

Suburbia, Soccer Moms, SUVs and Smart Growth  
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Rocky Mountain Land Use Institute | March 1, 2012





## Practice Areas

- ▶ Urban Development
- ▶ Community Development
- ▶ Economic Development
- ▶ Management Consulting

## Offices

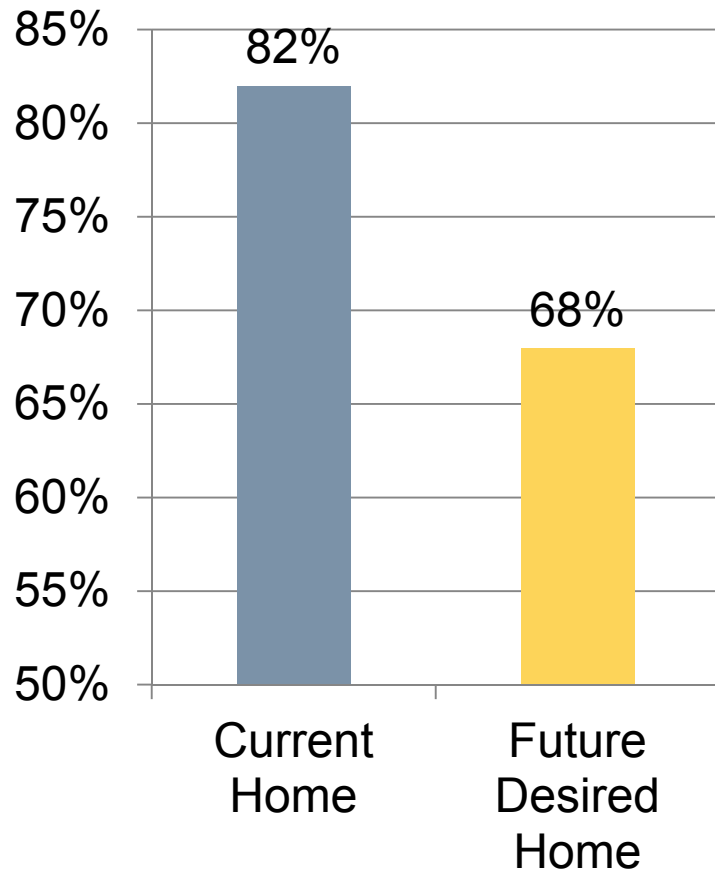
- ▶ Washington, DC
- ▶ Los Angeles
- ▶ Austin
- ▶ Orlando

**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

### Preference for Single-Family Detached Home



- 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

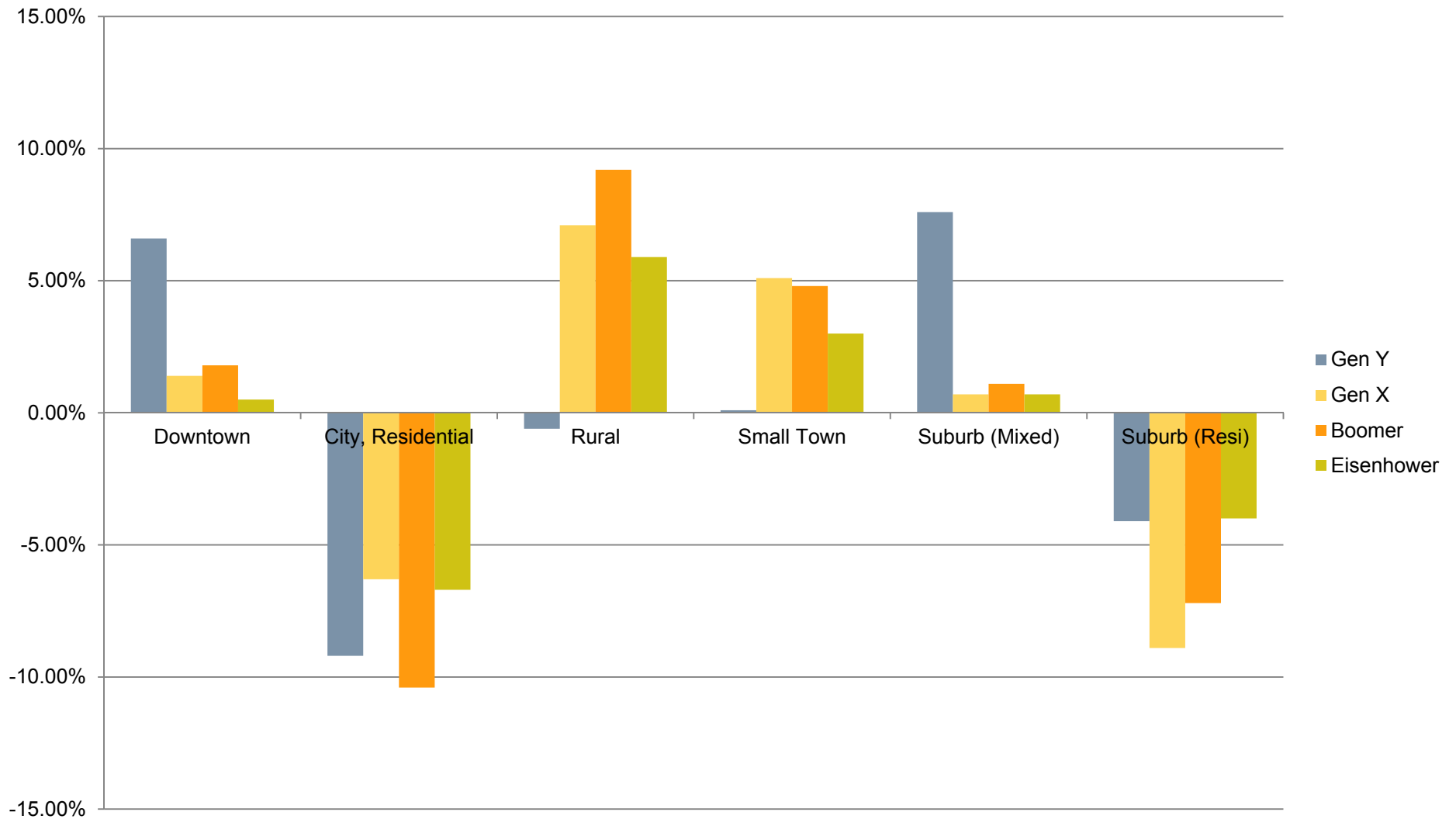
Source: RCLCO 2007



## Americans and Smart Growth

# MOVING TO MIXED USE

## 2010 NAR SURVEY – EXISTING VS PREFERRED LOCATIONS



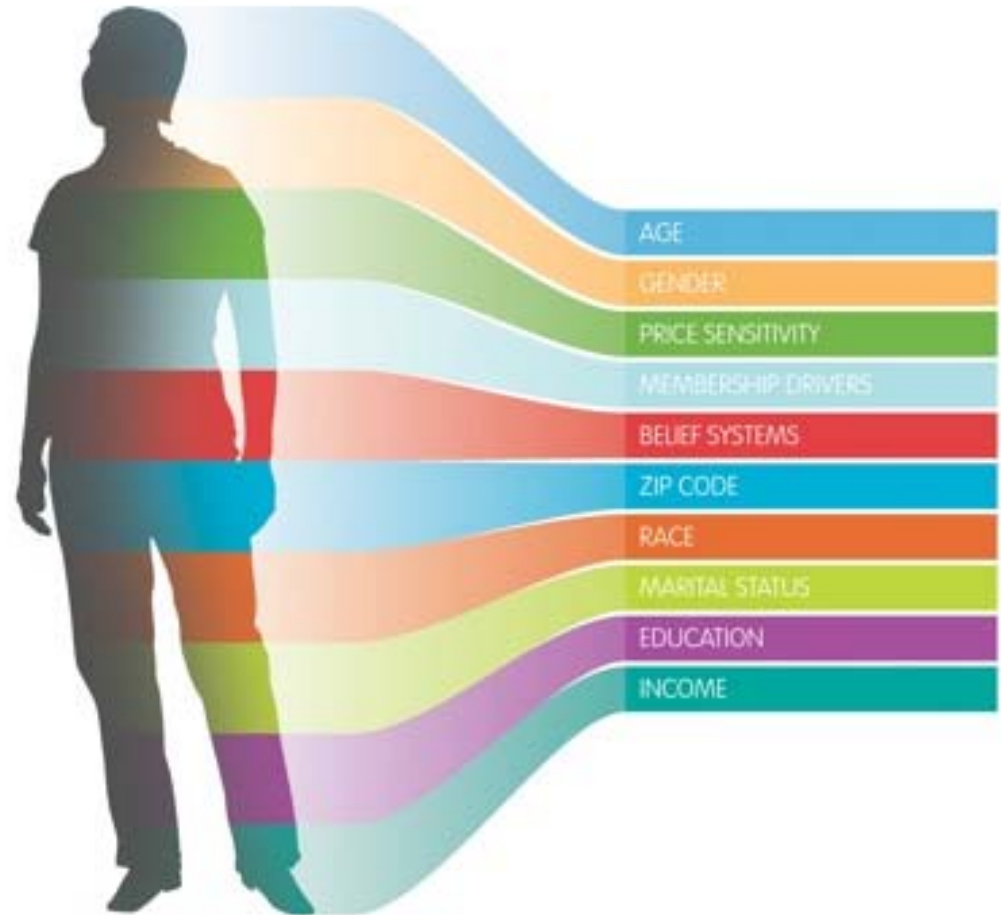
# PSYCHOGRAPHICS 101

## UNDERSTANDING THE PEOPLE BEHIND THE NUMBERS

### **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).



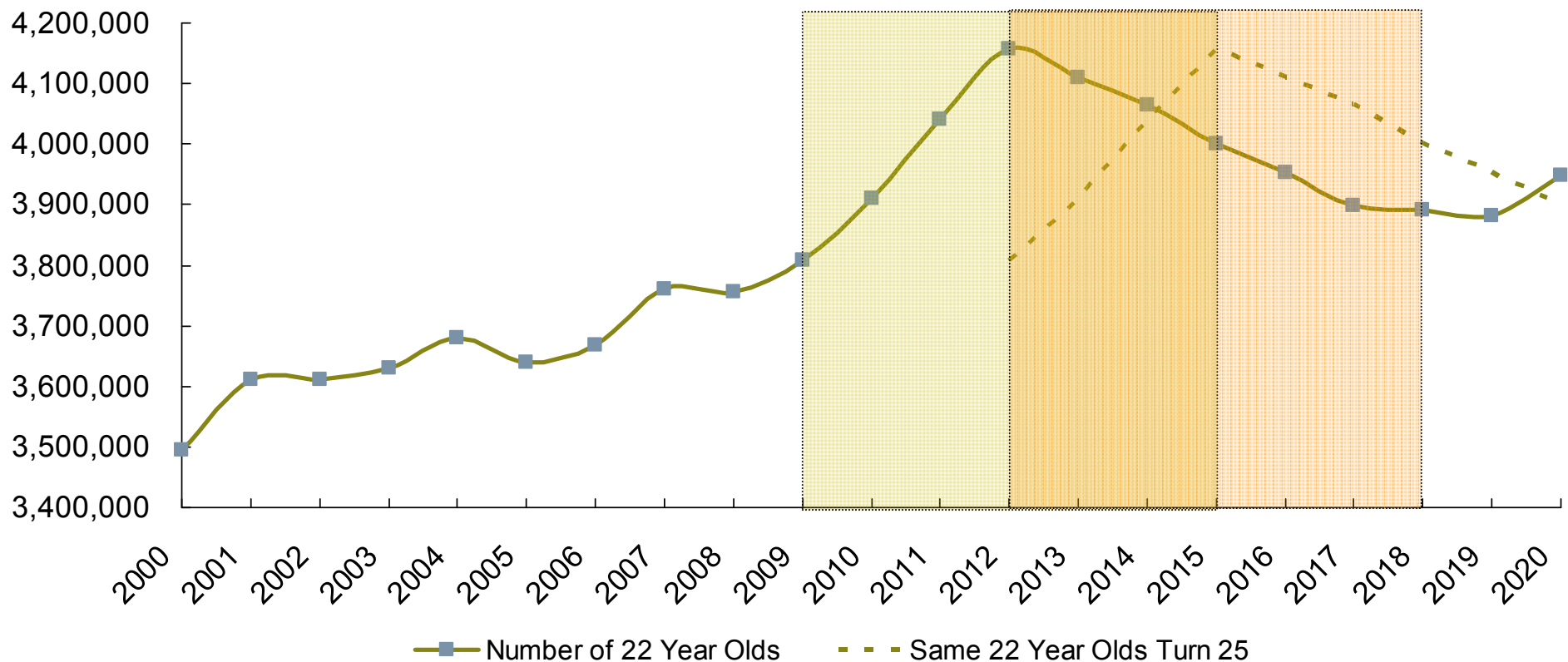
# GEN Y DRIVING THE FUTURE OF REAL ESTATE

## RE-URBANIZING AMERICA THROUGH RECOVERY

### 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

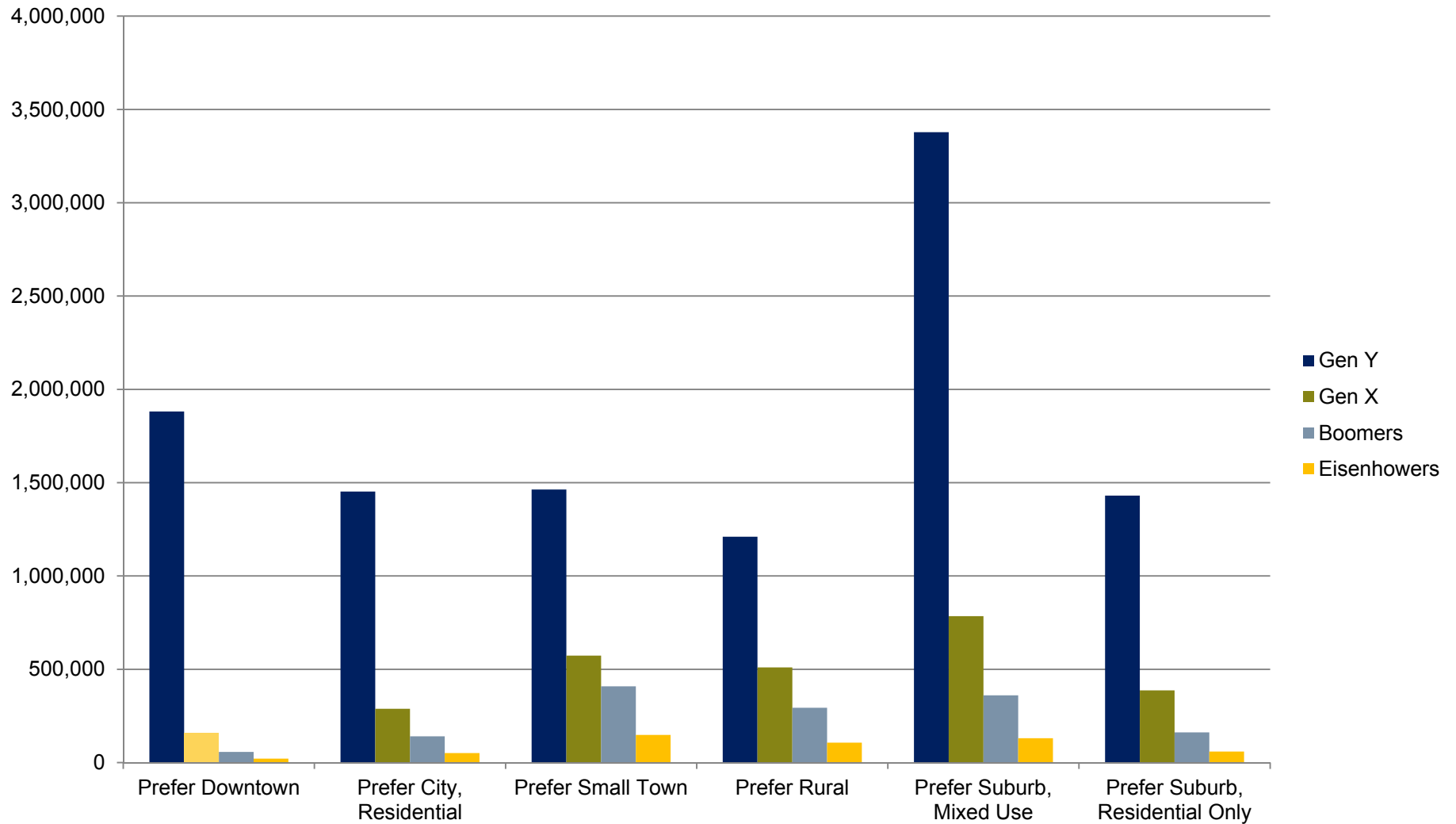


NOTE: Number of 22-year olds is based upon birth rate and does not factor in death rates and migration.

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



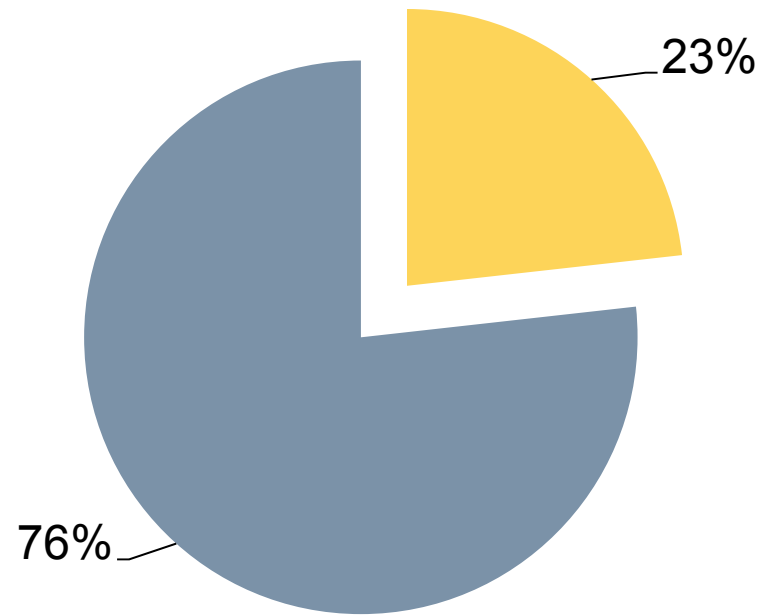




## Americans and Transit Oriented Development

# WHAT DOES THE SURVEY SAY?

## ONE QUARTER OF THE MARKET WANTS FIXED RAIL TRANSIT



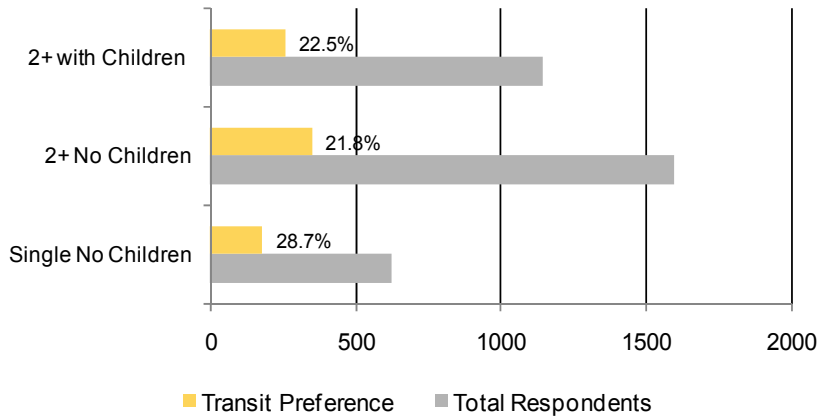
- Households with preference for Fixed Rail Transit
- Households without preference for Fixed Rail Transit

Source: National Association of REALTORS,  
2011, RCLCO

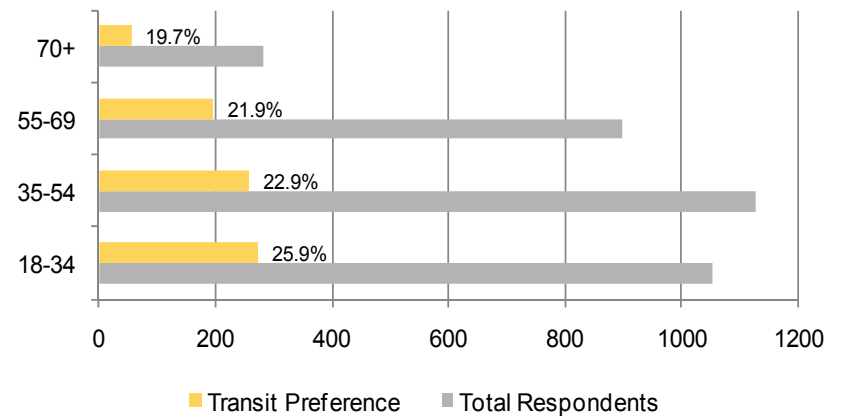
# WHAT DOES THE SURVEY SAY?

## ONE QUARTER OF THE MARKET WANTS FIXED RAIL

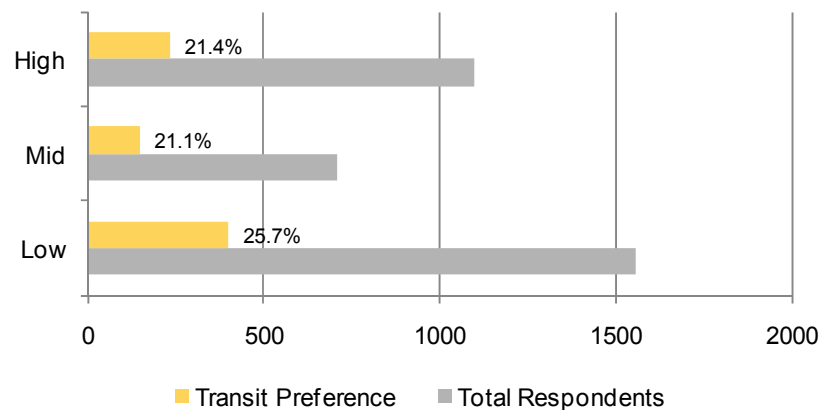
**Preference by Household Type**



**Preference by Age Group**



**Preference by Income Level**



Source: National Association of REALTORS, 2011, RCLCO



## Implications

# 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?