



Planning for Prosperity

Attracting the Talent that Drives Economic Success



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Ben Hitchings, AICP, CZO
President, APA North Carolina



N.C. Millennials



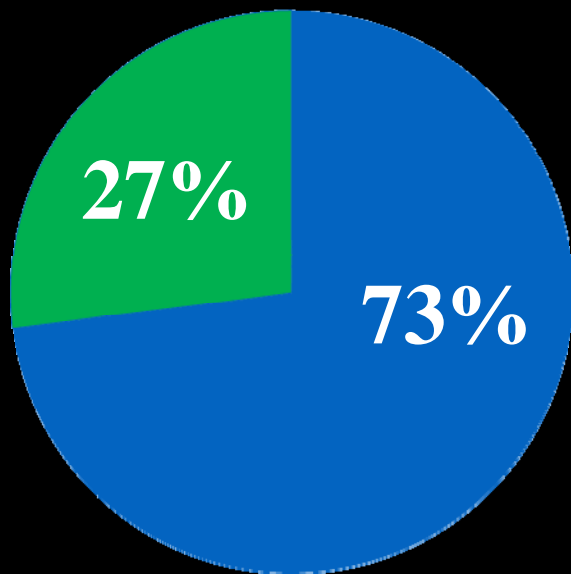
Poll Methodology

- **Poll conducted in March 2014**
- **Harris Poll reviewed questions and fielded poll**
- **National sample: 1,040**
- **North Carolina sample: 756**
- **Adults aged 21 – 65**
- **With at least two years post-high school education**
- **Representative sample**

Poll Results – Economy

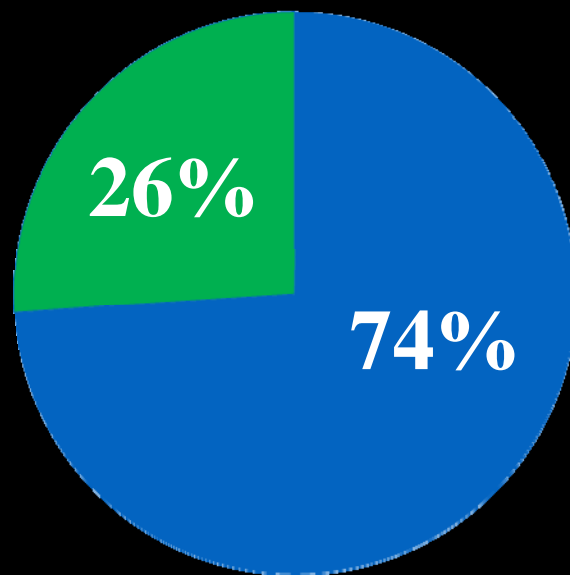
Some people feel the U.S. economy is fundamentally sound and others believe it is fundamentally flawed. Which is closer to your belief?

N.C. Sample



■ Sound

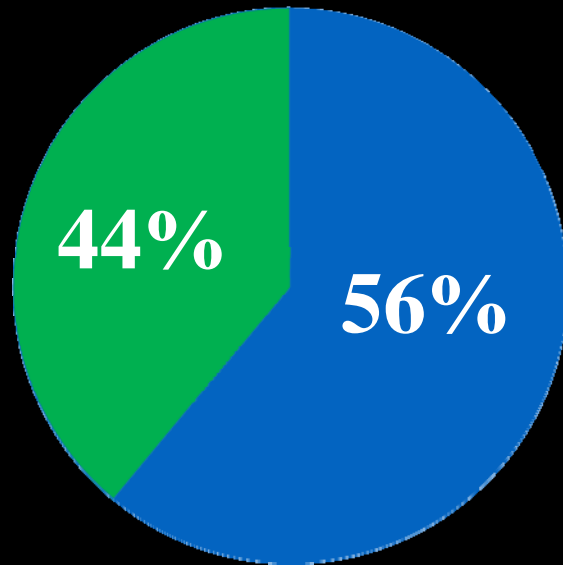
N.C. Millenials



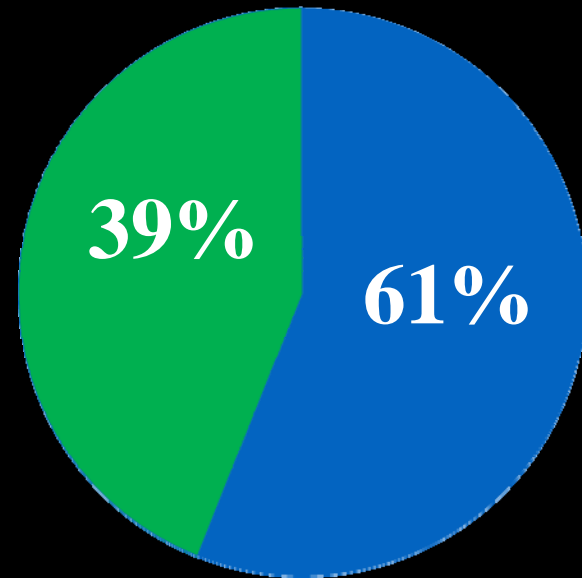
■ Flawed

Poll Results – Economy

N.C. Sample



N.C. Millenials



Recruit companies



Invest in schools and community features

Poll Results – Economy

Which of the following efforts do you believe will most help strengthen the local economy?

	N.C. Millenials
Support existing businesses to stay and expand	71%
Improve education and job training	68%
Support local start-ups	64%
Attract major employers from other places	51%

Poll Results – Economy

Have you already, or are you planning to, start a business?

Millenials – N.C.	49%
Millenials -- National	37%

Poll Results – Location Choice



**70% of N.C. Millennials
or at least somewhat
likely to move to another
part of the state or
another state in the next
five years.**

Poll Results – Location Choice

Which of the following are most important to you when deciding where to live?

	N.C. Millennials
Living expenses, such as housing and transportation costs	81%
Economic factors, such as jobs and business growth	66%
Health factors, such as parks, trails, hospitals and healthy food options	54%
Metro features, such as schools, transit and safe streets	45%
Kinds of people, such as diversity and mix of ages	53%

Poll Results – Location Choice

For each of the following, please indicate if it is a high priority for you.

	N.C. Millennials
Safe streets	74%
Clean air and water	69%
High speed Internet access	66%
Low housing costs	76%
Lots of good paying jobs	76%

Poll Results – Location Choice

- **37% of N.C. Millennials currently live in a walkable urban area, suburb, or rural area**
- **54% of N.C. Millennials would like to live in a walkable community someday, if they could afford it**

Poll Results – Location Choice

	Now	Someday
Walkable urban area with lots of shops and restaurants	13%	29%
Walkable suburb with some shops and restaurants	10%	18%
Walkable small town in a rural area	14%	7%

Poll Results – Location Choice

- **42% of N.C. Millennials currently live in a suburb where most people drive to most places**
- **6% of N.C. Millennials would like to live in a suburb where most people drive to most places, if they could afford it**

Poll Results – Location Choice



71% of N.C. Millennials say it is a high priority to live close to work when choosing a home in a specific neighborhood

Poll Results – Transportation Choice



74% of N.C. Millennials say it is somewhat, very, or extremely important to have transportation options other than driving a car

Poll Results – Conclusions



- **Access**

- **Amenities**

- **Affordability**

Poll Results – Conclusions

- **New Economics of Place**
- **Value of investing in community assets**
- **Importance of planning for prosperity**
- **New opportunities for collaboration between planners, economic developers, and decision makers**



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