

# Gen Y's Housing Present and Future

Deborah Brett

D. L. Brett & Associates

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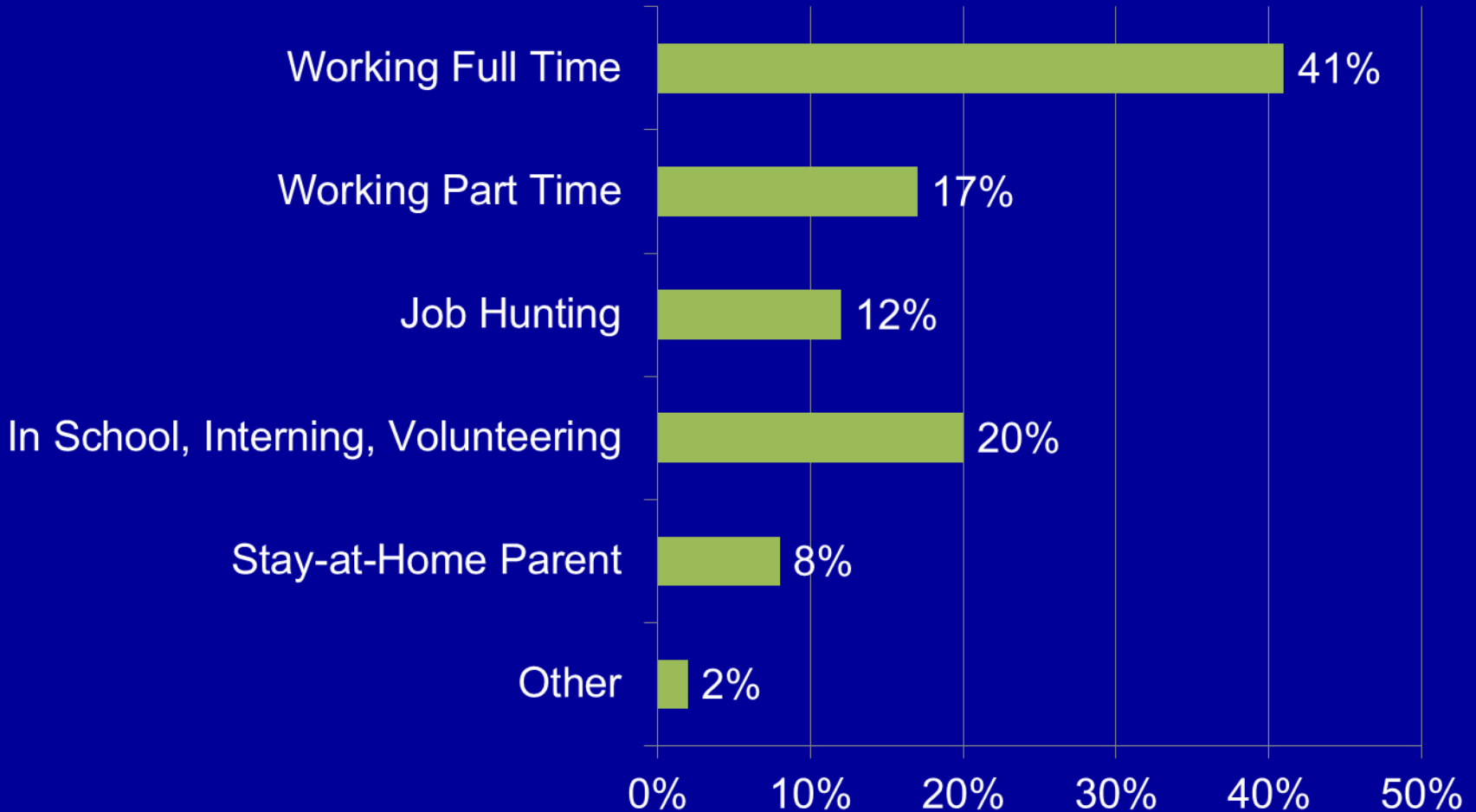
# Gen Yers in 2014

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- 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

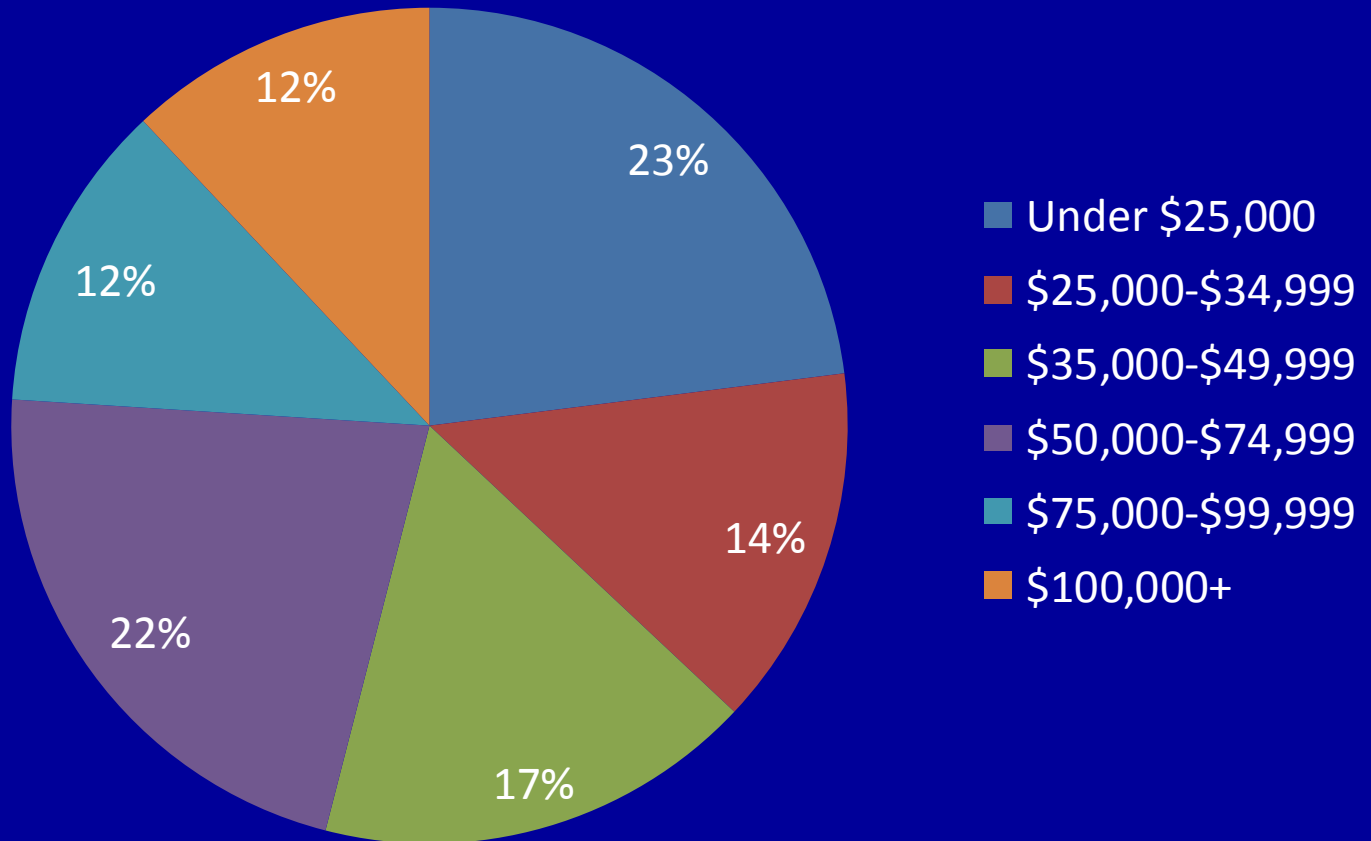
# Gen Y Employment

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# Gen-Yers' Household Income

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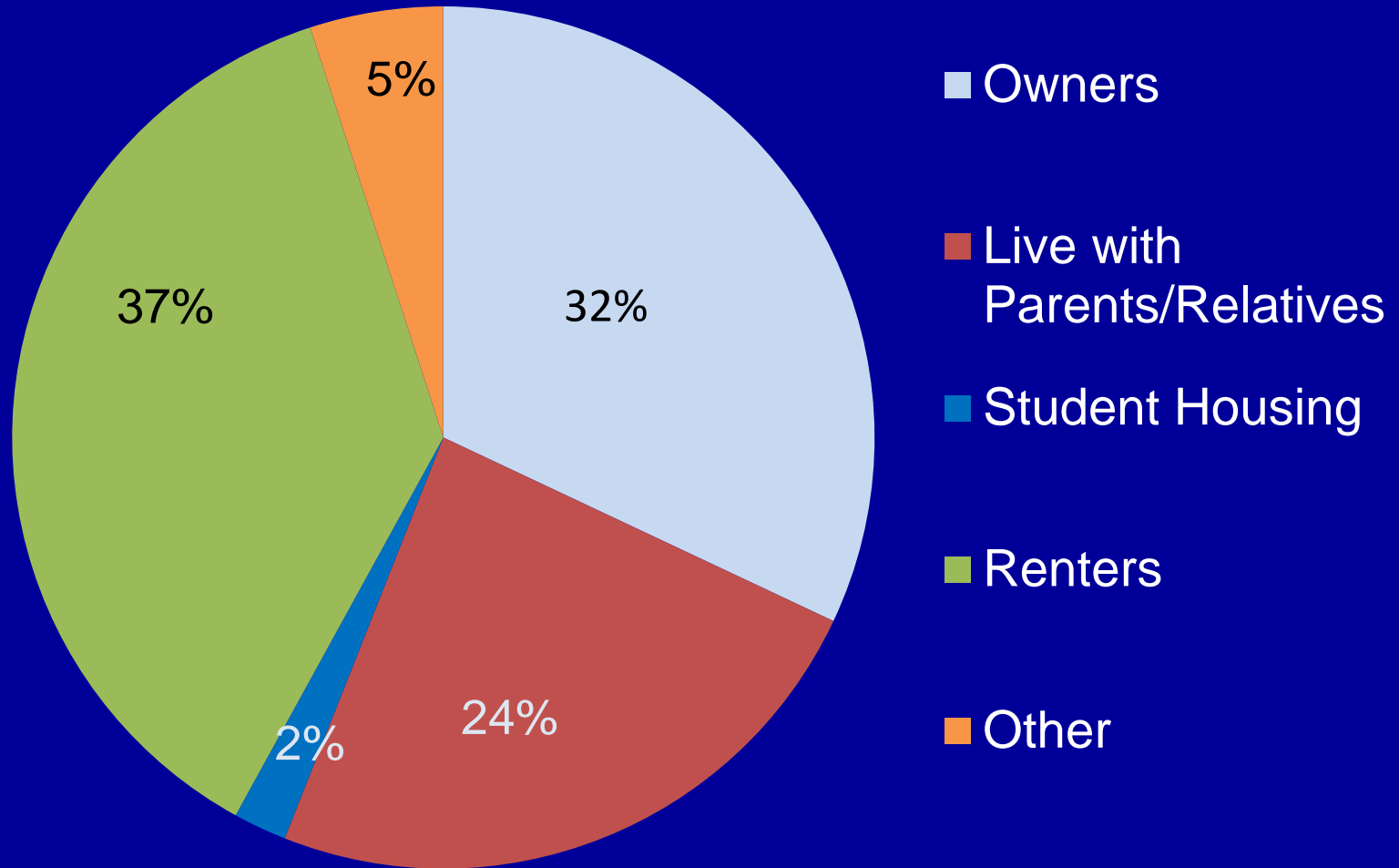


n=1,166

Source: ULI/Lachman Associates Survey, January 2013

# Gen Y Housing in 2013

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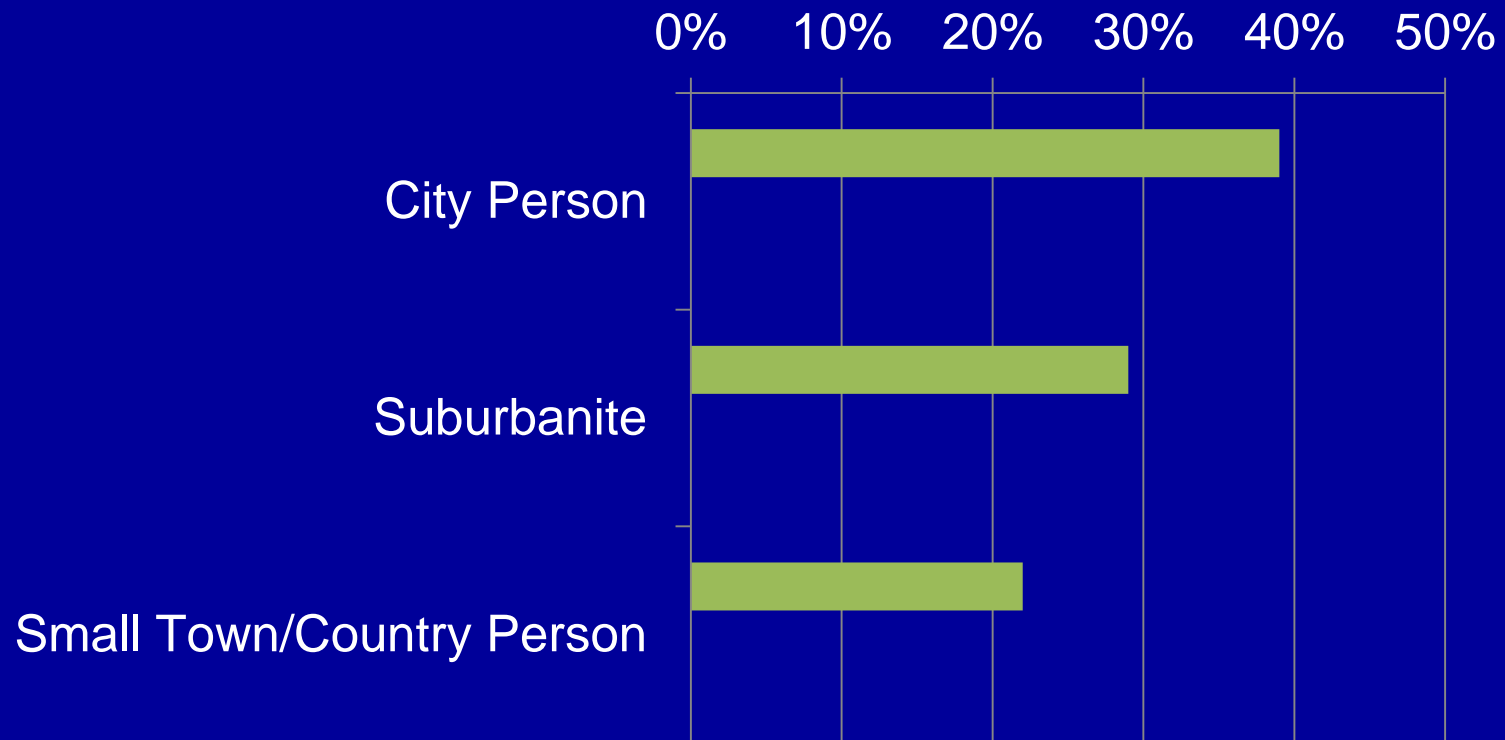


Source: ULI/Lachman Associates Survey, January 2013, n= 1,251

# Gen Y's Self Characterization: 2013

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**I consider myself:**

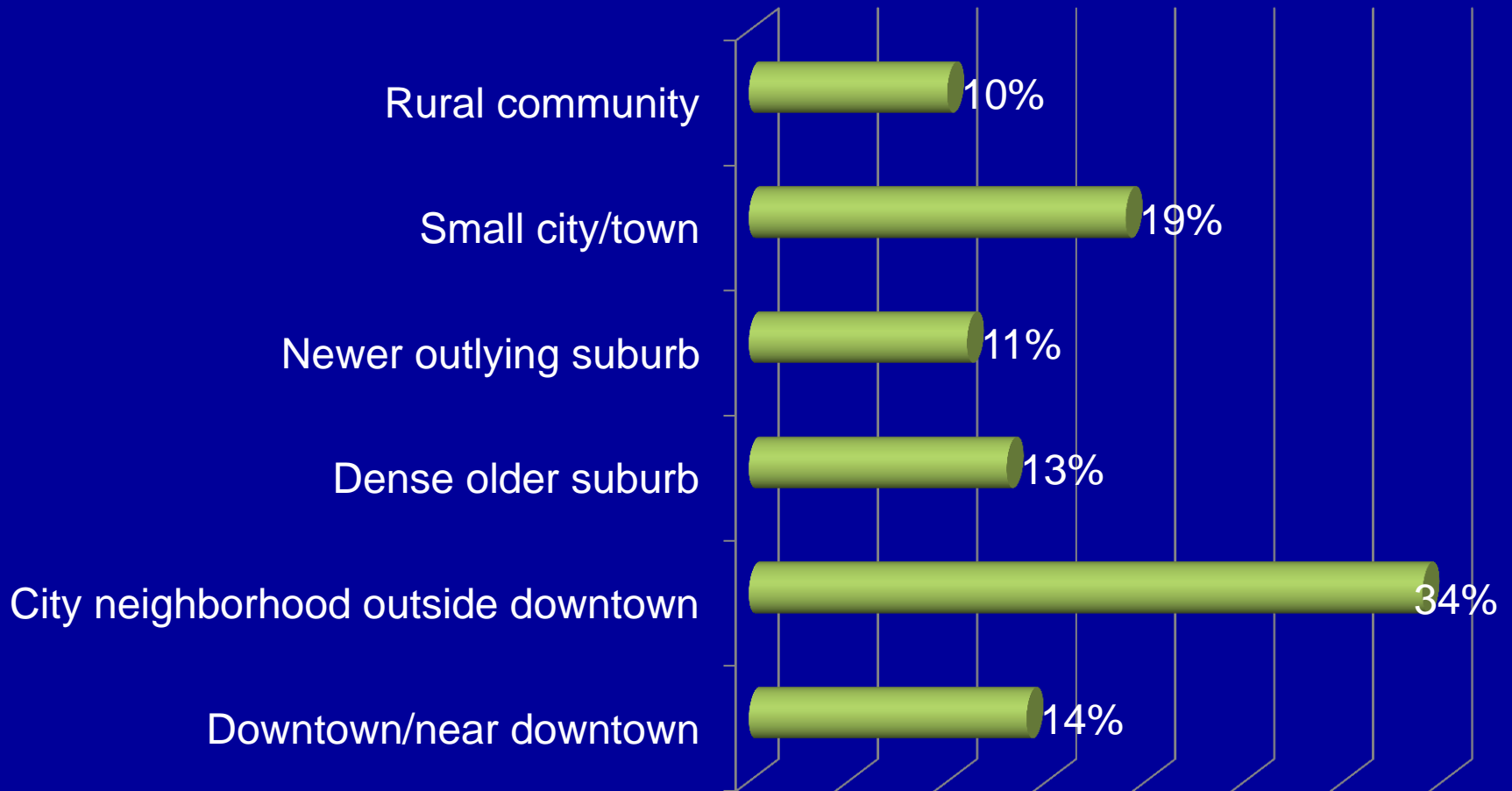


*n=1,251*

*Source: ULI/Lachman Associates Survey, 2013*

# Where Gen Y Lives

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# Gen Y “Downtowners”

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- 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

		Tenure	
<u>Age in 2010</u>	<u>Age in 2015</u>	<u>Own</u>	<u>Rent</u>
18-24	23-29	53%	47%
25-32	30-37	75%	25%
All Respondents		67%	33%

Source: ULI/Lachman Associates Survey, 2010  
N=1,241

# Expected Housing Type in 2015

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Housing Type	Expect to Own	Expect to Rent	Total
Apartment/condo	9%	60%	25%
Duplex, rowhouse, or townhouse	5%	7%	6%
Single family home	82%	28%	64%
Mobile home/other	4%	5%	5%

Source: ULI/Lachman Associates Survey, 2010  
N=1,241