
Appendices One And Two

TARGET MARKET TABLES

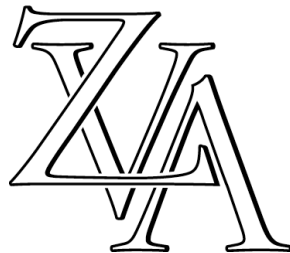
RESIDENTIAL MARKET POTENTIAL

Downtown Lake Charles Study Area

City of Lake Charles,
Calcasieu Parish, Louisiana

November, 2007

Conducted by
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Appendix One Tables



Gross Annual Household In-Migration*Calcasieu Parish, Louisiana***2001, 2002, 2003, 2004, 2005**

County of Origin 2001 2002 2003 2004 2005	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Cameron	95	3.2%	95	3.2%	105	3.6%	110	3.7%	350	9.8%
Orleans	25	0.8%	25	0.8%	25	0.9%	20	0.7%	210	5.9%
Beauregard	230	7.8%	215	7.3%	225	7.7%	200	6.7%	195	5.5%
Jefferson Davis	195	6.6%	190	6.4%	180	6.2%	195	6.6%	195	5.5%
Harris, TX	185	6.3%	190	6.4%	185	6.4%	160	5.4%	160	4.5%
Allen	120	4.1%	90	3.0%	105	3.6%	105	3.5%	115	3.2%
Jefferson	35	1.2%	30	1.0%	35	1.2%	30	1.0%	110	3.1%
Lafayette	90	3.1%	100	3.4%	90	3.1%	105	3.5%	110	3.1%
APO/FPO/Foreign	75	2.5%	80	2.7%	75	2.6%	90	3.0%	85	2.4%
East Baton Rouge	115	3.9%	90	3.0%	85	2.9%	90	3.0%	80	2.2%
St. Landry	40	1.4%	55	1.9%	40	1.4%	50	1.7%	65	1.8%
Jefferson, TX	75	2.5%	60	2.0%	60	2.1%	85	2.9%	60	1.7%
Orange, TX	70	2.4%	80	2.7%	80	2.7%	70	2.4%	60	1.7%
Acadia	60	2.0%	50	1.7%	55	1.9%	60	2.0%	55	1.5%
Vernon	50	1.7%	65	2.2%	45	1.5%	50	1.7%	45	1.3%
Evangeline	40	1.4%	40	1.3%	40	1.4%	35	1.2%	40	1.1%
St. Tammany	10	0.3%	15	0.5%	0	0.0%	15	0.5%	35	1.0%
Rapides	35	1.2%	40	1.3%	45	1.5%	40	1.3%	35	1.0%
St. Bernard	0	0.0%	0	0.0%	0	0.0%	0	0.0%	35	1.0%
Vermilion	25	0.8%	20	0.7%	25	0.9%	25	0.8%	35	1.0%
Bossier	15	0.5%	10	0.3%	15	0.5%	0	0.0%	30	0.8%
Caddo	20	0.7%	20	0.7%	25	0.9%	25	0.8%	25	0.7%
Galveston, TX	10	0.3%	20	0.7%	25	0.9%	25	0.8%	25	0.7%
Dallas, TX	30	1.0%	30	1.0%	15	0.5%	20	0.7%	25	0.7%
Iberia	25	0.8%	20	0.7%	25	0.9%	15	0.5%	25	0.7%
Harrison, MS	0	0.0%	15	0.5%	10	0.3%	0	0.0%	25	0.7%
San Diego, CA	10	0.3%	10	0.3%	10	0.3%	0	0.0%	20	0.6%
Ouachita	20	0.7%	20	0.7%	15	0.5%	15	0.5%	20	0.6%
Plaquemines	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20	0.6%
Ascension	0	0.0%	15	0.5%	15	0.5%	15	0.5%	20	0.6%
Tarrant, TX	20	0.7%	20	0.7%	20	0.7%	25	0.8%	20	0.6%
Los Angeles, CA	15	0.5%	10	0.3%	15	0.5%	15	0.5%	15	0.4%
Livingston	10	0.3%	15	0.5%	15	0.5%	10	0.3%	15	0.4%
Fort Bend, TX	15	0.5%	0	0.0%	15	0.5%	10	0.3%	15	0.4%
Travis, TX	15	0.5%	15	0.5%	15	0.5%	15	0.5%	15	0.4%
All Other Counties	1,170	39.7%	1,215	41.0%	1,175	40.4%	1,245	41.9%	1,185	33.1%
Total In-Migration:	2,945	100.0%	2,965	100.0%	2,910	100.0%	2,970	100.0%	3,575	100.0%

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

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

Gross Annual Household Out-Migration*Calcasieu Parish, Louisiana***2001, 2002, 2003, 2004, 2005**

Destination County 2001 2002 2003 2004 2005	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
Cameron	70	2.1%	70	2.3%	95	3.1%	95	3.1%	65	1.6%
Orleans	30	0.9%	25	0.8%	30	1.0%	25	0.8%	0	0.0%
Beauregard	230	7.0%	235	7.7%	235	7.7%	185	6.1%	240	5.9%
Jefferson Davis	135	4.1%	140	4.6%	170	5.5%	170	5.6%	180	4.4%
Harris, TX	360	10.9%	290	9.5%	255	8.3%	250	8.2%	435	10.7%
Allen	75	2.3%	90	2.9%	90	2.9%	80	2.6%	95	2.3%
Jefferson	35	1.1%	30	1.0%	35	1.1%	35	1.1%	30	0.7%
Lafayette	125	3.8%	115	3.8%	125	4.1%	100	3.3%	145	3.6%
APO/FPO/Foreign	35	1.1%	30	1.0%	30	1.0%	30	1.0%	25	0.6%
East Baton Rouge	130	3.9%	160	5.2%	135	4.4%	115	3.8%	135	3.3%
St. Landry	30	0.9%	30	1.0%	40	1.3%	35	1.1%	40	1.0%
Jefferson, TX	80	2.4%	80	2.6%	65	2.1%	65	2.1%	70	1.7%
Orange, TX	85	2.6%	75	2.5%	65	2.1%	65	2.1%	70	1.7%
Acadia	45	1.4%	40	1.3%	35	1.1%	25	0.8%	55	1.4%
Vernon	20	0.6%	25	0.8%	30	1.0%	45	1.5%	50	1.2%
Evangeline	35	1.1%	30	1.0%	15	0.5%	30	1.0%	35	0.9%
St. Tammany	10	0.3%	15	0.5%	25	0.8%	25	0.8%	15	0.4%
Rapides	35	1.1%	35	1.1%	30	1.0%	50	1.6%	65	1.6%
St. Bernard	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vermilion	20	0.6%	25	0.8%	30	1.0%	30	1.0%	25	0.6%
Bossier	15	0.5%	15	0.5%	15	0.5%	10	0.3%	35	0.9%
Caddo	20	0.6%	20	0.7%	20	0.7%	30	1.0%	50	1.2%
Galveston, TX	40	1.2%	40	1.3%	20	0.7%	25	0.8%	35	0.9%
Dallas, TX	45	1.4%	35	1.1%	30	1.0%	35	1.1%	55	1.4%
Iberia	15	0.5%	10	0.3%	15	0.5%	20	0.7%	15	0.4%
Harrison, MS	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	0.2%
San Diego, CA	15	0.5%	20	0.7%	15	0.5%	20	0.7%	10	0.2%
Ouachita	20	0.6%	25	0.8%	20	0.7%	20	0.7%	25	0.6%
Plaquemines	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ascension	15	0.5%	15	0.5%	20	0.7%	20	0.7%	20	0.5%
Tarrant, TX	50	1.5%	25	0.8%	40	1.3%	30	1.0%	40	1.0%
Los Angeles, CA	15	0.5%	25	0.8%	30	1.0%	35	1.1%	25	0.6%
Livingston	0	0.0%	0	0.0%	10	0.3%	0	0.0%	15	0.4%
Fort Bend, TX	20	0.6%	25	0.8%	30	1.0%	30	1.0%	40	1.0%
Travis, TX	35	1.1%	25	0.8%	15	0.5%	20	0.7%	45	1.1%
All Other Counties	1,405	42.6%	1,235	40.4%	1,255	40.9%	1,300	42.6%	1,865	45.9%
Total Out-Migration:	3,295	100.0%	3,055	100.0%	3,070	100.0%	3,050	100.0%	4,060	100.0%

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

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

Net Annual Household Migration*Calcasieu Parish, Louisiana***2001, 2002, 2003, 2004, 2005**

County 2001 2002 2003 2004 2005
	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Cameron	25	25	10	15	285
Orleans	-5	0	-5	-5	210
Beauregard	0	-20	-10	15	-45
Jefferson Davis	60	50	10	25	15
Harris, TX	-175	-100	-70	-90	-275
Allen	45	0	15	25	20
Jefferson	0	0	0	-5	80
Lafayette	-35	-15	-35	5	-35
APO/FPO/Foreign	40	50	45	60	60
East Baton Rouge	-15	-70	-50	-25	-55
St. Landry	10	25	0	15	25
Jefferson, TX	-5	-20	-5	20	-10
Orange, TX	-15	5	15	5	-10
Acadia	15	10	20	35	0
Vernon	30	40	15	5	-5
Evangeline	5	10	25	5	5
St. Tammany	0	0	-25	-10	20
Rapides	0	5	15	-10	-30
St. Bernard	0	0	0	0	35
Vermilion	5	-5	-5	-5	10
Bossier	0	-5	0	-10	-5
Caddo	0	0	5	-5	-25
Galveston, TX	-30	-20	5	0	-10
Dallas, TX	-15	-5	-15	-15	-30
Iberia	10	10	10	-5	10
Harrison, MS	0	15	10	0	15
San Diego, CA	-5	-10	-5	-20	10
Ouachita	0	-5	-5	-5	-5
Plaquemines	0	0	0	0	20
Ascension	-15	0	-5	-5	0
Tarrant, TX	-30	-5	-20	-5	-20
Los Angeles, CA	0	-15	-15	-20	-10
Livingston	10	15	5	10	0
Fort Bend, TX	-5	-25	-15	-20	-25
Travis, TX	-20	-10	0	-5	-30
All Other Counties	-235	-20	-80	-55	-680
Total Net Migration:	-350	-90	-160	-80	-485

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

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

2007 Household Classification by Market Groups*City of Lake Charles, Calcasieu Parish, Louisiana*

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	4,550	39.6%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,430	29.8%
<i>Metropolitan Suburbs</i>	730	6.3%
<i>Town & Country/Exurbs</i>	390	3.4%
Traditional & Non-Traditional Families	3,430	29.8%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,070	18.0%
<i>Metropolitan Suburbs</i>	810	7.0%
<i>Town & Country/Exurbs</i>	550	4.8%
Younger Singles & Couples	3,520	30.6%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,360	20.5%
<i>Metropolitan Suburbs</i>	610	5.3%
<i>Town & Country/Exurbs</i>	550	4.8%
Total:	11,500	100.0%
Total City Households:	27,580	
Classified Households As A Share Of Total City Households:	41.7%	
Estimated Median Income:	\$34,800	
Estimated National Median Income:	\$49,300	
Estimated Median Home Value:	\$90,200	
Estimated National Median Home Value:	\$172,900	

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

2007 Household Classification by Market Groups

City of Lake Charles, Calcasieu Parish, Louisiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	4,550	39.6%		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	920	8.0%	\$101,000	\$228,200
Middle-Class Move-Downs	2,510	21.8%	\$67,500	\$170,200
Subtotal:	3,430	29.8%		
<i>Metropolitan Suburbs</i>				
Old Money	180	1.6%	\$299,300	\$423,000
Suburban Establishment	100	0.9%	\$109,200	\$233,000
Affluent Empty Nesters	90	0.8%	\$108,600	\$229,400
Mainstream Retirees	210	1.8%	\$84,700	\$146,900
Middle-American Retirees	150	1.3%	\$65,600	\$133,300
Subtotal:	730	6.3%		
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	260	2.3%	\$109,300	\$216,000
New Empty Nesters	30	0.3%	\$93,700	\$189,300
RV Retirees	100	0.9%	\$72,500	\$168,700
Subtotal:	390	3.4%		

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

2007 Household Classification by Market Groups

City of Lake Charles, Calcasieu Parish, Louisiana

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	3,430	29.8%		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0.0%		
Multi-Cultural Families	0	0.0%		
<i>Subtotal:</i>	<u>0</u>	<u>0.0%</u>		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	660	5.7%	\$109,100	\$235,100
Multi-Ethnic Families	1,410	12.3%	\$67,700	\$149,400
<i>Subtotal:</i>	<u>2,070</u>	<u>18.0%</u>		
<i>Metropolitan Suburbs</i>				
The Social Register	120	1.0%	\$265,700	\$356,300
The Entrepreneurs	180	1.6%	\$154,000	\$325,500
Nouveau Money	80	0.7%	\$141,600	\$314,600
Late-Nest Suburbanites	90	0.8%	\$98,400	\$230,600
Full-Nest Suburbanites	140	1.2%	\$97,000	\$227,100
Blue-Collar Button-Downs	200	1.7%	\$67,800	\$168,500
<i>Subtotal:</i>	<u>810</u>	<u>7.0%</u>		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	310	2.7%	\$138,500	\$309,600
Full-Nest Exurbanites	40	0.3%	\$98,900	\$226,200
New-Town Families	170	1.5%	\$74,900	\$171,800
Small-Town Families	0	0.0%		
Blue-Collar Families	30	0.3%	\$70,500	\$113,100
<i>Subtotal:</i>	<u>550</u>	<u>4.8%</u>		

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

2007 Household Classification by Market Groups*City of Lake Charles, Calcasieu Parish, Louisiana*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Single & Couples	3,520	30.6%		
<i>Metropolitan Cities</i>				
e-Types	0	0.0%		
New Bohemians	0	0.0%		
Urban Achievers	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	510	4.4%	\$95,700	\$202,600
Twentysomethings	680	5.9%	\$71,200	\$159,300
Small-City Singles	1,170	10.2%	\$60,900	\$150,700
Subtotal:	2,360	20.5%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	40	0.3%	\$99,600	\$203,700
Upscale Suburban Couples	210	1.8%	\$89,600	\$179,000
Suburban Achievers	200	1.7%	\$69,400	\$161,000
No-Nest Suburbanites	160	1.4%	\$68,400	\$150,400
Subtotal:	610	5.3%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	350	3.0%	\$112,700	\$283,700
Cross-Training Couples	120	1.0%	\$76,800	\$151,900
Exurban Suburbanites	80	0.7%	\$57,300	\$133,400
Subtotal:	550	4.8%		

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

2007 Household Classification by Market Groups
Calcasieu Parish, Louisiana

Household Type/ Geographic Designation	Estimated Number	Estimated Share
Empty Nesters & Retirees	10,380	31.1%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	4,790	14.3%
<i>Metropolitan Suburbs</i>	1,310	3.9%
<i>Town & Country/Exurbs</i>	4,280	12.8%
Traditional & Non-Traditional Families	15,380	46.0%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,590	10.7%
<i>Metropolitan Suburbs</i>	1,640	4.9%
<i>Town & Country/Exurbs</i>	10,150	30.4%
Younger Singles & Couples	7,660	22.9%
<i>Metropolitan Cities</i>	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,700	11.1%
<i>Metropolitan Suburbs</i>	1,410	4.2%
<i>Town & Country/Exurbs</i>	2,550	7.6%
Total:	33,420	100.0%
Total Parish Households:	70,990	
Classified Households As A Share Of Total Parish Households:	47.1%	
Estimated Median Income:	\$41,400	
Estimated National Median Income:	\$49,300	
Estimated Median Home Value:	\$89,900	
Estimated National Median Home Value:	\$172,900	

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

2007 Household Classification by Market Groups*Calcasieu Parish, Louisiana*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Empty Nesters & Retirees	10,380	31.1%		
<i>Metropolitan Cities</i>				
Urban Establishment	0	0.0%		
Cosmopolitan Couples	0	0.0%		
Multi-Ethnic Empty Nesters	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Cosmopolitan Elite	1,510	4.5%	\$104,100	\$227,900
Middle-Class Move-Downs	3,280	9.8%	\$69,600	\$170,000
Subtotal:	4,790	14.3%		
<i>Metropolitan Suburbs</i>				
Old Money	240	0.7%	\$300,100	\$422,400
Suburban Establishment	240	0.7%	\$112,500	\$232,600
Affluent Empty Nesters	170	0.5%	\$111,900	\$229,100
Mainstream Retirees	440	1.3%	\$87,300	\$146,700
Middle-American Retirees	220	0.7%	\$67,600	\$133,100
Subtotal:	1,310	3.9%		
<i>Town & Country/Exurbs</i>				
Small-Town Establishment	1,130	3.4%	\$112,700	\$215,800
New Empty Nesters	1,510	4.5%	\$96,600	\$189,000
RV Retirees	1,640	4.9%	\$74,700	\$168,500
Subtotal:	4,280	12.8%		

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

2007 Household Classification by Market Groups*Calcasieu Parish, Louisiana*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Traditional & Non-Traditional Families	15,380	46.0%		
<i>Metropolitan Cities</i>				
Full-Nest Urbanites	0	0.0%		
Multi-Cultural Families	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
Unibox Transferees	1,610	4.8%	\$112,400	\$234,700
Multi-Ethnic Families	1,980	5.9%	\$69,700	\$149,200
Subtotal:	3,590	10.7%		
<i>Metropolitan Suburbs</i>				
The Social Register	190	0.6%	\$266,500	\$355,800
The Entrepreneurs	250	0.7%	\$155,300	\$325,000
Nouveau Money	140	0.4%	\$145,900	\$314,100
Late-Nest Suburbanites	190	0.6%	\$101,300	\$230,300
Full-Nest Suburbanites	320	1.0%	\$99,900	\$226,800
Blue-Collar Button-Downs	550	1.6%	\$69,900	\$168,200
Subtotal:	1,640	4.9%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Elite	510	1.5%	\$142,700	\$309,100
Full-Nest Exurbanites	2,250	6.7%	\$101,900	\$225,900
New-Town Families	2,540	7.6%	\$77,100	\$171,600
Small-Town Families	2,170	6.5%	\$76,000	\$137,300
Blue-Collar Families	2,680	8.0%	\$72,600	\$112,900
Subtotal:	10,150	30.4%		

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

2007 Household Classification by Market Groups*Calcasieu Parish, Louisiana*

	<i>Estimated Number</i>	<i>Estimated Share</i>	<i>Estimated Median Income</i>	<i>Estimated Median Home Value</i>
Younger Single & Couples	7,660	22.9%		
<i>Metropolitan Cities</i>				
e-Types	0	0.0%		
New Bohemians	0	0.0%		
Urban Achievers	0	0.0%		
Subtotal:	0	0.0%		
<i>Small Cities/Satellite Cities</i>				
The VIPs	1,120	3.4%	\$98,600	\$202,300
Twentysomethings	1,030	3.1%	\$73,400	\$159,100
Small-City Singles	1,550	4.6%	\$62,800	\$150,500
Subtotal:	3,700	11.1%		
<i>Metropolitan Suburbs</i>				
Fast-Track Professionals	90	0.3%	\$102,700	\$203,400
Upscale Suburban Couples	450	1.3%	\$92,400	\$178,800
Suburban Achievers	470	1.4%	\$71,500	\$160,800
No-Nest Suburbanites	400	1.2%	\$70,500	\$150,200
Subtotal:	1,410	4.2%		
<i>Town & Country/Exurbs</i>				
Ex-Urban Power Couples	520	1.6%	\$116,100	\$283,300
Cross-Training Couples	370	1.1%	\$79,200	\$151,700
Exurban Suburbanites	1,660	5.0%	\$59,000	\$133,300
Subtotal:	2,550	7.6%		

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

Households With The Potential To Move Within The City Of Lake Charles In 2007

Household Classification By Market Groups
City of Lake Charles, Calcasieu Parish, Louisiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	4,550	400	29.6%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	3,430	310	23.0%
<i>Metropolitan Suburbs</i>	730	60	4.4%
<i>Town & Country/Exurbs</i>	390	30	2.2%
Traditional & Non-Traditional Families	3,430	410	30.4%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,070	250	18.5%
<i>Metropolitan Suburbs</i>	810	100	7.4%
<i>Town & Country/Exurbs</i>	550	60	4.4%
Younger Singles & Couples	3,520	540	40.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	2,360	370	27.4%
<i>Metropolitan Suburbs</i>	610	100	7.4%
<i>Town & Country/Exurbs</i>	550	70	5.2%
Total:	11,500	1,350	100.0%
Total City Households:	27,580		
Classified Households As A Share Of Total City Households:	41.7%		

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

Households With The Potential To Move Within The City Of Lake Charles In 2007

Household Classification By Market Groups
City of Lake Charles, Calcasieu Parish, Louisiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	4,550	400	29.6%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	920	70	5.2%
Middle-Class Move-Downs	2,510	240	17.8%
Subtotal:	3,430	310	23.0%
<i>Metropolitan Suburbs</i>			
Old Money	180	10	0.7%
Suburban Establishment	100	10	0.7%
Affluent Empty Nesters	90	10	0.7%
Mainstream Retirees	210	20	1.5%
Middle-American Retirees	150	10	0.7%
Subtotal:	730	60	4.4%
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	260	20	1.5%
New Empty Nesters	30	0	0.0%
RV Retirees	100	10	0.7%
Subtotal:	390	30	2.2%

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

Households With The Potential To Move Within The City Of Lake Charles In 2007

Household Classification By Market Groups
City of Lake Charles, Calcasieu Parish, Louisiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	3,430	410	30.4%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	660	70	5.2%
Multi-Ethnic Families	1,410	180	13.3%
<i>Subtotal:</i>	<u>2,070</u>	<u>250</u>	<u>18.5%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	120	10	0.7%
The Entrepreneurs	180	20	1.5%
Nouveau Money	80	10	0.7%
Late-Nest Suburbanites	90	10	0.7%
Full-Nest Suburbanites	140	20	1.5%
Blue-Collar Button-Downs	200	30	2.2%
<i>Subtotal:</i>	<u>810</u>	<u>100</u>	<u>7.4%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	310	40	3.0%
Full-Nest Exurbanites	40	0	0.0%
New-Town Families	170	20	1.5%
Small-Town Families	0	0	0.0%
Blue-Collar Families	30	0	0.0%
<i>Subtotal:</i>	<u>550</u>	<u>60</u>	<u>4.4%</u>

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

Households With The Potential To Move Within The City Of Lake Charles In 2007

Household Classification By Market Groups
City of Lake Charles, Calcasieu Parish, Louisiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	3,520	540	40.0%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	510	60	4.4%
Twentysomethings	680	110	8.1%
Small-City Singles	1,170	200	14.8%
Subtotal:	2,360	370	27.4%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	40	10	0.7%
Upscale Suburban Couples	210	30	2.2%
Suburban Achievers	200	40	3.0%
No-Nest Suburbanites	160	20	1.5%
Subtotal:	610	100	7.4%
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	350	50	3.7%
Cross-Training Couples	120	10	0.7%
Exurban Suburbanites	80	10	0.7%
Subtotal:	550	70	5.2%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Balance of Calcasieu Parish, Louisiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	5,830	210	21.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,360	50	5.0%
<i>Metropolitan Suburbs</i>	580	10	1.0%
<i>Town & Country/Exurbs</i>	3,890	150	15.0%
Traditional & Non-Traditional Families	11,950	550	55.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,520	70	7.0%
<i>Metropolitan Suburbs</i>	830	30	3.0%
<i>Town & Country/Exurbs</i>	9,600	450	45.0%
Younger Singles & Couples	4,140	240	24.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	1,340	80	8.0%
<i>Metropolitan Suburbs</i>	800	40	4.0%
<i>Town & Country/Exurbs</i>	2,000	120	12.0%
Total:	21,920	1,000	100.0%
Total Parish Households: {Balance of Parish}	43,410		
Classified Households As A Share Of Total Parish Households: {Balance of Parish}	50.5%		

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Balance of Calcasieu Parish, Louisiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	5,830	210	21.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	590	20	2.0%
Middle-Class Move-Downs	770	30	3.0%
Subtotal:	1,360	50	5.0%
<i>Metropolitan Suburbs</i>			
Old Money	60	0	0.0%
Suburban Establishment	140	0	0.0%
Affluent Empty Nesters	80	0	0.0%
Mainstream Retirees	230	10	1.0%
Middle-American Retirees	70	0	0.0%
Subtotal:	580	10	1.0%
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	870	30	3.0%
New Empty Nesters	1,480	60	6.0%
RV Retirees	1,540	60	6.0%
Subtotal:	3,890	150	15.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Balance of Calcasieu Parish, Louisiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	11,950	550	55.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	950	40	4.0%
Multi-Ethnic Families	570	30	3.0%
<i>Subtotal:</i>	<u>1,520</u>	<u>70</u>	<u>7.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	70	0	0.0%
The Entrepreneurs	70	0	0.0%
Nouveau Money	60	0	0.0%
Late-Nest Suburbanites	100	0	0.0%
Full-Nest Suburbanites	180	10	1.0%
Blue-Collar Button-Downs	350	20	2.0%
<i>Subtotal:</i>	<u>830</u>	<u>30</u>	<u>3.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	200	10	1.0%
Full-Nest Exurbanites	2,210	110	11.0%
New-Town Families	2,370	130	13.0%
Small-Town Families	2,170	100	10.0%
Blue-Collar Families	2,650	100	10.0%
<i>Subtotal:</i>	<u>9,600</u>	<u>450</u>	<u>45.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Balance of Calcasieu Parish, Louisiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	4,140	240	24.0%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	610	30	3.0%
Twentysomethings	350	20	2.0%
Small-City Singles	380	30	3.0%
Subtotal:	1,340	80	8.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	50	0	0.0%
Upscale Suburban Couples	240	10	1.0%
Suburban Achievers	270	20	2.0%
No-Nest Suburbanites	240	10	1.0%
Subtotal:	800	40	4.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	170	10	1.0%
Cross-Training Couples	250	10	1.0%
Exurban Suburbanites	1,580	100	10.0%
Subtotal:	2,000	120	12.0%

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

Households With The Potential To Move To The City of Lake Charles In 2007

Summary: Appendix Two, Tables 1 Through 4
Cameron, Beauregard, Jefferson Davis and Allen Parishes, Louisiana

Household Type/ Geographic Designation	Cameron Parish	Beauregard Parish	Jefferson Davis Parish	Allen Parish	Total
Empty Nesters & Retirees	20	30	20	0	70
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	20	30	20	0	70
Traditional & Non-Traditional Families	80	60	60	40	240
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	80	60	60	40	240
Younger Singles & Couples	0	10	20	10	40
<i>Metropolitan Cities</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>	0	10	20	10	40
Total:	100	100	100	50	350
Percent:	28.6%	28.6%	28.6%	14.3%	100.0%

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

Households With The Potential To Move To The City of Lake Charles In 2007

Summary: Appendix Two, Tables 1 Through 4
Cameron, Beauregard, Jefferson Davis and Allen Parishes, Louisiana

	<i>Cameron Parish</i>	<i>Beauregard Parish</i>	<i>Jefferson Davis Parish</i>	<i>Allen Parish</i>	<i>Total</i>
Empty Nesters & Retirees	20	30	20	0	70
<i>Metropolitan Cities</i>					
Urban Establishment	0	0	0	0	0
Cosmopolitan Couples	0	0	0	0	0
Multi-Ethnic Empty Nesters	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>					
Cosmopolitan Elite	0	0	0	0	0
Middle-Class Move-Downs	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Metropolitan Suburbs</i>					
Old Money	0	0	0	0	0
Suburban Establishment	0	0	0	0	0
Affluent Empty Nesters	0	0	0	0	0
Mainstream Retirees	0	0	0	0	0
Middle-American Retirees	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Town & Country/Exurbs</i>					
Small-Town Establishment	0	10	0	0	10
New Empty Nesters	10	10	10	0	30
RV Retirees	10	10	10	0	30
Subtotal:	20	30	20	0	70

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

Households With The Potential To Move To The City of Lake Charles In 2007

Summary: Appendix Two, Tables 1 Through 4
Cameron, Beauregard, Jefferson Davis and Allen Parishes, Louisiana

	<i>Cameron Parish</i>	<i>Beauregard Parish</i>	<i>Jefferson Davis Parish</i>	<i>Allen Parish</i>	<i>Total</i>
Traditional & Non-Traditional Families	80	60	60	40	240
<i>Metropolitan Cities</i>					
Full-Nest Urbanites	0	0	0	0	0
Multi-Cultural Families	0	0	0	0	0
<i>Subtotal:</i>	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>					
Unibox Transferees	0	0	0	0	0
Multi-Ethnic Families	0	0	0	0	0
<i>Subtotal:</i>	0	0	0	0	0
<i>Metropolitan Suburbs</i>					
The Social Register	0	0	0	0	0
The Entrepreneurs	0	0	0	0	0
Nouveau Money	0	0	0	0	0
Late-Nest Suburbanites	0	0	0	0	0
Full-Nest Suburbanites	0	0	0	0	0
Blue-Collar Button-Downs	0	0	0	0	0
<i>Subtotal:</i>	0	0	0	0	0
<i>Town & Country/Exurbs</i>					
Ex-Urban Elite	0	0	0	0	0
Full-Nest Exurbanites	10	20	20	10	60
New-Town Families	0	10	10	10	30
Small-Town Families	40	20	20	10	90
Blue-Collar Families	30	10	10	10	60
<i>Subtotal:</i>	80	60	60	40	240

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

Households With The Potential To Move To The City of Lake Charles In 2007

Summary: Appendix Two, Tables 1 Through 4
Cameron, Beauregard, Jefferson Davis and Allen Parishes, Louisiana

	<i>Cameron Parish</i>	<i>Beauregard Parish</i>	<i>Jefferson Davis Parish</i>	<i>Allen Parish</i>	<i>Total</i>
Younger Singles & Couples	0	10	20	10	40
<i>Metropolitan Cities</i>					
e-Types	0	0	0	0	0
New Bohemians	0	0	0	0	0
Urban Achievers	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Small Cities/Satellite Cities</i>					
The VIPs	0	0	0	0	0
Twentysomethings	0	0	0	0	0
Small-City Singles	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Metropolitan Suburbs</i>					
Fast-Track Professionals	0	0	0	0	0
Upscale Suburban Couples	0	0	0	0	0
Suburban Achievers	0	0	0	0	0
No-Nest Suburbanites	0	0	0	0	0
Subtotal:	0	0	0	0	0
<i>Town & Country/Exurbs</i>					
Ex-Urban Power Couples	0	0	0	0	0
Cross-Training Couples	0	0	0	0	0
Exurban Suburbanites	0	10	20	10	40
Subtotal:	0	10	20	10	40

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

Households With The Potential To Move To The City of Lake Charles In 2007

Summary: Appendix Three, Tables 1 And 2
Orleans and Jefferson Parishes, Louisiana

Household Type/ Geographic Designation	<i>Orleans Parish</i>	<i>Jefferson Parish</i>	Total
Empty Nesters & Retirees	20	30	50
<i>Metropolitan Cities</i>	20	30	50
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Traditional & Non-Traditional Families	20	10	30
<i>Metropolitan Cities</i>	20	10	30
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Younger Singles & Couples	10	10	20
<i>Metropolitan Cities</i>	10	10	20
<i>Small Cities/Satellite Cities</i>	0	0	0
<i>Metropolitan Suburbs</i>	0	0	0
<i>Town & Country/Exurbs</i>	0	0	0
Total:	50	50	100
Percent:	50.0%	50.0%	100.0%

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

Households With The Potential To Move To The City of Lake Charles In 2007

Summary: Appendix Three, Tables 1 And 2

Orleans and Jefferson Parishes, Louisiana

	<i>Orleans Parish</i>	<i>Jefferson Parish</i>	Total
Empty Nesters & Retirees	20	30	50
<i>Metropolitan Cities</i>			
Urban Establishment	10	10	20
Cosmopolitan Couples	0	10	10
Multi-Ethnic Empty Nesters	10	10	20
<i>Subtotal:</i>	20	30	50
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0
Middle-Class Move-Downs	0	0	0
<i>Subtotal:</i>	0	0	0
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0
Suburban Establishment	0	0	0
Affluent Empty Nesters	0	0	0
Mainstream Retirees	0	0	0
Middle-American Retirees	0	0	0
<i>Subtotal:</i>	0	0	0
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	0	0	0
New Empty Nesters	0	0	0
RV Retirees	0	0	0
<i>Subtotal:</i>	0	0	0

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

Households With The Potential To Move To The City of Lake Charles In 2007

Summary: Appendix Three, Tables 1 And 2

Orleans and Jefferson Parishes, Louisiana

	<i>Orleans Parish</i>	<i>Jefferson Parish</i>	Total
Traditional & Non-Traditional Families	20	10	30
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	10	10	20
Multi-Cultural Families	10	0	10
Subtotal:	20	10	30
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0
Multi-Ethnic Families	0	0	0
Subtotal:	0	0	0
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0
The Entrepreneurs	0	0	0
Nouveau Money	0	0	0
Late-Nest Suburbanites	0	0	0
Full-Nest Suburbanites	0	0	0
Blue-Collar Button-Downs	0	0	0
Subtotal:	0	0	0
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0
Full-Nest Exurbanites	0	0	0
New-Town Families	0	0	0
Small-Town Families	0	0	0
Blue-Collar Families	0	0	0
Subtotal:	0	0	0

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

Households With The Potential To Move To The City of Lake Charles In 2007

Summary: Appendix Three, Tables 1 And 2
Orleans and Jefferson Parishes, Louisiana

	<i>Orleans Parish</i>	<i>Jefferson Parish</i>	<i>Total</i>
Younger Singles & Couples	10	10	20
<i>Metropolitan Cities</i>			
e-Types	10	0	10
New Bohemians	0	0	0
Urban Achievers	0	10	10
<i>Subtotal:</i>	<u>10</u>	<u>10</u>	<u>20</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0
Twentysomethings	0	0	0
Small-City Singles	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0
Upscale Suburban Couples	0	0	0
Suburban Achievers	0	0	0
No-Nest Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0
Cross-Training Couples	0	0	0
Exurban Suburbanites	0	0	0
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Harris County (Houston), Texas

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	192,285	30	15.0%
<i>Metropolitan Cities</i>	54,940	10	5.0%
<i>Small Cities/Satellite Cities</i>	37,315	20	10.0%
<i>Metropolitan Suburbs</i>	82,055	0	0.0%
<i>Town & Country/Exurbs</i>	17,975	0	0.0%
Traditional & Non-Traditional Families	391,470	90	45.0%
<i>Metropolitan Cities</i>	88,145	20	10.0%
<i>Small Cities/Satellite Cities</i>	74,295	20	10.0%
<i>Metropolitan Suburbs</i>	174,480	20	10.0%
<i>Town & Country/Exurbs</i>	54,550	30	15.0%
Younger Singles & Couples	335,330	80	40.0%
<i>Metropolitan Cities</i>	102,580	10	5.0%
<i>Small Cities/Satellite Cities</i>	81,395	40	20.0%
<i>Metropolitan Suburbs</i>	131,105	30	15.0%
<i>Town & Country/Exurbs</i>	20,250	0	0.0%
Total:	919,085	200	100.0%
Total County Households:	1,309,655		
Classified Households As A Share Of Total County Households:	70.2%		

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Harris County (Houston), Texas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	192,285	30	15.0%
<i>Metropolitan Cities</i>			
Urban Establishment	26,150	0	0.0%
Cosmopolitan Couples	11,440	10	5.0%
Multi-Ethnic Empty Nesters	17,350	0	0.0%
<i>Subtotal:</i>	<u>54,940</u>	<u>10</u>	<u>5.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	19,220	20	10.0%
Middle-Class Move-Downs	18,095	0	0.0%
<i>Subtotal:</i>	<u>37,315</u>	<u>20</u>	<u>10.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	22,620	0	0.0%
Suburban Establishment	17,740	0	0.0%
Affluent Empty Nesters	9,650	0	0.0%
Mainstream Retirees	7,930	0	0.0%
Middle-American Retirees	24,115	0	0.0%
<i>Subtotal:</i>	<u>82,055</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	4,740	0	0.0%
New Empty Nesters	9,290	0	0.0%
RV Retirees	3,945	0	0.0%
<i>Subtotal:</i>	<u>17,975</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Harris County (Houston), Texas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	391,470	90	45.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	42,270	20	10.0%
Multi-Cultural Families	45,875	0	0.0%
<i>Subtotal:</i>	88,145	20	10.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	49,250	20	10.0%
Multi-Ethnic Families	25,045	0	0.0%
<i>Subtotal:</i>	74,295	20	10.0%
<i>Metropolitan Suburbs</i>			
The Social Register	19,760	0	0.0%
The Entrepreneurs	26,370	10	5.0%
Nouveau Money	20,625	10	5.0%
Late-Nest Suburbanites	17,115	0	0.0%
Full-Nest Suburbanites	44,500	0	0.0%
Blue-Collar Button-Downs	46,110	0	0.0%
<i>Subtotal:</i>	174,480	20	10.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	11,465	10	5.0%
Full-Nest Exurbanites	12,000	10	5.0%
New-Town Families	16,695	10	5.0%
Small-Town Families	2,090	0	0.0%
Blue-Collar Families	12,300	0	0.0%
<i>Subtotal:</i>	54,550	30	15.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Harris County (Houston), Texas

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	335,330	80	40.0%
<i>Metropolitan Cities</i>			
e-Types	19,865	10	5.0%
New Bohemians	36,610	0	0.0%
Urban Achievers	46,105	0	0.0%
<i>Subtotal:</i>	102,580	10	5.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	37,935	20	10.0%
Twentysomethings	25,530	20	10.0%
Small-City Singles	17,930	0	0.0%
<i>Subtotal:</i>	81,395	40	20.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	21,170	10	5.0%
Upscale Suburban Couples	38,255	20	10.0%
Suburban Achievers	43,225	0	0.0%
No-Nest Suburbanites	28,455	0	0.0%
<i>Subtotal:</i>	131,105	30	15.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	6,595	0	0.0%
Cross-Training Couples	6,515	0	0.0%
Exurban Suburbanites	7,140	0	0.0%
<i>Subtotal:</i>	20,250	0	0.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
All Other U.S. Counties

Household Type/ Geographic Designation	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	250	19.2%
<i>Metropolitan Cities</i>	40	3.1%
<i>Small Cities/Satellite Cities</i>	40	3.1%
<i>Metropolitan Suburbs</i>	70	5.4%
<i>Town & Country/Exurbs</i>	100	7.7%
Traditional & Non-Traditional Families	510	39.2%
<i>Metropolitan Cities</i>	80	6.2%
<i>Small Cities/Satellite Cities</i>	50	3.8%
<i>Metropolitan Suburbs</i>	190	14.6%
<i>Town & Country/Exurbs</i>	190	14.6%
Younger Singles & Couples	540	41.5%
<i>Metropolitan Cities</i>	80	6.2%
<i>Small Cities/Satellite Cities</i>	150	11.5%
<i>Metropolitan Suburbs</i>	200	15.4%
<i>Town & Country/Exurbs</i>	110	8.5%
Total:	1,300	100.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
All Other U.S. Counties

	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	250	19.2%
<i>Metropolitan Cities</i>		
Urban Establishment	0	0.0%
Cosmopolitan Couples	20	1.5%
Multi-Ethnic Empty Nesters	20	1.5%
Subtotal:	40	3.1%
<i>Small Cities/Satellite Cities</i>		
Cosmopolitan Elite	20	1.5%
Middle-Class Move-Downs	20	1.5%
Subtotal:	40	3.1%
<i>Metropolitan Suburbs</i>		
Old Money	0	0.0%
Suburban Establishment	20	1.5%
Affluent Empty Nesters	20	1.5%
Mainstream Retirees	30	2.3%
Middle-American Retirees	0	0.0%
Subtotal:	70	5.4%
<i>Town & Country/Exurbs</i>		
Small-Town Establishment	50	3.8%
New Empty Nesters	40	3.1%
RV Retirees	10	0.8%
Subtotal:	100	7.7%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
All Other U.S. Counties

	<u>Potential</u>	<u>Share of Potential</u>
Traditional & Non-Traditional Families	510	39.2%
<i>Metropolitan Cities</i>		
Full-Nest Urbanites	60	4.6%
Multi-Cultural Families	20	1.5%
<i>Subtotal:</i>	80	6.2%
<i>Small Cities/Satellite Cities</i>		
Unibox Transferees	40	3.1%
Multi-Ethnic Families	10	0.8%
<i>Subtotal:</i>	50	3.8%
<i>Metropolitan Suburbs</i>		
The Social Register	20	1.5%
The Entrepreneurs	40	3.1%
Nouveau Money	40	3.1%
Late-Nest Suburbanites	20	1.5%
Full-Nest Suburbanites	60	4.6%
Blue-Collar Button-Downs	10	0.8%
<i>Subtotal:</i>	190	14.6%
<i>Town & Country/Exurbs</i>		
Ex-Urban Elite	60	4.6%
Full-Nest Exurbanites	50	3.8%
New-Town Families	60	4.6%
Small-Town Families	10	0.8%
Blue-Collar Families	10	0.8%
<i>Subtotal:</i>	190	14.6%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

All Other U.S. Counties

	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	540	41.5%
<i>Metropolitan Cities</i>		
e-Types	0	0.0%
New Bohemians	0	0.0%
Urban Achievers	80	6.2%
Subtotal:	80	6.2%
<i>Small Cities/Satellite Cities</i>		
The VIPs	50	3.8%
Twentysomethings	50	3.8%
Small-City Singles	50	3.8%
Subtotal:	150	11.5%
<i>Metropolitan Suburbs</i>		
Fast-Track Professionals	50	3.8%
Upscale Suburban Couples	60	4.6%
Suburban Achievers	80	6.2%
No-Nest Suburbanites	10	0.8%
Subtotal:	200	15.4%
<i>Town & Country/Exurbs</i>		
Ex-Urban Power Couples	60	4.6%
Cross-Training Couples	50	3.8%
Exurban Suburbanites	0	0.0%
Subtotal:	110	8.5%

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

Households With The Potential To Move Within/To The City of Lake Charles In 2007

Summary: Appendix One, Tables 4 Through 7

City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;

Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes

<u>Household Type/ Geographic Designation</u>	<u>Lake Charles</u>	<u>Balance of Calcasieu</u>	<u>Adjacent Parishes</u>	<u>Orleans/ Jefferson</u>	<u>Harris (Houston)</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	400	210	70	50	30	250	1,010
<i>Metropolitan Cities</i>	0	0	0	50	10	40	100
<i>Small Cities/Satellite Cities</i>	310	50	0	0	20	40	420
<i>Metropolitan Suburbs</i>	60	10	0	0	0	70	140
<i>Town & Country/Exurbs</i>	30	150	70	0	0	100	350
Traditional & Non-Traditional Families	410	550	240	30	90	510	1,830
<i>Metropolitan Cities</i>	0	0	0	30	20	80	130
<i>Small Cities/Satellite Cities</i>	250	70	0	0	20	50	390
<i>Metropolitan Suburbs</i>	100	30	0	0	20	190	340
<i>Town & Country/Exurbs</i>	60	450	240	0	30	190	970
Younger Singles & Couples	540	240	40	20	80	540	1,460
<i>Metropolitan Cities</i>	0	0	0	20	10	80	110
<i>Small Cities/Satellite Cities</i>	370	80	0	0	40	150	640
<i>Metropolitan Suburbs</i>	100	40	0	0	30	200	370
<i>Town & Country/Exurbs</i>	70	120	40	0	0	110	340
Total:	1,350	1,000	350	100	200	1,300	4,300
Percent:	31.4%	23.3%	8.1%	2.3%	4.7%	30.2%	100.0%

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

Households With The Potential To Move Within/To The City of Lake Charles In 2007

Summary: Appendix One, Tables 4 Through 7

City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;

Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes

	<u>Lake Charles</u>	<u>Balance of Calcasieu</u>	<u>Adjacent Parishes</u>	<u>Orleans/ Jefferson</u>	<u>Harris (Houston)</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	400	210	70	50	30	250	1,010
<i>Metropolitan Cities</i>							
Urban Establishment	0	0	0	20	0	0	20
Cosmopolitan Couples	0	0	0	10	10	20	40
Multi-Ethnic Empty Nesters	0	0	0	20	0	20	40
Subtotal:	0	0	0	50	10	40	100
<i>Small Cities/Satellite Cities</i>							
Cosmopolitan Elite	70	20	0	0	20	20	130
Middle-Class Move-Downs	240	30	0	0	0	20	290
Subtotal:	310	50	0	0	20	40	420
<i>Metropolitan Suburbs</i>							
Old Money	10	0	0	0	0	0	10
Suburban Establishment	10	0	0	0	0	20	30
Affluent Empty Nesters	10	0	0	0	0	20	30
Mainstream Retirees	20	10	0	0	0	30	60
Middle-American Retirees	10	0	0	0	0	0	10
Subtotal:	60	10	0	0	0	70	140
<i>Town & Country/Exurbs</i>							
Small-Town Establishment	20	30	10	0	0	50	110
New Empty Nesters	0	60	30	0	0	40	130
RV Retirees	10	60	30	0	0	10	110
Subtotal:	30	150	70	0	0	100	350

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

Households With The Potential To Move Within/To The City of Lake Charles In 2007

Summary: Appendix One, Tables 4 Through 7

City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;

Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes

	<u>Lake Charles</u>	<u>Balance of Calcasieu</u>	<u>Adjacent Parishes</u>	<u>Orleans/ Jefferson</u>	<u>Harris (Houston)</u>	<u>All Other US Counties</u>	<u>Total</u>
Traditional & Non-Traditional Families	410	550	240	30	90	510	1,830
<i>Metropolitan Cities</i>							
Full-Nest Urbanites	0	0	0	20	20	60	100
Multi-Cultural Families	0	0	0	10	0	20	30
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>20</u>	<u>80</u>	<u>130</u>
<i>Small Cities/Satellite Cities</i>							
Unibox Transferees	70	40	0	0	20	40	170
Multi-Ethnic Families	180	30	0	0	0	10	220
<i>Subtotal:</i>	<u>250</u>	<u>70</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>50</u>	<u>390</u>
<i>Metropolitan Suburbs</i>							
The Social Register	10	0	0	0	0	20	30
The Entrepreneurs	20	0	0	0	10	40	70
Nouveau Money	10	0	0	0	10	40	60
Late-Nest Suburbanites	10	0	0	0	0	20	30
Full-Nest Suburbanites	20	10	0	0	0	60	90
Blue-Collar Button-Downs	30	20	0	0	0	10	60
<i>Subtotal:</i>	<u>100</u>	<u>30</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>190</u>	<u>340</u>
<i>Town & Country/Exurbs</i>							
Ex-Urban Elite	40	10	0	0	10	60	120
Full-Nest Exurbanites	0	110	60	0	10	50	230
New-Town Families	20	130	30	0	10	60	250
Small-Town Families	0	100	90	0	0	10	200
Blue-Collar Families	0	100	60	0	0	10	170
<i>Subtotal:</i>	<u>60</u>	<u>450</u>	<u>240</u>	<u>0</u>	<u>30</u>	<u>190</u>	<u>970</u>

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

Households With The Potential To Move Within/To The City of Lake Charles In 2007

Summary: Appendix One, Tables 4 Through 7

City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;

Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes

	<u>Lake Charles</u>	<u>Balance of Calcasieu</u>	<u>Adjacent Parishes</u>	<u>Orleans/ Jefferson</u>	<u>Harris (Houston)</u>	<u>All Other US Counties</u>	<u>Total</u>
Younger Singles & Couples	540	240	40	20	80	540	1,460
<i>Metropolitan Cities</i>							
e-Types	0	0	0	10	10	0	20
New Bohemians	0	0	0	0	0	0	0
Urban Achievers	0	0	0	10	0	80	90
Subtotal:	0	0	0	20	10	80	110
<i>Small Cities/Satellite Cities</i>							
The VIPs	60	30	0	0	20	50	160
Twentysomethings	110	20	0	0	20	50	200
Small-City Singles	200	30	0	0	0	50	280
Subtotal:	370	80	0	0	40	150	640
<i>Metropolitan Suburbs</i>							
Fast-Track Professionals	10	0	0	0	10	50	70
Upscale Suburban Couples	30	10	0	0	20	60	120
Suburban Achievers	40	20	0	0	0	80	140
No-Nest Suburbanites	20	10	0	0	0	10	40
Subtotal:	100	40	0	0	30	200	370
<i>Town & Country/Exurbs</i>							
Ex-Urban Power Couples	50	10	0	0	0	60	120
Cross-Training Couples	10	10	0	0	0	50	70
Exurban Suburbanites	10	100	40	0	0	0	150
Subtotal:	70	120	40	0	0	110	340

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

Households With The Potential To Move To Downtown Lake Charles In 2007

*City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;
Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes*

Household Type/ Geographic Designation	<i>Lake Charles</i>	<i>Balance of Calcasieu</i>	<i>Adjacent Parishes</i>	<i>Orleans/ Jefferson</i>	<i>Harris (Houston)</i>	<i>All Other US Counties</i>	Total
Empty Nesters & Retirees	120	110	40	30	30	170	500
<i>Metropolitan Cities</i>	0	0	0	30	10	20	60
<i>Small Cities/Satellite Cities</i>	70	20	0	0	20	20	130
<i>Metropolitan Suburbs</i>	30	0	0	0	0	40	70
<i>Town & Country/Exurbs</i>	20	90	40	0	0	90	240
Traditional & Non-Traditional Families	50	20	0	10	30	80	190
<i>Metropolitan Cities</i>	0	0	0	10	10	40	60
<i>Small Cities/Satellite Cities</i>	40	20	0	0	10	20	90
<i>Metropolitan Suburbs</i>	10	0	0	0	10	20	40
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0	0
Younger Singles & Couples	300	90	0	20	80	430	920
<i>Metropolitan Cities</i>	0	0	0	20	10	80	110
<i>Small Cities/Satellite Cities</i>	170	50	0	0	40	100	360
<i>Metropolitan Suburbs</i>	80	30	0	0	30	190	330
<i>Town & Country/Exurbs</i>	50	10	0	0	0	60	120
Total:	470	220	40	60	140	680	1,610
Percent:	29.2%	13.7%	2.5%	3.7%	8.7%	42.2%	100.0%

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

Households With The Potential To Move To Downtown Lake Charles In 2007

*City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;
Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes*

	<u>Lake Charles</u>	<u>Balance of Calcasieu</u>	<u>Adjacent Parishes</u>	<u>Orleans/ Jefferson</u>	<u>Harris (Houston)</u>	<u>All Other US Counties</u>	<u>Total</u>
Empty Nesters & Retirees	120	110	40	30	30	170	500
<i>Metropolitan Cities</i>							
Urban Establishment	0	0	0	20	0	0	20
Cosmopolitan Couples	0	0	0	10	10	20	40
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0</u>	<u>30</u>	<u>10</u>	<u>20</u>	<u>60</u>
<i>Small Cities/Satellite Cities</i>							
Cosmopolitan Elite	70	20	0	0	20	20	130
<i>Subtotal:</i>	<u>70</u>	<u>20</u>	<u>0</u>	<u>0</u>	<u>20</u>	<u>20</u>	<u>130</u>
<i>Metropolitan Suburbs</i>							
Old Money	10	0	0	0	0	0	10
Suburban Establishment	10	0	0	0	0	20	30
Affluent Empty Nesters	10	0	0	0	0	20	30
<i>Subtotal:</i>	<u>30</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>40</u>	<u>70</u>
<i>Town & Country/Exurbs</i>							
Small-Town Establishment	20	30	10	0	0	50	110
New Empty Nesters	0	60	30	0	0	40	130
<i>Subtotal:</i>	<u>20</u>	<u>90</u>	<u>40</u>	<u>0</u>	<u>0</u>	<u>90</u>	<u>240</u>

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

Households With The Potential To Move To Downtown Lake Charles In 2007

*City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;
Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes*

	<u>Lake Charles</u>	<u>Balance of Calcasieu</u>	<u>Adjacent Parishes</u>	<u>Orleans/ Jefferson</u>	<u>Harris (Houston)</u>	<u>All Other US Counties</u>	<u>Total</u>
Traditional & Non-Traditional Families	50	20	0	10	30	80	190
<i>Metropolitan Cities</i>							
Full-Nest Urbanites	0	0	0	10	10	40	60
Subtotal:	0	0	0	10	10	40	60
<i>Small Cities/Satellite Cities</i>							
Unibox Transferees	40	20	0	0	10	20	90
Subtotal:	40	20	0	0	10	20	90
<i>Metropolitan Suburbs</i>							
The Entrepreneurs	10	0	0	0	10	20	40
Subtotal:	10	0	0	0	10	20	40

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

Households With The Potential To Move To Downtown Lake Charles In 2007

*City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;
Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes*

	<u>Lake Charles</u>	<u>Balance of Calcasieu</u>	<u>Adjacent Parishes</u>	<u>Orleans/ Jefferson</u>	<u>Harris (Houston)</u>	<u>All Other US Counties</u>	<u>Total</u>
Younger Singles & Couples	300	90	0	20	80	430	920
<i>Metropolitan Cities</i>							
e-Types	0	0	0	10	10	0	20
Urban Achievers	0	0	0	10	0	80	90
<i>Subtotal:</i>	0	0	0	20	10	80	110
<i>Small Cities/Satellite Cities</i>							
The VIPs	60	30	0	0	20	50	160
Twentysomethings	110	20	0	0	20	50	200
<i>Subtotal:</i>	170	50	0	0	40	100	360
<i>Metropolitan Suburbs</i>							
Fast-Track Professionals	10	0	0	0	10	50	70
Upscale Suburban Couples	30	10	0	0	20	60	120
Suburban Achievers	40	20	0	0	0	80	140
<i>Subtotal:</i>	80	30	0	0	30	190	330
<i>Town & Country/Exurbs</i>							
Ex-Urban Power Couples	50	10	0	0	0	60	120
<i>Subtotal:</i>	50	10	0	0	0	60	120

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

Tenure (Renter/Buyer) Profile

Households With The Potential

To Move To Downtown Lake Charles In 2007

*City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;**Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes*

Household Type/ Geographic Designation	.. Rental Ownership				Total
	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
Empty Nesters & Retirees	50	0	40	200	210	500
<i>Metropolitan Cities</i>	10	0	0	30	20	60
<i>Small Cities/Satellite Cities</i>	20	0	10	50	50	130
<i>Metropolitan Suburbs</i>	0	0	0	30	40	70
<i>Town & Country/Exurbs</i>	20	0	30	90	100	240
Traditional & Non-Traditional Families	40	20	40	50	40	190
<i>Metropolitan Cities</i>	20	10	10	10	10	60
<i>Small Cities/Satellite Cities</i>	10	10	20	30	20	90
<i>Metropolitan Suburbs</i>	10	0	10	10	10	40
<i>Town & Country/Exurbs</i>	0	0	0	0	0	0
Younger Singles & Couples	370	150	230	140	30	920
<i>Metropolitan Cities</i>	60	20	20	10	0	110
<i>Small Cities/Satellite Cities</i>	160	60	90	40	10	360
<i>Metropolitan Suburbs</i>	140	50	70	60	10	330
<i>Town & Country/Exurbs</i>	10	20	50	30	10	120
Total:	460	170	310	390	280	1,610
Percent:	28.6%	10.6%	19.3%	24.2%	17.4%	100.0%

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

Tenure (Renter/Buyer) Profile

Households With The Potential

To Move To Downtown Lake Charles In 2007

*City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;**Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes*

Empty Nesters & Retirees	.. Rental Ownership				Total
	Above Median	Entry- Level	First-Time Move-Up	Move-Up/ Lateral	Move- Down	
<i>Metropolitan Cities</i>						
Urban Establishment	0	0	0	10	10	20
Cosmopolitan Couples	10	0	0	20	10	40
Subtotal:	10	0	0	30	20	60
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	20	0	10	50	50	130
Subtotal:	20	0	10	50	50	130
<i>Metropolitan Suburbs</i>						
Old Money	0	0	0	0	10	10
Suburban Establishment	0	0	0	20	10	30
Affluent Empty Nesters	0	0	0	10	20	30
Subtotal:	0	0	0	30	40	70
<i>Town & Country/Exurbs</i>						
Small-Town Establishment	0	0	10	40	60	110
New Empty Nesters	20	0	20	50	40	130
Subtotal:	20	0	30	90	100	240
Total:	50	0	40	200	210	500
Percent:	10.0%	0.0%	8.0%	40.0%	42.0%	100.0%

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

Tenure (Renter/Buyer) Profile

Households With The Potential

To Move To Downtown Lake Charles In 2007

*City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;**Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes*

Traditional & Non-Traditional Families	<i>.. Rental ..</i>	<i>..... Ownership</i>				Total
	<i>Above Median</i>	<i>Entry- Level</i>	<i>First-Time Move-Up</i>	<i>Move-Up/ Lateral</i>	<i>Move- Down</i>	
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	20	10	10	10	10	60
<i>Subtotal:</i>	20	10	10	10	10	60
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	10	10	20	30	20	90
<i>Subtotal:</i>	10	10	20	30	20	90
<i>Metropolitan Suburbs</i>						
The Entrepreneurs	10	0	10	10	10	40
<i>Subtotal:</i>	10	0	10	10	10	40
Total:	40	20	40	50	40	190
Percent:	21.1%	10.5%	21.1%	26.3%	21.1%	100.0%

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

Tenure (Renter/Buyer) Profile

Households With The Potential

To Move To Downtown Lake Charles In 2007

*City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;**Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes*

Younger Singles & Couples	.. Rental Ownership				Total
	Above Median	Entry- Level	First-Time Move-Up	Move-Up/ Lateral	Move- Down	
Metropolitan Cities						
e-Types	0	10	10	0	0	20
Urban Achievers	60	10	10	10	0	90
Subtotal:	60	20	20	10	0	110
Small Cities/Satellite Cities						
The VIPs	50	30	50	20	10	160
Twentysomethings	110	30	40	20	0	200
Subtotal:	160	60	90	40	10	360
Metropolitan Suburbs						
Fast-Track Professionals	30	10	20	10	0	70
Upscale Suburban Couples	30	20	30	30	10	120
Suburban Achievers	80	20	20	20	0	140
Subtotal:	140	50	70	60	10	330
Town & Country/Exurbs						
Ex-Urban Power Couples	10	20	50	30	10	120
Subtotal:	10	20	50	30	10	120
Total:	370	150	230	140	30	920
Percent:	40.2%	16.3%	25.0%	15.2%	3.3%	100.0%

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

New Unit Purchase Propensity By Housing Type
Households With The Potential
To Move To Downtown Lake Charles In 2007
*City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;
Orleans and Jefferson Parishes; Harris County, Texas; All Other U.S. Counties/Parishes*

Household Type/ Geographic Designation	Multi- .. Family ..	Single- Family				Total
	All Ranges	.. Attached Detached			
		All Ranges	Low-Range	Mid-Range	High-Range	
Empty Nesters & Retirees	130	100	40	90	90	450
Metropolitan Cities	30	10	10	0	0	50
Small Cities/Satellite Cities	30	30	10	20	20	110
Metropolitan Suburbs	20	10	10	10	20	70
Town & Country/Exurbs	50	50	10	60	50	220
Traditional & Non-Traditional Families	10	30	10	60	40	150
Metropolitan Cities	10	10	10	10	0	40
Small Cities/Satellite Cities	0	10	0	40	30	80
Metropolitan Suburbs	0	10	0	10	10	30
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	160	120	40	130	100	550
Metropolitan Cities	30	20	0	0	0	50
Small Cities/Satellite Cities	60	50	10	50	30	200
Metropolitan Suburbs	60	40	10	50	30	190
Town & Country/Exurbs	10	10	20	30	40	110
Total:	300	250	90	280	230	1,150
Percent:	26.1%	21.7%	7.8%	24.3%	20.0%	100.0%

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

New Unit Purchase Propensity By Housing Type
Households With The Potential
To Move To Downtown Lake Charles In 2007
City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;

Empty Nesters & Retirees	Multi- .. Family ..	Single- Family				Total
	All Ranges	.. Attached Detached			
		All Ranges	Low-Range	Mid-Range	High-Range	
<i>Metropolitan Cities</i>						
Urban Establishment	10	10	0	0	0	20
Cosmopolitan Couples	20	0	10	0	0	30
Subtotal:	30	10	10	0	0	50
<i>Small Cities/Satellite Cities</i>						
Cosmopolitan Elite	30	30	10	20	20	110
Subtotal:	30	30	10	20	20	110
<i>Metropolitan Suburbs</i>						
Old Money	0	0	0	0	10	10
Suburban Establishment	10	0	0	10	10	30
Affluent Empty Nesters	10	10	10	0	0	30
Subtotal:	20	10	10	10	20	70
<i>Town & Country/Exurbs</i>						
Small-Town Establishment	30	30	0	20	30	110
New Empty Nesters	20	20	10	40	20	110
Subtotal:	50	50	10	60	50	220
Total:	130	100	40	90	90	450
Percent:	28.9%	22.2%	8.9%	20.0%	20.0%	100.0%

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

New Unit Purchase Propensity By Housing Type
Households With The Potential
To Move To Downtown Lake Charles In 2007
City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;

Traditional & Non-Traditional Families	Multi- ... Family ...	Single- Family				Total
 Attached Detached				
	All Ranges	All Ranges	Low-Range	Mid-Range	High-Range	
<i>Metropolitan Cities</i>						
Full-Nest Urbanites	10	10	10	10	0	40
Subtotal:	10	10	10	10	0	40
<i>Small Cities/Satellite Cities</i>						
Unibox Transferees	0	10	0	40	30	80
Subtotal:	0	10	0	40	30	80
<i>Metropolitan Suburbs</i>						
The Entrepreneurs	0	10	0	10	10	30
Subtotal:	0	10	0	10	10	30
Total:	10	30	10	60	40	150
Percent:	6.7%	20.0%	6.7%	40.0%	26.7%	100.0%

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

New Unit Purchase Propensity By Housing Type
Households With The Potential
To Move To Downtown Lake Charles In 2007
City of Lake Charles; Balance of Calcasieu Parish; Adjacent Parishes;

Younger Singles & Couples	Multi- .. Family ..	Single- Family				Total
		.. Attached Detached			
	<i>All Ranges</i>	<i>All Ranges</i>	<i>Low-Range</i>	<i>Mid-Range</i>	<i>High-Range</i>	
<i>Metropolitan Cities</i>						
e-Types	10	10	0	0	0	20
Urban Achievers	20	10	0	0	0	30
<i>Subtotal:</i>	30	20	0	0	0	50
<i>Small Cities/Satellite Cities</i>						
The VIPs	30	30	0	30	20	110
Twentysomethings	30	20	10	20	10	90
<i>Subtotal:</i>	60	50	10	50	30	200
<i>Metropolitan Suburbs</i>						
Fast-Track Professionals	10	20	0	0	10	40
Upscale Suburban Couples	20	10	0	40	20	90
Suburban Achievers	30	10	10	10	0	60
<i>Subtotal:</i>	60	40	10	50	30	190
<i>Town & Country/Exurbs</i>						
Ex-Urban Power Couples	10	10	20	30	40	110
<i>Subtotal:</i>	10	10	20	30	40	110
Total:	160	120	40	130	100	550
Percent:	29.1%	21.8%	7.3%	23.6%	18.2%	100.0%

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

Appendix Two Tables



Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Cameron Parish, Louisiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	270	20	20.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	270	20	20.0%
Traditional & Non-Traditional Families	770	80	80.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	20	0	0.0%
<i>Town & Country/Exurbs</i>	750	80	80.0%
Younger Singles & Couples	35	0	0.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	35	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	1,075	100	100.0%
Total Parish Households:	3,535		
Classified Households As A Share Of Total Parish Households:	30.4%		

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Cameron Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	270	20	20.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	20	0	0.0%
New Empty Nesters	130	10	10.0%
RV Retirees	120	10	10.0%
<i>Subtotal:</i>	<u>270</u>	<u>20</u>	<u>20.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Cameron Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	770	80	80.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
The Entrepreneurs	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	10	0	0.0%
Blue-Collar Button-Downs	10	0	0.0%
<i>Subtotal:</i>	20	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	95	10	10.0%
New-Town Families	0	0	0.0%
Small-Town Families	325	40	40.0%
Blue-Collar Families	330	30	30.0%
<i>Subtotal:</i>	750	80	80.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Cameron Parish, Louisiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	35	0	0.0%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	5	0	0.0%
Suburban Achievers	20	0	0.0%
No-Nest Suburbanites	10	0	0.0%
Subtotal:	35	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	0	0	0.0%
Subtotal:	0	0	0.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Beauregard Parish, Louisiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	1,265	30	30.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	1,265	30	30.0%
Traditional & Non-Traditional Families	2,150	60	60.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	2,150	60	60.0%
Younger Singles & Couples	240	10	10.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	240	10	10.0%
Total:	3,655	100	100.0%
Total Parish Households:	13,055		
Classified Households As A Share Of Total Parish Households:	28.0%		

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Beauregard Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	1,265	30	30.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	365	10	10.0%
New Empty Nesters	440	10	10.0%
RV Retirees	460	10	10.0%
<i>Subtotal:</i>	<u>1,265</u>	<u>30</u>	<u>30.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Beauregard Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	2,150	60	60.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
The Entrepreneurs	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	585	20	20.0%
New-Town Families	240	10	10.0%
Small-Town Families	670	20	20.0%
Blue-Collar Families	655	10	10.0%
<i>Subtotal:</i>	2,150	60	60.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Beauregard Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	240	10	10.0%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	240	10	10.0%
<i>Subtotal:</i>	240	10	10.0%

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

**Households With The Potential
To Move To The City Of Lake Charles In 2007**

Household Classification By Market Groups

Jefferson Davis Parish, Louisiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	730	20	20.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	730	20	20.0%
Traditional & Non-Traditional Families	1,735	60	60.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	1,735	60	60.0%
Younger Singles & Couples	315	20	20.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	315	20	20.0%
Total:	2,780	100	100.0%
Total Parish Households:	11,670		
Classified Households As A Share Of Total Parish Households:	23.8%		

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Jefferson Davis Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	730	20	20.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	160	0	0.0%
New Empty Nesters	245	10	10.0%
RV Retirees	325	10	10.0%
<i>Subtotal:</i>	730	20	20.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Jefferson Davis Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	1,735	60	60.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
The Entrepreneurs	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
<i>Subtotal:</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	420	20	20.0%
New-Town Families	315	10	10.0%
Small-Town Families	555	20	20.0%
Blue-Collar Families	445	10	10.0%
<i>Subtotal:</i>	1,735	60	60.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Jefferson Davis Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	315	20	20.0%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	315	20	20.0%
<i>Subtotal:</i>	<u>315</u>	<u>20</u>	<u>20.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Allen Parish, Louisiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	455	0	0.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	455	0	0.0%
Traditional & Non-Traditional Families	940	40	80.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	940	40	80.0%
Younger Singles & Couples	145	10	20.0%
<i>Metropolitan Cities</i>	0	0	0.0%
<i>Small Cities/Satellite Cities</i>	0	0	0.0%
<i>Metropolitan Suburbs</i>	0	0	0.0%
<i>Town & Country/Exurbs</i>	145	10	20.0%
Total:	1,540	50	100.0%
Total County Households:	8,395		
Classified Households As A Share Of Total County Households:	18.3%		

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Allen Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	455	0	0.0%
<i>Metropolitan Cities</i>			
Urban Establishment	0	0	0.0%
Cosmopolitan Couples	0	0	0.0%
Multi-Ethnic Empty Nesters	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	0	0	0.0%
Middle-Class Move-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	0	0	0.0%
Suburban Establishment	0	0	0.0%
Affluent Empty Nesters	0	0	0.0%
Mainstream Retirees	0	0	0.0%
Middle-American Retirees	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	100	0	0.0%
New Empty Nesters	185	0	0.0%
RV Retirees	170	0	0.0%
<i>Subtotal:</i>	<u>455</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Allen Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	940	40	80.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	0	0	0.0%
Multi-Cultural Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	0	0	0.0%
Multi-Ethnic Families	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	0	0	0.0%
The Entrepreneurs	0	0	0.0%
Nouveau Money	0	0	0.0%
Late-Nest Suburbanites	0	0	0.0%
Full-Nest Suburbanites	0	0	0.0%
Blue-Collar Button-Downs	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	225	10	20.0%
New-Town Families	160	10	20.0%
Small-Town Families	235	10	20.0%
Blue-Collar Families	320	10	20.0%
<i>Subtotal:</i>	<u>940</u>	<u>40</u>	<u>80.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Allen Parish, Louisiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Younger Singles & Couples	145	10	20.0%
<i>Metropolitan Cities</i>			
e-Types	0	0	0.0%
New Bohemians	0	0	0.0%
Urban Achievers	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	0	0	0.0%
Twentysomethings	0	0	0.0%
Small-City Singles	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	0	0	0.0%
Upscale Suburban Couples	0	0	0.0%
Suburban Achievers	0	0	0.0%
No-Nest Suburbanites	0	0	0.0%
Subtotal:	0	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	145	10	20.0%
Subtotal:	145	10	20.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Orleans Parish, Louisiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	32,300	20	40.0%
<i>Metropolitan Cities</i>	24,590	20	40.0%
<i>Small Cities/Satellite Cities</i>	3,660	0	0.0%
<i>Metropolitan Suburbs</i>	3,910	0	0.0%
<i>Town & Country/Exurbs</i>	140	0	0.0%
Traditional & Non-Traditional Families	31,455	20	40.0%
<i>Metropolitan Cities</i>	20,740	20	40.0%
<i>Small Cities/Satellite Cities</i>	5,675	0	0.0%
<i>Metropolitan Suburbs</i>	4,480	0	0.0%
<i>Town & Country/Exurbs</i>	560	0	0.0%
Younger Singles & Couples	28,075	10	20.0%
<i>Metropolitan Cities</i>	21,190	10	20.0%
<i>Small Cities/Satellite Cities</i>	5,255	0	0.0%
<i>Metropolitan Suburbs</i>	1,630	0	0.0%
<i>Town & Country/Exurbs</i>	0	0	0.0%
Total:	91,830	50	100.0%
Total Parish Households:	178,130		
Classified Households As A Share Of Total Parish Households:	51.6%		

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Orleans Parish, Louisiana

	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	32,300	20	40.0%
<i>Metropolitan Cities</i>			
Urban Establishment	8,615	10	20.0%
Cosmopolitan Couples	5,360	0	0.0%
Multi-Ethnic Empty Nesters	10,615	10	20.0%
Subtotal:	24,590	20	40.0%
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	1,845	0	0.0%
Middle-Class Move-Downs	1,815	0	0.0%
Subtotal:	3,660	0	0.0%
<i>Metropolitan Suburbs</i>			
Old Money	815	0	0.0%
Suburban Establishment	325	0	0.0%
Affluent Empty Nesters	165	0	0.0%
Mainstream Retirees	225	0	0.0%
Middle-American Retirees	2,380	0	0.0%
Subtotal:	3,910	0	0.0%
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	5	0	0.0%
New Empty Nesters	75	0	0.0%
RV Retirees	60	0	0.0%
Subtotal:	140	0	0.0%

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Orleans Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	31,455	20	40.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	6,685	10	20.0%
Multi-Cultural Families	14,055	10	20.0%
<i>Subtotal:</i>	<u>20,740</u>	<u>20</u>	<u>40.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	3,475	0	0.0%
Multi-Ethnic Families	2,200	0	0.0%
<i>Subtotal:</i>	<u>5,675</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	760	0	0.0%
The Entrepreneurs	485	0	0.0%
Nouveau Money	285	0	0.0%
Late-Nest Suburbanites	600	0	0.0%
Full-Nest Suburbanites	545	0	0.0%
Blue-Collar Button-Downs	1,805	0	0.0%
<i>Subtotal:</i>	<u>4,480</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	100	0	0.0%
New-Town Families	0	0	0.0%
Small-Town Families	240	0	0.0%
Blue-Collar Families	220	0	0.0%
<i>Subtotal:</i>	<u>560</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Orleans Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	28,075	10	20.0%
<i>Metropolitan Cities</i>			
e-Types	3,775	10	20.0%
New Bohemians	5,185	0	0.0%
Urban Achievers	12,230	0	0.0%
<i>Subtotal:</i>	<u>21,190</u>	<u>10</u>	<u>20.0%</u>
<i>Small Cities/Satellite Cities</i>			
The VIPs	1,905	0	0.0%
Twentysomethings	740	0	0.0%
Small-City Singles	2,610	0	0.0%
<i>Subtotal:</i>	<u>5,255</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	70	0	0.0%
Upscale Suburban Couples	320	0	0.0%
Suburban Achievers	335	0	0.0%
No-Nest Suburbanites	905	0	0.0%
<i>Subtotal:</i>	<u>1,630</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	0	0	0.0%
<i>Subtotal:</i>	<u>0</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Jefferson Parish, Louisiana

<u>Household Type/ Geographic Designation</u>	<u>Estimated Number</u>	<u>Potential</u>	<u>Share of Potential</u>
Empty Nesters & Retirees	51,185	30	60.0%
<i>Metropolitan Cities</i>	38,435	30	60.0%
<i>Small Cities/Satellite Cities</i>	2,145	0	0.0%
<i>Metropolitan Suburbs</i>	10,370	0	0.0%
<i>Town & Country/Exurbs</i>	235	0	0.0%
Traditional & Non-Traditional Families	39,695	10	20.0%
<i>Metropolitan Cities</i>	17,185	10	20.0%
<i>Small Cities/Satellite Cities</i>	2,205	0	0.0%
<i>Metropolitan Suburbs</i>	18,590	0	0.0%
<i>Town & Country/Exurbs</i>	1,715	0	0.0%
Younger Singles & Couples	33,430	10	20.0%
<i>Metropolitan Cities</i>	18,975	10	20.0%
<i>Small Cities/Satellite Cities</i>	2,275	0	0.0%
<i>Metropolitan Suburbs</i>	12,050	0	0.0%
<i>Town & Country/Exurbs</i>	130	0	0.0%
Total:	124,310	50	100.0%
Total Parish Households:	179,105		
Classified Households As A Share Of Total Parish Households:	69.4%		

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Jefferson Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Empty Nesters & Retirees	51,185	30	60.0%
<i>Metropolitan Cities</i>			
Urban Establishment	13,895	10	20.0%
Cosmopolitan Couples	13,765	10	20.0%
Multi-Ethnic Empty Nesters	10,775	10	20.0%
<i>Subtotal:</i>	<u>38,435</u>	<u>30</u>	<u>60.0%</u>
<i>Small Cities/Satellite Cities</i>			
Cosmopolitan Elite	590	0	0.0%
Middle-Class Move-Downs	1,555	0	0.0%
<i>Subtotal:</i>	<u>2,145</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
Old Money	1,340	0	0.0%
Suburban Establishment	2,640	0	0.0%
Affluent Empty Nesters	1,105	0	0.0%
Mainstream Retirees	750	0	0.0%
Middle-American Retirees	4,535	0	0.0%
<i>Subtotal:</i>	<u>10,370</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Small-Town Establishment	30	0	0.0%
New Empty Nesters	60	0	0.0%
RV Retirees	145	0	0.0%
<i>Subtotal:</i>	<u>235</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups
Jefferson Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Traditional & Non-Traditional Families	39,695	10	20.0%
<i>Metropolitan Cities</i>			
Full-Nest Urbanites	11,315	10	20.0%
Multi-Cultural Families	5,870	0	0.0%
<i>Subtotal:</i>	<u>17,185</u>	<u>10</u>	<u>20.0%</u>
<i>Small Cities/Satellite Cities</i>			
Unibox Transferees	1,065	0	0.0%
Multi-Ethnic Families	1,140	0	0.0%
<i>Subtotal:</i>	<u>2,205</u>	<u>0</u>	<u>0.0%</u>
<i>Metropolitan Suburbs</i>			
The Social Register	1,505	0	0.0%
The Entrepreneurs	1,595	0	0.0%
Nouveau Money	1,245	0	0.0%
Late-Nest Suburbanites	2,630	0	0.0%
Full-Nest Suburbanites	5,015	0	0.0%
Blue-Collar Button-Downs	6,600	0	0.0%
<i>Subtotal:</i>	<u>18,590</u>	<u>0</u>	<u>0.0%</u>
<i>Town & Country/Exurbs</i>			
Ex-Urban Elite	0	0	0.0%
Full-Nest Exurbanites	165	0	0.0%
New-Town Families	410	0	0.0%
Small-Town Families	830	0	0.0%
Blue-Collar Families	310	0	0.0%
<i>Subtotal:</i>	<u>1,715</u>	<u>0</u>	<u>0.0%</u>

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

Households With The Potential To Move To The City Of Lake Charles In 2007

Household Classification By Market Groups

Jefferson Parish, Louisiana

	<i>Estimated Number</i>	<i>Potential</i>	<i>Share of Potential</i>
Younger Singles & Couples	33,430	10	20.0%
<i>Metropolitan Cities</i>			
e-Types	2,535	0	0.0%
New Bohemians	3,820	0	0.0%
Urban Achievers	12,620	10	20.0%
<i>Subtotal:</i>	18,975	10	20.0%
<i>Small Cities/Satellite Cities</i>			
The VIPs	710	0	0.0%
Twentysomethings	455	0	0.0%
Small-City Singles	1,110	0	0.0%
<i>Subtotal:</i>	2,275	0	0.0%
<i>Metropolitan Suburbs</i>			
Fast-Track Professionals	950	0	0.0%
Upscale Suburban Couples	3,955	0	0.0%
Suburban Achievers	3,260	0	0.0%
No-Nest Suburbanites	3,885	0	0.0%
<i>Subtotal:</i>	12,050	0	0.0%
<i>Town & Country/Exurbs</i>			
Ex-Urban Power Couples	0	0	0.0%
Cross-Training Couples	0	0	0.0%
Exurban Suburbanites	130	0	0.0%
<i>Subtotal:</i>	130	0	0.0%

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

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Research & Strategic Analysis

ASSUMPTIONS AND LIMITATIONS—

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

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

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



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Research & Strategic Analysis

RIGHTS AND STUDY OWNERSHIP—

Zimmerman/Volk Associates, Inc. retains all rights, title and interest in the methodology and target market descriptions contained within this study. The specific findings of the analysis are the property of the client and can be distributed at the client's discretion.

