

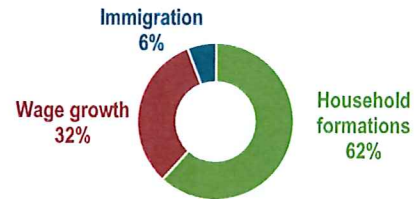
## The big trends

For the first time this year, the survey asked respondents to choose what they think is the most important trend across demographics, finance, public leadership, design and development.

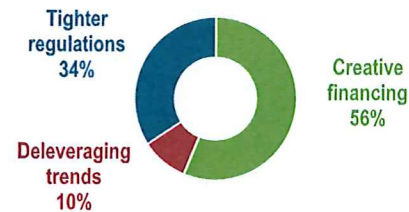
In demographics, household formations far outpaces wage growth. And in finance, despite the increased availability of both debt and equity, creative financing remains of great interest. Part of the financing formula may be government tax credits and incentives which, even with the rising concern about building and zoning regulations, still rose to the top for public leadership.

Concepts of building healthy places and green design fare differently between the design and development categories. In design, healthy and green draws more than a third of respondents but does not factor much into development. These results, at least in part, may be due to the competing choices. "Mixed use" is the buzzword here and throughout other parts of this report. In design, many people across the office, retail, and rental housing sectors are seeking to create more value with less space.

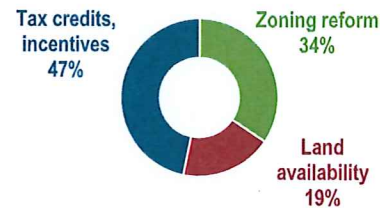
### Demographics



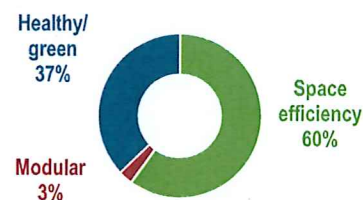
### Finance



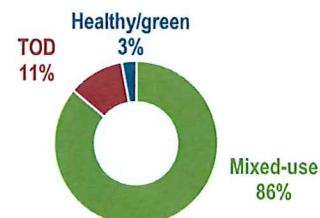
### Public Leadership



### Design



### Development



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