

PLANNING FOR CHANGING DEMOGRAPHICS

# Millennials in the Delaware Valley



How the [transportation](#), [career](#), and [housing](#) preferences of young adults are shaping our region.

November 2016





*The Delaware Valley Regional Planning Commission is dedicated to uniting the region's elected officials, planning professionals, and the public with a common vision of making a great region even greater. Shaping the way we live, work, and play, DVRPC builds consensus on improving transportation, promoting smart growth, protecting the environment, and enhancing the economy.*

*We serve a diverse region of nine counties: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey. DVRPC is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region — leading the way to a better future.*



The symbol in our logo is adapted from the official DVRPC seal and is designed as a stylized image of the Delaware Valley. The outer ring symbolizes the region as a whole while the diagonal bar signifies the Delaware River. The two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey.

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## ABOUT THIS SERIES

**Planning for Changing Demographics** is a two-part research series by DVRPC to investigate how two key demographic groups, millennials and baby boomers, are affecting growth and development in the Greater Philadelphia Region. This document, *Millennials in the Delaware Valley* focuses on the generation of young adults that was born between 1982 and 1998. Baby boomers were born between 1947 and 1965, and today range in age from 51 to 69.

These two generations represent the two largest living generational cohorts in the United States today. As such, the distinctive preferences, perceptions, and expectations of these groups have the potential to reshape the physical environment in a variety of ways. The question for urban planners, municipal officials, and developers remains—how should we build communities of the future with the needs of these demographic groups in mind?

# Executive Summary

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Millennials, those young adults largely born during the 1980s and 1990s, are currently the largest generation in America. As they continue to establish themselves in communities and workplaces around the country, their attitudes and beliefs will play an increasingly important role in shaping the country.

Accordingly, many organizations and groups have studied the values and preferences of this generation. How are today's young adults similar to and different from other generations? Urban planners and municipal officials are particularly interested in how these similarities and differences will drive the next generation of neighborhood design.

While it is often difficult to predict the ways in which demographics, changing attitudes, and technology will impact travel behavior and land use patterns, the current behavior and stated preferences of young adults offers us clues about how they think about mobility and the types of communities they will be attracted to. This report examines data and research related to transportation, employment, and housing in an effort to discern how the ideas and inclinations of millennials may impact our region.

One of the challenges inherent in this type of analysis is discerning the degree to which any generation reflects the economic and cultural norms of their times from the degree to which their attitudes and ideas help to establish those norms. Furthermore, cur-

rent behavior is no guarantee of future actions. The attitudes and beliefs of millennials will certainly evolve and change as they grow older.

Despite these challenges, our survey of recent research and data suggests that today's young adults differ from previous generations in a way that may profoundly affect the communities in our region. Some broad-based observations include:

- Millennials are the most racially diverse generation in American history. They are projected to become the most educated generation as well; however, they face a number of economic challenges. They are technologically adept but have been slow to marry.
- Young adults have disproportionately been attracted to urban environments in our region and throughout the country. Philadelphia, in particular, has seen impressive growth in its young adult population. Nearly 35 percent of young adults in our region live in Philadelphia. Roughly 40 percent of these young adults live within the five planning districts that constitute the city's urban core.
- Young adults drive less and use other modes of transportation at greater rates than other generations. Although a portion of this behavior can be attributed to the fact that many millennials currently reside in more urban locations with a variety of trans-

portation options, this behavior may signal a willingness to think more broadly about how they meet their transportation needs in the future.

- Millennials are adapting to and perhaps spurring changes to the workplace that will alter our notions of careers and work-life integration.
- A growing number of millennials will relocate to the suburbs in the coming years. However, some evidence suggests that they will be most attracted to mixed-use walkable communities that offer a mix of urban and suburban benefits.

Municipalities throughout our region will need to increasingly consider the viewpoints of today's young adults as they plan for the future. For many communities this means that the traditional methods of public engagement will need to be updated to consider the habits and lifestyles of millennials.

# Making Sense of the Millennial Generation

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2015 was a pivotal year in American demographics. According to Census Bureau population projections, individuals between the ages of 18 and 34 numbered 75.3 million, surpassing the baby boomers (74.9 million) as the largest generational cohort in the United States.<sup>1</sup>

For several years, millennials have fascinated demographers, planners, and businesses. This document, **Millennials in the Delaware Valley**, is designed to help our planning partners prepare for the future by analyzing the evidence and sifting through the speculation that surrounds this generation. This report is divided into three themes that influence the built environment: mobility, career, and housing. The audience for this report is planners, public officials, and anyone interested in how millennial attitudes and preferences may influence communities in our region.

## Analytical challenges and opportunities

Generations are artificial constructs. Who is to say that a child born in 1981 and classified as “generation X” is inherently different than a child born the following year and labelled as a “millennial?” Despite the problems inherent in these classifications, delineating generational groups can help suggest how broad economic, social, political, and technological trends are influencing the world we live in. Oftentimes, differences between generations are only apparent with the perspective that time allows. An overview of the six commonly accepted living generations and our analysis of them is provided in Figures 1 and 2.

Much of the ongoing media interest in this generation of young adults is justified by its sheer size. While businesses may be interested in learning how to market their products to members of this generation, planners are interested in understanding how their beliefs and preferences may impact community design, housing, and transportation.

Consider the fact that approximately one-third of young adults live at home with their parents or other relatives.<sup>2</sup> That means that over 24 million millennials will likely move out on their own over the next several years as they enter the work force, marry, or save enough to purchase a home.

Where they choose to reside and how they arrive at that decision has huge implications for communities across the country. Even a small percentage of this generation exhibiting any preference or behavior can translate into impressively large numbers. Clearly, this generation will shape our economy and drive our land use and transportation investments for decades to come.

Furthermore, millennials are a hot topic in the Greater Philadelphia region for good reason. In recent years, an unusually large number of them have decided to make their home in the City of Philadelphia.<sup>3</sup>

## Defining Generations

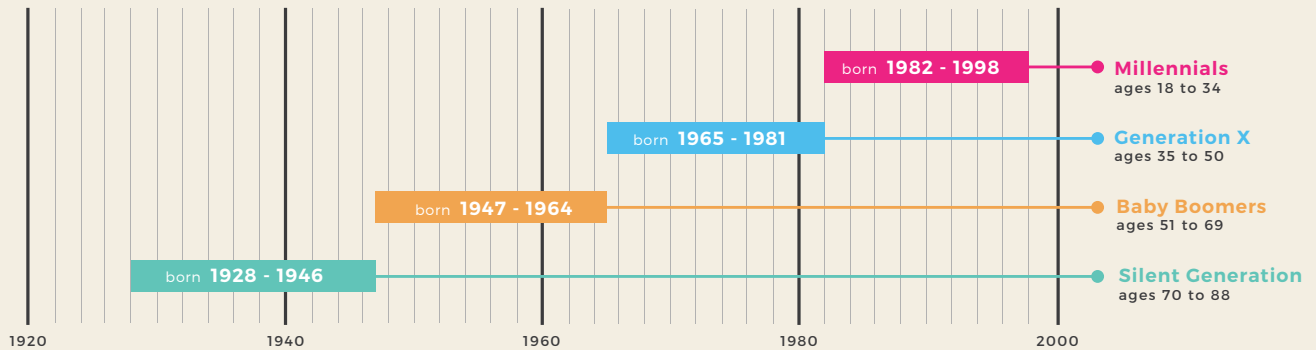
Like every generation, the individuals referred to as millennials are not all alike. They are a diverse group that holds a wide range of opinions on the issues of the day. Furthermore, individual generations can be divided into a number of subgenerations based on finer-grained analysis. Nonetheless, talking in broad generational terms can be a useful way of charting social trends and comparing the preferences and expectations of different age groups.

Varying degrees of consensus surround how to define the parameters of each generation. Commonly accepted definitions are used in the diagrams below to illustrate the age ranges of these generations as well as their relative size at the national level. Generation Z is a placeholder label for those currently under the age of 18. Like

the millennials, once commonly referred to as Generation Y, this label will likely be replaced with a more descriptive title in the coming years. If space permitted, the generation frequently referred as the War Babies could be depicted in Figure 2. This group, also known as the “Greatest Generation,” came of age during the Great Depression, fought in WWII, and is currently aged 90 and over.

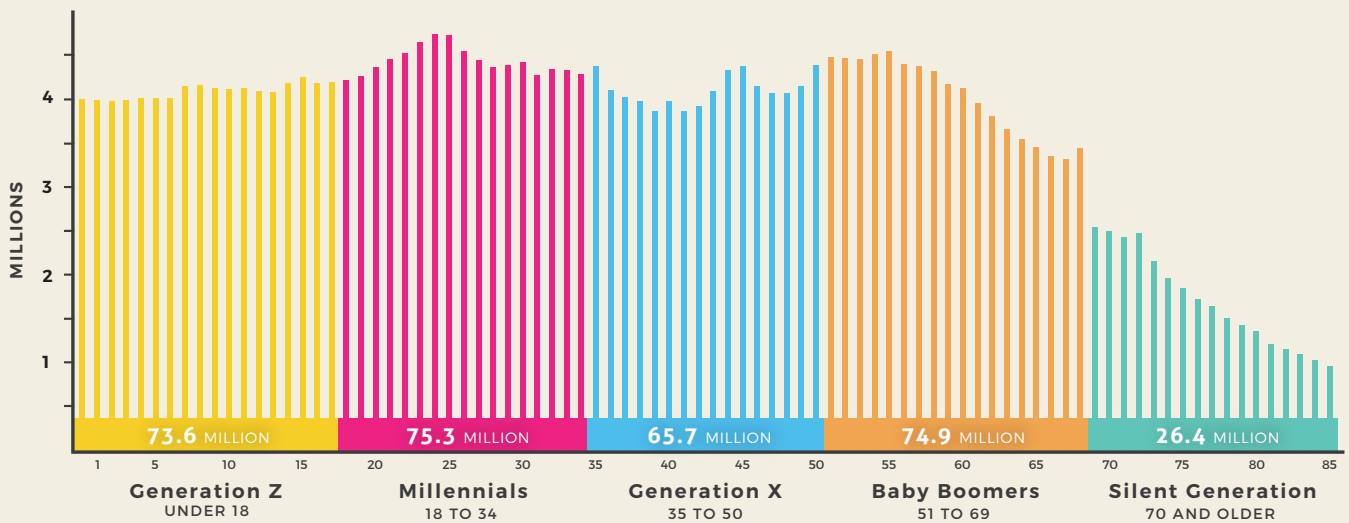
For much of the subsequent analysis, we chose 1966 as the birth year for the youngest baby boomers rather than 1965. This revision allowed us to more easily use census data that includes the age group 50–54 as one cohort. Throughout this document, recently released data from the Census Bureau’s American Community Survey was used to provide the latest demographic information.

**Figure 1: Generational Birth Years and Age Ranges**



Source: DVRPC, using commonly cited generational age ranges

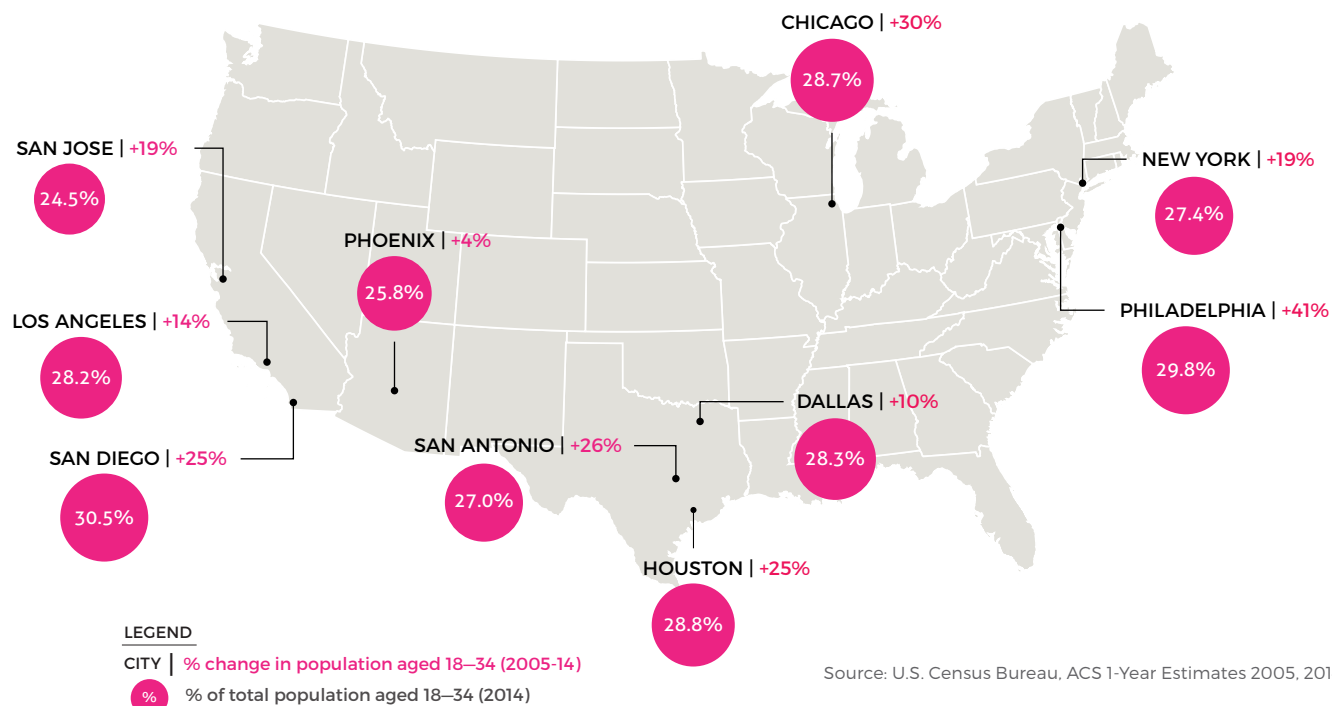
**Figure 2: U.S. Population by Age**



Source: U.S. Census Bureau, Annual Estimate of the Resident Population by Single Year, 2015



**Figure 3: Millennials as a Percentage of Population in America's Largest Cities**



In fact, Philadelphia's share of the millennial population has increased at one of the fastest rates of any of the largest cities in the country. Between 2005 and 2014, the number of Philadelphia residents between the ages of 18 and 34 grew by 130,000, an increase of 41 percent. Today, this age group represents 29.8 percent of the city-wide population (see Figure 3).

### What do we know about millennials?

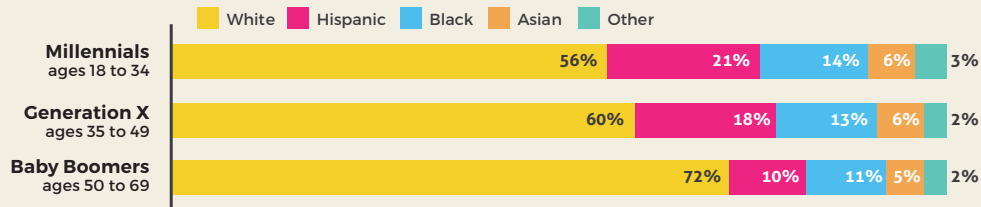
Like previous generations, millennials have been subjected to numerous stereotypes, some of them negative. Rather than addressing perceived personality characterizations, our aim is to assess what location and lifestyle preferences this generation may be cultivating and how these preferences may impact the communities in our region. Do millennials really prefer cities to suburbs? Are they less attached to car ownership than previous generations? What type of neighborhoods are they attracted to?

This report uses demographic analysis and research from organizations like the Pew Research Center, Urban Land Institute, and the National Association of Realtors to shed light on these questions. However, before we address these topics, it is helpful to examine several defining characteristics (see Figures 4 through 7) that are helping to shape the world view of this group. Here is what we know about the millennials.

### Diversity

Millennials are the most racially diverse generation in American history. According to the Pew Research Center, millennials are much more likely to be racial or ethnic minorities than previous generations because of "large-scale immigration from Asian and Latin America, the rise of racial intermarriage, and differences in fertility patterns across racial and ethnic groups."<sup>4</sup> Fifteen percent of young adults were born outside the United States, an increase of nine percent since 1980.<sup>5</sup> Similarly, one in four young adults speaks a language other than English at home (compared to 11 percent in 1980).<sup>6</sup>

**Figure 4: Race and Ethnicity\***

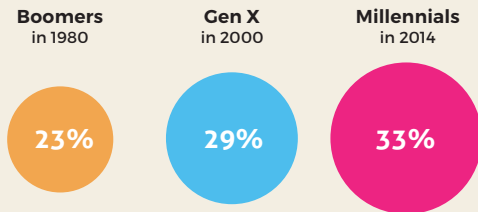


\*In order to use data from the American Community Survey, the age ranges corresponding to generation X and the baby boomers shown here vary slightly from those presented on page 4.

Source: U.S. Census Bureau, ACS 5-Year Estimates 2010–2014

**Figure 5: Educational Attainment**

Percent of young adults (25–34) with bachelor’s degree or higher at selected times



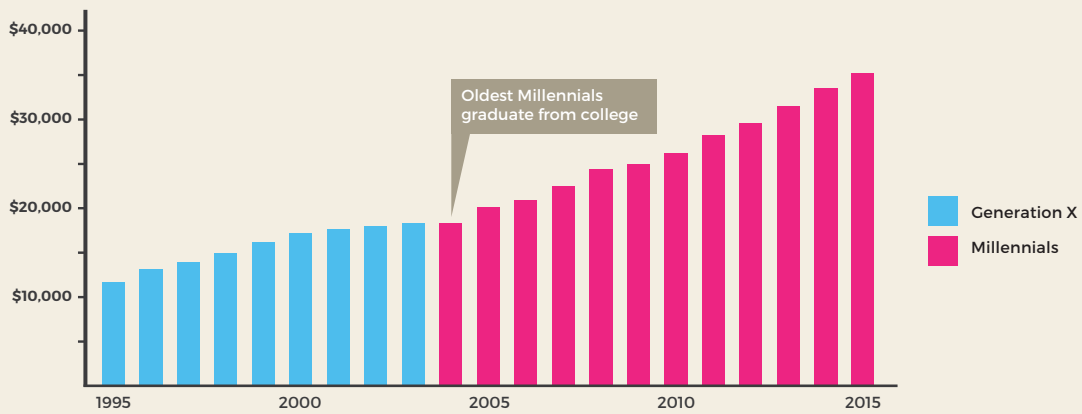
Source: U.S. Census Bureau, ACS 5-Year Estimates 2010–2014

“The millennial generation is forging a distinctive path into adulthood... They are relatively unattached to organized politics and religion, linked by social media, burdened by debt, distrustful of people, in no rush to marry – and optimistic about the future.”

*Millennials in Adulthood, 2014*  
Pew Research Center

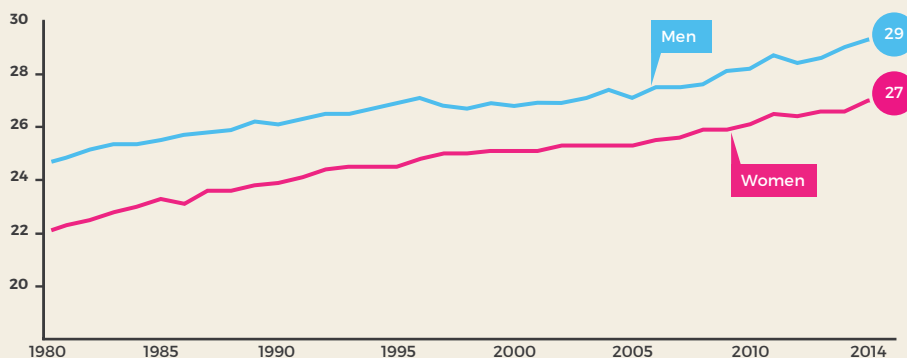
**Figure 6: College Student Loan Debt**

Average debt per borrower in each year’s graduating class



Source: Mark Kantrowitz, WSJ.com

**Figure 7: Estimated Median Age at First Marriage**



Source: U.S. Census Bureau, 2015

## Education

Millennials are well on their way to becoming the most educated generation ever. As of 2014, just over one-third of older millennials (those aged 25–34) have completed a bachelor's degree or higher. These educational attainment rates surpass those of generation X (29 percent in 2000) and the baby boomers (23 percent in 1980) when they were the same age as today's young adults.<sup>7</sup>

## Economic Challenges

Despite their educational achievement, millennials have higher levels of poverty and unemployment and lower levels of wealth and income than the two previous generations had at the same stage of their life cycle.<sup>8</sup>

Overall, this generation's economic difficulties partly reflect the lingering effects of the Great Recession as well as longer-term impacts of technological change and globalization on the American workforce. In addition, student loan debt is often cited as a burden for young adults. More students than ever are taking out loans to finance secondary education, and the average debt per borrower has increased significantly over the last 20 years.

## Slow to Marry

The economic challenges facing young adults may be one reason that many of them are delaying or forgoing marriage altogether. The median age at first marriage (29 for men and 27 for women) has increased significantly over the last 50 years.

## Connected

Today's young adults are often described as digital natives because they were the first generation to come of age with cable TV, the internet, and cell phones. Not only do millennials use the internet more than their older counterparts, they are more likely to have a positive view of how technology is affecting their lives. More than 74 percent feel that new technology makes their lives easier, and 54 percent feel new technology helps them be closer to their friends and family.<sup>9</sup>



A 2013 issue of Time Magazine helped bring the discussion of millennial preferences to a national audience.

## Millennials in the Region

Over 1.3 million millennials currently reside in the Greater Philadelphia region (see Figure 8). These young adults represent roughly 23 percent of the region's total population, a proportion that is second only to the baby boomers (24 percent). The City of Philadelphia is home to over 457,000 (35 percent) of these millennials. The remaining 866,000 young adults are distributed throughout the region's suburban counties, with the second largest concentration (163,621) found in Montgomery County.

Millennials also make up a larger share of the population in Philadelphia than they do in each of the surrounding counties (see Figure 9). In Philadelphia, young adults represent 29.8 percent of the population, while their share of the population ranges from 18.6 percent to 23.8 percent in the suburban counties.

The percentage of the population age 18 to 34 years old is depicted for municipalities throughout the region in Figure 10. Across the region, young adults represent an average of 20.4 percent of municipal popula-

tions. However, this number varies significantly across the region. Municipalities in which millennials represent significantly larger proportions of the population are shown in two shades of pink in Figure 10. Young adults represent roughly one-third or more of the population in the municipalities numbered and shown in the darker pink. Many of these municipalities, such as West Chester, Lower Oxford, Collegeville, Ewing, Princeton, and Glassboro, are home to colleges and universities, which help to explain their population composition.

## Millennials in Philadelphia

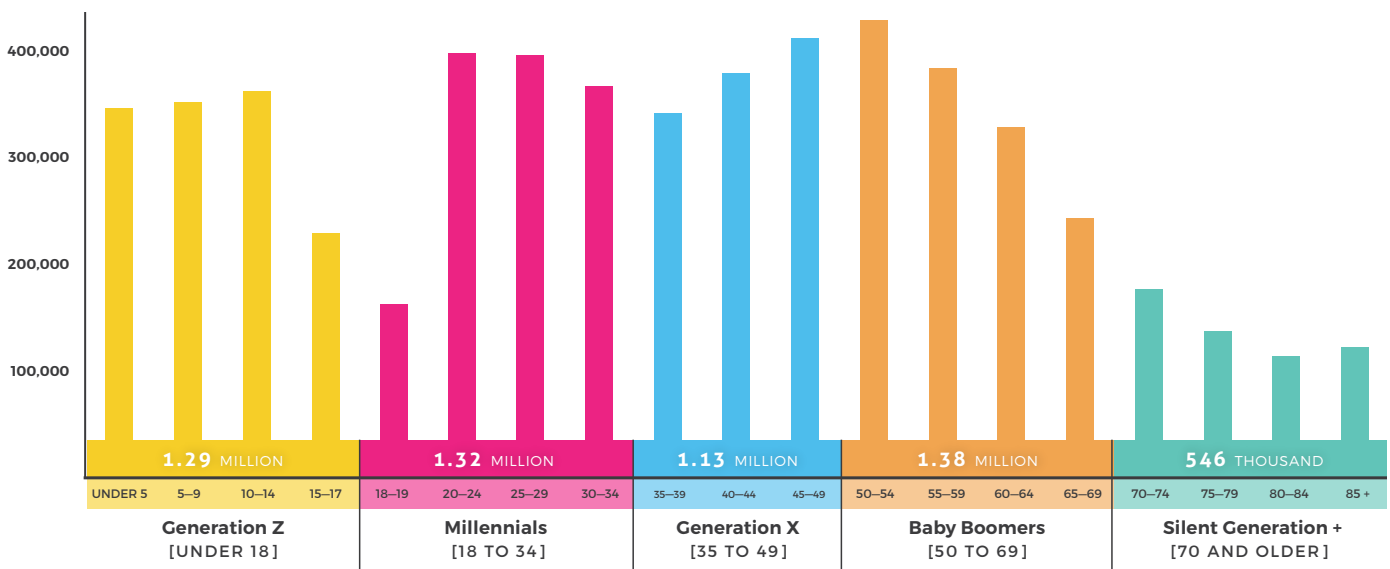
As mentioned above, millennials represent nearly 30 percent of Philadelphia's population. In itself, this number is not significant. As depicted in Figure 3, Philadelphia's young adult population is similarly proportioned to other large cities. Furthermore, its young adult population is surpassed by some other medium-sized cities such as Washington DC (35 percent), Austin, TX (33.1 percent), and Seattle, WA (32.7 percent).

What is remarkable about Philadelphia's millennial population is its growth over the last decade. In 2005, young adults accounted for only 23.1 percent of the city's population. By 2014, that share had grown

to 29.8 percent, an increase of over six percentage points. During that same time period, the young adult portion of the other nine largest cities increased by an average of 1.4 percent.

Of the 18 planning districts in Philadelphia, five districts have young adult populations greater than 30 percent (see Figure 11). This proportion exceeds 40 percent in three districts: Central, Lower Northwest, and University/Southwest. Together, the 93,817 young adults that live in the Central and University/Southwest districts account for 21 percent of the city's millennial population. Philadelphia's young adult population skews female: 52 percent of 18- to 34-year-olds are women.

**Figure 8: Regional Population by Age\***



\*In order to use data from the American Community Survey, the age ranges corresponding to generation X and the baby boomers shown here vary slightly from those presented on page 4.

## Where Millennials Live Today

The graphics on this page illustrate the distribution of young adults throughout the Greater Philadelphia Region. When comparing counties, millennials make up the largest share of the population in the City/County of Philadelphia (right).

Below, two shades of pink are used to highlight municipalities where young adults represent a significantly larger share of the population than the regional average (20.4 percent). The 14 municipalities with the highest proportion of their population composed of millennials are numbered.

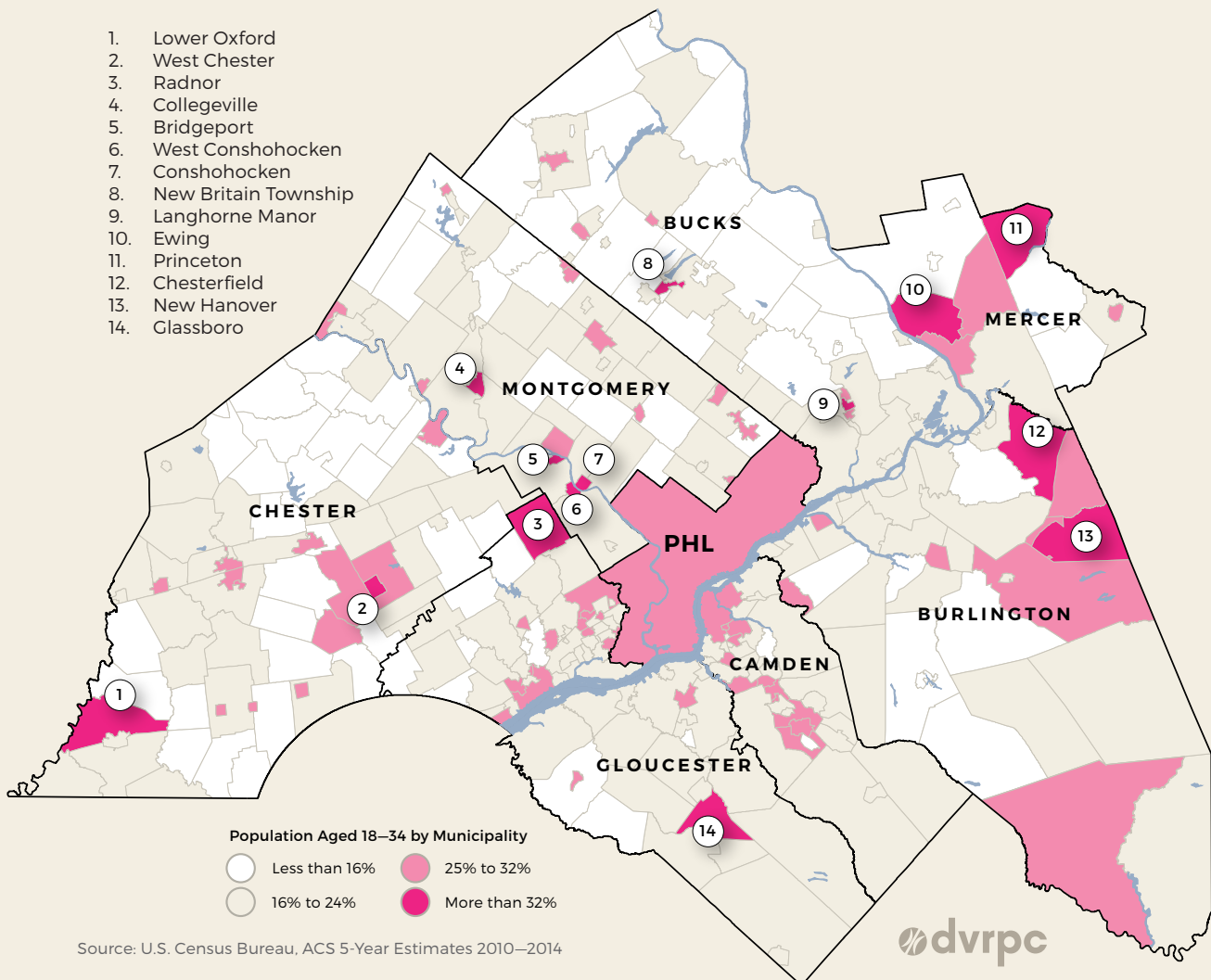
**Figure 9: Percent of County Population age 18 to 34**

PHILADELPHIA	29.8%
MERCER	23.8%
DELAWARE	22.8%
CAMDEN	22.3%
GLOUCESTER	21.1%
BURLINGTON	20.5%
MONTGOMERY	20.2%
CHESTER	20.2%
BUCKS	18.6%

Source: U.S. Census Bureau, ACS 5-Year Estimates 2010–2014

**Figure 10: Millennials as a Percentage of Municipal Population**

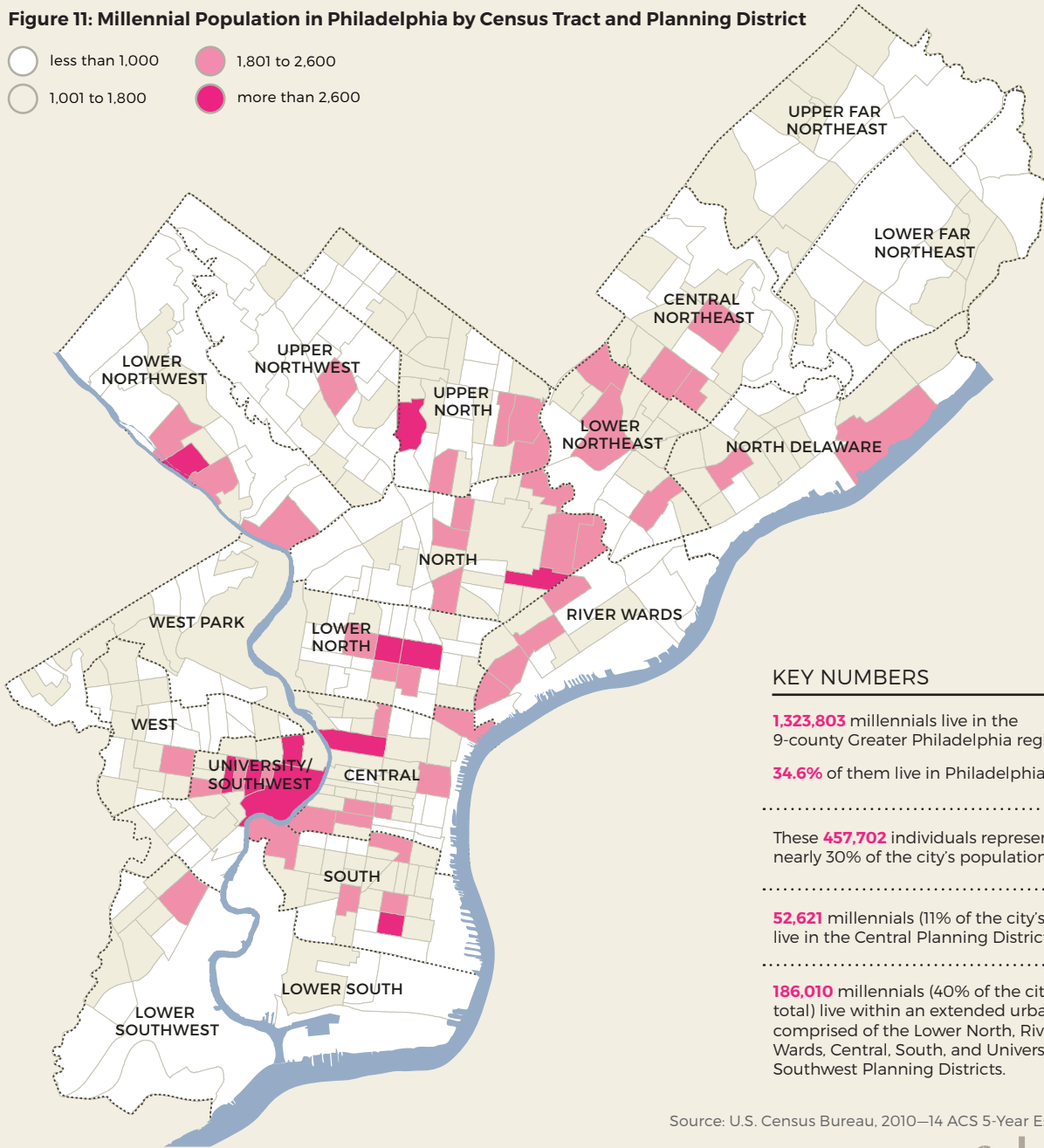
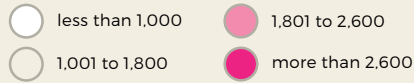
1. Lower Oxford
2. West Chester
3. Radnor
4. Collegeville
5. Bridgeport
6. West Conshohocken
7. Conshohocken
8. New Britain Township
9. Langhorne Manor
10. Ewing
11. Princeton
12. Chesterfield
13. New Hanover
14. Glassboro



Source: U.S. Census Bureau, ACS 5-Year Estimates 2010–2014

dvrpc

**Figure 11: Millennial Population in Philadelphia by Census Tract and Planning District**



**KEY NUMBERS**

**1,323,803** millennials live in the 9-county Greater Philadelphia region.

**34.6%** of them live in Philadelphia.

These **457,702** individuals represent nearly 30% of the city's population.

**52,621** millennials (11% of the city's total) live in the Central Planning District.

**186,010** millennials (40% of the city's total) live within an extended urban core comprised of the Lower North, River Wards, Central, South, and University/Southwest Planning Districts.

Source: U.S. Census Bureau, 2010–14 ACS 5-Year Estimates



# Millennials in Motion

Young adults have the most to gain and lose from the transportation investments that we make today because they will be impacted by those investments for decades to come.

In eight out of the last 10 years, vehicle miles traveled (VMT) per capita nationally have declined (see Figure 12). Despite increases in the last two years, VMT per capita remains about four percent below its 2005 peak of just over 10,000 miles per capita. The Federal Highway Administration (FHWA) forecasts that VMT per capita will remain relatively stable over the next 30 years, suggesting that current levels of driving may represent a new normal.<sup>1</sup>

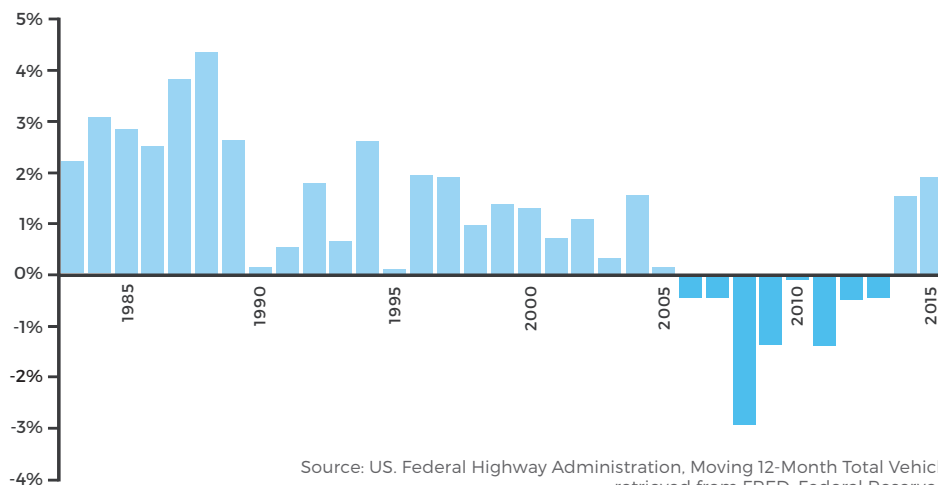
During this time, the overall percentage of commuters traveling by automobile also decreased nationally (see Figure 13). Peaking at 87.7 percent in 2005, automo-

bile drivers represented 85.7 percent of all commuters in 2014.

The trend of decreased driving can be observed in the Greater Philadelphia region as well. DVRPC's Household Travel Survey recorded a 2.4 percent decrease in automobile trips for all purposes between 2000 and 2013 (see Figure 14). The decrease in automobile trips was accompanied by corresponding increases in trips made by walking, biking, or public transit.

What role do the attitudes and behaviors of young adults play in driving these changes? Do millennials think about mo-

**Figure 12: Percentage Change in Vehicle Miles Traveled (VMT) per Capita in the United States**



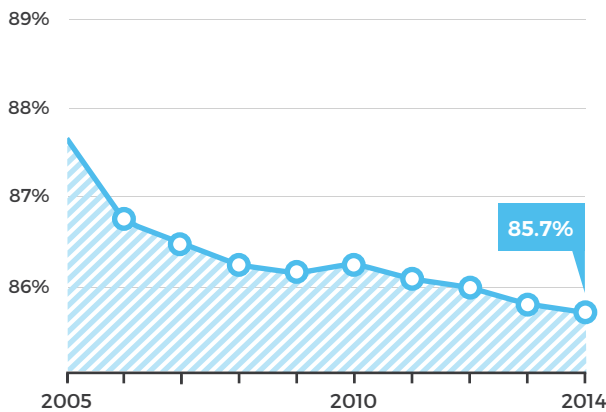
Source: US. Federal Highway Administration, Moving 12-Month Total Vehicle Miles Traveled, retrieved from FRED, Federal Reserve Bank of St. Louis



“While they do still want to own a car...they are thinking about, 'Do I need a car or not?' in a way that I think five years ago or 10 years ago we wouldn't have seen to the same extent.”

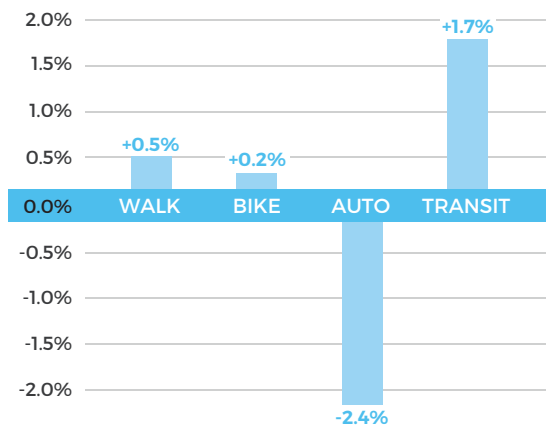
Jill Hennessy, Northwestern University  
*Why Millennials Are Ditching Cars and Redefining Ownership*  
 NPR Morning Edition

**Figure 13: Percent of U.S. Population Commuting by Automobile (2005–2014)**



Source: U.S. Census Bureau, 1-Year Estimates 2005–2014

**Figure 14: Regional Change in Mode Share (2000–2013)**



Source: DVRPC HTS 2000 and 2012–2013

bility in a fundamentally different way than previous generations, or have their attitudes been shaped by an economy still recovering from the Great Recession? This chapter will explore how young adults are traveling and the potential implications of these preferences.

### Millennials appear to be less attached to automobiles than previous generations

Some of the best data on young adult driving habits comes from FHWA's National Household Travel Survey. Last completed in 2009, the survey indicated that the annual vehicle miles traveled (VMT) by young drivers (ages 16 to 34) decreased from 10,300 miles to 7,900 miles per capita between 2001 and 2009—a decrease of 23 percent.

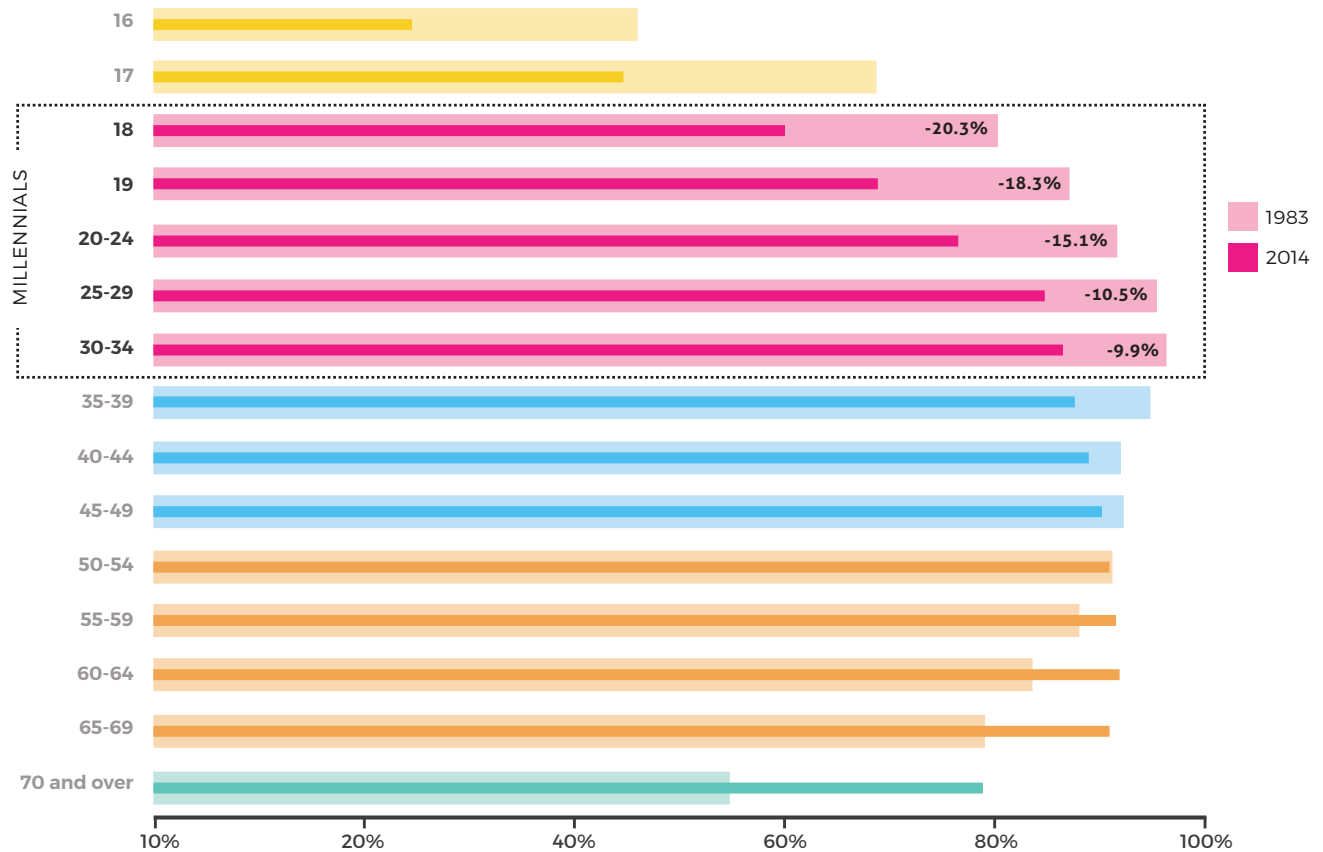
Data on driver licensing also supports the view that young adults are leading less car-centered lives than their predecessors. A recent University of Michigan study found that only 69 percent of 19-year-olds had a driver's license in 2014, compared with almost 90 percent in 1983.<sup>2</sup> The percentage of 20-somethings with driver's licenses has also fallen by over 10 percent in recent decades (see Figure 15).

Some observers have suggested that these numbers indicate young adults have less of an emotional connection to their cars and American car culture than previous generations.<sup>3</sup> Interestingly enough, this trend is not just limited to teenagers and those in their 20s. The only increases in the proportion of licensed drivers were found in adults age 55 and over.

It is unclear if young adults are driving less as a matter of choice or as a matter of economic necessity. For example, the Great Recession has likely impacted the ability of many young adults to own cars and delayed decisions, such as buying a home or having a child, that often lead to increased driving. Recent data from J.D. Power & Associates, however, indicates that millennial demand for car ownership is growing quickly. Nationally, young adults now account for 27 percent of new car sales, surpassing generation X's demand and second only to boomers.<sup>4</sup> However, the sheer size of the millennial generation may help to explain some of this sales growth: millennials outnumber generation X'ers by nearly 10 million.



**Figure 15: Proportion of Licensed Drivers by Age in the U.S.**



Source: The University of Michigan Sustainable Worldwide Transportation. 2016

### Young adults desire multimodal transportation systems

If it is true that millennials are driving fewer miles, getting driver's licenses later (if at all), and perhaps less interested in car ownership, how are young adults meeting all of their transportation needs? As a group, millennials appear more willing than older generations to rely on a web of transportation options to meet their mobility needs.

According to a national survey conducted by the National Association of Realtors and Portland State University, the proportion of millennials that reported they liked driving (71 percent) was the lowest rate of any generation. Conversely, 83 percent of them reported that they liked walking. This 12 point differential was greater than any other generation.<sup>5</sup>

This same survey identified that millennials use transit significantly more than other generations. Forty percent reported using transit at some point during the month before the survey, compared to 28 percent for generation X and 19 percent for baby boomers. Seventy-eight percent of the transit-using millennials reported that they had other transportation options besides transit available to them.

Millennials, perhaps more than any other generation, have less attachment to specific modes of transportation. Instead, they appear willing to choose the most practical transportation option for a given trip—whether it is driving, public transit, biking, or walking. A 2013 study conducted by the American Public Transportation Association (APTA) reports that nearly 70 percent of millennials use multiple travel options several times a week.<sup>6</sup>

Relatively new transportation services such as car-sharing, bike-sharing, and ride-sharing are playing an increasingly important part of the multimodal network that young adults are using to get around. It is not surprising that millennials, known for their technological dexterity, are integrating these services, which often rely on smartphone transportation applications, into their lifestyle.

The early adoption of these shared transportation services by some millennials have led some commentators to conclude that this generation values access to transportation services as much as, if not more, than ownership of personal vehicles, with their perceived and actual burdens.<sup>7</sup>

In a recent survey conducted by Zipcar, 24 percent of millennials cite the availability of newer transportation services (such as Zipcar and other car-sharing services) as a reason for their decrease in driving.<sup>8</sup> Some estimates suggest that more than 50 percent of young adults have used some shared transportation service such as Uber, Sidecar, or Lyft.<sup>9</sup> Furthermore, usage statistics from Capital Bikeshare, Washington DC's bikeshare system, indicate that 59 percent of its users are under the age of 35.<sup>10</sup>

**Millennials value their mobile phone over their cars, TVs, and computers. They are the only age group that would be more negatively impacted by giving up a mobile phone than by giving up a car.**

*Millennials & the "New American Dream"*  
Survey commissioned by Zipcar, 2014

The apparent willingness of young adults to rely on a network of transportation options appears to be motivated by a variety of fiscal, pragmatic, and environmental considerations. Over 50 percent of millennials report that car ownership is difficult in today's economy because of the high cost of gas, parking, and maintenance.<sup>11</sup> Sizable numbers of young adults also emphasize convenience factors, with 35 percent saying they live in a community where it just makes more sense to make some of their trips by transit.<sup>12</sup> While some millennials re-

port that they drive less in part for environmental reasons, environmental concerns are typically cited significantly less than issues of cost and convenience.

## **Active Transportation is particularly important to young adults**

In addition to the motivations listed above, 44 percent of millennials cite the desire for exercise as a reason they drive less.<sup>13</sup>

Millennials appear to favor active transportation modes, such as biking and walking, more than other generations. Thirty-two percent reported walking to work or school (compared to 19 percent for generation X and 13 percent for baby boomers).<sup>14</sup> Similarly, 62 percent of millennials walked for errands (compared to 54 percent of generation X and 53 percent of baby boomers).

The growing connection between active transportation and improved quality of life has spurred what some real estate professionals are referring to as "trail-oriented development."<sup>15</sup> This type of development seeks to integrate bike-share systems and access to bike lanes and multiuse trails with residential and commercial uses. Based on survey results that suggest a majority of young adults would like to live in a place where they do not need to use a car very often, these types of communities may be increasingly marketed toward millennials.

# Millennials in the Workplace

More than one-in-three American workers today is a young adult between the ages of 18 and 34. In 2015, millennials became the largest share of the American workforce (see Figure 16). By 2030, that share will grow, and millennials will comprise over 44 percent of the workforce.

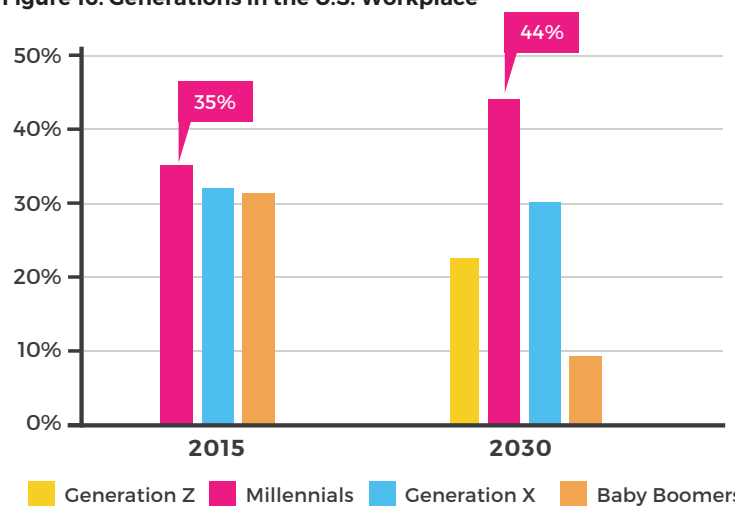
Our nation's economy and industries have always been influenced by economic trends, technological innovations, and demographics. As such, millennials are adapting to work environments that are far different than those of their parents. For example, today's young adults have never known professional life without the internet.

However, as the millennial generation establishes itself in the workforce, they are also bringing a series of new habits, needs,

and wants to the workplace. As their numbers grow, millennials will have a unique opportunity to shape the offices and boardrooms of the future.

What do millennials want from their job? What effects will the ways millennials prefer to work have on the economy? This chapter will identify some of the career preferences of young adults and the potential impact they will have on workplace design.

**Figure 16: Generations in the U.S. Workplace**



Source: Department of Labor, Bureau of Labor Statistics, 2015

## A challenging start for young workers

The oldest millennials were just entering the job market during the Great Recession. This historic downturn and its lingering impacts have created economic challenges for many young adults. The overall unemployment rate for workers between the ages of 18 and 34 peaked at over 13 percent in 2010, on a seasonally adjusted basis.<sup>1</sup> Since then, several indicators suggest that the young adult labor market has strengthened—unemployment is down, full-time work has increased, and wages have modestly improved. The national unemployment rate for young workers declined to 7.7 percent in the first third of 2015.

Despite what appears to be promising trends, there has not been any growth in the number of young adults establishing their own households between 2007 and 2015, even though the number of 18- to 34-year-olds has increased during that time.<sup>2</sup> According to the Pew Research Center, 2014 was the first time in more than 130 years, Americans between the ages of 18–34 were more likely to live with their parents than in any other living situation, including married or cohabitating in their own household, and living alone.<sup>3</sup>

A 2015 survey conducted by the Urban Land Institute helps to illustrate the current employment status of the millennial generation.<sup>4</sup> Out of 1,270 respondents, 62 percent reported working full-time. Fifteen percent were employed part-time, and another nine percent reported that they were attending school, interning, or volunteering.

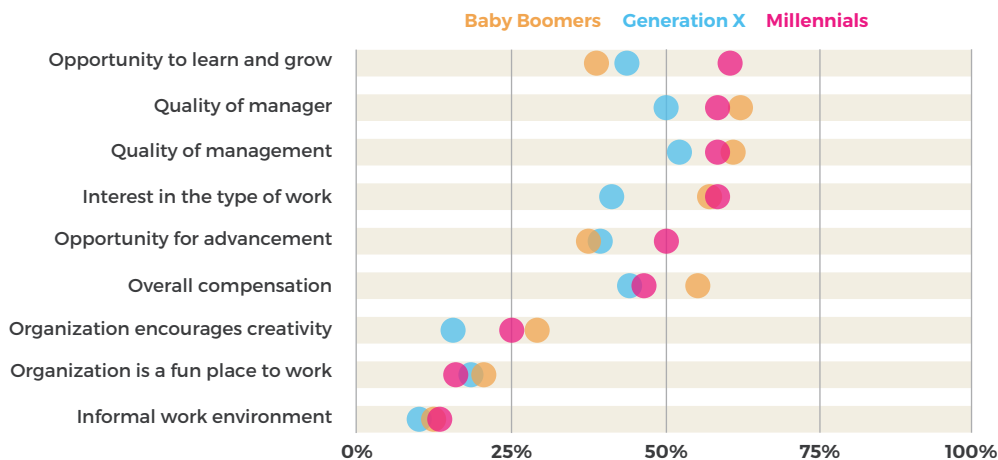
Not surprisingly, employment among young adults varies significantly by age. ULI's survey found that:

- 40 percent of 19- to 24-year-olds work full time, reflecting that many within this age cohort are still in school.
- 72 percent of those aged 25 to 35 have full-time jobs.
- 76 percent of 31- to 36-year-olds are employed full time.<sup>5</sup>

In general, younger workers are more likely than their older counterparts to change jobs; today's young adults are no different. According to Gallup, 21 percent of millennial workers report leaving their job in the last year to do something else.<sup>6</sup> Furthermore, more than half say they are open to different job opportunities.

**Figure 17: Importance of Various Job Considerations Across Generations**

Percent of respondents identifying job characteristic as "extremely important"



Source: Gallup, *How Millennials Want to Live and Work*, 2016

## Millennials would like to view their job as a reflection of who they are

In addition to being open to new job opportunities, a recent report from Gallup, *How Millennials Want to Work and Live*, suggests that only 29 percent of millennials feel engaged at work.<sup>7</sup> Gallup defines engagement as being emotionally and behaviorally connected to a job and company. According to the report, the majority (55 percent) of millennials are not engaged, a proportion that tops gen Xers (50 percent) and baby boomers (48 percent).

If young adults are not actively engaged at work and open to new opportunities, what are they looking for in a job? When it comes to their career, young adults are similar to previous generations in that they want to be successful enough to ensure that their children will be well positioned for success.<sup>8</sup>

Figure 17 presents data from Gallup that compares how different generations rate the importance of nine factors when applying for a job. The factors most important to young workers are opportunities to learn, quality of manager, quality of management, and interest in the type of the work. Overall, young adults appear to place greater emphasis on opportunities to learn and grow and opportunities for advancement than other generations. This data also suggests that contrary to popular perception, millennials place little importance on fun or informal work environments.

Some researchers have suggested that additional clues about the career goals of young adults can be gleaned by looking

at their consumer behavior. A 2013 survey of 1,200 U.S. adults conducted by Cone Communications found millennials to be the generation most focused on corporate social responsibility when making purchasing decisions.<sup>9</sup> Almost all millennials responded with increased trust (91 percent) and loyalty (89 percent), as well as a stronger likelihood to buy from those companies that supported solutions to specific social issues (89 percent).

**64% of millennials would rather make \$40,000 per year at a job they love than \$100,000 a year at a job they think is boring.**

*How Millennials Could Upend Wall Street and Corporate America*  
The Brookings Institute, 2014

If this is true, many millennials may seek professions where their daily work is a reflection of their larger societal concerns. A recent study conducted by the National Society of High School Scholars (NSHSS) appears to confirm the idea that young adults are attracted to companies and agencies that have an explicit social impact mission. Now in its eighth year, the NSHSS Annual Career Survey provides insights on the workplace preferences of more than 18,000 high school students, college students, and young professionals. The survey asked young adults to rank their preferred companies to work for from a list of 200 companies.

Among the top 25 employers, respondents expressed strongest interest in working for hospitals (eight employers), technology

### Figure 18: Most Desirable Companies to Work For

Based on responses to the National Society of High School Scholars Annual Career Survey

1. Google	11. Amazon
2. Walt Disney Company	12. Sony
3. St. Jude Children's Research Hospital	13. DreamWorks Animation SKG
4. Apple, Incorporated	14. Mayo Clinic
5. FBI	15. Abercrombie & Fitch
6. Local hospital	16. The New York Times
7. Microsoft	17. Starbucks
8. Central Intelligence Agency (CIA)	18. U.S. State Department
9. Health Care Service Corp.	19. National Security Agency (NSA)
10. Children's Healthcare of Atlanta	20. Hershey's

Source: National Society of High School Scholars 2015 Millennial Career Survey

companies (five employers), and government agencies (five employers).<sup>10</sup> Google is the most preferred employer, followed by Walt Disney Company, St. Jude Children's Research Hospital, Apple, and the FBI. The top 25 companies according to survey respondents are listed in Figure 18. Although important, survey respondents ranked base salary (46 percent) as less important than flexible work hours/schedule (70 percent) and benefits (59 percent) when choosing an employer.

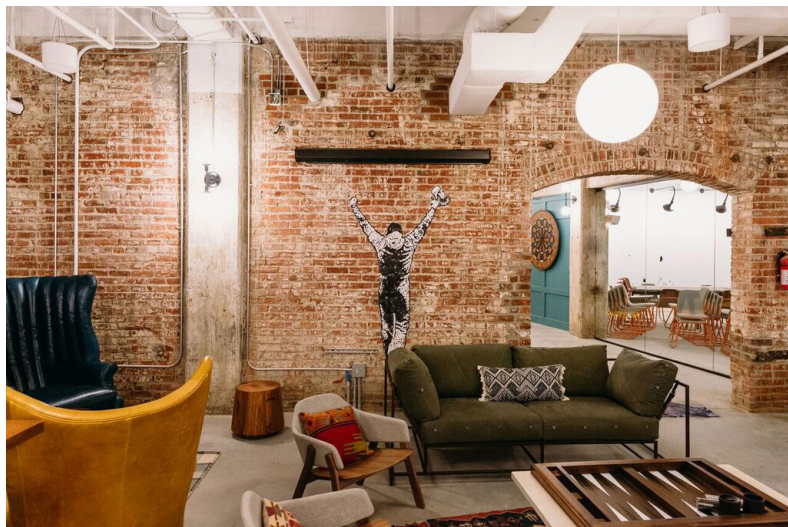
## Millennials are adapting to and driving changes to the way people work

Young adults are entering workplaces in which traditional notions of how and where employees will conduct their business are evolving. For example, 37 percent of U.S. workers report having telecommuted for work at some point in their career.<sup>11</sup> This response is 23 percent greater than pollsters found in 2005, and four times larger than the nine percent reported in 1995.

ULI's *Gen Y and Housing* report suggests that 12 percent of young adults currently work from home one or two days a week. However, remote working may become even more commonplace as young adults advance in their career. Their stated preferences for flexible work schedules, when combined with their technological competence, appears poised to drive new levels of work-life integration in which employees combine in-office and remote work on a schedule that doesn't necessarily correspond to the traditional nine to five workday.<sup>12</sup>

A second structural trend that millennials are encountering, and perhaps driving, is the growth of the "free-agent" economy. Free agents, also known as contingent workers, may be freelancers, independent contractors, or consultants who receive their income from more than one employer.

According to a 2015 survey conducted by Kelly Services, 31 percent of U.S. workers consider themselves free agents.<sup>13</sup> The same survey found that 36 percent of baby boomers identified as free agents, compared to 26 percent of millennials. Although these workers can be found in ev-



Source: Max Hoagland, Technical.ly Philly

WeWork, one of the nation's leading co-working space providers, recently opened its first Philadelphia location. The 30,000 square foot center is located in the Northern Liberties neighborhood of Philadelphia and is the first of three planned Philadelphia locations. The first location includes a number of perks designed to appeal to young adults: free bike storage, a pet-friendly environment, and locally sourced beer and coffee. Office space is available in sizes that range from one to 16 desks.

ery industry, they are most common in the fields of information technology, finance, accounting, engineering, and education.

Being a free agent presents benefits and challenges for young adults. On one hand, independent contractors often have more control over when, where, and how they work. On the other, however, employers frequently do not extend traditional benefits such as health insurance or paid time off to free agents.

One of the physical manifestations of these structural trends is the growth of co-working spaces. In general terms, co-working refers to a shared office environment for individuals and workers from different organizations. Co-working is one segment of the flexible workspace market whose growth is being driven by contingent workers and start-ups. Individuals renting space in a shared office environment may have access to various business support services and may enjoy the opportunities for social interaction and networking that these centers facilitate. In this way, co-working spaces offer a flexible alternative to working from home or another location, such as a café.



**Figure 19: Job Growth in America's Largest Metropolitan Areas**

Economic Performance	2002–2007	2007–2011
Urban core* outperformed periphery	7	21
Periphery outperformed urban core	34	20

\*Urban cores are defined as the area within 3 miles of each region's central business district

Source: City Observatory, 2015

**“ Our younger employees don’t want to go to a suburban office park...Here they walk outside and see cool stuff and it’s fun. I wanted to be where they wanted to be.”**

President of a Cleveland, OH software company as quoted in *Core Values: Why American Companies are Moving Downtown* by Smart Growth America

The largest city markets for co-working are New York, San Francisco, Austin, Seattle, and Los Angeles.<sup>14</sup> According to the Instant Group, the number of co-working spaces grew by more than 10 percent in 2015. They estimate that Philadelphia is home to 23 of the more than 3,500 co-working spaces in the United States.

### Employers are responding to the locational preferences of young adults

Much of the research and analysis surrounding millennials has focused on the types of communities that they have been attracted to (this topic is discussed in the next chapter). Some recent analysis suggests that job growth has once again returned to central cities, in part because these urban centers have attracted large numbers of highly educated young adults.

After analyzing local employment and housing Census data, the City Observatory, an urban policy think tank, concluded that between 2007 and 2011, the downtown employment centers of the nation's 41 largest metropolitan areas recorded faster job growth than the surrounding metropolitan periphery.<sup>15</sup> They defined downtown employment centers as those areas within three miles of the region's central business district.

During that time, they found that city centers added jobs at a 0.5 percent annual rate, compared to a loss of 0.1 percent in the area outside Center City. These rates are noteworthy because as recently as 2002 to 2007, peripheral areas were growing much faster (1.2 percent annually) than urban cores (0.1 percent).

Not every city center outperformed its periphery (see Figure 19), and in aggregate numbers, most jobs are still found outside urban cores. Nonetheless, this shift toward greater centralization appears to indicate that central cities are more effectively competing for new jobs with their suburban counterparts.

Why are companies increasingly choosing to locate or expand their businesses in central business districts and other walkable downtown locations? Smart Growth America recently partnered with global real estate advisors Cushman & Wakefield to examine the characteristics, motives, and preferences of nearly 500 companies that relocated or expanded in downtown locations between 2010 and 2015.<sup>16</sup>

Interviews conducted by the study team reveal that companies often considered the preferences of young adults in their decision to relocate or expand at a downtown location. Many cited their move as a strategy to attract the next generation of employees by moving to the neighborhoods where these workers want to be. The authors concluded being located in a vibrant neighborhood with a range of transportation options, and a variety of amenities in walking distance is a crucial selling point for many companies as they compete for new hires and the best talent.

Between 1990 and 2014, the total number of jobs located in Philadelphia fell by over nine percent, while the number of jobs in seven of the eight surrounding suburban counties rose between nine and 51 percent. Renewed interest in downtown living, particularly among young adults as documented in Chapter 1, may be help-

ing Center City Philadelphia reverse these long-established employment trends.

According to the Center City District, more than half of the office leasing activity in downtown Philadelphia during 2015 followed the city's historical pattern of renewals and movement within the market. However, recent office rent appreciation appears to be driven not just by the expansion of existing firms but also because 23 percent of newly leased space was acquired by suburban and out-of-market tenants.<sup>17</sup> As is happening nationally, these firms are hoping that a Center City presence will give them a competitive edge in recruiting young workers.



# Millennials at Home

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For today's young adults, residing at home with their parents has become the most common living arrangement. The share of young adults living with parents hit 32.1 percent in 2014, surpassing the 31.6 percent who lived with a spouse or partner in a separate household.<sup>1</sup> Those remaining lived alone, with roommates or other family members, or as single parents.

Researchers point to a number of factors to help explain this trend, including the sluggish economy, student debt levels, and the fact that young adults are marrying and having children later. Despite these factors, the millennial generation represents the largest share of recent homebuyers according to a 2015 study conducted by the National Association of Realtors.<sup>2</sup> As young adults continue to recover from the Great Recession and enter their peak buying years, their influence on the real estate market and the built environment will only continue to grow.

Much of the media's discussion of Millennials has focused on their apparent preference for downtown living in dense, mixed-use neighborhoods. What will these city-living young adults do as they grow older? Some feel that many in this generation will continue to seek out urban areas in greater rates than their predecessors. Other demographers speculate that, like other milestones, those young adults living in cities have simply deferred their move to the suburbs. With time, they argue, they will follow the example of many of their parents and move to less urban locations.

This chapter will explore the current and future locational preferences of today's young adults and the impact these preferences may have on communities throughout our region.

## Young adults are driving a nationwide (and local) urban renaissance

Regardless of their future decisions, young adults are currently living in urban areas at a higher rate than any other generation. According to a ULI survey, 46 percent of young adults report living in cities (compared to 36 percent of gen Xers and 30 percent of baby boomers).<sup>3</sup>

This concentration of young adults in central cities appears to have helped reverse decades-long growth trends in which strong suburban growth has been the norm. Recent Census data shows that large urban centers (population of 250,000 or more) grew faster than their surrounding suburbs between 2010 and 2013.<sup>4</sup> During the prior decade, suburbs were growing at roughly three times the pace of their urban cores.

According to research conducted by Nielsen, young adults often prefer to live in "dense, diverse urban villages where social interaction is just outside their front doors."<sup>5</sup> The preference for city centers and close-in neighborhoods appears to be particularly strong among well-educated young adults who are often viewed as an

important indicator of the overall health and attractiveness of a metropolitan area.

After examining population changes in 51 metropolitan areas, City Observatory concluded that close-in neighborhoods (those within three miles of each primary business district) have higher levels of educational attainment among their young adult population than the overall metropolitan areas of which they are a part.<sup>6</sup> The college attainment rate of young adults living in close-in neighborhoods in the largest metro areas has increased to 55 percent from 43 percent in 2000.

The distribution of young adults in the Greater Philadelphia region mirrors these national trends. Over 80 percent of local young adults live in the region's Core Cities or the Developed Communities surrounding them as defined in DVRPC's Long Range Plan for the Region, *Connections 2040*. Philadelphia, the region's central city, has been particularly successful at attracting young adults in recent years. Between 2011 and 2013, 38 percent of those who relocated to Philadelphia were ages 18 to 24.<sup>7</sup> Not surprisingly, more than two-thirds of these newcomers were enrolled at an educational institution. Another 27 percent of recent arrivals were ages 18 to

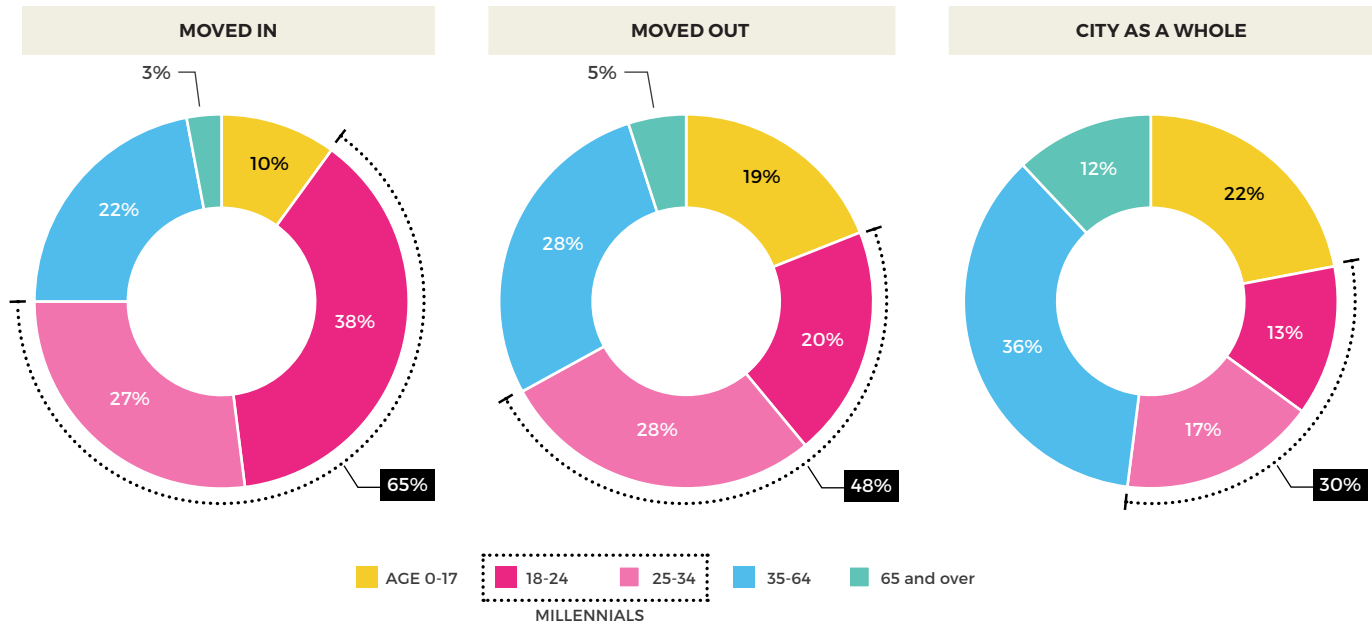
**If they're not still living with mom and dad, millennials are fueling an urban revolution looking for the vibrant, creative energy cities offering a mix of housing, shopping and offices right outside their doorstep.**

Millennials—Breaking the Myths  
Nielsen, 2014

34, meaning that 65 percent of all new arrivals were between the ages of 18 and 34 (see Figure 20), a rate that is nine percent higher than average of the nation's 25 largest cities.

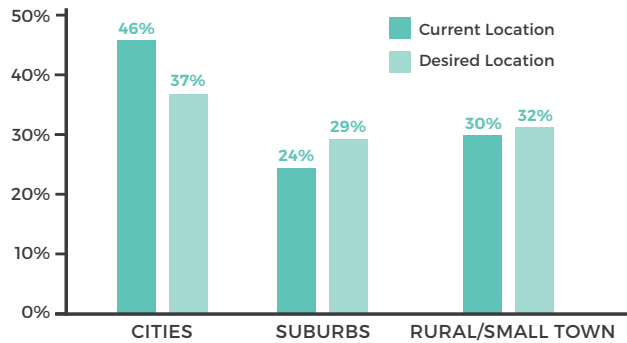
The influx of young adults has also provided a boost to residential development in Philadelphia. A recent calculation by the Research Department of the Federal Reserve Bank of Philadelphia finds that Philadelphia's share of regional housing unit permits issued rose from just 3.4 percent in 1989 to 34.2 percent in 2015.<sup>8</sup> Similar to other large metropolitan areas, residential development in our region's central city has significantly outpaced that of the surrounding suburban counties since 2010. It is worth noting that the level of hous-

**Figure 20: City of Philadelphia Migration by Age (2011-2013)**



Source: U.S. Census, American Community Survey, three-year estimate, 2011–2013  
Analysis conducted by the Pew Charitable Trusts

**Figure 21: Current and Desired Location of Young Adults**



Source: Urban Land Institute: America in 2015: A ULI Survey of Views on Housing, Transportation, and Community.

ing starts currently found in Philadelphia more closely reflects the city’s share of the region’s population. Young adults, in essence, have helped Philadelphia reclaim its share of development activity, rebalancing growth across the region in the process.

Center City, in particular, has been a magnet for newcomers, including millennials. According to the Center City District, Center City Philadelphia, which accounts for roughly six percent of the city’s land area, attracted 25 percent of those who relocated to Philadelphia between 2010 and 2014.<sup>9</sup>

## Millennials will help to reinvent the suburbs

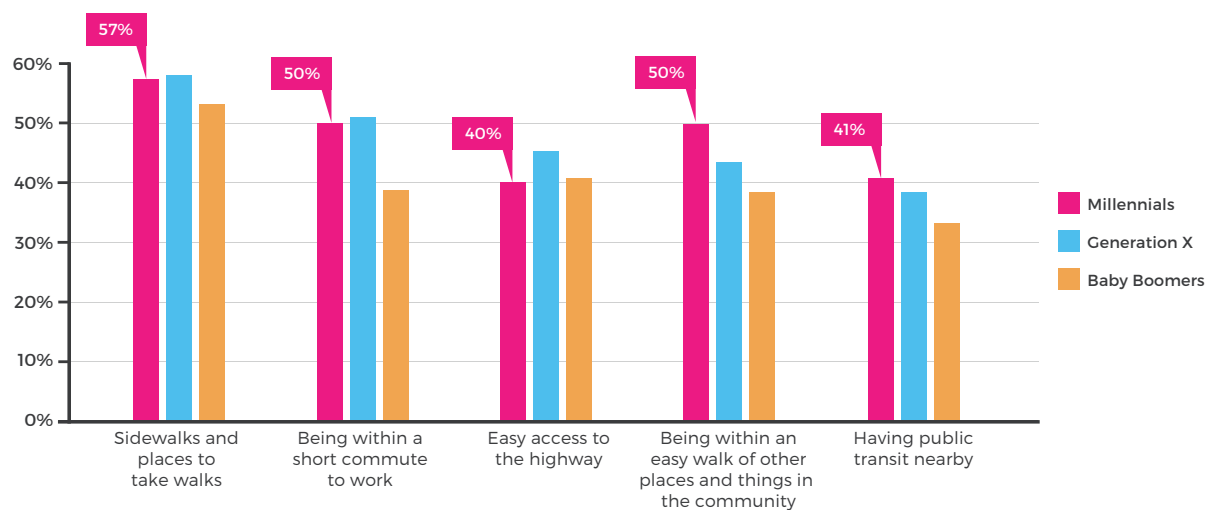
Although young adults have helped to lead an urban resurgence in recent years, the majority of millennials do not live in cities. There is also no guarantee that city-living millennials will continue to seek out urban environments in the future. If past patterns hold, significant proportions of the urban young adult population will relocate to suburban areas at some point during their child-rearing years.

Some support for an eventual suburban shift can be found in recent ULI surveys. One 2015 survey suggests that the number of millennials who actually prefer to live in a city is smaller than the number that currently do (see Figure 21). Conversely, a larger number of millennials prefer to live in the suburbs than currently do. Another ULI survey suggests that six out of 10 millennials expect to live in a single-family detached home by the year 2020.<sup>10</sup> Only 28 percent expect to be living in multifamily buildings, and just one-third of those respondents envision themselves in mid- or high-rise structures in the near future.

Even if there is a slightly larger group of millennials who ultimately prefer city living

**Figure 22: Important Neighborhood Attributes by Generation**

Percent of respondents indicating a characteristic is very important in deciding where to live



Source: Community & Transportation Preferences Survey, National Association of Realtors, 2015.



New multifamily residential development, along with convenient transit service, trail access, and a downtown commercial district, has helped to lure young adults to Conshohocken.

as shown in Figure 21, the gap between urban and suburban locations is expected to narrow in the coming years, particularly as more millennials marry. Many young adults will no doubt be attracted to aspects of suburban living that appeal to all generations: larger homes, quiet neighborhoods, and good schools.

However, some evidence suggests that millennials will be drawn to communities that offer a mix of suburban and urban benefits, including some of the amenities they may have enjoyed in cities (see Figure 22). Young adults express a desire to live in walkable communities with many transportation options, regardless of whether they are located in urban or suburban environments. For example, over 60 percent of millennials report a preference of car-optional places where they would not need to use a car very often.<sup>11</sup> Furthermore, over 50 percent prioritize walkable neighborhoods with sidewalks, crosswalks, and other pedestrian-friendly features as important factors in where they will choose to live.<sup>12</sup>

When asked to choose between two hypothetical neighborhoods, 51 percent of millennials preferred an apartment or townhouse within an easy walk to shops and restaurants and a shorter commute over a detached, single-family home with a longer commute and shops and restaurants in driving distance.<sup>13</sup> Given these pref-

“...this group won’t move to the suburbs of their parents. The attractive suburbs will be more like the airline hub-and-spoke model. These ‘diet urban’ locations will offer urban and suburban benefits.”

*Emerging Trends in Real Estate*  
Urban Land Institute, 2016

erences, it is not surprising that three out of four millennials considering a suburban home prefer close-in locations (within 20 minutes of the city) that offer convenient access to central city jobs and may serve as employment centers in their own right.<sup>14</sup>

Suburban downtown and urbanizing suburbs are well positioned to capitalize on housing demand that millennials will be bringing to the market in the coming years. These suburban locations often have convenient transportation links to center-city jobs, main street shopping districts, mixed-use potential, and a distinctive sense of character.

# Planning for Millennials

While the term “millennial” is currently synonymous with “young adult,” it is important to remember that while millennials will always be members of the same generation, they won’t always be young.

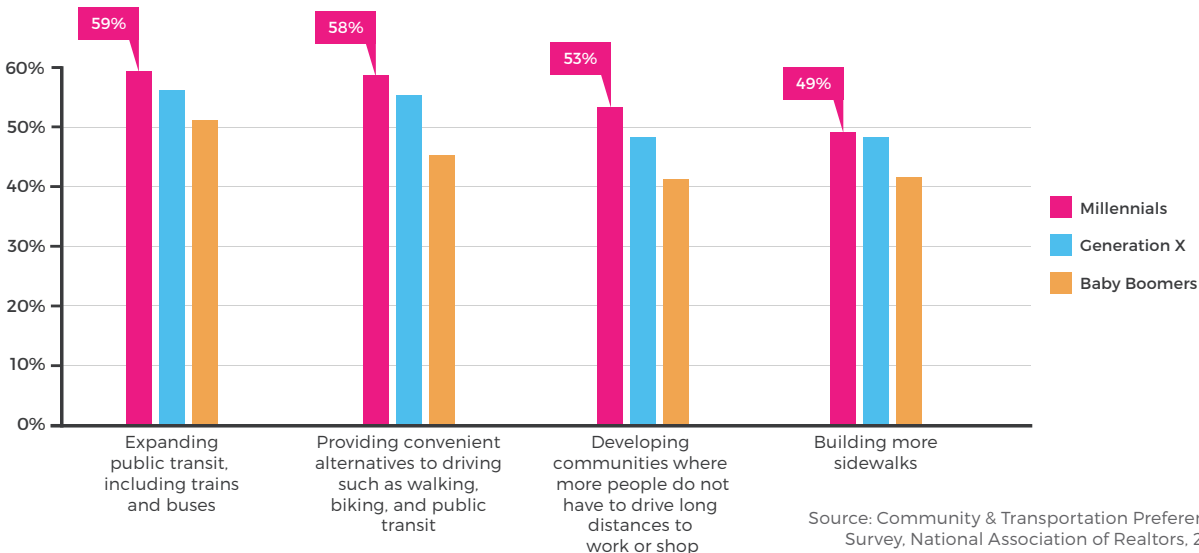
As they age, millennials’ tastes and preferences will evolve, and this cohort will continue to segment into several smaller subgroups. Painting millennials, or any large generational cohort, with too broad a brush will lead to oversimplified expectations.

That being said, millennials have played key roles in several important transformations, including how we communicate and use technology, consider educational and

career options, and think about family life. While we can’t be sure how millennials will behave in the future, we know that if the current values of the millennial generation persist into the future, they will have significant impacts on how we build communities and think about places.

When the attitudes of today’s young adults toward mobility, career, and community are considered together, the evidence appears to indicate a growing demand for

Figure 23: Transportation Spending Priorities by Generation



a more compact, less sprawling, less car-dependent way of life. We already know that millennials currently use public transit more than any other generation. When asked how the government should prioritize transportation spending in the future, millennials showed greater support than other generations for measures that support vibrant multimodal communities where driving is just one of several options. (see Figure 23).

## What is good for millennials is good for communities

Examining the current behaviors and stated preferences of today's young adults offers guidance to cities and towns throughout our region who wish to attract and retain members of the millennial generation. However, it is important to realize that the community attributes valued by millennials have broad appeal that extends beyond today's young adults. For example, 63 percent of millennials would like to live in a place where they do not need to use a car very often, but so would just over half of all Americans, according to one recent survey.<sup>1</sup>

Cities and regions around the country are taking note of these trends. Whereas cities once relied principally on subsidies or low tax rates to lure big employers, many are now developing complementary strategies designed to create great places where people and companies want to be. Smart Growth America's recent report, *Amazing Place: Six Cities Using the New Recipe for Economic Development*, helps to illustrate this shift. Unlike tax breaks and subsidies, investments made in a community have the benefit of not suddenly disappearing if a business decides to relocate. Rather, economic development that focuses on improving walkability and place making creates lasting assets that will continue to pay dividends over time.

If walkable communities are being recognized as an increasingly important part of competitive regions, how does Greater Philadelphia measure up? *Foot Traffic Ahead 2016*, summarizes research conducted by the George Washington University Center for Real Estate and Urban Analysis on walkable urban development in the nation's largest metro areas. The report examines 619 regionally significant walkable urban places (referred to as WalkUPs) and ranks which metropolitan areas are

positioned to be the most walkable in the future. According to their analysis, Greater Philadelphia is ranked 10<sup>th</sup> in the nation and places in the second tier of metropolitan areas alongside metros like Pittsburgh, Denver, Atlanta, and Minneapolis-St. Paul.

The metros in this group are similar in that the vast majority of their walkable urban office, retail, and multifamily development is located within their central cities. According to the authors, 94 percent of office, retail, and multifamily development they define as located in a walkable urban place is located in the region's central city, Philadelphia. Furthermore, Metropolitan Philadelphia contains 17 regionally significant WalkUPs, a smaller number than many similarly sized metros (Washington, DC: 44, Boston: 54, Atlanta: 27).

Although the concentration of walkable neighborhoods has helped drive the resurgence of Center City Philadelphia and its surrounding neighborhoods, urbanizing suburbs may prove to be the key to the region's continued success in the next decades. Around the country, many of the fastest growing regions have a more balanced distribution of WalkUPs than the Delaware Valley, with many more walkable communities located in their outlying areas.

Town and suburban centers in our region, particularly those with transit facilities, provide great opportunities for creating mixed-use, walkable communities in suburban locations. Those communities wishing to fulfill their walkable potential can investigate several development strategies including:

- offering incentives for infill development,
- improving access to transit,
- investing in sidewalks, public parks, gathering spaces, and streetscaping.
- creatively highlighting and reusing historic assets, and
- revising zoning standards to allow higher densities and a greater range of uses and housing types.

## Engaging Millennials in the planning process

Effective multigenerational outreach is an essential part of civic engagement. Today's young adults represent the next generation of residents who will live and work in the Greater Philadelphia region; however, they have frequently been underrepresented in discussions about the future of our cities and towns.

Millennials may not be very different from their predecessors: they want to be asked to participate, and they want their ideas and opinions to matter. However, planners will likely have to rethink their messages and techniques in order to reach millennials. The flyers and newsletters typically used to advertise conventional public meetings will not resonate with a generation that is so connected to the internet and their online social networks. Planners must be willing to engage with young adults in the virtual and physical spaces in which they already spend their time. For municipalities in our region, this may mean new outreach strategies, new mediums, and new meeting formats.

An example of innovative public engagement is provided by the Atlanta Regional Commission (ARC). In an effort to better engage with its millennial residents, ARC convened a Millennial Advisory Panel that participated in a series of meet-ups, mixers, and civic dinner parties to engage other millennials and network with ARC's board, community leaders, and regional elected officials. Millennials on the panel were also tasked with expanding their conversations to neighbors and peers through a series of informal dinner parties, known as the #designyourATL Civic Dinner Party Project. Over a four-month period in 2015, 35 civic dinner parties were held, and 300 additional young adults were able to participate in conversations about regional issues.<sup>2</sup>



# Endnotes

## Chapter 1

<sup>1</sup> U.S. Census Bureau, 2014 National Population Projections, [www.census.gov/population/projections/data/national/2014.html](http://www.census.gov/population/projections/data/national/2014.html).

<sup>2</sup> Richard Fry, "For the First Time in Modern Era, Living with Parents Edges out Other Living Arrangements for 18- to 34-Year-Olds," Pew Research Center: Social & Demographic Trends, May 24, 2016, [www.pewsocialtrends.org/2016/05/24/for-first-time-in-modern-era-living-with-parents-edges-out-other-living-arrangements-for-18-to-34-year-olds](http://www.pewsocialtrends.org/2016/05/24/for-first-time-in-modern-era-living-with-parents-edges-out-other-living-arrangements-for-18-to-34-year-olds).

<sup>3</sup> Sandy Smith, "Why Philly Has Become a Millennial Magnet," Philadelphia Magazine, April 20, 2016, [www.philly-mag.com/property/2016/04/20/why-philly-has-become-a-millennial-magnet](http://www.philly-mag.com/property/2016/04/20/why-philly-has-become-a-millennial-magnet).

<sup>4</sup> Eileen Patten and Richard Fry, "How Millennials Today Compare with Their Grandparents 50 Years Ago," Pew Research Center, [www.pewresearch.org/fact-tank/2015/03/19/how-millennials-compare-with-their-grandparents](http://www.pewresearch.org/fact-tank/2015/03/19/how-millennials-compare-with-their-grandparents).

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PLANNING FOR CHANGING DEMOGRAPHICS

# Millennials in the Delaware Valley

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**Key Words** Demographics, millennials, generation X, baby boomers, generations, migration, free agent economy, co-working, work-life integration, WalkUPs, housing and transportation preferences

**Abstract** This report summarizes data and research related to the transportation, career, and housing preferences of today's young adults. Known as millennials, this generation of Americans was largely born during the 1980s and 90s. They are the largest generation in American history and their expectations and priorities have the potential to influence the physical form of communities throughout our region and around the country.

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