Gen Y’s Housing
Present and Future

Deborah Brett
D. L. Brett & Associates
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Gen Yers in 2014

- 78.6 million ages 19-36
- By race
  - 74.6% white
  - 14.7% black
  - 10.6% all other, incl. multi-racial
- 20.6% Hispanic, regardless of race
- By region of residence
  - 17.3% Northeast  20.8% Midwest
  - 37.4% South      24.5% West

Source: Census Bureau, 2014 estimates
# Gen Y Employment

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working Full Time</td>
<td>41%</td>
</tr>
<tr>
<td>Working Part Time</td>
<td>17%</td>
</tr>
<tr>
<td>Job Hunting</td>
<td>12%</td>
</tr>
<tr>
<td>In School, Interning, Volunteering</td>
<td>20%</td>
</tr>
<tr>
<td>Stay-at-Home Parent</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Source: ULI/Lachman Associates Survey, January 2013*
Gen-Yers’ Household Income

- Under $25,000: 23%
- $25,000-$34,999: 12%
- $35,000-$49,999: 14%
- $50,000-$74,999: 22%
- $75,000-$99,999: 17%
- $100,000+: 12%

n=1,166
Source: ULI/Lachman Associates Survey, January 2013
Gen Y Housing in 2013

Source: ULI/Lachman Associates Survey, January 2013, n=1,251
Gen Y’s Self Characterization: 2013

I consider myself:

- City Person
- Suburbanite
- Small Town/Country Person

n=1,251
Source: ULI/Lachman Associates Survey, 2013
Where Gen Y Lives

- Rural community: 10%
- Small city/town: 19%
- Newer outlying suburb: 11%
- Dense older suburb: 13%
- City neighborhood outside downtown: 34%
- Downtown/near downtown: 14%

Source: ULI/Lachman Associates Survey, 2013
Gen Y “Downtowners”

- Only 14% of total sample:
  - 24% of Northeasterners
  - 10% of Southerners
- 64% male vs. 49% of all respondents
- 51% age 18-25 vs. 45% of all respondents
- 34% Hispanic vs. 20% of all respondents
- 23% black vs. 16% of all respondents

## Expected Housing Tenure in 2015

<table>
<thead>
<tr>
<th>Age in 2010</th>
<th>Age in 2015</th>
<th>Tenure</th>
<th>Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>23-29</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>25-32</td>
<td>30-37</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>All Respondents</td>
<td></td>
<td>67%</td>
<td>33%</td>
</tr>
</tbody>
</table>

*Source: ULI/Lachman Associates Survey, 2010*  
*N=1,241*
## Expected Housing Type in 2015

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Expect to Own</th>
<th>Expect to Rent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apartment/condo</td>
<td>9%</td>
<td>60%</td>
<td>25%</td>
</tr>
<tr>
<td>Duplex, rowhouse, or townhouse</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Single family home</td>
<td>82%</td>
<td>28%</td>
<td>64%</td>
</tr>
<tr>
<td>Mobile home/other</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Source: ULI/Lachman Associates Survey, 2010*

*N=1,241*