

The Evolving Market for Smart Growth

Prepared for
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by

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Overview

National Demographic Trends

Key Growth Segments and Their Preferences

Design/Smart Growth Implications

Overview

Trends in Household Composition

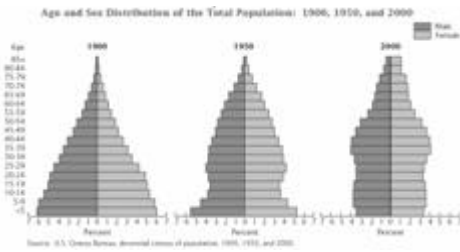
In 2000...

- Over 25 percent of all households were single people
- Less than 25 percent married families with children
- Number of families with children declining since 1960, but rate of decline slowed during the 1990s
- A high percentage of families with children are Latino or Asian immigrant households
- The distribution of family households varies considerably by region

National Demographic Trends

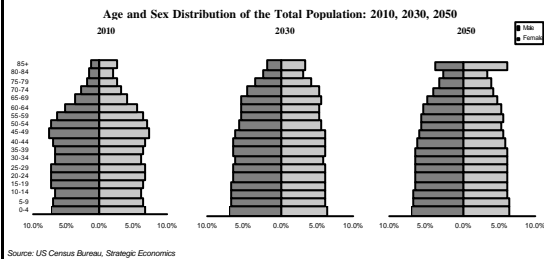
National Demographic Trends

Age



National Demographic Trends

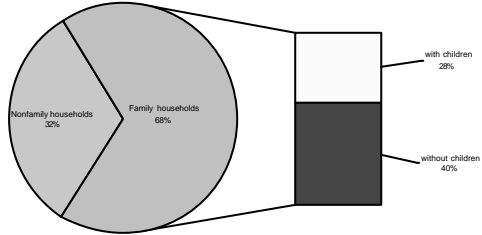
Age



National Demographic Trends

Household Type

Households by Type, 2020 Projections

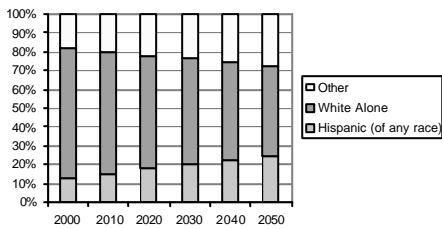


Source: Martha Farnsworth Riche, Strategic Economics

National Demographic Trends

Key Growth Segments and Their Preferences

Projected Population of the United States, by Race and Hispanic Origin: 2000 to 2050



Source: US Census Bureau, Strategic Economics

Key Growth Segments

The New Face of the American Family



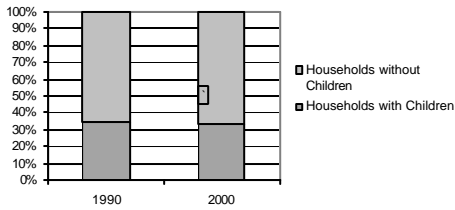
The majority of white households have no children.

60 percent of Latino and 55 percent of Black and Asian families have children

Key Growth Segments

The New Face of the American Family

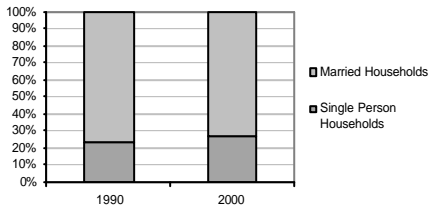
All US Households



Key Growth Segments

The New Face of the American Family

Households with Children



Key Growth Segments

Latino Consumers

Latino population is fastest growing ethnic group in the South and West, and the housing market should respond to their preferences.

Key opportunity to reduce sprawl by responding to Latino lifestyle preferences for compact development, larger units.

Choice between forcing Latino households to find large enough homes by assimilating into conventional development, or creating new housing opportunities with larger, more compact units or houses with more but smaller rooms.



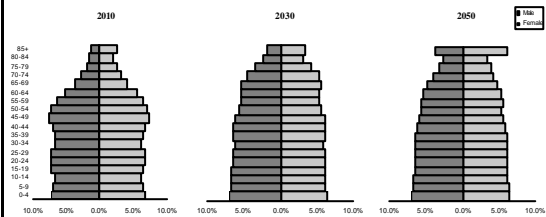
Housing Preference

Latino Consumers



Housing Preference

Baby Boomers and Housing



- 78 million baby boomers, many of whom will be making a housing choice in the next few years
- Consumers over 50 account for almost 1/2 of share in housing market

Key Growth Segments

Gen Y

Generation Y is

- 38 percent non-white
- tech-savvy
- Single, social and entertainment-driven
- ½ of homebuyers are women



Housing Preference

Design/Smart Growth Implications

Conclusions

- There is an increasing market for “dense” housing coming from many market segments
- These preferences vary widely by region
- There are still enormous barriers to building dense housing
- Making mixed income/age/race places will be very challenging
- Retail component of “mixed use” lags far behind housing in terms of urban form and income segmentation

Design/Smart Growth Considerations
