%)  
- $50-$74,999: 7% (Renters: 7%, Owners: 7%)  
- $75-$99,999: 3% (Renters: 3%, Owners: 10%)  
- $100-$149,999: 1% (Renters: 1%, Owners: 1%)  
- $150,000+: 4% (Renters: 1%, Owners: 4%)

- All City Renters: 15%  
- All City Owners: 12%

Median Household Income | Average = $30,100
Median Household Income | Renters = $21,200
Median Household Income | Owners = $43,300

Estimated Total Households = 2,900
Estimated Total Population = 8,200

sharonwoods@landuseusa.com | (517) 290-5531 | www.LandUseUSA.com (c)
Missing Middle Housing

A typology of urban building formats that migrating households are seeking.

Above: Missing Middle Housing | Urban Infill and Transition

Source: Dan Parolek and Opticos Design Group

Above: Building Blocks for Subdivided Houses, Townhouses, and Low-Rises
# Residential Target Market Analysis

A study of migrating households seeking Missing Middle Housing formats.

## The City of Hillsdale, Michigan

### Annual Number of New Households

Seeking Housing Choices by Building Size

(excludes Colleges and Cafes | O53)

<table>
<thead>
<tr>
<th>Building Size</th>
<th>New Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lowrise, Midrise</td>
<td>50+ Units</td>
</tr>
<tr>
<td>Large Multiplex</td>
<td>20-49 Units</td>
</tr>
<tr>
<td>Small Multiplex</td>
<td>10-19 Units</td>
</tr>
<tr>
<td>Townhouse Size</td>
<td>5-9 Units</td>
</tr>
<tr>
<td>Triplex, Fourplex</td>
<td>3-4 Units</td>
</tr>
<tr>
<td>Duplexes</td>
<td>2 Units</td>
</tr>
<tr>
<td>Houses</td>
<td>1 Unit</td>
</tr>
</tbody>
</table>

New households include only those that are migrating into the city each year. It does not include existing households moving within the city and simply moving from one unit to another.

The figures in this chart have been adjusted with a "slide" along the building sizes. However, the figures the chart below have not been adjusted.

### Market Potential v. Existing Housing Stock

Share of Total by Building Size

(excludes Colleges and Cafes | O53)

<table>
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<th>Building Size</th>
<th>Share of Total</th>
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<td>2 Units</td>
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The City of Hillsdale has an immediate market potential for one larger building with no more than 20 flats and/or lofts, plus single-family houses (attached or detached). Rehabs and conversions of existing housing stock should also focus on unique products that align with the Missing Middle Housing typology, and particularly the conversion of upper level space in the downtown into small lofts or flats.

(sharonwoods@landuseusa.com | (517) 290-5531 | www.LandUseUSA.com (c))

![Image](risingtide)
The City of Hillsdale, Michigan

Annual Number of New Households Seeking Housing Choices by Building Size

New households include only those that are migrating into the city each year. It does not include existing households moving within the city, and shifting from one unit to another.

The figures in this chart have been adjusted for a "slide" along building sizes. However, the figures in the chart below have not been adjusted.

Market Potential v. Existing Housing Stock
Share of Total by Building Size

The City of Hillsdale has an immediate market potential for one larger building with no more than 20 flats and/or lofts, plus single-family houses (attached or detached). Rehabs and conversions of existing housing stock should also focus on unique products that align with the Missing Middle Housing typology, and particularly small lofts / flats above street-front retail in the downtown.
The City of Hillsdale, Michigan

Annual Number of New and Existing Households Seeking Housing Choices by Building Size

- Lowrise, Midrise | 50+ Units: <50
  - New Households: <20
  - Existing Households: <30
- Large Multiplex | 20-49 Units: <25
  - New Households: <10
  - Existing Households: <30
- Small Multiplex | 10-19 Units: <25
  - New Households: <10
  - Existing Households: <30
- Townhouse Size | 5-9 Units: <40
  - New Households: <15
  - Existing Households: <30
- Triplex, Fourplex | 3-4 Units: <25
  - New Households: <10
  - Existing Households: <30
- Duplexes | 2 Units: <10
  - New Households: <5
  - Existing Households: <30
- Houses | 1 Unit: <120
  - New Households: <30
  - Existing Households: <30

New households include only those that are migrating into the city each year. In comparison, existing households are already city residents, but are also moving from address to another, and for any number of reasons. Many are households in the Colleges and Cafes target market, which has an exceptionally high movership rate.
Street Grid and Building Mass
Downtown City of Hillsdale | Hillsdale Co., Michigan

Source: Underlying aerial licensed by DigitalGlobe and powered by Alteryx; exhibit prepared by LandUseUSA (c) 2016 with all rights reserved.
Placemaking Progress
An assessment of PlaceScores, strategies, and Placemaking progress.

The City of Hillsdale, Michigan
PlaceScores™ and Strategies

The City of Hillsdale has a good overall PlaceScore of 21 points out of 30 possible. This is exceptional relative to other Michigan cities of similar size. An even higher score of 24 points can be achieved with the following strategies:

1. Complete and follow a Downtown or TIFA Subarea (land use) Plan.
2. Complete and follow a Downtown Streetscape Plan.
3. Complete and follow a Downtown Retail Market Strategy.
4. Participate in the Michigan Main Street Center program.
5. Add a list and map of merchants prominently of the city website.
6. Use mobile devices to report locations of amenities to Walkscore.

Evidence of Placemaking Progress

The PlaceScore methodology, concept, and name are trademarked by LandUseUSA 2013 - 2017.

sharonwoods@landuseusa.com | (517) 290-5531 | www.LandUseUSA.com
The City of Hillsdale, Michigan

Share of New Households by Target Market Seeking Houses, Duplexes, and Triplexes

- Red White Bluegrass | M44: 1% (City of Hilldale), 7% (Hillsdale County), 1% (SEM Region 9)
- Rooted Flower Power | L42: 1% (City of Hilldale), 2% (Hillsdale County), 1% (SEM Region 9)
- Dare to Dream | R66: 3% (City of Hilldale), 6% (Hillsdale County), 7% (SEM Region 9)
- Family Troopers | O55: 7% (City of Hilldale), 8% (Hillsdale County), 8% (SEM Region 9)
- Small Towns, Pockets | S68: 3% (City of Hilldale), 4% (Hillsdale County), 9% (SEM Region 9)
- Infants, Debit Cards | M45: 4% (City of Hilldale), 5% (Hillsdale County), 13% (SEM Region 9)
- True Grit Americans | N46: 1% (City of Hilldale), 9% (Hillsdale County), 17% (SEM Region 9)
- Colleges and Cafes | O53: 8% (City of Hilldale), 12% (Hillsdale County), 22% (SEM Region 9)

In the City of Hillsdale, the "Colleges and Cafes" target market represent 22% of all new (in-migrating) households that are seeking Houses, Duplexes, and Triplexes. In addition, 17% of the new households seeking these formats are "True Grit Americans"; and 13% are "Infants and Debit Cards". The "Red White Bluegrass" households are migrating into Hillsdale County, but not necessarily choosing the City of Hillsdale.
In the City of Hillsdale, the "Colleges and Cafes" target market represent 37% of new (in-migrating) households that are seeking Structures with at least 4 units. In addition, 20% of the new households seeking these formats are "Family Troopers"; 14% are "Senior Discounts"; and 13% are "Tough Times". The "Tight Money" households are migrating into Hillsdale County, but not necessarily choosing the City of Hillsdale.
Rooted Flower Power | L42
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates
- New City | Owners: 1%
- New City | Renters: 5%
- Same City | Owners: 2%
- Same City | Renters: 7%

Average Tenure
- Maximum Home Value = $160,000
- 92% Owners
- 8% Renters

Inclination for Units by Decade Built
- Since 2010: 2%
- 2000 – 2010: 3%
- Before 2000: 95%

Median Household Income
- USA: $55,800
- L42: $48,000

Inclination for Units by Building Size
- Lowrise, Midrise | 50+ Units: 0%
- Large Multiplex | 20–49 Units: 0%
- Small Multiplex | 10–19 Units: 0%
- Townhouse Size | 5–9 Units: 3%
- Triplex, Fourplex | 3–4 Units: 1%
- Duplexes | 2 Units: 1%
- Houses | 1 Unit: 94%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017. (c)
Red, White, and Bluegrass | M44
Lifestyles and Housing Preferences | National Averages

**Average Annual Movership Rates**
- New City | Owners: 1%
- New City | Renters: 4%
- Same City | Owners: 2%
- Same City | Renters: 7%

**Average Tenure**
- 89%: Owners
- 11%: Renters
- Maximum Home Value = $160,000

**Inclination for Units by Decade Built**
- Since 2010: 10%
- 2000 - 2010: 12%
- Before 2000: 78%

**Median Household Income**
- USA: $55,800
- M44: $46,900

**Inclination for Units by Building Size**
- Lowrise, Midrise | 50+ Units: 0%
- Large Multiplex | 20-49 Units: 0%
- Small Multiplex | 10-19 Units: 0%
- Townhouse Size | 5-9 Units: 3%
- Triplex, Fourplex | 3-4 Units: 0%
- Duplexes | 2 Units: 1%
- Houses | 1 Unit: 96%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017. (c)
Infants and Debit Cards | M45
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates

- New City | Owners: 3%
- New City | Renters: 11%
- Same City | Owners: 4%
- Same City | Renters: 19%

Average Tenure

- 70% Owners
- 30% Renters
- Maximum Home Value = $90,000
- Maximum Contract Rent = $500

Inclination for Units by Decade Built

- Since 2010: 2%
- 2000 - 2010: 3%
- Before 2000: 95%

Median Household Income

- USA: $55,800
- M45: $36,300

Inclination for Units by Building Size

- Lowrise, Midrise | 50+ Units: 0%
- Large Multiplex | 20-49 Units: 0%
- Small Multiplex | 10-19 Units: 0%
- Townhouse Size | 5-9 Units: 3%
- Triplex, Fourplex | 3-4 Units: 1%
- Duplexes | 2 Units: 1%
- Houses | 1 Unit: 95%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017. (c)
True Grit Americans | N46
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates
- New City | Owners: 2%
- New City | Renters: 8%
- Same City | Owners: 3%
- Same City | Renters: 14%

Average Tenure
- 91%
- Maximum Home Value = $160k
- 9%

Inclination for Units by Decade Built
- Since 2010: 5%
- 2000 - 2010: 6%
- Before 2000: 89%

Median Household Income
- USA: $55,800
- N46: $45,500

Inclination for Units by Building Size
- Lowrise, Midrise | 50+ Units: 0%
- Large Multiplex | 20-49 Units: 0%
- Small Multiplex | 10-19 Units: 0%
- Townhouse Size | 5-9 Units: 3%
- Triplex, Fourplex | 3-4 Units: 1%
- Duplexes | 2 Units: 1%
- Houses | 1 Unit: 96%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017. (c)
Digital Dependents | O51
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates

- New City | Owners: 7%
- New City | Renters: 26%
- Same City | Owners: 10%
- Same City | Renters: 44%

Average Tenure

- 66% with $200k Home Value
- 34% with $1,100 Contract Rent

Inclination for Units by Decade Built

- Since 2010: 8%
- 2000 - 2010: 10%
- Before 2000: 82%

Median Household Income

- USA: $55,800
- O51: $39,900

Inclination for Units by Building Size

- Lowrise, Midrise | 50+ Units: 0%
- Large Multiplex | 20-49 Units: 0%
- Small Multiplex | 10-19 Units: 0%
- Townhouse Size | 5-9 Units: 6%
- Triplex, Fourplex | 3-4 Units: 2%
- Duplexes | 2 Units: 2%
- Houses | 1 Unit: 89%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017. (c)
Colleges and Cafes | O53
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates

- New City | Owners: 5%
- New City | Renters: 18%
- Same City | Owners: 7%
- Same City | Renters: 30%

Average Tenure

83% for Owners, 17% for Renters

Max Contract Rent = $1,200

Inclination for Units by Decade Built

- Since 2010: 5%
- 2000 - 2010: 6%
- Before 2000: 94%

Median Household Income

- USA: $55,600
- O53: $32,600

Inclination for Units by Building Size

- Lowrise, Midrise | 50+ Units: 16%
- Large Multiplex | 20-49 Units: 6%
- Small Multiplex | 10-19 Units: 7%
- Townhouse Size | 5-9 Units: 10%
- Triplex, Fourplex | 3-4 Units: 8%
- Duplexes | 2 Units: 3%
- Houses | 1 Unit: 51%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017.
Family Troopers | O55
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates

- New City | Owners: 8%
- New City | Renters: 28%
- Same City | Owners: 11%
- Same City | Renters: 48%

Average Tenure

- 99% Renters, 1% Owners
- Maximum Contract Rent: $1,050

Inclination for Units by Decade Built

- Since 2010: 9%
- 2000 - 2010: 12%
- Before 2000: 79%

Median Household Income

- USA: $55,800
- O55: $30,600

Inclination for Units by Building Size

- Lowrise, Midrise | 50+ Units: 12%
- Large Multiplex | 20-49 Units: 7%
- Small Multiplex | 10-19 Units: 7%
- Townhouse Size | 5-9 Units: 19%
- Triplex, Fourplex | 3-4 Units: 12%
- Duplexes | 2 Units: 5%
- Houses | 1 Unit: 36%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017. (c)
Mid-Scale Medley | P56
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates
- New City | Owners: 3%
- New City | Renters: 9%
- Same City | Owners: 3%
- Same City | Renters: 15%

Average Tenure
- 77% Owners
- 23% Renters
- Maximum Home Value = $170,000
- Maximum Contract Rent = $900

Inclination for Units by Decade Built
- Since 2010: 3%
- 2000 - 2010: 4%
- Before 2000: 93%

Median Household Income
- USA: $55,800
- P56: $43,000

Inclination for Units by Building Size
- Lowrise, Midrise | 50+ Units: 0%
- Large Multiplex | 20-49 Units: 0%
- Small Multiplex | 10-19 Units: 0%
- Townhouse Size | 5-9 Units: 2%
- Triplex, Fourplex | 3-4 Units: 1%
- Duplexes | 2 Units: 1%
- Houses | 1 Unit: 94%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017. (c)
Senior Discounts | Q65
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates
- New City | Owners: 3%
- New City | Renters: 9%
- Same City | Owners: 3%
- Same City | Renters: 16%

Average Tenure
- 71% Owners
- 29% Renters

Maximum Home Value = $200,000
Maximum Contract Rent = $850

Inclination for Units by Decade Built
- Since 2010: 6%
- 2000 - 2010: 8%
- Before 2000: 86%

Median Household Income
- USA: $55,800
- Q65: $17,200

Inclination for Units by Building Size
- Lowrise, Midrise | 50+ Units: 59%
- Large Multiplex | 20-49 Units: 24%
- Small Multiplex | 10-19 Units: 13%
- Townhouse Size | 5-9 Units: 2%
- Triplex, Fourplex | 3-4 Units: 1%
- Duplexes | 2 Units: 0%
- Houses | 1 Unit: 0%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017.
Dare to Dream | R66
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates
- New City | Owners: 5%
- New City | Renters: 19%
- Same City | Owners: 7%
- Same City | Renters: 32%

Average Tenure
- 98%: Owners
- 2%: Renters
- Maximum Contract Rent = $600

Inclination for Units by Decade Built
- Since 2010: 2%
- 2000 - 2010: 3%
- Before 2000: 95%

Median Household Income
- USA: $55,800
- R66: $27,200

Inclination for Units by Building Size
- Lowrise, Midrise | 50+ Units: 0%
- Large Multiplex | 20-49 Units: 0%
- Small Multiplex | 10-19 Units: 0%
- Townhouse Size | 5-9 Units: 16%
- Triplex, Fourplex | 3-4 Units: 14%
- Duplexes | 2 Units: 7%
- Houses | 1 Unit: 63%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017. (c)
Tight Money | S70
Lifestyles and Housing Preferences | National Averages

Average Annual Movership Rates

- New City | Owners: 7%
- New City | Renters: 25%
- Same City | Owners: 10%
- Same City | Renters: 43%

Average Tenure

- 99% Owners
- 1% Renters
- Maximum Contract Rent = $750

Inclination for Units by Decade Built

- Since 2010: 6%
- 2000 - 2010: 8%
- Before 2000: 86%

Median Household Income

- USA: $55,800
- S70: $12,800

Inclination for Units by Building Size

- Lowrise, Midrise | 50+ Units: 17%
- Large Multiplex | 20-49 Units: 24%
- Small Multiplex | 10-19 Units: 14%
- Townhouse Size | 5-9 Units: 20%
- Triplex, Fourplex | 3-4 Units: 9%
- Duplexes | 2 Units: 7%
- Houses | 1 Unit: 8%

Source: Underlying data by Experian Decision Analytics. Exhibit and analysis by LandUseUSA, 2017. (c)
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<th>Segment/Group</th>
<th>Name</th>
<th>Short Description</th>
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<td>Power Elite</td>
<td>The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer</td>
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<tr>
<td>A01</td>
<td>American Royalty</td>
<td>Wealthy, influential couples and families living in prestigious suburbs</td>
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<td>A02</td>
<td>Platinum Prosperity</td>
<td>Wealthy and established empty-nesting couples residing in suburban and in-town homes</td>
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<td>Kids and Cabernet</td>
<td>Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs</td>
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<td>Picture Perfect Families</td>
<td>Established families of child-rearing households living in wealthy suburbs</td>
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<td>Couples with Clout</td>
<td>Middle aged, childless couples living in affluent metro areas</td>
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<td>Jet Set Urbanites</td>
<td>Mix of affluent singles and couples living in urban neighborhoods</td>
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<td>Flourishing Families</td>
<td>Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles</td>
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<td>Generational Soup</td>
<td>Affluent couples and multi-generational families living a wide range of lifestyles in suburbia</td>
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<td>Babies and Bliss</td>
<td>Middle aged couples with large families and active lives in affluent suburbia</td>
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<td>Family Fun-tastic</td>
<td>Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities</td>
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<td>Cosmopolitan Achievers</td>
<td>Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas</td>
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<td>Prosperous, established couples in their peak earning years living in suburban homes</td>
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<td>Upscale retirees and empty-nesters in comfortable communities</td>
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<td>Mature, upscale couples and singles in suburban homes</td>
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<td>Baby boomer adults and their teenage/young adult children sharing suburban homes</td>
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