

FOR IMMEDIATE RELEASE

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Highline Partners releases summary of semi-annual survey of KC Millennials' ranking of most desirable neighborhoods

August, 2019 (Kansas City, MO) -- Highline Partners, a KC-based branding and marketing firm specializing exclusively on places, spaces and transformational real estate projects, conducted their semi-annual survey of KC Millennials to better understand their local neighborhood preferences. Some of the questions they dug into were, 'When deciding where to move, what factors are important?', 'Which neighborhoods are most desirable for owning vs. renting?', and more.

The survey comes two years after their 2017 quest to fulfill a curiosity to see if the broad themes that were covered nationally aligned with their understanding of the KC market. Whether it was home ownership vs. renting, car ownership vs. ride share, stability vs. flexibility, the results uncovered that many of the national trends didn't seem to be as dominant locally.

When it comes to local neighborhoods, 400 qualified Millennial respondents (ages 20-39), living in the KC metro, shared their thoughts. Highline Partners was interested in broad trends and themes and clear trends emerged through the data.

When determining where they want to own:

"While overall, we see the audience following a traditional urban to suburban lifecycle, we also saw some neighborhoods pop up in popularity," says Kathryn Jones, co-founder and Highline Principal. "The older segments tend to move to the suburbs, however this year Midtown saw a surge of interest from previous surveys."

Across age groups and income brackets, Brookside/Waldo and Midtown are especially popular. 'Brookside/Waldo' was the most desired neighborhood for each age group except 35-39.

The Plaza, River Market, and Crossroads are also quite popular across income brackets and age ranges, though they are more popular with the younger crowd (ages 20-24). The popularity for these neighborhoods seems to decrease as age increases.

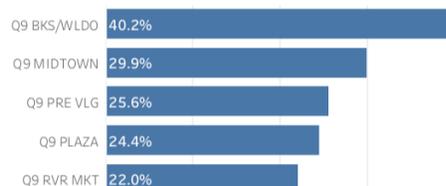
North of the River is steadily popular across income brackets, but it somewhat tends to be less popular as age increases. This encompasses a large area - North KC, Gladstone, Parkville, and others.

Overland Park was the most popular "suburb", though it was not popular with the 35-39-year-old audience or the audience with an income of \$91,000+.

Top 5 (of 21) for where they want to own next:

Own Next Home

Where do you want to move next?

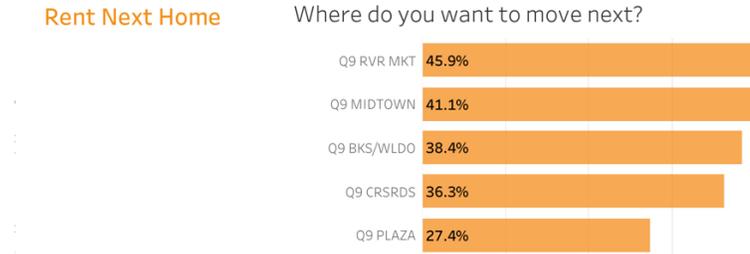


A look at renting:

Among those who want to rent the next place they live, Brookside/Waldo finally got knocked off its perch, with the River Market being the most popular neighborhood where Millennials want to rent next, although not quite as popular with higher income brackets.

The Downtown Core is especially popular when it comes to renting with the 25-29 age group (third behind the River Market and Crossroads).

Top 5 (of 21) for where they want to rent next:



How do values affect their decisions?

Highline also wanted to understand the values motivating Millennials' neighborhood preferences across the following categories: Safe, Diverse, Walkable, Accessible, Affordable, Healthy and Education Options.

Millennials rank safety as their top value, with accessibility and affordability tied for second. However, while "safety" is universally rated as the most desired trait, their answers throughout the survey reveal that accessibility may be more influential in their decision-making. For example, when comparing Troost and West Bottoms, respondents rated Troost as less safe, but more accessible, and Troost was consistently rated as a more desirable place for their next move over West Bottoms.

In general, the neighborhood traits "education options" and "healthy" don't seem to be very influential in their decision making. As the Millennial generation ages, however, "education options" may become more important as they start having families and enter school age years.

An Engaged Generation

"From the comments, we can quickly see that this audience wants to be active and involved in their neighborhood," says Brett Posten, co-founder and Highline Principal. "Issues such as tax incentives, blight and walkability that appear to be complex and were once left to politicians are now top of mind for this audience." "As a result of this engagement, we have established our own private online community of KC Millennials where we can ask questions, and get quick feedback," Posten continued.

Various questions throughout the survey allowed respondents to add comments to their answers. One question that elicited the most comments was: "What ONE thing do you think any given neighborhood could do to be a better place to live?" The responses shed light onto how KC Millennials think about their neighborhoods, their neighbors, the city and overall development issues. For example:

"Be more affordable for the people who already live and work there, so they can be a part of the revitalization of the area."

“When you have more people naturally out and about and building connections, the neighborhood will naturally become safer. Residents more invested in their neighborhoods will be less likely to litter and more likely to band together to demand improvements like repairs to streetlights or graffiti removal.”

“Bike lanes, fewer cars, road diets, public transit, higher density”

Up and Coming Neighborhoods

In addition to the overall neighborhood rankings, Highline selected four ‘up and coming neighborhoods’ that have the most “buzz” in development circles: West Bottoms, the Troost corridor, East Crossroads and Downtown KCK. The goal in selecting these neighborhoods was to determine how Millennials perceive these neighborhoods as potential destinations for their next move and across their stated values from earlier in the survey. To find out how these four up and coming neighborhoods rank, along with additional neighborhood rankings, please contact Highline Partners.

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About Highline Partners

Highline Partners LLC, was founded in 2015 to focus exclusively on branding and marketing places, spaces and transformational projects. Highline has worked with several local developers including: Price Brothers, 3D Development, they are the agency of record for the Economic Development Corporation of KCMO, and they have led several entertainment concept launches including: J. Rieger & Co. Distillery and 21c Museum/Hotel. The founders, ad agency veterans, are upping the bar when it comes to real estate marketing, design and communications. See more at www.highln.com.