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# METHODOLOGY

## TARGET MARKET TABLES — Appendices One and Two —

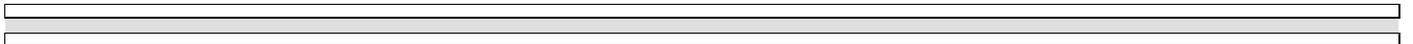
### An Analysis of Residential Market Potential

The Armfield Neighborhood Framework Plan Area

City of Woodland,  
Yolo County, California

April, 2022

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

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STUDY CONTENTS

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Methodology: An Analysis of Residential Market Potential	1
The Armfield Neighborhood Framework Plan Area	
City of Woodland, Yolo County, California	
Armfield Neighborhood Framework Plan Area Map	2
Armfield Neighborhood Project Area Map	2
Yolo County Housing Agency Parcels Map	3
Delineation of the Draw Areas (Migration Analysis)	3
Migration Methodology	5
2022 Target Market Classification of City and County Households	6
Residential Target Market Methodology	7
Determination of the Average Annual Potential Market for the City of Woodland (Mobility Analysis)	9
Determination of the Average Annual Potential Market for the Armfield Neighborhood Framework Plan Area	11
Target Market Data	16
Household Classification Methodology	17
Appendix Tables	18
Assumptions and Limitations	
Rights and Study Ownership	





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Residential Market Analysis Across the Urban-to-Rural Transect

## METHODOLOGY

### AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

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The technical analysis to determine the market potential for new mixed-income housing units within the Armfield Neighborhood Framework Plan Area in the City of Woodland, Yolo County, California included:

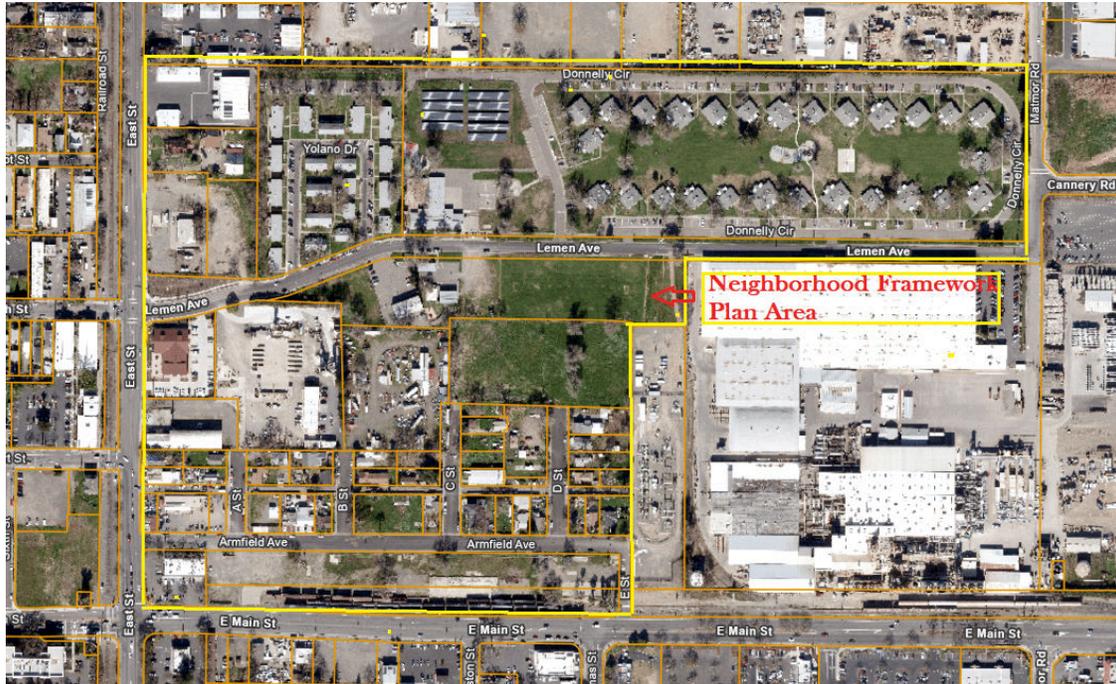
- Determination of the draw areas for new and existing housing units within the City of Woodland, based on historical settlement patterns, the most recently available county-to-county migration data from the Internal Revenue Service, and incorporating additional data from the most recent American Community Survey for the City of Woodland, 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);
- The composition of the potential housing market by lifestage (empty-nesters/retirees, traditional and non-traditional families, younger singles/couples); and
- The incomes and financial capabilities of the potential housing market (income distribution based on HUD's 2021 income limits for below 30 percent AMI, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 120 percent AMI, and above 120 percent AMI).

The boundaries of the Armfield Neighborhood Framework Plan Area follow Donnelly Circle in the north; run along Matmor Road, Lemen Avenue, and E Street in the east; then follow East Main Street in the south to East Street, and finally travel along East Street in the west. ( *See PLAN AREA MAP following this page.*)

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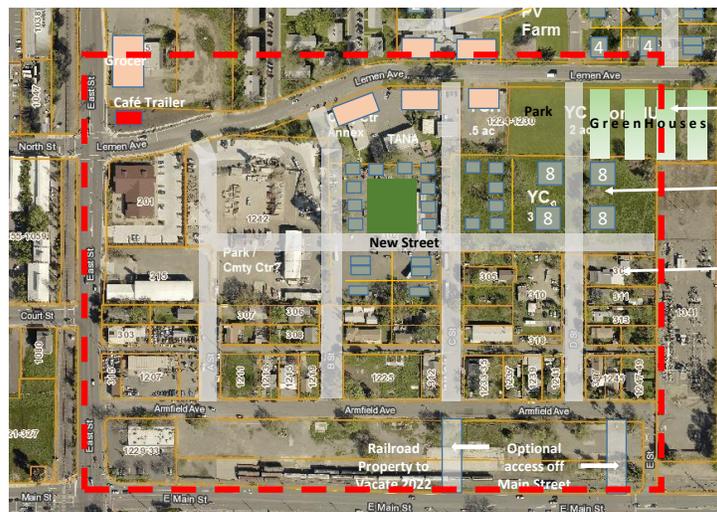
The Armfield Neighborhood Framework Plan Area  
City of Woodland, Yolo County, California

April, 2022



ARMFIELD NEIGHBORHOOD FRAMEWORK PLAN AREA MAP

A subset of the Framework Plan Area, the Armfield Neighborhood Project Area is an approximately 34-acre rectangle bounded by Lemn Ave to the north, industrial land to the east, East Main Street to the south, and East Street to the west. (See PROJECT AREA MAP below.)



ARMFIELD NEIGHBORHOOD PROJECT AREA MAP

The Armfield Neighborhood Framework Plan Area  
 City of Woodland, Yolo County, California

April, 2022

A second subset of the Framework Plan Area, and directly north of the Project Area, is the cluster of Yolo County Housing Agency HUD-subsidized parcels which will be redeveloped by the Agency.



YOLO COUNTY HOUSING AGENCY PARCELS MAP

Just west of the Framework Plan Area is Woodland’s walkable core, which runs along Main Street from approximately Elm Street to 3<sup>rd</sup> Street. The Woodland Joint Unified School District Elementary School is on Lincoln Avenue and 6<sup>th</sup> Street near the Plan Area.

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 Yolo County, the City of Woodland, and the Armfield Neighborhood Framework Plan Area.

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 Yolo 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. The IRS household migration data have been supplemented by population migration and mobility data for the City of Woodland from the most recent American Community Survey.

The Armfield Neighborhood Framework Plan Area  
City of Woodland, Yolo County, California  
April, 2022

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Historically, American households, more than any other nation's, have been extraordinarily mobile. In general, household mobility is higher in urban areas; a greater percentage of renters move than owners; and a greater percentage of younger households move than older households.

Nationally, one lingering consequence of the Great Recession (officially December, 2007 through June, 2009) has been a considerable reduction in national mobility. According to the American Community Survey, which measures population mobility, just 6.5 percent of the City of Woodland population either moved within or to the city between 2018 and 2019, half the national average of 13 percent.

#### Appendix One, Table 1. Migration Trends

Analysis of Yolo County migration and mobility patterns from 2014 through 2018—the most recent data available from the Internal Revenue Service—shows that the number of households moving into the county over the study period peaked at 7,600 households in 2016, dropping to 5,765 in-migrants in 2018, which is still higher than the five-year low of 4,225 households in 2014. Sacramento County, adjacent to the east, consistently accounted for approximately 30 to 31.7 percent of household migration into the county. Solano County, adjacent to the southwest, comprised 7.5 to 8.8 percent of Yolo County household in-migration, and Alameda County, further south, represented 3.8 percent to 4.2 percent of household in-migration. No other county accounted for more than four percent of Yolo County household in-migration. (*Reference* Appendix One, Table 1.)

Households moving out of Yolo County also reached a recent peak in 2016 with 8,225 out-migrating households, falling to 6,565 out-migrants in 2018, which is still significantly higher than the five-year low of 4,220 households in 2014. Sacramento accounted for 33.8 to 35.2 percent of Yolo County household out-migration, and Solano County received between 5.3 to 6.5 percent of households moving out of the county. No other county accounted for more than four percent of household migration out of Yolo County.

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*  
April, 2022

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Net migration—the difference between households moving into the county and those moving out—has shown net losses in all but the first year of the study period, ranging from a gain of just five households in 2014 to a net loss of 820 households in 2017. However, Yolo County has typically had net gains from Solano County.

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

Based on the Yolo County migration data, then, and supplemented by American Community Survey mobility data for the City of Woodland, the draw areas have been determined as follows:

- The local draw area, covering households who live in the City of Woodland.
- The county draw area, covering households with the potential to move to the City of Woodland from the balance of Yolo County.
- The regional draw area, covering households with the potential to move to the City of Woodland from Sacramento, Solano, and Alameda Counties, California.
- The national draw area, covering households with the potential to move to the City of Woodland from all other U.S. counties.

#### Migration Methodology:

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

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

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## 2022 TARGET MARKET CLASSIFICATION OF CITY AND COUNTY HOUSEHOLDS—

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

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, also known as Generation Z, is now 25 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 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. Because it is still the second largest generation in America, as the Boomer generation ages, it will continue its significant impact on the nation's housing, particularly how Baby

The Armfield Neighborhood Framework Plan Area  
City of Woodland, Yolo County, California

April, 2022

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Boomers manage the consequences of aging. The oldest Generation Xers are now in their mid-fifties, joining the Baby Boomers as empty nesters when their children leave home.

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

According to Claritas, Inc., an estimated 20,000 households live in the City of Woodland in 2022. Median income in the city is estimated at \$78,000, about 16 percent higher than the national median of \$72,200. The median reported value of owner-occupied dwelling units in the city is estimated at \$513,800 nearly double the national median of \$285,600.

(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, 58 percent of the city's households are traditional and non-traditional families (represented in 12 target market groups), another 29.3 percent are empty nesters and retirees (in nine market groups), and the remaining 12.7 percent are younger singles and couples (in seven groups). (*Reference* Appendix One, Table 2.)

In 2022, an estimated 76,935 households live in Yolo County. Median income in the county is estimated at \$77,800, almost equal to the median in the City of Woodland. The median reported home value is estimated at \$624,300, which is \$110,500 above the city's median, and \$338,700, or two and a half times higher than the national median.

As characterized by lifestage, 51.6 percent of all Yolo County households are traditional and non-traditional families, 24.4 percent are empty nesters and retirees, and 24 percent are younger singles and couples. (*Reference* Appendix One, Table 3.)

#### Residential Target Market Methodology:

The proprietary residential target market methodology, invented by Zimmerman/Volk Associates in 1988 and continually refined, is an analytical technique, using the PRIZM household clustering

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*  
April, 2022

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

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

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

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

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

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

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

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As a result of this process, Zimmerman/Volk Associates has categorized the housing and neighborhood propensities of 68 target market groups, the most affluent of which can afford the most expensive new ownership units and the least affluent are candidates for the least expensive existing rental apartments; a sizable percentage of the latter group require some form of housing assistance.

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

#### DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE CITY OF WOODLAND (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 Woodland 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 Woodland)—

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 1,475 households living in Woodland 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.

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

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An estimated 57.6 percent of these households are likely to be traditional and non-traditional families (in 12 market groups); another 26.1 percent are likely to be younger singles and couples (in seven groups); and the remaining 16.3 percent are likely to be empty nesters and retirees (in nine groups).

Appendix One, Table 5.

External Mobility (Households Moving to the City of Woodland from the Balance of Yolo 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 480 households living in the balance of Yolo County have the potential to move from a residence elsewhere in the county to a residence in the City of Woodland each year over the next five years.

An estimated 60.4 percent of these households are likely to be younger singles and couples (in seven market groups); another 32.3 percent are likely to be traditional and non-traditional families (in 14 family target market groups); and the remaining 7.3 percent are likely to be empty nesters and retirees (in six groups).

Appendix One, Tables 6 and 7; and Appendix Two, Tables 1 through 3.

External Mobility (Households Moving to the City of Woodland from Outside Yolo County)—

These tables determine the average annual number of households in each target market group living in Sacramento, Solano, and Alameda Counties, California, and the balance of the United States that are likely to move to the City of Woodland 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 Woodland—

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

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The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

dwelling units in the City of Woodland each year over the next five years originating from households living in the designated draw areas. An annual average of 3,490 households of all incomes have the potential to move within or to the city each year over the next five years.

Traditional and non-traditional families are likely to account for 44.2 percent of the annual potential market (in all 25 family groups); another 38.3 percent are likely to be younger singles and couples (in all 17 younger target market groups); and 17.5 percent are likely to be empty nesters and retirees (in 25 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 Woodland is shown on the following table:

Annual Average Market Potential by Draw Area  
*City of Woodland, Yolo County, California*

City of Woodland:	42.2%
Balance of Yolo County:	13.8%
Sacramento, Solano, and Alameda Counties:	18.8%
Balance of the U.S.:	25.2%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2022.

DETERMINATION OF THE AVERAGE ANNUAL POTENTIAL MARKET FOR THE ARMFIELD NEIGHBORHOOD FRAMEWORK PLAN AREA—

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

Appendix One, Tables 9 through 16.

Average Annual Market Potential for the Armfield Neighborhood Framework Plan Area—

As determined by the target market methodology, then, an annual average of 590 of the 3,490 households of all incomes that represent the average annual market potential for new and existing housing units in the City of Woodland are a market for new mixed-income housing units of any

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

kind located within the Armfield Neighborhood Framework Plan Area. An estimated 45.7 percent of these households are likely to be traditional and non-traditional families (in seven target market groups); another 28 percent are likely to be empty nesters and retirees (in eight groups); and the remaining 26.3 percent are likely to be younger singles and couples (in eight groups). (*Reference Appendix One, Table 9.*)

The distribution of the draw areas as a percentage of the potential market for the Armfield Neighborhood Framework Plan Area is shown on the following table:

Annual Average Market Potential by Draw Area  
 The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

City of Woodland:	54.2%
Balance of Yolo County:	13.6%
Sacramento, Solano, and Alameda Counties:	17.8%
Balance of the U.S.:	<u>14.4%</u>
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2022.

The annual average of 590 draw area households of all incomes that have the potential to move within or to the Armfield Neighborhood Framework Plan Area each year over the next five years have been categorized by tenure propensities to determine renter/owner ratios. An estimated 57.8 percent of these households (or 341 households) comprise the average annual potential market for new and existing rental units in the Plan Area. The remaining 42.2 percent (or 249 households) comprise the average annual potential market for new and existing for-sale (ownership) housing units. (*Reference Appendix One, Table 10.*)

Of the 249 buyer households, 16.5 percent (or 41 households) comprise the average annual market potential for new and existing multi-family for-sale units (condominium apartments); another 24.5 percent (61 households) comprise the average annual market potential for new and existing attached single-family (rowhouse/townhouse/duplex) units; and 59 percent (147 households) comprise the average annual potential market for new and existing single-family detached houses. (*Reference Appendix One, Table 11.*)

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

The Yolo County Fair Market Rent Area median family income (AMI), as determined by the U.S. Department of Housing and Urban Development (HUD) in fiscal year 2021, is \$88,600, for a family of four. Based on the Yolo County FMR AMI, income limits in Woodland by household size and percent of AMI, are outlined on the following table:

**Fiscal Year 2021 Income Limits**  
*City of Woodland, Yolo County, California*

NUMBER OF PERSONS IN HOUSEHOLD	EXTREMELY LOW 30% OF MEDIAN	VERY LOW 50% OF MEDIAN	LOW 80% OF MEDIAN
One	\$18,650	\$31,050	\$49,650
Two	\$21,300	\$35,450	\$56,750
Three	\$23,950	\$39,900	\$63,850
Four	\$26,600	\$44,300	\$70,900
Five	\$31,040	\$47,850	\$76,600
Six	\$35,580	\$51,400	\$82,250
Seven	\$40,120	\$54,950	\$87,950
Eight	\$44,660	\$58,500	\$93,600

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

This study is examining the incomes and financial capabilities of the potential housing market based on income distributions at 30 percent AMI or less, between 30 and 60 percent AMI, between 60 and 80 percent AMI, between 80 and 120 percent AMI, and above 120 percent AMI. The incomes of households at 60 and 120 percent of median are shown on the following table:

**Additional Income Limits**  
*City of Woodland, Yolo County, California*

NUMBER OF PERSONS IN HOUSEHOLD	60% OF MEDIAN	120% OF MEDIAN
One	\$37,300	\$74,600
Two	\$42,600	\$85,200
Three	\$47,900	\$95,800
Four	\$53,200	\$106,400
Five	\$57,500	\$115,000
Six	\$61,700	\$123,400
Seven	\$65,950	\$131,900
Eight	\$70,200	\$140,400

SOURCE: Zimmerman/Volk Associates, Inc.

The 341 renter households have been grouped by income, using income limits derived from the preceding table, as shown on the table following this page (*reference* Appendix One, Table 12).

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

Renter Households By Income  
 The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	71	20.8%
Between 30% and 60% AMI	84	24.6%
Between 60% and 80% AMI	45	13.2%
Between 80% and 120% AMI	54	15.9%
Above 120% AMI	<u>87</u>	<u>25.5%</u>
Total:	341	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2022.

As noted above, the remaining 42.2 percent of the average annual potential market (or 249 households) comprise the market for new and existing for-sale (ownership) housing units in the Armfield Neighborhood Framework Plan Area. These households have also been grouped by income, as detailed on the following table (*reference* Appendix One, Table 13):

Owner Households By Income  
 The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	40	16.1%
Between 30% and 60% AMI	55	22.1%
Between 60% and 80% AMI	29	11.6%
Between 80% and 120% AMI	51	20.5%
Above 120% AMI	<u>74</u>	<u>29.7%</u>
Total:	249	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2022.

Of the 249 potential owner households, 41 households (16.5 percent) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments) and have also been grouped by income as shown on the table following this page (*reference* Appendix One, Table 14).

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

Multi-Family Owner Households By Income  
 The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	4	9.8%
Between 30% and 60% AMI	7	17.1%
Between 60% and 80% AMI	7	17.1%
Between 80% and 120% AMI	11	26.8%
Over 120% AMI	<u>12</u>	<u>29.2%</u>
Total:	41	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2022.

Of the 249 potential owner households, 61 households (24.5 percent) comprise the market for single-family attached for-sale units (rowhouses/townhouses/duplexes) and have also been grouped by income as shown on the following table (*reference* Appendix One, Table 15):

Single-Family Attached Owner Households By Income  
 The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	7	11.5%
Between 30% and 60% AMI	17	27.9%
Between 60% and 80% AMI	11	18.0%
Between 80% and 120% AMI	14	23.0%
Over 120% AMI	<u>12</u>	<u>19.6%</u>
Total:	61	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2022.

Of the 249 potential owner households, 147 households (59 percent) comprise the market for single-family detached for-sale units (detached houses) and have also been grouped by income, as detailed on the table following this page (*reference* Appendix One, Table 16).

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

April, 2022

Single-Family Detached Owner Households By Income  
 The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*

INCOME BAND	NUMBER OF HOUSEHOLDS	PERCENTAGE
Below 30% AMI	29	19.7%
Between 30% and 60% AMI	31	21.1%
Between 60% and 80% AMI	11	7.5%
Between 80% and 120% AMI	26	17.7%
Over 120% AMI	<u>50</u>	<u>34.0%</u>
Total:	147	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2022.

—Target Market Data—

Target market data are based on the PRIZM household clustering system developed by Claritas, Inc., and modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary residential target market methodology. Target market data provides the number of households by 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 periodically to reflect the slow, but relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*, a move from one neighborhood condition to another. However, these changes of classification can also reflect an alteration in one or more of three additional basic characteristics:

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

Age, of course, is the most predictable, and easily-defined of these changes. Household composition has also been relatively easy to define; recently, with the growth of non-traditional households,

The Armfield Neighborhood Framework Plan Area  
*City of Woodland, Yolo County, California*  
April, 2022

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

Over the past 34 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.



METHODOLOGY: AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Armfield Neighborhood Framework Plan Area  
City of Woodland, Yolo County, California

April, 2022

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## Appendix One Tables



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**Gross Annual Household In-Migration***Yolo County, California***2014, 2015, 2016, 2017, 2018**

County of Origin	..... 2014 .....		..... 2015 .....		..... 2016 .....		..... 2017 .....		..... 2018 .....	
	Number	Share								
Sacramento	1,310	31.0%	1,825	31.7%	2,275	29.9%	1,875	31.7%	1,750	30.4%
Solano	320	7.6%	430	7.5%	670	8.8%	455	7.7%	455	7.9%
Alameda	165	3.9%	235	4.1%	295	3.9%	225	3.8%	240	4.2%
Los Angeles	145	3.4%	205	3.6%	255	3.4%	210	3.6%	205	3.6%
Placer	105	2.5%	150	2.6%	190	2.5%	140	2.4%	185	3.2%
Contra Costa	120	2.8%	175	3.0%	245	3.2%	195	3.3%	180	3.1%
Santa Clara	105	2.5%	170	3.0%	220	2.9%	175	3.0%	175	3.0%
San Joaquin	55	1.3%	70	1.2%	110	1.4%	85	1.4%	105	1.8%
San Diego	90	2.1%	120	2.1%	155	2.0%	100	1.7%	100	1.7%
San Francisco	90	2.1%	115	2.0%	130	1.7%	100	1.7%	100	1.7%
Sonoma	65	1.5%	65	1.1%	120	1.6%	75	1.3%	85	1.5%
Butte	35	0.8%	60	1.0%	75	1.0%	80	1.4%	80	1.4%
Orange	60	1.4%	70	1.2%	90	1.2%	80	1.4%	80	1.4%
San Mateo	60	1.4%	90	1.6%	110	1.4%	85	1.4%	80	1.4%
Riverside	25	0.6%	45	0.8%	60	0.8%	45	0.8%	60	1.0%
Sutter	45	1.1%	60	1.0%	75	1.0%	50	0.8%	55	1.0%
Stanislaus	35	0.8%	35	0.6%	45	0.6%	50	0.8%	50	0.9%
El Dorado	40	0.9%	65	1.1%	75	1.0%	65	1.1%	45	0.8%
Fresno	35	0.8%	50	0.9%	60	0.8%	55	0.9%	45	0.8%
Colusa	45	1.1%	40	0.7%	50	0.7%	45	0.8%	40	0.7%
Marin	40	0.9%	30	0.5%	50	0.7%	35	0.6%	40	0.7%
Yuba	30	0.7%	25	0.4%	35	0.5%	20	0.3%	35	0.6%
Monterey	0	0.0%	20	0.3%	50	0.7%	40	0.7%	35	0.6%
Napa	30	0.7%	35	0.6%	50	0.7%	55	0.9%	35	0.6%
San Bernardino	25	0.6%	30	0.5%	45	0.6%	40	0.7%	30	0.5%
Santa Cruz	25	0.6%	30	0.5%	35	0.5%	40	0.7%	30	0.5%
King, WA	20	0.5%	25	0.4%	45	0.6%	30	0.5%	30	0.5%
Kern	25	0.6%	20	0.3%	30	0.4%	35	0.6%	30	0.5%
Shasta	30	0.7%	25	0.4%	35	0.5%	20	0.3%	30	0.5%
Nevada	20	0.5%	25	0.4%	30	0.4%	20	0.3%	30	0.5%
Maricopa, AZ	25	0.6%	30	0.5%	50	0.7%	30	0.5%	25	0.4%
Ventura	25	0.6%	20	0.3%	40	0.5%	30	0.5%	25	0.4%
San Luis Obispo	0	0.0%	25	0.4%	30	0.4%	25	0.4%	25	0.4%
Clark, NV	0	0.0%	0	0.0%	25	0.3%	0	0.0%	25	0.4%
Washoe, NV	0	0.0%	20	0.3%	40	0.5%	30	0.5%	25	0.4%
All Other Counties	980	23.2%	1,315	22.9%	1,705	22.4%	1,275	21.6%	1,200	20.8%
<b>Total In-Migration:</b>	<b>4,225</b>	<b>100.0%</b>	<b>5,750</b>	<b>100.0%</b>	<b>7,600</b>	<b>100.0%</b>	<b>5,915</b>	<b>100.0%</b>	<b>5,765</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***Yolo County, California***2014, 2015, 2016, 2017, 2018**

Destination County	..... 2014 .....		..... 2015 .....		..... 2016 .....		..... 2017 .....		..... 2018 .....	
	Number	Share								
Sacramento	1,485	35.2%	2,120	34.4%	2,805	34.1%	2,275	33.8%	2,270	34.6%
Solano	270	6.4%	365	5.9%	440	5.3%	435	6.5%	385	5.9%
Alameda	135	3.2%	220	3.6%	300	3.6%	245	3.6%	225	3.4%
Los Angeles	130	3.1%	180	2.9%	245	3.0%	195	2.9%	190	2.9%
Placer	125	3.0%	210	3.4%	250	3.0%	225	3.3%	185	2.8%
Contra Costa	95	2.3%	150	2.4%	220	2.7%	170	2.5%	155	2.4%
Santa Clara	105	2.5%	150	2.4%	235	2.9%	195	2.9%	200	3.0%
San Joaquin	45	1.1%	65	1.1%	65	0.8%	75	1.1%	60	0.9%
San Diego	90	2.1%	140	2.3%	165	2.0%	95	1.4%	105	1.6%
San Francisco	95	2.3%	135	2.2%	145	1.8%	130	1.9%	135	2.1%
Sonoma	45	1.1%	90	1.5%	85	1.0%	75	1.1%	75	1.1%
Butte	35	0.8%	55	0.9%	60	0.7%	60	0.9%	55	0.8%
Orange	30	0.7%	60	1.0%	80	1.0%	85	1.3%	70	1.1%
San Mateo	45	1.1%	75	1.2%	105	1.3%	90	1.3%	75	1.1%
Riverside	25	0.6%	35	0.6%	45	0.5%	45	0.7%	45	0.7%
Sutter	35	0.8%	55	0.9%	90	1.1%	75	1.1%	65	1.0%
Stanislaus	20	0.5%	40	0.6%	40	0.5%	25	0.4%	30	0.5%
El Dorado	65	1.5%	75	1.2%	110	1.3%	70	1.0%	75	1.1%
Fresno	25	0.6%	45	0.7%	50	0.6%	45	0.7%	30	0.5%
Colusa	40	0.9%	55	0.9%	55	0.7%	55	0.8%	40	0.6%
Marin	25	0.6%	35	0.6%	35	0.4%	25	0.4%	25	0.4%
Yuba	0	0.0%	40	0.6%	70	0.9%	45	0.7%	80	1.2%
Monterey	25	0.6%	25	0.4%	35	0.4%	30	0.4%	40	0.6%
Napa	25	0.6%	30	0.5%	55	0.7%	35	0.5%	40	0.6%
San Bernardino	0	0.0%	25	0.4%	35	0.4%	35	0.5%	35	0.5%
Santa Cruz	20	0.5%	30	0.5%	50	0.6%	40	0.6%	35	0.5%
King, WA	35	0.8%	45	0.7%	60	0.7%	75	1.1%	65	1.0%
Kern	0	0.0%	20	0.3%	25	0.3%	30	0.4%	30	0.5%
Shasta	25	0.6%	25	0.4%	35	0.4%	30	0.4%	20	0.3%
Nevada	0	0.0%	35	0.6%	40	0.5%	30	0.4%	25	0.4%
Maricopa, AZ	25	0.6%	35	0.6%	50	0.6%	40	0.6%	55	0.8%
Ventura	0	0.0%	0	0.0%	30	0.4%	25	0.4%	0	0.0%
San Luis Obispo	0	0.0%	25	0.4%	30	0.4%	25	0.4%	25	0.4%
Clark, NV	0	0.0%	25	0.4%	40	0.5%	30	0.4%	30	0.5%
Washoe, NV	25	0.6%	40	0.6%	40	0.5%	50	0.7%	40	0.6%
All Other Counties	1,075	25.5%	1,410	22.9%	2,005	24.4%	1,525	22.6%	1,550	23.6%
<b>Total Out-Migration:</b>	<b>4,220</b>	<b>100.0%</b>	<b>6,165</b>	<b>100.0%</b>	<b>8,225</b>	<b>100.0%</b>	<b>6,735</b>	<b>100.0%</b>	<b>6,565</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***Yolo County, California***2014, 2015, 2016, 2017, 2018**

County	..... 2014 .....	..... 2015 .....	..... 2016 .....	..... 2017 .....	..... 2018 .....
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Sacramento	-175	-295	-530	-400	-520
Solano	50	65	230	20	70
Alameda	30	15	-5	-20	15
Los Angeles	15	25	10	15	15
Placer	-20	-60	-60	-85	0
Contra Costa	25	25	25	25	25
Santa Clara	0	20	-15	-20	-25
San Joaquin	10	5	45	10	45
San Diego	0	-20	-10	5	-5
San Francisco	-5	-20	-15	-30	-35
Sonoma	20	-25	35	0	10
Butte	0	5	15	20	25
Orange	30	10	10	-5	10
San Mateo	15	15	5	-5	5
Riverside	0	10	15	0	15
Sutter	10	5	-15	-25	-10
Stanislaus	15	-5	5	25	20
El Dorado	-25	-10	-35	-5	-30
Fresno	10	5	10	10	15
Colusa	5	-15	-5	-10	0
Marin	15	-5	15	10	15
Yuba	30	-15	-35	-25	-45
Monterey	-25	-5	15	10	-5
Napa	5	5	-5	20	-5
San Bernardino	25	5	10	5	-5
Santa Cruz	5	0	-15	0	-5
King, WA	-15	-20	-15	-45	-35
Kern	25	0	5	5	0
Shasta	5	0	0	-10	10
Nevada	20	-10	-10	-10	5
Maricopa, AZ	0	-5	0	-10	-30
Ventura	25	20	10	5	25
San Luis Obispo	0	0	0	0	0
Clark, NV	0	-25	-15	-30	-5
Washoe, NV	-25	-20	0	-20	-15
All Other Counties	-95	-95	-300	-250	-350
<b>Total Net Migration:</b>	<b>5</b>	<b>-415</b>	<b>-625</b>	<b>-820</b>	<b>-800</b>

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

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

## 2022 Household Classification by Market Groups

*City of Woodland, Yolo County, California*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
<b>Empty Nesters &amp; Retirees</b>		
	<b>5,855</b>	<b>29.3%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,785	13.9%
<i>Metropolitan Suburbs</i>	3,070	15.4%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>		
	<b>11,600</b>	<b>58.0%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,630	28.2%
<i>Metropolitan Suburbs</i>	5,970	29.9%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Younger Singles &amp; Couples</b>		
	<b>2,545</b>	<b>12.7%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,805	9.0%
<i>Metropolitan Suburbs</i>	740	3.7%
<i>Town &amp; Country/Exurbs</i>	0	0.0%
<b>Total:</b>	<b>20,000</b>	<b>100.0%</b>

2022 Estimated Median Income: \$78,000  
 2022 Estimated National Median Income: \$72,200

2022 Estimated Median Home Value: \$513,800  
 2022 Estimated National Median Home Value: \$285,600

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

## 2022 Household Classification by Market Groups

*City of Woodland, Yolo County, California*

	<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>5,855</b>	<b>29.3%</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	610	3.1%	\$93,200	\$496,000
Blue-Collar Retirees	1,040	5.2%	\$58,200	\$316,900
Middle-Class Move-Downs	385	1.9%	\$56,700	\$380,100
Hometown Seniors	160	0.8%	\$40,800	\$216,100
Second City Seniors	590	3.0%	\$36,700	\$332,800
<i>Subtotal:</i>	<u>2,785</u>	<u>13.9%</u>		
<i>Metropolitan Suburbs</i>				
The One Percenters	0	0.0%		
Old Money	0	0.0%		
Affluent Empty Nesters	450	2.3%	\$135,900	\$878,300
Suburban Establishment	1,370	6.9%	\$116,700	\$743,400
Mainstream Empty Nesters	285	1.4%	\$75,800	\$421,300
Middle-American Retirees	965	4.8%	\$74,900	\$428,000
<i>Subtotal:</i>	<u>3,070</u>	<u>15.4%</u>		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	0	0.0%		
Pillars of the Community	0	0.0%		
New Empty Nesters	0	0.0%		
Traditional Couples	0	0.0%		
RV Retirees	0	0.0%		
Country Couples	0	0.0%		
Hometown Retirees	0	0.0%		
Heartland Retirees	0	0.0%		
Village Elders	0	0.0%		
Small-Town Seniors	0	0.0%		
Back Country Seniors	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

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

## 2022 Household Classification by Market Groups

*City of Woodland, Yolo County, California*

	<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>11,600</b>	<b>58.0%</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	730	3.7%	\$108,400	\$690,400
Multi-Ethnic Families	995	5.0%	\$78,100	\$461,800
Uptown Families	925	4.6%	\$74,100	\$426,200
In-Town Families	675	3.4%	\$48,300	\$270,900
New American Strivers	2,305	11.5%	\$45,700	\$340,500
<i>Subtotal:</i>	<u>5,630</u>	<u>28.2%</u>		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	215	1.1%	\$175,100	\$763,200
Nouveau Money	1,315	6.6%	\$133,800	\$867,300
Button-Down Families	1,850	9.3%	\$115,100	\$737,400
Fiber-Optic Families	440	2.2%	\$104,700	\$482,200
Late-Nest Suburbanites	870	4.4%	\$92,900	\$686,000
Full-Nest Suburbanites	795	4.0%	\$88,300	\$609,200
Kids 'r' Us	485	2.4%	\$79,400	\$424,600
<i>Subtotal:</i>	<u>5,970</u>	<u>29.9%</u>		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	0	0.0%		
New Town Families	0	0.0%		
Full-Nest Exurbanites	0	0.0%		
Rural Families	0	0.0%		
Traditional Families	0	0.0%		
Small-Town Families	0	0.0%		
Four-by-Four Families	0	0.0%		
Rustic Families	0	0.0%		
Hometown Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		

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

## 2022 Household Classification by Market Groups

*City of Woodland, Yolo County, California*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Singles &amp; Couples</b>	<b>2,545</b>	<b>12.7%</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	555	2.8%	\$84,200	\$710,200
Small-City Singles	90	0.5%	\$46,200	\$237,200
Twentysomethings	370	1.9%	\$44,400	\$439,700
Second-City Strivers	790	4.0%	\$44,600	\$376,000
Multi-Ethnic Singles	0	0.0%		
<i>Subtotal:</i>	<u>1,805</u>	<u>9.0%</u>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	295	1.5%	\$82,900	\$808,900
Suburban Achievers	185	0.9%	\$57,200	\$317,000
Suburban Strivers	260	1.3%	\$52,200	\$384,900
<i>Subtotal:</i>	<u>740</u>	<u>3.7%</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.

**2022 Household Classification by Market Groups**  
*Yolo County, California*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
<b>Empty Nesters &amp; Retirees</b>		
	<b>18,775</b>	<b>24.4%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	6,185	8.0%
<i>Metropolitan Suburbs</i>	8,075	10.5%
<i>Town &amp; Country/Exurbs</i>	4,515	5.9%
<b>Traditional &amp; Non-Traditional Families</b>		
	<b>39,680</b>	<b>51.6%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	15,330	19.9%
<i>Metropolitan Suburbs</i>	18,635	24.2%
<i>Town &amp; Country/Exurbs</i>	5,715	7.4%
<b>Younger Singles &amp; Couples</b>		
	<b>18,480</b>	<b>24.0%</b>
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	13,520	17.6%
<i>Metropolitan Suburbs</i>	4,465	5.8%
<i>Town &amp; Country/Exurbs</i>	495	0.6%
<b>Total:</b>	<b>76,935</b>	<b>100.0%</b>
2022 Estimated Median Income:	\$77,800	
2022 Estimated National Median Income:	\$72,200	
2022 Estimated Median Home Value:	\$624,300	
2022 Estimated National Median Home Value:	\$285,600	

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

## 2022 Household Classification by Market Groups

*Yolo County, California*

	<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>18,775</b>	<b>24.4%</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	890	1.2%	\$89,600	\$499,700
Blue-Collar Retirees	2,650	3.4%	\$55,300	\$322,900
Middle-Class Move-Downs	675	0.9%	\$53,700	\$386,000
Hometown Seniors	635	0.8%	\$38,600	\$217,500
Second City Seniors	1,335	1.7%	\$34,200	\$340,700
Subtotal:	6,185	8.0%		
<i>Metropolitan Suburbs</i>				
The One Percenters	1,630	2.1%	\$169,000	\$643,900
Old Money	295	0.4%	\$167,500	\$593,900
Affluent Empty Nesters	865	1.1%	\$130,100	\$859,200
Suburban Establishment	3,000	3.9%	\$112,100	\$760,400
Mainstream Empty Nesters	550	0.7%	\$72,000	\$422,800
Middle-American Retirees	1,735	2.3%	\$71,300	\$429,800
Subtotal:	8,075	10.5%		
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	620	0.8%	\$130,400	\$882,200
Pillars of the Community	590	0.8%	\$96,300	\$485,000
New Empty Nesters	1,350	1.8%	\$102,000	\$882,400
Traditional Couples	245	0.3%	\$96,800	\$637,400
RV Retirees	105	0.1%	\$77,800	\$442,100
Country Couples	225	0.3%	\$71,000	\$420,200
Hometown Retirees	665	0.9%	\$61,900	\$346,300
Heartland Retirees	265	0.3%	\$60,800	\$418,100
Village Elders	170	0.2%	\$50,000	\$362,100
Small-Town Seniors	155	0.2%	\$48,300	\$295,900
Back Country Seniors	125	0.2%	\$44,900	\$272,700
Subtotal:	4,515	5.9%		

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

**2022 Household Classification by Market Groups**  
*Yolo County, California*

	<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>39,680</b>	<b>51.6%</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	7,025	9.1%	\$103,800	\$704,000
Multi-Ethnic Families	1,380	1.8%	\$74,500	\$466,000
Uptown Families	1,625	2.1%	\$70,700	\$427,900
In-Town Families	1,180	1.5%	\$46,300	\$275,200
New American Strivers	4,120	5.4%	\$43,800	\$340,500
Subtotal:	15,330	19.9%		
<i>Metropolitan Suburbs</i>				
Corporate Establishment	1,805	2.3%	\$168,300	\$748,700
Nouveau Money	7,010	9.1%	\$128,600	\$885,100
Button-Down Families	4,625	6.0%	\$110,800	\$753,700
Fiber-Optic Families	1,160	1.5%	\$100,400	\$482,700
Late-Nest Suburbanites	2,200	2.9%	\$89,000	\$701,600
Full-Nest Suburbanites	1,165	1.5%	\$84,300	\$625,000
Kids 'r' Us	670	0.9%	\$75,900	\$426,000
Subtotal:	18,635	24.2%		
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	1,090	1.4%	\$130,800	\$868,600
New Town Families	365	0.5%	\$98,700	\$473,000
Full-Nest Exurbanites	1,970	2.6%	\$100,400	\$618,900
Rural Families	125	0.2%	\$77,300	\$416,500
Traditional Families	0	0.0%		
Small-Town Families	615	0.8%	\$79,500	\$487,500
Four-by-Four Families	165	0.2%	\$72,100	\$415,800
Rustic Families	1,025	1.3%	\$61,600	\$336,100
Hometown Families	360	0.5%	\$50,200	\$346,100
Subtotal:	5,715	7.4%		

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

**2022 Household Classification by Market Groups**  
*Yolo County, California*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
<b>Younger Singles &amp; Couples</b>	<b>18,480</b>	<b>24.0%</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>	<i>0</i>	<i>0.0%</i>		
<i>Small Cities/Satellite Cities</i>				
The VIPs	1,815	2.4%	\$80,200	\$727,500
Small-City Singles	395	0.5%	\$44,300	\$234,400
Twentysomethings	7,985	10.4%	\$42,300	\$441,600
Second-City Strivers	2,185	2.8%	\$42,600	\$381,500
Multi-Ethnic Singles	1,140	1.5%	\$27,900	\$221,800
<i>Subtotal:</i>	<i>13,520</i>	<i>17.6%</i>		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	2,305	3.0%	\$79,200	\$833,500
Suburban Achievers	660	0.9%	\$54,300	\$317,000
Suburban Strivers	1,500	1.9%	\$49,000	\$390,100
<i>Subtotal:</i>	<i>4,465</i>	<i>5.8%</i>		
<i>Town &amp; Country/Exurbs</i>				
Hometown Sweethearts	5	0.0%	\$54,000	\$316,700
Blue-Collar Traditionalists	270	0.4%	\$50,100	\$282,200
Rural Couples	195	0.3%	\$40,800	\$223,700
Rural Strivers	25	0.0%	\$33,200	\$225,300
<i>Subtotal:</i>	<i>495</i>	<i>0.6%</i>		

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

**Annual Average Number Of Households With The Potential  
To Move Within The City Of Woodland Each Year Over The Next Five Years**  
*City of Woodland, Yolo County, California*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>5,855</b>	<b>240</b>	<b>16.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,785	130	8.8%
<i>Metropolitan Suburbs</i>	3,070	110	7.5%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,600</b>	<b>850</b>	<b>57.6%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	5,630	585	39.7%
<i>Metropolitan Suburbs</i>	5,970	265	18.0%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>2,545</b>	<b>385</b>	<b>26.1%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,805	275	18.6%
<i>Metropolitan Suburbs</i>	740	110	7.5%
<i>Town &amp; Country/Exurbs</i>	0	0	0.0%
<b>Total:</b>	<b>20,000</b>	<b>1,475</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 Woodland Each Year Over The Next Five Years**

*City of Woodland, Yolo County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>5,855</b>	<b>240</b>	<b>16.3%</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%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Second City Establishment	610	15	1.0%
Blue-Collar Retirees	1,040	50	3.4%
Middle-Class Move-Downs	385	10	0.7%
Hometown Seniors	160	5	0.3%
Second City Seniors	590	50	3.4%
Subtotal:	2,785	130	8.8%
<i>Metropolitan Suburbs</i>			
The One Percenters	0	0	0.0%
Old Money	0	0	0.0%
Affluent Empty Nesters	450	10	0.7%
Suburban Establishment	1,370	40	2.7%
Mainstream Empty Nesters	285	20	1.4%
Middle-American Retirees	965	40	2.7%
Subtotal:	3,070	110	7.5%
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	0	0	0.0%
Pillars of the Community	0	0	0.0%
New Empty Nesters	0	0	0.0%
Traditional Couples	0	0	0.0%
RV Retirees	0	0	0.0%
Country Couples	0	0	0.0%
Hometown Retirees	0	0	0.0%
Heartland Retirees	0	0	0.0%
Village Elders	0	0	0.0%
Small-Town Seniors	0	0	0.0%
Back Country Seniors	0	0	0.0%
Subtotal:	0	0	0.0%

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

**Annual Average Number Of Households With The Potential  
To Move Within The City Of Woodland Each Year Over The Next Five Years**  
*City of Woodland, Yolo County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>11,600</b>	<b>850</b>	<b>57.6%</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	730	40	2.7%
Multi-Ethnic Families	995	85	5.8%
Uptown Families	925	85	5.8%
In-Town Families	675	70	4.7%
New American Strivers	2,305	305	20.7%
<i>Subtotal:</i>	<u>5,630</u>	<u>585</u>	<u>39.7%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	215	10	0.7%
Nouveau Money	1,315	45	3.1%
Button-Down Families	1,850	60	4.1%
Fiber-Optic Families	440	10	0.7%
Late-Nest Suburbanites	870	65	4.4%
Full-Nest Suburbanites	795	40	2.7%
Kids 'r' Us	485	35	2.4%
<i>Subtotal:</i>	<u>5,970</u>	<u>265</u>	<u>18.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
New Town Families	0	0	0.0%
Full-Nest Exurbanites	0	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	0	0	0.0%
Small-Town Families	0	0	0.0%
Four-by-Four Families	0	0	0.0%
Rustic Families	0	0	0.0%
Hometown Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

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

*City of Woodland, Yolo County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>2,545</b>	<b>385</b>	<b>26.1%</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	555	60	4.1%
Small-City Singles	90	10	0.7%
Twentysomethings	370	80	5.4%
Second-City Strivers	790	125	8.5%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>1,805</u>	<u>275</u>	<u>18.6%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	295	55	3.7%
Suburban Achievers	185	10	0.7%
Suburban Strivers	260	45	3.1%
<i>Subtotal:</i>	<u>740</u>	<u>110</u>	<u>7.5%</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 Woodland Each Year Over The Next Five Years**

*Balance of Yolo County, California*

<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>12,920</b>	<b>35</b>	<b>7.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,400	15	3.1%
<i>Metropolitan Suburbs</i>	5,005	15	3.1%
<i>Town &amp; Country/Exurbs</i>	4,515	5	1.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>28,080</b>	<b>155</b>	<b>32.3%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	9,700	75	15.6%
<i>Metropolitan Suburbs</i>	12,665	45	9.4%
<i>Town &amp; Country/Exurbs</i>	5,715	35	7.3%
<b>Younger Singles &amp; Couples</b>	<b>15,935</b>	<b>290</b>	<b>60.4%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	11,715	220	45.8%
<i>Metropolitan Suburbs</i>	3,725	65	13.5%
<i>Town &amp; Country/Exurbs</i>	495	5	1.0%
<b>Total Balance of County:</b>	<b>56,935</b>	<b>480</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 Woodland Each Year Over The Next Five Years**

*Balance of Yolo County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>12,920</b>	<b>35</b>	<b>7.3%</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	280	0	0.0%
Blue-Collar Retirees	1,610	10	2.1%
Middle-Class Move-Downs	290	0	0.0%
Hometown Seniors	475	0	0.0%
Second City Seniors	745	5	1.0%
<i>Subtotal:</i>	<u>3,400</u>	<u>15</u>	<u>3.1%</u>
<i>Metropolitan Suburbs</i>			
The One Percenters	1,630	5	1.0%
Old Money	295	0	0.0%
Affluent Empty Nesters	415	0	0.0%
Suburban Establishment	1,630	5	1.0%
Mainstream Empty Nesters	265	0	0.0%
Middle-American Retirees	770	5	1.0%
<i>Subtotal:</i>	<u>5,005</u>	<u>15</u>	<u>3.1%</u>
<i>Town &amp; Country/Exurbs</i>			
Small-Town Patriarchs	620	0	0.0%
Pillars of the Community	590	0	0.0%
New Empty Nesters	1,350	5	1.0%
Traditional Couples	245	0	0.0%
RV Retirees	105	0	0.0%
Country Couples	225	0	0.0%
Hometown Retirees	665	0	0.0%
Heartland Retirees	265	0	0.0%
Village Elders	170	0	0.0%
Small-Town Seniors	155	0	0.0%
Back Country Seniors	125	0	0.0%
<i>Subtotal:</i>	<u>4,515</u>	<u>5</u>	<u>1.0%</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

*Balance of Yolo County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>28,080</b>	<b>155</b>	<b>32.3%</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	6,295	35	7.3%
Multi-Ethnic Families	385	5	1.0%
Uptown Families	700	5	1.0%
In-Town Families	505	5	1.0%
New American Strivers	1,815	25	5.2%
<i>Subtotal:</i>	<u>9,700</u>	<u>75</u>	<u>15.6%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	1,590	5	1.0%
Nouveau Money	5,695	20	4.2%
Button-Down Families	2,775	10	2.1%
Fiber-Optic Families	720	0	0.0%
Late-Nest Suburbanites	1,330	10	2.1%
Full-Nest Suburbanites	370	0	0.0%
Kids 'r' Us	185	0	0.0%
<i>Subtotal:</i>	<u>12,665</u>	<u>45</u>	<u>9.4%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	1,090	5	1.0%
New Town Families	365	0	0.0%
Full-Nest Exurbanites	1,970	10	2.1%
Rural Families	125	0	0.0%
Traditional Families	0	0	0.0%
Small-Town Families	615	5	1.0%
Four-by-Four Families	165	0	0.0%
Rustic Families	1,025	10	2.1%
Hometown Families	360	5	1.0%
<i>Subtotal:</i>	<u>5,715</u>	<u>35</u>	<u>7.3%</u>

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

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

*Balance of Yolo County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>15,935</b>	<b>290</b>	<b>60.4%</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	1,260	15	3.1%
Small-City Singles	305	5	1.0%
Twentysomethings	7,615	165	34.4%
Second-City Strivers	1,395	20	4.2%
Multi-Ethnic Singles	1,140	15	3.1%
<i>Subtotal:</i>	<u>11,715</u>	<u>220</u>	<u>45.8%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	2,010	40	8.3%
Suburban Achievers	475	0	0.0%
Suburban Strivers	1,240	25	5.2%
<i>Subtotal:</i>	<u>3,725</u>	<u>65</u>	<u>13.5%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	5	0	0.0%
Blue-Collar Traditionalists	270	5	1.0%
Rural Couples	195	0	0.0%
Rural Strivers	25	0	0.0%
<i>Subtotal:</i>	<u>495</u>	<u>5</u>	<u>1.0%</u>

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

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

Summary: Appendix Two, Tables 1 Through 3

*Sacramento County, California, Solano County, California, Alameda County, California*

<u>Household Type/ Geographic Designation</u>	<u>Sacramento County</u>	<u>Solano County</u>	<u>Alameda County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>100</b>	<b>25</b>	<b>20</b>	<b>145</b>
<i>Metropolitan Cities</i>	60	0	20	80
<i>Small Cities/Satellite Cities</i>	15	10	0	25
<i>Metropolitan Suburbs</i>	25	15	0	40
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>140</b>	<b>65</b>	<b>15</b>	<b>220</b>
<i>Metropolitan Cities</i>	65	0	10	75
<i>Small Cities/Satellite Cities</i>	30	35	0	65
<i>Metropolitan Suburbs</i>	35	20	5	60
<i>Town &amp; Country/Exurbs</i>	10	10	0	20
<b>Younger Singles &amp; Couples</b>	<b>235</b>	<b>30</b>	<b>25</b>	<b>290</b>
<i>Metropolitan Cities</i>	170	0	25	195
<i>Small Cities/Satellite Cities</i>	45	20	0	65
<i>Metropolitan Suburbs</i>	20	10	0	30
<i>Town &amp; Country/Exurbs</i>	0	0	0	0
<b>Total:</b>	<b>475</b>	<b>120</b>	<b>60</b>	<b>655</b>
<b>Percent:</b>	<b>72.5%</b>	<b>18.3%</b>	<b>9.2%</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 Woodland Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 3

*Sacramento County, California, Solano County, California, Alameda County, California*

	<u>Sacramento County</u>	<u>Solano County</u>	<u>Alameda County</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>100</b>	<b>25</b>	<b>20</b>	<b>145</b>
<i>Metropolitan Cities</i>				
The Social Register	5	0	0	5
Urban Establishment	5	0	10	15
Multi-Ethnic Empty Nesters	20	0	0	20
Cosmopolitan Couples	30	0	10	40
<i>Subtotal:</i>	<u>60</u>	<u>0</u>	<u>20</u>	<u>80</u>
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	5	0	0	5
Blue-Collar Retirees	5	5	0	10
Middle-Class Move-Downs	0	0	0	0
Hometown Seniors	0	0	0	0
Second City Seniors	5	5	0	10
<i>Subtotal:</i>	<u>15</u>	<u>10</u>	<u>0</u>	<u>25</u>
<i>Metropolitan Suburbs</i>				
The One Percenters	5	0	0	5
Old Money	0	0	0	0
Affluent Empty Nesters	5	0	0	5
Suburban Establishment	5	5	0	10
Mainstream Empty Nesters	5	5	0	10
Middle-American Retirees	5	5	0	10
<i>Subtotal:</i>	<u>25</u>	<u>15</u>	<u>0</u>	<u>40</u>
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	0	0	0	0
Pillars of the Community	0	0	0	0
New Empty Nesters	0	0	0	0
Traditional Couples	0	0	0	0
RV Retirees	0	0	0	0
Country Couples	0	0	0	0
Hometown Retirees	0	0	0	0
Heartland Retirees	0	0	0	0
Village Elders	0	0	0	0
Small-Town Seniors	0	0	0	0
Back Country Seniors	0	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Summary: Appendix Two, Tables 1 Through 3

*Sacramento County, California, Solano County, California, Alameda County, California*

	<u>Sacramento County</u>	<u>Solano County</u>	<u>Alameda County</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>140</b>	<b>65</b>	<b>15</b>	<b>220</b>
<i>Metropolitan Cities</i>				
e-Type Families	5	0	5	10
Multi-Cultural Families	10	0	0	10
Inner-City Families	15	0	0	15
Single-Parent Families	35	0	5	40
<i>Subtotal:</i>	<u>65</u>	<u>0</u>	<u>10</u>	<u>75</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	10	5	0	15
Multi-Ethnic Families	5	5	0	10
Uptown Families	5	5	0	10
In-Town Families	5	5	0	10
New American Strivers	5	15	0	20
<i>Subtotal:</i>	<u>30</u>	<u>35</u>	<u>0</u>	<u>65</u>
<i>Metropolitan Suburbs</i>				
Corporate Establishment	5	0	5	10
Nouveau Money	5	0	0	5
Button-Down Families	5	5	0	10
Fiber-Optic Families	0	0	0	0
Late-Nest Suburbanites	10	5	0	15
Full-Nest Suburbanites	5	5	0	10
Kids 'r' Us	5	5	0	10
<i>Subtotal:</i>	<u>35</u>	<u>20</u>	<u>5</u>	<u>60</u>
<i>Town &amp; Country/Exurbs</i>				
Ex-Urban Elite	5	5	0	10
New Town Families	0	0	0	0
Full-Nest Exurbanites	5	0	0	5
Rural Families	0	0	0	0
Traditional Families	0	0	0	0
Small-Town Families	0	5	0	5
Four-by-Four Families	0	0	0	0
Rustic Families	0	0	0	0
Hometown Families	0	0	0	0
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>0</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 Woodland Each Year Over The Next Five Years**

Summary: Appendix Two, Tables 1 Through 3

*Sacramento County, California, Solano County, California, Alameda County, California*

	<u>Sacramento County</u>	<u>Solano County</u>	<u>Alameda County</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>235</b>	<b>30</b>	<b>25</b>	<b>290</b>
<i>Metropolitan Cities</i>				
New Power Couples	10	0	0	10
New Bohemians	40	0	20	60
Cosmopolitan Elite	15	0	0	15
Downtown Couples	40	0	0	40
Downtown Proud	65	0	5	70
<i>Subtotal:</i>	<u>170</u>	<u>0</u>	<u>25</u>	<u>195</u>
<i>Small Cities/Satellite Cities</i>				
The VIPs	15	10	0	25
Small-City Singles	5	0	0	5
Twentysomethings	15	5	0	20
Second-City Strivers	10	5	0	15
Multi-Ethnic Singles	0	0	0	0
<i>Subtotal:</i>	<u>45</u>	<u>20</u>	<u>0</u>	<u>65</u>
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	15	5	0	20
Suburban Achievers	0	0	0	0
Suburban Strivers	5	5	0	10
<i>Subtotal:</i>	<u>20</u>	<u>10</u>	<u>0</u>	<u>30</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</u>	<u>0</u>

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

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

Household Type/ Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>190</b>	<b>21.6%</b>
<i>Metropolitan Cities</i>	30	3.4%
<i>Small Cities/Satellite Cities</i>	35	4.0%
<i>Metropolitan Suburbs</i>	45	5.1%
<i>Town &amp; Country/Exurbs</i>	80	9.1%
<b>Traditional &amp; Non-Traditional Families</b>	<b>320</b>	<b>36.4%</b>
<i>Metropolitan Cities</i>	35	4.0%
<i>Small Cities/Satellite Cities</i>	75	8.5%
<i>Metropolitan Suburbs</i>	60	6.8%
<i>Town &amp; Country/Exurbs</i>	150	17.0%
<b>Younger Singles &amp; Couples</b>	<b>370</b>	<b>42.0%</b>
<i>Metropolitan Cities</i>	100	11.4%
<i>Small Cities/Satellite Cities</i>	120	13.6%
<i>Metropolitan Suburbs</i>	75	8.5%
<i>Town &amp; Country/Exurbs</i>	75	8.5%
<b>Total:</b>	<b>880</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 Woodland 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>190</b>	<b>21.6%</b>
<i>Metropolitan Cities</i>		
The Social Register	0	0.0%
Urban Establishment	10	1.1%
Multi-Ethnic Empty Nesters	5	0.6%
Cosmopolitan Couples	15	1.7%
<i>Subtotal:</i>	<u>30</u>	<u>3.4%</u>
<i>Small Cities/Satellite Cities</i>		
Second City Establishment	5	0.6%
Blue-Collar Retirees	10	1.1%
Middle-Class Move-Downs	5	0.6%
Hometown Seniors	5	0.6%
Second City Seniors	10	1.1%
<i>Subtotal:</i>	<u>35</u>	<u>4.0%</u>
<i>Metropolitan Suburbs</i>		
The One Percenters	5	0.6%
Old Money	0	0.0%
Affluent Empty Nesters	5	0.6%
Suburban Establishment	10	1.1%
Mainstream Empty Nesters	10	1.1%
Middle-American Retirees	15	1.7%
<i>Subtotal:</i>	<u>45</u>	<u>5.1%</u>
<i>Town &amp; Country/Exurbs</i>		
Small-Town Patriarchs	5	0.6%
Pillars of the Community	5	0.6%
New Empty Nesters	5	0.6%
Traditional Couples	5	0.6%
RV Retirees	5	0.6%
Country Couples	10	1.1%
Hometown Retirees	5	0.6%
Heartland Retirees	5	0.6%
Village Elders	5	0.6%
Small-Town Seniors	15	1.7%
Back Country Seniors	15	1.7%
<i>Subtotal:</i>	<u>80</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 Woodland 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>320</b>	<b>36.4%</b>
<i>Metropolitan Cities</i>		
e-Type Families	5	0.6%
Multi-Cultural Families	5	0.6%
Inner-City Families	10	1.1%
Single-Parent Families	15	1.7%
<i>Subtotal:</i>	<u>35</u>	<u>4.0%</u>
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	10	1.1%
Multi-Ethnic Families	10	1.1%
Uptown Families	15	1.7%
In-Town Families	15	1.7%
New American Strivers	25	2.8%
<i>Subtotal:</i>	<u>75</u>	<u>8.5%</u>
<i>Metropolitan Suburbs</i>		
Corporate Establishment	5	0.6%
Nouveau Money	5	0.6%
Button-Down Families	10	1.1%
Fiber-Optic Families	5	0.6%
Late-Nest Suburbanites	15	1.7%
Full-Nest Suburbanites	5	0.6%
Kids 'r' Us	15	1.7%
<i>Subtotal:</i>	<u>60</u>	<u>6.8%</u>
<i>Town &amp; Country/Exurbs</i>		
Ex-Urban Elite	15	1.7%
New Town Families	5	0.6%
Full-Nest Exurbanites	15	1.7%
Rural Families	15	1.7%
Traditional Families	5	0.6%
Small-Town Families	25	2.8%
Four-by-Four Families	15	1.7%
Rustic Families	35	4.0%
Hometown Families	20	2.3%
<i>Subtotal:</i>	<u>150</u>	<u>17.0%</u>

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

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

	<u>Potential</u>	<u>Share of Potential</u>
<b>Younger Singles &amp; Couples</b>	<b>370</b>	<b>42.0%</b>
<i>Metropolitan Cities</i>		
New Power Couples	5	0.6%
New Bohemians	35	4.0%
Cosmopolitan Elite	5	0.6%
Downtown Couples	20	2.3%
Downtown Proud	35	4.0%
<i>Subtotal:</i>	<u>100</u>	<u>11.4%</u>
<i>Small Cities/Satellite Cities</i>		
The VIPs	20	2.3%
Small-City Singles	20	2.3%
Twentysomethings	40	4.5%
Second-City Strivers	20	2.3%
Multi-Ethnic Singles	20	2.3%
<i>Subtotal:</i>	<u>120</u>	<u>13.6%</u>
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	25	2.8%
Suburban Achievers	10	1.1%
Suburban Strivers	40	4.5%
<i>Subtotal:</i>	<u>75</u>	<u>8.5%</u>
<i>Town &amp; Country/Exurbs</i>		
Hometown Sweethearts	10	1.1%
Blue-Collar Traditionalists	20	2.3%
Rural Couples	25	2.8%
Rural Strivers	20	2.3%
<i>Subtotal:</i>	<u>75</u>	<u>8.5%</u>

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

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

Summary: Appendix One, Tables 4 Through 7

*Woodland City, Yolo County,*

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

<u>Household Type/ Geographic Designation</u>	<u>Woodland City</u>	<u>Yolo County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>240</b>	<b>35</b>	<b>145</b>	<b>190</b>	<b>610</b>
<i>Metropolitan Cities</i>	0	0	80	30	110
<i>Small Cities/Satellite Cities</i>	130	15	25	35	205
<i>Metropolitan Suburbs</i>	110	15	40	45	210
<i>Town &amp; Country/Exurbs</i>	0	5	0	80	85
<b>Traditional &amp; Non-Traditional Families</b>	<b>850</b>	<b>155</b>	<b>220</b>	<b>320</b>	<b>1,545</b>
<i>Metropolitan Cities</i>	0	0	75	35	110
<i>Small Cities/Satellite Cities</i>	585	75	65	75	800
<i>Metropolitan Suburbs</i>	265	45	60	60	430
<i>Town &amp; Country/Exurbs</i>	0	35	20	150	205
<b>Younger Singles &amp; Couples</b>	<b>385</b>	<b>290</b>	<b>290</b>	<b>370</b>	<b>1,335</b>
<i>Metropolitan Cities</i>	0	0	195	100	295
<i>Small Cities/Satellite Cities</i>	275	220	65	120	680
<i>Metropolitan Suburbs</i>	110	65	30	75	280
<i>Town &amp; Country/Exurbs</i>	0	5	0	75	80
<b>Total:</b>	<b>1,475</b>	<b>480</b>	<b>655</b>	<b>880</b>	<b>3,490</b>
<b>Percent:</b>	<b>42.2%</b>	<b>13.8%</b>	<b>18.8%</b>	<b>25.2%</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 Woodland Each Year Over The Next Five Years**

Summary: Appendix One, Tables 4 Through 7

*Woodland City, Yolo County,*

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

	<u>Woodland City</u>	<u>Yolo County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>240</b>	<b>35</b>	<b>145</b>	<b>190</b>	<b>610</b>
<i>Metropolitan Cities</i>					
The Social Register	0	0	5	0	5
Urban Establishment	0	0	15	10	25
Multi-Ethnic Empty Nesters	0	0	20	5	25
Cosmopolitan Couples	0	0	40	15	55
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>80</u>	<u>30</u>	<u>110</u>
<i>Small Cities/Satellite Cities</i>					
Second City Establishment	15	0	5	5	25
Blue-Collar Retirees	50	10	10	10	80
Middle-Class Move-Downs	10	0	0	5	15
Hometown Seniors	5	0	0	5	10
Second City Seniors	50	5	10	10	75
<i>Subtotal:</i>	<u>130</u>	<u>15</u>	<u>25</u>	<u>35</u>	<u>205</u>
<i>Metropolitan Suburbs</i>					
The One Percenters	0	5	5	5	15
Old Money	0	0	0	0	0
Affluent Empty Nesters	10	0	5	5	20
Suburban Establishment	40	5	10	10	65
Mainstream Empty Nesters	20	0	10	10	40
Middle-American Retirees	40	5	10	15	70
<i>Subtotal:</i>	<u>110</u>	<u>15</u>	<u>40</u>	<u>45</u>	<u>210</u>
<i>Town &amp; Country/Exurbs</i>					
Small-Town Patriarchs	0	0	0	5	5
Pillars of the Community	0	0	0	5	5
New Empty Nesters	0	5	0	5	10
Traditional Couples	0	0	0	5	5
RV Retirees	0	0	0	5	5
Country Couples	0	0	0	10	10
Hometown Retirees	0	0	0	5	5
Heartland Retirees	0	0	0	5	5
Village Elders	0	0	0	5	5
Small-Town Seniors	0	0	0	15	15
Back Country Seniors	0	0	0	15	15
<i>Subtotal:</i>	<u>0</u>	<u>5</u>	<u>0</u>	<u>80</u>	<u>85</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 4 Through 7

*Woodland City, Yolo County,*

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

	<u>Woodland City</u>	<u>Yolo County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>850</b>	<b>155</b>	<b>220</b>	<b>320</b>	<b>1,545</b>
<i>Metropolitan Cities</i>					
e-Type Families	0	0	10	5	15
Multi-Cultural Families	0	0	10	5	15
Inner-City Families	0	0	15	10	25
Single-Parent Families	0	0	40	15	55
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>75</u>	<u>35</u>	<u>110</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	40	35	15	10	100
Multi-Ethnic Families	85	5	10	10	110
Uptown Families	85	5	10	15	115
In-Town Families	70	5	10	15	100
New American Strivers	305	25	20	25	375
<i>Subtotal:</i>	<u>585</u>	<u>75</u>	<u>65</u>	<u>75</u>	<u>800</u>
<i>Metropolitan Suburbs</i>					
Corporate Establishment	10	5	10	5	30
Nouveau Money	45	20	5	5	75
Button-Down Families	60	10	10	10	90
Fiber-Optic Families	10	0	0	5	15
Late-Nest Suburbanites	65	10	15	15	105
Full-Nest Suburbanites	40	0	10	5	55
Kids 'r' Us	35	0	10	15	60
<i>Subtotal:</i>	<u>265</u>	<u>45</u>	<u>60</u>	<u>60</u>	<u>430</u>
<i>Town &amp; Country/Exurbs</i>					
Ex-Urban Elite	0	5	10	15	30
New Town Families	0	0	0	5	5
Full-Nest Exurbanites	0	10	5	15	30
Rural Families	0	0	0	15	15
Traditional Families	0	0	0	5	5
Small-Town Families	0	5	5	25	35
Four-by-Four Families	0	0	0	15	15
Rustic Families	0	10	0	35	45
Hometown Families	0	5	0	20	25
<i>Subtotal:</i>	<u>0</u>	<u>35</u>	<u>20</u>	<u>150</u>	<u>205</u>

SOURCE: Claritas, Inc.;

Zimmerman/Volk Associates, Inc.

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

Summary: Appendix One, Tables 4 Through 7

*Woodland City, Yolo County,*

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

	<u>Woodland City</u>	<u>Yolo County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>385</b>	<b>290</b>	<b>290</b>	<b>370</b>	<b>1,335</b>
<i>Metropolitan Cities</i>					
New Power Couples	0	0	10	5	15
New Bohemians	0	0	60	35	95
Cosmopolitan Elite	0	0	15	5	20
Downtown Couples	0	0	40	20	60
Downtown Proud	0	0	70	35	105
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>195</u>	<u>100</u>	<u>295</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	60	15	25	20	120
Small-City Singles	10	5	5	20	40
Twentysomethings	80	165	20	40	305
Second-City Strivers	125	20	15	20	180
Multi-Ethnic Singles	0	15	0	20	35
<i>Subtotal:</i>	<u>275</u>	<u>220</u>	<u>65</u>	<u>120</u>	<u>680</u>
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	55	40	20	25	140
Suburban Achievers	10	0	0	10	20
Suburban Strivers	45	25	10	40	120
<i>Subtotal:</i>	<u>110</u>	<u>65</u>	<u>30</u>	<u>75</u>	<u>280</u>
<i>Town &amp; Country/Exurbs</i>					
Hometown Sweethearts	0	0	0	10	10
Blue-Collar Traditionalists	0	5	0	20	25
Rural Couples	0	0	0	25	25
Rural Strivers	0	0	0	20	20
<i>Subtotal:</i>	<u>0</u>	<u>5</u>	<u>0</u>	<u>75</u>	<u>80</u>

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

**Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years**

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

<u>Household Type/ Geographic Designation</u>	<u>Woodland City</u>	<u>Yolo County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>90</b>	<b>5</b>	<b>45</b>	<b>25</b>	<b>165</b>
<i>Metropolitan Cities</i>	0	0	25	5	30
<i>Small Cities/Satellite Cities</i>	60	5	10	10	85
<i>Metropolitan Suburbs</i>	30	0	10	10	50
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>170</b>	<b>20</b>	<b>40</b>	<b>40</b>	<b>270</b>
<i>Metropolitan Cities</i>	0	0	15	10	25
<i>Small Cities/Satellite Cities</i>	170	20	25	30	245
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>60</b>	<b>55</b>	<b>20</b>	<b>20</b>	<b>155</b>
<i>Metropolitan Cities</i>	0	0	15	10	25
<i>Small Cities/Satellite Cities</i>	50	50	5	5	110
<i>Metropolitan Suburbs</i>	10	5	0	5	20
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0
<b>Total:</b>	<b>320</b>	<b>80</b>	<b>105</b>	<b>85</b>	<b>590</b>
<b>Percent:</b>	<b>54.2%</b>	<b>13.6%</b>	<b>17.8%</b>	<b>14.4%</b>	<b>100.0%</b>

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

**Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years**

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

	<u>Woodland City</u>	<u>Yolo County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>90</b>	<b>5</b>	<b>45</b>	<b>25</b>	<b>165</b>
<i>Metropolitan Cities</i>					
Multi-Ethnic Empty Nesters	0	0	10	0	10
Cosmopolitan Couples	0	0	15	5	20
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>25</u>	<u>5</u>	<u>30</u>
<i>Small Cities/Satellite Cities</i>					
Blue-Collar Retirees	25	5	5	5	40
Middle-Class Move-Downs	5	0	0	0	5
Hometown Seniors	5	0	0	0	5
Second City Seniors	25	0	5	5	35
<i>Subtotal:</i>	<u>60</u>	<u>5</u>	<u>10</u>	<u>10</u>	<u>85</u>
<i>Metropolitan Suburbs</i>					
Mainstream Empty Nesters	10	0	5	5	20
Middle-American Retirees	20	0	5	5	30
<i>Subtotal:</i>	<u>30</u>	<u>0</u>	<u>10</u>	<u>10</u>	<u>50</u>

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

**Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years**

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

	<u>Woodland City</u>	<u>Yolo County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Traditional &amp; Non-Traditional Families</b>	<b>170</b>	<b>20</b>	<b>40</b>	<b>40</b>	<b>270</b>
<i>Metropolitan Cities</i>					
Inner-City Families	0	0	5	5	10
Single-Parent Families	0	0	10	5	15
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>15</u>	<u>10</u>	<u>25</u>
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	10	10	5	5	30
Multi-Ethnic Families	25	0	5	5	35
Uptown Families	25	0	5	5	35
In-Town Families	20	0	5	5	30
New American Strivers	90	10	5	10	115
<i>Subtotal:</i>	<u>170</u>	<u>20</u>	<u>25</u>	<u>30</u>	<u>245</u>

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

**Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years**

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

	<u>Woodland City</u>	<u>Yolo County</u>	<u>Regional Draw Area</u>	<u>Balance of U.S.</u>	<u>Total</u>
<b>Younger Singles &amp; Couples</b>	<b>60</b>	<b>55</b>	<b>20</b>	<b>20</b>	<b>155</b>
<i>Metropolitan Cities</i>					
New Bohemians	0	0	5	5	10
Downtown Couples	0	0	5	0	5
Downtown Proud	0	0	5	5	10
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>15</u>	<u>10</u>	<u>25</u>
<i>Small Cities/Satellite Cities</i>					
The VIPs	10	5	5	0	20
Twentysomethings	15	35	0	5	55
Second-City Strivers	25	5	0	0	30
Multi-Ethnic Singles	0	5	0	0	5
<i>Subtotal:</i>	<u>50</u>	<u>50</u>	<u>5</u>	<u>5</u>	<u>110</u>
<i>Metropolitan Suburbs</i>					
Suburban Strivers	10	5	0	5	20
<i>Subtotal:</i>	<u>10</u>	<u>5</u>	<u>0</u>	<u>5</u>	<u>20</u>

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

**Tenure (Renter/Buyer) Profile**

Annual Average Number of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States*

<u>Household Type/ Geographic Designation</u>	<u>Potential Renters</u>	<u>Potential Owners</u>	<u>Total</u>
<b>Empty Nesters &amp; Retirees</b>	<b>76</b>	<b>89</b>	<b>165</b>
<i>Metropolitan Cities</i>	20	10	30
<i>Small Cities/Satellite Cities</i>	42	43	85
<i>Metropolitan Suburbs</i>	14	36	50
<i>Town &amp; Country/Exurbs</i>	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>144</b>	<b>126</b>	<b>270</b>
<i>Metropolitan Cities</i>	15	10	25
<i>Small Cities/Satellite Cities</i>	129	116	245
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>121</b>	<b>34</b>	<b>155</b>
<i>Metropolitan Cities</i>	20	5	25
<i>Small Cities/Satellite Cities</i>	89	21	110
<i>Metropolitan Suburbs</i>	12	8	20
<i>Town &amp; Country/Exurbs</i>	0	0	0
<b>Total:</b>	<b>341</b>	<b>249</b>	<b>590</b>
<b>Percent:</b>	<b>57.8%</b>	<b>42.2%</b>	<b>100.0%</b>

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

### Tenure (Renter/Buyer) Profile

Annual Average Number of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
Woodland City, Yolo 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>
<i>Metropolitan Cities</i>			
Multi-Ethnic Empty Nesters	4	6	10
Cosmopolitan Couples	16	4	20
<i>Subtotal:</i>	<u>20</u>	<u>10</u>	<u>30</u>
<i>Small Cities/Satellite Cities</i>			
Blue-Collar Retirees	13	27	40
Middle-Class Move-Downs	1	4	5
Hometown Seniors	2	3	5
Second City Seniors	26	9	35
<i>Subtotal:</i>	<u>42</u>	<u>43</u>	<u>85</u>
<i>Metropolitan Suburbs</i>			
Mainstream Empty Nesters	7	13	20
Middle-American Retirees	7	23	30
<i>Subtotal:</i>	<u>14</u>	<u>36</u>	<u>50</u>
<b>Total:</b>	<b>76</b>	<b>89</b>	<b>165</b>
<b>Percent:</b>	<b>46.1%</b>	<b>53.9%</b>	<b>100.0%</b>

**Tenure (Renter/Buyer) Profile**

Annual Average Number of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo 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>	Total
<i>Metropolitan Cities</i>			
Inner-City Families	6	4	10
Single-Parent Families	9	6	15
<i>Subtotal:</i>	<u>15</u>	<u>10</u>	<u>25</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	8	22	30
Multi-Ethnic Families	12	23	35
Uptown Families	13	22	35
In-Town Families	12	18	30
New American Strivers	84	31	115
<i>Subtotal:</i>	<u>129</u>	<u>116</u>	<u>245</u>
<b>Total:</b>	<b>144</b>	<b>126</b>	<b>270</b>
<b>Percent:</b>	<b>53.3%</b>	<b>46.7%</b>	<b>100.0%</b>

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

**Tenure (Renter/Buyer) Profile**

Annual Average Number of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo 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 Bohemians	8	2	10
Downtown Couples	3	2	5
Downtown Proud	9	1	10
<i>Subtotal:</i>	<u>20</u>	<u>5</u>	<u>25</u>
<b><i>Small Cities/Satellite Cities</i></b>			
The VIPs	12	8	20
Twentysomethings	48	7	55
Second-City Strivers	25	5	30
Multi-Ethnic Singles	4	1	5
<i>Subtotal:</i>	<u>89</u>	<u>21</u>	<u>110</u>
<b><i>Metropolitan Suburbs</i></b>			
Suburban Strivers	12	8	20
<i>Subtotal:</i>	<u>12</u>	<u>8</u>	<u>20</u>
<b>Total:</b>	<b>121</b>	<b>34</b>	<b>155</b>
<b>Percent:</b>	<b>78.1%</b>	<b>21.9%</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  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
 Woodland City, Yolo 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>13</b>	<b>17</b>	<b>59</b>	<b>89</b>
Metropolitan Cities	2	3	5	10
Small Cities/Satellite Cities	7	7	29	43
Metropolitan Suburbs	4	7	25	36
Town & Country/Exurbs	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>16</b>	<b>31</b>	<b>79</b>	<b>126</b>
Metropolitan Cities	2	3	5	10
Small Cities/Satellite Cities	14	28	74	116
Metropolitan Suburbs	0	0	0	0
Town & Country/Exurbs	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>12</b>	<b>13</b>	<b>9</b>	<b>34</b>
Metropolitan Cities	2	2	1	5
Small Cities/Satellite Cities	8	8	5	21
Metropolitan Suburbs	2	3	3	8
Town & Country/Exurbs	0	0	0	0
<b>Total:</b>	<b>41</b>	<b>61</b>	<b>147</b>	<b>249</b>
<b>Percent:</b>	<b>16.5%</b>	<b>24.5%</b>	<b>59.0%</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  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
 Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States

<b>Empty Nesters &amp; Retirees</b>	<i>... Multi-Family ...</i>		<i>..... Single-Family .....</i>		<b>Total</b>
			<i>.... Attached ....</i>	<i>.... Detached ....</i>	
<b><i>Metropolitan Cities</i></b>					
Multi-Ethnic Empty Nesters	0	2	4		6
Cosmopolitan Couples	2	1	1		4
<i>Subtotal:</i>	<u>2</u>	<u>3</u>	<u>5</u>		<u>10</u>
<b><i>Small Cities/Satellite Cities</i></b>					
Blue-Collar Retirees	3	4	20		27
Middle-Class Move-Downs	1	1	2		4
Hometown Seniors	0	0	3		3
Second City Seniors	3	2	4		9
<i>Subtotal:</i>	<u>7</u>	<u>7</u>	<u>29</u>		<u>43</u>
<b><i>Metropolitan Suburbs</i></b>					
Mainstream Empty Nesters	2	4	7		13
Middle-American Retirees	2	3	18		23
<i>Subtotal:</i>	<u>4</u>	<u>7</u>	<u>25</u>		<u>36</u>
<b>Total:</b>	<b>13</b>	<b>17</b>	<b>59</b>		<b>89</b>
<b>Percent:</b>	<b>14.6%</b>	<b>19.1%</b>	<b>66.3%</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  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
 Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States

<b>Traditional &amp; Non-Traditional Families</b>	<i>... Multi-Family ...</i>	<i>..... Single-Family .....</i>		Total
	<i>..... Attached .....</i>	<i>..... Detached .....</i>		
<i>Metropolitan Cities</i>				
Inner-City Families	1	1	2	4
Single-Parent Families	1	2	3	6
<i>Subtotal:</i>	<u>2</u>	<u>3</u>	<u>5</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	2	5	15	22
Multi-Ethnic Families	1	3	19	23
Uptown Families	2	4	16	22
In-Town Families	1	3	14	18
New American Strivers	8	13	10	31
<i>Subtotal:</i>	<u>14</u>	<u>28</u>	<u>74</u>	<u>116</u>
<b>Total:</b>	<b>16</b>	<b>31</b>	<b>79</b>	<b>126</b>
<b>Percent:</b>	<b>12.7%</b>	<b>24.6%</b>	<b>62.7%</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  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
 Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States

<b>Younger Singles &amp; Couples</b>	<i>... Multi-Family ...</i>	<i>..... Single-Family .....</i>		
	<i>.... Attached ....</i>	<i>.... Detached ....</i>		Total
<b>Metropolitan Cities</b>				
New Bohemians	1	1	0	2
Downtown Couples	0	1	1	2
Downtown Proud	1	0	0	1
<i>Subtotal:</i>	<u>2</u>	<u>2</u>	<u>1</u>	<u>5</u>
<b>Small Cities/Satellite Cities</b>				
The VIPs	3	3	2	8
Twentysomethings	3	3	1	7
Second-City Strivers	2	2	1	5
Multi-Ethnic Singles	0	0	1	1
<i>Subtotal:</i>	<u>8</u>	<u>8</u>	<u>5</u>	<u>21</u>
<b>Metropolitan Suburbs</b>				
Suburban Strivers	2	3	3	8
<i>Subtotal:</i>	<u>2</u>	<u>3</u>	<u>3</u>	<u>8</u>
<b>Total:</b>	<b>12</b>	<b>13</b>	<b>9</b>	<b>34</b>
<b>Percent:</b>	<b>35.3%</b>	<b>38.2%</b>	<b>26.5%</b>	<b>100.0%</b>

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

### Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	.....Renter Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>16</b>	<b>17</b>	<b>9</b>	<b>11</b>	<b>23</b>	<b>76</b>
<i>Metropolitan Cities</i>	4	4	2	2	8	20
<i>Small Cities/Satellite Cities</i>	10	11	5	7	9	42
<i>Metropolitan Suburbs</i>	2	2	2	2	6	14
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>31</b>	<b>41</b>	<b>20</b>	<b>24</b>	<b>28</b>	<b>144</b>
<i>Metropolitan Cities</i>	5	4	2	3	1	15
<i>Small Cities/Satellite Cities</i>	26	37	18	21	27	129
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>24</b>	<b>26</b>	<b>16</b>	<b>19</b>	<b>36</b>	<b>121</b>
<i>Metropolitan Cities</i>	5	4	2	2	7	20
<i>Small Cities/Satellite Cities</i>	17	19	12	16	25	89
<i>Metropolitan Suburbs</i>	2	3	2	1	4	12
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>71</b>	<b>84</b>	<b>45</b>	<b>54</b>	<b>87</b>	<b>341</b>
<b>Percent:</b>	<b>20.8%</b>	<b>24.6%</b>	<b>13.2%</b>	<b>15.9%</b>	<b>25.5%</b>	<b>100.0%</b>

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

### Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States

Empty Nesters & Retirees	.....Renter Income Bands.....					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	
<i>Metropolitan Cities</i>						
Multi-Ethnic Empty Nesters	1	1	0	0	2	4
Cosmopolitan Couples	3	3	2	2	6	16
<i>Subtotal:</i>	4	4	2	2	8	20
<i>Small Cities/Satellite Cities</i>						
Blue-Collar Retirees	2	3	2	2	4	13
Middle-Class Move-Downs	0	0	0	1	0	1
Hometown Seniors	0	1	0	1	0	2
Second City Seniors	8	7	3	3	5	26
<i>Subtotal:</i>	10	11	5	7	9	42
<i>Metropolitan Suburbs</i>						
Mainstream Empty Nesters	1	1	1	1	3	7
Middle-American Retirees	1	1	1	1	3	7
<i>Subtotal:</i>	2	2	2	2	6	14
<b>Total:</b>	<b>16</b>	<b>17</b>	<b>9</b>	<b>11</b>	<b>23</b>	<b>76</b>
<b>Percent:</b>	<b>21.1%</b>	<b>22.4%</b>	<b>11.8%</b>	<b>14.5%</b>	<b>30.3%</b>	<b>100.0%</b>

### Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States*

<b>Traditional &amp; Non-Traditional Families</b>	.....Renter Income Bands.....					<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	
<i>Metropolitan Cities</i>						
Inner-City Families	2	2	1	1	0	6
Single-Parent Families	3	2	1	2	1	9
<i>Subtotal:</i>	<u>5</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>1</u>	<u>15</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	1	1	2	4	8
Multi-Ethnic Families	1	2	2	3	4	12
Uptown Families	1	3	2	3	4	13
In-Town Families	3	4	2	1	2	12
New American Strivers	21	27	11	12	13	84
<i>Subtotal:</i>	<u>26</u>	<u>37</u>	<u>18</u>	<u>21</u>	<u>27</u>	<u>129</u>
<b>Total:</b>	<b>31</b>	<b>41</b>	<b>20</b>	<b>24</b>	<b>28</b>	<b>144</b>
<b>Percent:</b>	<b>21.5%</b>	<b>28.5%</b>	<b>13.9%</b>	<b>16.7%</b>	<b>19.4%</b>	<b>100.0%</b>

### Renter Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States

<b>Younger Singles &amp; Couples</b>	.....Renter Income Bands.....					<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	
<b>Metropolitan Cities</b>						
New Bohemians	1	1	1	1	4	8
Downtown Couples	1	1	0	0	1	3
Downtown Proud	3	2	1	1	2	9
<i>Subtotal:</i>	<u>5</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>7</u>	<u>20</u>
<b>Small Cities/Satellite Cities</b>						
The VIPs	1	1	1	3	6	12
Twentysomethings	10	11	7	8	12	48
Second-City Strivers	5	6	4	4	6	25
Multi-Ethnic Singles	1	1	0	1	1	4
<i>Subtotal:</i>	<u>17</u>	<u>19</u>	<u>12</u>	<u>16</u>	<u>25</u>	<u>89</u>
<b>Metropolitan Suburbs</b>						
Suburban Strivers	2	3	2	1	4	12
<i>Subtotal:</i>	<u>2</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>4</u>	<u>12</u>
<b>Total:</b>	<b>24</b>	<b>26</b>	<b>16</b>	<b>19</b>	<b>36</b>	<b>121</b>
<b>Percent:</b>	<b>19.8%</b>	<b>21.5%</b>	<b>13.2%</b>	<b>15.7%</b>	<b>29.8%</b>	<b>100.0%</b>

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

### Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	.....Ownership Income Bands .....					Total
	<i>Below</i> 30% AMI	<i>30% to</i> 60% AMI	<i>60% to</i> 80% AMI	<i>80% to</i> 120% AMI	<i>Above</i> 120% AMI	
<b>Empty Nesters &amp; Retirees</b>	<b>13</b>	<b>18</b>	<b>10</b>	<b>15</b>	<b>33</b>	<b>89</b>
<i>Metropolitan Cities</i>	2	2	1	2	3	10
<i>Small Cities/Satellite Cities</i>	8	10	6	6	13	43
<i>Metropolitan Suburbs</i>	3	6	3	7	17	36
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>21</b>	<b>31</b>	<b>15</b>	<b>22</b>	<b>37</b>	<b>126</b>
<i>Metropolitan Cities</i>	3	3	1	1	2	10
<i>Small Cities/Satellite Cities</i>	18	28	14	21	35	116
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>14</b>	<b>4</b>	<b>34</b>
<i>Metropolitan Cities</i>	1	0	0	3	1	5
<i>Small Cities/Satellite Cities</i>	4	4	3	8	2	21
<i>Metropolitan Suburbs</i>	1	2	1	3	1	8
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>40</b>	<b>55</b>	<b>29</b>	<b>51</b>	<b>74</b>	<b>249</b>
<b>Percent:</b>	<b>16.1%</b>	<b>22.1%</b>	<b>11.6%</b>	<b>20.5%</b>	<b>29.7%</b>	<b>100.0%</b>

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

### Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States

Empty Nesters & Retirees	Ownership Income Bands					Total
	Below 30% AMI	30% to 60% AMI	60% to 80% AMI	80% to 120% AMI	Above 120% AMI	
<i>Metropolitan Cities</i>						
Multi-Ethnic Empty Nesters	1	1	1	1	2	6
Cosmopolitan Couples	1	1	0	1	1	4
<i>Subtotal:</i>	2	2	1	2	3	10
<i>Small Cities/Satellite Cities</i>						
Blue-Collar Retirees	3	6	4	5	9	27
Middle-Class Move-Downs	1	1	1	0	1	4
Hometown Seniors	1	1	0	0	1	3
Second City Seniors	3	2	1	1	2	9
<i>Subtotal:</i>	8	10	6	6	13	43
<i>Metropolitan Suburbs</i>						
Mainstream Empty Nesters	1	2	1	3	6	13
Middle-American Retirees	2	4	2	4	11	23
<i>Subtotal:</i>	3	6	3	7	17	36
<b>Total:</b>	<b>13</b>	<b>18</b>	<b>10</b>	<b>15</b>	<b>33</b>	<b>89</b>
<b>Percent:</b>	<b>14.6%</b>	<b>20.2%</b>	<b>11.2%</b>	<b>16.9%</b>	<b>37.1%</b>	<b>100.0%</b>

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

### Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States

<b>Traditional &amp; Non-Traditional Families</b>	.....Ownership Income Bands .....					<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	
<i>Metropolitan Cities</i>						
Inner-City Families	1	1	0	1	1	4
Single-Parent Families	2	2	1	0	1	6
<i>Subtotal:</i>	<u>3</u>	<u>3</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>10</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	1	3	2	4	12	22
Multi-Ethnic Families	2	5	3	5	8	23
Uptown Families	3	5	3	4	7	22
In-Town Families	4	5	2	4	3	18
New American Strivers	8	10	4	4	5	31
<i>Subtotal:</i>	<u>18</u>	<u>28</u>	<u>14</u>	<u>21</u>	<u>35</u>	<u>116</u>
<b>Total:</b>	<b>21</b>	<b>31</b>	<b>15</b>	<b>22</b>	<b>37</b>	<b>126</b>
<b>Percent:</b>	<b>16.7%</b>	<b>24.6%</b>	<b>11.9%</b>	<b>17.5%</b>	<b>29.4%</b>	<b>100.0%</b>

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

### Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States

<b>Younger Singles &amp; Couples</b>	.....Ownership Income Bands .....					<b>Total</b>
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	
<b>Metropolitan Cities</b>						
New Bohemians	0	0	0	1	1	2
Downtown Couples	1	0	0	1	0	2
Downtown Proud	0	0	0	1	0	1
<i>Subtotal:</i>	<u>1</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>1</u>	<u>5</u>
<b>Small Cities/Satellite Cities</b>						
The VIPs	1	1	1	4	1	8
Twentysomethings	2	2	1	1	1	7
Second-City Strivers	1	1	1	2	0	5
Multi-Ethnic Singles	0	0	0	1	0	1
<i>Subtotal:</i>	<u>4</u>	<u>4</u>	<u>3</u>	<u>8</u>	<u>2</u>	<u>21</u>
<b>Metropolitan Suburbs</b>						
Suburban Strivers	1	2	1	3	1	8
<i>Subtotal:</i>	<u>1</u>	<u>2</u>	<u>1</u>	<u>3</u>	<u>1</u>	<u>8</u>
<b>Total:</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>14</b>	<b>4</b>	<b>34</b>
<b>Percent:</b>	<b>17.6%</b>	<b>17.6%</b>	<b>11.8%</b>	<b>41.2%</b>	<b>11.8%</b>	<b>100.0%</b>

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

### Multi-Family Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	.....Multi-Family Ownership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>13</b>
<i>Metropolitan Cities</i>	0	0	0	1	1	2
<i>Small Cities/Satellite Cities</i>	1	2	1	1	2	7
<i>Metropolitan Suburbs</i>	0	0	0	2	2	4
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>16</b>
<i>Metropolitan Cities</i>	0	0	1	1	0	2
<i>Small Cities/Satellite Cities</i>	2	4	2	2	4	14
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>12</b>
<i>Metropolitan Cities</i>	0	0	0	1	1	2
<i>Small Cities/Satellite Cities</i>	1	1	3	2	1	8
<i>Metropolitan Suburbs</i>	0	0	0	1	1	2
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>11</b>	<b>12</b>	<b>41</b>
<b>Percent:</b>	<b>9.8%</b>	<b>17.1%</b>	<b>17.1%</b>	<b>26.8%</b>	<b>29.2%</b>	<b>100.0%</b>

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

**Multi-Family Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States*

<b>Empty Nesters &amp; Retirees</b>	.....Multi-Family Ownership Income Bands.....					<u>Total</u>
	<u>Below 30% AMI</u>	<u>30% to 60% AMI</u>	<u>60% to 80% AMI</u>	<u>80% to 120% AMI</u>	<u>Above 120% AMI</u>	
<i>Metropolitan Cities</i>						
Cosmopolitan Couples	0	0	0	1	1	2
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>2</u>
<i>Small Cities/Satellite Cities</i>						
Blue-Collar Retirees	0	1	0	1	1	3
Middle-Class Move-Downs	0	0	0	0	1	1
Second City Seniors	1	1	1	0	0	3
<i>Subtotal:</i>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>7</u>
<i>Metropolitan Suburbs</i>						
Mainstream Empty Nesters	0	0	0	1	1	2
Middle-American Retirees	0	0	0	1	1	2
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>2</u>	<u>4</u>
<b>Total:</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>13</b>
<b>Percent:</b>	<b>7.7%</b>	<b>15.4%</b>	<b>7.7%</b>	<b>30.8%</b>	<b>38.5%</b>	<b>100.0%</b>

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

**Multi-Family Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States*

<b>Traditional &amp; Non-Traditional Families</b>	.....Multi-Family Ownership Income Bands.....					<u>Total</u>
	<u>Below 30% AMI</u>	<u>30% to 60% AMI</u>	<u>60% to 80% AMI</u>	<u>80% to 120% AMI</u>	<u>Above 120% AMI</u>	
<i>Metropolitan Cities</i>						
Inner-City Families	0	0	0	1	0	1
Single-Parent Families	0	0	1	0	0	1
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>2</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	0	0	0	2	2
Multi-Ethnic Families	0	0	0	0	1	1
Uptown Families	0	0	0	1	1	2
In-Town Families	0	1	0	0	0	1
New American Strivers	2	3	2	1	0	8
<i>Subtotal:</i>	<u>2</u>	<u>4</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>14</u>
<b>Total:</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>16</b>
<b>Percent:</b>	<b>12.5%</b>	<b>25.0%</b>	<b>18.8%</b>	<b>18.8%</b>	<b>25.0%</b>	<b>100.0%</b>

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

**Multi-Family Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States*

<b>Younger Singles &amp; Couples</b>	.....Multi-Family Ownership Income Bands.....					<u>Total</u>
	<u>Below 30% AMI</u>	<u>30% to 60% AMI</u>	<u>60% to 80% AMI</u>	<u>80% to 120% AMI</u>	<u>Above 120% AMI</u>	
<i>Metropolitan Cities</i>						
New Bohemians	0	0	0	0	1	1
Downtown Proud	0	0	0	1	0	1
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>2</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	0	1	1	1	3
Twentysomethings	1	1	1	0	0	3
Second-City Strivers	0	0	1	1	0	2
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>8</u>
<i>Metropolitan Suburbs</i>						
Suburban Strivers	0	0	0	1	1	2
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>2</u>
<b>Total:</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>12</b>
<b>Percent:</b>	<b>8.3%</b>	<b>8.3%</b>	<b>25.0%</b>	<b>33.3%</b>	<b>25.0%</b>	<b>100.0%</b>

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

**Single-Family Attached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States*

Household Type/ Geographic Designation	.....Single-Family Attached Ownership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	
<b>Empty Nesters &amp; Retirees</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>17</b>
<i>Metropolitan Cities</i>	0	1	1	0	1	3
<i>Small Cities/Satellite Cities</i>	1	2	2	1	1	7
<i>Metropolitan Suburbs</i>	0	1	2	2	2	7
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>31</b>
<i>Metropolitan Cities</i>	1	1	0	0	1	3
<i>Small Cities/Satellite Cities</i>	4	8	5	5	6	28
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>6</b>	<b>1</b>	<b>13</b>
<i>Metropolitan Cities</i>	0	0	0	2	0	2
<i>Small Cities/Satellite Cities</i>	1	3	0	3	1	8
<i>Metropolitan Suburbs</i>	0	1	1	1	0	3
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>7</b>	<b>17</b>	<b>11</b>	<b>14</b>	<b>12</b>	<b>61</b>
<b>Percent:</b>	<b>11.5%</b>	<b>27.9%</b>	<b>18.0%</b>	<b>23.0%</b>	<b>19.6%</b>	<b>100.0%</b>

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

**Single-Family Attached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
 Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States

<b>Empty Nesters &amp; Retirees</b>	.....Single-Family Attached Ownership Income Bands.....					<u>Total</u>
	<u>Below 30% AMI</u>	<u>30% to 60% AMI</u>	<u>60% to 80% AMI</u>	<u>80% to 120% AMI</u>	<u>Above 120% AMI</u>	
<i>Metropolitan Cities</i>						
Multi-Ethnic Empty Nesters	0	0	1	0	1	2
Cosmopolitan Couples	0	1	0	0	0	1
<i>Subtotal:</i>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>3</u>
<i>Small Cities/Satellite Cities</i>						
Blue-Collar Retirees	0	1	1	1	1	4
Middle-Class Move-Downs	0	0	1	0	0	1
Second City Seniors	1	1	0	0	0	2
<i>Subtotal:</i>	<u>1</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>7</u>
<i>Metropolitan Suburbs</i>						
Mainstream Empty Nesters	0	1	1	1	1	4
Middle-American Retirees	0	0	1	1	1	3
<i>Subtotal:</i>	<u>0</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	<u>7</u>
<b>Total:</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>17</b>
<b>Percent:</b>	<b>5.9%</b>	<b>23.5%</b>	<b>29.4%</b>	<b>17.6%</b>	<b>23.5%</b>	<b>100.0%</b>

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

**Single-Family Attached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
 Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States

<b>Traditional &amp; Non-Traditional Families</b>	.....Single-Family Attached Ownership Income Bands.....					Total
	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	
<i>Metropolitan Cities</i>						
Inner-City Families	0	0	0	0	1	1
Single-Parent Families	1	1	0	0	0	2
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>3</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	1	1	1	2	5
Multi-Ethnic Families	0	1	0	1	1	3
Uptown Families	0	1	1	1	1	4
In-Town Families	1	1	1	0	0	3
New American Strivers	3	4	2	2	2	13
<i>Subtotal:</i>	<u>4</u>	<u>8</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>28</u>
<b>Total:</b>	<b>5</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>31</b>
<b>Percent:</b>	<b>16.1%</b>	<b>29.0%</b>	<b>16.1%</b>	<b>16.1%</b>	<b>22.6%</b>	<b>100.0%</b>

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

**Single-Family Attached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
 Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States

.....Single-Family Attached Ownership Income Bands.....						
<b>Younger Singles &amp; Couples</b>	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	<u>Total</u>
<i>Metropolitan Cities</i>						
New Bohemians	0	0	0	1	0	1
Downtown Couples	0	0	0	1	0	1
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>2</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	0	1	0	2	0	3
Twentysomethings	1	1	0	0	1	3
Second-City Strivers	0	1	0	1	0	2
<i>Subtotal:</i>	<u>1</u>	<u>3</u>	<u>0</u>	<u>3</u>	<u>1</u>	<u>8</u>
<i>Metropolitan Suburbs</i>						
Suburban Strivers	0	1	1	1	0	3
<i>Subtotal:</i>	<u>0</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>3</u>
<b>Total:</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>6</b>	<b>1</b>	<b>13</b>
<b>Percent:</b>	<b>7.7%</b>	<b>30.8%</b>	<b>7.7%</b>	<b>46.2%</b>	<b>7.7%</b>	<b>100.0%</b>

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

### Single-Family Detached Owner Households By Income Bands

Annual Average Number Of Households With The Potential To Move To  
The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
Woodland City, Yolo County,  
Regional Draw Area, and Balance of the United States

Household Type/ Geographic Designation	.....Single-Family Detached Ownership Income Bands.....					Total
	<i>Below</i> <u>30% AMI</u>	<i>30% to</i> <u>60% AMI</u>	<i>60% to</i> <u>80% AMI</u>	<i>80% to</i> <u>120% AMI</u>	<i>Above</i> <u>120% AMI</u>	
<b>Empty Nesters &amp; Retirees</b>	<b>11</b>	<b>12</b>	<b>4</b>	<b>8</b>	<b>24</b>	<b>59</b>
<i>Metropolitan Cities</i>	2	1	0	1	1	5
<i>Small Cities/Satellite Cities</i>	6	6	3	4	10	29
<i>Metropolitan Suburbs</i>	3	5	1	3	13	25
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Traditional &amp; Non-Traditional Families</b>	<b>14</b>	<b>18</b>	<b>7</b>	<b>14</b>	<b>26</b>	<b>79</b>
<i>Metropolitan Cities</i>	2	2	0	0	1	5
<i>Small Cities/Satellite Cities</i>	12	16	7	14	25	74
<i>Metropolitan Suburbs</i>	0	0	0	0	0	0
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Younger Singles &amp; Couples</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>9</b>
<i>Metropolitan Cities</i>	1	0	0	0	0	1
<i>Small Cities/Satellite Cities</i>	2	0	0	3	0	5
<i>Metropolitan Suburbs</i>	1	1	0	1	0	3
<i>Town &amp; Country/Exurbs</i>	0	0	0	0	0	0
<b>Total:</b>	<b>29</b>	<b>31</b>	<b>11</b>	<b>26</b>	<b>50</b>	<b>147</b>
<b>Percent:</b>	<b>19.7%</b>	<b>21.1%</b>	<b>7.5%</b>	<b>17.7%</b>	<b>34.0%</b>	<b>100.0%</b>

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

**Single-Family Detached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
 Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States

.....Single-Family Detached Ownership Income Bands.....						
<b>Empty Nesters &amp; Retirees</b>	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	<u>Total</u>
<i>Metropolitan Cities</i>						
Multi-Ethnic Empty Nesters	1	1	0	1	1	4
Cosmopolitan Couples	1	0	0	0	0	1
<i>Subtotal:</i>	<u>2</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>5</u>
<i>Small Cities/Satellite Cities</i>						
Blue-Collar Retirees	3	4	3	3	7	20
Middle-Class Move-Downs	1	1	0	0	0	2
Hometown Seniors	1	1	0	0	1	3
Second City Seniors	1	0	0	1	2	4
<i>Subtotal:</i>	<u>6</u>	<u>6</u>	<u>3</u>	<u>4</u>	<u>10</u>	<u>29</u>
<i>Metropolitan Suburbs</i>						
Mainstream Empty Nesters	1	1	0	1	4	7
Middle-American Retirees	2	4	1	2	9	18
<i>Subtotal:</i>	<u>3</u>	<u>5</u>	<u>1</u>	<u>3</u>	<u>13</u>	<u>25</u>
<b>Total:</b>	<b>11</b>	<b>12</b>	<b>4</b>	<b>8</b>	<b>24</b>	<b>59</b>
<b>Percent:</b>	<b>18.6%</b>	<b>20.3%</b>	<b>6.8%</b>	<b>13.6%</b>	<b>40.7%</b>	<b>100.0%</b>

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

**Single-Family Detached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
*Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States*

.....Single-Family Detached Ownership Income Bands.....						
<b>Traditional &amp; Non-Traditional Families</b>	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 100% AMI</i>	<i>Above 100% AMI</i>	<u>Total</u>
<i>Metropolitan Cities</i>						
Inner-City Families	1	1	0	0	0	2
Single-Parent Families	1	1	0	0	1	3
<i>Subtotal:</i>	<u>2</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>5</u>
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	1	2	1	3	8	15
Multi-Ethnic Families	2	4	3	4	6	19
Uptown Families	3	4	2	2	5	16
In-Town Families	3	3	1	4	3	14
New American Strivers	3	3	0	1	3	10
<i>Subtotal:</i>	<u>12</u>	<u>16</u>	<u>7</u>	<u>14</u>	<u>25</u>	<u>74</u>
<b>Total:</b>	<b>14</b>	<b>18</b>	<b>7</b>	<b>14</b>	<b>26</b>	<b>79</b>
<b>Percent:</b>	<b>17.7%</b>	<b>22.8%</b>	<b>8.9%</b>	<b>17.7%</b>	<b>32.9%</b>	<b>100.0%</b>

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

**Single-Family Detached Owner Households By Income Bands**  
 Annual Average Number Of Households With The Potential To Move To  
 The Armfield Neighborhood Framework Plan Area Each Year Over The Next Five Years  
 Woodland City, Yolo County,  
 Regional Draw Area, and Balance of the United States

.....Single-Family Detached Ownership Income Bands.....						
<b>Younger Singles &amp; Couples</b>	<i>Below 30% AMI</i>	<i>30% to 60% AMI</i>	<i>60% to 80% AMI</i>	<i>80% to 120% AMI</i>	<i>Above 120% AMI</i>	<u>Total</u>
<i>Metropolitan Cities</i>						
Downtown Couples	1	0	0	0	0	1
<i>Subtotal:</i>	<u>1</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>
<i>Small Cities/Satellite Cities</i>						
The VIPs	1	0	0	1	0	2
Twentysomethings	0	0	0	1	0	1
Second-City Strivers	1	0	0	0	0	1
Multi-Ethnic Singles	0	0	0	1	0	1
<i>Subtotal:</i>	<u>2</u>	<u>0</u>	<u>0</u>	<u>3</u>	<u>0</u>	<u>5</u>
<i>Metropolitan Suburbs</i>						
Suburban Strivers	1	1	0	1	0	3
<i>Subtotal:</i>	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>3</u>
<b>Total:</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>9</b>
<b>Percent:</b>	<b>44.4%</b>	<b>11.1%</b>	<b>0.0%</b>	<b>44.4%</b>	<b>0.0%</b>	<b>100.0%</b>

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

METHODOLOGY: AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Armfield Neighborhood Framework Plan Area  
City of Woodland, Yolo County, California

April, 2022

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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 Woodland Each Year Over The Next Five Years**  
*Sacramento County, California*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>178,265</b>	<b>100</b>	<b>21.1%</b>
<i>Metropolitan Cities</i>	100,310	60	12.6%
<i>Small Cities/Satellite Cities</i>	19,470	15	3.2%
<i>Metropolitan Suburbs</i>	48,545	25	5.3%
<i>Town &amp; Country/Exurbs</i>	9,940	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>203,850</b>	<b>140</b>	<b>29.5%</b>
<i>Metropolitan Cities</i>	101,775	65	13.7%
<i>Small Cities/Satellite Cities</i>	26,645	30	6.3%
<i>Metropolitan Suburbs</i>	58,975	35	7.4%
<i>Town &amp; Country/Exurbs</i>	16,455	10	2.1%
<b>Younger Singles &amp; Couples</b>	<b>180,570</b>	<b>235</b>	<b>49.5%</b>
<i>Metropolitan Cities</i>	149,950	170	35.8%
<i>Small Cities/Satellite Cities</i>	20,810	45	9.5%
<i>Metropolitan Suburbs</i>	9,425	20	4.2%
<i>Town &amp; Country/Exurbs</i>	385	0	0.0%
<b>Total:</b>	<b>562,685</b>	<b>475</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 Woodland Each Year Over The Next Five Years**  
*Sacramento County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>	chg
<b>Empty Nesters &amp; Retirees</b>	<b>178,265</b>	<b>100</b>	<b>21.1%</b>	
<i>Metropolitan Cities</i>				
The Social Register	27,395	5	1.1%	
Urban Establishment	6,050	5	1.1%	
Multi-Ethnic Empty Nesters	41,500	20	4.2%	
Cosmopolitan Couples	25,365	30	6.3%	
<i>Subtotal:</i>	<u>100,310</u>	<u>60</u>	<u>12.6%</u>	
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	7,990	5	1.1%	
Blue-Collar Retirees	4,750	5	1.1%	
Middle-Class Move-Downs	3,160	0	0.0%	
Hometown Seniors	1,325	0	0.0%	
Second City Seniors	2,245	5	1.1%	
<i>Subtotal:</i>	<u>19,470</u>	<u>15</u>	<u>3.2%</u>	
<i>Metropolitan Suburbs</i>				
The One Percenters	7,380	5	1.1%	
Old Money	5,195	0	0.0%	
Affluent Empty Nesters	6,570	5	1.1%	
Suburban Establishment	16,935	5	1.1%	
Mainstream Empty Nesters	4,825	5	1.1%	
Middle-American Retirees	7,640	5	1.1%	
<i>Subtotal:</i>	<u>48,545</u>	<u>25</u>	<u>5.3%</u>	
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	2,330	0	0.0%	
Pillars of the Community	435	0	0.0%	
New Empty Nesters	3,105	0	0.0%	
Traditional Couples	980	0	0.0%	
RV Retirees	135	0	0.0%	
Country Couples	515	0	0.0%	
Hometown Retirees	915	0	0.0%	
Heartland Retirees	510	0	0.0%	
Village Elders	60	0	0.0%	
Small-Town Seniors	265	0	0.0%	
Back Country Seniors	690	0	0.0%	
<i>Subtotal:</i>	<u>9,940</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 Woodland Each Year Over The Next Five Years**  
*Sacramento County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>203,850</b>	<b>140</b>	<b>29.5%</b>
<i>Metropolitan Cities</i>			
e-Type Families	17,270	5	1.1%
Multi-Cultural Families	28,885	10	2.1%
Inner-City Families	18,285	15	3.2%
Single-Parent Families	37,335	35	7.4%
<i>Subtotal:</i>	<u>101,775</u>	<u>65</u>	<u>13.7%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	13,010	10	2.1%
Multi-Ethnic Families	3,890	5	1.1%
Uptown Families	4,230	5	1.1%
In-Town Families	2,275	5	1.1%
New American Strivers	3,240	5	1.1%
<i>Subtotal:</i>	<u>26,645</u>	<u>30</u>	<u>6.3%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	7,775	5	1.1%
Nouveau Money	14,015	5	1.1%
Button-Down Families	12,860	5	1.1%
Fiber-Optic Families	4,760	0	0.0%
Late-Nest Suburbanites	9,285	10	2.1%
Full-Nest Suburbanites	4,905	5	1.1%
Kids 'r' Us	5,375	5	1.1%
<i>Subtotal:</i>	<u>58,975</u>	<u>35</u>	<u>7.4%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	7,485	5	1.1%
New Town Families	985	0	0.0%
Full-Nest Exurbanites	4,660	5	1.1%
Rural Families	85	0	0.0%
Traditional Families	315	0	0.0%
Small-Town Families	1,255	0	0.0%
Four-by-Four Families	530	0	0.0%
Rustic Families	880	0	0.0%
Hometown Families	260	0	0.0%
<i>Subtotal:</i>	<u>16,455</u>	<u>10</u>	<u>2.1%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Woodland Each Year Over The Next Five Years**  
*Sacramento County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>180,570</b>	<b>235</b>	<b>49.5%</b>
<i>Metropolitan Cities</i>			
New Power Couples	24,260	10	2.1%
New Bohemians	15,785	40	8.4%
Cosmopolitan Elite	36,545	15	3.2%
Downtown Couples	37,100	40	8.4%
Downtown Proud	36,260	65	13.7%
<i>Subtotal:</i>	<u>149,950</u>	<u>170</u>	<u>35.8%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	10,200	15	3.2%
Small-City Singles	1,895	5	1.1%
Twentysomethings	4,135	15	3.2%
Second-City Strivers	3,690	10	2.1%
Multi-Ethnic Singles	890	0	0.0%
<i>Subtotal:</i>	<u>20,810</u>	<u>45</u>	<u>9.5%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	5,075	15	3.2%
Suburban Achievers	1,950	0	0.0%
Suburban Strivers	2,400	5	1.1%
<i>Subtotal:</i>	<u>9,425</u>	<u>20</u>	<u>4.2%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	135	0	0.0%
Blue-Collar Traditionalists	180	0	0.0%
Rural Couples	70	0	0.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>385</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 Woodland Each Year Over The Next Five Years**  
*Solano County, California*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>62,030</b>	<b>25</b>	<b>20.8%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	15,110	10	8.3%
<i>Metropolitan Suburbs</i>	37,835	15	12.5%
<i>Town &amp; Country/Exurbs</i>	9,085	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>76,095</b>	<b>65</b>	<b>54.2%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	26,300	35	29.2%
<i>Metropolitan Suburbs</i>	34,715	20	16.7%
<i>Town &amp; Country/Exurbs</i>	15,080	10	8.3%
<b>Younger Singles &amp; Couples</b>	<b>18,945</b>	<b>30</b>	<b>25.0%</b>
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	13,160	20	16.7%
<i>Metropolitan Suburbs</i>	5,515	10	8.3%
<i>Town &amp; Country/Exurbs</i>	270	0	0.0%
<b>Total:</b>	<b>157,070</b>	<b>120</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 Woodland Each Year Over The Next Five Years**  
*Solano County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>	chg
<b>Empty Nesters &amp; Retirees</b>	<b>62,030</b>	<b>25</b>	<b>20.8%</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	3,945	0	0.0%	
Blue-Collar Retirees	4,235	5	4.2%	
Middle-Class Move-Downs	2,360	0	0.0%	
Hometown Seniors	1,285	0	0.0%	
Second City Seniors	3,285	5	4.2%	
<i>Subtotal:</i>	<u>15,110</u>	<u>10</u>	<u>8.3%</u>	
<i>Metropolitan Suburbs</i>				
The One Percenters	1,655	0	0.0%	
Old Money	1,385	0	0.0%	
Affluent Empty Nesters	4,375	0	0.0%	
Suburban Establishment	18,660	5	4.2%	
Mainstream Empty Nesters	3,215	5	4.2%	
Middle-American Retirees	8,545	5	4.2%	
<i>Subtotal:</i>	<u>37,835</u>	<u>15</u>	<u>12.5%</u>	
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	1,710	0	0.0%	
Pillars of the Community	755	0	0.0%	
New Empty Nesters	3,990	0	0.0%	
Traditional Couples	475	0	0.0%	
RV Retirees	0	0	0.0%	
Country Couples	365	0	0.0%	
Hometown Retirees	250	0	0.0%	
Heartland Retirees	920	0	0.0%	
Village Elders	110	0	0.0%	
Small-Town Seniors	460	0	0.0%	
Back Country Seniors	50	0	0.0%	
<i>Subtotal:</i>	<u>9,085</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 Woodland Each Year Over The Next Five Years**  
*Solano County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>76,095</b>	<b>65</b>	<b>54.2%</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	5,545	5	4.2%
Multi-Ethnic Families	6,010	5	4.2%
Uptown Families	5,115	5	4.2%
In-Town Families	2,100	5	4.2%
New American Strivers	7,530	15	12.5%
<i>Subtotal:</i>	<u>26,300</u>	<u>35</u>	<u>29.2%</u>
<i>Metropolitan Suburbs</i>			
Corporate Establishment	2,500	0	0.0%
Nouveau Money	4,510	0	0.0%
Button-Down Families	10,930	5	4.2%
Fiber-Optic Families	1,070	0	0.0%
Late-Nest Suburbanites	6,630	5	4.2%
Full-Nest Suburbanites	4,805	5	4.2%
Kids 'r' Us	4,270	5	4.2%
<i>Subtotal:</i>	<u>34,715</u>	<u>20</u>	<u>16.7%</u>
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	7,390	5	4.2%
New Town Families	1,380	0	0.0%
Full-Nest Exurbanites	2,520	0	0.0%
Rural Families	10	0	0.0%
Traditional Families	360	0	0.0%
Small-Town Families	1,735	5	4.2%
Four-by-Four Families	640	0	0.0%
Rustic Families	820	0	0.0%
Hometown Families	225	0	0.0%
<i>Subtotal:</i>	<u>15,080</u>	<u>10</u>	<u>8.3%</u>

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Woodland Each Year Over The Next Five Years**  
*Solano County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>18,945</b>	<b>30</b>	<b>25.0%</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	6,595	10	8.3%
Small-City Singles	1,695	0	0.0%
Twentysomethings	1,510	5	4.2%
Second-City Strivers	2,755	5	4.2%
Multi-Ethnic Singles	605	0	0.0%
<i>Subtotal:</i>	<u>13,160</u>	<u>20</u>	<u>16.7%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	2,350	5	4.2%
Suburban Achievers	1,370	0	0.0%
Suburban Strivers	1,795	5	4.2%
<i>Subtotal:</i>	<u>5,515</u>	<u>10</u>	<u>8.3%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	85	0	0.0%
Blue-Collar Traditionalists	110	0	0.0%
Rural Couples	70	0	0.0%
Rural Strivers	5	0	0.0%
<i>Subtotal:</i>	<u>270</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 Woodland Each Year Over The Next Five Years**  
*Alameda County, California*

Household Type/ Geographic Designation	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Empty Nesters &amp; Retirees</b>	<b>260,825</b>	<b>20</b>	<b>33.3%</b>
<i>Metropolitan Cities</i>	175,290	20	33.3%
<i>Small Cities/Satellite Cities</i>	3,030	0	0.0%
<i>Metropolitan Suburbs</i>	80,355	0	0.0%
<i>Town &amp; Country/Exurbs</i>	2,150	0	0.0%
<b>Traditional &amp; Non-Traditional Families</b>	<b>206,695</b>	<b>15</b>	<b>25.0%</b>
<i>Metropolitan Cities</i>	134,430	10	16.7%
<i>Small Cities/Satellite Cities</i>	4,770	0	0.0%
<i>Metropolitan Suburbs</i>	60,435	5	8.3%
<i>Town &amp; Country/Exurbs</i>	7,060	0	0.0%
<b>Younger Singles &amp; Couples</b>	<b>140,890</b>	<b>25</b>	<b>41.7%</b>
<i>Metropolitan Cities</i>	129,120	25	41.7%
<i>Small Cities/Satellite Cities</i>	5,925	0	0.0%
<i>Metropolitan Suburbs</i>	5,830	0	0.0%
<i>Town &amp; Country/Exurbs</i>	15	0	0.0%
<b>Total:</b>	<b>608,410</b>	<b>60</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 Woodland Each Year Over The Next Five Years**  
*Alameda County, California*

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>	chg
<b>Empty Nesters &amp; Retirees</b>	<b>260,825</b>	<b>20</b>	<b>33.3%</b>	
<i>Metropolitan Cities</i>				
The Social Register	66,605	0	0.0%	
Urban Establishment	49,275	10	16.7%	
Multi-Ethnic Empty Nesters	17,100	0	0.0%	
Cosmopolitan Couples	42,310	10	16.7%	
<i>Subtotal:</i>	175,290	20	33.3%	
<i>Small Cities/Satellite Cities</i>				
Second City Establishment	345	0	0.0%	
Blue-Collar Retirees	1,165	0	0.0%	
Middle-Class Move-Downs	1,265	0	0.0%	
Hometown Seniors	20	0	0.0%	
Second City Seniors	235	0	0.0%	
<i>Subtotal:</i>	3,030	0	0.0%	
<i>Metropolitan Suburbs</i>				
The One Percenters	36,510	0	0.0%	
Old Money	26,610	0	0.0%	
Affluent Empty Nesters	10,235	0	0.0%	
Suburban Establishment	5,570	0	0.0%	
Mainstream Empty Nesters	35	0	0.0%	
Middle-American Retirees	1,395	0	0.0%	
<i>Subtotal:</i>	80,355	0	0.0%	
<i>Town &amp; Country/Exurbs</i>				
Small-Town Patriarchs	1,180	0	0.0%	
Pillars of the Community	0	0	0.0%	
New Empty Nesters	835	0	0.0%	
Traditional Couples	55	0	0.0%	
RV Retirees	0	0	0.0%	
Country Couples	15	0	0.0%	
Hometown Retirees	20	0	0.0%	
Heartland Retirees	15	0	0.0%	
Village Elders	5	0	0.0%	
Small-Town Seniors	20	0	0.0%	
Back Country Seniors	5	0	0.0%	
<i>Subtotal:</i>	2,150	0	0.0%	

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Woodland Each Year Over The Next Five Years**  
*Alameda County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Traditional &amp; Non-Traditional Families</b>	<b>206,695</b>	<b>15</b>	<b>25.0%</b>
<i>Metropolitan Cities</i>			
e-Type Families	87,300	5	8.3%
Multi-Cultural Families	9,275	0	0.0%
Inner-City Families	11,305	0	0.0%
Single-Parent Families	26,550	5	8.3%
Subtotal:	134,430	10	16.7%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	2,490	0	0.0%
Multi-Ethnic Families	525	0	0.0%
Uptown Families	570	0	0.0%
In-Town Families	345	0	0.0%
New American Strivers	840	0	0.0%
Subtotal:	4,770	0	0.0%
<i>Metropolitan Suburbs</i>			
Corporate Establishment	26,265	5	8.3%
Nouveau Money	26,375	0	0.0%
Button-Down Families	5,195	0	0.0%
Fiber-Optic Families	440	0	0.0%
Late-Nest Suburbanites	1,505	0	0.0%
Full-Nest Suburbanites	595	0	0.0%
Kids 'r' Us	60	0	0.0%
Subtotal:	60,435	5	8.3%
<i>Town &amp; Country/Exurbs</i>			
Ex-Urban Elite	5,665	0	0.0%
New Town Families	0	0	0.0%
Full-Nest Exurbanites	1,210	0	0.0%
Rural Families	0	0	0.0%
Traditional Families	15	0	0.0%
Small-Town Families	125	0	0.0%
Four-by-Four Families	0	0	0.0%
Rustic Families	15	0	0.0%
Hometown Families	30	0	0.0%
Subtotal:	7,060	0	0.0%

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

**Annual Average Number Of Households With The Potential  
To Move To The City Of Woodland Each Year Over The Next Five Years**  
*Alameda County, California*

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
<b>Younger Singles &amp; Couples</b>	<b>140,890</b>	<b>25</b>	<b>41.7%</b>
<i>Metropolitan Cities</i>			
New Power Couples	30,840	0	0.0%
New Bohemians	47,720	20	33.3%
Cosmopolitan Elite	31,755	0	0.0%
Downtown Couples	4,365	0	0.0%
Downtown Proud	14,440	5	8.3%
<i>Subtotal:</i>	<u>129,120</u>	<u>25</u>	<u>41.7%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	4,525	0	0.0%
Small-City Singles	120	0	0.0%
Twentysomethings	680	0	0.0%
Second-City Strivers	600	0	0.0%
Multi-Ethnic Singles	0	0	0.0%
<i>Subtotal:</i>	<u>5,925</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	5,230	0	0.0%
Suburban Achievers	205	0	0.0%
Suburban Strivers	395	0	0.0%
<i>Subtotal:</i>	<u>5,830</u>	<u>0</u>	<u>0.0%</u>
<i>Town &amp; Country/Exurbs</i>			
Hometown Sweethearts	10	0	0.0%
Blue-Collar Traditionalists	5	0	0.0%
Rural Couples	0	0	0.0%
Rural Strivers	0	0	0.0%
<i>Subtotal:</i>	<u>15</u>	<u>0</u>	<u>0.0%</u>

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



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Residential Market Analysis Across the Urban-to-Rural Transect

### ASSUMPTIONS AND LIMITATIONS—

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

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

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





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