

APPENDIX A - VILLA HILLS MARKET ANALYSIS COMPLETE REPORT

# A MARKET ANALYSIS FOR THE CITY OF VILLA HILLS, KENTUCKY

By

# MARKET METRIC\$ LLC

Timeframe for the Market Analysis 4<sup>th</sup> Quarter of 2015 and 1<sup>st</sup> Quarter of 2016

Date of the Report JUNE 15, 2016

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#### I. EXECUTIVE SUMMARY

The subjects of the following market analysis comprise all, or portions of, two, irregularly shaped, essentially undeveloped parcels encompassing 115 acres, more or less, subject to confirmation by survey. The primary parcel encompassing 82 acres, more or less, is a portion of a 201.98 acres property owned by the Benedictine Sisters of St. Walburg and represents the residual acreage of a campus consisting of multiple institutional uses serving the needs of the owners as well as schools, a monastery, senior care facilities, houses, and ancillary buildings. A secondary parcel comprising 32 acres, more or less is contiguous to the west of the primary parcel\, but separately owned. The subject parcels represent the last significant development opportunity in the City of Villa Hills, Kenton County, Kentucky. The parcels' limited, primary road frontage is along the north side of Amsterdam Road west of the terminus of Collins Road. While road frontage is relatively minimal, the parcels have a substantial amount of Ohio River overlook. The neighborhood is essentially upscale residential in character.

The purpose of this analysis is to determine if there is a market for community expansion and economic growth on the two subject parcels in the immediate future. Four major land use groups will be examined in the framework of "Highest and Best Use". The four groups are residential, industrial, office, and retail uses. Note that only those uses deemed to be representative of the "Highest and Best Use(s)" of the subject parcels will considered in this analysis. As such, the tests of "Highest and Best Use" are prerequisite tests to any land use being included in the market analysis.

The objective of this analysis is to provide market based data and information that will enable public officials and property owners to determine if they want to place all, or portions, of the subject parcels in the marketplace for development.

The analytical questions to be answered in the following report are:

- 1. Are the subject parcels currently marketable for development?
- 2. What land uses represent the most likely choices in the marketplace?
- 3. Are there specific segments of the market that should be emphasized for development?

The following analysis was conducted during the fourth quarter of 2015 and first quarter of 2016. The findings represent conclusions that can be drawn based on market conditions at the time of the analysis. Given the dynamics of the marketplace and the economy at large, the conclusions contained herein may or may not be applicable in the future.

The demographics for the City of Villa Hills, the five minute and ten-minute drive-time market areas point to a growing market of aging but affluent households. The modestly growing number of Villa Hills households projected over the next five years coupled with very low vacancy rates and slowing turnover of existing households bodes well for the addition of new housing in the City of Villa Hills; i.e., the subject parcels. The relatively strong household income characteristics of households in the City of Villa Hills, the five minute and ten-minute drive-time market areas also indicate that affordability of new construction should not be a market hurdle.

#### The Residential Market

The aging population and households suggests that many households are already, or soon will be, moving into their retirement years and may wish to make housing changes that support changing lifestyles and possibly physical limitations. The indicators point to the need for housing products that suite the aging households.

Although this more aged segment of the market appears to be the most significant segment of the market for the projection period and this segment of the market may have specific housing needs, the products developed to meet these needs should not be so specialized that it is not flexible in the future based on fluid household characteristics that may emerge at that time.

The magnitude of the potential market is substantial although the size of the market potential in Villa Hills remains a very small component of potential development in Kenton County and an almost immeasurable percentage of overall projected growth in the Cincinnati metropolitan area.

The demographics of the primary market suggest that the population is aging with the most substantial growth projected to occur in households headed by persons between 65 and 74 years of age. The next most significant growth age bracket was for households headed by persons 75+ years of age. The third most significant growth age bracket was for households headed by persons between 55 and 64 years of age. This would indicate that the "heart" of the market for the next five years, and possibly beyond, would be for "empty nester" households that are downsizing and/or households that simply want a more carefree lifestyle.

Housing products that address this segment of the market are likely to be in high demand. Smaller home sizes may be in order as well as smaller lots, or higher density multi-unit dwellings that reduce or eliminate the care needed to maintain a home.

While addressing the growth segment of the market in the near term, flexibility of design will be important so as not to create housing products that are so specialized in their target market that they are not attractive to other age groups of home buyers that may emerge in the future. Flexibility of design is a key phrase.

Addressing transitions of households in the marketplace cannot be de-emphasized while focusing on the expanding senior population. Attracting younger households to homes vacated by seniors as well as capturing a segment of the younger market that has not made a home purchase decision will be equally important. Providing an array of amenities desired by the various segments of the younger market will be essential to attracting younger renters and/or home buyers to the City in the future. Maintaining and expanding the future demand for housing in Villa Hills will be critical to the future of the community. Maintaining value becomes more critical as the built environment ages and the "built out" status of the City emphasizes the importance of vitality maintenance in the future.

Regardless of the segments of the potential market that developers choose to address, the number of units that appear to be supportable in the marketplace ranges from a conservative estimate of slightly more than 50 units to a more aggressive yet sustainable estimate in excess of 250 units. Given suitable land constraints and the need for more alternative housing products in the inventory in Villa Hills a higher density approach to new residential development is favored.

Before closing the discussion regarding the housing market, institutional, residential uses must be addressed. A senior care facility is already in operation on a portion of the grounds adjacent to the subject parcels. There is a growing market for senior care and the most successful of these types of facilities offer a continuum of care from independent living to assisted living to skilled nursing care. In addition, many facilities have expanded their scope of services to include memory care and hospice care. Amenities typically include a dining room and health and fitness centers. Some campuses have expanded the range of amenities to include salons and spas along with bars and restaurants with banquet facilities. In some cases, these amenity facilities are open to the general public as well as residents. Potential expansion of the existing senior care facilities at the subject location is another alternative institutional residential use that could be accommodated on at least a portion of the subject parcels and the market for these uses have already been demonstrated.

While there are existing institutional uses adjacent to the subject parcels, the location is not now known as a commercial venue. Thus, the introduction of retail and/or office uses would introduce yet another commercial competitor in an already crowded competitive landscape. This does not mean that retail and office uses could not find a home on portions of the subject parcels, but the range of uses and magnitude of commercial development has to be tempered by the existing competitive environment. As has been stated previously in this report, Villa Hills residents are older than the population in the more general market and more affluent. Existing commercial establishments increase dramatically beyond a five minute drive-time from the subject location as a function of the subject's proximity to the I-75 corridor.

#### The Retail Market

For future development purposes, segments of the local retail market centered on convenience or upscale, "luxury" goods and services would appear to be the best positioned to attract customers to the subject site. In addition, more emphasis should be placed on dining and entertainment than on consumer goods. Merchandise outlets than can be easily supplanted by internet based sources are not good candidates for the subject site. Large-scale establishments of all types are not good candidates for the subject site. In searching for businesses that could populate a retail venue, established, well-recognized, local, business operators who have a proven ability to draw consumer traffic would likely be the best candidates for a retail venue at the subject location.

Many of these potential candidates are likely to be relatively small businesses with limited space requirements. As such, any structures should be configured in such a way as to be subdivided into small storeroom spaces. Based on the definitions of the primary, secondary, and tertiary markets at the outset of this analysis, the intensity of existing competition, and the observation that large-scale users are not appropriate for the subject site, retail space demand will likely be in a range from 10,000 square feet to 20,000 square feet. Given the unproven commercial drawing power of the subject location, an incremental approach to development is recommended. An initial project encompassing 10,000 square feet should be capable of accommodating multiple small-scale tenants. As the market evolves, an additional phase, or phases, of development could add to the retail space on the landscape as market recognition and consumer demand increase. In essence, an incremental approach to development that allows for the re-deployment of land for alternative uses if the location does not establish itself as a commercial venue.

Convenience will be a critical factor in developing commercial uses on the subject site. An existing convenience store already operates in close proximity to the subject properties. However, this convenience store is a tenant in a small, multi-tenant structure and unlike current generation convenience stores it does not have petroleum dispensing equipment. While this store appears to be successful, a current generation replacement would appear to be appropriate. The likely configuration for a replacement would be a freestanding building with petroleum dispensing equipment on a site of sufficient magnitude to allow ample parking and on-site traffic circulation. A potential hurdle to developing a replacement for the current convenience store is the proximity of the subject location to I-75 and the large number of existing convenience store alternatives at the various interchanges along the corridor. An operator will have to be convinced that an interior location away from major thoroughfares will generate the revenue necessary to support the capital investment. Note that a convenience store replacement for the existing store is separate from the retail development cited above; i.e., an additional component of retail development.

It should be noted that there is an overarching assumption that City leaders and the current property owners want to see commercial development on the subject properties. For purposes of this analysis it is assumed they do and the appropriate measures will be taken to enable it to occur.

#### **The Office Market**

Office uses are also a possible alternative for portions of the subject properties. Once again, proximity of the subject location to the I-75 corridor means that there are numerous competitive office venues already on the landscape to provide intense competition to new office development on the subject parcels. Convenience will again be an important facet of generating demand for office space at the subject location. Given the demographics of the population and households in the City and short range drive-times, health care and financial services could both be of interest. The local area demand for both of these services is well above national baseline levels. That is not to say that potential demand is limited to these two categories of office users, but Villa Hills residents would appear to be attracted to both health care and financial services in a convenient location in the City.

Potential office users may be small-scale establishments providing professional services while health care users tend to require larger spaces. An incremental approach to serving the non-health care segments of the office market is recommended; however, a larger scale structure is likely if health care users are attracted to the site. A space increment of 10,000 square feet could accommodate multiple office users in a variety of service categories in the general office market at the subject location. Health care buildings are typically larger than general office structures in neighborhood venues. Many medical office buildings accommodate multiple practice groups spanning a range of medical specialties with ancillary diagnostic services contained in the same building. Buildings between 10,000 square feet and 40,000 square feet are not uncommon. Most medical office complexes today are being built by medical centers not individual practice groups. As such, the major medical center entities in the local market would have to see a need to building such a health care facility at the subject location for such a development to occur. The medical centers would also oversee the range of medical specialties and/or services to be offered in any new complex.

A portion, or portions, of the subject parcels likely adjacent to the Amsterdam Road frontage of the subject parcels would be the potential site for retail and/or office development. The total acreage consumed will ultimately be a function of market acceptance of the subject location as a commercial venue.

#### In summary the conclusions of the market analysis are as follows:

Residential uses: Single and/or multi-family structures

Between 50 and 250 units

Retail uses: Focused on neighborhood convenience and upscale goods and services

Small scale tenants totaling between 10,000 and 20,000 square feet of space

Office uses: Focused on financial services, professional services, and health care

One or more small office structures totaling between 10,000 and 40,000

square feet

Industrial uses: Industrial and/or warehouse uses of all types are deemed inappropriate for the

site and have been eliminated from any consideration in this analysis

#### II. SCOPE OF THE MARKET ANALYSIS

#### A. Identification of the Subject Properties

The subjects of the following market analysis comprise all, or portions of, two, irregularly shaped, essentially undeveloped parcels encompassing 115 acres, more or less, subject to confirmation by survey. The primary parcel encompassing 82 acres, more or less, is a portion of a 201.98 acres property owned by the Benedictine Sisters of St. Walburg and represents the residual acreage of a campus consisting of multiple institutional uses serving the needs of the owners as well as schools, a monastery, senior care facilities, houses, and ancillary buildings. A secondary parcel comprising 32 acres, more or less is contiguous to the west of the primary parcel\, but separately owned. The subject parcels represent the last significant development opportunity in the City of Villa Hills, Kenton County, Kentucky. The parcels' limited, primary road frontage is along the north side of Amsterdam Road west of the terminus of Collins Road. While road frontage is relatively minimal, the parcels have a substantial amount of Ohio River overlook. The neighborhood is essentially upscale residential in character.

#### **B.** The Context Market Areas

Establishing the context of the market for the various land uses to be analyzed for inclusion in potential development plans for the subject parcels addresses the fundamental prerequisite step of problem definition.

The macro-market area has been defined as encompassing the Cincinnati metropolitan area, while a more closely associated market area has been defined as Kenton County and the immediate market area has been defined as the City of Villa Hills. The qualities and capabilities of the local political jurisdiction frequently are important determinants in where households decide to locate. This certainly appears to be the case for Villa Hills. The City can be described as an upscale, bedroom, community in the Northern Kentucky portion of the Cincinnati metro market. It is predominantly a community of home owners who are older and more affluent than the context market areas. While demographic and economic data has been compiled and analyzed for the political geographies cited above, the market for commercial land uses seldom parallel the boundaries of specific political subdivisions.

Markets for the various land uses can be significantly different in magnitude. As stated above, in virtually all cases potential markets overlay multiple political jurisdictions. Specific existing land uses can directly influence the importance of a local marketplace as well. All of these circumstances are true of the subjects of the following analysis.

#### C. Definition of the Commercial Drive-time Market Areas

Drive-time market areas have been defined as likely determinants of the range and magnitude of commercial land uses for the subject parcels. For purposes of this analysis, five-minute, tenminute, and fifteen minute drive-times were established as demising points between the primary, secondary, and tertiary markets for land uses on the subject parcels.

#### D. Definition of the 5-Minute Drive-time Primary Commercial Market Area

A primary market area is that from which 60-80% of the customer base is expected to originate. In this analysis, a drive-time market of five minutes from the intersection of Amsterdam Road and Collins Road has been defined as the primary market area. It appears to be reasonable to assume that as much as 80% of the customer base of any commercial uses on the subject properties would come from this area; however, it is of limited magnitude. Another potential mitigating circumstance for market capture at the subject location is the overlap of even this small drive-time area on the I-75 corridor. The Buttermilk Pike interchange is populated by a substantial number of commercial establishments that will compete favorably with the subject site as a function of both access and visibility on heavily travelled arterial thoroughfares. The defined drive-time area is depicted in the following map.

#### AMSTERDAM & COLLINS ROADS 5 MINUTES DRIVE-TIME AREA



Map provided by Alterxx.com

# E. Definition of the 10-Minute Drive-time Secondary Commercial Market Area

A secondary market area can be expected to generate between 18% and 38% of the customer base of a commercial enterprise. The secondary market area has been defined by the ten-minute drive-time area. This area expands the potential customer base for anything located on the subject properties, but the competition for anything located on the subject parcels is also significantly expanded. It should also be noted that an observable transition is evident in the household demographics and economics that lead to a conclusion that the potential "ideal" customer base for enterprises on the subject parcels may be limited in magnitude. Note that the depicted area remains confined primarily to northern Kentucky. A map depicting the ten-minute drive-time area follows.

#### AMSTERDAM & COLLINS ROADS 10 MINUTES DRIVE-TIME AREA

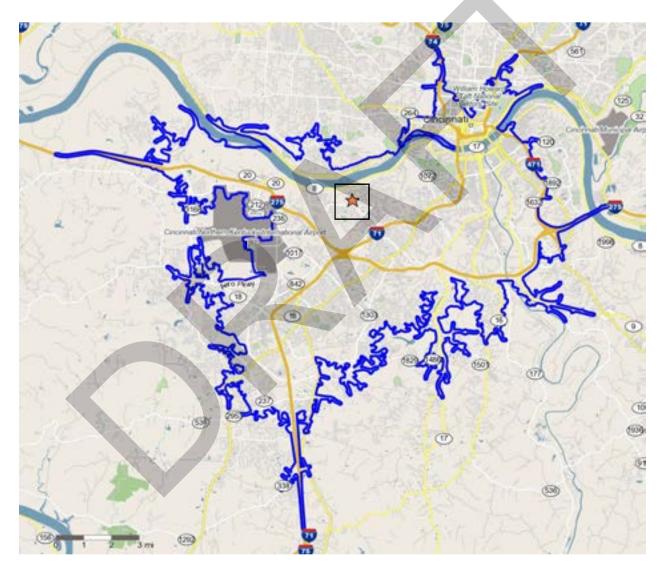


#### Map provided by Alterxx.com

#### F. Definition of the 15-Minute Drive-time Tertiary Commercial Market Area

A tertiary market may yield 2%, more or less, of the customer base of a commercial enterprise. The tertiary market has been defined in this analysis as the fifteen-minute drive-time area. While the population and households expands dramatically as the drive-time area expands so do the competitive alternatives to any commercial development on the subject parcels. The entire I-75 corridor from downtown Cincinnati through the outer ring suburbs of northern Kentucky and, in part, the Cincinnati Northern Kentucky International Airport are within this drive-time area. A map depicting the fifteen-minute drive-time area follows.

#### AMSTERDAM & COLLINS ROADS 15 MINUTES DRIVE-TIME AREA



Map provided by Alteryx.com

#### G. Purpose of the Analysis

The purpose of this analysis is to determine if there is a market for community expansion and economic growth on the two subject parcels in the immediate future. Four major land use groups will be examined in the framework of "Highest and Best Use". The four groups are residential, industrial, office, and retail uses. Note that only those uses deemed to be representative of the "Highest and Best Use(s)" of the subject parcels will considered in this analysis. As such, the tests of "Highest and Best Use" are prerequisite tests to any land use being included in the market analysis.

#### H. Objective of the Analysis

The objective of this analysis is to provide market based data and information that will enable public officials and property owners to determine if they want to place all, or portions, of the subject parcels in the marketplace for development.

#### I. The Specific Question(s) To Be Answered

The analytical questions to be answered in the following report are:

- 1. Are the subject parcels currently marketable for development?
- 2. What land uses represent the most likely choices in the marketplace?
- 3. Are there specific segments of the market that should be emphasized for development?

# J. What Analytical Methodologies Have Been Applied

The methodologies applied during the course of this analysis include the use of both primary research and secondary data. Key economic and demographic data has been obtained from one or more public and/or proprietary sources that have been identified throughout this report and the attached exhibits. Basic quantitative methods have been applied to develop useable information from the data that has been obtained. Of course, the analyst's observations, judgment and conclusions are also contained in this report.

# K. The Timeframe of the Analysis

The following analysis was conducted during the fourth quarter of 2015 and first quarter of 2016. The findings represent conclusions that can be drawn based on market conditions at the time of the analysis. Given the dynamics of the marketplace and the economy at large, the conclusions contained herein may or may not be applicable in the future.

# L. The Exhibits Are an Integral Part of the Report

Several exhibits are included at the end of this market analysis report. These exhibits are an integral part of the report and not simply addenda. While key data, observations, and conclusions are included in the text, considerably more detail is provided in the exhibits.

#### III. HIGHEST AND BEST USE ANALYSIS

This analysis examines land use potential by employing market driven evaluation criteria. In order to carry out this analysis, it is necessary to understand the concept of highest and best use. Highest and best use analysis is a key concept in determining a property's market value. According to the Appraisal of Real Estate -- Twelfth Edition (Appraisal Institute, Chicago, 2001) highest and best use is defined as follows:

"The reasonably probable and legal use of vacant land or an improved property, that is physically possible, appropriately supported, and financially feasible, and that results in the highest value."

#### A. Highest and Best Use Criteria

The analysis of highest and best use is based on four fundamental tests. In order for a given use to be considered the highest and best use of a site, affirmative answers must be concluded for all four of the fundamental tests:

#### 1) Legal Permissibility

What uses are currently permitted and could any additional uses be permitted with reasonably probable zoning changes?

#### 2) Physical Possibility

Can the site be economically developed and will it adequately support anticipated improvements?

#### 3) Financial Feasibility

Will the site as improved have a market value that justifies the cost and provides a sufficient entrepreneurial return to take the risk of development? A project is not economically feasible unless the rental rate or sales prices are sufficient to repay the costs of land acquisition and construction, plus provide an entrepreneurial return on investment sufficient to justify the risk associated with that investment.

#### 4) Maximum Profitability

This test asks the question: among financially feasible alternatives, which alternative returns the maximum value to the underlying site? Different land uses result in different values for underlying land. Land uses can be described in levels of intensity. The more intense the land use, the higher the land value. This concept must work in conjunction with financial, feasibility. Therefore, an alternative land use must be financially feasible before it can be measured for maximum profitability.

#### B. Prerequisite Conditions of Highest and Best Use

The four fundamental tests are applied under the assumptions of two prerequisite conditions. These conditions are as follows:

- 1) The site as vacant.
- 2) The site as improved.

The four fundamental tests are applied to a site (or an area) under each of the two conditions. This set of tests enables the analyst to determine if any current improvements contribute to the value of the underlying site (consistent with highest and best use) or do not contribute to the value of the underlying site (inconsistent with highest and best use).

These tests can be applied to vacant sites as well as improved sites. In the case of improved sites, the results of the analysis indicate whether existing improvements contribute to value, in which case the site is improved to its highest and best use. If the improvements do not contribute value, they no longer represent the highest and best use of the site.

### C. Application of Highest and Best Use to the Subject Properties

The tests identified above have been applied to the two subject parcels for each of the four primary land uses cited earlier in this report; residential, industrial, office, and retail.

Villa Hills is a well-established, upscale, suburban, residential community. Essentially fully developed, there appears to be continued residential demand and as the community ages there is potential demand for "step-down" housing directed predominantly toward the senior market. Overall residential vacancy rates suggest a market condition of undersupply. Expansion of the residential inventory is supportable on the basis of demand and the continued construction of new dwelling units on the few remaining unbuilt lots over the past five years indicates that market price points can support the cost of new construction.

After applying the tests of highest and best use to the subject parcels, the conclusion was reached that residential use is the dominant single category of land use for which there is an immediate market for land contained in the subject properties. While there is an immediate market for residential development, there are multiple prerequisite steps that must be completed in order to make the parcels market ready.

In addition, a limited market could develop for some small-scale retail and/or office/service uses. Any commercial development would have to emphasize convenience. Small-scale, locally known enterprises catering to the upscale, or luxury, market segments may also be able to find success on the subject site in conjunction with convenience oriented uses. Among services, the aging community could draw health care uses and these services could meet the needs of the two adjacent schools as well.

There is no market for industrial uses of any type at the subject location. The limited size, topography, and irregular configuration of the site preclude many medium to large scale industrial/warehouse uses. The indirect and circuitous highway access is also a severely limiting characteristic of the subject site. Finally, the existence of residential uses in the immediate proximity of the subject site would create an inappropriate land use mix. As such industrial/warehouse uses are not deemed to be consistent with the highest and best use of the site.

#### IV. KEY DEMOGRAPHICS

Demographic and economic data for the population and households comprising the various market areas defined earlier in this report form the foundation of the analysis. The dynamics of the population and households in the marketplace represent the sources of growth that are the precursor of new market demand for the land uses determined to be suitable alternatives for the subject parcels. The macro-market, defined as the Cincinnati Metropolitan Area has been analyzed along with Kenton County in order to determine the significance of projections for the subject parcels in the immediate market context of the City of Villa Hills and the three drive-time markets that define the primary, secondary, and tertiary market areas for commercial uses.

#### A. Population and Households

All of the various market areas analyzed experienced growth between 2000 and 2010; however, historical growth is of much less importance than estimated growth since the 2010 Census and projected growth in the near-term, defined as the next five years, through 2020.

The pace of estimated growth since the 2010 Census is on pace with the growth projected to occur in the next five years. The City of Villa Hills is projected to grow by only 87 persons from 2015 through 2020. This projection represents slightly less than 2% of the growth projected for Kenton County in the next five years and an almost immeasurably small percentage of the population growth projected for the next five years in the Cincinnati Metropolitan Area.

It should be noted that Kenton County is projected to add 4,723 persons in the next five years. Kenton County is projected to contribute slightly less than 7% of the projected population growth for the Cincinnati Metropolitan Area between 2015 and 2020.

Household growth is directly related to housing demand and parallel to the projections for the City of Villa Hills and Kenton County, household growth is projected to be steady from 2015 through 2020 although not quite as robust as what has been estimated to have occurred between 2010 and 2015. A total of 51 new households are projected for the City of Villa Hills in the next five years. This household growth is a direct indicator of demand for both new and existing housing. Of course, statistical projections are based on trends that emerge from historical data and current market indicators. Whether the projections will be realized is a function of the ability of the market to keep pace with projected demand. Future housing developments will determine where the new growth will take place and lack of available land for new development and/or the inability of specific governmental jurisdictions to deliver the prerequisite capacity for development to occur will ultimately determine which political subdivisions will benefit from future growth and those which will not. The lack of land appears to be the barrier to more significant growth in Villa Hills.

As stated above, new households are not the only households in search of new housing in the marketplace each year. A percentage of existing households will relocate each year as well. This segment of the market will help propel the need for new housing construction in the context of growing demand, low housing vacancy, and relatively low household turnover rates. The aging population points to a need to address housing products that are suitable to the senior population. At present there a few options in the City of Villa Hills for seniors who no longer want the responsibility of maintaining a freestanding single-family home. Tables summarizing population growth and household growth in all of the defined market areas appear on the following page. Detailed population and household demographics for all market areas are contained in **Tables 1 through 12** in the "Exhibits" section of this report beginning on page 29.

	POPULATI	ON		
	2010 Census	2015 Estimate	2020 Projection	
Cincinnati MSA	2,114,584	2,150,961	2,220,684	
Kenton County	159,721	164,727	169,450	
Villa Hills	7,419	7,592	7,679	
Amsterdam & Collins Roads				
5 Minutes Drive Time	9,680	9,899	9,924	
10 Minutes Drive Time	46,670	48,098	48,283	
15 Minutes Drive Time	213,297	219,437	221,885	
Table prepared by MARKET M	ETRIC\$ LLC from da	ata supplied by Alteryx.	com	
	HOUSEHOL	LDS		
	2010 Census	2015 Estimate	2020 Projection	
Cincinnati MSA	824,967	838,891	869,303	
Kenton County	62,768	64,851	66,839	
Villa Hills	2,820	2,895	2,946	
Amsterdam & Collins Roads				
5 Minutes Drive Time	4,032	4,137	4,164	
10 Minutes Drive Time	19,613	20,293	20,497	
15 Minutes Drive Time	89,331	92,129	93,851	
Table prepared by MARKET M	ETRIC\$ LLC from d	ata supplied by Alteryx.	.com	

# B. Population Age and Age of Heads of Households

Population age and ages of heads of household demographics are important because spending patterns change with age. As individuals leave the labor force there is typically a corresponding decrease in household income that reflects itself in statistical measures such as average and median household income.

The general market area is experiencing the overall aging of the population. To some extent this aging process was accelerated by job losses in the most recent recession and the need to relocate outside of the local area to find work. As a result the population of the Cincinnati metropolitan area has aged more rapidly than other areas of the country. Nevertheless, age of the population and the ages of heads of households are fundamental demographic measures when examining the market potential for residential real estate or consumer goods and services. The median age of the population establishes a context to then discuss the ages of heads of households. While the age of the overall population is important, it is more likely that the age of the head of household will directly influence the spending decisions and housing decisions for the members of each household.

Tables summarizing these demographic measures, for each of the defined market areas, appear on the following page.

MEDIAN A	GE OF THE POP	ULATION	
	2010 Census	2015 Estimate	2020 Projection
Cincinnati MSA	37.1	37.6	38.2
Kenton County	36.0	36.5	37.0
Villa Hills	41.7	42.6	43.5
Amsterdam & Collins Roads			
5 Minute Drive Time	40.8	41.5	42.3
10 Minute Drive Time	38.3	38.5	38.9
15 Minute Drive Time	35.4	35.6	36.2
Table prepared by MARKET METR	IC\$ LLC from da	ta supplied by Alt	teryx.com
MEDIAN AGE (	OF HEADS OF H	OUSEHOLDS	
	2010 Census	2015 Estimate	2020 Projection
Cincinnati MSA	50.0	51.2	52.6
Kenton County	49.1	50.2	51.3
Villa Hills	52.6	54.3	56.2
Amsterdam & Collins Roads			
5 Minute Drive Time	51.6	53.1	55.1
10 Minute Drive Time	50.6	51.7	53.2
15 Minute Drive Time	48.5	49.4	50.3
Table prepared by MARKET METR	IC\$ LLC from da	ta supplied by Alt	teryx.com

The increasing median age of heads of households is an indicator of the age dynamics of households in the defined market areas in general. For the most part, households headed by persons under 55 years of age are growing minimally or declining in numbers over time. The age brackets of heads of households 55 years of age or older is growing significantly. Universally, the greatest growth by age of head of household is the bracket between 65-74 years of age. With similar consistency, the age bracket between 55-64 years of age is the second largest in terms of projected growth in the defined market areas. A table summarizing age growth estimates and projections for all heads of households appears below.

DISTRIBUTION	OF AGE	S OF HEA	DS OF H	OUSEHO	LDS		
	2010 (	Census	2015 Es	stimate	2020 Projection		
Age of Head of Household	<55	55+	<55	55+	<55	55+	
Cincinnati MSA	61.22%	38.78%	58.25%	41.75%	54.66%	45.34%	
Kenton County	63.08%	36.92%	60.16%	39.84%	56.84%	43.16%	
Villa Hills	55.98%	44.02%	51.75%	48.25%	47.30%	52.70%	
<b>Amsterdam &amp; Collins Roads</b>							
5 Minute Drive Time	58.05%	41.95%	54.40%	45.60%	49.74%	50.26%	
10 Minute Drive Time	59.18%	40.82%	56.60%	43.40%	53.17%	46.83%	
15 Minute Drive Time	63.52%	36.48%	61.18%	38.82%	58.23%	41.77%	
Table prepared by MARKET	METRIC\$	LLC fron	n data sup	plied by A	lteryx.con	1	

#### C. Household Size

The household demographics of Villa Hills are not inconsistent with comparable statistics for the other various defined market areas in this analysis. However, Villa Hills does have slightly fewer one-person households and slightly more two-person households than the other defined areas in the analysis. Nonetheless, the overall composition of households is not inconsistent with the more general market with between roughly 60% and 65% of all households limited to one or two persons. Summary tables for household size for the various defined market areas are shown below.

ONE P	ERSON HOUSEHO	OLDS	
			2020
	2010 Census	2015 Estimate	Projection
Cincinnati MSA	27.70%	27.70%	28.10%
Kenton County	28.10%	28.20%	28.50%
Villa Hills	25.50%	25.60%	26.40%
Amsterdam & Collins Roads			
5 Minute Drive Time	28.60%	28.70%	29.30%
10 Minute Drive Time	32.20%	32.40%	33.10%
15 Minute Drive Time	34.90%	34.90%	35.60%
TWO P	ERSON HOUSEH	OLDS	
			2020
	2010 Census	2015 Estimate	Projection
Cincinnati MSA	32.70%	32.90%	32.70%
Kenton County	32.40%	32.60%	32.40%
Villa Hills	35.80%	36.10%	35.80%
Amsterdam & Collins Roads			
5 Minute Drive Time	35.40%	35.70%	35.40%
10 Minute Drive Time	33.10%	33.40%	33.10%
15 Minute Drive Time	31.20%	31.40%	31.20%
THREE OR M	ORE PERSON HO		
			2020
	2010 Census	2015 Estimate	Projection
Cincinnati MSA	39.60%	39.40%	39.20%
Kenton County	39.50%	39.20%	39.10%
Villa Hills	38.70%	38.30%	37.80%
Amsterdam & Collins Roads			
5 Minute Drive Time	36.00%	35.60%	35.30%
10 Minute Drive Time	34.70%	34.20%	33.80%
15 Minute Drive Time	33.90%	33.70%	33.20%
Table prepared by MARKET MET	RIC\$ LLC from dat	ta supplied by Alter	yx.com

#### **D.** Household Income

The number of persons per household has a direct correlation to the typical statistical market measures of household income; median and average household income. Universally, one-person and two-person households make up the majority of the household growth projected in the defined market areas. Obviously, the increasing numbers of one-person households has a potentially negative effect on statistical household income measures since these households preclude the possibility of multiple income support. Retirees will also make up an increasingly significant portion of households and this is consistent with the aging population and household statistics recited above. While more households may be migrating into retirement, this migration does not appear to have had a significant impact on the household income statistics compiled for this analysis; particularly for the City of Villa Hills.

Household income measures are a direct indication of the ability to afford new housing. The income measures for the primary market area strongly suggest that household income will not be a barrier to the ability to afford new housing. The aging population notwithstanding, affordability should not be a market impediment to the introduction of new housing at the subject location. The age demographics of households in the City and the primary drive-time market may have a greater influence on the designs and sizes of homes offered in the marketplace in the future.

The following tables summarize measures of median and average household income for the defined market areas in this analysis. Much more detailed analyses of household income by ages of the heads of household for the various defined market areas are contained in the exhibits at the end of this report.

MEDIAN HOUSEHOLD INCOME										
			2020							
	2010 Census	2015 Estimate	Projection							
Cincinnati MSA	\$53,624	\$55,854	\$65,967							
Kenton County	\$51,305	\$55,227	\$64,080							
Villa Hills	\$69,989	\$74,330	\$83,359							
Amsterdam & Collins Roads										
5 Minutes Drive Time	\$67,074	\$70,174	\$78,651							
10 Minutes Drive Time	\$52,486	\$57,003	\$65,984							
15 Minutes Drive Time	\$45,903	\$47,972	\$55,843							
Table prepared by MARKET MET	RIC\$ LLC from da	ata supplied by Alter	ryx.com							
AVERAG	E HOUSEHOLD	INCOME								
			2020							
	2010 Census	2015 Estimate	Projection							
Cincinnati MSA	\$72,949	\$76,426	\$88,736							
Kenton County	\$69,655	\$73,013	\$82,493							
Villa Hills	\$97,862	\$103,166	\$115,547							
Amsterdam & Collins Roads										
5 Minutes Drive Time	\$95,222	\$99,640	\$112,822							
10 Minutes Drive Time	\$77,527	\$81,668	\$92,705							
15 Minutes Drive Time	\$64,027	\$66,982	\$76,840							
Table prepared by MARKET MET	RIC\$ LLC from da	ata supplied by Alter	ryx.com							

#### E. Miscellaneous Population and Household Demographics

In order to preserve brevity and maintain focus on the key demographic measures relevant to the market analysis commentary regarding several additional population and household demographics have been omitted from this discussion. As stated above, these additional details regarding population and households for all of the defined market areas include data for population age, marital status, educational attainment, size of household, family status, employment (labor force), and household income by age of head of household are contained in the exhibits at the end of this report.

#### F. Demographic Observations and Conclusions

The demographics for the City of Villa Hills, the five minute and ten-minute drive-time market areas point to a growing market aging but affluent households. The modestly growing number of Villa Hills households projected over the next five years coupled with very low vacancy rates and slowing turnover of existing households bodes well for the addition of new housing in the City of Villa Hills; i.e., the subject parcels. The relatively strong household income characteristics of households in the City of Villa Hills, the five minute and ten-minute drive-time market areas also indicate that affordability of new construction should not be a market hurdle.

The aging population and households suggests that many households are already, or soon will be, moving into their retirement years and may wish to make housing changes that support changing lifestyles and possibly physical limitations. The indicators point to the need for housing products that suite the aging households. Although this more aged segment of the market appears to be the most significant segment of the market for the projection period and this segment of the market may have specific housing needs, the products developed to meet these needs should not be so specialized that it is not flexible in the future based on fluid household characteristics that may emerge at that time.

#### V. THE RESIDENTIAL MARKET

Projected growth of households is the prerequisite for housing growth and the demographic analysis summarized in the report sections above indicate that such growth is likely to be present through the next five years and beyond. The residential market in Kenton County and more specifically in the City of Villa Hills is projected to demand a steady increase in new housing units assuming statistical projections for household growth are actually realized.

The subject parcels are the last remaining developable parcels of any size in Villa Hills; however, they are essentially undeveloped land. Several prerequisite steps will be necessary in order to make these parcels market ready, in whole or in parts. The following paragraphs detail the status of the current residential market along with projections for growth in the next five years. **Tables 13 through 16** detailing the residential market analysis are included in the "Exhibits" section of this report beginning on page 77.

#### **A.** The Current Inventory

The current inventory of housing units in Villa Hills consists of 2,998 units. The 2010 Census indicated that there were 2,968 units in the inventory. Census estimates place the current inventory at 2,984 units; however, building permit data as filed with HUD indicate that 30 single-family units have been built between 2010 and 2015 and there are no indications of any housing units being demolished in the City during the 2010-2015 time period; therefore, the best estimate places the unit count at 2,998 units. Census based projections suggest that the unit count will grow by 53 units by the end of 2020. This unit growth may be optimistic given the almost complete lack of remaining building lots and/or land for new housing development at this time.

The current inventory of housing units is heavily skewed to freestanding, single-family residences with 78.5% of all occupied housing units (2,285 units) in the possession of owner occupants. Only 21.5% of occupied housing units (624 units) are renter households and only 3% of the total inventory is vacant (89 units). The vacancy percentage increased between 2000 and 2010 from 3% to 5% in the context of a severe recession and a general housing market collapse. As stated, current vacancy is estimated at 3% and is projected to remain constant through 2020.

#### B. The Market

The focus of this discussion regarding the market will be on new construction. Finished residential lots are the prerequisite to residential construction. Residential construction is a direct measure of the market for residential lots. Therefore, a review of residential building permits is in order. It is customary for residential builders to enter into contacts for multiple lots in a subdivision based on what they project to be a reasonable sales pace for the subdivision. Frequently, these contracts have modification and/or cancellation clauses if sales do not measure up to expectations. Thus, permit filings are a direct indicator of demand for residential building lots of all types. Note that the data that follows is countywide for Kenton County along with the City of Villa Hills. Also note that permit filings are based on structure type; single-family or multi-family structures. Multi-family structures can be for sale, condominiums, or for rent, apartments. Countywide and City data has been compiled for this section of the analysis since permit filings are directly related to where building lots are currently available in the marketplace. No new multi-family units were built in Villa Hills between 2010 and 2015.

Residential Bu	ilding	Permi	t Filing	gs 2010	-2015		
Year	2010	2011	2012	2013	2014	2015*	Total
<b>Kenton County</b>							
Total Permits	260	241	313	255	278	210	1,557
Single Family Structures	226	178	230	245	254	210	1,343
2 Family Structures	0	2	0	0	0	0	2
3-4 Family Structures	8	0	3	4	0	0	15
5+ Family Structures	34	61	80	6	24	0	205
Villa Hills							
Total Permits	1	1	5	7	8	8	30
Single Family Structures	1	1	5	7	8	8	30
2 Family Structures	0	0	0	0	0	0	0
3-4 Family Structures	0	0	0	0	0	0	0
5+ Family Structures	0	0	0	0	0	0	0

<sup>\*</sup>Data based on preliminary permit filings for 2015

#### Table prepared by MARKET METRIC\$ LLC from data supplied by SOCDS

Based on the housing unit growth through the course of a severe recession and very low vacancy rates, a market condition of undersupply appears to exist in Villa Hills. The subject parcels in this analysis appear to be the only large-scale opportunity to increase the inventory of housing in Villa Hills in the future.

#### C. Future Demand

As stated above, the inventory of existing housing in Villa Hills is heavily skewed to freestanding, single family dwelling units. Many of these dwellings are very large by market standards. While the level of affluence in Villa Hills has been a primary determinant in the composition of the existing housing inventory, more segments of the market may need to be addressed. The aging population and households suggests that housing products geared more to the senior population may be in order. Single floor plans and/or higher density condominium units may be needed to retain households in Villa Hills once they no longer desire the space or the maintenance involved with a freestanding, single-family home. In some cases, physical constraints may preclude the ability to stay in a large, single-family home.

The high percentage of home ownership may be somewhat misaligned with the predisposition of many households toward rental housing in the marketplace today. Many households have strategically determined that it is better to rent than to own. Young professional households may be burdened by student loan debt that leaves them unable to save money for a down payment on a home purchase. Many younger households want to "tryout" a community by renting only to transition into home ownership at a later date. Some households are simply too transient due to job changes that they don't want the issues involved in buying or selling a home to hinder their ability to move on at any time.

Census based projections indicate that the supply of housing in Villa Hills will grow by 53 units by the end of 2020. This modest projection reflects the relatively constant housing inventory in the City if recent years, but market demand does not appear to be the constraint; the supply of buildable lots and/or land for new residential development is the constraint. The subject parcels could do a great deal to allow expansion of the inventory of housing in the City without creating a supply-demand imbalance in the marketplace.

The following table analyzes housing unit growth between 2010 and 2015 in Kenton County and Villa Hills along with projected unit growth for the County and the City between 2015 and 2020. Of most interest is the sizeable, positive, difference between Census based estimates for growth by the end of 2015 and actual permit filings by the end of 2015. The projected growth for the period between 2015 and 2020 is sensitivity tested for possible variances given the actual performance of the market versus Census based estimates from the prior five-year period.

	<b>Housing U</b>	Init Grow	th		
Permit Filings Ver	rsus Census l	Based Estin	nates and Pro	ojections	
	2010-2015	Average	2015-2020	Average	Potential
		Per		Per	
	Estimate	Year	Projection	Year	Range
Kenton County					
Permit Filings 2010-2015	1,577	315			
Census Estimate 2010-2015	797	159			
Variance 2010-2015	780	156			
Census Projection 2015-2020			2,086	417	
2015 Permit Filings				210	1,050
Variance to 2015 Filings				207	1,036
5-Year Average Filings				315	1,577
Variance to 5-Year Average				102	509
Villa Hills					
Permit Filings 2010-2015	30	6			
Census Estimate 2010-2015	16	3			
Variance 2010-2015	14	3			
Census Projection 2015-2020			53	11	
2015 Permit Filings				8	40
Variance to 2015 Filings				3	13
5-Year Average Filings				6	30
Variance to 5-Year Average				5	23

Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com and SOCDS

# **D.** Competitive Supply

As stated above, the Villa Hills residential market appears to be in an ongoing state of undersupply; i.e., market demand as expressed by a very low vacancy rate indicates that the supply of housing in the City could be increased without destabilizing the supply-demand balance in the marketplace.

Numerous subdivisions and multi-family projects continue to increase the competitive supply of new housing in the general marketplace. Villa Hills established reputation as an upscale, residential, community in reasonably close proximity to downtown Cincinnati gives it a unique competitive status that will enable it to add to its residential inventory to the extent that is possible given the limited opportunities for growth that exist within the City's boundaries. The subject parcels in this analysis may offer the last large-scale opportunity for the expansion of the residential inventory in the City. The critical decision will be the selection of residential products to include in any new development.

An ongoing 3% vacancy rate is projected even after increasing the housing supply by 53 units in the next five years according to Census based projections. Traditionally, markets have been said to be in supply-demand balance at a 5% vacancy rate. During the recent recession, a "new normal" was established at 10% vacancy. That revision in stabilized market vacancy recognized the oversupply of housing nationwide and that oversupply condition should subside as the oldest, least competitive units are removed from the inventory and family formations, delayed during the recession, return to a more normal pace in the economy. Nonetheless, for Villa Hills, an expansion of the inventory beyond the 53 units projected in Census based numbers is warranted.

The five minute drive-time market exhibits only slightly higher ongoing vacancy rates of 4%. Thus, a similar undersupply condition spills out into the immediate environs of Villa Hills. A new residential development in Villa Hills could serve to correct this similar undersupply condition in close proximity to the City.

As has been stated above, the inventory of housing in Villa Hills is heavily skewed to freestanding, single-family homes. The City needs to focus on the aging population in the near term and how to address their changing housing needs. The City must also recognize that at some point in time in the future, the focus must shift to attracting younger households to "backfill" the homes being sold due to age and attrition in this older homeowner base. In order to attract a younger segment of the housing market, the City must stay current with the demands of this segment of the market and, where possible, develop housing products and amenities to attract a younger household component.

The indications that larger numbers of new residential units could be added to the housing inventory allows for the introduction of higher density residential alternatives. Sufficient numbers of units in higher density projects enable development feasibility. This bodes well for new housing alternatives in Villa Hills that would serve to retain older households in transition as well as attract younger households to the City; i.e., apartments and/or condominiums.

# E. Supply and Demand Balance

Based on recent history, a repeat of overbuilding in the residential marketplace could be even more devastating to prospects for future development than the housing collapse that occurred at the outset of the last recession. Maintaining a relative balance between supply and demand is imperative. The indicators for new residential development are positive. Household growth is projected to be reasonable in the defined primary market area. Household incomes are strong suggesting that affordability of new housing will not be a market impediment. Existing housing vacancies are very low as measured against the "traditional normal" of five percent or the "new normal" of ten percent; in essence existing housing is in short supply.

Census based projections add 53 units to the housing inventory in Villa Hills in the next five years. Low, ongoing, vacancy rates 3% in Villa Hills (4% in the five minute drive-time market) suggest that an additional 60 units could be added without exceeding a 5% vacancy rate in the City. This assumes that housing demand would not expand to fill the new units developed; an unlikely scenario. If the inventory were expanded to an immediate vacancy rate of 10%, the number of additional units added would be 210 units.

The additional units added to the Census based projection suggests that between 113 and 263 units could be added in the City without jeopardizing the supply-demand balance in the marketplace. As with other development alternatives discussed previously in this report, an incremental approach to development is suggested. This type of development approach allows for the market to absorb new units at a measured pace that should allow for periodic price or rent increases as costs and/or inflation may demand.

#### F. Market Share and the Competition

For purposes of this analysis the discussion regarding market share and competition is essentially a theoretical discourse. There are some guidelines that can be offered at this point to assist in finding suitable development partners to take the subject parcels forward in the context of the existing market.

A market for residential development, now and in the future, appears to be present. This market appears to be of such magnitude that multiple new projects may be needed in the marketplace to meet new demand. The demographics indicate that an aging, but affluent, population appears to be where the market is headed. Housing that meets the needs and wants of this growing segment of the population would appear to be the "heart" of the market in the near term. Small but amenity and technology laden housing products are likely to capture a growing share of the market in the future. Income levels of households suggest that while small compared to some of the recent housing developed in Villa Hills the housing products of the future must be of high quality.

It should be noted that any housing products developed must offer flexibility to attract all age brackets of households. The "downsizing" or "empty nester" segments of the market may be where the market is headed in the next five years, but this market will ultimately peak and the households that purchase the existing homes in the resale market are likely to be much younger. The needs and wants of these households may differ from the initial target market, so the ability to have the housing products change with the nature of the marketplace will extend the functional life of any housing products developed.

#### G. Residential Market Observations and Conclusions

The market analysis has compiled sufficient evidence to determine that a market for residential development exists now and at least through the next five-year period. The magnitude of the potential market is substantial although the size of the market potential in Villa Hills remains a very small component of potential development in Kenton County and an almost immeasurable percentage of overall projected growth in the Cincinnati metropolitan area.

The demographics of the primary market suggest that the population is aging with the most substantial growth projected to occur in households headed by persons between 65 and 74 years of age. The next most significant growth age bracket was for households headed by persons 75+ years of age. The third most significant growth age bracket was for households headed by persons between 55 and 64 years of age. This would indicate that the "heart" of the market for the next five years, and possibly beyond, would be for households that are downsizing.

Housing products that address this segment of the market are likely to be in high demand. Smaller home sizes may be in order as well as smaller lots, or higher density multi-unit dwellings that reduce or eliminate the care needed to maintain a home.

While addressing the growth segment of the market in the near term, flexibility of design will be important so as not to create housing products that are so specialized in their target market that they are not attractive to other age groups of home buyers that may emerge in the future. Flexibility of design is a key phrase.

Addressing transitions of households in the marketplace cannot be de-emphasized while focusing on the expanding senior population. Attracting younger households to homes vacated by seniors as well as capturing a segment of the younger market that has not made a home purchase decision will be equally important. Maintaining and expanding the future demand for housing in Villa Hills will be critical to the future of the community. Maintaining value becomes more critical as the built environment ages and the "built out" status of the City emphasizes the importance of vitality maintenance in the future.

Regardless of the segments of the potential market that developers choose to address, the number of units that appear to be supportable in the marketplace ranges from a conservative estimate of slightly more than 50 units to a more aggressive yet sustainable estimate in excess of 250 units. Given suitable land constraints and the need for more alternative housing products in the inventory in Villa Hills a higher density approach to new residential development is favored.

Before closing the discussion regarding the housing market, institutional, residential uses must be addressed. A senior care facility is already in operation on a portion of the grounds adjacent to the subject parcels. There is a growing market for senior care and the most successful of these types of facilities offer a continuum of care from independent living to assisted living to skilled nursing care. In addition, many facilities have expanded their scope of services to include memory care and hospice care. Amenities typically include a dining room and health and fitness centers. Some campuses have expanded the range of amenities to include salons and spas along with bars and restaurants with banquet facilities. In some cases, these amenity facilities are open to the general public as well as residents. Potential expansion of the existing senior care facility at the subject location is another alternative institutional residential use that could be accommodated on at least a portion of the subject parcels and the market for these uses ahave already been demonstrated.

#### VI. THE RETAIL AND OFFICE MARKETS

This section of the report is heavily dependent on the data and analyses contained in the exhibits. Once again, the reader is encouraged to visit these exhibits in order to better understand the observations and conclusions stated in the following paragraphs. **Tables 17 through 21** detailing the retail and office market analyses are contained in the "Exhibits" section of this report beginning on page 87.

#### A. The Retail Surpluses and Leakages Analysis

A surpluses and leakages analysis is a simple way to measure the adequacy of a business base within a specified geographic area to serve the needs of households indigenous to the same geographic area. Supply and demand are in balance at 100%; in essence, the expected market demand generated by the indigenous households is being met by the businesses within the same area. Percentages less than 100% indicate a market leakage; residents of the specified geographic area must journey outside the area to find sources of the goods or services they desire. Conversely, percentages in excess of 100% indicate that the businesses within the specified area are attracting customers from outside of the specified area. This is the framework of the analyses performed for retail businesses in the Cincinnati Metropolitan Area, Kenton County, City of Villa Hills, and three drive-time areas of five-minutes, ten minutes, and fifteen minutes from an epicenter at the intersection of Amsterdam and Collins Roads at the heart of the City and immediately adjacent to the subject properties.

The most important findings of the analyses are for the City and the five and ten minute drive-time areas. The predominantly residential character of the City of Villa Hills is evident in the very small numbers of retail businesses and the small percentage of expected retail demand that is being met. The numbers of retail businesses at the five-minute drive-time expands dramatically as does the number of indigenous households. The analysis shifts from a condition of substantial unmet demand within the City to strong indicators of supply surpluses as the drive-time areas are expanded. The observed surpluses are a direct result of proximity of the subject epicenter to I-75 and the concentration of retail businesses around the interchanges along this corridor that enable them to serve a larger geographic area than those defined for this analysis as well as the large amount of highway traffic.

# **B.** The Retail Business Inventory

The results of the analysis cited above and detailed in the exhibits at the end of this report reflect the dramatic expansion of the retail inventory and retail employment as the drive-time areas are expanded outward from the defined epicenter. The following data has been provided by Alteryx.com based on research conducted by Dun and Bradstreet. There are only 11 retail businesses located in Villa Hills based on the major industry categories within the retail industry group. These eleven businesses employ 103 persons; i.e.; predominantly small businesses. At the limit of the five minute drive-time there are 74 retail businesses employing 1,101 persons. Moving outward to the limit of the ten minute drive-time area there are 523 retail establishments employing 10,474 persons. The intensity of potential competition is evident in the business inventory numbers for the City and the various drive-times.

#### C. Retail Demand Indices

Retail demand has been summarized for forty-seven categories of retail merchants with demand indices to compare expected local demand to a nationwide baseline of expected household demand. The indices suggest that local demand compares favorably to the national baseline in many categories for households in the City of Villa Hills and the five minute drive-time market which is comprised largely of City households. A transition is noted in the ten minute drive-time market where expected retail demand falls below the national baseline for many of the forty-seven categories cited in the tables. The detailed retail demand indices are contained in the exhibits at the end of this report.

#### D. The Service Business Surpluses and Leakages Analysis

An analysis of service businesses that parallels the model employed in the analysis of retail business, discussed above, with similar results to those indicated for the retail segment of the market. Service businesses in the City serve only a small portion of the expected demand to be generated by City households. Unlike the retail analysis, services appear to be in a net leakage position at the limit of the five minute drive-time market indicating a condition of undersupply to meet the expected demand of the indigenous households. Similar to the results of the retail surpluses and leakages analysis, sizeable surpluses are encountered at the limits of the ten and fifteen minute drive-times. As stated above, these surpluses appear to be directly attributable to the proximity of the defined epicenter to the I-75 corridor and the large-scale concentration of service businesses as well as retail enterprises around the interchanges along this route in northern Kentucky. As with retail establishments, the intensity of competition that would be encountered in order to establish new service businesses or new outlets for existing service providers is substantial.

# **E.** The Service Business Inventory

The following service business data has been provided by Alteryx.com based on research conducted by Dun and Bradstreet. The inventory in the City along with the inventories for the five and ten minute drive-time areas are deemed to be of the most importance with regard to the potential market for service businesses in Villa Hills. There are only 56 service businesses located in Villa Hills based on the major industry categories within the service industry group. These fifty-six businesses employ 329 persons; i.e.; predominantly small businesses. There are two categories of service establishments that are more sizeable employers; educational services which employ 58 persons and health services which employ 87 persons. Even those these two categories of employers are larger, they still only meet relatively small percentages of the expected demand to be generated by City households. At the limit of the five minute drive-time there are 216 service businesses employing 1,339 persons. Moving outward to the limit of the ten minute drive-time area there are 1,392 service establishments employing 12,839 persons. As with the retail segment of the market, the intensity of potential competition is evident in the business inventory numbers for the City and the various drive-times.

#### F. Selected Service Business Demand Indices

The sub-categories of services within the major industry category are much more diverse than the sub-categories within retail; therefore, only two sub-categories of services have been examined relative to national baselines of demand. These two categories are deemed to be of particular interest to Villa Hills given the age of the population and households and the affluence of City residents. The categories are health care and financial services. The marketplace in general makes more extensive use of many categories of health care professionals as compared to the national baseline. Many categories exceed the 100% baseline level; however, the increments by which some categories exceed the national baseline is more pronounced in the City of Villa Hills and the five minute drive-time market which is comprised largely of households in Villa Hills. Similar findings are exhibited in the indices for financial services. Again, there are many categories that exceed the national baseline, but it is the magnitude by which they exceed this baseline that is significant. Both health care and financial services providers could find existing markets if they would want to provide more convenient access to the services they offer. Additional details regarding the health care and financial services business categories are contained in the exhibits at the end of this report.

#### G. Observations and Conclusions for the Retail and Office Markets

While there are existing institutional uses adjacent to the subject parcels, the location is not now known as a commercial venue. Thus, the introduction of retail and/or office uses would introduce yet another commercial competitor in an already crowded competitive landscape. This does not mean that retail and office uses could not find a home on portions of the subject parcels, but the range of uses and magnitude of commercial development has to be tempered by the existing competitive environment. As has been stated previously in this report, Villa Hills residents are older than the population in the more general market and more affluent. Existing commercial establishments increase dramatically beyond a five minute drive-time from the subject location as a function of the subject's proximity to the I-75 corridor.

For future development purposes, segments of the retail market centered on convenience or upscale, "luxury" goods and services would appear to be the best positioned to attract customers to the subject site. In addition, more emphasis should be placed on dining and entertainment than on consumer goods. Merchandise outlets than can be easily supplanted by internet based sources are not good candidates for the subject site. Large-scale establishments of all types are not good candidates for the subject site. In searching for businesses that could populate a retail venue, established, well-recognized, local, business operators who have a proven ability to draw consumer traffic would likely be the best candidates for a retail venue at the subject location.

Many of these potential candidates are likely to be relatively small businesses with limited space requirements. As such, any structures should be configured in such a way as to be subdivided into small storeroom spaces. Based on the definitions of the primary, secondary, and tertiary markets at the outset of this analysis, the intensity of existing competition, and the observation that large-scale users are not appropriate for the subject site, retail space demand will likely be in a range from 10,000 square feet to 20,000 square feet. Given the unproven commercial drawing power of the subject location, an incremental approach to development is recommended. An initial project encompassing 10,000 square feet should be capable of accommodating multiple small-scale tenants. As the market evolves, an additional phase, or phases, of development could add to the retail space on the landscape as market recognition and consumer demand increase. In essence, an incremental approach to development that allows for the re-deployment of land for alternative uses if the location does not establish itself as a commercial venue.

Convenience will be a critical factor in developing commercial uses on the subject site. An existing convenience store already operates in close proximity to the subject properties. However, this convenience store is a tenant in a small, multi-tenant structure and unlike current generation convenience stores it does not have petroleum dispensing equipment. While this store appears to be successful, a current generation replacement would appear to be appropriate. The likely configuration for a replacement would be a freestanding building with petroleum dispensing equipment on a site of sufficient magnitude to allow ample parking and on-site traffic circulation. A potential hurdle to developing a replacement for the current convenience store is the proximity of the subject location to I-75 and the large number of existing convenience store alternatives at the various interchanges along the corridor. An operator will have to be convinced that an interior location away from major thoroughfares will generate the revenue necessary to support the capital investment. Note that a convenience store replacement for the existing store is separate from the retail development cited above; i.e., an additional component of retail development.

It should be noted that there is an overarching assumption that the community, City leaders, and the current property owners want to see commercial development on the subject properties. For purposes of this analysis it is assumed they do and the appropriate measures will be taken to enable it to occur.

Office uses are also a possible alternative for portions of the subject properties. Once again, proximity of the subject location to the I-75 corridor means that there are numerous competitive office venues already on the landscape to provide intense competition to new office development on the subject parcels. Convenience will again be an important facet of generating demand for office space at the subject location. Given the demographics of the population and households in the City and short range drive-times, health care and financial services could both be of interest. The local area demand for both of these services is well above national baseline levels. That is not to say that potential demand is limited to these two categories of office users, but Villa Hills residents would appear to be attracted to both health care and financial services in a convenient location in the City.

Potential office users may be small-scale establishments providing professional services while health care users tend to require larger spaces. An incremental approach to serving the non-health care segments of the office market is recommended; however, a larger scale structure is likely if health care users are attracted to the site. A space increment of 10,000 square feet could accommodate multiple office users in a variety of service categories in the general office market at the subject location. Health care buildings are typically larger than general office structures in neighborhood venues. Many medical office buildings accommodate multiple practice groups spanning a range of medical specialties with ancillary diagnostic services contained in the \same building. Buildings between 10,000 square feet and 40,000 square feet are not uncommon. Most medical office complexes today are being built by medical centers not individual practice groups. As such, the major medical center entities in the local market would have to see a need to building such a health care facility at the subject location for such a development to occur. The medical centers would also oversee the range of medical specialties and/or services to be offered in any new complex.

A portion, or portions, of the subject parcels likely adjacent to the Amsterdam Road frontage of the subject parcels would be the potential site for retail and/or office development. The total acreage consumed will ultimately be a function of market acceptance of the subject location as a commercial venue.

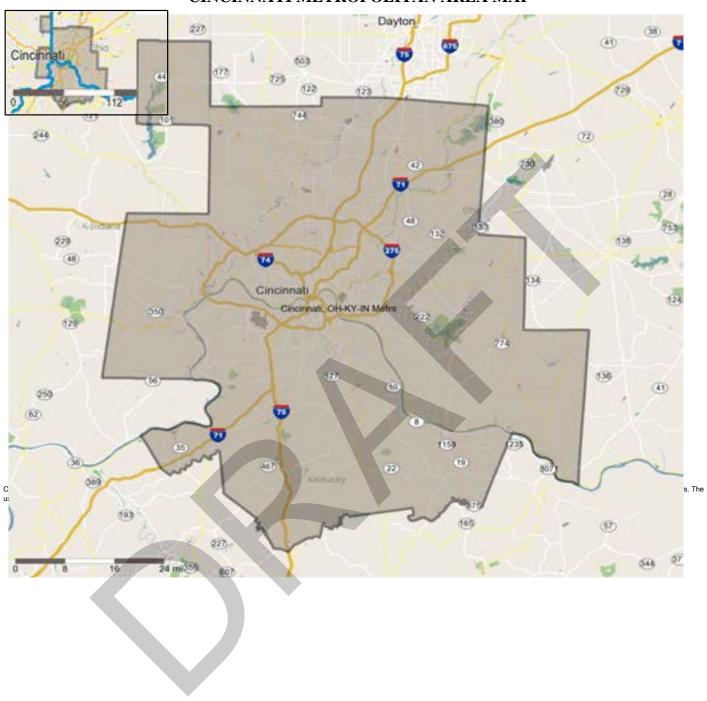
#### VII. EXHIBITS

- 1. CINCINNATI MSA REFERENCE MAP
- 2. CINCINNATI MSA POPULATION AND HOUSEHOLD DEMOGRAPHICS
- 3. KENTON COUNTY REFERENCE MAP
- 4. KENTON COUNTY POPULATION AND HOUSEHOLD DEMOGRAPHICS
- 5. CITY OF VILLA HILLS REFERENCE MAP
- 6. CITY OF VILLA HILLS POPULATION AND HOUSEHOLD DEMOGRAPHICS
- 7. 5-MINUTES DRIVE-TIME AREA REFERENCE MAP
- 8. 5-MINUTES DRIVE-TIME AREA POPULATION AND HOUSEHOLD DEMOGRAPHICS
- 9. 10-MINUTES DRIVE-TIME AREA REFERENCE MAP
- 10. 10-MINUTES DRIVE-TIME AREA POPULATION AND HOUSEHOLD DEMOGRAPHICS
- 11. 15-MINUTES DRIVE-TIME AREA REFERENCE MAP
- 12. 15-MINUTES DRIVE-TIME AREA POPULATION AND HOUSEHOLD DEMOGRAPHICS
- 13. HOUSING UNITS ANALYSIS FOR ALL DEFINED MARKET AREAS
- 14. RESIDENTIAL PERMIT FILINGS 2010-2015
- 15. HOUSING UNIT GROWTH 2010-2020
- 16. HOUSING SUPPLY AND DEMAND ANALYSIS 2010-2020
- 17. RETAIL BUSINESS SURPLUSES AND LEAKAGES ANALYSIS AND RETAIL ESTABLISHMENT AND EMPLOYMENT TOTALS
- 18. RETAIL DEMAND INDICES FOR ALL DEFINED MARKET AREAS
- 19. SERVICES BUSINESS SURPLUSES AND LEAKAGES ANALYSIS AND SERVICES ESTABLISHMENT AND EMPLOYMENT TOTALS
- 20. FINANCIAL SERVICES DEMAND INDICES FOR ALL DEFINED MARKET AREAS
- 21. HEALTH CARE SERVICES DEMAND INDICES FOR ALL DEFINED MARKET AREAS

# EXHIBIT 1.

# CINCINNATI MSA REFERENCE MAP

#### CINCINNATI METROPOLITAN AREA MAP



## EXHIBIT 2.

# CINCINNATI MSA POPULATION AND HOUSEHOLD DEMOGRAPHICS

							Ci	ncinnati	MSA							
Population Demographics																
											t Change			Number (		
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Population	1,994,805		2,114,584		2,150,961		2,220,684		6.0%	1.7%	3.2%	5.0%	119,779	36,377	69,723	106,10
Population Density (Pop/Sq Mi)	470.50		498.75		507.34		523.78		6.0%	1.7%	3.2%	5.0%	28.3	8.6	16.4	53.:
Population by Gender																<u> </u>
Male	968,609	48.6%	1,033,704	48.9%	1,053,046	49.0%	1,090,408	49.1%	6.7%	1.9%	3.5%	5.5%	65,095	19,342	37,362	56,70
Female	1,026,197	51.4%	1,080,880	51.1%	1,097,915	51.0%	1,130,277	50.9%	5.3%	1.6%	2.9%	4.6%	54,683	17,035	32,362	49,397
Population by Age:																
										Percent	t Change			Number (		
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
0 to 4	139,952	7.0%	143,266	6.8%	139,599	6.5%	140,705	6.3%	2.4%	-2.6%	0.8%	-1.8%	3,314		1,106	2,561
5 to 14	299,234	15.0%	294,425	13.9%	295,896	13.8%	294,429	13.3%	-1.6%	0.5%	-0.5%	0.0%	4,809	1,471	1,467	4
15 to 19	143,538	7.2%	149,713	7.1%	145,901	6.8%	147,349	6.6%	4.3%	-2.5%	1.0%	-1.6%	6,175	3,812	1,448	2,364
20 to 24	133,130	6.7%	141,371	6.7%	145,831	6.8%	144,628	6.5%	6.2%	3.2%	-0.8%	2.3%	8,241	4,460	1,203	3,257
25 to 34	279,099	14.0%	272,711	12.9%	281,693	13.1%	293,380	13.2%	-2.3%	3.3%	4.1%	7.6%	6,387	8,982	11,687	20,669
35 to 44	333,232	16.7%	281,572	13.3%	272,538	12.7%	277,069	12.5%	-15.5%	-3.2%	1.7%	-1.6%	51,660	9,034	4,531	4,503
45 to 54	268,510	13.5%	322,693	15.3%	312,446	14.5%	288,476	13.0%	20.2%	-3.2%	-7.7%	-10.6%	54,183	10,247	23,970	34,217
55 to 64	164,311	8.2%	250,826	11.9%	274,634	12.8%	295,368	13.3%	52.7%	9.5%	7.5%	17.8%	86,515	23,808	20,734	44,542
65 to 74	127,049	6.4%	138,529	6.6%	158,626	7.4%	200,611	9.0%	9.0%	14.5%	26.5%	44.8%	11,480	20,097	41,985	62,082
75 to 84	79,738	4.0%	85,568	4.0%	86,640	4.0%	99,591	4.5%	7.3%	1.3%	14.9%	16.4%	5,830	1,072	12,951	14,023
85+	27,011	1.4%	33,908	1.6%	37,155	1.7%	39,077	1.8%	25.5%	9.6%	5.2%	15.2%	6,897	3,247	1,922	5,169
Total Median Age																
	2000 Census		2010 Census		2015 Estimate		2020 Projection									
	2000 Census 35.1		2010 Census 37.1		2015 Estimate 37.6		2020 Projection 38.2									
Marital Status																
	35.1		37.1		37.6		38.2			Percent				Number (		
Marital Status	35.1 2000 Census	9/6	37.1 2010 Census	%	37.6 2015 Estimate	0/6	38.2 2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Marital Status  Married, Spouse Present	2000 Census 821,205	52.8%	2010 Census 817,695	48.8%	37.6  2015 Estimate 811,428	47.3%	38.2 2020 Projection 844,948	47.3%	-0.4%	2010 to 2015 -0.8%	2015 to 2020 4.1%	3.3%	3,510	2010 to 2015 6,267	2015 to 2020 33,520	27,253
Marital Status  Married, Spouse Present Married, Spouse Absent	2000 Census 821,205 57,887	52.8% 3.7%	2010 Census 817,695 60,929	48.8% 3.6%	37.6  2015 Estimate 811,428 64,259	47.3% 3.8%	2020 Projection 844,948 67,614	47.3% 3.8%	-0.4% 5.3%	2010 to 2015 -0.8% 5.5%	2015 to 2020 4.1% 5.2%	3.3% 11.0%	3,510 3,042	2010 to 2015 6,267 3,330	2015 to 2020 33,520 3,355	27,253 6,685
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced	2000 Census 821,205 57,887 158,309	52.8% 3.7% 10.2%	2010 Census 817,695 60,929 186,500	48.8% 3.6% 11.1%	37.6  2015 Estimate 811,428 64,259 202,489	47.3% 3.8% 11.8%	2020 Projection 844,948 67,614 210,805	47.3% 3.8% 11.8%	-0.4% 5.3% 17.8%	2010 to 2015 -0.8% 5.5% 8.6%	2015 to 2020 4.1% 5.2% 4.1%	3.3% 11.0% 13.0%	3,510 3,042 28,191	2010 to 2015 6,267 3,330 15,989	2015 to 2020 33,520 3,355 8,316	27,253 6,685 24,305
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed	2000 Census 821,205 57,887 158,309 100,979	52.8% 3.7% 10.2% 6.5%	2010 Census 817,695 60,929 186,500 99,345	48.8% 3.6% 11.1% 5.9%	2015 Estimate 811,428 64,259 202,489 98,586	47.3% 3.8% 11.8% 5.8%	2020 Projection 844,948 67,614 210,805 101,944	47.3% 3.8% 11.8% 5.7%	-0.4% 5.3% 17.8% -1.6%	2010 to 2015 -0.8% 5.5% 8.6% -0.8%	2015 to 2020 4.1% 5.2% 4.1% 3.4%	3.3% 11.0% 13.0% 2.6%	3,510 3,042 28,191 1,634	2010 to 2015 6,267 3,330 15,989 759	2015 to 2020 33,520 3,355 8,316 3,358	27,253 6,685 24,305 2,599
Marital Status  Married, Spouse Present  Married, Spouse Absent  Divorced  Widowed  Never Married	2000 Census 821,205 57,887 158,309 100,979 416,480	52.8% 3.7% 10.2%	2010 Census 817,695 60,929 186,500 99,345 512,423	48.8% 3.6% 11.1%	2015 Estimate 811,428 642,59 98,586 538,703	47.3% 3.8% 11.8%	2020 Projection 844,948 67,614 210,805 101,944 560,239	47.3% 3.8% 11.8%	-0.4% 5.3% 17.8% -1.6% 23.0%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.1%	2015 to 2020 4.1% 5.2% 4.19 3.4% 4.0%	3.3% 11.0% 13.0% 2.6% 9.3%	3,510 3,042 28,191 1,634 95,943	2010 to 2015 6,267 3,330 15,989 759 26,280	2015 to 2020 33,520 3,355 8,316 3,358 21,536	27,253 6,685 24,305 2,599 47,816
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed	2000 Census 821,205 57,887 158,309 100,979	52.8% 3.7% 10.2% 6.5%	2010 Census 817,695 60,929 186,500 99,345	48.8% 3.6% 11.1% 5.9%	2015 Estimate 811,428 64,259 202,489 98,586	47.3% 3.8% 11.8% 5.8%	2020 Projection 844,948 67,614 210,805 101,944	47.3% 3.8% 11.8% 5.7%	-0.4% 5.3% 17.8% -1.6%	2010 to 2015 -0.8% 5.5% 8.6% -0.8%	2015 to 2020 4.1% 5.2% 4.1% 3.4%	3.3% 11.0% 13.0% 2.6%	3,510 3,042 28,191 1,634	2010 to 2015 6,267 3,330 15,989 759	2015 to 2020 33,520 3,355 8,316 3,358	27,253 6,685 24,305 2,599
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population	2000 Census 821,205 57,887 158,309 100,979 416,480	52.8% 3.7% 10.2% 6.5%	2010 Census 817,695 60,929 186,500 99,345 512,423	48.8% 3.6% 11.1% 5.9%	2015 Estimate 811,428 642,59 98,586 538,703	47.3% 3.8% 11.8% 5.8%	2020 Projection 844,948 67,614 210,805 101,944 560,239	47.3% 3.8% 11.8% 5.7%	-0.4% 5.3% 17.8% -1.6% 23.0%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.1%	2015 to 2020 4.1% 5.2% 4.19 3.4% 4.0%	3.3% 11.0% 13.0% 2.6% 9.3%	3,510 3,042 28,191 1,634 95,943	2010 to 2015 6,267 3,330 15,989 759 26,280	2015 to 2020 33,520 3,355 8,316 3,358 21,536	27,253 6,685 24,305 2,599 47,816
Marital Status  Married, Spouse Present  Married, Spouse Absent  Divorced  Widowed  Never Married	2000 Census 821,205 57,887 158,309 100,979 416,480	52.8% 3.7% 10.2% 6.5%	2010 Census 817,695 60,929 186,500 99,345 512,423	48.8% 3.6% 11.1% 5.9%	2015 Estimate 811,428 642,59 98,586 538,703	47.3% 3.8% 11.8% 5.8%	2020 Projection 844,948 67,614 210,805 101,944 560,239	47.3% 3.8% 11.8% 5.7%	-0.4% 5.3% 17.8% -1.6% 23.0%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.1% 2.3%	2015 to 2020 4.1% 5.2% 4.1% 3.4% 4.0% 4.10%	3.3% 11.0% 13.0% 2.6% 9.3%	3,510 3,042 28,191 1,634 95,943	2010 to 2015 6,267 3,330 15,989 759 26,280 38,573	2015 to 2020 33,520 3,355 8,316 3,358 21,536 70,085	27,253 6,685 24,305 2,599 47,816
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population	2000 Census 821,205 57,887 158,309 100,979 416,480	52.8% 3.7% 10.2% 6.5%	2010 Census 817,695 60,929 186,500 99,345 512,423	48.8% 3.6% 11.1% 5.9%	2015 Estimate 811,428 642,59 98,586 538,703	47.3% 3.8% 11.8% 5.8%	2020 Projection 844,948 67,614 210,805 101,944 560,239	47.3% 3.8% 11.8% 5.7%	-0.4% 5.3% 17.8% -1.6% 23.0%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.1% 2.3%	2015 to 2020 4.1% 5.2% 4.19 3.4% 4.0%	3.3% 11.0% 13.0% 2.6% 9.3%	3,510 3,042 28,191 1,634 95,943	2010 to 2015 6,267 3,330 15,989 759 26,280	2015 to 2020 33,520 3,355 8,316 3,358 21,536 70,085	27,253 6,685 24,305 2,599 47,816
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population	2000 Census 821,205 57,887 158,309 100,979 416,480 1,555,619	52.8% 3.7% 10.2% 6.5% 26.8%	2010 Census 817,695 60,929 186,500 99,345 512,423 1,676,893	48.8% 3.6% 11.1% 5.9% 30.6%	2015 Estimate 811,428 64,259 202,489 98,586 538,703 1,715,466	47.3% 3.8% 11.8% 5.8% 31.4%	2020 Projection 844,948 67,614 210,805 101,944 560,239 1,785,551	47.3% 3.8% 11.8% 5.7% 31.4%	-0.4% 5.3% 17.8% -1.6% 23.0% 7.8%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.1% 2.3%	2015 to 2020 4.1% 5.2% 4.1% 3.4% 4.0% 4.0%	3.3% 11.0% 13.0% 2.6% 9.3% 6.5%	3,510 3,042 28,191 1,634 95,943 121,274	2010 to 2015 6,267 3,330 15,989 759 26,280 38,573	2015 to 2020 33,520 3,355 8,316 3,358 21,536 70,085	27,253 6,683 24,303 2,599 47,816 108,658
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment	2000 Census 821,205 57,887 158,309 100,979 416,480 1,555,619	52.8% 3.7% 10.2% 6.5% 26.8%	2010 Census 817,695 60,929 186,500 99,345 512,423 1,676,893	48.8% 3.6% 11.1% 5.9% 30.6%	2015 Estimate 811,428 64,259 202,489 98,586 538,703 1,715,466	47.3% 3.8% 11.8% 5.8% 31.4%	2020 Projection 844,948 67,614 210,805 101,944 560,239 1,785,551 2020 Projection	47.3% 3.8% 11.8% 5.7% 31.4%	-0.4% 5.3% 17.8% -1.6% 23.0% 7.8%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.1% 2.3% Percent 2010 to 2015	2015 to 2020 4.1% 5.2% 4.1% 3.4% 4.0% 4.1%	3.3% 11.0% 13.0% 2.6% 9.3% 6.5%	3,510 3,042 28,191 1,634 95,943 121,274	2010 to 2015 6,267 3,330 15,989 759 26,280 38,573 Number C 2010 to 2015	2015 to 2020 33,520 3,355 8,316 3,358 21,536 70,085	27,25: 6,68: 24,30: 2,59: 47,81( 108,65)
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8	2000 Census 821,205 57,887 158,309 100,979 416,480 1,555,619	52.8% 3.7% 10.2% 6.5% 26.8%	2010 Census 817,695 60,929 186,500 99,345 512,423 1,676,893 2010 Census 34,030	48.8% 3.6% 11.1% 5.9% 30.6%	2015 Estimate 811,428 64,259 202,489 98,586 538,703 1,715,466  2015 Estimate 34,042	47.3% 3.8% 11.8% 5.8% 31.4%	2020 Projection 844,948 67,614 210,805 101,944 560,239 1,785,551 2020 Projection 34,962	47.3% 3.8% 11.8% 5.7% 31.4%	-0.4% 5.3% 17.8% -1.6% 23.0% 7.8% 2000 to 2010 -40.7%	2010 to 2015 -0.8% 5.5% -0.8% -0.8% 5.1% 2.3% Percent 2010 to 2015 -0.0%	2015 to 2020 4.1% 5.2% 4.1% 3.4% 4.0% 4.0% 4.1% t Change 2015 to 2020 2.7%	3.3% 11.0% 13.0% 2.6% 9.3% 6.5%	3,510 3,042 28,191 1,634 95,943 121,274	2010 to 2015 6,267 3,330 15,989 759 26,280 38,573 Number C 2010 to 2015	2015 to 2020  33,520 3,355 8,316 3,358 21,536 70,085  Change 2015 to 2020 920	27,25; 6,68: 24,30; 2,59; 47,81; 108,65;
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11	2000 Census 821,205 57,887 158,309 100,979 416,480 1,555,619 2000 Census 57,419 159,187	52.8% 3.7% 10.2% 6.5% 26.8% 	2010 Census 817,695 60,929 186,500 99,345 512,423 1,676,893 2010 Census 34,030 118,826	48.8% 3.6% 11.1% 5.9% 30.6% % 2.5% 8.6%	2015 Estimate 811,428 64,259 202,489 98,586 538,703 1,715,466  2015 Estimate 34,042 117,410	47.3% 3.8% 11.8% 5.8% 31.4% % 2.4% 8.2%	2020 Projection 844,948 67,614 210,805 101,944 560,239 1,785,551 2020 Projection 34,962 120,294	47.3% 3.8% 11.8% 5.7% 31.4% % 2.3% 8.1%	-0.4% 5.3% 17.8% -1.6% 23.0% 7.8% 2000 to 2010 -40.7% -25.4%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.19% 2.3%  Percent 2010 to 2015 -0.0% -1.2%	2015 to 2020 4.1% 5.2% 4.1% 3.4% 4.0% 4.1% t Change 2015 to 2020 2.7% 2.5%	3.3% 11.0% 13.0% 2.6% 9.3% 6.5%	3,510 3,042 28,191 1,634 95,943 121,274 2000 to 2010 23,389 40,361	2010 to 2015 6,267 3,330 15,989 759 26,280 38,573  Number C 2010 to 2015	2015 to 2020 33,520 3,355 8,316 3,358 21,536 70,085  Change 2015 to 2020 920 2,884	27,25; 6,68; 24,30; 2,59; 47,81( 108,65;  2010 to 2020 93; 1,466
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate	2000 Census 821,205 57,887 158,309 100,979 416,480 1,555,619 2000 Census 57,419 159,187 406,481	52.8% 3.7% 10.2% 6.5% 26.8% 26.8%	2010 Census 817,695 60,929 186,500 99,345 512,423 1,676,893 2010 Census 34,030 118,826 436,196	48.8% 3.6% 11.1% 5.9% 30.6% * 2.5% 8.6% 31.5%	2015 Estimate 811,428 64,259 202,489 98,586 538,703 1,715,466  2015 Estimate 34,042 117,410 443,597	47.3% 3.8% 11.8% 5.8% 31.4% 	2020 Projection 844,948 67,614 210,805 101,944 560,239 1,785,551 2020 Projection 34,962 120,294 461,440	47.3% 3.8% 11.8% 5.7% 31.4% % 2.3% 8.1% 30.9%	-0.4% 5.3% 17.8% -1.6% 23.0% 7.8% 2000 to 2010 -40.7% -25.4% 7.3%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.1% 2.3%  Percent 2010 to 2015 -0.0% -1.2% 1.7%	2015 to 2020 4.1% 5.2% 4.1% 3.4% 4.0% 4.0% 4.1%  t Change 2015 to 2020 2.7% 2.5% 4.0%	3.3% 11.0% 13.0% 2.6% 9.3% 6.5%  2010 to 2020 2.7% 1.2% 5.8%	3,510 3,042 28,191 1,634 95,943 121,274 2000 to 2010 23,389 40,361 29,715	2010 to 2015 6.267 3.330 15.989 759 26.280 38.573  Number 0 2010 to 2015 12 1.416 7.401	2015 to 2020  33,520 3,355 8,316 3,358 21,536 70,085  Change 2015 to 2020 920 2,884 17,843	27,25 6,68 24,30 2,59 47,81 108,65 2010 to 2020 93 1,46 25,24 21,09
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree Associates Degree	2000 Census 821,205 57,887 158,309 100,979 416,480 1,555,619 2000 Census 57,419 159,187 406,481 251,924	\$2.8% 3.7% 10.2% 6.5% 26.8% % 4.5% 12.5% 31.8% 19.7%	2010 Census 817,695 60,929 186,500 99,345 512,423 1,676,893 2010 Census 34,030 118,826 436,196 277,339	48.8% 3.6% 11.1% 5.9% 30.6% 2.5% 8.6% 31.5% 20.0%	2015 Estimate 811,428 64,259 202,489 98,586 538,703 1,715,466  2015 Estimate 34,042 117,410 443,597 284,709	47.3% 3.8% 11.8% 5.8% 31.4% % 2.4% 8.2% 31.2% 20.0%	2020 Projection 844,948 67,614 210,805 101,944 560,239 1,785,551 2020 Projection 34,962 120,294 461,440 298,432	47.3% 3.8% 11.8% 5.7% 31.4% % 2.3% 8.19 30.9% 20.0%	-0.4% 5.3% 17.8% -1.6% 23.0% 7.8% 2000 to 2010 -40.7% -25.4% 7.3% 10.1%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.1% 2.3%  Percent 2010 to 2015 0.0% -1.2% 1.7% 2.7%	2015 to 2020 4.1% 5.2% 4.1% 5.2% 4.1% 3.4% 4.0% 4.1%  t Change 2015 to 2020 2.7% 2.5% 4.0% 4.8%	3.3% 11.0% 13.0% 2.6% 9.3% 6.5%  2010 to 2020 2.7% 1.2% 5.8% 7.6%	3,510 3,042 28,191 1,634 95,943 121,274 2000 to 2010 23,389 40,361 29,715 25,415	2010 to 2015 6.267 3.330 15,989 759 26,280 38,573  Number C 2010 to 2015 12 1,416 7,401 7,369	2015 to 2020  33,520 33,555 8,316 3,358 21,536 70,085  Change 2015 to 2020 2,884 17,843 13,724	27,25 6,68 24,30 2,59 47,81 108,65 2010 to 2020 93 1,46 25,24 21,09 12,98
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree	2000 Census 821,205 57,887 158,309 100,979 416,480 1,555,619 2000 Census 57,419 159,187 406,481 251,924 77,803	52.8% 3.7% 10.2% 6.5% 26.8% 26.8% 4.5% 12.5% 31.8% 19.7% 6.1%	2010 Census 817,695 60,929 186,500 99,345 512,423 1,676,893 2010 Census 34,030 118,826 436,196 277,339 102,310	48.8% 3.6% 11.1% 5.9% 30.6% <b>%</b> 2.5% 8.6% 31.5% 20.0% 7.4%	2015 Estimate 811,428 64,259 202,489 98,586 538,703 1,715,466  2015 Estimate 34,042 117,410 443,597 284,709 108,791	47.3% 3.8% 11.8% 5.8% 31.4% 96 2.4% 8.2% 31.2% 20.0% 7.6%	2020 Projection 844,948 67,614 210,805 101,944 560,239 1,785,551 2020 Projection 34,962 120,294 461,440 298,432 115,296	47.3% 3.8% 11.8% 5.7% 31.4% % 2.3% 8.1% 30.9% 20.0% 7.7%	-0.4% 5.3% 17.8% -1.6% 23.0% 7.8% 2000 to 2010 -40.7% -25.4% 7.3% 10.1% 31.5%	2010 to 2015 -0.8% 5.5% 8.6% -0.8% 5.1% 2.3%  Percent 2010 to 2015 -1.2% 1.7% 6.3% 6.3%	2015 to 2020 4.1% 5.2% 4.1% 3.4% 4.0% 4.1% 5.2% 4.1% 5.2% 4.0% 4.0% 4.1%  t Change 2015 to 2020 2.7% 2.5% 4.0% 4.0% 4.8% 6.0%	3.3% 11.0% 13.09 2.6% 9.3% 6.5%  2010 to 2020 2.7% 1.2% 5.8% 7.6% 12.7%	3,510 3,042 28,191 1,634 95,943 121,274 2000 to 2010 23,389 40,361 29,715 25,415 24,507	2010 to 2015 6,267 3,330 15,989 759 26,280 38,573  Number C 2010 to 2015 12 1,416 7,401 7,369 6,481	2015 to 2020  33,520 3,355 8,316 3,358 21,536 70,085  Change 2015 to 2020 2,884 17,843 13,724 6,505	27,25 6,68 24,30 2,59 47,81 108,65 2010 to 2020 93 1,46 25,24 21,09 12,98 27,30
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree Associates Degree Bachelor's Degree	2000 Census 821,205 57,887 158,309 100,979 416,480 1,555,619 2000 Census 57,419 159,187 406,481 251,924 77,803 206,498	52.8% 3.7% 10.2% 6.5% 26.8% 4.5% 12.5% 31.8% 19.7% 6.1% 16.2%	2010 Census 817,695 60,929 186,500 99,345 512,423 1,676,893 2010 Census 34,030 118,826 436,196 277,339 102,310 259,183	48.8% 3.6% 11.19% 5.9% 30.6% 2.5% 8.6% 31.5% 20.0% 7.4% 18.7%	2015 Estimate 811,428 64,259 202,489 98,586 538,703 1,715,466  2015 Estimate 34,042 117,410 443,597 284,709 108,791 269,096	47.3% 3.8% 11.8% 5.8% 31.4% 2.4% 8.2% 31.2% 20.0% 7.6% 18.9%	2020 Projection 844,948 67,614 210,805 101,944 560,239 1,785,551  2020 Projection 34,962 120,294 461,440 298,432 115,296 286,490	47.3% 3.8% 11.8% 5.7% 31.4% % 2.3% 8.1% 30.9% 7.7% 19.2%	-0.4% 5.3% 17.8% -1.6% 23.0% 7.8% 2000 to 2010 -40.7% -25.4% 7.3% 10.1% 31.5% 25.5%	2010 to 2015 -0.8% 5.5% -0.8% -0.8% -0.8% -0.8% -0.8% -0.23%  Percent 2010 to 2015 -0.0% -1.2% -1.2% -1.7% -2.7% -0.3% -0.3% -0.3% -0.3% -0.3% -0.3% -0.3%	2015 to 2020 4.1% 5.2% 4.1% 3.4% 4.0% 4.10% 4.1%  **Change**  2015 to 2020 2.7% 2.5% 4.0% 4.0% 6.5%	3.3% 11.0% 13.0% 2.6% 9.3% 6.5%  2010 to 2020 2.7% 1.2% 5.8% 7.6% 12.7% 10.5%	3,510 3,042 28,191 1,634 95,943 121,274 2000 to 2010 23,389 40,361 29,715 25,415 24,507 52,685	2010 to 2015 6,267 3,330 15,989 759 26,280 38,573  Number C 2010 to 2015 12 1,416 7,401 7,369 6,481 9,913	2015 to 2020  33,520  3,355  8,316  3,358  21,536  70,085  Change  2015 to 2020  2,884  17,843  13,724  6,505  17,394	27,25; 6,68; 24,30; 2,59; 47,81; 108,65;  2010 to 2020 93; 1,46; 25,24

Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx. Com

							Ci	ncinnati	i MSA							
Household Status											- CI				31	
Size of Household:	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	Number 0 2010 to 2015	2015 to 2020	2010 to 2020
Total Households	774.142	70	824.967	70	838.891	70	869.303	70	6.6%	1.7%	3.6%	5.4%	50.825	13,924	30,412	44,336
	7		2-16-21		303,073		337,630							,		,
Size of Household:										Percent	Change			Number (	Change	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
1 Person	210,937	27.3%	228,881	27.7%	232,357	27.7%	244,635	28.1%	8.5%	1.5%	5.3%	6.9%	17,944	3,476	12,278	15,754
2 Person	246,034	31.8%	269,930	32.7%	276,335	32.9%	284,060	32.7%	9.7%	2.4%	2.8%	5.2%	23,896	6,405	7,725	14,130
3 Person 4 Person	129,017 113,556	16.7% 14.7%	133,232 111,627	16.2% 13.5%	134,774 113,304	16.1% 13.5%	138,323 117,524	15.9% 13.5%	3.3% -1.7%	1.2% 1.5%	2.6% 3.7%	3.8% 5.3%	4,215 1,929	1,542 1,677	3,549 4,220	5,091 5,897
5 Person	50,635	6.5%	52,079	6.3%	52,614	6.3%	54,421	6.3%	2.9%	1.0%	3.4%	4.5%	1,929	535	1,807	2,342
6 Person	17,853	2.3%	18,972	2.3%	19,175	2.3%	19,787	2.3%	6.3%	1.1%	3.2%	4.3%	1,119	203	612	815
7 + Person	6,437	0.8%	10,246	1.2%	10,332	1.2%	10,553	1.2%	59.2%	0.8%	2.1%	3.0%	3,809	86	221	307
7 1 2 3 5 1	0,137	0.070	10,210	1.270	10,032	1.270	10,033	1.270	37.270	0.070	2.170	3.070	3,007	00		
Avg Household Size	2.52		2.51		2.51		2.50		-0.4%	0.0%	-0.4%	-0.4%	-0.01	0.00	-0.01	-0.01
Length of Residence (Years):										_						
Average Length of Residence	n/a		12.7		12.8		15.4		n/a	0.7%	20.4%	21.3%	n/a	0.1	2.6	2.7
Family Status										Percent	Change			Number (	Change	
Households Type and Presence of	2000 C	%	2010 C	0/	2015 E-ti	0/	2020 P ! 4!	0/	2000 to 2010		2015 to 2020	2010 to 2020	2000 to 2010	2010 4- 2015	2015 to 2020	2010 to 2020
Children:	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%		2010 to 2015				2010 to 2015		
Total Households	774,142		824,967		838,891		869,303		6.6%	1.7%	3.6%	5.4%	50,825	13,924	30,412	44,336
					100 110	= - 0			10.00					0.000	26.551	25241
Family Households	524,202	67.7%	627,878	76.1%	637,668	76.0%	664,219	76.4%	19.8%	1.6%	4.2%	5.8%	103,676	9,790	26,551	36,341
One Person, Female Householder	n/a	n/a	127,394	15.4%	128,685	15.3%	135,641	15.6%	n/a	1.0%	5.4%	6.5%	n/a	1,291	6,956	8,247
One Person, Male Householder	n/a	n/a	101,487	12.3%	103,672	12.4%	108,994	12.5%	n/a	2.2%	5.1%	7.4%	n/a	2,185	5,322	7,507
Two+ people, Husband-Wife Family,														,		
Own Children	n/a	n/a	166,792	20.2%	166,015	19.8%	172,779	19.9%	n/a	-0.5%	4.1%	3.6%	n/a	777	6,764	5,987
Two+ people, Husband-Wife Family,	n/a	n/a	232,205	28.1%	239,296	28.5%	246,805	28.4%	n/a	3.1%	3.1%	6.3%	n/a	7,091	7,509	14,600
No Own Children	11/ d	11/ a	232,203	20.170	239,290	26.370	240,803	20.470	11/4	5.170	3.170	0.576	11/ d	7,091	7,507	14,000
N 0 11 W 1 1 1								$\rightarrow$								
Non-family Households								-								
Two+ people, Female Householder	n/a	n/a	22,203	2.7%	22,764	2,7%	23,843	2.7%	n/a	2.5%	4.7%	7.4%	n/a	561	1.079	1.640
Two+ people, Male Householder	n/a	n/a	29,002	3.5%	29,928	3.6%	31.488	3.6%	n/a	3.2%	5.2%	8.6%	n/a	926	1,560	2.486
			-2,002	0.070	-2,7-2		01,100	0.070		21273		31073			2,000	
Other Family Households																
									r							
Female Householder, No Own Children	n/a	n/a	45,258	5.4%	45,348	5.4%	45,411	5.2%	n/a	0.2%	0.1%	0.3%	n/a	90	63	153
,			-										,	402		
Male Householder, No Own Children Female Householder, Own Children	n/a n/a	n/a	18,434 62,106	2.2% 7.4%	18,926 63,783	2.3% 7.6%	19,116 64,298	2.2% 7.4%	n/a	2.7% 2.7%	1.0%	3.7% 3.5%	n/a	492 1,677	190 515	682 2,192
Male Householder, Own Children	n/a	n/a n/a	20.086	2.4%	20,474	2.4%	20,928	2.4%	n/a n/a	1.9%	2.2%	4.2%	n/a n/a	388	454	842
Wate Householder, Own Children	11/4	11/4	20,000	2.470	20,474	2.470	20,728	2.470	11/4	1.570	2.270	4.2/0	11/4	300	454	042
Employment																
										Percent	Change			Number (		
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Population 16+	1,525,988		1,647,443		1,686,872		1,755,513	40.5	8.0%	2.4%	4.1%	6.6%	121,455	39,429	68,641	108,070
Total Labor Force	1,019,864	66.8%	1,091,960	66.3%	1,103,745	65.4%	1,155,004	65.8%	7.1%	1.1%	4.6%	5.8%	72,096	11,785	51,259	63,044
Civilian, Employed	975,764 43,369	95.7% 4.3%	982,850 108,343	90.0% 9.9%	1,042,886	94.5% 5.4%	1,097,737 56,469	95.0% 4.9%	0.7% 149.8%	6.1% -44.6%	5.3%	11.7% -47.9%	7,086 64,974	60,036 48,284	54,851 3,590	114,887 51,874
Civilian, Unemployed In Armed Forces	43,369 731	0.1%	108,343 767	0.1%	800	0.1%	56,469 798	4.9% 0.1%	149.8%	-44.6% 4.3%	-6.0%	-47.9% 4.0%	64,974	48,284	3,590	31,874
Not In Labor Force	506.124	33.2%	555.483	33.7%	583,127	34.6%	600,509	34.2%	9.8%	5.0%	3.0%	8.1%	49,359	27.644	17.382	45,026

				Cinc	innati M	SA Inc	ome by A	ge of H	ead of H	ousehol	d 2010						
Age of Head of HH	< 25	;	25-3	34	35-4	14	45-5	54	55-0	54	65-7	74	75	+		Total	
\$ 0 - \$19,999	16,599	41.1%	19,195	14.8%	15,908	10.5%	20,444	11.2%	25,782	17.1%	18,223	21.1%	27,513	34.6%	143,664	17.41%	17.41%
\$ 20,000 - \$39,999	12,433	30.7%	24,319	18.7%	25,597	16.9%	29,156	15.9%	24,483	16.5%	23,047	26.4%	30,458	37.5%	169,493	20.55%	37.96%
\$ 40,000 - \$59,999	5,353	13.2%	28,889	22.2%	25,251	16.7%	30,323	16.6%	24,635	16.4%	17,829	19.7%	10,633	12.6%	142,913	17.32%	55.28%
\$ 60,000 - \$74,999	2,199	5.4%	17,777	13.7%	19,442	12.8%	25,047	13.7%	13,491	9.0%	7,315	8.2%	3,595	4.6%	88,866	10.77%	66.06%
\$ 75,000 - \$99,999	2,242	5.5%	21,826	16.8%	21,960	14.5%	27,044	14.8%	21,914	14.4%	9,575	10.9%	5,115	6.1%	109,676	13.29%	79.35%
\$100,000 - \$124,999	786	1.9%	9,640	7.4%	18,414	12.2%	21,324	11.6%	15,759	10.5%	5,077	5.8%	961	1.1%	71,961	8.72%	88.07%
\$125,000 - \$149,999	290	0.7%	4,308	3.3%	9,576	6.3%	10,985	6.0%	8,894	5.9%	2,878	3.3%	603	0.7%	37,534	4.55%	92.62%
<b>\$150,000</b> +	532	1.3%	4,091	3.1%	15,212	10.1%	18,847	10.3%	15,599	10.2%	4,404	4.7%	2,175	2.7%	60,860	7.38%	100.00%
<b>Total Households</b>	40,434	4.90%	130,045	15.76%	151,360	18.35%	183,170	22.20%	150,557	18.25%	88,348	10.71%	81,053	9.82%	824,967	100.00%	
		4.90%		20.66%		39.01%		61.22%		79.47%		90.18%		100.00%			

Median Age of HH Head 50.0

Average Hhld Income \$72,949 Median Hhld Income \$53,624 Per Capita Income \$28,724

**Aggregate HH Income** \$60,180,544,747.08

					C	incinna	iti MSA	Income	by Age o	of Head	of House	ehold 20	)15							
Age of Head of HH	< 25		25-3	4	35-4	4	45-5	54	55-6	54	65-7	74	75	+		Total		2010	2015	Changes
\$ 0 - \$19,999	15,123	40.4%	20,152	15.5%	15,662	10.8%	20,705	11.8%	28,377	17.3%	18,985	19.1%	25,237	30.5%	144,241	17.19%	17.19%	143,664	144,241	577
\$ 20,000 - \$39,999	11,482	30.7%	23,532	18.1%	23,393	16.1%	26,200	14.9%	25,412	15.7%	24,308	24.2%	28,939	34.4%	163,266	19.46%	36.66%	169,493	163,266	6,227
\$ 40,000 - \$59,999	5,050	13.5%	27,030	20.8%	22,683	15.6%	27,160	15.5%	25,432	15.5%	20,460	19.7%	11,979	13.9%	139,794	16.66%	53.32%	142,913	139,794	3,119
\$ 60,000 - \$74,999	2,060	5.5%	17,781	13.7%	18,196	12.5%	23,468	13.4%	15,293	9.3%	9,566	9.2%	4,467	5.4%	90,831	10.83%	64.15%	88,866	90,831	1,965
\$ 75,000 - \$99,999	2,113	5.7%	21,367	16.5%	20,482	14.1%	25,178	14.3%	23,650	14.3%	12,342	12.1%	6,125	7.2%	111,257	13.26%	77.41%	109,676	111,257	1,581
\$100,000 - \$124,999	768	2.1%	10,104	7.8%	18,063	12.4%	20,232	11.5%	17,150	10.4%	6,534	6.5%	1,995	2.3%	74,846	8.92%	86.33%	71,961	74,846	2,885
\$125,000 - \$149,999	266	0.7%	4,620	3.6%	9,655	6.6%	10,974	6.2%	9,824	6.0%	3,654	3.6%	1,383	1.7%	40,376	4.81%	91.15%	37,534	40,376	2,842
\$150,000 <b>+</b>	527	1.4%	5,275	4.1%	17,546	12.0%	21,819	12.4%	19,216	11.5%	5,969	5.6%	3,928	4.7%	74,280	8.85%	100.00%	60,860	74,280	13,420
Total Households	37,389	4.46%	129,861	15.48%	145,680	17.37%	175,736	20.95%	164,354	19.59%	101,818	12.14%	84,053	10.02%	838,891	100.00%		824,967	838,891	13,924
		4.46%		19.94%		37.30%		58.25%		77.84%		89.98%		100.00%						

Median Age of HH Head 51.2

2010-2015 Changes	< 25	5	25-3	34	35-4	14	45-5	54	55-6	54	65-7	<b>'4</b>	75+	-	To	tal
2010	40,434	4.90%	130,045	15.76%	151,360	18.35%	183,170	22.20%	150,557	18.25%	88,348	10.71%	81,053	9.82%	824,967	100.00%
2015	37,389	4.46%	129,861	15.48%	145,680	17.37%	175,736	20.95%	164,354	19.59%	101,818	12.14%	84,053	10.02%	838,891	100.00%
Changes	3,045		184		5,680		7,434		13,797		13,470		3,000		13,924	

2010-2015 Changes Average Hhld Income \$76,426 \$3,477 4.8% \$2,230 4.2% Median Hhld Income \$55,854 Per Capita Income 4.7% \$30,069 \$1,345 Aggregate HH Income \$64,113,110,949.44 \$3,932,566,202 6.5%

					C	incinna	ati MSA	Income	by Age o	of Head	of House	ehold 20	)20							
Age of Head of HH	< 25		25-3	4	35-4	4	45-5	54	55-0	54	65-7	74	75	+		Total		2010	2020	Changes
\$ 0 - \$19,999	12,448	36.7%	17,467	13.1%	12,740	8.7%	14,909	9.3%	23,959	13.7%	18,932	15.2%	23,453	25.9%	123,908	14.25%	14.25%	143,664	123,908	19,756
\$ 20,000 - \$39,999	10,080	29.8%	21,214	15.9%	19,941	13.5%	19,295	12.0%	22,439	12.9%	25,784	20.5%	29,435	31.7%	148,188	17.05%	31.30%	169,493	148,188	21,305
\$ 40,000 - \$59,999	4,557	13.5%	23,992	17.9%	18,684	12.7%	19,770	12.3%	22,570	13.0%	22,416	17.4%	13,092	13.7%	125,081	14.39%	45.69%	142,913	125,081	17,832
\$ 60,000 - \$74,999	2,118	6.3%	18,843	14.1%	17,881	12.1%	20,077	12.5%	16,011	9.2%	12,652	9.9%	5,831	6.4%	93,413	10.75%	56.43%	88,866	93,413	4,547
\$ 75,000 - \$99,999	2,381	7.0%	24,125	18.0%	21,107	14.3%	23,382	14.6%	26,658	15.3%	18,563	14.6%	8,192	8.7%	124,408	14.31%	70.75%	109,676	124,408	14,732
\$100,000 - \$124,999	1,037	3.1%	13,757	10.3%	22,004	14.9%	22,654	14.1%	22,890	13.1%	11,641	9.3%	3,534	3.7%	97,517	11.22%	81.96%	71,961	97,517	25,556
\$125,000 - \$149,999	411	1.2%	6,767	5.1%	12,733	8.7%	13,351	8.3%	13,618	7.8%	6,789	5.4%	2,736	3.0%	56,405	6.49%	88.45%	37,534	56,405	18,871
<b>\$150,000</b> +	847	2.5%	7,596	5.7%	22,101	15.0%	26,851	16.8%	26,256	15.0%	10,250	7.8%	6,482	7.1%	100,383	11.55%	100.00%	60,860	100,383	39,523
Total Households	33,879	3.90%	133,761	15.39%	147,191	16.93%	160,289	18.44%	174,401	20.06%	127,027	14.61%	92,755	10.67%	869,303	100.00%		824,967	869,303	44,336
		3.90%		19.28%		36.22%		54.66%		74.72%		89.33%		100.00%						

Median Age of HH Head 52.6

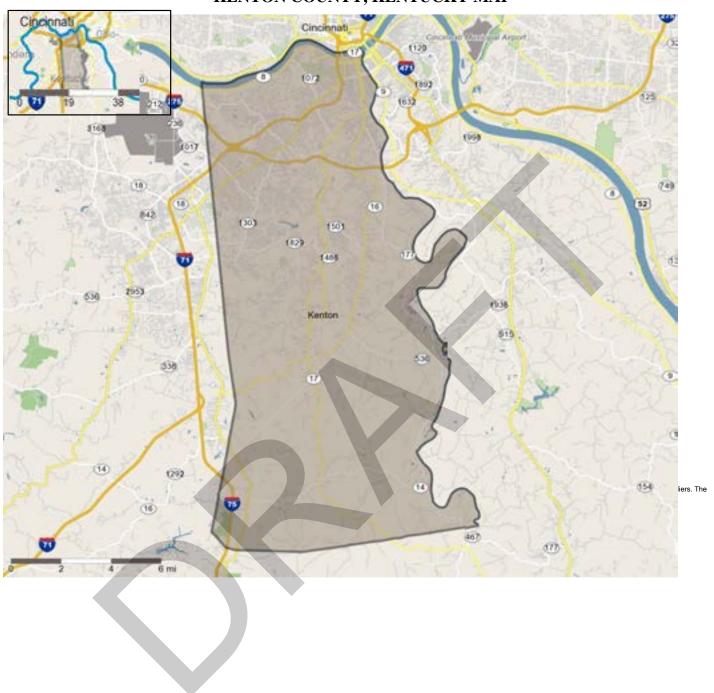
2010-2020 Changes	< 25	5	25-3	34	35-4	14	45-5	54	55-0	54	65-7	74	75-	F	Tot	tal
2010	40,434	4.90%	130,045	15.76%	151,360	18.35%	183,170	22.20%	150,557	18.25%	88,348	10.71%	81,053	9.82%	824,967	100.00%
2020	33,879	3.90%	133,761	15.39%	147,191	16.93%	160,289	18.44%	174,401	20.06%	127,027	14.61%	92,755	10.67%	869,303	100.00%
Changes	6,555		3,716		4,169		22,881		23,844		38,679	·	11,702		44,336	

2010-2020 Changes Average Hhld Income \$88,736 \$15,787 21.6% Median Hhld Income \$65,967 \$12,343 23.0% Per Capita Income \$34,991 \$6,267 21.8% 28.2% Aggregate HH Income \$77,138,505,925.62 \$16,957,961,179

## EXHIBIT 3.

## KENTON COUNTY REFERENCE MAP

#### KENTON COUNTY, KENTUCKY MAP



#### EXHIBIT 4.

# KENTON COUNTY POPULATION AND HOUSEHOLD DEMOGRAPHICS

							K	enton Co	untv							
Population Demographics							12	chion Co	runcy							
1 optimition Demographics										Percent	Change			Number (	Change	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Population	151,597		159,721		164,727		169,450		5.4%	3.1%	2.9%	6.1%	8,124	5,006	4,723	9,729
Population Density (Pop/Sq Mi)	923.33		972.81		1,003.29		1,032.06		5.4%	3.1%	2.9%	6.1%	49.5	30.5	28.8	108.7
Population by Gender																
Male	74,356	49.1%	78,915	49.4%	81,405	49.4%	84,218	49.7%	6.1%	3.2%	3.5%	6.7%	4,559	2,490	2,813	5,303
Female	77,241	51.0%	80,805	50.6%	83,321	50.6%	85,231	50.3%	4.6%	3.1%	2.3%	5.5%	3,564	2,516	1,910	4,426
Population by Age:					r		1									
										Percent				Number (		
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
0 to 4	11,118	7.3%	11,568	7.2%	11,756	7.1%	11,981	7.1%	4.0%	1.6%	1.9%	3.6%	450		225	413
5 to 14	22,267	14.7%	21,919	13.7%	22,443	13.6%	22,734	13.4%	-1.6%	2.4%	1.3%	3.7%	348	524	291	815
15 to 19	10,036	6.6%	10,240	6.4%	9,941	6.0%	10,018	5.9%	2.0%	-2.9%	0.8%	-2.2%	204		77	222
20 to 24	10,291	6.8%	10,088	6.3%	10,409	6.3%	9,802	5.8%	-2.0%	3.2%	-5.8%	-2.8%	203	321	607	286
25 to 34	23,161	15.3%	23,876	14.9%	24,565	14.9%	25,265	14.9%	3.1%	2.9%	2.8%	5.8%	715	689	700	1,389
35 to 44	25,401	16.8%	21,526	13.5%	21,430	13.0%	22,417	13.2%	-15.3%	-0.4%	4.6%	4.1%	3,875	96	987	891
45 to 54	20,463	13.5%	24,059	15.1%	23,661	14.4%	21,480	12.7%	17.6%	-1.7%	-9.2%	-10.7%	3,596	398	2,181	2,579
55 to 64	12,140	8.0%	18,591	11.6%	20,611	12.5%	21,892	12.9%	53.1%	10.9%	6.2%	17.8%	6,451	2,020	1,281	3,30
65 to 74	9,108	6.0%	9,693	6.1%	11,475	7.0%	14,610	8.6%	6.4%	18.4%	27.3%	50.7%	585	1,782	3,135	4,917
75 to 84	5,658	3.7%	5,809	3.6%	5,897	3.6%	6,744	4.0%	2.7%	1.5%	14.4%	16.1%	151	88	847	935
85+	1,954	1.3%	2,351	1.5%	2,538	1.5%	2,506	1.5%	20.3%	8.0%	-1.3%	6.6%	397	187	32	155
Total Median Age																
Total Median Age	2000 Census		2010 Census		2015 Estimate		2020 Projection									
Total Wettan Age	2000 Census 34.6		2010 Census 36.0		<b>2015 Estimate</b> 36.5		2020 Projection 37.0									
Marital Status										Powent	Chango			Number	Nonce	
	34.6		36.0	9/	36.5	9/	37.0	9/	2000 to 2010	Percent		2010 to 2020	2000 to 2010	Number (		2010 to 2020
Marital Status	34.6 2000 Census	9/0	36.0 2010 Census	9/6	36.5 2015 Estimate	9/0	37.0 2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Marital Status  Married, Spouse Present	34.6 2000 Census 61,009	% 51.6%	36.0 2010 Census 59,234	46.9%	36.5  2015 Estimate 60,767	46.6%	37.0 2020 Projection 62,961	46.7%	-2.9%	2010 to 2015 2.6%	2015 to 2020 3.6%	6.3%	1,775	2010 to 2015 1,533	2015 to 2020 2,194	3,727
Marital Status  Married, Spouse Present Married, Spouse Absent	2000 Census 61,009 3,707	% 51.6% 3.1%	2010 Census 59,234 5,850	46.9% 4.6%	36.5  2015 Estimate 60,767 4,489	46.6% 3.4%	2020 Projection 62,961 4,677	46.7% 3.5%	-2.9% 57.8%	2010 to 2015 2.6% -23.3%	2015 to 2020 3.6% 4.2%	6.3% -20.1%	1,775 2,143	2010 to 2015 1,533 1,361	2015 to 2020 2,194 188	3,727 1,173
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced	2000 Census 61,009 3,707 13,953	% 51.6% 3.1% 11.8%	2010 Census 59,234 5,850 14,798	46.9% 4.6% 11.7%	36.5  2015 Estimate 60,767 4,489 17,797	46.6% 3.4% 13.6%	2020 Projection 62,961 4,677 18,272	46.7% 3.5% 13.6%	-2.9% 57.8% 6.1%	2010 to 2015 2.6% -23.3% 20.3%	2015 to 2020 3.6% 4.2% 2.7%	6.3% -20.1% 23.5%	1,775 2,143 845	2010 to 2015 1,533 1,361 2,999	2015 to 2020 2,194 188 475	3,727 1,173 3,474
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed	34.6 2000 Census 61,009 3,707 13,953 7,856	% 51.6% 3.1% 11.8% 6.7%	2010 Census 59,234 5,850 14,798 8,880	46.9% 4.6% 11.7% 7.0%	36.5 2015 Estimate 60,767 4,489 17,797 7,694	46.6% 3.4% 13.6% 5.9%	2020 Projection 62,961 4,677 18,272 7,804	46.7% 3.5% 13.6% 5.8%	-2.9% 57.8% 6.1% 13.0%	2010 to 2015 2.6% -23.3% 20.3% -13.4%	2015 to 2020 3.6% 4.2% 2.7% 1.4%	6.3% -20.1% 23.5% -12.1%	1,775 2,143 845 1,024	2010 to 2015 1,533 1,361 2,999 1,186	2015 to 2020 2,194 188 475 110	3,727 1,173 3,474 1,076
Marital Status  Married, Spouse Present  Marvied, Spouse Absent  Divorced  Widowed  Never Married	2000 Census 61,009 3,707 13,953 7,856 31,654	% 51.6% 3.1% 11.8%	2010 Census 59,234 5,850 14,798 8,880 37,471	46.9% 4.6% 11.7%	2015 Estimate 60,767 4,489 17,797 7,694 39,780	46.6% 3.4% 13.6%	2020 Projection 62,961 4,677 18,272 7,804 41,020	46.7% 3.5% 13.6%	-2.9% 57.8% 6.1% 13.0% 18.4%	2010 to 2015 2.6% -23.3% 20.3% -13.4% 6.2%	2015 to 2020 3.6% 4.2% 2.7% 1.4% 3.1%	6.3% -20.1% 23.5% -12.1% 9.5%	1,775 2,143 845 1,024 5,817	2010 to 2015 1,533 1,361 2,999 1,186 2,309	2015 to 2020 2,194 188 475 110 1,240	3,727 1,173 3,474 1,076 3,549
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed	34.6 2000 Census 61,009 3,707 13,953 7,856	% 51.6% 3.1% 11.8% 6.7%	2010 Census 59,234 5,850 14,798 8,880	46.9% 4.6% 11.7% 7.0%	36.5 2015 Estimate 60,767 4,489 17,797 7,694	46.6% 3.4% 13.6% 5.9%	2020 Projection 62,961 4,677 18,272 7,804	46.7% 3.5% 13.6% 5.8%	-2.9% 57.8% 6.1% 13.0%	2010 to 2015 2.6% -23.3% 20.3% -13.4%	2015 to 2020 3.6% 4.2% 2.7% 1.4%	6.3% -20.1% 23.5% -12.1%	1,775 2,143 845 1,024	2010 to 2015 1,533 1,361 2,999 1,186	2015 to 2020 2,194 188 475 110	3,727 1,173 3,474 1,076
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population	2000 Census 61,009 3,707 13,953 7,856 31,654	% 51.6% 3.1% 11.8% 6.7%	2010 Census 59,234 5,850 14,798 8,880 37,471	46.9% 4.6% 11.7% 7.0%	2015 Estimate 60,767 4,489 17,797 7,694 39,780	46.6% 3.4% 13.6% 5.9%	2020 Projection 62,961 4,677 18,272 7,804 41,020	46.7% 3.5% 13.6% 5.8%	-2.9% 57.8% 6.1% 13.0% 18.4%	2010 to 2015 2.6% -23.3% 20.3% -13.4% 6.2%	2015 to 2020 3.6% 4.2% 2.7% 1.4% 3.1%	6.3% -20.1% 23.5% -12.1% 9.5%	1,775 2,143 845 1,024 5,817	2010 to 2015 1,533 1,361 2,999 1,186 2,309	2015 to 2020 2,194 188 475 110 1,240	3,727 1,173 3,474 1,076 3,549
Marital Status  Married, Spouse Present  Marvied, Spouse Absent  Divorced  Widowed  Never Married	2000 Census 61,009 3,707 13,953 7,856 31,654	% 51.6% 3.1% 11.8% 6.7%	2010 Census 59,234 5,850 14,798 8,880 37,471	46.9% 4.6% 11.7% 7.0%	2015 Estimate 60,767 4,489 17,797 7,694 39,780	46.6% 3.4% 13.6% 5.9%	2020 Projection 62,961 4,677 18,272 7,804 41,020	46.7% 3.5% 13.6% 5.8%	-2.9% 57.8% 6.1% 13.0% 18.4%	2010 to 2015 2.6% -23.3% 20.3% -13.4% 6.2% 3.4%	2015 to 2020 3.6% 4.2% 2.7% 1.4% 3.1% 3.2%	6.3% -20.1% 23.5% -12.1% 9.5%	1,775 2,143 845 1,024 5,817	2010 to 2015 1,533 1,361 2,999 1,186 2,309 4,294	2015 to 2020 2,194 188 475 110 1,240 4,207	3,727 1,173 3,474 1,076 3,549
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population	34.6  2000 Census 61,009 3,707 13,953 7,856 31,654 118,212	% 51.6% 3.1% 11.8% 6.7% 26.8%	2010 Census 59,234 5,850 14,798 8,880 37,471 126,233	46.9% 4.6% 11.7% 7.0% 29.7%	2015 Estimate 60,767 4,489 17,797 7,694 39,780 130,527	46.6% 3.4% 13.6% 5.9% 30.5%	2020 Projection 62,961 4,677 18,272 7,804 41,020 134,734	46.7% 3.5% 13.6% 5.8% 30.5%	-2.9% 57.8% 6.1% 13.0% 18.4% 6.8%	2010 to 2015 2.6% -23.3% 20.3% -13.4% 6.2% 3.4%	2015 to 2020 3.6% 4.2% 2.7% 1.4% 3.1% 3.2%	6.3% -20.1% 23.5% -12.1% 9.5% 6.7%	1,775 2,143 845 1,024 5,817 8,021	2010 to 2015 1,533 1,361 2,999 1,186 2,309 4,294 Number C	2015 to 2020 2,194 188 475 110 1,240 4,207	3,727 1,172 3,474 1,076 3,549 8,501
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment	34.6  2000 Census 61,009 3,707 13,953 7,886 31,654 118,212  2000 Census	% 51.6% 3.1% 11.8% 6.7% 26.8%	2010 Census 59,234 5,850 14,798 8,880 37,471 126,233	46.9% 4.6% 11.7% 7.0% 29.7%	36.5  2015 Estimate 60,767 4,489 17,797 7,694 39,780 130,527	46.6% 3.4% 13.6% 5.9% 30.5%	2020 Projection 62,961 4,677 18,272 7,804 41,020 134,734	46.7% 3.5% 13.6% 5.8% 30.5%	-2.9% 57.8% 6.196 13.0% 18.4% 6.8%	2010 to 2015 2.6% -23.3% 20.3% -13.4% 6.2% 3.4%	2015 to 2020 3.6% 4.2% 2.7% 1.4% 3.1% 3.2% Change 2015 to 2020	6.3% -20.1% 23.5% -12.1% 9.5% 6.7%	1,775 2,143 845 1,024 5,817 8,021	2010 to 2015 1,533 1,361 2,999 1,186 2,309 4,294 Number ( 2010 to 2015	2015 to 2020 2,194 188 475 110 1,240 4,207	3,727 1.177 3,474 1.077 3,549 8,501
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population	2000 Census 61,009 3,707 13,953 7,856 31,654 118,212	% 51.6% 3.1% 11.8% 6.7% 26.8%	2010 Census 59,234 5,850 14,798 8,880 37,471 126,233	46.9% 4.6% 11.7% 7.0% 29.7%	36.5  2015 Estimate 60,767 4,489 17,797 7,694 39,780 130,527  2015 Estimate 2,968	46.6% 3.4% 13.6% 5.9% 30.5%	2020 Projection 62,961 4,677 18,272 7,804 41,020 134,734 2020 Projection 3,059	46.7% 3.5% 13.6% 5.8% 30.5%	-2.9% 57.8% 6.1% 13.0% 18.4% 6.8%	2010 to 2015 2.6% -23.3% 20.3% -13.4% 6.2% 3.4%  Percent 0 2010 to 2015 5.5%	2015 to 2020  3.6% 4.2% 2.7% 1.4% 3.1% 3.2%  Change 2015 to 2020 3.1%	6.3% -20.1% 23.5% -12.1% 9.5% 6.7%	1,775 2,143 845 1,024 5,817 8,021  2000 to 2010 2,491	2010 to 2015 1,533 1,361 2,999 1,186 2,309 4,294 Number C	2015 to 2020 2,194 188 475 110 1,240 4,207  Change 2015 to 2020 91	3,727 1,172 3,474 1,076 3,549 8,501
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11	2000 Census 61,009 3,707 13,953 7,856 31,654 118,212 2000 Census 5,303 11,523	% 51.6% 3.1% 11.8% 6.7% 26.8% % 5.4% 11.8%	2010 Census 59,234 5,850 14,798 8,880 37,471 126,233 2010 Census 2,812 9,463	46.9% 4.6% 11.7% 7.0% 29.7% % 2.7% 8.9%	2015 Estimate 60,767 4,489 17,797 7,694 39,780 130,527 2015 Estimate 2,968 9,153	46.6% 3.4% 13.6% 5.9% 30.5% <b>%</b> 2.7% 8.3%	2020 Projection 62.961 4,677 18.272 7,804 41,020 134,734  2020 Projection 3,059 9,297	46.7% 3.5% 13.6% 5.8% 30.5%	-2.9% 57.8% 6.1% 13.0% 18.4% 6.8%	2010 to 2015  2.6% -23.3% 20.3% -13.4% 6.2% 3.4%  Percent 2010 to 2015 5.5% -3.3%	2015 to 2020 3.6% 4.2% 2.7% 1.4% 3.1% 3.2% Change 2015 to 2020 3.1% 1.6%	6.3% -20.1% 23.5% -112.1% 9.5% 6.7%  2010 to 2020 8.8.8% -1.8%	1,775 2,143 845 1,024 5,817 8,021 2000 to 2010 2,491 2,060	2010 to 2015  1,533 1,361 2,999 1,186 2,309 4,294  Number C 2010 to 2015	2015 to 2020 2,194 188 475 110 1,240 4,207  Change 2015 to 2020 91 144	3,727 1.177 3,474 1,076 3,549 8,501 2010 to 2020 247
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate	2000 Census 61,009 3,707 13,953 7,856 31,654 118,212  2000 Census 5,303 11,523 31,869	% 51.6% 3.1% 11.8% 6.7% 26.8%	2010 Census 59,234 5,850 14,798 8,880 37,471 126,233 2010 Census 2,812 9,463 34,221	46.9% 4.6% 11.7% 7.0% 29.7% % 2.7% 8.9% 32.3%	2015 Estimate 60,767 4,489 17,797 7,694 39,780 130,527 2015 Estimate 2,968 9,153 34,177	46.6% 3.4% 13.6% 5.9% 30.5% 2.7% 8.3% 31.0%	2020 Projection 62,961 4,677 18,272 7,804 41,020 134,734  2020 Projection 3,059 9,297 35,265	46.7% 3.5% 13.6% 5.8% 30.5%	-2.9% 57.8% 6.1% 13.0% 18.4% 6.8%	2010 to 2015 2.6% -23.3% 20.3% -13.4% 6.2% 3.4%  Percent 0 2010 to 2015 5.5%	2015 to 2020  3.6% 4.2% 2.7% 1.4% 3.1% 3.2%  Change 2015 to 2020 3.1%	6.3% -20.1% 23.5% -12.1% 9.5% 6.7%	1,775 2,143 845 1,024 5,817 8,021  2000 to 2010 2,491 2,060 2,352	2010 to 2015  1,533 1,361 2,999 1,186 2,309 4,294  Number C 2010 to 2015	2015 to 2020 2,194 188 475 110 1,240 4,207  Change 2015 to 2020 91	3,72: 1.17: 3,474 1.07( 3,545 8,50)  2010 to 2020 24: 166 1,044
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree	2000 Census 61,009 33,707 13,953 7,856 31,654 118,212 2000 Census 5,303 11,523 31,869 20,937	% 51.6% 3.1% 11.8% 6.7% 26.8% % 5.4% 11.8% 32.6%	2010 Census 59,234 5,850 14,798 8,880 37,471 126,233 2010 Census 2,812 9,463	46.9% 4.6% 11.7% 7.0% 29.7% % 2.7% 8.9%	2015 Estimate 60,767 4,489 17,797 7,694 39,780 130,527 2015 Estimate 2,968 9,153 34,177 24,113	46.6% 3.4% 13.6% 5.9% 30.5% <b>%</b> 2.7% 8.3%	2020 Projection 62,961 4,677 18,272 7,804 41,020 134,734 2020 Projection 3,059 9,297 35,265 25,309	46.7% 3.5% 13.6% 5.8% 30.5% * 2.7% 8.1% 30.7%	-2.9% 57.8% 6.1% 13.0% 18.4% 6.8% 2000 to 2010 -47.0% -17.9% 7.4%	2010 to 2015  2.6%  -23.3%  20.3%  -13.4%  6.2%  3.4%  Percent 0  2010 to 2015  5.5%  -3.3%  -0.1%	2015 to 2020  3.6% 4.2% 2.7% 1.4% 3.1% 3.2%  Change 2015 to 2020 3.1% 1.6% 3.2%	6.3% -20.1% 23.5% -12.1% 9.5% 6.7%  2010 to 2020  8.8% -1.8% 3.1%	1,775 2,143 845 1,024 5,817 8,021  2000 to 2010 2,491 2,060 2,352 1,250	2010 to 2015  1,533 1,361 2,999 1,186 2,309 4,294  Number C 2010 to 2015  156 310 44	2015 to 2020 2,194 188 475 110 1,240 4,207  Change 2015 to 2020 91 144 1,088	3,72° 1,17° 3,47° 1,07° 3,54° 8,50°  2010 to 2020 24° 166° 1,044 3,12°
Marital Status  Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree Associates Degree	2000 Census 61,009 3,707 13,953 7,856 31,654 118,212 2000 Census 5,303 11,523 31,869 20,937 5,140	% 51.6% 3.1% 6.7% 26.8% % 5.4% 11.8% 32.6% 21.4% 5.3%	2010 Census 59,234 5,850 14,798 8,880 37,471 126,233 2010 Census 2,812 9,463 34,221 22,187	46.9% 4.6% 11.7% 7.0% 29.7% <b>%</b> 2.7% 8.9% 32.3% 5.6%	2015 Estimate 60,767 4,489 17,797 7,694 39,780 130,527  2015 Estimate 2,968 9,153 34,177 24,113 7,720	46.6% 3.4% 13.6% 5.9% 30.5% % 2.7% 8.3% 21.9% 7.0%	2020 Projection 62,961 4,677 18,272 7,804 41,020 134,734  2020 Projection 3,059 9,297 35,265 25,309 8,238	46.7% 3.5% 13.6% 5.8% 30.5%  % 2.7% 8.1% 30.7% 22.0%	-2.9% 57.8% 6.1% 13.0% 18.4% 6.8% 2000 to 2010 -47.0% -17.9% 7.4% 6.0% 36.0%	2010 to 2015 2.6% -23.3% 20.3% -13.4% 6.2% 3.4%  Percent 0 2010 to 2015 5.5% -3.3% -0.1% 8.7% 10.5%	2015 to 2020  3.6% 4.2% 1.4% 3.1% 3.2%  Change 2015 to 2020 3.1% 1.6% 3.2% 5.0% 6.7%	6.3% -20.1% 23.5% -12.1% 9.5% 6.7%  2010 to 2020 8.8% -1.8% 3.1% 14.1% 17.9%	1,775 2,143 845 1,024 5,817 8,021  2000 to 2010 2,491 2,060 2,352 1,250 1,848	2010 to 2015  1,533 1,361 2,999 1,186 2,309 4,294  Number C 2010 to 2015 156 310 444 1,926	2015 to 2020 2,194 188 475 110 1,240 4,207  Change 2015 to 2020 91 144 1,088 1,196	3,72: 1,17: 3,47- 1,07- 3,549 8,50:  2010 to 2020 24: 166 1,044 3,12: 1,256
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree Associates Degree Bachelor's Degree	2000 Census 61,009 3,707 13,953 7,856 31,654 118,212 2000 Census 5,303 11,523 31,869 20,937 5,140 14,638	% 51.6% 3.1% 11.8% 6.7% 26.8%  % 5.4% 11.8% 32.6% 21.4%	2010 Census 59,234 5,850 14,798 8,880 37,471 126,233 2010 Census 2,812 9,463 34,221 22,187 6,988 19,203	46.9% 4.6% 11.7% 7.0% 29.7% 4 2.7% 8.9% 32.3% 20.9% 18.1%	2015 Estimate 60,767 4,489 17,797 7,694 39,780 130,527  2015 Estimate 2,968 9,153 34,177 24,113 7,720 20,282	46.6% 3.4% 13.6% 5.9% 30.5% 2.7% 8.3% 31.0% 21.9% 18.4%	2020 Projection 62,961 4,677 18,272 7,804 41,020 134,734  2020 Projection 3,059 9,297 35,265 25,309 8,238 21,371	46.7% 3.5% 13.6% 5.8% 30.5% % 2.7% 8.1% 22.0% 7.2%	-2.9% 57.8% 6.1% 13.0% 18.4% 6.8% 2000 to 2010 -47.0% -17.9% 7.4% 6.0% 36.0% 31.2%	2010 to 2015  2.6% -23.3% 20.3% -13.4% 6.2% 3.4%  Percent 2010 to 2015 5.5% -3.3% -0.1% 8.7% 10.5% 5.6%	2015 to 2020  3.6% 4.2% 4.2% 1.4% 3.1% 3.2%  Change 2015 to 2020 3.1% 1.6% 3.2% 5.0%	6.3% -20.196 23.5% -12.196 9.5% 6.7%  2010 to 2020 8.8% -1.8% 3.196 14.196	1,775 2,143 845 1,024 5,817 8,021  2000 to 2010 2,491 2,060 2,352 1,250 1,848 4,565	2010 to 2015  1,533  1,361 2,999 1,186 2,309 4,294  Number C 2010 to 2015  156 310 444 1,926 732	2015 to 2020 2,194 188 475 110 1,240 4,207  Change 2015 to 2020 91 144 1,088 1,196 518	3,727 1.177 3,474 1,076 3,549 8,501 2010 to 2020 247 166 1,044 3,122 1,250 2,166
Marital Status  Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree Associates Degree	2000 Census 61,009 3,707 13,953 7,856 31,654 118,212 2000 Census 5,303 11,523 31,869 20,937 5,140	% 51.6% 3.1% 11.8% 6.7% 26.8% % 5.4% 11.8% 32.6% 21.4% 21.4% 15.0%	2010 Census 59,234 5,850 14,798 8,880 37,471 126,233 2010 Census 2,812 9,463 34,221 22,187 6,988	46.9% 4.6% 11.7% 7.0% 29.7% <b>%</b> 2.7% 8.9% 32.3% 5.6%	2015 Estimate 60,767 4,489 17,797 7,694 39,780 130,527  2015 Estimate 2,968 9,153 34,177 24,113 7,720	46.6% 3.4% 13.6% 5.9% 30.5% % 2.7% 8.3% 21.9% 7.0%	2020 Projection 62,961 4,677 18,272 7,804 41,020 134,734  2020 Projection 3,059 9,297 35,265 25,309 8,238	46.7% 3.5% 13.6% 5.8% 30.5% % 2.7% 8.1% 30.7% 22.0% 7.2% 18.6%	-2.9% 57.8% 6.1% 13.0% 18.4% 6.8% 2000 to 2010 -47.0% -17.9% 7.4% 6.0% 36.0%	2010 to 2015 2.6% -23.3% 20.3% -13.4% 6.2% 3.4%  Percent 0 2010 to 2015 5.5% -3.3% -0.1% 8.7% 10.5%	2015 to 2020  3.6% 4.2% 2.7% 1.4% 3.196 3.2%  Change 2015 to 2020 3.196 1.6% 3.2% 5.0% 5.0% 5.4%	6.3% -20.1% 23.5% -112.1% 9.5% 6.7%  2010 to 2020 8.88% -1.8% 3.1% 14.1% 17.9% 11.3%	1,775 2,143 845 1,024 5,817 8,021  2000 to 2010 2,491 2,060 2,352 1,250 1,848	2010 to 2015  1,533 1,361 2,999 1,186 2,309 4,294  Number C 2010 to 2015 156 310 444 1,926 732 1,079	2015 to 2020 2,194 188 475 110 1,240 4,207  Change 2015 to 2020 91 144 1,088 1,196 518 1,089	3,727 1,177 3,474 1,070 3,545 8,501 2010 to 2020 247 166 1,044

							K	Centon C	County							
Household Status																
											Change			Number (		
Size of Household:	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Households	59,499		62,768		64,851		66,839		5.5%	3.3%	3.1%	6.5%	3,269	2,083	1,988	4,0
				-					1	<b>n</b> .	CI C	1			~	
Size of Household:	2000 Census	%	2010 Census	%	2015 Estimate	0/	2020 Projection	0/	2000 to 2010	2010 to 2015	Change 2015 to 2020	2010 to 2020	2000 to 2010	Number 0 2010 to 2015	2015 to 2020	2010 to 2020
1 Person	16,571	27.9%	17,613	28.1%	2015 Estimate 18,281	% 28.2%	2020 Projection 19,060	% 28.5%	6.3%	3.8%	4.3%	8.2%	1,042	2010 to 2015 668	779	2010 to 2020 1,44
2 Person	18,307	30.8%	20,306	32.4%	21,161	32.6%	21,626	32.4%	10.9%	4.2%	2.2%	6.5%	1,999	855	465	1,33
3 Person	10,336	17.4%	10,322	16.4%	10,593	16.3%	10,846	16.2%	-0.1%	2.6%	2.4%	5.1%	1,555	271	253	5:
4 Person	8,543	14.4%	8,267	13.2%	8,469	13.1%	8,766	13.1%	-3.2%	2.4%	3.5%	6.0%	276	202	297	4
5 Person	3,877	6.5%	3,913	6.2%	3,976	6.1%	4,108	6.2%	0.9%	1.6%	3.3%	5.0%	36	63	132	19
6 Person	1,365	2.3%	1,486	2.4%	1,507	2.3%	1,554	2.3%		1.4%	3.1%	4.6%	121	21	47	
7 + Person	508	0.9%	861	1.4%	864	1.3%	879	1.3%	69.5%	0.3%	1.7%	2.1%	353	3	15	
		0.2,70		21170	***	-10/0			07.07	3.6.1						
Avg Household Size	2.52		2.51		2.50		2.50		-0.4%	-0.4%	0.0%	-0.4%	-0.01	-0.01	0.00	-0.0
Length of Residence (Years):																
Average Length of Residence	n/a		12.0		12.2		14.9		n/a	1.5%	22.2%	24.0%	n/a	0.2	2.7	2
Family Status										Percent	Change			Number	Change	
Households Type and Presence of	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Children:							*									
Total Households	59,499		62,768		64,851		66,839		5.5%	3.3%	3.1%	6.5%	3,269	2,083	1,988	4,07
F 7 W 1 11	20.407	55.401	47.040	74.00	10.555	75.00	50.252	75.00/	10.10	2.40	2.50	7.10	7.546	1 (10	1.708	2.22
Family Households	39,497	66.4%	47,043	74.9%	48,655	75.0%	50,363	75.3%	19.1%	3.4%	3.5%	7.1%	7,546	1,612	1,/08	3,32
One Person, Female Householder	n/a	n/a	9,407	15.0%	9,704	15.0%	10,134	15.2%	n/a	3.2%	4.4%	7.7%	/o	297	430	72
One Person, Male Householder	n/a	n/a	8,206	13.1%	9,704 8,577	13.0%	8,926	13.4%	n/a	4.5%	4.4%	8.8%	n/a n/a	371	349	72
Two+ people, Husband-Wife Family,	11/ d	11/4	0,200	13.170	0,377	13.270	6,920	13.470	11/4	4.570			11/ a	3/1		
Own Children	n/a	n/a	12,486	19.9%	12,611	19.4%	13,107	19.6%	n/a	1.0%	3.9%	5.0%	n/a	125	496	62
Two+ people, Husband-Wife Family,																
No Own Children	n/a	n/a	16,944	27.0%	17,763	27.4%	18,196	27.2%	n/a	4.8%	2.4%	7.4%	n/a	819	433	1,25
110 OWI CIMICI																
Non-family Households																
,																
Two+ people, Female Householder	n/a	n/a	1,847	2.9%	1,902	2.9%	1,988	3.0%	n/a	3.0%	4.5%	7.6%	n/a	55	86	14
Two+ people, Male Householder	n/a	n/a	2,471	3.9%	2,466	3.8%	2,573	3.8%	n/a	-0.2%	4.3%	4.1%	n/a	5	107	10
Other Family Households																
Female Householder, No Own Children	n/a	n/a	3,528	5.4%	3,644	5.6%	3,652	5.5%	n/a	3.3%	0.2%	3.5%	n/a	116	0	12
·	11/ a	11/ a							11/ d	3.370			11/ a	110	0	12
Male Householder, No Own Children	n/a	n/a	1,575	2.4%	1,575		1,573	2.4%	n/a	0.0%	-0.1%	-0.1%	n/a	0	2	
Female Householder, Own Children	n/a	n/a	4,645	7.2%	4,885		4,940	7.4%	n/a	5.2%	1.1%	6.4%	n/a	240	55	29
Male Householder, Own Children	n/a	n/a	1,659	2.6%	1,724	2.7%	1,750	2.6%	n/a	3.9%	1.5%	5.5%	n/a	65	26	9
Employment									1		on.	-				
	*****		*****						****	Percent			****	Number (		
T-(-1 D1-('16-	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Population 16+	116,020 80,206	60.101	124,076 85,045	60.50	128,463	66.201	132,533	65.7%	6.9% 6.0%	3.5% 0.1%	3.2% 2.2%	6.8% 2.3%	8,056 4,839	4,387 65	4,070 1,904	8,45 1,96
Total Labor Force		69.1%		68.5%	85,110		87,014					2.3% 9.3%	4,839 1,686	4,385	1,904 2,641	7,02
Civilian, Employed Civilian, Unemployed	77,379	96.5% 3.5%	75,693	89.0% 11.0%	80,078 5.032	94.1% 5.9%	82,719 4,295	95.1% 4.9%	-2.2% 233.9%	5.8% -46.2%	3.3% -14.6%	9.3% -54.1%		,	737	7,02 5,05
In Armed Forces	2,801	0.0%	9,352	0.0%	5,032	0.0%	4,295	0.0%	-100.0%	-46.2% 0.0%	-14.6%	-54.1%	6,551	4,320	/3/	5,03
Not In Labor Force	35,814	30.9%	39.031	31.5%	43,353	33.8%	45,519	34.4%		11.1%	5.0%	16.6%	3,217	4,322	2.166	6.48
		30.7%	39,031	.212%	43,333	33.6%	45,519	34.4%	9.0%	11.1%	5.0%	10.0%	3.21/	4.322	2.100	0,48

				Ken	ton Cou	nty Inco	me by A	ge of H	ead of H	ousehol	d 2010						
Age of Head of HH	< 25	;	25-3	34	35-4	14	45-5	54	55-0	54	65-7	<b>'</b> 4	75	+		Total	
\$ 0 - \$19,999	965	34.8%	1,683	14.7%	1,464	12.6%	1,708	12.4%	1,565	13.8%	1,464	23.9%	2,108	37.5%	10,957	17.46%	17.46%
\$ 20,000 - \$39,999	851	30.7%	2,132	18.6%	2,033	17.5%	2,115	15.4%	2,051	18.6%	1,621	26.9%	2,219	40.0%	13,022	20.75%	38.20%
\$ 40,000 - \$59,999	509	18.4%	3,196	27.9%	2,325	20.0%	2,218	16.1%	2,121	18.7%	1,008	16.1%	713	11.7%	12,090	19.26%	57.46%
\$ 60,000 - \$74,999	175	6.3%	1,701	14.9%	1,444	12.4%	1,742	12.7%	1,122	9.9%	406	6.3%	229	4.2%	6,819	10.86%	68.33%
\$ 75,000 - \$99,999	124	4.5%	1,636	14.3%	1,980	17.0%	2,102	15.3%	1,947	16.9%	646	9.4%	176	3.3%	8,611	13.72%	82.05%
\$100,000 - \$124,999	86	3.1%	667	5.8%	1,119	9.6%	1,726	12.6%	1,085	9.6%	411	6.6%	71	1.2%	5,165	8.23%	90.28%
\$125,000 - \$149,999	18	0.6%	251	2.2%	501	4.3%	849	6.2%	503	4.5%	233	3.8%	23	0.4%	2,378	3.79%	94.06%
\$150,000 <b>+</b>	43	1.6%	188	1.6%	761	6.5%	1,281	9.3%	922	8.1%	437	6.9%	94	1.7%	3,726	5.94%	100.00%
Total Households	2,771	4.41%	11,454	18.25%	11,627	18.52%	13,741	21.89%	11,316	18.03%	6,226	9.92%	5,633	8.97%	62,768	100.00%	
		4.41%		22.66%		41.19%		63.08%		81.11%		91.03%		100.00%			

Median Age of HH Head 49.1

Average Hhld Income\$69,655Median Hhld Income\$51,305Per Capita Income\$27,533

**Aggregate HH Income** \$4,372,104,872.83

					]	Kenton	County 1	<b>Income</b>	<mark>by Age o</mark>	f Head	of House	hold 20	15							
Age of Head of HH	< 25	5	25-3	34	35-4	4	45-5	54	55-0	54	65-7	74	75-	+		Total		2010	2015	Changes
\$ 0 - \$19,999	884	33.7%	1,672	14.7%	1,378	11.9%	1,733	12.9%	1,811	14.4%	1,535	21.1%	1,892	32.7%	10,905	16.82%	16.82%	10,957	10,905	52
\$ 20,000 - \$39,999	784	29.9%	1,978	17.3%	1,901	16.5%	1,911	14.2%	2,084	16.9%	1,745	24.4%	2,101	36.4%	12,504	19.28%	36.10%	13,022	12,504	518
\$ 40,000 - \$59,999	478	18.2%	2,905	25.5%	2,067	17.9%	1,883	14.0%	2,192	17.5%	1,158	15.7%	806	13.0%	11,489	17.72%	53.81%	12,090	11,489	601
\$ 60,000 - \$74,999	171	6.5%	1,927	16.9%	1,531	13.3%	1,866	13.9%	1,415	11.2%	641	8.3%	304	5.2%	7,855	12.11%	65.93%	6,819	7,855	1,036
\$ 75,000 - \$99,999	130	5.0%	1,682	14.7%	2,061	17.9%	2,116	15.7%	2,164	17.0%	907	10.8%	220	3.9%	9,280	14.31%	80.23%	8,611	9,280	669
\$100,000 - \$124,999	103	3.9%	736	6.5%	1,162	10.1%	1,650	12.3%	1,214	9.7%	576	7.8%	164	2.8%	5,605	8.64%	88.88%	5,165	5,605	440
\$125,000 - \$149,999	25	1.0%	272	2.4%	570	4.9%	871	6.5%	597	4.8%	314	4.2%	85	1.4%	2,734	4.22%	93.09%	2,378	2,734	356
<b>\$150,000</b> +	49	1.9%	234	2.1%	864	7.5%	1,421	10.6%	1,083	8.5%	573	7.6%	255	4.5%	4,479	6.91%	100.00%	3,726	4,479	753
<b>Total Households</b>	2,624	4.05%	11,406	17.59%	11,534	17.79%	13,451	20.74%	12,560	19.37%	7,449	11.49%	5,827	8.99%	64,851	100.00%		62,768	64,851	2,083
		4.05%		21.63%		39.42%		60.16%		79.53%		91.01%		100.00%						

Median Age of HH Head 50.2

2010-2015 Changes	< 2	5	25-3	34	35-4	14	45-5	54	55-0	54	65	-74	75+	+	To	tal
2010	2,771	4.41%	11,454	18.25%	11,627	18.52%	13,741	21.89%	11,316	18.03%	6,226	9.92%	5,633	8.97%	62,768	100.00%
2015	2,624	4.05%	11,406	17.59%	11,534	17.79%	13,451	20.74%	12,560	19.37%	7,449	11.49%	5,827	8.99%	64,851	100.00%
Changes	147		48		93		290		1,244		1,223		194		2.083	

2010-2015 Changes Average Hhld Income \$73,013 \$3,358 4.8% \$3,922 7.6% Median Hhld Income \$55,227 Per Capita Income \$28,900 \$1,367 5.0% Aggregate HH Income \$4,734,965,530.01 \$362,860,657 8.3%

	Kenton County Income by Age of Head of Household 2020																			
Age of Head of HH	< 25	;	25-3	34	35-4	4	45-5	54	55-0	54	65-7	74	75-	+		Total		2010	2020	Changes
\$ 0 - \$19,999	727	31.4%	1,434	12.3%	1,194	10.0%	1,233	10.2%	1,513	11.5%	1,609	17.6%	1,770	28.6%	9,480	14.18%	14.18%	10,957	9,480	1,477
\$ 20,000 - \$39,999	644	27.8%	1,791	15.4%	1,719	14.4%	1,424	11.8%	1,826	14.0%	1,900	21.2%	2,134	34.3%	11,438	17.11%	31.30%	13,022	11,438	1,584
\$ 40,000 - \$59,999	417	18.0%	2,583	22.2%	1,789	14.9%	1,327	11.0%	1,977	15.0%	1,326	14.4%	902	12.9%	10,321	15.44%	46.74%	12,090	10,321	1,769
\$ 60,000 - \$74,999	167	7.2%	2,084	17.9%	1,597	13.3%	1,589	13.2%	1,564	11.9%	808	8.4%	401	6.2%	8,210	12.28%	59.02%	6,819	8,210	1,391
\$ 75,000 - \$99,999	142	6.1%	2,006	17.3%	2,369	19.8%	2,041	16.9%	2,569	19.4%	1,332	12.8%	292	4.8%	10,751	16.08%	75.11%	8,611	10,751	2,140
\$100,000 - \$124,999	120	5.2%	1,001	8.6%	1,493	12.5%	1,818	15.0%	1,555	11.8%	949	10.3%	270	4.3%	7,206	10.78%	85.89%	5,165	7,206	2,041
\$125,000 - \$149,999	36	1.6%	390	3.4%	773	6.5%	1,011	8.4%	756	5.7%	558	6.0%	169	2.6%	3,693	5.53%	91.41%	2,378	3,693	1,315
<b>\$150,000</b> +	64	2.8%	329	2.8%	1,036	8.7%	1,640	13.6%	1,417	10.7%	881	9.3%	373	6.2%	5,740	8.59%	100.00%	3,726	5,740	2,014
<b>Total Households</b>	2,317	3.47%	11,618	17.38%	11,970	17.91%	12,083	18.08%	13,177	19.71%	9,363	14.01%	6,311	9.44%	66,839	100.00%		62,768	66,839	4,071
		3.47%		20.85%		38.76%		56.84%		76.55%		90.56%		100.00%						

Median Age of HH Head 51.3

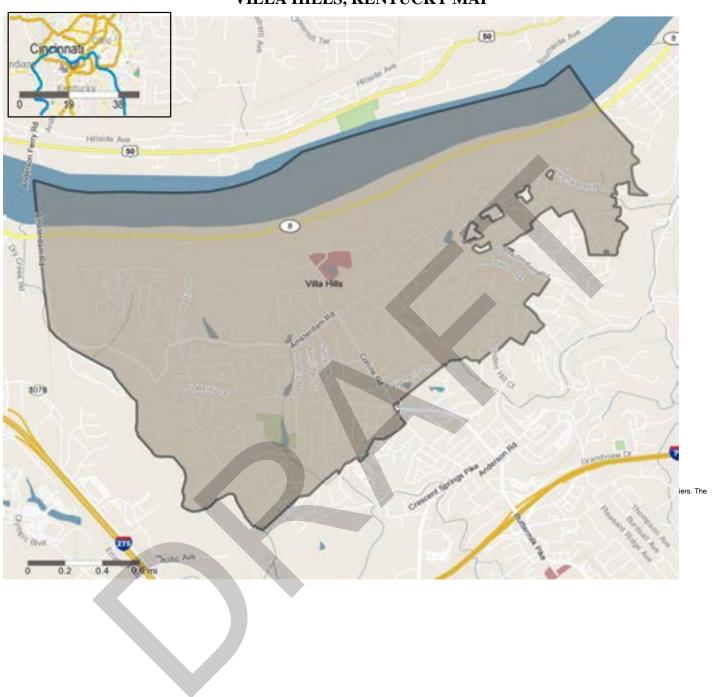
2010-2020 Changes	< 25	5	25-3	34	35-4	14	45-5	54	55-0	54	65-7	74	75+	-	To	tal
2010	2,771	4.41%	11,454	18.25%	11,627	18.52%	13,741	21.89%	11,316	18.03%	6,226	9.92%	5,633	8.97%	62,768	100.00%
2020	2,317	3.47%	11,618	17.38%	11,970	17.91%	12,083	18.08%	13,177	19.71%	9,363	14.01%	6,311	9.44%	66,839	100.00%
Changes	454		164		343		1,658		1,861		3,137		678		4,071	

2010-2020 Changes Average Hhld Income \$82,493 \$12,838 18.4% Median Hhld Income \$64,080 \$12,775 24.9% Per Capita Income \$32,690 \$5,157 18.7% \$5,513,746,566.51 26.1% Aggregate HH Income \$1,141,641,694

#### EXHIBIT 5.

## CITY OF VILLA HILLS REFERENCE MAP

## VILLA HILLS, KENTUCKY MAP



#### EXHIBIT 6.

# CITY OF VILLA HILLS POPULATION AND HOUSEHOLD DEMOGRAPHICS

								Villa H	ille							
Population Demographics								V IIIa 11	1115							
1 opulation Demographics										Percent	t Change			Number	Thange	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Population	7,701	70	7,419	70	7.592	70	7,679	70	-3.7%	2.3%	1.1%	3.5%	-282	173	2013 to 2020 87	26
Population Density (Pop/Sq Mi)	1,742.57		1.678.76		1,717.96		1,737,45		-3.7%	2.3%	1.1%	3.5%	63.8	39.2	19.5	
Population by Gender	1,742.37		1,070.70		1,717.50		1,737.43		-3.7 /0	2.370	1.170	3.570	05.6	37.2	17.5	5.
Male	3,760	48.8%	3,585	48.3%	3,672	48.4%	3,728	48.6%	-4.7%	2.4%	1.5%	4.0%	-175	87	56	14
Female	3,941	51.2%	3,834	51.7%	3,921	51.6%	3,950	51.5%	-2.7%	2.3%	0.7%	3.0%	-107	87		
remate	3,741	31.270	3,034	31.770	3,721	31.070	3,930	31.370	-2.770	2,370	0.770	3.070	-107	07	29	
Population by Age:																
1 optimition by rige.										Percent	t Change			Number	Thange	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
0 to 4	463	6.0%	399	5.4%	386	5.1%	334	4.4%	-13.8%	-3.3%	-13.5%	-16.3%	2000 to 2010	2010 to 2013	2013 to 2020	2010 to 2020
5 to 14	1,177	15.3%	1,035	14.0%	977	12.9%	944	12.3%	-12.1%	-5.6%	-3.4%	-8.8%	142	58	32	0
15 to 19	580	7.5%	473	6.4%	493	6.5%	501	6.5%	-12.1%	4.3%	1.6%	6.0%	107	20	33 Q	2
20 to 24	472	6.1%	389	5.2%	398	5.2%	409	5.3%	-18.5% -17.6%	2.2%	2.9%	5.2%	107	20	12	
20 to 24 25 to 34	844	11.0%	389 865	11.7%	909	12.0%	929	12.1%	2.5%	5.0%	2.9%	7.4%	21	44	20	
35 to 44	1,320	17.1%	885	11.7%	856	11.3%	851	11.1%	-33.0%	-3.2%	-0.5%	-3.7%	435	29	20	2
45 to 54	1,320	18.3%	1,229	16.6%	1,154	15.2%	991	12.9%	-12.9%	-5.2%	-0.3%	-19.4%	182	75	163	23
45 to 64	626	8.1%	1,187	16.0%	1,134	16.9%	1,307	17.0%	89.8%	8.2%	1.7%	10.1%	562	97	22	
		6.4%	550	7.4%	703		,						502		221	
65 to 74	492					9.3%	924	12.0%	11.8%	27.8%	31.4%	67.9%	58	153 23	50	
75 to 84	222 95	2.9% 1.2%	286	3.9%	310	4.1%	360 128	4.7%	29.2%	8.1%	16.2%	25.7%	65	23	50	/
85+	95	1.2%	120	1.6%	122	1.6%	128	1.7%	26.3%	1.7%	4.9%	6.7%	25			
Total Median Age								-								
1 otai Median Age	2000 C		2010 Census	1	2015 Estimate	-	2020 D									
	2000 Census 37.6		2010 Census 41.7		2015 Estimate 42.6		2020 Projection 43.5									
	37.0		41./		42.6		43.3									
Marital Status								_								
Wai itai Status										Parcent	t Change			Number	Thomas	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
M	3,676	60.7%	3,326	55.6%	3,370	54.1%		53.4%	-9.5%	1.3%		2.8%	2000 to 2010			
Married, Spouse Present	3,676	2.8%	3,326	2.1%	3,370	1.8%	3,418	1.9%	-9.5%	-10.9%	1.4%	-5.5%	350	44	48	9
Married, Spouse Absent	466	7.7%	442	7.4%	551	8.9%	569	8.9%	-24.3% -5.2%	24.7%	3.3%		41	109	18	12
Divorced		4.4%	337		347		364				3.3% 4.9%	28.7% 8.0%	24	109	17	
Widowed	264			5.6%		5.6%		5.7%	27.7%	3.0%			7.5	96	82	
Never Married	1,493	24.6%	1,751	29.3%	1,847 6,229	29.7%	1,929 6.401	30.1%	17.3%	5.5%	4.4% 2.8%	10.2%	258	, ,		
Age 15+ Population	6,061		5,985		6,229		6,401		-1.3%	4.1%	2.8%	7.0%	/6	244	172	41
Educational Attainment																
Educational Attainment	1					$\leftarrow$				D	4 Cl			N. 1	OII	
	2000 G	0/	2010 C	- 0/	2015 F. 4	0/	2020 P. 1. 11	•	2000 / 2016		t Change 2015 to 2020	2010 / 2020	2000 / 2010	Number		2010 / 2022
Coult W 0	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015		2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Grade K - 8	121	2.4%	39	0.8%	50	0.9%	52	1.0%	-67.6%	26.6%	5.3%	33.4%	82	10		1
Grade 9 - 11	306	6.1%	225	4.4%	231	4.3%	237	4.3%	-26.3%	2.4%	2.5%	5.0%	81	5	6	1
High School Graduate	969	19.4%	1,096	21.4%	1,143	21.4%	1,170	21.3%	13.1%	4.3%	2.4%	6.8%	127	47	27	7
Some College, No Degree	1,203	24.0%	1,057	20.6%	1,077	20.2%	1,105	20.1%	-12.2%	2.0%	2.5%	4.6%	146	21	27	
Associates Degree	352	7.0%	345	6.7%	380	7.1%	397	7.2%	-2.0%	10.1%	4.5%	15.1%		35	17	
Bachelor's Degree	1,315	26.2%	1,401	27.4%	1,455	27.3%	1,496	27.3%	6.5%	3.9%	2.8%	6.8%	86	54	41	
Graduate Degree	727	14.5%	875	17.1%	938	17.6%	971	17.7%	20.3%	7.2%	3.6%	11.0%	148	63	34	9
No Schooling Completed	17	0.4%	84	1.6%	64	1.2%	62	1.1%	392.3%	-23.3%	-3.4%	-25.9%	67	20	2	1 2
Age 25+ Population	5.010		5.123		5,338	1.270	5,490	1.170	2.3%	4.2%	2.8%	7.2%	113	215	152	36

Total Households Size of Household:	2000 Census 2,791 2000 Census 679	%	2010 Census 2,820	%							Change			Number	Change	
Total Households  Size of Household:  I Person 2 Person 3 Person 4 Person	2,791 2000 Census 679	9/0		%						ъ.	Claraci			Number	Change	
Total Households  Size of Household:  1 Person 2 Person 3 Person 4 Person	2,791 2000 Census 679	%		%						Percent	Cnange					
Total Households  Size of Household:  1 Person 2 Person 3 Person 4 Person	<b>2000 Census</b> 679		2,820		2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
1 Person 2 Person 3 Person 4 Person	679				2,895		2,946	, ,	1.0%	2.7%	1.8%	4.5%	29	75		
1 Person 2 Person 3 Person 4 Person	679							•								
1 Person 2 Person 3 Person 4 Person	679										Change			Number (	Change	
2 Person 3 Person 4 Person		%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
3 Person 4 Person		24.3%	718	25.5%	741	25.6%	777	26.4%	5.7%	3.2%	4.9%	8.2%	39	23	36	5
4 Person	905	32.4%	1,010	35.8%	1,046	36.1%	1,053	35.8%	11.6%	3.6%	0.7%	4.3%	105	36	7	4
	501	17.9%	450	16.0%	458	15.8%	460	15.6%	-10.2%	1.8%	0.4%	2.2%	51	8	2	1
5 Person	433	15.5%	372	13.2%	378	13.1%	381	12.9%	-14.1%	1.6%	0.8%	2.4%	61	6	3	
	219	7.9%	190	6.7%	191	6.6%	193	6.6%	-13.2%	0.5%	1.0%	1.6%	29	1	2	
6 Person	72	2.6%	55	2.0%	55	1.9%	56	1.9%	-23.6%	0.0%	1.8%	1.8%	17	0	1	
7 + Person	15	0.6%	26	0.9%	26	0.9%	26	0.9%	73.3%	0.0%	0.0%	0.0%	11	0	0	
Avg Household Size	2.73		2,50		2.49		2.48		-8.4%	-0.4%	-0.4%	-0.8%	-0.23	-0.01	-0.01	-0.0
Avg Household Size	2.13		2.30		2.49		2.40		-0.470	-0.470	-0.470	-0.670	-0.23	-0.01	-0.01	-0.0.
Length of Residence (Years):																
Average Length of Residence	n/a		13.4		14.8		18.1		n/a	10.1%	22.6%	35.0%	n/a	1.4	3.3	4.
Tronge Bengin of Residence	12.4		13.1		11.0		10.11			10.170	22.070	33.070	11/4		0.0	
Family Status										Percent	Change			Number	Change	
Households Type and Presence of	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 P!	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Children:	2000 Census	%0		%	2015 Estimate	%	2020 Projection	%	2000 to 2010		2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Households	2,791		2,820		2,895		2,946		1.0%	2.7%	1.8%	4.5%	29	75	51	126
Family Households	2,047	73.3%	2,299	81.5%	2,364	81.7%	2,409	81.8%	12.3%	2.8%	1.9%	4.8%	252	65	45	110
One Person, Female Householder	n/a	n/a	418	14.8%	433	15.0%	456	15.5%	n/a	3.6%	5.3%	9.1%	n/a	15	23	38
One Person, Male Householder	n/a	n/a	300	10.6%	308	10.6%	321	10.9%	n/a	2.7%	4.2%	7.0%	n/a	8	13	21
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	640	22.7%	659	22.8%	666	22.6%	n/a	3.0%	1.1%	4.1%	n/a	19	7	26
Two+ people, Husband-Wife Family,																
No Own Children	n/a	n/a	942	33.4%	963	33.3%	967	32.8%	n/a	2.2%	0.4%	2.7%	n/a	21	4	25
No Own Children																
Non-family Households																
Tion-taining Households																
Two+ people, Female Householder	n/a	n/a	68	2.4%	74	2.5%	77	2.6%	n/a	8.8%	4.1%	13.2%	n/a	6	3	-
Two+ people, Male Householder	n/a	n/a	82	2.9%	78	2.7%	83	2.8%	n/a	-4.9%	6.4%	1.2%	n/a	4	5	
Other Family Households																
									,							
Female Householder, No Own Children	n/a	n/a	125	4.3%	130	4.5%	130	4.4%	n/a	4.0%	0.0%	4.0%	n/a		0	
· ·															U	
Male Householder, No Own Children	n/a	n/a	53	1.8%	50	1.7%	49	1.7%	n/a	-5.7%	-2.0%	-7.5%	n/a	3	1	
Female Householder, Own Children	n/a	n/a	137	4.7%	142	4.9%	141	4.8%	n/a	3.6%	-0.7%	2.9%	n/a	5	1	4
Male Householder, Own Children	n/a	n/a	55	1.9%	57	2.0%	56	1.9%	n/a	3.6%	-1.8%	1.8%	n/a	2	1	
E1																
Employment		-								Percent	Changa	Т		X11.	Chanas	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	Number 0 2010 to 2015	2015 to 2020	2010 to 2020
Total Population 16+	5,879	70	5,881	70	6,117	70	6,296	70	2000 to 2010 0.0%	2010 to 2015 4.0%	2015 to 2020 2.9%	7.1%	2000 to 2010	2010 to 2015 236	2015 to 2020 179	2010 to 2020 415
Total Labor Force	4,217	71.7%	4,108	69.8%	4,120	67.4%	4,198	66.7%	-2.6%	0.3%	1.9%	2.2%	109	12	78	90
Civilian, Employed	4,116	97.6%	3,775	91.9%	3,940	95.6%	4,045	96.4%	-8.3%	4.4%	2.7%	7.2%	341	165	105	27
Civilian, Unemployed	101	2.4%	332	8.1%	180	4.4%	153	3.6%	228.7%	-45.8%	-15.0%	-53.9%	231	152	27	17
In Armed Forces	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	0	
Not In Labor Force	1,662	28.3%	1,774	30.2%	1,997	32.7%	2,099	33.3%	6.7%	12.6%	5.1%	18.3%	112	223	102	32.

				V	illa Hills	Incom	e by Age	of Head	l of Hous	sehold 2	010						
Age of Head of HH	< 25		25-3	34	35-4	14	45-5	54	55-6	54	65-	74	75	+		Total	
\$ 0 - \$19,999	13	18.3%	27	7.2%	11	2.5%	40	6.1%	46	6.7%	56	18.5%	83	35.0%	277	9.82%	9.82%
\$ 20,000 - \$39,999	17	23.5%	72	18.9%	51	11.0%	38	5.7%	97	14.3%	92	30.9%	79	34.7%	446	15.82%	25.65%
\$ 40,000 - \$59,999	14	20.0%	114	29.8%	68	14.7%	73	11.0%	89	12.9%	84	25.4%	33	12.4%	474	16.82%	42.47%
\$ 60,000 - \$74,999	14	20.0%	69	18.0%	53	11.5%	77	11.6%	56	8.1%	28	7.8%	23	12.7%	319	11.33%	53.79%
\$ 75,000 - \$99,999	10	13.6%	62	16.2%	76	16.5%	121	18.2%	162	23.5%	33	8.8%	8	3.0%	472	16.73%	70.53%
\$100,000 - \$124,999	2	2.3%	27	7.2%	71	15.4%	118	17.8%	63	9.3%	11	3.5%	1	0.4%	293	10.41%	80.93%
\$125,000 - \$149,999	1	1.5%	10	2.5%	35	7.5%	62	9.4%	45	6.5%	6	1.6%	1	0.5%	160	5.66%	86.59%
<b>\$150,000</b> +	1	0.8%	1	0.3%	97	21.0%	135	20.3%	129	18.7%	13	3.6%	3	1.2%	378	13.41%	100.00%
<b>Total Households</b>	71	2.51%	382	13.54%	463	16.41%	663	23.52%	686	24.35%	324	11.48%	231	8.19%	2,819	100.00%	
		2.51%		16.05%		32.46%		55.98%		80.33%		91.81%		100.00%			

Median Age of HH Head 52.6

Average Hhld Income \$97,862 Median Hhld Income \$69,989 Per Capita Income \$37,309

**Aggregate HH Income** \$275,885,328.18

						Villa	Hills Inc	ome by	Age of H	Head of	Househo	ld 2015								
Age of Head of HH	< 25	i	25-3	4	35-4	4	45-5	54	55-0	64	65-	74	75	+		Total		2010	2015	Changes
\$ 0 - \$19,999	11	17.0%	24	6.3%	9	2.1%	35	5.7%	49	6.8%	60	15.8%	77	30.0%	266	9.17%	9.17%	277	266	11
\$ 20,000 - \$39,999	18	26.8%	66	17.6%	43	9.8%	32	5.2%	97	13.3%	98	25.9%	72	28.6%	427	14.74%	23.92%	446	427	19
\$ 40,000 - \$59,999	12	18.5%	97	25.6%	54	12.4%	51	8.3%	87	11.8%	87	21.7%	39	14.1%	428	14.77%	38.69%	474	428	47
\$ 60,000 - \$74,999	13	19.1%	79	21.0%	44	10.1%	74	12.0%	56	7.7%	53	10.9%	23	11.7%	343	11.83%	50.52%	319	343	23
\$ 75,000 - \$99,999	10	14.2%	71	18.8%	70	15.9%	105	17.2%	161	21.9%	57	11.5%	12	4.4%	485	16.77%	67.29%	472	485	14
\$100,000 - \$124,999	2	2.7%	32	8.5%	70	16.0%	112	18.3%	76	10.5%	19	4.4%	4	1.7%	315	10.89%	78.18%	293	315	22
\$125,000 - \$149,999	0	0.0%	7	2.0%	38	8.6%	64	10.5%	58	8.0%	12	2.2%	4	1.4%	184	6.34%	84.53%	160	184	24
<b>\$150,000</b> +	1	1.7%	1	0.3%	111	25.2%	141	23.0%	147	19.9%	31	7.7%	17	8.1%	448	15.47%	100.00%	378	448	70
Total Households	67	2.33%	378	13.06%	439	15.18%	613	21.18%	732	25.28%	418	14.45%	247	8.53%	2,895	100.00%	·	2,819	2,895	76
		2.33%		15.39%		30.57%		51.75%		77.03%		91.47%		100.00%						

Median Age of HH Head 54.3

2010-2015 Changes	< 25	5	25-3	34	35-4	14	45-5	54	55-64	4	65-	74	75-	+	To	tal
2010	71	2.51%	382	13.54%	463	16.41%	663	23.52%	686	24.35%	324	11.48%	231	8.19%	2,819	100.00%
2015	67	2.33%	378	13.06%	439	15.18%	613	21.18%	732	25.28%	418	14.45%	247	8.53%	2,895	100.00%
Changes	3	·	4		23	•	50		45		94		16		76	

2010-2015 Changes Average Hhld Income \$103,166 \$5,304 5.4% 6.2% Median Hhld Income \$74,330 \$4,341 Per Capita Income \$39,448 \$2,139 5.7% Aggregate HH Income \$298,637,787.40 \$22,752,459 8.2%

						Villa	Hills Inc	ome by	Age of H	<b>Iead</b> of	Househo	ld 2020								
Age of Head of HH	< 25		25-3	34	35-4	14	45-5	54	55-0	54	65-	74	75	+		Total		2010	2020	Changes
\$ 0 - \$19,999	9	14.9%	16	4.1%	7	1.7%	17	3.3%	35	4.8%	60	12.3%	75	25.9%	218	7.41%	7.41%	277	218	59
\$ 20,000 - \$39,999	14	24.0%	58	15.3%	32	7.3%	19	3.7%	78	10.6%	102	20.6%	70	24.6%	372	12.64%	20.05%	446	372	74
\$ 40,000 - \$59,999	10	17.1%	77	20.3%	38	8.7%	24	4.6%	70	9.6%	105	20.0%	45	14.2%	369	12.53%	32.58%	474	369	105
\$ 60,000 - \$74,999	13	22.8%	87	23.1%	29	6.7%	43	8.2%	52	7.0%	84	14.0%	23	10.9%	330	11.21%	43.79%	319	330	11
\$ 75,000 - \$99,999	10	16.4%	85	22.4%	67	15.4%	85	16.3%	166	22.7%	87	14.1%	21	6.5%	520	17.65%	61.44%	472	520	48
\$100,000 - \$124,999	2	3.2%	43	11.3%	86	19.6%	110	21.2%	90	12.3%	35	6.4%	11	4.5%	377	12.79%	74.24%	293	377	84
\$125,000 - \$149,999	0	0.0%	10	2.6%	47	10.8%	74	14.3%	67	9.2%	18	2.8%	9	2.7%	226	7.67%	81.91%	160	226	66
\$150,000 <b>+</b>	1	1.7%	3	0.9%	130	29.8%	147	28.3%	175	23.9%	52	9.8%	24	10.6%	533	18.09%	100.00%	378	533	155
Total Households	58	1.98%	378	12.84%	437	14.84%	519	17.63%	733	24.87%	542	18.40%	278	9.43%	2,946	100.00%		2,819	2,946	127
		1.98%		14.82%		29.67%		47.30%		72.17%		90.57%		100.00%						

Median Age of HH Head 56.2

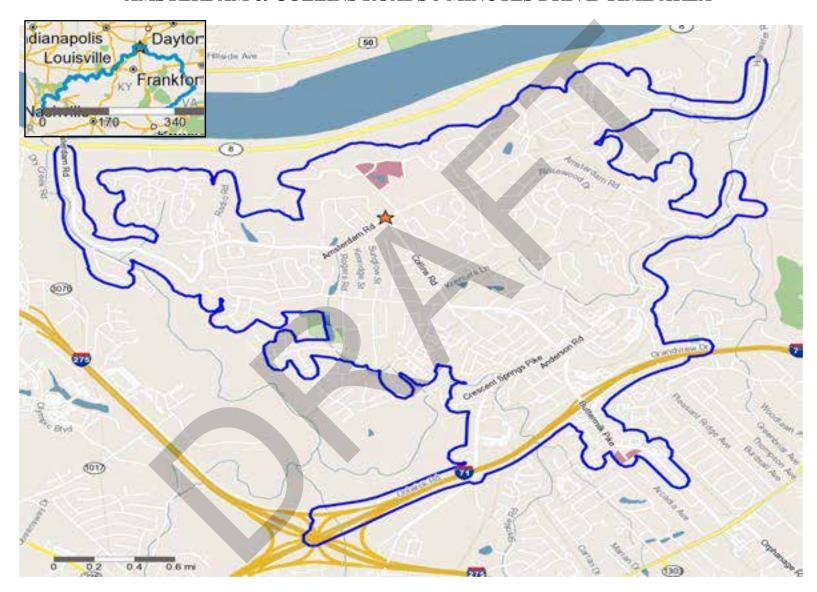
2010-2020 Changes	< 25		25-3	34	35-4	14	45-5	54		55-64			65-74	4	75	+	To	tal
2010	71	2.51%	382	13.54%	463	16.41%	663	23.52%	6	86 2	4.35%	2	324	11.48%	231	8.19%	2,819	100.00%
2020	58	1.98%	378	12.84%	437	14.84%	519	17.63%	7	33 2	4.87%	5	542	18.40%	278	9.43%	2,946	100.00%
Changes	12	·	3		25	·	144			46		2	218		47		127	•

2010-2020 Changes Average Hhld Income \$115,547 \$17,685 18.1% Median Hhld Income \$83,359 \$13,370 19.1% Per Capita Income \$44,440 \$7,131 19.1% 23.4% Aggregate HH Income \$340,405,159.50 \$64,519,831

#### EXHIBIT 7.

# 5 MINUTES DRIVE-TIME AREA REFERENCE MAP

## AMSTERDAM & COLLINS ROADS 5 MINUTES DRIVE-TIME AREA



#### EXHIBIT 8.

# 5 MINUTES DRIVE-TIME AREA POPULATION AND HOUSEHOLD DEMOGRAPHICS

						Five M	Iinutes Drive Time	from A	msterdam and (	Collins Roads						
Population Demographics																
										Percent	Change			Number	Change	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Population	10,266		9,680		9,899		9,924		-5.7%	2.3%	0.3%	2.5%	-586		25	24
Population Density (Pop/Sq Mi)	2,344.68		2,210.84		2,260.71		2,266.53		-5.7%	2.3%	0.3%	2.5%	133.8	49.9	5.8	78.
Population by Gender																
Male	4,974	48.5%	4,647	48.0%	4,753	48.0%	4,781	48.2%	-6.6%	2.3%	0.6%	2.9%	-327	106	28	13
Female	5,292	51.6%	5,033	52.0%	5,145	52.0%	5,143	51.8%	-4.9%	2.2%	0.0%	2.2%	-259	112	-2	11
Population by Age:																
ropulation by Age:								1		Percent	Change			Number	Change	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
0 to 4	694	6.8%	525	5.4%	515	5.2%	447	4.5%	-24.4%	-1.9%	-13.2%	-14.9%	169	10	68	7
5 to 14	1,497	14.6%	1,292	13.3%	1,221	12.3%	1,187	12.0%	-13.7%	-5.5%	-2.8%	-8.1%	204	71	34	10
15 to 19	681	6.6%	628	6.5%	628	6.3%	625	6.3%	-7.8%	0.0%	-0.5%	-0.6%	53	0	3	10
20 to 24	741	7.2%	574	5.9%	589	6.0%	554	5.6%	-22.5%	2.5%	-5.9%	-3.5%	167	15	35	2
25 to 34	1,300	12.7%	1,208	12.5%	1,304	13.2%	1,331	13.4%	-7.1%	8.0%	2.0%	10.2%	92	97	26	12
35 to 44	1,727	16.8%	1,144	11.8%	1,108	11.2%	1,100	11.1%	-33.8%	-3.1%	-0.7%	-3.9%	584	36	8	4
45 to 54	1,773	17.3%	1,574	16.3%	1,475	14.9%	1,252	12.6%	-11.2%	-6.3%	-15.1%	-20.4%	199	99	223	32:
55 to 64	848	8.3%	1,467	15.2%	1,584	16.0%	1,612	16.2%	73.1%	8.0%	1.8%	9.9%	619	117	28	14:
65 to 74	586	5.7%	731	7.5%	903	9.1%	1,171	11.8%	24.8%	23.6%	29.7%	60.2%	145		268	44
75 to 84	298	2.9%	392	4.1%	422	4.3%	486	4.9%	31.9%	7.4%	15.3%	23.8%	95		64	9.
85+	123		145	1.5%	149	1.5%	160	1.6%	17.9%	2.8%	7.4%	10.3%	22		11	1:
857	123	1.2/0	143	1.5/0	147	1.3/0	100	1.070	17.570	2.870	7.470	10.570	22		111	1.
Total Median Age																
	2000 Census		2010 Census		2015 Estimate		2020 Projection									
	36.4		40.8		41.5		42.3									
		1			1 2 2 2											
Marital Status																
										Percent	Change			Number	Change	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Married, Spouse Present	4,596	56.9%	4,185	53.2%	4,244	52.0%	4,279	51.6%	-8.9%	1.4%	0.8%	2.2%	411	59	35	9.
Married, Spouse Absent	214	2.7%	183	2.3%	169	2.1%	176	2.1%	-14.5%	-7.7%	4.1%	-3.8%	31	14	7	
Divorced	769	9.5%	578	7.4%	751	9.2%	754	9.1%	-24.8%	29.9%	0.4%	30,4%	191	173	3	17
Widowed	357	4.4%	435	5.5%	444	5.4%	466	5.6%	21.8%	2.1%	5.0%	7.1%	78	9	22	3
Never Married	2.097	26.0%	2,482	31.6%	2,555	31.3%	2,616	31.6%	18.4%	2.9%	2.4%	5.4%	385	73		13-
Age 15+ Population	8,076		7,863		8,162		8,290		-2.6%	3.8%	1.6%	5.4%	213	299	128	42
Educational Attainment	1							1			CI.				co.	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	Percent 9 2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	Number 9 2010 to 2015	Change 2015 to 2020	2010 to 2020
Grade K - 8	134		39	0.6%	62	0.9%	68	1.0%	-71.2%	61.0%	10.3%	77.5%	2000 to 2010	24		2010 to 2020
Grade 9 - 11	406	6.1%	311	4.7%	305	4.4%	310	4.4%	-23.4%	-1.8%	1.4%	-0.4%	95	6	4	J.
High School Graduate	1,294	19.6%	1,360	20.4%	1,425	20.5%	1.460	20.5%	5.1%	4.8%	2.5%	7.4%	66	65	35	10
Some College, No Degree	1,723	26.0%	1,412	21.2%	1,427	20.5%	1,458	20.5%	-18.1%	1.1%	2.1%	3.2%	311	15	30	4
Associates Degree	452	6.8%	449	6.7%	495	7.1%	515	7.3%	-0.7%	10.2%	4.0%	14.7%	211	46	20	6
Bachelor's Degree	1,653	25.0%	1.937	29.1%	2.004	28.9%	2.032	28.6%	17.2%	3.5%	1.4%	4.9%	284		28	9
Graduate Degree	941	14.2%	1,069	16.0%	1,159	16.7%	1,204	16.9%	13.6%	8.5%	3.8%	12.6%	128		44	13
No Schooling Completed	941		1,069	1.3%	67	1.0%	65	0.9%	462.3%	-20.1%	-3.0%	-22.5%	69		3	13
Age 25+ Population	6,617	0.270	6,660	1.570	6,945	1.070	7,111	0.270	0.6%	4.3%	2.4%	6.8%	43		166	45
rigo 20 i ropulation	0,017		0,000		0,743		7,111		0.070	4.370	2.470	0.670	43	203	100	43

						Five I	Minutes Drive Time	from A	msterdam and C	Collins Roads						
Household Status																
											Change			Number		_
Size of Household:	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Households	4,112		4,032		4,137		4,164		-1.9%	2.6%	0.7%	3.3%	-80	105	27	1
									1		~					
Size of Household:											Change			Number		T
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
1 Person	1,080	26.3%	1,151	28.6%	1,188	28.7%	1,218	29.3% 35.4%	6.6% 10.3%	3.2% 3.5%	2.5% -0.3%	5.8%	71	50	30	)
2 Person	1,294 697	31.5% 17.0%	1,427 620	35.4% 15.4%	1,477	35.7% 15.2%	1,473	35.4% 15.1%	10.3% -11.0%	3.5% 1.6%	-0.3% -0.3%	1.3%	133	50	4	
3 Person	616	17.0%	492	12.2%	630 499		628 500	12.0%	-11.0%	1.4%	0.2%	1.6%	174	10	2	
4 Person	274	6.7%	241	6.0%	243	12.1% 5.9%	244	5.9%	-20.1%	0.8%	0.2%	1.0%	124		1	
5 Person 6 Person	90	2.2%	67	1.7%	67	1.6%	68	1.6%	-12.0%	0.8%	1.5%	1.5%	23		1	+
7 + Person	20	0.5%	33	0.8%	33		33	0.8%	65.0%	0.0%	0.0%	0.0%	13	0	0	
/ + Person	20	0.5%	33	0.8%	33	0.8%	33	0.8%	63.0%	0.0%	0.0%	0.0%	15	0	0	+
Avg Household Size	2.46		2.41		2.40		2.39		-2.0%	-0.4%	-0.4%	-0.8%	-0.05	-0.01	-0.01	-0.
Avg Household Size	2.40		2.41		2.40		2.39		-2.070	-0.470	-0.470	-0.670	-0.03	-0.01	-0.01	-0.
Length of Residence (Years):																-
Average Length of Residence	n/a		12.5		13.7		16.8		n/a	9.3%	22.9%	34.3%	n/a	1.2	3.1	
Average Length of Residence	11/ a		12.3	I	13.7		10.0		ivaj	7.370	22.770	34.370	11/4	1.2	3.1	
Family Status										Percent	Change			Number	Change	
Households Type and Presence of																
Children:	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Households	4,112		4,032		4,137		4,164	_	-1.9%	2.6%	0.7%	3.3%	-80	105	27	1:
Family Households	2,797	68.0%	3,230	80.1%	3,328	80.4%	3,361	80.7%	15.5%	3.0%	1.0%	4.1%	433	98	33	1:
ranny mouscholds	2,171	00.070	3,230	30.170	3,320	30.470	3,301	80.770	13.570	3.070	1.070	4.170	433	76	33	-
One Person, Female Householder	n/a	n/a	676	16.8%	700	16.9%	721	17.3%	n/a	3.6%	3.0%	6.7%	n/a	24	21	ļ .
One Person, Male Householder	n/a	n/a	475	11.8%	488	11.8%	497	11.9%	n/a	2.7%	1.8%	4.6%	n/a	13	9	
Two+ people, Husband-Wife Family,														- 13		
Own Children	n/a	n/a	841	20.9%	870	21.0%	873	21.0%	n/a	3.4%	0.3%	3.8%	n/a	29	3	3
Two+ people, Husband-Wife Family,								1							_	
No Own Children	n/a	n/a	1,237	30.7%	1,271	30.7%	1,270	30.5%	n/a	2.7%	-0.1%	2.7%	n/a	34	1	
Non-family Households								$\rightarrow$								<u> </u>
Ivon-taniny frouscholds																
Two+ people, Female Householder	n/a	n/a	111	2.8%	121	2.9%	122	2.9%	n/a	9.0%	0.8%	9.9%	n/a	10	1	
Two+ people, Male Householder	n/a	n/a	136	3.4%	129	3.1%	133	3.2%	n/a	-5.1%	3.1%	-2.2%	n/a	7	4	
Other Family Households																
									r							
Female Householder, No Own Children	n/a	n/a	186	4.5%	190	4.6%	187	4.5%	n/a	2.2%	-1.6%	0.5%	n/a	4	3	
Male Householder, No Own Children	n/a	n/a	76	1.8%	72	1.7%	70	1.7%	n/a	-5.3%	-2.8%	-7.9%	n/a	4	2	
Female Householder, Own Children	n/a	n/a	218	5.3%	221	5.3%	216	5.2%	n/a	1.4%	-2.3%	-0.9%	n/a	3	5	
Male Householder, Own Children	n/a	n/a	75	1.8%	76	1.8%	73	1.8%	n/a	1.3%	-3.9%	-2.7%	n/a	1	3	
7																
Employment		-							1	<b>n</b> .	CII.	T			~	
	****		*****	-	****				****	Percent		****	****	Number		
m . 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Population 16+	7,876	72.00	7,728	70.66	8,025	CO 201	8,161	(7.60)	-1.9%	3.8%	1.7%	5.6%	148	297	136	
Total Labor Force	5,733	72.8%	5,453	70.6%	5,485	68.3%	5,515	67.6%	-4.9%	0.6%	0.6%	1.1%	280	31		
Civilian, Employed	5,571	97.2%	4,959	90.9%	5,212	95.0%	5,290	95.9%	-11.0%	5.1%	1.5%	6.7%	612	253	78	
Civilian, Unemployed	163	2.8%	494	9.1%	273	5.0%	225	4.1%	203.1%	-44.7%	-17.6%	-54.5%	331	221	48	2
In Armed Forces Not In Labor Force	2,143	0.0% 27.2%	0	0.0%	0,540	0.0%	0	0.0%	0.0%	0.0%	0.0%	0.0%	0	0	0	1
	2 1/13	77.7.70%	2,275	29.4%	2.540	31.7%	2,645	32.4%	6.2%	11.6%	4.1%	16.3%	132	265	105	3

	Five	Minu	tes Drive	Time fr	om Ams	terdam	and Coll	ins Roa	ds Incon	ne by A	ge of He	ad of Ho	ousehold	2010			
Age of Head of HH	< 25	;	25-3	34	35-4	14	45-5	54	55-6	54	65-	74	75	+		Total	
\$ 0 - \$19,999	34	20.8%	31	5.1%	16	2.5%	55	6.0%	47	5.3%	78	18.3%	104	30.3%	366	9.07%	9.07%
\$ 20,000 - \$39,999	48	29.0%	130	21.3%	94	14.6%	64	7.0%	150	17.0%	120	28.2%	130	39.2%	737	18.26%	27.33%
\$ 40,000 - \$59,999	28	16.9%	170	28.0%	105	16.1%	98	10.7%	112	12.5%	109	22.9%	44	11.3%	667	16.53%	43.86%
\$ 60,000 - \$74,999	35	21.3%	125	20.5%	73	11.2%	136	14.8%	90	10.0%	47	9.1%	33	12.9%	539	13.36%	57.23%
\$ 75,000 - \$99,999	14	8.7%	108	17.7%	116	17.9%	147	16.1%	188	20.9%	60	11.4%	17	4.2%	651	16.14%	73.37%
\$100,000 - \$124,999	3	1.9%	35	5.8%	94	14.4%	140	15.2%	79	9.0%	24	5.2%	1	0.3%	376	9.33%	82.69%
\$125,000 - \$149,999	2	1.2%	9	1.4%	37	5.7%	83	9.1%	51	5.6%	7	1.3%	2	0.5%	190	4.71%	87.41%
<b>\$150,000</b> +	0	0.2%	1	0.2%	114	17.6%	194	21.2%	177	19.6%	18	3.6%	3	1.2%	508	12.59%	100.00%
Total Households	166	4.11%	609	15.10%	649	16.11%	917	22.73%	896	22.21%	462	11.47%	334	8.27%	4,032	100.00%	
		4.11%		19.21%		35.32%		58.05%		80.26%		91.73%		100.00%			

Median Age of HH Head 51.6

Average Hhld Income\$95,222Median Hhld Income\$67,074Per Capita Income\$39,760

**Aggregate HH Income** \$383,982,162.71

			Five Mi	nutes D	rive Tim	e from	Amsterd	am and	Collins	Roads I	ncome b	y Age o	f Head o	f House	hold 201	5				
Age of Head of HH	< 25	5	25-3	34	35-4	14	45-5	54	55-0	64	65-	74	75	<b>i</b> +		Total		2010	2015	Changes
\$ 0 - \$19,999	36	23.3%	29	4.6%	13	2.1%	51	6.0%	52	5.6%	82	15.7%	96	26.2%	359	8.68%	8.68%	366	359	7
\$ 20,000 - \$39,999	44	28.7%	124	19.7%	88	14.2%	52	6.1%	149	15.8%	128	24.5%	122	33.7%	707	17.09%	25.77%	737	707	30
\$ 40,000 - \$59,999	24	15.6%	157	25.0%	79	12.7%	73	8.6%	111	11.7%	113	20.0%	57	14.2%	613	14.82%	40.59%	667	613	54
\$ 60,000 - \$74,999	34	22.1%	149	23.7%	64	10.4%	128	15.1%	87	9.0%	84	12.5%	30	11.1%	577	13.94%	54.53%	539	577	38
\$ 75,000 - \$99,999	12	8.0%	117	18.7%	107	17.3%	127	15.0%	190	19.8%	91	14.0%	19	4.6%	663	16.04%	70.57%	651	663	12
\$100,000 - \$124,999	2	1.6%	44	7.0%	93	15.0%	127	15.0%	95	10.1%	35	5.9%	5	1.4%	401	9.69%	80.26%	376	401	25
\$125,000 - \$149,999	0	0.0%	7	1.1%	43	6.9%	88	10.4%	66	6.9%	10	1.5%	7	1.7%	221	5.34%	85.59%	190	221	31
<b>\$150,000</b> +	1	0.8%	1	0.2%	133	21.5%	202	23.8%	204	21.3%	33	5.9%	21	7.1%	596	14.41%	100.00%	508	596	88
Total Households	153	3.69%	629	15.21%	619	14.97%	849	20.53%	953	23.04%	576	13.93%	357	8.62%	4,136	100.00%		4,032	4,136	104
		3.69%		18.90%		33.87%		54.40%		77.45%		91.38%		100.00%						

Median Age of HH Head 53.1

2010-2015 Changes	< 25		25-3	34	35-4	14	45-5	54	55-6	4	65	74	75+	_	To	tal
2010	166	4.11%	609	15.10%	649	16.11%	917	22.73%	896	22.21%	462	11.47%	334	8.27%	4,032	100.00%
2015	153	3.69%	629	15.21%	619	14.97%	849	20.53%	953	23.04%	576	13.93%	357	8.62%	4,136	100.00%
Changes	13		20	·	30	·	67		58		114		23		104	

2010-2015 Changes Average Hhld Income \$99,640 \$4,418 4.6% \$70,174 \$3,100 4.6% Median Hhld Income Per Capita Income \$41,736 \$1,976 5.0% Aggregate HH Income \$412,150,736.58 \$28,168,574 7.3%

			Five Mi	nutes D	rive Tim	e from	Amsterd	am and	Collins	Roads I	ncome by	y Age o	f Head o	f House	hold 202	0				
Age of Head of HH	< 25		25-3	4	35-4	14	45-5	<b>54</b>	55-0	64	65-7	74	75	+		Total		2010	2020	Changes
\$ 0 - \$19,999	25	20.7%	21	3.3%	11	1.8%	27	3.8%	37	3.9%	82	12.3%	92	22.6%	295	7.08%	7.08%	366	295	71
\$ 20,000 - \$39,999	30	25.1%	107	16.9%	64	10.4%	31	4.3%	120	12.5%	132	19.5%	121	29.9%	604	14.51%	21.59%	737	604	132
\$ 40,000 - \$59,999	21	17.4%	124	19.8%	58	9.5%	35	5.0%	87	9.1%	133	18.4%	63	14.3%	522	12.54%	34.14%	667	522	144
\$ 60,000 - \$74,999	28	23.0%	157	25.0%	46	7.5%	81	11.5%	78	8.2%	119	14.7%	32	10.7%	540	12.98%	47.12%	539	540	2
\$ 75,000 - \$99,999	12	10.2%	144	22.9%	102	16.7%	102	14.3%	196	20.6%	138	17.3%	32	6.3%	726	17.44%	64.56%	651	726	75
\$100,000 - \$124,999	3	2.8%	62	9.9%	114	18.7%	124	17.4%	111	11.6%	60	8.1%	13	3.5%	487	11.69%	76.25%	376	487	111
\$125,000 - \$149,999	0	0.0%	10	1.6%	56	9.1%	102	14.3%	75	7.8%	17	2.1%	17	3.3%	276	6.63%	82.88%	190	276	86
<b>\$150,000</b> +	1	0.8%	5	0.7%	161	26.3%	209	29.4%	252	26.4%	54	7.5%	32	9.4%	713	17.12%	100.00%	508	713	205
Total Households	120	2.88%	629	15.11%	611	14.68%	711	17.08%	955	22.95%	737	17.69%	400	9.62%	4,163	100.00%		4,032	4,163	131
		2.88%		17.99%		32.67%		49.74%		72.69%		90.38%		100.00%						

Median Age of HH Head 55.1

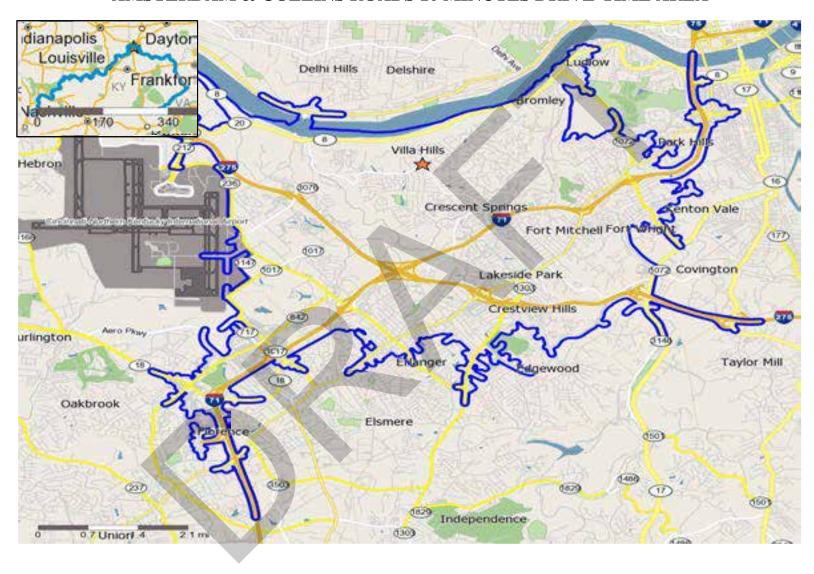
2010-2020 Changes	< 25 25-34		35-4	14	45-5	54	55-6	4	65	-74	75+		To	tal		
2010	166	4.11%	609	15.10%	649	16.11%	917	22.73%	896	22.21%	462	11.47%	334	8.27%	4,032	100.00%
2020	120	2.88%	629	15.11%	611	14.68%	711	17.08%	955	22.95%	737	17.69%	400	9.62%	4,163	100.00%
Changes	46		20		38		206		60		274		67		131	

2010-2020 Changes Average Hhld Income \$112,822 \$17,600 18.5% Median Hhld Income \$78,651 \$11,577 17.3% Per Capita Income \$47,431 \$7,671 19.3% \$469,733,110.83 \$85,750,948 22.3% Aggregate HH Income

## EXHIBIT 9.

## 10 MINUTES DRIVE-TIME AREA REFERENCE MAP

#### AMSTERDAM & COLLINS ROADS 10 MINUTES DRIVE-TIME AREA



#### EXHIBIT 10.

# 10 MINUTES DRIVE-TIME AREA POPULATION AND HOUSEHOLD DEMOGRAPHICS

						Ten N	Minutes Drive Time	from A	msterdam and C	Collins Roads						
Population Demographics																
											t Change			Number		
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Population	48,237		46,670		48,098		48,283		-3.2%	3.1%	0.4%	3.5%	-1,567	1,428	185	, .
Population Density (Pop/Sq Mi)	1,701.46		1,646.19		1,696.56		1,703.10		-3.2%	3.1%	0.4%	3.5%	55.3	50.4	6.5	1.
Population by Gender																
Male	23,291	48.3%	22,648	48.5%	23,384	48.6%	23,573	48.8%	-2.8%	3.2%	0.8%	4.1%	-643	736	189	/ -
Female	24,946	51.7%	24,022	51.5%	24,714	51.4%	24,710	51.2%	-3.7%	2.9%	0.0%	2.9%	-924	692	-4	68
Population by Age:																
· France of Gran										Percent	t Change			Number		
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
0 to 4	3,146	6.5%	2,967	6.4%	3,027	6.3%	2,988	6.2%	-5.7%	2.0%	-1.3%	0.7%	179	60	39	2
5 to 14	6,376	13.2%	5,944	12.7%	5,952	12.4%	5,832	12.1%	-6.8%	0.1%	-2.0%	-1.9%	433	8	120	112
15 to 19	3,243	6.7%	2,994	6.4%	2,911	6.1%	2,843	5.9%	-7.7%	-2.8%	-2.3%	-5.0%	249	83	68	
20 to 24	3,413	7.1%	3,116	6.7%	3,197	6.6%	2,872	5.9%	-8.7%	2.6%	-10.2%	-7.8%	297	81		244
25 to 34	6,845	14.2%	6,548	14.0%	7,051	14.7%	7,263	15.0%	-4.3%	7.7%	3.0%	10.9%	297	502	213	715
35 to 44	7,556	15.7%	5,728	12.3%	5,611	11.7%	5,679	11.8%	-24.2%	-2.0%	1.2%	-0.9%	1,828	117	68	
45 to 54	7,223	15.0%	6,933	14.9%	6,733	14.0%	5,841	12.1%	-4.0%	-2.9%	-13.2%	-15.7%	290	200	892	1,092
55 to 64	4,003	8.3%	6,051	13.0%	6,542	13.6%	6,690	13.9%	51.2%	8.1%	2.3%	10.6%	2,048	491	148	639
65 to 74	3,325	6.9%	3,147	6.7%	3,762	7.8%	4,791	9.9%	-5.4%	19.6%	27.3%	52.2%	178	615	1,028	1,644
75 to 84	2,259	4.7%	2,240	4.8%	2,219	4.6%	2,426	5.0%	-0.8%	-1.0%	9.4%	8.3%	19	22	208	186
85+	847	1.8%	1,002	2.2%	1,093	2.3%	1,057	2.2%	18.3%	9.1%	-3.3%	5.5%	155	91	36	55
Total Median Age	-															
	2000 Census		2010 Census		2015 Estimate		2020 Projection									
	2000 Census 36.5		2010 Census 38.3		2015 Estimate 38.5		2020 Projection 38.9									
Marital Status																
Marital Status	36.5		38.3		38.5		38.9			Percent				Number		
	36.5 2000 Census	9/0	38.3 2010 Census	%	38.5 2015 Estimate	9/0	38.9 2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Married, Spouse Present	2000 Census 19,860	51.3%	38.3 2010 Census 17,242	45.7%	38.5 2015 Estimate 17,996	46.0%	38.9 2020 Projection 18,077	45.8%	-13.2%	2010 to 2015 4.4%	2015 to 2020 0.5%	4.8%	2,618	2010 to 2015 754	2015 to 2020 81	835
Married, Spouse Present Married, Spouse Absent	2000 Census 19,860 1,155	51.3% 3.0%	2010 Census 17,242 1,452	45.7% 3.9%	2015 Estimate 17,996 1,182	46.0% 3.0%	2020 Projection 18,077 1,214	45.8% 3.1%	-13.2% 25.7%	2010 to 2015 4.4% -18.6%	2015 to 2020 0.5% 2.7%	4.8% -16.4%	2,618 297	2010 to 2015 754 270	2015 to 2020 81 32	835 238
Married, Spouse Present Married, Spouse Absent Divorced	2000 Census 19,860 1,155 4,263	51.3% 3.0% 11.0%	2010 Census 17,242 1,452 4,360	45.7% 3.9% 11.6%	38.5  2015 Estimate 17,996 1,182 5,153	46.0% 3.0% 13.2%	2020 Projection 18,077 1,214 5,207	45.8% 3.1% 13.2%	-13.2% 25.7% 2.3%	2010 to 2015 4.4% -18.6% 18.2%	2015 to 2020 0.5% 2.7% 1.0%	4.8% -16.4% 19.4%	2,618 297 97	2010 to 2015 754 270 793	2015 to 2020 81 32 54	835 238 847
Married, Spouse Present Married, Spouse Absent Divorced Widowed	2000 Census 19,860 1,155 4,263 2,711	51.3% 3.0% 11.0% 7.0%	2010 Census 17,242 1,452 4,360 3,148	45.7% 3.9% 11.6% 8.3%	2015 Estimate 17,996 1,182 5,153 2,732	46.0% 3.0% 13.2% 7.0%	2020 Projection 18,077 1,214 5,207 2,767	45.8% 3.1% 13.2% 7.0%	-13.2% 25.7% 2.3% 16.1%	2010 to 2015 4.4% -18.6% 18.2% -13.2%	2015 to 2020 0.5% 2.7% 1.0% 1.3%	4.8% -16.4% 19.4% -12.1%	2,618 297 97 437	2010 to 2015 754 270 793 416	2015 to 2020 81 32 54 35	835 238 841 381
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married	2000 Census 19,860 1,155 4,263 2,711 10,706	51.3% 3.0% 11.0%	2010 Census 17,242 1,452 4,360 3,148 11,557	45.7% 3.9% 11.6%	2015 Estimate 17,996 1,182 5,153 2,732 12,056	46.0% 3.0% 13.2%	2020 Projection 18,077 1,214 5,207 2,767 12,199	45.8% 3.1% 13.2%	-13.2% 25.7% 2.3% 16.1% 7.9%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3%	2015 to 2020 0.5% 2.7% 1.0% 1.3% 1.2%	4.8% -16.4% 19.4% -12.1% 5.6%	2,618 297 97 437 851	2010 to 2015 754 270 793 416 499	2015 to 2020 81 32 54 35 143	835 238 847 381 642
Married, Spouse Present Married, Spouse Absent Divorced Widowed	2000 Census 19,860 1,155 4,263 2,711	51.3% 3.0% 11.0% 7.0%	2010 Census 17,242 1,452 4,360 3,148	45.7% 3.9% 11.6% 8.3%	2015 Estimate 17,996 1,182 5,153 2,732	46.0% 3.0% 13.2% 7.0%	2020 Projection 18,077 1,214 5,207 2,767	45.8% 3.1% 13.2% 7.0%	-13.2% 25.7% 2.3% 16.1%	2010 to 2015 4.4% -18.6% 18.2% -13.2%	2015 to 2020 0.5% 2.7% 1.0% 1.3%	4.8% -16.4% 19.4% -12.1%	2,618 297 97 437	2010 to 2015 754 270 793 416	2015 to 2020 81 32 54 35	835 238 847 381 642
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married	2000 Census 19,860 1,155 4,263 2,711 10,706	51.3% 3.0% 11.0% 7.0%	2010 Census 17,242 1,452 4,360 3,148 11,557	45.7% 3.9% 11.6% 8.3%	2015 Estimate 17,996 1,182 5,153 2,732 12,056	46.0% 3.0% 13.2% 7.0%	2020 Projection 18,077 1,214 5,207 2,767 12,199	45.8% 3.1% 13.2% 7.0%	-13.2% 25.7% 2.3% 16.1% 7.9%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3%	2015 to 2020 0.5% 2.7% 1.0% 1.3% 1.2%	4.8% -16.4% 19.4% -12.1% 5.6%	2,618 297 97 437 851	2010 to 2015 754 270 793 416 499	2015 to 2020 81 32 54 35 143	83: 23: 84' 38 64:
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population	2000 Census 19,860 1,155 4,263 2,711 10,706	51.3% 3.0% 11.0% 7.0%	2010 Census 17,242 1,452 4,360 3,148 11,557	45.7% 3.9% 11.6% 8.3%	2015 Estimate 17,996 1,182 5,153 2,732 12,056	46.0% 3.0% 13.2% 7.0%	2020 Projection 18,077 1,214 5,207 2,767 12,199	45.8% 3.1% 13.2% 7.0%	-13.2% 25.7% 2.3% 16.1% 7.9%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3% 3.6%	2015 to 2020 0.5% 2.7% 1.0% 1.3% 1.2%	4.8% -16.4% 19.4% -12.1% 5.6%	2,618 297 97 437 851	2010 to 2015 754 270 793 416 499	2015 to 2020 81 32 54 35 143 345	835 238 847 381 642
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population	2000 Census 19,860 1,155 4,263 2,711 10,706	51.3% 3.0% 11.0% 7.0%	2010 Census 17,242 1,452 4,360 3,148 11,557	45.7% 3.9% 11.6% 8.3%	2015 Estimate 17,996 1,182 5,153 2,732 12,056	46.0% 3.0% 13.2% 7.0%	2020 Projection 18,077 1,214 5,207 2,767 12,199	45.8% 3.1% 13.2% 7.0%	-13.2% 25.7% 2.3% 16.1% 7.9%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3% 3.6%	2015 to 2020 0.5% 2.7% 1.0% 1.3% 1.2% 0.9%	4.8% -16.4% 19.4% -12.1% 5.6%	2,618 297 97 437 851	2010 to 2015 754 270 793 416 499 1,359	2015 to 2020 81 32 54 35 143 345	835 238 847 38 642
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population	2000 Census 19,860 1,155 4,263 2,711 10,706 38,714	51.3% 3.0% 11.0% 7.0% 27.7%	2010 Census 17,242 1,452 4,360 3,148 11,557 37,759	45.7% 3.9% 11.6% 8.3% 30.6%	2015 Estimate 17,996 1,182 5,153 2,732 12,056 39,118	46.0% 3.0% 13.2% 7.0% 30.8%	2020 Projection 18,077 1,214 5,207 2,767 12,199 39,463	45.8% 3.1% 13.2% 7.0% 30.9%	-13.2% 25.7% 2.3% 16.1% 7.9% -2.5%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3% 3.6%	2015 to 2020 0.5% 2.7% 1.0% 1.3% 1.2% 0.9%	4.8% -16.4% 19.4% -12.1% 5.6% 4.5%	2,618 297 97 437 851 955	2010 to 2015 754 270 793 416 499 1,359	2015 to 2020 81 32 54 35 143 345 Change	83: 233: 84: 38: 64: 1,70:
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population Educational Attainment	2000 Census 19,860 1,155 4,263 2,711 10,706 38,714	51.3% 3.0% 11.0% 7.0% 27.7%	38.3  2010 Census 17,242 1,452 4,360 3,148 11,557 37,759  2010 Census	45.7% 3.9% 11.6% 8.3% 30.6%	2015 Estimate 17,996 1,182 5,153 2,732 12,056 39,118 2015 Estimate	46.0% 3.0% 13.2% 7.0% 30.8%	2020 Projection 18,077 1,214 5,207 2,767 12,199 39,463	45.8% 3.1% 13.2% 7.0% 30.9%	-13.2% 25.7% 2.3% 16.1% 7.9% -2.5%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3% 3.6% Percent 2010 to 2015	2015 to 2020 0.5% 2.7% 1.0% 1.3% 0.9% t Change 2015 to 2020	4.8% -16.4% 19.4% -12.1% 5.6% 4.5%	2,618 297 97 437 851 955	2010 to 2015 754 270 793 416 499 1,359	2015 to 2020 81 32 54 35 143 345 Change 2015 to 2020	83: 234 84 38 64: 1,70:
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8	36.5  2000 Census 19,860 1,155 4,263 2,711 10,706 38,714  2000 Census 1,157	51.3% 3.0% 11.0% 7.0% 27.7%	2010 Census 17,242 1,452 4,360 3,148 11,557 37,759	45.7% 3.9% 11.6% 8.3% 30.6% % 2.0%	2015 Estimate 17,996 1,182 5,153 2,732 12,056 39,118 2015 Estimate 661	46.0% 3.0% 13.2% 7.0% 30.8%	2020 Projection 18,077 1,214 5,207 2,767 12,199 39,463  2020 Projection 673	45.8% 3.1% 13.2% 7.0% 30.9%	-13.2% 25.7% 2.3% 16.1% 7.9% -2.5%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3% 3.6%  Percent 2010 to 2015 6.4%	2015 to 2020 0.5% 2.7% 1.0% 1.3% 1.2% 0.9% t Change 2015 to 2020 1.8%	4.8% -16.4% -19.4% -12.1% -5.6% -4.5%	2,618 297 97 437 851 955	2010 to 2015 754 270 793 416 499 1,359  Number: 2010 to 2015 40	2015 to 2020 81 32 54 35 143 345 Change 2015 to 2020	83 23 84 38 64 1.70 2010 to 2020 5.5
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11	2000 Census 19,860 1,155 4,263 2,711 10,706 38,714 2000 Census 1,157 2,902	51.3% 3.0% 11.0% 7.0% 27.7% <b>%</b> 3.6% 9.1%	2010 Census 17,242 1,452 4,360 3,148 11,557 37,759 2010 Census 621 2,196	45.7% 3.9% 11.6% 8.3% 30.6%  % 2.0% 6.9%	2015 Estimate 17,996 1,182 5,153 2,732 12,056 39,118  2015 Estimate 661 2,102	46.0% 3.0% 13.2% 7.0% 30.8% % 2.0% 6.4%	2020 Projection 18,077 1,214 5,207 2,767 12,199 39,463  2020 Projection 673 2,102	45.8% 3.1% 13.2% 7.0% 30.9%  % 2.0% 6.2%	-13.2% 25.7% 2.3% 16.1% 7.9% -2.5% 2000 to 2010 -46.4% -24.3%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3% 3.6%  Percent 2010 to 2015 6.4% -4.3%	2015 to 2020 0.5% 2.7% 1.0% 1.3% 1.2% 0.9% t Change 2015 to 2020 1.8% 0.0%	4.8% -16.4% 19.4% -12.1% 5.6% 4.5%  2010 to 2020 8.4% -4.3%	2,618 297 97 437 851 955 2000 to 2010 536 706	2010 to 2015 754 270 793 416 499 1,359 Number 1 2010 to 2015	2015 to 2020  81  32  544  35  143  345  Change  2015 to 2020  12  0	83 23 84 43 84 1,70 2010 to 2020 5 9 22
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate	2000 Census 19,860 1,155 4,263 2,711 10,706 38,714 2000 Census 1,157 2,902 8,695	51.3% 3.0% 11.0% 7.0% 27.7% % 3.6% 9.1% 27.2%	2010 Census 17,242 1,452 4,360 3,148 11,557 37,759 2010 Census 621 2,196 8,551	45.7% 3.9% 11.6% 8.3% 30.6% ** 2.0% 6.9% 27.0%	2015 Estimate 17,996 1,182 5,153 2,732 12,056 39,118  2015 Estimate 661 2,102 8,665	46.0% 3.0% 13.2% 7.0% 30.8% 96 2.0% 6.4% 26.3%	2020 Projection 18,077 1,214 5,207 2,767 12,199 39,463  2020 Projection 673 2,102 8,775	45.8% 3.1% 13.2% 7.0% 30.9%  % 2.0% 6.2% 26.0%	-13.2% 25.7% 2.3% 16.1% 7.9% -2.5% 2000 to 2010 -46.4% -24.3% -1.7%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3% 3.6%  Percent 2010 to 2015 6.4% -4.3% 1.3%	2015 to 2020 0.5% 2.7% 1.0% 1.3% 0.9% t Change 2015 to 2020 1.8% 0.0% 1.3%	4.8% -16.4% 19.4% -12.1% 5.6% 4.5%  2010 to 2020 8.4.4% -4.3% 2.6%	2,618 297 97 437 851 955  2000 to 2010 536 706	2010 to 2015 754 270 793 416 499 1,359 Number 2010 to 2015 40 94	2015 to 2020  81  32  54  35  143  345  Change  2015 to 2020  12  0  110  180	83 23 84 38 64 1,70  2010 to 2020 5 9 222 54
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree	2000 Census 19,860 1,1555 4,263 2,711 10,706 38,714 2000 Census 1,157 2,902 8,695 7,514	51.3% 3.0% 11.0% 7.0% 27.7% <b>%</b> 3.6% 9.1% 27.2% 23.5%	2010 Census 17,242 1,452 4,360 3,148 11,557 37,759 2010 Census 621 2,196 8,551 6,686	45.7% 3.9% 11.6% 8.3% 30.6% 	2015 Estimate 17,996 1,182 5,153 2,732 12,056 39,118  2015 Estimate 661 2,102 8,665 7,055	46.0% 3.0% 13.2% 7.0% 30.8% 2.0% 6.4% 26.3% 21.4%	2020 Projection 18,077 1,214 5,207 2,767 12,199 39,463  2020 Projection 673 2,102 8,775 7,235	45.8% 3.1% 13.2% 7.0% 30.9% * 2.0% 6.2% 26.0% 21.4%	-13.2% 25.7% 2.3% 16.1% 7.9% -2.5% 2000 to 2010 -46.4% -24.3% -11.7% -11.0%	2010 to 2015 4.4% -18.6% 18.2% 4.3% 3.6%  Percent 2010 to 2015 6.4% -4.3% 1.3% 5.5.5%	2015 to 2020  0.5% 2.7% 1.0% 1.3% 1.2% 0.9%  t Change 2015 to 2020 1.8% 0.0% 1.3% 2.6%	4.8% -16.4% 19.4% -12.1% 5.6% 4.5%  2010 to 2020 8.4% -4.3% 2.6% 8.2%	2,618 297 97 437 851 955  2000 to 2010 536 706 144 828	2010 to 2015 754 270 793 416 499 1,359  Number 2010 to 2015 40 94 1114 369	2015 to 2020  81  32  54  35  143  345  Change  2015 to 2020  12  0  110  180	83 23 84 38 64 1,70  2010 to 2020 5 9 22 54 27
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree Associates Degree	2000 Census 19,860 1,155 4,263 2,711 10,706 38,714 2000 Census 1,157 2,902 8,695 7,514 2,002	51.3% 3.0% 11.0% 7.0% 27.7% <b>%</b> 3.6% 9.1% 27.2% 6.3%	2010 Census 17,242 1,452 4,360 3,148 11,557 37,759 2010 Census 621 2,196 8,551 6,686 2,123	45.7% 3.9% 11.6% 8.3% 30.6% 	2015 Estimate 17,996 1,182 5,153 2,732 12,056 39,118  2015 Estimate 661 2,102 8,665 7,055 2,321	46.0% 3.0% 13.2% 7.0% 30.8% 94. 2.0% 6.4% 26.3% 21.4% 7.0%	2020 Projection 18,077 1,214 5,207 2,767 12,199 39,463  2020 Projection 673 2,102 8,775 7,235 2,397	45.8% 3.1% 13.2% 7.0% 30.9% % 2.0% 6.2% 26.0% 21.4% 7.1%	-13.2% 25.7% 2.3% 16.1% 7.9% -2.5% 2000 to 2010 -46.4% -24.3% -1.7% -11.0% 6.0%	2010 to 2015 4.4% -18.6% 18.2% 4.3% 3.6%  Percent 2010 to 2015 6.4% -4.3% 1.3% 5.5.5% 9.3%	2015 to 2020  0.5% 2.7% 1.0% 1.3% 1.2% 0.9%  t Change 2015 to 2020 1.8% 0.0% 1.3% 2.6% 3.3%	4.8% -16.4% -19.4% -12.1% -5.6% -4.5%  2010 to 2020 -8.4% -4.3% -2.6% -8.2% -12.9%	2,618 297 97 437 851 955 2000 to 2010 536 706 144 828 828	2010 to 2015 754 270 793 416 499 1,359  Number 2010 to 2015 40 94 1114 369 198	2015 to 2020  81  32  544  35  143  345  Change  2015 to 2020  12  0  110  180  76	83 23 84 38 64 1.70  2010 to 2020 5 9 22 54 27 60
Married, Spouse Present Married, Spouse Absent Divorced Widowed Never Married Age 15+ Population  Educational Attainment  Grade K - 8 Grade 9 - 11 High School Graduate Some College, No Degree Associates Degree Bachelor's Degree	2000 Census 19,860 1,155 4,263 2,711 10,706 38,714 2000 Census 1,157 2,902 8,695 7,514 2,002 6,172	51.3% 3.0% 11.0% 7.0% 27.7% % 3.6% 9.1% 27.2% 23.5% 6.3% 6.3% 19.3%	2010 Census 17,242 1,452 4,360 3,148 11,557 37,759 2010 Census 621 2,196 8,551 6,686 2,123 7,382	45.7% 3.9% 11.6% 8.3% 30.6% 2.0% 6.9% 27.0% 21.1% 6.7% 23.3%	2015 Estimate 17,996 1,182 5,153 2,732 12,056 39,118  2015 Estimate 661 2,102 8,665 7,055 2,2321 7,785	46.0% 3.0% 13.2% 7.0% 30.8% 2.0% 6.4% 26.3% 21.4% 23.6%	2020 Projection 18,077 1,214 5,207 2,767 12,199 39,463  2020 Projection 673 2,102 8,775 7,235 2,397 7,983	45.8% 3.1% 13.2% 7.0% 30.9% % 2.0% 62.0% 21.4% 7.1% 23.7%	-13.2% 25.7% 2.3% 16.1% 7.9% -2.5% 2000 to 2010 -46.4% -24.3% -1.7% -11.0% 6.0.0%	2010 to 2015 4.4% -18.6% 18.2% -13.2% 4.3% 3.6%  Percent 2010 to 2015 6.4% -4.3% 5.5% 9.3% 5.5%	2015 to 2020 0.5% 2.7% 1.0% 1.3% 0.9% t Change 2015 to 2020 1.8% 0.0% 1.3% 2.6% 3.3% 2.5%	4.8% -16.4% 19.4% -12.1% 5.6% 4.5%  2010 to 2020  8.4% -4.3% 2.6% 8.2% 12.9% 8.1%	2,618 297 97 437 851 955  2000 to 2010 536 706 144 828 121 1,210	2010 to 2015 754 270 793 416 499 1,359  Number 1 2010 to 2015 40 94 1114 369 198 403	2015 to 2020  81  32  544  35  143  345  Change  2015 to 2020  12  0  110  180  766  198	83 23 84 38 64 1.70  2010 to 2020 5 9 22 54 27 60

Construction							Ten N	<b>Minutes Drive Time</b>	from An	nsterdam and Co	ollins Roads						
Second Personal Per	Household Status																
Martin North Nor											Percent	Change			Number C	Change	
Process	Size of Household:	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010			2010 to 2020	2000 to 2010			2010 to 2020
Second   S	Total Households			19,613		20,293		20,497		-1.5%	3.5%	1.0%	4.5%	-302	680	204	88
Marche   M																	
From	Size of Household:									•				•			
Penne	1.0																2010 to 2020
Specimen   3,308   1,606   3,308   1,516   3,308   1,516   3,508   1,516   3																213	28
Second   1.5   1	<u> </u>																6
Second   1,848   596   1,948   5,259   1,948   5,229   1,969   5,229   1,978   1,979																2	3
2 Press																0	1-
Act   Proceeded Size   Care			1.5%		1.9%	385		384			1.0%	-0.3%	0.8%	76	4	1	
Comparison Residence (Venezic   10   10   12   12   15   15   15   10   10   10   10   10	7 + Person	150	0.8%	177	0.9%	178	0.9%	176	0.9%	18.0%	0.6%	-1.1%	-0.6%	27	1	2	
English Residence (Years):																	
Part	Avg Household Size	2.39		2.35		2.33		2.32		-1.7%	-0.9%	-0.4%	-1.3%	-0.04	-0.02	-0.01	-0.0
Part																	
Households   Type and Presence of   2000 Census   %   2016 Census   %   2015 Estimate   %   2020 Projection   %   2000 to 2010   2015 to 2015   2015 to 2010   2010 to 2020   2000 to 2010   2010 to 2015   2015 to 2010   2010 to 2020   2010 to 2010   2010 to 20				40.5		40.0											
Households Type and Pressures of Children	Average Length of Residence	n/a		12.7		12.8		15.6		n/a	1.0%	21.5%	22.7%	n/a	0.1]	2.8	2.5
Households Type and Presence of Chaldren:   19915	Family Status										Percent	Change			Number C	'hange	
Calder W. 2000 Caree S. 2010 C																U	
Family Households		2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Dec   Person, Fernale Householder   n/a   n/a   3,549   18,1%   3,691   18,2%   3,819   18,6%   n/a   4,0%   3,5%   7,6%   n/a   142   128		19,915		19,613		20,293		20,497		-1.5%	3.5%	1.0%	4.5%	-302	680	204	88
December   Property																	
Conception Male Householder	Family Households	12,560	63.1%	15,004	76.5%	15,554	76.6%	15,755	76.9%	19.5%	3.7%	1.3%	5.0%	2,444	550	201	75
Conception Male Householder																	
Two-people, Husband-Wije Family, Own Children  no no no 3,463 17.7% 3,519 17.3% 3,514 17.1% no 1.0% -0.1% 1.5% no no 56 5  Two-people, Husband-Wije Family, No own Children  No-family Householder  no no no 589 3,0% 605 3,0% 615 3,0% 105 3,0% 105 3,0% 105 2,7% 1.7% 4.4% no 10 10 10  Two-people, Female Householder  no no no 589 3,0% 605 3,0% 615 3,0% 105 3,0% 105 3,0% 105 2,0% 1.7% 4.4% no 10 10 10  Two-people, Female Householder  no n																	270
Own Children   Na		n/a	n/a	2,/61	14.1%	2,880	14.2%	2,964	14.5%	n/a	4.5%	2.9%	7.4%	n/a	119	84	20:
Two-people, Husband-Wife Family, No Own Children  Non-family Householder  Two-people, Female Householder  Two-people, Female Householder  Two-people, Male M		n/a	n/a	3,463	17.7%	3,519	17.3%	3,514	17.1%	n/a	1.6%	-0.1%	1.5%	n/a	56	5	5
No Children    No Family Households																	
Non-family Households		n/a	n/a	5,232	26.7%	5,464	26.9%	5,458	26.6%	n/a	4.4%	-0.1%	4.3%	n/a	232	6	22
Two+ people, Female Householder																	
Two+people, Male Householder	Non-family Households																
Two+people, Male Householder																	
Other Family Households															16	10	2
Female Householder, No Own Children  n/a  n/a  n/a  980  4.8%  1,001  4.9%  991  4.8%  n/a  2.1%  1-1.0%  1.1%  1.1%  n/a  2.1 10  1.1%  n/a  2.1  1.1%  1.1%  n/a  2.1  1.1%	Two+ people, Male Householder	n/a	n/a	776	4.0%	780	3.8%	801	3.9%	n/a	0.5%	2.7%	3.2%	n/a	4	21	2.
Female Householder, No Own Children  n/a  n/a  n/a  980  4.8%  1,001  4.9%  991  4.8%  n/a  2.1%  1-1.0%  1.1%  1.1%  n/a  2.1 10  1.1%  n/a  2.1  1.1%  1.1%  n/a  2.1  1.1%	Other Ferrille Hereshelle									~							
Male Householder, No Own Children   n/a   n/a   468   2.3%   483   2.4%   480   2.3%   n/a   3.2%   -0.6%   2.6%   n/a   1.5   3	Other Family Households									_							
Male Householder, No Own Children   n/a   n/a   468   2.3%   483   2.4%   480   2.3%   n/a   3.2%   -0.6%   2.6%   n/a   1.5   3																	
Female Householder, Own Children	Female Householder, No Own Children	n/a	n/a	980	4.8%	1,001	4.9%	991	4.8%	n/a	2.1%	-1.0%	1.1%	n/a	21	10	1
Male Householder, Own Children   n/a   n/a   464   2.3%   495   2.4%   491   2.4%   n/a   6.7%   -0.8%   5.8%   n/a   31   4	Male Householder, No Own Children	n/a	n/a	468	2.3%	483	2.4%	480	2.3%	n/a	3.2%	-0.6%	2.6%	n/a	15	3	1:
Employment   Percent Change   Percent	Female Householder, Own Children	n/a	n/a	1,332	6.6%	1,375	6.8%	1,364	6.7%	n/a	3.2%	-0.8%	2.4%	n/a	43	11	3:
Percent Change   Perc	Male Householder, Own Children	n/a	n/a	464	2.3%	495	2.4%	491	2.4%	n/a	6.7%	-0.8%	5.8%	n/a	31	4	2
Percent Change   Perc																	
2000 Census   %   2010 Census   %   2015 Estimate   %   2020 Projection   %   2000 to 2010   2010 to 2015   2015 to 2020   2000 to 2010   2010 to 2015   2015 to 2020   2000 to 2010   2010 to 2015   2015 to 2020   2010 to 2010   2010 to 2015   2015 to 2020   2010 to 2010   2010 to 2015   2015 to 2020   2010 to 2010 to 2010   2010 to 2015   2015 to 2020   2010 to 2010   2010 to 2015   2015 to 2020   2010 to 2010   2010 to 2015   2015 to 2020   2010 to 2010   2010 to 2015   2015 to 2020   2010 to 2010   2010 to 2015   2015 to 2020   2010 to 2010   2010 to 2015   2015 to 2020   2010 to 2010   2010 to 2010   2010 to 2010   2010 to 2010   2010 to 2015   2015 to 2020   2010 to 2010   2010 to	Employment	1		П					1		D	CI	1		N	×1	
Total Population 16+         37,969         37,169         38,541         38,861         -2.1%         3.7%         0.8%         4.6%         800         1,372         320           Total Labor Force         26,307         69.3%         25,342         68.2%         25,527         66.2%         25,447         65.5%         -3.7%         0.7%         -0.3%         0.4%         965         185         81           Civilian, Employed         25,466         96.8%         22,707         89.6%         24,068         94.3%         24,224         95.2%         -10.8%         6.0%         0.6%         6.7%         2,759         1,361         156           Civilian, Unemployed         824         3.1%         2,635         10.4%         1,459         5.7%         1,222         4.8%         219.8%         -44.6%         -16.2%         -53.6%         1,811         1,176         237           In Armed Forces         17         0.1%         0         0.0%         0         0.0%         -100.0%         0.0%         0.0%         0.0%         0.0         0	<u> </u>	2000 Car	9/	2010 Com	9/	2015 Fedi	0/	2020 Duolos di	0/	2000 to 2010			2010 to 2020	2000 40 2010			2010 to 2020
Total Labor Force         26,307         69.3%         25,342         68.2%         25,527         66.2%         25,447         65.5%         -3.7%         0.7%         -0.3%         0.4%         965         185         81           Civilian, Employed         25,466         96.8%         22,707         89.6%         24,068         94,3%         24,224         95.2%         -10.8%         6.0%         0.6%         6.7%         2,759         1,361         156           Civilian, Unemployed         824         3.1%         2,635         10.4%         1,459         5.7%         1,222         4.8%         219.8%         -44.6%         -16.2%         -53.6%         1,811         1,176         237           In Armed Forces         17         0.1%         0         0.0%         0         0.0%         -0.0%         0.0%         0.0%         0.0%         0.0%         0.0         0         0         0	Total Population 16+		70		70		70		70								2010 to 2020 1,693
Civilian, Employed         25,466         96.8%         22,707         89.6%         24,068         94.3%         24,224         95.2%         -10.8%         6.0%         0.6%         6.7%         2,759         1,361         156           Civilian, Unemployed         824         3.1%         2,635         10.4%         1,459         5.7%         1,222         4.8%         219.8%         -44.6%         -16.2%         -53.6%         1,811         1,176         237           In Armed Forces         17         0.1%         0         0.0%         0         0.0%         -100.0%         0.0%         0.0%         0.0%         17         0         0			69.3%		68 2%		66.2%		65.5%							320 81	1,69
Civilian, Unemployed         824         3.1%         2,635         10.4%         1,459         5.7%         1,222         4.8%         219.8%         -44.6%         -16.2%         -53.6%         1,811         1,176         237           In Armed Forces         17         0.1%         0         0.0%         0         0.0%         -100.0%         0.0%         0.0%         0.0%         17         0         0																156	1,51
In Armed Forces 17 0.1% 0 0.0% 0 0.0% 0 0.0% -100.0% 0.0% 0.0% 0.0% 17 0 0																	1,41
				0		0		0						17	0	0	,
		11,662		11,827	31.8%	13,013	33.8%	13,414	34.5%	1.4%		3.1%	13.4%	165	1,186	401	1,58

	Ten	Minut	es Drive	Time fr	om Amst	terdam	and Coll	ins Roa	ds Incon	ne by Ag	ge of Hea	d of Ho	usehold	2010			
Age of Head of HH	< 25	;	25-3	34	35-4	14	45-5	54	55-0	54	65-	74	75	+		Total	
\$ 0 - \$19,999	316	31.1%	363	11.1%	269	8.2%	369	9.2%	367	9.8%	452	23.0%	803	35.3%	2,941	14.99%	14.99%
\$ 20,000 - \$39,999	358	35.2%	707	21.6%	640	19.4%	579	14.4%	654	17.8%	462	24.0%	861	38.4%	4,261	21.73%	36.72%
\$ 40,000 - \$59,999	183	18.0%	961	29.4%	590	17.9%	574	14.3%	763	20.3%	365	18.0%	293	12.6%	3,728	19.01%	55.73%
\$ 60,000 - \$74,999	84	8.3%	519	15.9%	391	11.9%	528	13.1%	354	9.5%	155	7.5%	125	5.7%	2,158	11.00%	66.73%
\$ 75,000 - \$99,999	47	4.6%	436	13.3%	502	15.2%	609	15.1%	636	16.9%	224	10.3%	115	5.2%	2,568	13.09%	79.83%
\$100,000 - \$124,999	21	2.0%	196	6.0%	347	10.5%	558	13.9%	338	9.1%	128	6.4%	24	1.0%	1,612	8.22%	88.05%
\$125,000 - \$149,999	4	0.4%	56	1.7%	171	5.2%	261	6.5%	185	5.0%	63	3.1%	6	0.3%	745	3.80%	91.85%
<b>\$150,000</b> +	5	0.5%	32	1.0%	384	11.7%	547	13.6%	441	11.7%	159	7.8%	31	1.4%	1,599	8.15%	100.00%
Total Households	1,018	5.19%	3,270	16.67%	3,294	16.80%	4,025	20.52%	3,739	19.06%	2,008	10.24%	2,260	11.52%	19,613	100.00%	
		5.19%		21.86%		38.66%		59.18%		78.24%		88.48%		100.00%			

Median Age of HH Head 50.6

Average Hhld Income \$77,527 Median Hhld Income \$52,486 Per Capita Income \$32,720

**Aggregate HH Income** \$1,520,575,178.78

			Ten Mi	nutes D	rive Tim	e from .	Amsterd	am and	Collins 1	Roads I	ncome by	y Age of	f Head of	<b>Housel</b>	old 201	5				
Age of Head of HH	< 25	5	25-3	4	35-4	4	45-5	4	55-0	54	65-7	74	75	+		Total		2010	2015	Changes
\$ 0 - \$19,999	303	31.9%	388	11.4%	247	7.7%	365	9.4%	423	10.5%	470	20.1%	731	31.5%	2,926	14.42%	14.42%	2,941	2,926	15
\$ 20,000 - \$39,999	324	34.1%	667	19.5%	588	18.2%	534	13.7%	679	16.9%	521	22.6%	811	35.0%	4,124	20.32%	34.74%	4,261	4,124	138
\$ 40,000 - \$59,999	153	16.1%	920	26.9%	503	15.6%	479	12.3%	745	18.4%	416	17.0%	314	13.5%	3,530	17.39%	52.13%	3,728	3,530	199
\$ 60,000 - \$74,999	83	8.8%	613	18.0%	396	12.3%	540	13.9%	423	10.4%	241	9.3%	150	6.5%	2,446	12.05%	64.19%	2,158	2,446	289
\$ 75,000 - \$99,999	37	3.9%	478	14.0%	506	15.7%	586	15.0%	644	15.8%	323	12.0%	129	5.6%	2,702	13.31%	77.50%	2,568	2,702	134
\$100,000 - \$124,999	19	2.0%	244	7.2%	343	10.6%	516	13.2%	389	9.6%	177	7.4%	60	2.6%	1,748	8.61%	86.12%	1,612	1,748	136
\$125,000 - \$149,999	12	1.2%	59	1.7%	191	5.9%	284	7.3%	227	5.6%	90	3.6%	24	1.0%	888	4.38%	90.49%	745	888	143
<b>\$150,000</b> +	19	2.0%	45	1.3%	450	14.0%	594	15.2%	524	12.8%	196	8.1%	101	4.4%	1,929	9.51%	100.00%	1,599	1,929	330
Total Households	949	4.68%	3,414	16.82%	3,225	15.89%	3,899	19.21%	4,054	19.98%	2,433	11.99%	2,320	11.43%	20,293	100.00%	_	19,613	20,293	680
		4.68%		21.50%		37.39%		56.60%		76.58%		88.57%		100.00%						

Median Age of HH Head 51.7

2010-2015 Changes	< 25	5	25-3	34	35-4	14	45-5	54	55-	64	65-7	74	75-	+	To	tal
2010	1,018	5.19%	3,270	16.67%	3,294	16.80%	4,025	20.52%	3,739	19.06%	2,008	10.24%	2,260	11.52%	19,613	100.00%
2015	949	4.68%	3,414	16.82%	3,225	15.89%	3,899	19.21%	4,054	19.98%	2,433	11.99%	2,320	11.43%	20,293	100.00%
Changes	68		144		69		127		315		425		60	·	680	

2010-2015 Changes Average Hhld Income \$81,668 \$4,141 5.3% 8.6% Median Hhld Income \$57,003 \$4,517 Per Capita Income \$34,593 \$1,873 5.7% Aggregate HH Income \$1,657,300,386.19 \$136,725,207 9.0%

			Ten Mi	nutes D	rive Tim	e from .	Amsterd	am and	Collins 1	Roads I	ncome by	y Age of	Head of	Housel	old 202	)				
Age of Head of HH	< 25	i	25-3	34	35-4	4	45-5	34	55-0	54	65-	74	75	+		Total		2010	2020	Changes
\$ 0 - \$19,999	246	30.7%	333	9.5%	208	6.4%	237	7.1%	344	8.4%	470	16.0%	645	27.0%	2,482	12.11%	12.11%	2,941	2,482	459
\$ 20,000 - \$39,999	252	31.4%	618	17.7%	505	15.6%	390	11.6%	580	14.1%	571	19.6%	785	32.8%	3,701	18.06%	30.17%	4,261	3,701	560
\$ 40,000 - \$59,999	132	16.4%	806	23.1%	408	12.6%	312	9.3%	643	15.6%	471	15.4%	340	13.4%	3,112	15.18%	45.35%	3,728	3,112	617
\$ 60,000 - \$74,999	79	9.9%	660	18.9%	362	11.1%	413	12.3%	425	10.3%	318	9.8%	190	7.8%	2,446	11.93%	57.28%	2,158	2,446	288
\$ 75,000 - \$99,999	37	4.6%	565	16.2%	564	17.4%	526	15.7%	711	17.3%	487	14.4%	167	6.9%	3,058	14.92%	72.20%	2,568	3,058	490
\$100,000 - \$124,999	24	3.0%	349	10.0%	416	12.8%	507	15.1%	476	11.6%	288	9.6%	102	4.2%	2,162	10.55%	82.75%	1,612	2,162	550
\$125,000 - \$149,999	15	1.8%	90	2.6%	241	7.4%	322	9.6%	279	6.8%	157	5.1%	53	2.1%	1,156	5.64%	88.39%	745	1,156	410
<b>\$150,000</b> +	18	2.2%	75	2.1%	546	16.8%	646	19.3%	652	15.9%	307	10.0%	136	5.8%	2,380	11.61%	100.00%	1,599	2,380	780
Total Households	802	3.91%	3,495	17.05%	3,249	15.85%	3,352	16.35%	4,111	20.06%	3,071	14.98%	2,417	11.79%	20,497	100.00%		19,613	20,497	883
		3.91%		20.97%		36.82%		53.17%		73.23%		88.21%		100.00%						

Median Age of HH Head 53.2

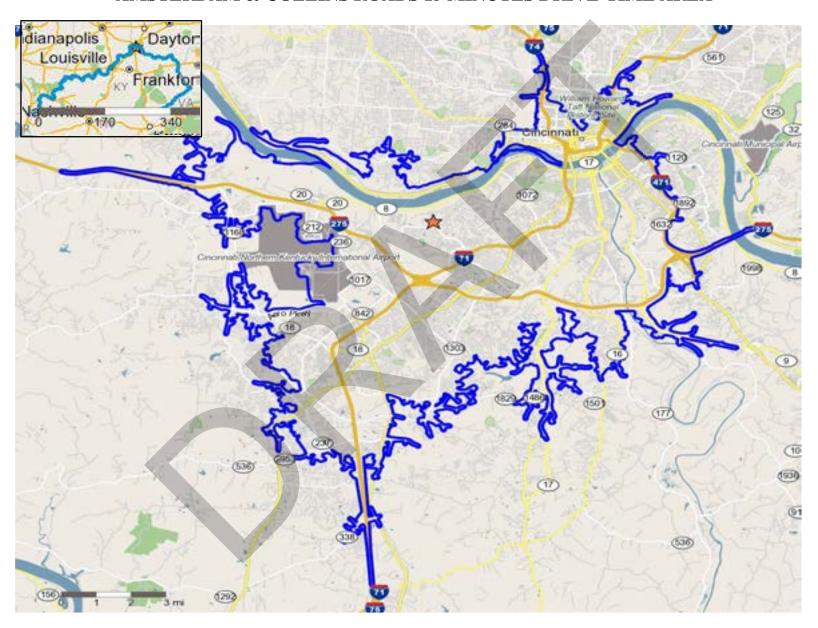
2010-2020 Changes	< 25	5	25-3	34	35-4	14	45-5	54	55-	64	65-	74	75+	+	To	tal
2010	1,018	5.19%	3,270	16.67%	3,294	16.80%	4,025	20.52%	3,739	19.06%	2,008	10.24%	2,260	11.52%	19,613	100.00%
2020	802	3.91%	3,495	17.05%	3,249	15.85%	3,352	16.35%	4,111	20.06%	3,071	14.98%	2,417	11.79%	20,497	100.00%
Changes	215		225		45		674		372		1,063		157		883	

2010-2020 Changes Average Hhld Income \$92,705 \$15,178 19.6% Median Hhld Income \$65,984 \$13,498 25.7% Per Capita Income \$39,490 \$6,770 20.7% \$1,900,167,265.26 25.0% Aggregate HH Income \$379,592,086

### EXHIBIT 11.

## 15 MINUTES DRIVE-TIME AREA REFERENCE MAP

# AMSTERDAM & COLLINS ROADS 15 MINUTES DRIVE-TIME AREA



#### EXHIBIT 12.

# 15 MINUTES DRIVE-TIME AREA POPULATION AND HOUSEHOLD DEMOGRAPHICS

						Fifteen	Minutes Drive Tim	o from A	metardam and	Colling Donds						
Population Demographics						riiteen	Minutes Drive Tim	e II oiii A	misteruam anu	Collins Roads						
r opulation Demographics										Percent	Change			Number	Change	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Population	214,842		213,297		219,437		221,885		-0.7%	2.9%	1.1%	4.0%	-1,545	6,140	2,448	8,588
Population Density (Pop/Sq Mi)	2,063.62		2,048.78		2,107.76		2,131.26		-0.7%	2.9%	1.1%	4.0%	14.8	59.0	23.5	67.6
Population by Gender																
Male	105,148	48.9%	105,613	49.5%	108,881	49.6%	110,592	49.8%	0.4%	3.1%	1.6%	4.7%	465		1,711	4,979
Female	109,694	51.1%	107,684	50.5%	110,557	50.4%	111,292	50.2%	-1.8%	2,7%	0.7%	3.4%	-2,010	2,873	735	3,608
Population by Age:																
1 opination by Age.										Percent	Change			Number	Change	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
0 to 4	15,306	7.1%	15,030	7.1%	15,571	7.1%	15,805	7.1%	-1.8%	3.6%	1.5%	5.2%	276	541	234	77:
5 to 14	29,652	13.8%	26,190	12.3%	27,006	12.3%	27,267	12.3%	-11.7%	3.1%	1.0%	4.1%	3,462	817	261	1,073
15 to 19	14,580	6.8%	13,579	6.4%	12,570	5.7%	12,319	5.6%	-6.9%	-7.4%	-2.0%	-9.3%	1,001	1,009	251	1,259
20 to 24	16,459	7.7%	16,367	7.7%	16,111	7.3%	13,963	6.3%	-0.6%	-1.6%	-13.3%	-14.7%	93	256	2,148	2,40
25 to 34	34,108	15.9%	34,317	16.1%	36,669	16.7%	37,556	16.9%	0.6%	6.9%	2.4%	9.4%	209	2,353	887	3,240
35 to 44	34,633	16.1%	27,206	12.8%	27,346	12.5%	28,520	12.9%	-21.4%	0.5%	4.3%	4.8%	7,427	141	1,174	1,314
45 to 54	28,592	13.3%	31,019	14.5%	30,109	13.7%	26,955	12.1%	8.5%	-2.9%	-10.5%	-13.1%	2,427	910	3,154	4,064
55 to 64	17,041	7.9%	24,692	11.6%	26,759	12.2%	27,771	12.5%	44.9%	8.4%	3.8%	12.5%	7,651	2,068	1,012	3,079
65 to 74	13,104	6.1%	13,178	6.2%	15,247	6.9%	18,934	8.5%	0.6%	15.7%	24.2%	43.7%	73	2,069	3,687	5,75
75 to 84	8,288	3.9%	8,241	3.9%	8,234	3.8%	9,059	4.1%	-0.6%	-0.1%	10.0%	9.9%	47	7	825	818
85+	3,080	1.4%	3,481	1.6%	3,815	1.7%	3,735	1.7%	13.0%	9.6%	-2.1%	7.3%	401	334	80	254
Total Median Age																
	2000 Census		2010 Census		2015 Estimate		2020 Projection									
	34.2		35.4		35.6		36.2									
Marital Status	1										~					
										Percent				Number		
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Married, Spouse Present	75,760	44.6%	66,388	38.6%	68,607	38.8%	69,621	38.9%	-12.4%	3.3%	1.5%	4.9%	9,372	2,219	1,014	3,233
Married, Spouse Absent	8,359	4.9%	9,317	5.4%	8,073	4.6%	8,218	4.6%	11.5%	-13.4%	1.8%	-11.8%	958		145	1,099
Divorced	21,026	12.4%	22,488	13.1%	24,980	14.1%	25,099	14.0%	7.0%	11.1%	0.5%	11.6%	1,462	2,492	119	2,611
Widowed	12,061	7.1%	12,144	7.1%	11,110	6.3%	11,149	6.2%	0.7%	-8.5%	0.4%	-8.2%	83	1,034	39	995
Never Married	52,614 169,884	31.0%	61,741 172,078	35.9%	64,092 176,860	36.2%	64,725 178,812	36.2%	17.3% 1.3%	3.8% 2.8%	1.0%	4.8% 3.9%	9,127 2.194	2,351 4.782	633 1,952	2,984 6,734
Age 15+ Population	169,884		1/2,0/8		170,800		1/8,812	_	1.5%	2.8%	1.1%	3.9%	2,194	4,782	1,952	0,/34
Educational Attainment								-								
										Percent (	Change			Number	Change	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Grade K - 8	8,217	5.9%	4,303	3.0%	4,408	3.0%	4,442	2.9%	-47.6%	2.4%	0.8%	3.2%	3,914	105	34	139
Grade 9 - 11	19,728	14.2%	14,000	9.8%	13,855	9.4%	13,856	9.1%	-29.0%	-1.0%	0.0%	-1.0%	5,728	145	0	144
High School Graduate	43,421	31.3%	43,782	30.8%	44,773	30.2%	45,579	29.9%	0.8%	2.3%	1.8%	4.1%	361	991	806	1,79
Some College, No Degree	28,676	20.7%	28,938	20.4%	31,090	21.0%	32,241	21.1%	0.9%	7.4%	3.7%	11.4%	262		1,150	3,30
Associates Degree	6,934	5.0%	9,430	6.6%	10,362	7.0%	10,868	7.1%	36.0%	9.9%	4.9%	15.2%	2,496	932	506	1,43
Bachelor's Degree	20,067	14.5%	25,762	18.1%	26,867	18.1%	27,962	18.3%	28.4%	4.3%	4.1%	8.5%	5,695	1,105	1,095	2,20
Graduate Degree	10,403	7.5%	14,181	10.0%	15,177	10.2%	15,948	10.5%	36.3%	7.0%	5.1%	12.5%	3,778	996	771	1,76
No Schooling Completed	1,276	0.9%	1,738	1.2%	1,647	1.1%	1,633	1.1%	36.2%	-5.3%	-0.8%	-6.0%	462		13	105
Age 25+ Population	138,722		142,133		148,180		152,530		2.5%	4.3%	2.9%	7.3%	3,411	6.047	4,350	10.39

Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx. Com

						riiteen	Minutes Drive Tim	e irom A	msterdam and G	Collins Roads						
Household Status																
										Percent				Number C		
Size of Household:	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Households	88,510		89,331		92,129		93,851		0.9%	3.1%	1.9%	5.1%	821	2,798	1,722	4,52
Size of Household:										Percent	Change	T		Number C	hanga	
Size of Household:	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
1 Person	29,737	33.6%	31,137	34.9%	32,173	34.9%	33,426	35.6%	4.7%	3.3%	3.9%	7.4%	1,400	1,036	1,253	2,289
2 Person	26,328	29.8%	27,848	31.2%	28,942	31.4%	29,244	31.2%	5.8%	3.9%	1.0%	5.0%	1,520	1.094	302	1,390
3 Person	13,918	15.7%	13,266	14.9%	13,627	14.8%	13,672	14.6%	-4.7%	2.7%	0.3%	3.1%	652	361	45	406
4 Person	10,929	12.4%	9,590	10.7%	9,789	10.6%	9,872	10.5%	-12.3%	2.1%	0.8%	2.9%	1,339	199	83	283
5 Person	5,018	5.7%	4,630	5.2%	4,711	5.1%	4,741	5.1%	-7.7%	1.7%	0.6%	2.4%	388	81	30	111
6 Person	1,840	2.1%	1,772	2.0%	1,790	1.9%	1,802	1.9%	-3.7%	1.0%	0.7%	1.7%	68	18	12	30
7 + Person	816	0.9%	1,088	1.2%	1,097	1.2%	1,094	1.2%	33.3%	0.8%	-0.3%	0.6%	272	9	3	
Avg Household Size	2.35		2.32		2.31		2.30		-1.3%	-0.4%	-0.4%	-0.9%	-0.03	-0.01	-0.01	-0.02
I and all parties (Variable)																
Length of Residence (Years): Average Length of Residence	n/a		11.4		11.2		13.7		n/a	-1.4%	22.0%	20.3%	n/a	-0.2	2.5	2.3
Average Length of Residence	II/a		11.4		11.2		13.7		II/a	-1.4%	22.0%	20.5%	II/a	-0.2	2.3	
Family Status										Percent	Change			Number C	Change	
Households Type and Presence of Children:	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Households	88,510		89,331		92,129		93,851		0.9%	3.1%	1.9%	5.1%	821	2,798	1,722	4,520
Total Households	88,510		67,531		72,127		73,031		0.570	3.170	1.570	3.170	021	2,176	1,722	4,520
Family Households	53,207	60.1%	64,732	72.5%	66,692	72.4%	68,323	72.8%	21.7%	3.0%	2.4%	5.5%	11,525	1,960	1,631	3,591
One Person, Female Householder	n/a	n/a	16,293	18.2%	16,746	18.2%	17,438	18.6%	n/a	2.8%	4.1%	7.0%	n/a	453	692	1,145
One Person, Male Householder	n/a	n/a	14,845	16.6%	15,427	16.7%	15,988	17.0%	n/a	3.9%	3.6%	7.7%	n/a	582	561	1,143
Two+ people, Husband-Wife Family, Own Children	n/a	n/a	13,242	14.8%	13,402	14.5%	13,588	14.5%	n/a	1.2%	1.4%	2.6%	n/a	160	186	346
Two+ people, Husband-Wife Family, No Own Children	n/a	n/a	20,352	22.8%	21,116	22.9%	21,309	22.7%	n/a	3.8%	0.9%	4.7%	n/a	764	193	957
																<u> </u>
Non-family Households						-4		-								
Two+ people, Female Householder	n/a	n/a	3,019	3.4%	3.098	3.4%	3,224	3.4%	n/a	2.6%	4.1%	6.8%	n/a	79	126	205
Two+ people, Male Householder	n/a	n/a	4.095	4.6%	4.098	4.4%	4,250	4.5%	n/a	0.1%	3.7%	3.8%	n/a	3	152	155
1 wo   people, Maie Householder	II) d	11/4	4,055	7.070	4,070	7.770	4,230	4.570	10 0	0.170	3.170	5.070	11/4	J	132	
Other Family Households																<b>-</b>
Female Householder, No Own Children	n/a	n/a	5,353	5.8%	5,542	6.0%	5,467	5.8%	n/a	3.5%	-1.4%	2.1%	n/a	189	75	114
Male Householder, No Own Children	n/a	n/a	2,278	2.5%	2,369	2.6%	2,351	2.5%	n/a	4.0%	-0.8%	3.2%	n/a	91	18	73
Female Householder, Own Children	n/a	n/a	7,586	8.2%	7,885	8.6%	7,776	8.3%	n/a	3.9%	-1.4%	2.5%	n/a	299	109	190
Male Householder, Own Children	n/a	n/a	2,267	2.5%	2,445	2.7%	2,460	2.6%	n/a	7.9%	0.6%	8.5%	n/a	178	15	193
									·							
Employment	ı	-	1					1		Da	Change	1		N1 C	71	
	2000 Census	%	2010 Census	%	2015 Estimate	%	2020 Projection	%	2000 to 2010	Percent 2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	Number C 2010 to 2015	2015 to 2020	2010 to 2020
Total Population 16+	166,858	70	169,579	70	174.493	70	176,234	70	2000 to 2010 1.6%	2.9%	2015 to 2020 1.0%	3.9%	2,721	4,914	2015 to 2020 1.741	6,655
Total Labor Force	110,355	66.1%	111,266	65.6%	110,937	63.6%	111,549	63.3%	0.8%	-0.3%	0.6%	0.3%	911	379	611	282
Civilian, Employed	104,476	94.7%	96,936	87.1%	103,044	92.9%	104,827	94.0%	-7.2%	6.3%	1.7%	8.1%	7,540	6,108	1,783	7,89
Civilian, Unemployed	5,814	5.3%	14,322	12.9%	7,888	7.1%	6,716	6.0%	146.3%	-44.9%	-14.9%	-53.1%	8,508	6,434	1,172	7,600
In Armed Forces	65	0.1%	8	0.0%	5	0.0%	5,710	0.0%	-87.7%	-37.5%	0.0%	-37.5%	57	3	0	7,000
			58,312		52.555		54.505					10.9%	1.000	5.244	1 120	6,373
Not In Labor Force	56,503	33.9%	36,3121	34.4%	63,556	36.4%	64,685	36.7%	3.2%	9.0%	1.8%	10.9%1	1,809	5,244	1,129	

	Fiftee	n Min	ites Driv	e Time	from Am	sterdar	n and Co	llins Ro	ads Inco	me by A	Age of H	ead of H	lousehol	d 2010			
Age of Head of HH	< 25	;	25-3	34	35-4	14	45-5	54	55-0	54	65-7	74	75	+		Total	
\$ 0 - \$19,999	2,190	39.3%	3,409	19.4%	2,340	15.3%	3,401	18.6%	3,143	20.1%	2,279	26.2%	3,205	39.7%	19,968	22.35%	22.35%
\$ 20,000 - \$39,999	1,600	28.7%	3,449	19.6%	3,057	19.9%	3,191	17.5%	2,885	18.9%	2,286	26.7%	2,970	36.6%	19,437	21.76%	44.11%
\$ 40,000 - \$59,999	848	15.2%	4,313	24.6%	2,803	18.3%	2,929	16.0%	2,681	17.2%	1,360	15.2%	1,051	12.2%	15,985	17.89%	62.00%
\$ 60,000 - \$74,999	375	6.7%	2,389	13.6%	1,839	12.0%	2,195	12.0%	1,402	9.0%	575	6.3%	329	4.2%	9,105	10.19%	72.20%
\$ 75,000 - \$99,999	310	5.6%	2,306	13.1%	2,172	14.2%	2,374	13.0%	2,180	13.8%	940	9.7%	271	3.4%	10,554	11.81%	84.01%
\$100,000 - \$124,999	136	2.4%	1,032	5.9%	1,343	8.8%	1,804	9.9%	1,437	9.3%	576	6.5%	95	1.1%	6,422	7.19%	91.20%
\$125,000 - \$149,999	59	1.1%	361	2.1%	676	4.4%	915	5.0%	624	4.0%	259	2.9%	45	0.6%	2,940	3.29%	94.49%
<b>\$150,000</b> +	59	1.1%	302	1.7%	1,096	7.1%	1,473	8.1%	1,218	7.7%	591	6.5%	183	2.3%	4,921	5.51%	100.00%
Total Households	5,578	6.24%	17,560	19.66%	15,326	17.16%	18,282	20.47%	15,570	17.43%	8,866	9.93%	8,149	9.12%	89,331	100.00%	
		6.24%		25.90%		43.06%		63.52%		80.95%		90.88%		100.00%			

Median Age of HH Head 48.5

Average Hhld Income \$64,027 Median Hhld Income \$45,903 Per Capita Income \$27,231

**Aggregate HH Income** \$5,719,594,464.38

Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com

		]	Fifteen M	Iinutes 1	Drive Ti	ne fron	n Amster	dam an	d Collins	Roads	Income	by Age	of Head	of Hous	ehold 20	15				
Age of Head of HH	< 25	5	25-3	4	35-4	4	45-5	54	55-0	54	65-7	74	75-	+		Total		2010	2015	Changes
\$ 0 - \$19,999	1,914	38.4%	3,526	19.3%	2,323	15.1%	3,457	19.5%	3,580	21.1%	2,441	24.0%	2,904	34.8%	20,145	21.87%	21.87%	19,968	20,145	178
\$ 20,000 - \$39,999	1,424	28.5%	3,414	18.7%	2,947	19.1%	2,937	16.6%	2,935	17.6%	2,520	25.2%	2,885	34.4%	19,061	20.69%	42.56%	19,437	19,061	376
\$ 40,000 - \$59,999	799	16.0%	4,181	22.9%	2,650	17.2%	2,566	14.5%	2,784	16.5%	1,537	14.8%	1,149	13.2%	15,666	17.00%	59.56%	15,985	15,666	319
\$ 60,000 - \$74,999	358	7.2%	2,679	14.7%	1,897	12.3%	2,189	12.4%	1,650	9.7%	853	7.9%	434	5.2%	10,059	10.92%	70.48%	9,105	10,059	955
\$ 75,000 - \$99,999	256	5.1%	2,448	13.4%	2,153	14.0%	2,299	13.0%	2,323	13.5%	1,264	11.1%	336	4.0%	11,079	12.03%	82.50%	10,554	11,079	525
\$100,000 - \$124,999	121	2.4%	1,155	6.3%	1,381	9.0%	1,706	9.6%	1,522	9.0%	740	7.1%	195	2.3%	6,821	7.40%	89.91%	6,422	6,821	399
\$125,000 - \$149,999	52	1.0%	429	2.3%	749	4.9%	928	5.2%	738	4.4%	327	3.1%	115	1.4%	3,338	3.62%	93.53%	2,940	3,338	398
<b>\$150,000</b> +	67	1.4%	420	2.3%	1,301	8.4%	1,640	9.3%	1,423	8.3%	727	6.8%	383	4.6%	5,960	6.47%	100.00%	4,921	5,960	1,039
Total Households	4,992	5.42%	18,250	19.81%	15,400	16.72%	17,723	19.24%	16,955	18.40%	10,409	11.30%	8,401	9.12%	92,129	100.00%		89,331	92,129	2,798
		5.42%		25.23%		41.94%		61.18%		79.58%		90.88%		100.00%						

Median Age of HH Head 49.4

2010-2015 Changes	< 25	5	25-3	34	35-4	4	45-5	54	55-0	54	65-7	74	75+		To	tal
2010	5,578	6.24%	17,560	19.66%	15,326	17.16%	18,282	20.47%	15,570	17.43%	8,866	9.93%	8,149	9.12%	89,331	100.00%
2015	4,992	5.42%	18,250	19.81%	15,400	16.72%	17,723	19.24%	16,955	18.40%	10,409	11.30%	8,401	9.12%	92,129	100.00%
Changes	586		690		73		559		1,385		1,543		252		2,798	•

2010-2015 Changes Average Hhld Income \$66,982 \$2,955 4.6% \$2,069 4.5% Median Hhld Income \$47,972 Per Capita Income \$28,532 4.8% \$1,301 Aggregate HH Income \$6,171,011,377.03 \$451,416,913 7.9%

Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com

		]	Fifteen M	<b>Iinutes</b> 1	Drive Ti	me fron	n Amster	dam an	d Collins	Roads	Income	by Age	of Head	of Hous	ehold 20	20				
Age of Head of HH	< 25	i	25-3	4	35-4	14	45-5	54	55-0	54	65-7	74	75	+		Total		2010	2020	Changes
\$ 0 - \$19,999	1,485	35.9%	3,117	16.7%	2,067	12.8%	2,589	16.4%	3,116	17.8%	2,533	20.2%	2,715	31.2%	17,623	18.78%	18.78%	19,968	17,623	2,345
\$ 20,000 - \$39,999	1,146	27.7%	3,119	16.7%	2,751	17.1%	2,266	14.4%	2,689	15.5%	2,743	22.3%	2,901	32.9%	17,613	18.77%	37.54%	19,437	17,613	1,824
\$ 40,000 - \$59,999	650	15.7%	3,824	20.5%	2,373	14.8%	1,916	12.1%	2,527	14.5%	1,736	13.6%	1,243	13.0%	14,270	15.20%	52.75%	15,985	14,270	1,715
\$ 60,000 - \$74,999	321	7.8%	2,839	15.2%	1,934	12.0%	1,833	11.6%	1,699	9.7%	1,054	8.0%	540	6.0%	10,222	10.89%	63.64%	9,105	10,222	1,117
\$ 75,000 - \$99,999	253	6.1%	2,901	15.6%	2,474	15.4%	2,221	14.1%	2,679	15.3%	1,869	13.4%	436	4.9%	12,833	13.67%	77.31%	10,554	12,833	2,280
\$100,000 - \$124,999	151	3.6%	1,609	8.6%	1,798	11.2%	1,870	11.8%	1,957	11.2%	1,192	9.4%	300	3.4%	8,877	9.46%	86.77%	6,422	8,877	2,455
\$125,000 - \$149,999	59	1.4%	636	3.4%	1,030	6.4%	1,128	7.1%	974	5.6%	574	4.5%	215	2.4%	4,615	4.92%	91.69%	2,940	4,615	1,676
<b>\$150,000</b> +	76	1.8%	601	3.2%	1,659	10.3%	1,958	12.4%	1,855	10.6%	1,122	8.6%	527	6.1%	7,799	8.31%	100.00%	4,921	7,799	2,877
<b>Total Households</b>	4,141	4.41%	18,646	19.87%	16,086	17.14%	15,781	16.81%	17,496	18.64%	12,824	13.66%	8,877	9.46%	93,852	100.00%		89,331	93,852	4,521
		4.41%		24.28%		41.42%		58.23%		76.88%		90.54%		100.00%						

Median Age of HH Head 50.3

2010-2020 Changes	< 25	5	25-3	34	35-4	14	45-5	54	55-0	54	65-7	74	75+		To	tal
2010	5,578	6.24%	17,560	19.66%	15,326	17.16%	18,282	20.47%	15,570	17.43%	8,866	9.93%	8,149	9.12%	89,331	100.00%
2020	4,141	4.41%	18,646	19.87%	16,086	17.14%	15,781	16.81%	17,496	18.64%	12,824	13.66%	8,877	9.46%	93,852	100.00%
Changes	1,436		1,087		759	·	2,501		1,926		3,958		729		4,521	

2010-2020 Changes Average Hhld Income \$76,840 \$12,813 20.0% Median Hhld Income \$55,843 \$9,940 21.7% Per Capita Income \$32,908 \$5,677 20.8% Aggregate HH Income \$7,211,568,423.90 \$1,491,973,960 26.1%

Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com

### EXHIBIT 13.

# HOUSING UNITS ANALYSIS FOR ALL DEFINED MARKET AREAS

								Cincinna	ti MSA							
Housing Units																
	200	0	201	)	2015		2020			Percent	Change			Number (	Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Housing Units	827,532		911,097		920,749		955,905		10.1%	1.1%	3.8%	4.9%	83,565	9,652	35,156	44,80
Total Occupied Housing Units	774,148	n/a	824,967	90.6%	838,891	91.1%	869,303	90.9%	6.6%	1.7%	3.6%	5.4%	n/a	13,924	30,412	44,33
Owner Occupied:Owned with a mortgage or loan	n/a	n/a	423,834	51.4%	420,075	50.1%	438,193	50.4%	n/a	-0.9%	4.3%	3.4%	n/a	3,759	18,118	14,35
Owner Occupied:Owned free and clear	n/a	n/a	131,614	16.0%	144,063	17.2%	150,560	17.3%	n/a	9.5%	4.5%	14.4%	n/a	12,449	6,497	18,94
Renter Occupied	n/a	n/a	269,520	32.7%	274,754	32.8%	280,551	32.3%	n/a	1.9%	2.1%	4.1%	n/a	5,234	5,797	11,03
Vacant	53,384	6.5%	86,130	9.5%	81,858	8.9%	86,602	9.1%	61.3%	-5.0%	5.8%	0.5%	32,746	4,272	4,744	47
Table prepared by MARKET METRIC\$ LLC from d	ata supplied by	Alteryx. Con	1													
		•					Kent	on Count	y, Kentucky							
Housing Units							11011	on count	,,, <u>11011011011</u>							
True and a second	200	10	201	)	2015		2020			Percent	Change			Number (	Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Housing Units	63,632		68,975	, ,	69,772	, ,	71,858	, ,	8.4%	1.2%	3.0%	4.2%	5,343	797	2.086	2,88
Total Occupied Housing Units	59,499	n/a	62,768	91.0%	64.851	93.0%	66,839	93.0%	5.5%	3.3%	3.1%	6.5%	3,269	2.083	1,988	4.07
Owner Occupied:Owned with a mortgage or loan	n/a	n/a	33,059	52.7%	32,836	50.6%	34,176	51.1%	n/a	-0.7%	4.1%	3.4%	n/a	223	1,340	1,11
Owner Occupied:Owned free and clear	n/a	n/a	9,384	15.0%	10,608	16.4%	11,047	16.5%	n/a	13.0%	4.1%	17.7%	n/a	1,224	439	1,66
Renter Occupied	n/a	n/a	20,325	32.4%	21,407	33.0%	21,616	32.3%	n/a	5.3%	1.0%	6.4%	n/a	1,082	209	1,29
Vacant	4,133	6.5%	6,207	9.0%	4,921	7.1%	5.019	7.0%	50.2%	-20.7%	2.0%	-19.1%	2,074	1,286	98	1,18
Table prepared by MARKET METRIC\$ LLC from d	ata supplied by	Altervx. Con		2.00.0	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,,,,,,	-,	,,,,,,	231/2			-27.270		,		
	**	•					Vi	lla Hille	Kentucky							
Housing Units								11111139	Itentucky							
itousing cints	200	0	201	)	2015		2020			Percent	Change			Number (	Thange	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Housing Units	2,877		2,968	, -	2,984	, -	3,037		3.2%	0.5%	1.8%	2.3%	91	16	53	6
Total Occupied Housing Units	2,790	n/a	2,820	95.0%	2,895	97.0%	2,946	97.0%	1.1%	2.7%	1.8%	4.5%	30	75	51	12
Owner Occupied:Owned with a mortgage or loan	n/a	n/a	1,698	60.2%	1,660	57.4%	1,679	57.0%	n/a	-2.2%	1.1%	-1.1%	n/a	38	19	1
Owner Occupied:Owned free and clear	n/a	n/a	534	18.9%	611	21.1%	634	21.5%	n/a	14.4%	3.8%	18.7%	n/a	77	23	10
Renter Occupied	n/a	n/a	588	20.9%	624	21.5%	633	21.5%	n/a	6.1%	1.4%	7.7%	n/a	36	9	4
Vacant	87	3.0%	148	5.0%	89	3.0%	91	3.0%	70.1%	-39.9%	2.2%	-38.5%	61	50	í	

Vacant 87 3.0%
Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx. Com

					5 Minutes I	huivo Tin	o fuom Am	atandam a	nd Calling Day	ads, Villa Hills,	Vantualry					
** * ** **					5 Minutes 1	rive 1 iii	ie irom An	isterdam a	ina Comins Roa	aus, villa milis,	Kentucky					
Housing Units	200		201		2015	-	2.02				CII.		1	** *	en e	
	200	-	2010		2015		2,02	_			Change		****	Number		
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Housing Units	4,303		4,292		4,309		4,338		-0.3%	0.4%	0.7%	1.1%	11	17	29	4
Total Occupied Housing Units	4,112	n/a	4,032	93.9%	4,137	96.0%	4,164	96.0%	-1.9%	2.6%	0.7%	3.3%	80	105	27	13
Owner Occupied:Owned with a mortgage or loan	n/a	n/a	2,111	52.3%	2,065	49.9%	2,091	50.2%	n/a	-2.2%	1.3%	-0.9%	n/a	46	26	2
Owner Occupied:Owned free and clear	n/a	n/a	707	17.5%	789	19.1%	818	19.6%	n/a	11.6%	3.7%	15.7%	n/a	82	29	11
Renter Occupied	n/a	n/a	1,214	30.1%	1,283	31.0%	1,255	30.1%	n/a	5.7%	-2.2%	3.4%	n/a	69	28	4
Vacant	191	4.4%	260	6.1%	172	4.0%	175	4.0%	36.1%	-33.8%	1.7%	-32.7%	69	88	3	8
Table prepared by MARKET METRIC\$ LLC from o	data supplied by	Alteryx. Com														
					10 Minutes 1	Drive Tir	ne from An	nsterdam :	and Collins Ro	ads, Villa Hills,	Kentucky					
Housing Units																
	200	0	2010	)	2015		2,02	0		Percent	Change			Number	Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Housing Units	21,093		21,217		21,490		21,698		0.6%	1.3%	1.0%	2.3%	124	273	208	48
Total Occupied Housing Units	n/a	n/a	19,613	92.4%	20,293	94.4%	20,497	94.5%	n/a	3.5%	1.0%	4.5%	#VALUE!	680	204	88
Owner Occupied:Owned with a mortgage or loan	n/a	n/a	8,933	45.5%	8,837	43.5%	8,904	43.4%	n/a	-1.1%	0.8%	-0.3%	n/a	96	67	2
Owner Occupied:Owned free and clear	n/a	n/a	3,377	17.2%	3,766	18.6%	3,873	18.9%	n/a	11.5%	2.8%	14.7%	n/a	389	107	49
Renter Occupied	n/a	n/a	7,303	37.2%	7,691	37.9%	7,721	37.7%	n/a	5.3%	0.4%	5.7%	n/a	388	30	41
Vacant	1.178	5.6%	1,604	7.6%	1.197	5.6%	1,200	5.5%	36.2%	-25.4%	0.3%	-25.2%	426	407	3	40
Table prepared by MARKET METRIC\$ LLC from o	lata supplied by	Alteryx, Com														
	,,															
					15 Minutes l	Orive Tir	ne from An	nsterdam	and Collins Ro	ads, Villa Hills,	Kentucky					
Housing Units										,						
	200	0	2010	)	2015		2,02	0		Percent	Change			Number	Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020	2000 to 2010	2010 to 2015	2015 to 2020	2010 to 2020
Total Housing Units	97,773	, ,	101.091	, ,	102,415	, ,	104,263		3.4%	1.3%	1.8%	3.1%	3,318	1.324	1.848	3.17
Total Occupied Housing Units	88,510	n/a	89,331	88.4%	92,129	90.0%	93,851	90.0%	0.9%	3.1%	1.9%	5.1%	821	2,798	1,722	4,52
Owner Occupied:Owned with a mortgage or loan	n/a	n/a	37,626	42.1%	37,420	40.6%	38,262	40.8%	n/a	-0.5%	2.3%	1.7%	n/a	206	842	63
Owner Occupied:Owned free and clear	n/a	n/a	11,710	13.1%	13,021	14.1%	13,458	14.3%	n/a	11.2%	3.4%	14.9%	n/a	1,311	437	1.74
Renter Occupied	n/a	n/a	39,994	44.8%	41,689	45.3%	42,132	44.9%	n/a	4.2%	1.1%	5.3%	n/a	1,695	443	2,13
Vacant	9.263	9.5%	11.760	11.6%	10.286	10.0%	10,412	10.0%	27.0%	-12.5%	1.2%	-11.5%	2.497	1,474	126	1.34
Table prepared by MARKET METRIC\$ LLC from 0	,,	7.0.70	11,700	11.0/0	10,200	10.070	10,712	10.070	27.070	12.570	1.270	11.570	2,777	2,777	120	1,54

### EXHIBIT 14.

# **RESIDENTIAL BUILDING PERMIT FILINGS 2010-2015**

Reside	ential Bu	ilding P	ermit Fil	lings 201	0-2015		
Year	2010	2011	2012	2013	2014	2015*	Total
Kenton County							
Total Permits	260	241	313	255	278	210	1,557
Single Family Structures	226	178	230	245	254	210	1,343
2 Family Structures	0	2	0	0	0	0	2
3-4 Family Structures	8	0	3	4	0	0	15
5+ Family Structures	34	61	80	6	24	0	205
Villa Hills							
Total Permits	1	1	5	7	8	8	30
Single Family Structures	1	1	5	7	8	8	30
2 Family Structures	0	0	0	0	0	0	0
3-4 Family Structures	0	0	0	0	0	0	0
5+ Family Structures	0	0	0	0	0	0	0

<sup>\*</sup>Data based on preliminary permit filings for 2015

Table prepared by MARKET METRIC\$ LLC from data supplied by SOCDS

## EXHIBIT 15.

# **HOUSING UNIT GROWTH 2010-2020**

	Housing	Unit Growt	h		
Permi	Filings Versus Censu	us Based Estim	ates and Projection	ons	
	2010-2015	Average	2015-2020	Average	Potential
	Estimate	Per Year	Projection	Per Year	Range
Kenton County					
Permit Filings 2010-2015	1,577	315			
Census Estimate 2010-2015	797	159			
Variance 2010-2015	780	156			
Census Projection 2015-2020			2,086	417	
2015 Permit Filings				210	1,050
Variance to 2015 Filings				207	1,036
5-Year Average Filings				315	1,577
Variance to 5-Year Average				102	509
Villa Hills					
Permit Filings 2010-2015	30	6			
Census Estimate 2010-2015	16	3			
Variance 2010-2015	14	3			
Census Projection 2015-2020			53	11	
2015 Permit Filings				8	40
Variance to 2015 Filings				3	13
5-Year Average Filings				6	30
Variance to 5-Year Average				5	23
Table prepared by MARKET ME	TRIC\$ LLC from dat	a supplied by	Alteryx.com and S	SOCDS	

### EXHIBIT 16.

## HOUSING SUPPLY AND DEMAND ANALYSIS 2010-2020

		G BOITI	LY AND DEN	IAND ANAL	71 010		
	Census	****	Estimate		-0-0	Projection	
YEAR	2010	2015	2010-2015	Avg. Annual	2020	2015-2020	Avg. Annual
			Change	Changes		Change	Changes
HOUSEHOLDS							
Cincinnati MSA	824,967	838,891	13,924	2,785	869,303	30,412	6,082
Avg. Length of Residence	12.7	12.8			15.4		
Owner Occupied %	67.3%	67.2%			67.7%		
Owner Households w/ Mortgage	423,834	420,075	3,759	752	438,193	18,118	3,624
Owner Households w/o Mortgage	131,614	144,063	12,449	2,490	150,560	6,497	1,299
Renter Occupied %	32.7%	32.8%			32.3%		
Renter Households	269,519	274,753	5,234	1,047	280,550	5,797	1,159
HOUSING UNITS							
Total Housing Units	911,097	920,749	9,652	1,930	955,905	35,156	7,031
Vacant Housing Units	86,130	81,858	4,272	854	86,602	4,744	949
Overall Vacancy %	9.5%	8.9%			9.1%		
HOUSEHOLDS							
Kenton County	62,768	64,851	2,083	417	66,839	1,988	398
Avg. Length of Residence	12.0	12.2			14.9		
Owner Occupied %	67.6%	67.0%			67.7%		
Owner Households w/ Mortgage	33,059	32,836	223	45	34,176	1,340	268
Owner Households w/o Mortgage	9,384	10,608	1,224	245	11,047	439	88
Renter Occupied %	32.4%	33.0%			32.3%		
Renter Households	20,325	21,407	1,082	216	21,616	209	42
HOUSING UNITS							
Total Housing Units	68,975	69,772	797	159	71,858	2,086	417
Vacant Housing Units	6,207	4,921	1,286	257	5,019	98	20
Overall Vacancy %	9.0%	7.1%			7.0%		
•							
HOUSEHOLDS							
Villa Hills	2,820	2,895	75	15	2,946	51	10
Avg. Length of Residence	13.4	14.8			18.1		
Owner Occupied %	79.1%	78.4%			78.5%		
Owner Households w/ Mortgage	1,698	1,660	38	8	1,679	19	4
Owner Households w/o Mortgage	534	611	77	15	634	23	5
Renter Occupied %	20.9%	21.6%		-	21.5%		
Renter Households	588	624	36	7	633	9	2
HOUSING UNITS							
Total Housing Units	2,968	2,984	16	3	3,037	53	11
Vacant Housing Units	148	89	59	12	91	2	C
Overall Vacancy %	5.0%	3.0%			3.0%		
Table prepared by MARKET ME			nlied by Alteryy	rom	2.270		

	HOUSIN	G SUPPI	LY AND DEN	AND ANAL	YSIS		
	Census		Estimate			Projection	
YEAR	2010	2015	2010-2015	Avg. Annual	2020	2015-2020	Avg. Annual
			Change	Changes		Change	Changes
HOUSEHOLDS							g
5 Minutes Drive Time	4.032	4,137	105	21	4,164	27	5
Avg. Length of Residence	12.5	13.7			16.8		
Owner Occupied %	69.9%	69.0%			69.9%		
Owner Households w/ Mortgage	2,111	2,065	46	9	2,091	26	5
Owner Households w/o Mortgage	707	789	82	16	818	29	6
Renter Occupied %	30.1%	31.0%	-	-	30.1%		-
Renter Households	1,214	1.283	69	14	1.255	28	6
HOUSING UNITS	,	,			,		
Total Housing Units	4,292	4,309	17	3	4,338	29	6
Vacant Housing Units	260	172	88	18	174	2	0
Overall Vacancy %	6.1%	4.0%			4.0%	<u></u>	
,							
HOUSEHOLDS							
10 Minutes Drive Time	19,613	20,293	680	136	20,497	204	41
Avg. Length of Residence	12.7	12.8			15.6		
Owner Occupied %	62.8%	62.1%			62.3%		
Owner Households w/ Mortgage	8,933	8,837	96	19	8,904	67	13
Owner Households w/o Mortgage	3,377	3,766	389	78	3,873	107	21
Renter Occupied %	37.2%	37.9%	337		37.7%	107	
Renter Households	7,303	7,690	387	77	7,720	30	6
HOUSING UNITS	7,000	.,			7,1.20		
Total Housing Units	21,217	21,490	273	55	21,698	208	42
Vacant Housing Units	1,604	1,197	407	81	1,201	4	1
Overall Vacancy %	7.6%	5.6%			5.5%		
,	7.070	0.10,70			21070		
HOUSEHOLDS							
15 Minutes Drive Time	89,331	92,129	2,798	560	93,851	1.722	344
Avg. Length of Residence	11.4	11.3	7,7		13.8	-,. ==	
Owner Occupied %	55.2%	54.8%			55.1%		
Owner Households w/ Mortgage	37,626	37,420	206	41	38,262	842	168
Owner Households w/o Mortgage	11,710	13,021	1,311	262	13,458	437	87
Renter Occupied %	44.8%	45.2%	1,011	202	44.9%	.57	0,
Renter Households	39,995	41,688	1,693	339	42,131	443	89
HOUSING UNITS	1,2,2	.,	-,,,,,	207	-,1		0,
Total Housing Units	101,091	102,415	1,324	265	104,263	1,848	370
Vacant Housing Units	11,760	10,286	1,474	295	10,412	126	25
Overall Vacancy %	11.6%	10.0%	2,171	233	10.0%	120	23
Table prepared by MARKET ME			nlied by Alteryy	rom	10.070		I .

#### EXHIBIT 17.

# RETAIL SURPLUSES AND LEAKAGES ANALYSIS AND RETAIL ESTABLISHMENT AND EMPLOYMENT TOTALS

DEFINED GEOGRAPHIES A	ND DRIVE-TIME E	PICENTERS RETA	IL ACTIVITY SUM	MARY					
DEFINED EPICENTERS	]	Defined Geographies	S	Amst	Amsterdam and Collins Roads				
DEFINED AND DRIVE TIME AREAS	Cincinnati MSA	Kenton County	Villa Hills	5 Minutes	10 Minutes	15 Minutes			
Effective Number of Households in the Defined Market	956,433	70,801	3,601	5,035	22,427	94,857			
Business Summary-Major SIC Division: Percent of Indigenous Market Served	%	%	%	%	%	%			
Building Materials, Hrdwr, Garden Supply & Mobile Home Dealers (52)	81.68%	42.56%	2.75%	311.09%	210.84%	110.36%			
General Merchandise Stores (53)	101.97%	37.07%	1.92%	5.50%	265.89%	212.36%			
Food Stores (54)	97.82%	100.12%	40.39%	161.44%	331.53%	178.77%			
Automotive Dealers & Gasoline Service Stations (55)	56.99%	23.42%	3.08%	13.23%	84.50%	61.30%			
Apparel & Accessory Stores (56)	107.70%	94.75%	0.00%	27.05%	370.49%	216.83%			
Home Furniture, Furnishings & Equipment Stores (57)	101.94%	51.83%	5.04%	36.08%	309.45%	151.69%			
Eating & Drinking Places (58)	100.85%	96.24%	20.87%	168.00%	273.15%	205.02%			
Miscellaneous Retail (59)	100.16%	58.85%	12.02%	105.51%	175.10%	144.94%			
				_					
Overall Market Capture	93.70%	68.77%	14.74%	112.71%	240.72%	168.98%			
Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com 0	2-16				•				

DEFINED GEOGRAPHIES A						
DEFINED EPICENTERS	]	Defined Geographies	S	Amst	oads 15 Minutes	
DEFINED AND DRIVE TIME AREAS	Cincinnati MSA	Kenton County	Villa Hills	5 Minutes	Minutes 10 Minutes	
Effective Number of Households in the Defined Market	956,433	70,801	3,601	5,035	22,427	94,857
Business Summary-Major SIC Division: Percent of Indigenous Market Served	#	#	#	#	#	#
Building Materials, Hrdwr, Garden Supply & Mobile Home Dealers (52)	523	35	0	3	21	67
General Merchandise Stores (53)	397	18	0	1	15	50
Food Stores (54)	1,285	94	2	9	44	205
Automotive Dealers & Gasoline Service Stations (55)	1,235	65	1	3	41	151
Apparel & Accessory Stores (56)	704	40	0	3	46	136
Home Furniture, Furnishings & Equipment Stores (57)	767	44	0	3	37	123
Eating & Drinking Places (58)	3,814	268	4	33	186	745
Miscellaneous Retail (59)	3,046	194	4	19	133	487
Total Retail Establishments	11,771	758	11	74	523	1,964

DEFINED GEOGRAPHIES A	ND DRIVE-TIME E	PICENTERS RETA	IL ACTIVITY SUM	MARY				
DEFINED EPICENTERS	]	Defined Geographies	3	Amst	Amsterdam and Collins Roads			
DEFINED AND DRIVE TIME AREAS	Cincinnati MSA	Kenton County	Villa Hills	5 Minutes	5 Minutes 10 Minutes			
Effective Number of Households in the Defined Market	956,433	70,801	3,601	5,035	22,427	94,857		
Business Summary-Major SIC Division: Percent of Indigenous Market Served	#	#	#	#	#	#		
Building Materials, Hrdwr, Garden Supply & Mobile Home Dealers (52)	7,881	304	1	158	477	1,056		
General Merchandise Stores (53)	28,164	758	2	8	1,722	5,817		
Food Stores (54)	21,871	1,657	34	190	1,738	3,964		
Automotive Dealers & Gasoline Service Stations (55)	14,726	448	3	18	512	1,571		
Apparel & Accessory Stores (56)	6,050	394	0	8	488	1,208		
Home Furniture, Furnishings & Equipment Stores (57)	5,367	202	1	10	382	792		
Eating & Drinking Places (58)	65,457	4,624	51	574	4,157	13,197		
Miscellaneous Retail (59)	24,345	1,059	. 11	135	998	3,494		
Total Retail Employment	173,861	9,446	103	1,101	10,474	31,099		
Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com 0	2-16				<u> </u>			

### EXHIBIT 18.

# RETAIL DEMAND INDICES FOR ALL DEFINED MARKET AREAS

AVERAGE ANNUAL RETAIL						
Defined Geography	Cincinnati		Kenton C	_	Villa H	
	Dollars	Index	Dollars	Index	Dollars	Index
Automotive Dealers	\$3,242.88	98	\$3,026.53	92	\$3,400.31	1
Automotive Parts, Accessories, & Tire Stores	\$142.65	69	\$140.31	68	\$146.10	
Beer, Wine, & Liquor Stores	\$129.16	89	\$121.84	84	\$130.81	
Book Stores	\$61.96	92	\$57.21	85	\$68.73	1
Childrens and Infants Clothing Stores	\$33.19	99	\$32.36	97	\$34.31	1
Clothing Accessories Stores	\$20.61	105	\$20.80	106	\$26.51	1:
Convenience Stores	\$122.72	101	\$125.56	104	\$139.60	1
Cosmetics, Beauty Supplies and Perfume Stores	\$25.83	101	\$24.98	98	\$27.91	1
Department Stores excluding leased depts	\$779.66	99	\$757.73	96	\$895.82	1
Drinking Place - Alcoholic Beverages	\$93.01	111	\$84.55	101	\$101.02	1
Family Clothing Stores	\$327.21	102	\$337.75	106	\$418.24	1
Florists	\$23.50	113	\$15.91	76	\$19.52	
Full-service Restaurants	\$1,200.53	96	\$1,123.03	90	\$1,293.02	10
Furniture Stores	\$20.38	99	\$17.83	87	\$20.42	1
Gift, Novelty, and Souvenir Stores	\$71.73	103	\$62.43	90	\$74.53	1
Hardware Stores	\$40.60	92	\$35.51	80	\$42.55	
Hobby, Toys and Games Stores	\$50.88	93	\$46.24	84	\$54.22	
Home Centers	\$366.45	84	\$336.32	77	\$417.21	(
Home Furnishing Stores	\$110.69	97	\$96.37	84	\$113.26	
Household Appliances Stores	\$80.31	93	\$75.55	88	\$88.71	10
Jewelry Stores	\$51.79	97	\$49.91	93	\$61.74	1
Limited-service Eating Places	\$1,206.04	94	\$1,134.72	88	\$1,297.60	1
Luggage & Leather Goods Stores	\$10.00	105	\$8.33	88	\$10.16	10
Mens Clothing Stores	\$31.55	86	\$37.47	102	\$42.36	1
Musical Instrument and Supplies Stores	\$7.62	82	\$8.14	88	\$9.76	10
News Dealers and Newsstands	\$5.28	102	\$4.83	93	\$5.67	10
Nursery and Garden centers	\$122.87	107	\$87.82	77	\$105.34	-
Office Supplies and Stationery Stores	\$88.47	105	\$73.28	87	\$87.43	1
Optical Goods Stores	\$43.84	108	\$38.63	95	\$48.22	1
Other Building Materials Dealers	\$300.34	73	\$300.38	73	\$384.78	
Other Clothing Stores	\$43.07	111	\$43.93	113	\$57.65	14
Other General Merchandise Stores	\$1,807.70	99	\$1,751.50	96	\$1.980.95	10
Other Health and Personal Care Stores	\$36.00	103	\$34.84	99	\$38.84	1
Other Miscellaneous Store Retailers	\$268.60	100	\$242.29	90	\$278.93	1
Other Motor Vehicle Dealers	\$226.87	95	\$202.28	85	\$249.36	10
Outdoor Power Equipment Stores	\$20.43	113	\$13.43	74	\$16.60	
Paint and Wallpaper Stores	\$27.53	72	\$28.59	75	\$35.31	
Pharmacies and Drug Stores	\$564.50	103	\$545.72	99	\$610.10	1
Radio, Television and Other Electronics Stores	\$181.62	97	\$162.20	87	\$186.73	1
Sew/Needlework/Piece Goods Stores	\$5.92	97	\$102.20	85	\$6.07	1
Shoe Stores	\$149.24	99	\$142.74	95	\$160.73	1
Special Foodservices	\$149.24	104	\$142.74	95	\$160.73	1
Specialty Food Stores	\$14.95 \$119.01	104	\$13.07	100	\$131.09	1
				100 89		
Sporting Goods Stores	\$116.89	96	\$108.87		\$129.87	1
Supermarkets and Other Grocery (except Convenience) Stores	\$3,023.61	102 101	\$2,961.26	100 93	\$3,330.03	1
Used Merchandise Stores	\$31.99		\$29.60		\$35.84	
Womens Clothing Stores	\$159.80	114	\$160.00	114	\$213.94	1
	440		A40			
Total Annual Retail Demand	\$19,338.79		\$18,518.30		\$21,101.45	
Index Base Entire U.S. =100 Fable prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.cc						

AVERAGE ANNUAL RETAIL	DEMAND P	ER HOUS	SEHOLD			
Amsterdam & Collins Roads Drive Time Epicenter	5 Minut	es	10 Min	utes	15 Minutes	
·	Dollars	Index	Dollars	Index	Dollars	Index
Automotive Dealers	\$3,352.46	102	\$3,056.47	93	\$2,811.91	85
Automotive Parts, Accessories, & Tire Stores	\$144.72	70	\$141.94	69	\$133.44	65
Beer, Wine, & Liquor Stores	\$130.43	90	\$122.83	85	\$117.49	81
Book Stores	\$66.03	98	\$57.39	85	\$53.22	79
Childrens and Infants Clothing Stores	\$34.22	102	\$31.42	94	\$31.31	94
Clothing Accessories Stores	\$25.56	131	\$21.52	110	\$19.46	100
Convenience Stores	\$136.40	113	\$126.13	104	\$119.57	99
Cosmetics, Beauty Supplies and Perfume Stores	\$27.23	107	\$25.87	101	\$23.46	92
Department Stores excluding leased depts	\$872.13	111	\$768.56	97	\$712.76	90
Drinking Place - Alcoholic Beverages	\$99.76	119	\$87.01	104	\$81.05	97
Family Clothing Stores	\$404.98	127	\$345.19	108	\$314.58	98
Florists	\$18.83	90	\$16.47	79	\$15.39	74
Full-service Restaurants	\$1,271.35	101	\$1,142.95	91	\$1,073.40	86
Furniture Stores	\$19.99	98	\$18.02	88	\$16.77	82
Gift, Novelty, and Souvenir Stores	\$71.95	104	\$63.29	91	\$58.90	85
Hardware Stores	\$41.34	94	\$36.30	82	\$33.06	75
Hobby, Toys and Games Stores	\$52.66	96	\$46.27	85	\$43.39	79
Home Centers	\$401.45	92	\$347.98	80	\$307.72	71
Home Furnishing Stores	\$110.04	96	\$97.68	86	\$90.13	79
Household Appliances Stores	\$86.98	101	\$77.38	90	\$69.88	81
Jewelry Stores	\$60.73	113	\$52.35	98	\$47.20	88
Limited-service Eating Places	\$1,274.91	99	\$1,152.58	89	\$1,084.06	84
Luggage & Leather Goods Stores	\$9.75	103	\$8.48	89	\$7.85	83
Mens Clothing Stores	\$41.94	114	\$37.12	101	\$33.64	91
Musical Instrument and Supplies Stores	\$9.47	102	\$8.11	87	\$7.42	80
News Dealers and Newsstands	\$5.49	106	\$4.89	94	\$4.57	88
Nursery and Garden centers	\$102.04	89	\$90.39	79	\$84.81	74
Office Supplies and Stationery Stores	\$84.50	100	\$74.56	88	\$69.43	82
Optical Goods Stores	\$46.38	114	\$40.68	100	\$35.79	88
Other Building Materials Dealers	\$367.66	89	\$313.87	76	\$269.09	65
Other Clothing Stores	\$55.21	142	\$45.79	118	\$41.26	106
Other General Merchandise Stores	\$1,934.36	106	\$1,765.53	97	\$1,663.27	92
Other Health and Personal Care Stores	\$37.89	108	\$35.96	102	\$32.78	93
Other Miscellaneous Store Retailers	\$270.15	101	\$243.67	91	\$231.14	86
Other Motor Vehicle Dealers	\$240.31	101	\$205.76	87	\$184.93	78
Outdoor Power Equipment Stores	\$16.01	89	\$13.96	77	\$13.02	72
Paint and Wallpaper Stores	\$33.95	89	\$29.53	77	\$25.69	67
Pharmacies and Drug Stores	\$594.80	108	\$562.07	102	\$513.65	93
Radio, Television and Other Electronics Stores	\$182.96	98	\$164.02	88	\$153.69	83
Sew/Needlework/Piece Goods Stores	\$5.86	98	\$5.17	87	\$4.79	80
Shoe Stores	\$157.90	105	\$141.51	94	\$134.18	89
Special Foodservices	\$157.90	110	\$141.51	94	\$134.18 \$13.08	91
Specialty Food Stores	\$13.86	110	\$14.00	101	\$13.08	91
Sporting Goods Stores	\$127.95	104	\$117.90	90	\$111.03	83
Supermarkets and Other Grocery (except Convenience) Stores	\$3,250.03	104	\$2,997.39	101	\$2,820.33	95
Used Merchandise Stores	\$3,230.03	109	\$2,997.39	95	\$2,820.33	88
Womens Clothing Stores	\$204.16	109	\$167.86	120	\$27.80 \$151.13	108
Womens Crouling Stores	φ2U4.16	140	\$107.86	120	\$131.13	108
Total Annual Datail Domand	\$20,643.14		\$18,745.51		\$17,464.45	
Total Annual Retail Demand Index Base Entire U.S. =100	\$20,045.14		\$10,743.31		\$17,404.45	
Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com	<u> </u>					
Table prepared by MARKET METRIC DECTON data supplied by Alteryx.com	ш					

#### EXHIBIT 19.

# SERVICES SURPLUSES AND LEAKAGES ANALYSIS AND SERVICES ESTABLISHMENTS AND EMPLOYMENT TOTALS

DEFINED GEOGRAPHIES A	ND DRIVE-TIME EP	ICENTERS SERVIO	CES ACTIVITY SUN	MMARY		
DEFINED EPICENTERS		Defined Geographies		Amste	erdam and Collins R	oads
MARKET AREAS	Cincinnati MSA	Kenton County	Villa Hills	5 Minutes	10 Minutes	15 Minutes
Effective Number of Households in the Defined Market	968,409	71,316	3,632	5,073	22,642	95,626
Business Summary Major SIC Division: Percent of Indigenous Market Served	%	%	%	%	%	%
Hotels, Rooming Houses, Camps & Other Lodging Places (70)	95.11%	109.75%	0.00%	27.29%	301.01%	329.63%
Personal Services (72)	102.86%	86.96%	8.90%	63.76%	172.13%	157.69%
Business Services (73)	125.27%	71.65%	31.19%	104.80%	180.63%	271.56%
Automotive Repair, Services, Parking (75)	103.09%	85.01%	25.37%	70.65%	201.72%	246.95%
Miscellaneous Repair Services (76)	109.76%	34.82%	0.00%	14.54%	102.08%	164.82%
Motion Pictures (78)	140.17%	93.73%	28.31%	263.54%	72.67%	561.37%
Amusement & Recreation Services (79)	124.40%	103.83%	23.43%	208.80%	216.36%	240.92%
Health Services (80)	69.96%	50.02%	22.28%	59.05%	138.17%	84.40%
Legal Services (81)	107.40%	131.44%	9.23%	61.67%	202.81%	779.64%
Educational Services (82)	86.19%	87.47%	19.75%	35.36%	123.09%	118.12%
Social Services (83)	100.80%	119.43%	5.16%	30.51%	125.94%	214.58%
Museums, Art Galleries, Botanical & Zoological Gardens (84)	143.29%	33.80%	0.00%	0.00%	60.17%	580.87%
Membership Organizations (86)	86.62%	84.90%	44.15%	101.78%	134.23%	161.85%
Engineering, Accounting, Research, Management & Related Svcs (87)	150.20%	66.34%	51.84%	133.24%	189.51%	327.70%
Services, Not Elsewhere Classified (89)	222.38%	67.79%	77.38%	199.46%	161.38%	230.43%
Total Services	96.39%	75.80%	24.50%	71.40%	153.39%	185.85%
Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com	02-16					

DEFINED EPICENTERS		Defined Geographies	S	Amste	erdam and Collins R	oads
MARKET AREAS	Cincinnati MSA	Kenton County	Villa Hills	5 Minutes	10 Minutes	15 Minutes
Effective Number of Households in the Defined Market	968,409	71,316	3,632	5,073	22,642	95,626
Business Summary Major SIC Division: Services Business Inventory	#	#	#	#	#	#
Hotels, Rooming Houses, Camps & Other Lodging Places (70)	375	28	0	1	32	88
Personal Services (72)	2,722	192	3	20	104	389
Business Services (73)	7,861	563	21	62	287	1,210
Automotive Repair, Services, Parking (75)	1,744	106	1	5	47	24
Miscellaneous Repair Services (76)	837	47	0	1	17	10:
Motion Pictures (78)	171	12	0	2	4	32
Amusement & Recreation Services (79)	1,263	96	2	11	57	20
Health Services (80)	5,231	401	6	33	303	76
Legal Services (81)	1,629	181	0	9	99	883
Educational Services (82)	1,624	107	1	4	57	22:
Social Services (83)	1,708	129	1	6	58	314
Museums, Art Galleries, Botanical & Zoological Gardens (84)	123	9	0	0	4	2:
Membership Organizations (86)	4,277	304	9	24	126	663
Engineering, Accounting, Research, Management & Related Svcs (87)	3,910	230	11	35	165	750
Services, Not Elsewhere Classified (89)	728	49	1	3	32	123
	34,203	2,454	56	216	1,392	6,03

DEFINED EPICENTERS	]	Defined Geographies	3	Amste	erdam and Collins R	oads
MARKET AREAS	Cincinnati MSA	Kenton County	Villa Hills	5 Minutes	10 Minutes	15 Minutes
Effective Number of Households in the Defined Market	968,409	71,316	3,632	5,073	22,642	95,626
Business Summary Major SIC Division: Service Businesses Employment	#	#	#	#	#	#
Hotels, Rooming Houses, Camps & Other Lodging Places (70)	8,649	735	0	13	640	2,96
Personal Services (72)	12,320	767	4	40	482	1,86
Business Services (73)	55,676	2,345	52	244	1,877	11,91
Automotive Repair, Services, Parking (75)	9,749	592	9	35	446	2,30
Miscellaneous Repair Services (76)	4,323	101	0	3	94	64
Motion Pictures (78)	1,320	65	1	13	16	52:
Amusement & Recreation Services (79)	12,738	783	9	112	518	2,430
Health Services (80)	72,832	3,835	87	322	3,363	8,67
Legal Services (81)	9,309	839	3	28	411	6,67
Educational Services (82)	67,476	5,043	58	145	2,253	9,13
Social Services (83)	20,813	1,816	4	33	608	4,37
Museums, Art Galleries, Botanical & Zoological Gardens (84)	1,324	23	0	0	13	530
Membership Organizations (86)	21,447	1,548	41	132	777	3,95
Engineering, Accounting, Research, Management & Related Svcs (87)	43,257	1,407	56	201	1,276	9,31
Services, Not Elsewhere Classified (89)	3,831	86	5	18	65	39
	345,064	19,985	329	1,339	12,839	65,70

#### EXHIBIT 20.

# FINANCIAL SERVICES DEMAND INDICES FOR ALL DEFINED MARKET AREAS

AVERAGE ANNUAL HOUSEHOI					D : 70:	
		ined Geogra			Drive Times	
	Cincinnati	Kenton	Villa Hills	Five	Ten	Fifteen
D 1 11 11 1 12 12 12 12 12 12 12 12 12 12	MSA	County		Minutes	Minutes	Minutes
Banks Used In Last 12 Months-primary Bank Of America	92	87	95	95	87	95
Banks Used In Last 12 Months-primary US Bank	105	120	111	109	123	113
Banks Used In Last 12 Months-primary Wells Fargo/Wachovia	105	106	130	131	115	105
Banks Used In Last 12 Months-primary Credit Unions	106	110	104	100	106	102
Banks Used In Last 12 Months-primary Savings & Loans	110	109	116	109	111	92
Debit/Atm Cards - Type Have Or Use Mastercard Debit	101	104	101	104	103	104
Debit/Atm Cards - Type Have Or Use Visa Debit	105	106	107	107	107	104
Sent In/Out U.S.Lst 12Mos Sent Money To Another Person In The U.S	102	97	98	100	96	103
Sent In/Out U.S.Lst 12Mos Sent Money To Another Person Outsde U.S	80	83	71	77	78	95
Mutual Fund - Brokerage Accounts Mutual Fund/Brokerage Accounts - Have	108	104	150	143	119	99
Total Value Of Securities Owned-any Less Than \$5,000	102	102	82	86	100	103
Total Value Of Securities Owned-any \$5,000 - \$9,999	109	110	95	100	105	112
Total Value Of Securities Owned-any \$10,000 - \$24,999	117	122	124	120	121	107
Total Value Of Securities Owned-any \$25,000 - \$49,999	109	112	116	112	107	97
Total Value Of Securities Owned-any \$50,000 - \$99,999	106	113	131	127	114	104
Total Value Of Securities Owned-any \$100,000 Or More	110	106	174	163	128	95
Loans - Have Auto Loan(S) For New Car	114	116	129	123	П7	102
Homeowner's Insurance - Value \$300,000 Or More	114	111	182	171	130	91
Automotive Insurance - Value \$300,000 Or More	109	107	160	152	121	89
Contributions Charitable Contributions - Last 12 Mos	105	106	121	117	110	99
Arts/Culture & Humanities \$200 Or More	108	111	168	160	147	113
Education \$200 Or More	114	107	171	162	125	89
Environmental \$200 Or More	104	85	165	152	110	74
Health \$200 Or More	113	109	164	155	128	97
Other \$200 Or More	111	108	136	127	111	95
Political \$200 Or More	103	86	173	166	113	81
Private Foundations \$200 Or More	120	113	159	148	122	99
Public Radio \$200 Or More	93	67	138	127	81	60
Public Television \$200 Or More	91	72	156	141	97	75
Religious \$200 Or More	111	108	138	133	116	94
Social Services/Welfare \$200 Or More	109	104	168	158	124	95
Index Base Entire U.S. =100						
Table prepared by MARKET METRIC\$ LLC from data supplied by Alt	ervx.com					

#### EXHIBIT 21.

# HEALTH CARE SERVICES DEMAND INDICES FOR ALL DEFINED MARKET AREAS

AVERAGE ANNUAL HOUSEHOLD USE OF	HEALTH CA	ARE PROF	ESSIONALS	S		
	Defi	ined Geogra	phy		Drive Times	
	Cincinnati	Kenton	Villa	Five	Ten	Fifteen
	MSA	County	Hills	Minutes	Minutes	Minutes
Eyeglasses & Contact Lenses-types Wear Contact Lenses-any	109	112	137	134	118	101
Eyeglasses & Contact Lenses-types Wear Contact Lenses-gas Permeable/Hard	112	112	154	149	121	95
Professionals Consulted Last 12 Months Acupuncturist	78	75	81	88	77	84
Professionals Consulted Last 12 Months Allergist	108	107	87	88	102	119
Professionals Consulted Last 12 Months Alternative Health Practitioner	95	89	88	91	87	97
Professionals Consulted Last 12 Months Cardiologist	96	93	105	99	95	95 95
Professionals Consulted Last 12 Months Chiropractor	102	103	110	107	103	95
Professionals Consulted Last 12 Months Dentist	103	102	119	114	106	97
Professionals Consulted Last 12 Months Dermatologist	104	109	129	129	115	104
Professionals Consulted Last 12 Months Ear, Nose & Throat	95	97	97	96	98	102
Professionals Consulted Last 12 Months Eye Doctor	100	101	108	105	104	98
Professionals Consulted Last 12 Months Gastroenterologist	100	98	100	102	98	103
Professionals Consulted Last 12 Months General/Family Practitioner	105	106	111	109	108	103
Professionals Consulted Last 12 Months Internist	95	91	115	117	102	94
Professionals Consulted Last 12 Months Nurse Practitioner	105	103	99	99	101	100
Professionals Consulted Last 12 Months Ob/Gyn	105	108	120	120	111	103
Professionals Consulted Last 12 Months Osteopath	100	102	142	147	128	107
Professionals Consulted Last 12 Months Pediatrician	106	120	97	95	104	122
Professionals Consulted Last 12 Months Pharmacist	105	107	103	105	106	109
Professionals Consulted Last 12 Months Physical Therapist	92	94	92	94	96	103
Professionals Consulted Last 12 Months Podiatrist	100	100	101	100	105	114
Ailments Had In Last 12 Months Any Ailment Last 12 Months	101	102	104	104	104	102
Taking Care Of Someone With Disease Alzheimer's Disease	106	96	107	100	98	105
Taking Care Of Someone With Disease Cancer	105	106	81	85	97	121
Taking Care Of Someone With Disease Atten Dfct Dsrdr(Add)/Hypractv Dis(Adhd)	92	91	82	78	76	94
Children's Cough/Cold Prods(Non-pres) Children's Cough/Cold Products-hh Use	111	110	104	105	105	104
Chldrn's Fev Reduce/Pain Rlv(Non-pres Children's Fever/Pain Relievers-hh Use	109	109	102	103	103	102
Index Base Entire U.S. =100						
Table prepared by MARKET METRIC\$ LLC from data supplied by Alteryx.com						