Suburbia, Soccer Moms, SUVs and Smart Growth
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RCLCO is a land use economics firm delivering real estate strategies, market intelligence, and implementation assistance.
THE STORY REMAINS THE SAME
PRE-RECESSION ~~ POST-RECESSION

- 23% of respondents 55-59 years of age most likely to purchase small-lot single family detached (14% of those 60+ and 13% of those 50-54 do, as well)

- Family and pre-family buyers distributed between increased preference for townhome or condo products and custom homes

Source: RCLCO 2007
Americans and Smart Growth
MOVING TO MIXED USE
2010 NAR SURVEY – EXISTING VS PREFERRED LOCATIONS

-15.00%
-10.00%
-5.00%
0.00%
5.00%
10.00%
15.00%

Downtown City, Residential Rural Small Town Suburb (Mixed) Suburb (Resi)

Gen Y Gen X Boomer Eisenhower
Psychographic analysis describes categorization driven by personality, values, attitudes, interests, or lifestyles.

It can be contrasted with demographic variables (such as age and gender), behavioral variables (such as usage rate or loyalty), and firmographic variables (such as industry, seniority and functional area).
RCLCO Consumer Research shows:
77% of Generation Y plan to live in an Urban Core, and is re-urbanizing America year over year.
This is where the future of growth is – capturing Gen Y will be critical to economic vitality through 2050.

NOTE: Number of 22-year olds is based upon birth rate and does not factor in death rates and migration.
SOURCE: U.S. Centers for Disease Control and Prevention
HOW BIG IS THE MARKET FOR SMART GROWTH?

ALMOST HALF OF THE ANNUAL MARKET WANTS TO WALK

- Prefer Downtown
- Prefer City, Residential
- Prefer Small Town
- Prefer Rural
- Prefer Suburb, Mixed Use
- Prefer Suburb, Residential Only

- Gen Y
- Gen X
- Boomers
- Eisenhowers
Americans and Transit Oriented Development
WHAT DOES THE SURVEY SAY?
ONE QUARTER OF THE MARKET WANTS FIXED RAIL TRANSIT

23%
76%

Households with preference for Fixed Rail Transit
Households without preference for Fixed Rail Transit

Source: National Association of REALTORS, 2011, RCLCO
WHAT DOES THE SURVEY SAY?
ONE QUARTER OF THE MARKET WANTS FIXED RAIL

Preference by Household Type

- 2+ with Children: 22.5%
- 2+ No Children: 21.8%
- Single No Children: 28.7%

Preference by Age Group

- 18-34: 25.9%
- 35-54: 22.9%
- 55-69: 21.9%
- 70+: 19.7%

Preference by Income Level

- High: 21.4%
- Mid: 21.1%
- Low: 25.7%

Source: National Association of REALTORS, 2011, RCLCO
IMPLICATIONS AND QUESTIONS

1. Are we undercounting the overall demand for smart growth and transit-oriented environs?

2. What are our regional transportation network expansion plans? Walkable grids? Are they sufficient?

3. What are the neighborhoods, areas, and regions that make the most sense for additional smart growth planning, including transit?