

STRIDE

Southeastern Transportation Research,
Innovation, Development and Education Center



Demographic & Population Influences

THE
CITADEL



CIVL 642 Public Health, Physical Activity, and Design of the Built Environment



Demographic & Population Influences

1. Trends in US Socio demographic data & transitions.
2. The Effects of Socio-Demographics on Future Travel Demand.
3. Demographics & transportation in US 2050.



Emerging Trends, US Generations, Planning in the 21st Century: What's Next?

Years	Generation	Population	%
1997-today	Generation Z (0-22)	66,500,000	21%
1981-1996	Generation Y (23-38)	77,200,000	25%
1965-1980	Generation X (39-54)	49,600,000	16%
1946-1964	Baby Boomer (55-73)	76,500,000	25%
1928-1945	Mature/Silent (74-91)	35,300,000	11%
1901-1927	GI Generation (>92)	4,800,000	2%



Mitchell J. Silver, FAICP
Commissioner
NYC Dept of Parks. & Rec
Past President of APA

2030, 1 in 5 over 65, Aging in Place

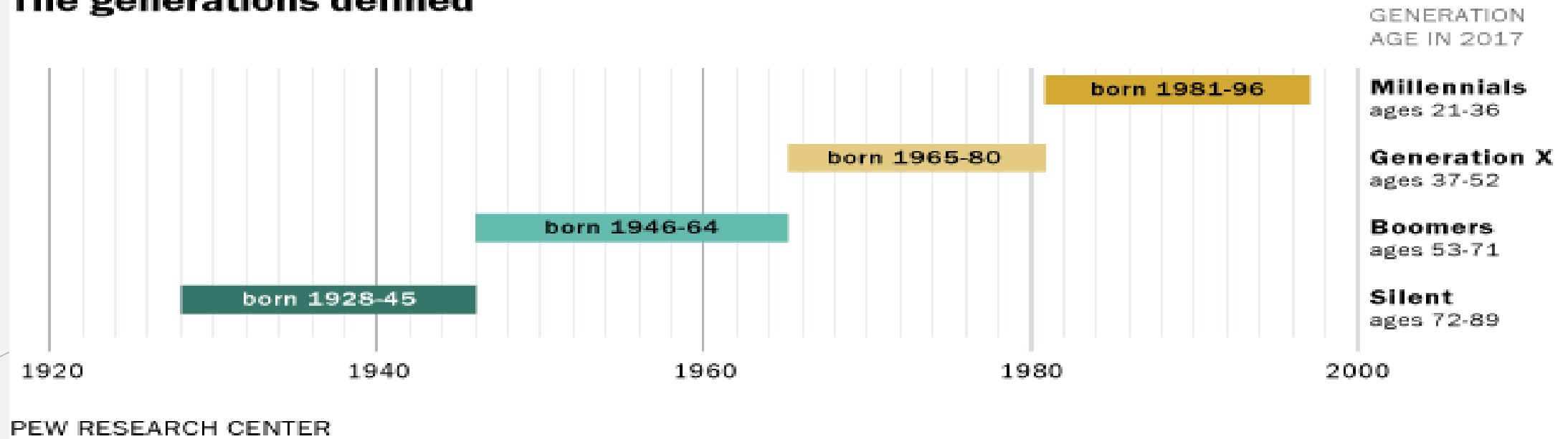
2043 no majority race, Browning of America

2025 over 50% Single-Person Households

<https://www.statista.com/statistics/797321/us-population-by-generation/>

“It’s a changing of the guard of a generation, we are seeing a major shift in values and attitudes about place.”

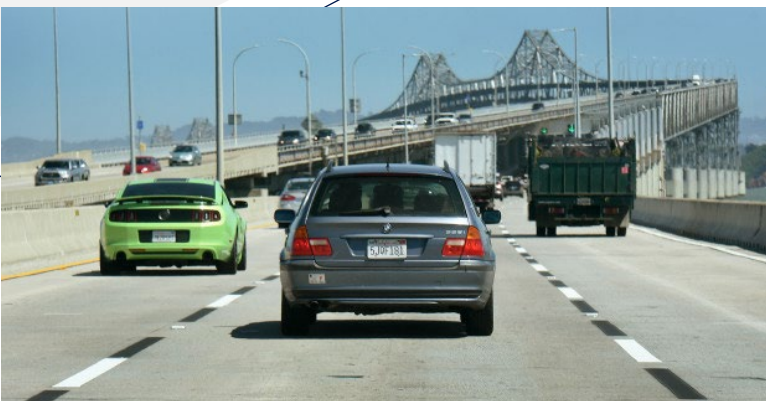
The generations defined



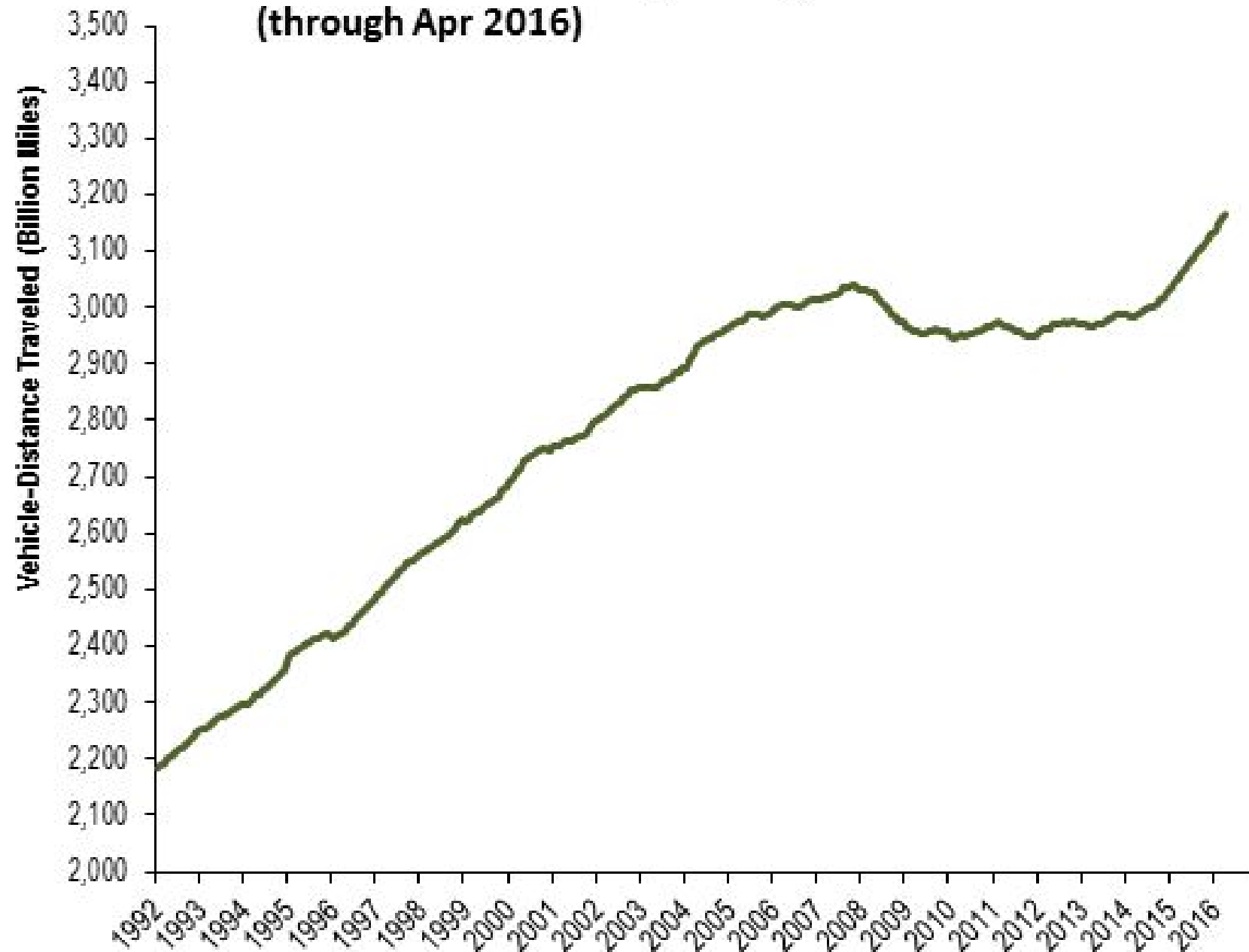
Year	Generation	Urban	Rural
1965	when Silent Generation was young	67%	33%
	when Baby Boomers were young	68%	32%
	when Gen X's were young	84%	16%
	when Gen Y's (Millennials) were young	88%	12%

<https://www.pewresearch.org/fact-tank/2018/03/16/how-millennials-compare-with-their-grandparents/>

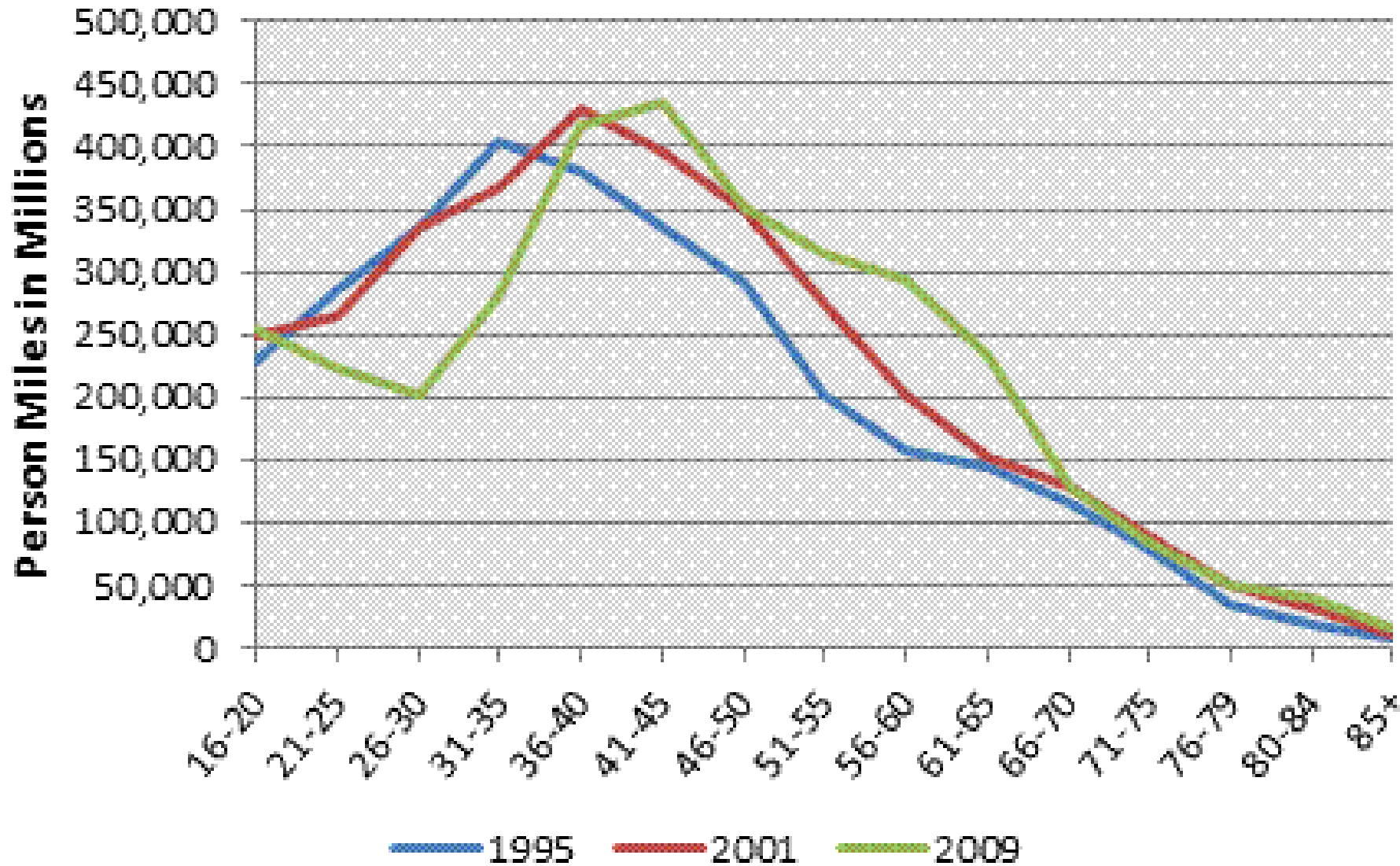
Pew Research Center, Factank, News in the Numbers, 2018, How Millennials today compare with their grandparents 50 years ago, Richard Fry, Ruther Igielnik, Eileen Patten



Total National VMT - 12 Month Moving Average (through Apr 2016)

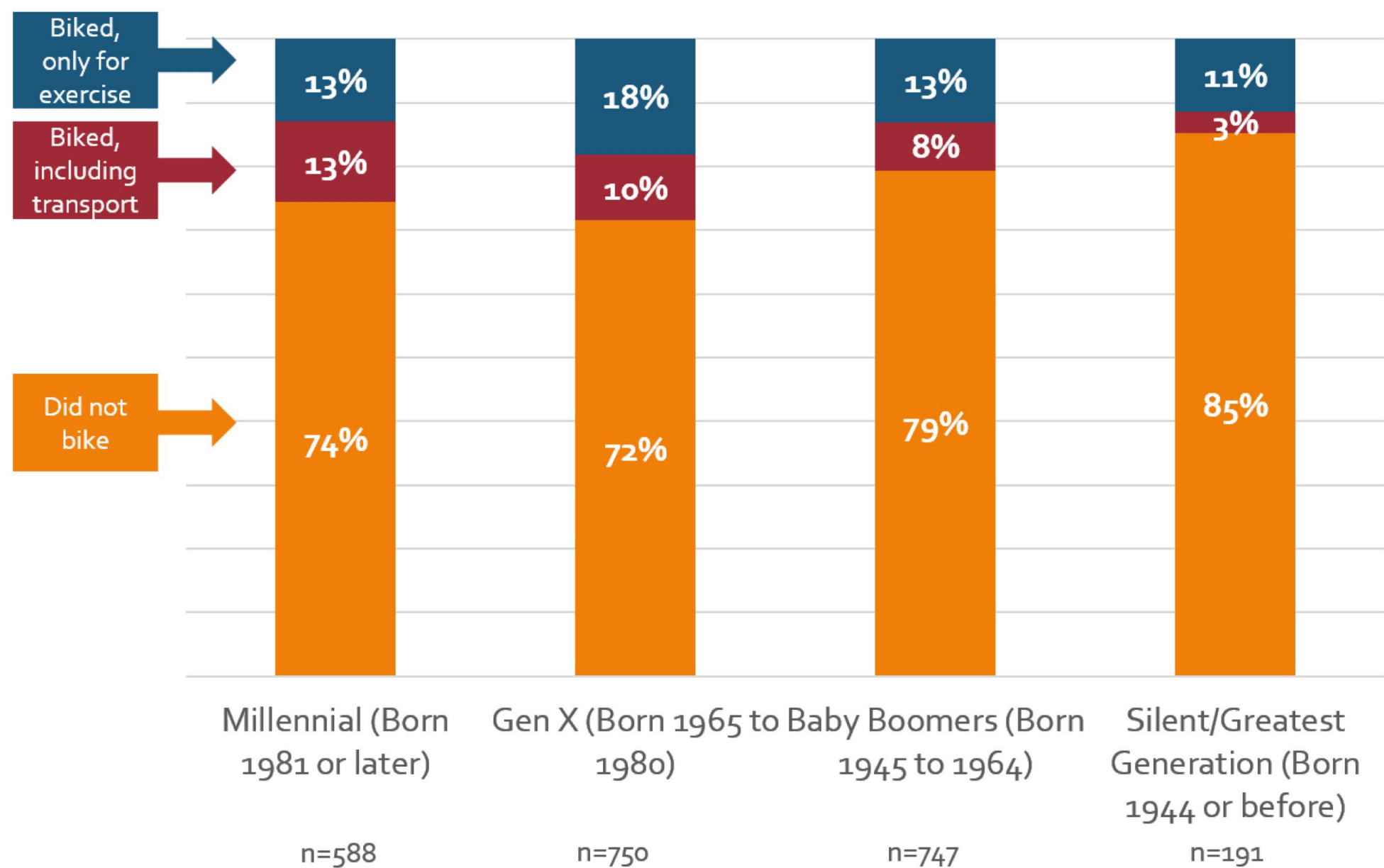


Total Annual Person Miles Traveled (PMT) Per Age Group, By Survey Year



Source: NPTS, NHTS Data Program 1995, 2001, 2009





Q72. In the past 30 days, about how many days did you ride a bicycle outside including bicycling for exercise? (Asked if able to ride bicycle and know how in bike or if physical limitation was a temporary condition) *Note: People who biked for transportation (red in the graph) may also have biked for exercise.*



Location motivation

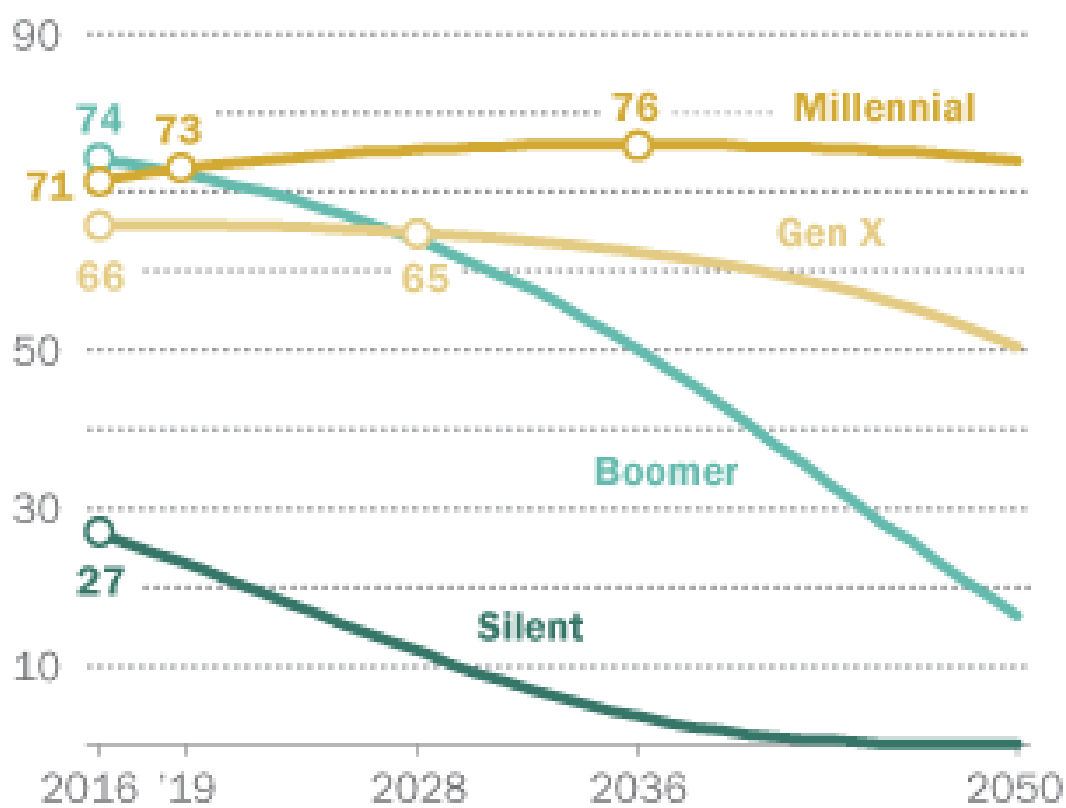
Group	Work	Schools	Leisure
Millennials	29%	20%	16%
Gen Xers	18%	12%	8%
Baby Boomers	18%	10%	8%

Note: Respondents asked what were the primary motivators for choosing their first home in a particular location

Source: SunTrust

Projected population by generation

In millions

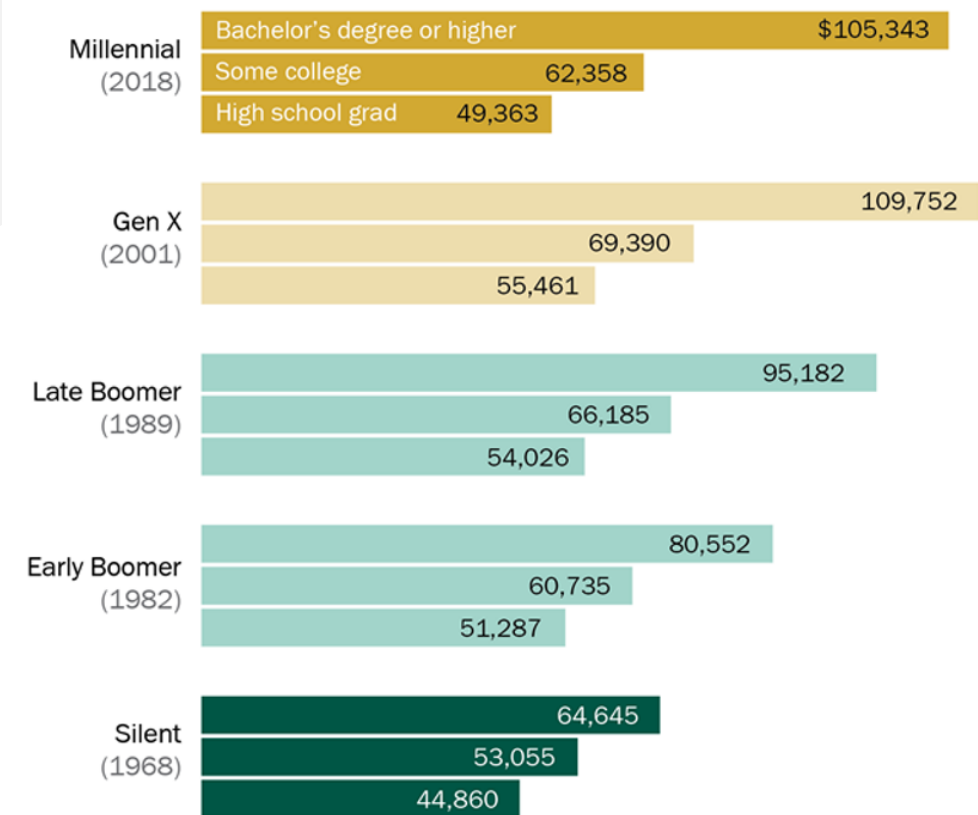


Note: Millennials refer to the population ages 20 to 35 as of 2016.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2016 population estimates.

For Millennials and Gen Xers, large education gaps in typical household income

Median adjusted household income of households headed by 25- to 37-year-olds, in 2017 dollars



Note: Household incomes are adjusted for household size. "High school graduate" includes those who have a high school diploma or its equivalent, such as a GED certificate. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. The educational attainment question was changed in 1992. For Boomers and Silents, "high school graduate" includes those who completed 12th grade (regardless of diploma status) and "bachelor's degree or higher" includes those who completed at least four years of college (regardless of degree status).

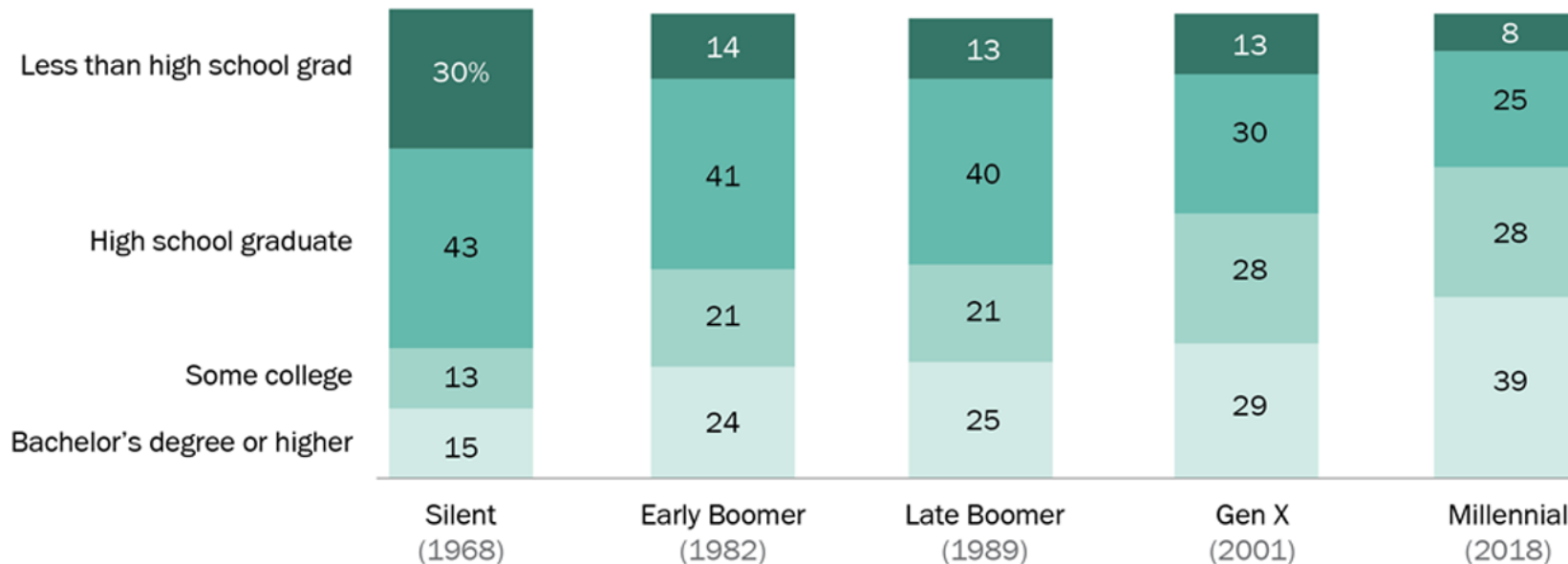
Source: Pew Research Center analysis of 1968, 1982, 1989, 2001 and 2018 Current Population Survey Annual Social and Economic Supplements (IPUMS).

Generational Differences

<http://www.wmfc.org/uploads/GenerationalDifferencesChart.pdf>

Millennials are better educated than prior generations

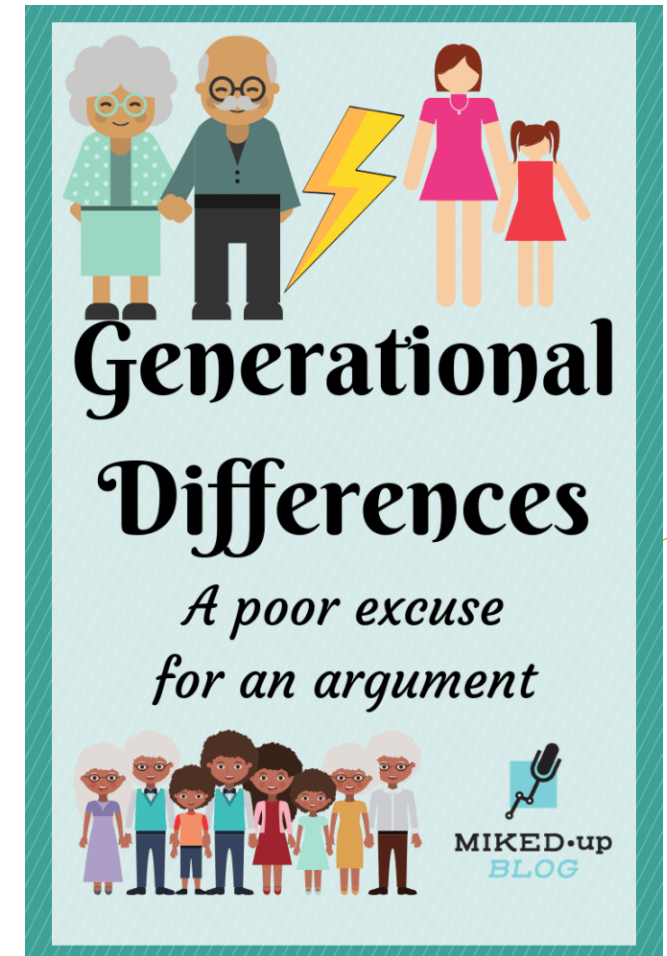
Educational attainment of 25- to 37-year-olds (%)



Note: Figures may not add to 100% due to rounding. "High school graduate" includes those who have a high school diploma or its equivalent, such as a GED certificate. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. The educational attainment question was changed in 1992. For Boomers and Silents, "high school graduate" includes those who completed 12th grade (regardless of diploma status) and "bachelor's degree or higher" includes those who completed at least four years of college (regardless of degree status).

Source: Pew Research Center analysis of 1968, 1982, 1989, 2001 and 2018 Current Population Survey Annual Social and Economic Supplements (IPUMS).

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Generation Millennial: Profile

- Delaying marriage and children
- Living at home longer
- More likely to live in an urban area
- The most diverse generation in the history of the Nation
- More technology-savvy than any other generation
- Spend a significant amount of time online
- Texting is the most preferred method to communicate
- Willing & open to publicly share information (i.e. Facebook)
- May prefer to own a cell-phone over a car
- Work in an age where teleworking has increased
- Concerned about the environment and the effects of climate change
- Possibly served in the Iraqi and Afghanistan wars
- Described as confident, self-expressive, liberal, upbeat and open to change

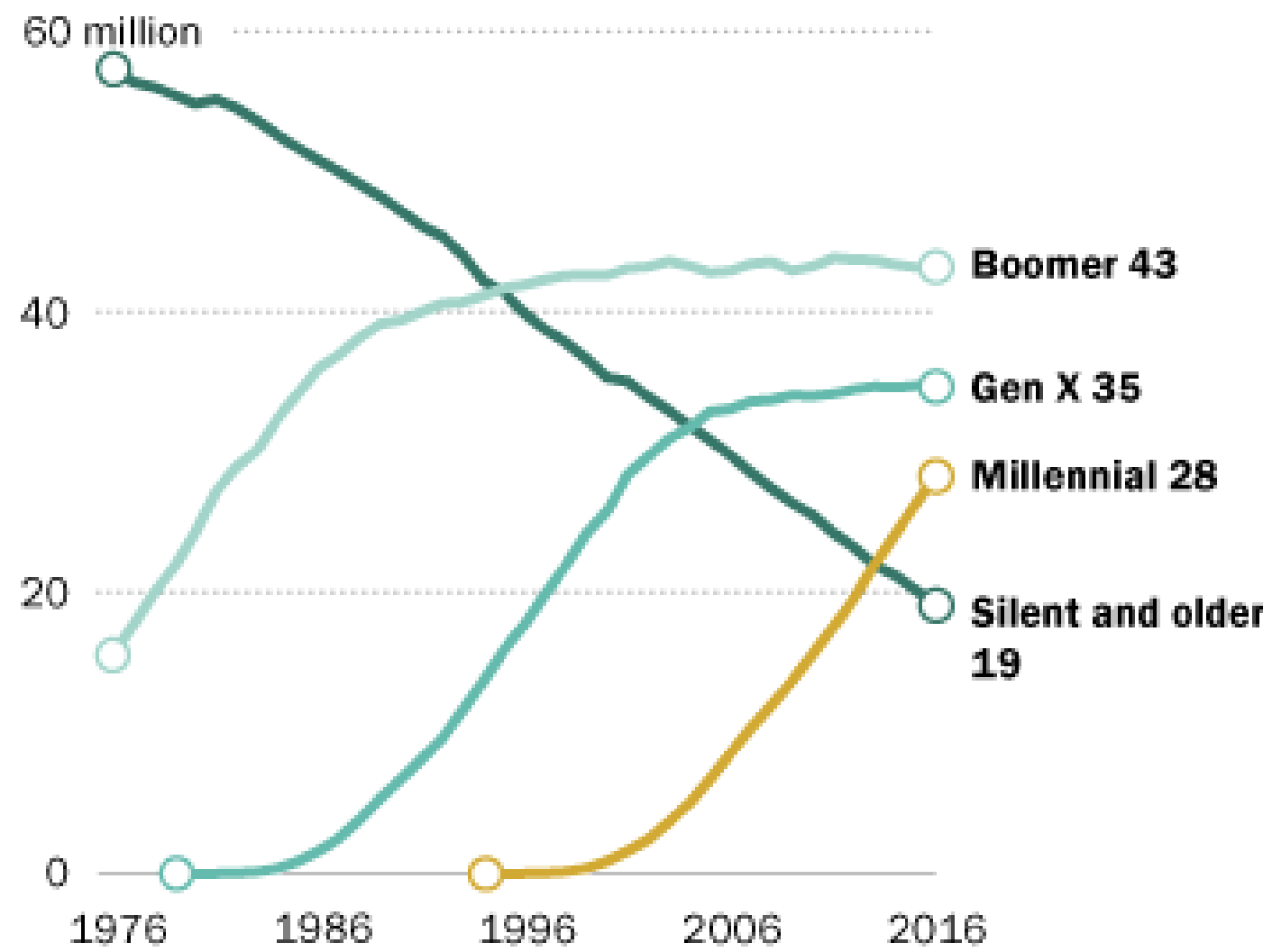


Millennials are the largest adult population but do not head the most households

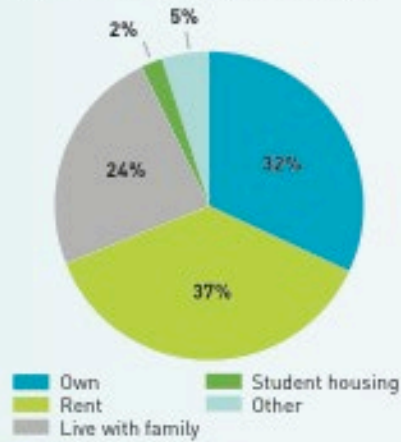
Households, in millions

Note: There are a relatively small number of households (about 200,000) headed by a person who was younger than 18 in 2016 that are not shown. Households are categorized on the basis of the characteristics of the head of household.
Source: Pew Research Center analysis of 1976-2016 Current Population Survey Annual Social and Economic Supplement (IPUMS)

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Current Housing



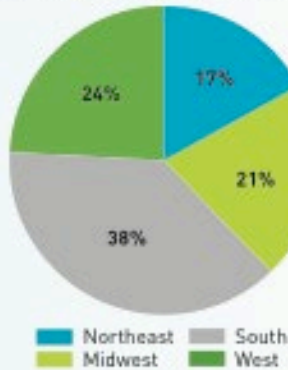
Gen-Yers' Household Income



Gen Y's Self-Image



Region of Residence



Employment Status

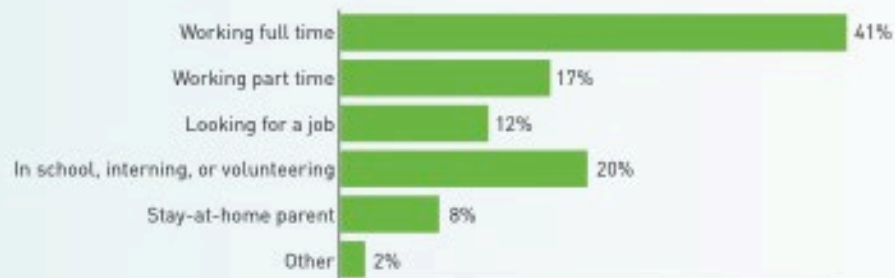
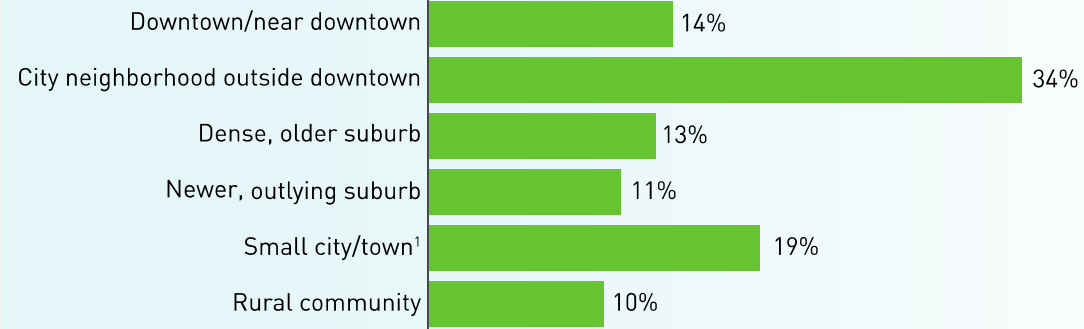


FIGURE 3: Where Gen Y Lives



Sample size: 1,251.

Source: ULI/Lachman Associates Survey, January 2013.

Note: Totals may not add up to 100 percent because of rounding.

1. Population under 50,000.

Generation Y: SHOPPING AND ENTERTAINMENT IN THE DIGITAL AGE

M. Leanne Lachman and Deborah L. Brett



ULI
Urban Land
Institute

ULI
Foundation

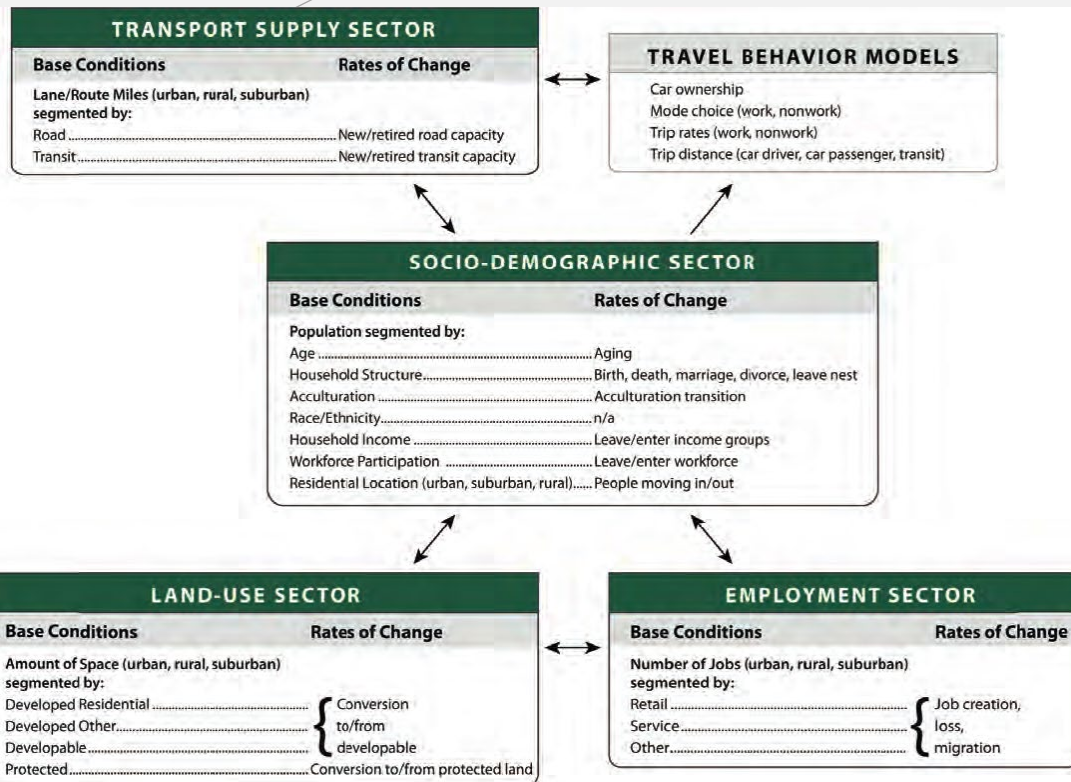
- "Downtowners" comprise 20 percent of Gen Yers residing in the Northeast, compared with only 10 percent of those living in the South.
- As Gen Y's fashionistas, downtowners shop far more frequently—in all types of centers and stores. They are inveterate patrons of department stores, chain apparel retailers, and upscale boutiques.
- 14 percent buy groceries daily versus 6 percent of all respondents.
- 21 percent frequent green grocers/farmers markets for fresh foods, as compared with 16 percent of the total sample.



Strategic Issues Facing Transportation, Volume 6: The Effects of Socio-Demographics on Future Travel Demand (2014)

DETAILS

129 pages | 8.5 x 11 | PAPERBACK
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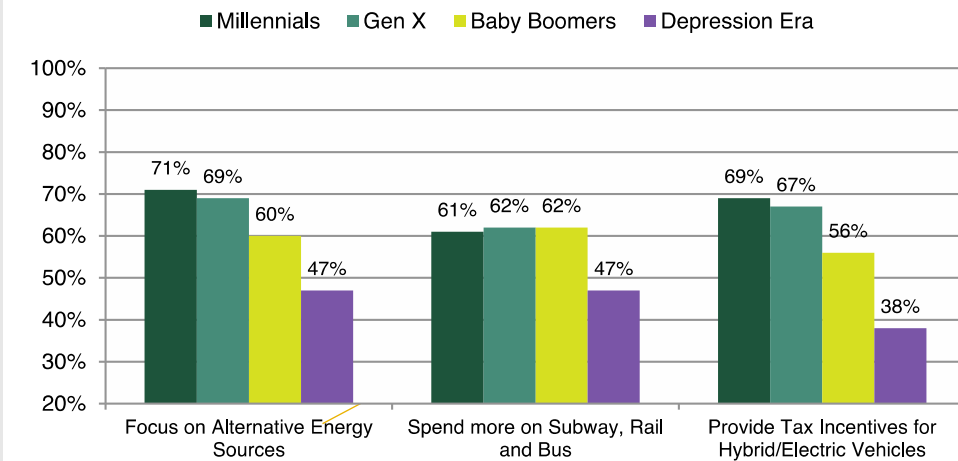
Chapter 3 Takeaways

8 Socio-demographic Trends Associated with Travel Demand

- Trend 1: The next 100 million
- Trend 2: The graying of America
- Trend 3: The browning of America
- Trend 4: The changing American workforce
- Trend 5: The blurring of city and suburb
- Trend 6: Slow growth in households
- Trend 7: The Generation C
- Trend 8: The salience of environmental concerns

"We have to face the growing reality that today young people don't seem to be as interested in cars as previous generations."

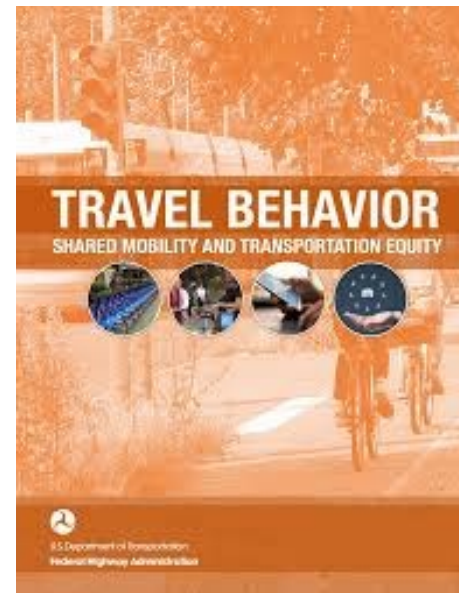
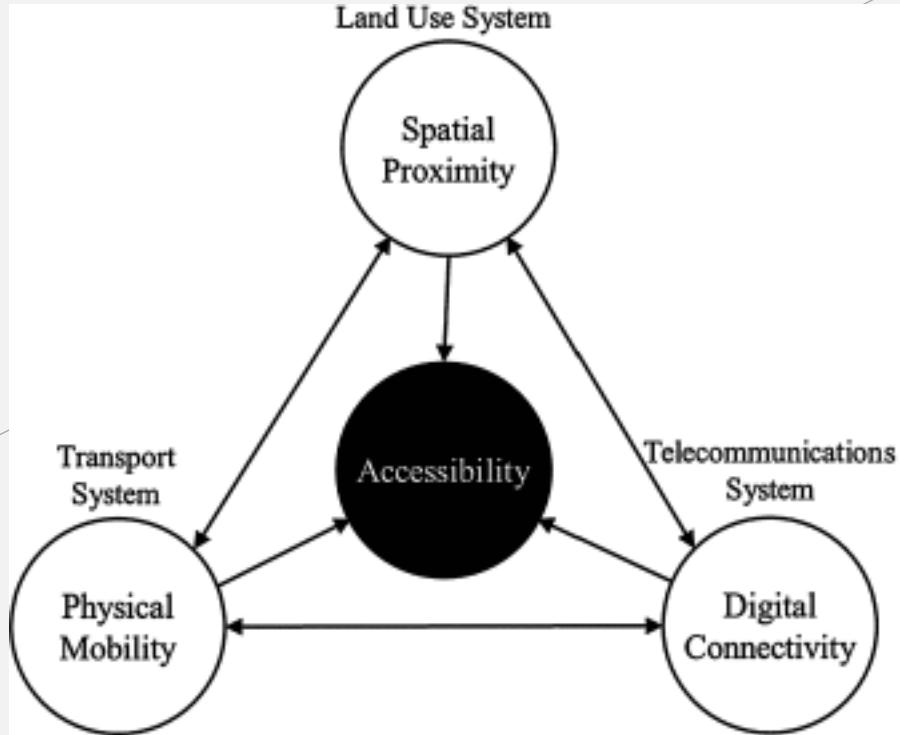
Jim Lentz, Toyota President
Author



Source: Pew 2011.

Figure 3-9. Generational differences in views on energy and environmental priorities: percentage in agreement.

Effects of Socio-Demographics on Future Travel Demand





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Thank You.

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