



AMERICA IN 2015



**Urban Land
Institute**

Building Healthy
Places Initiative



**Urban Land
Institute**

Terwilliger Center for Housing

Demographic Reality Check

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October 7, 2015

Demographic

Demography is the statistical study of populations, including of human beings. As a very general science, it can analyze any kind of dynamic living population, i.e., one that changes over time or space

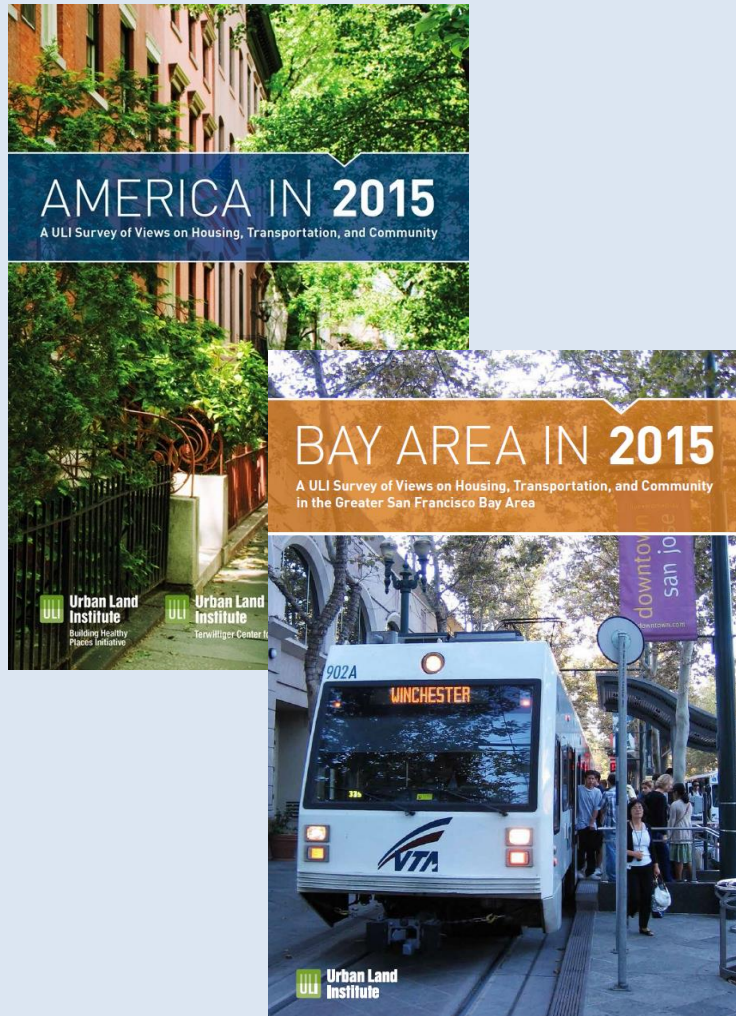
(Wikipedia)

Reality Check

an occasion on which one is reminded of the state of things in the real world

(Google)

AMERICA IN 2015



- ▶ America in 2015 Methodology
- ▶ Nationally representative telephone survey of 1,201 adults
- ▶ Weighted by age and size of metropolitan area to match US
- ▶ Margin of error 2.9% +
- ▶ Spanish translation available
- ▶ Landlines and cell phones
- ▶ Conducted by Belden Russonello Strategists LLC

GENERATIONS Cities, Suburbs,
Rural/Small Towns  **HOUSING OPTIONS**
HOMEOWNERSHIP Community Design
Walkability  **ENVIRONMENTAL QUALITY**
DIVERSITY Affordability **HEALTHY LIVING**
Bike Lanes **QUALITY OF LIFE**
HEALTHY FOOD  Public Transit



CITIES

20% Medium-sized
16% Big



RURAL/ SMALL TOWN

16% Rural area
21% Small town



SUBURBS

19% Within 20 minutes
7% Farther than 20 minutes

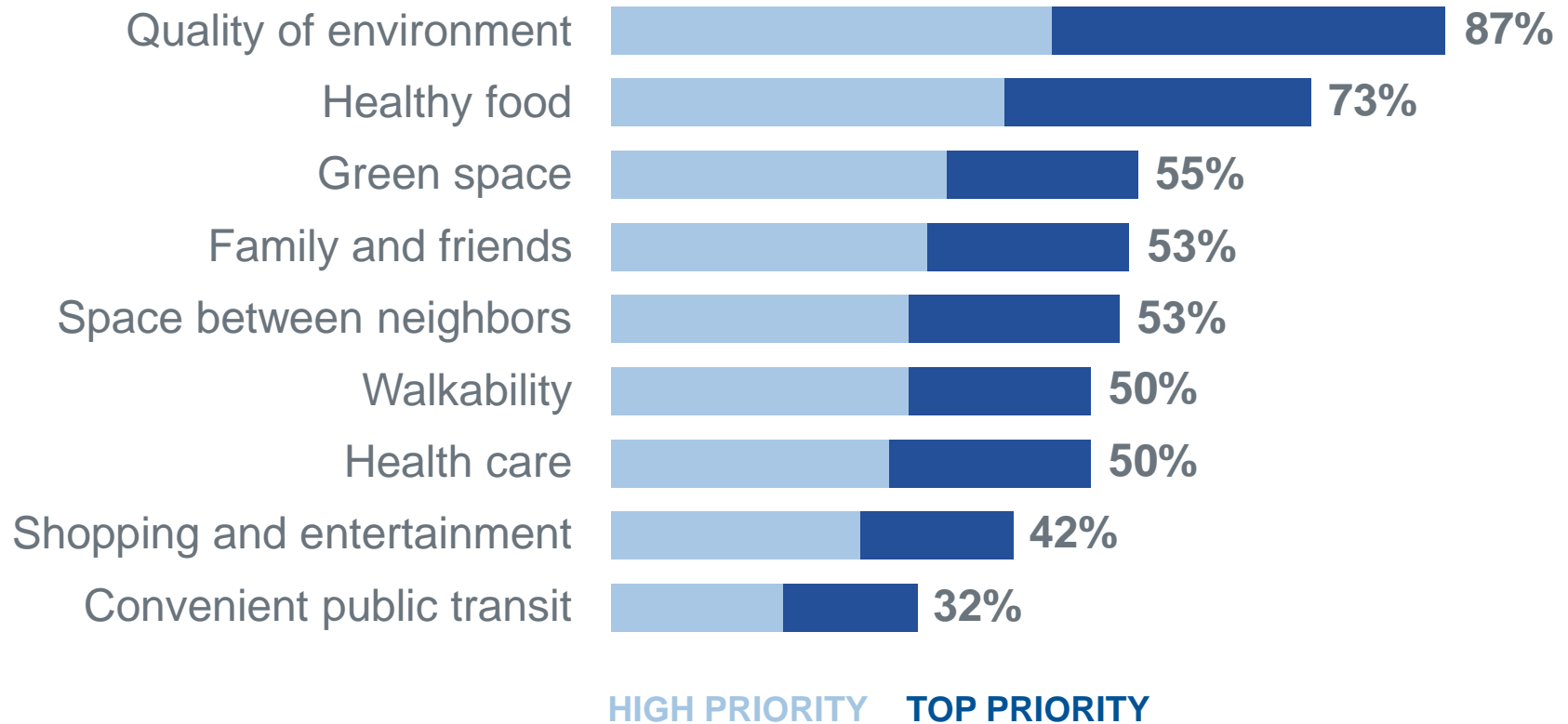
WHO IS LIKELY TO MOVE?

	Somewhat or very likely to move in 5 yrs
All adults	48%
Millennials	73%
Gen Xers	42%
Baby boomers	37%
War/silent	25%
Homeowners	34%
Renters	73%

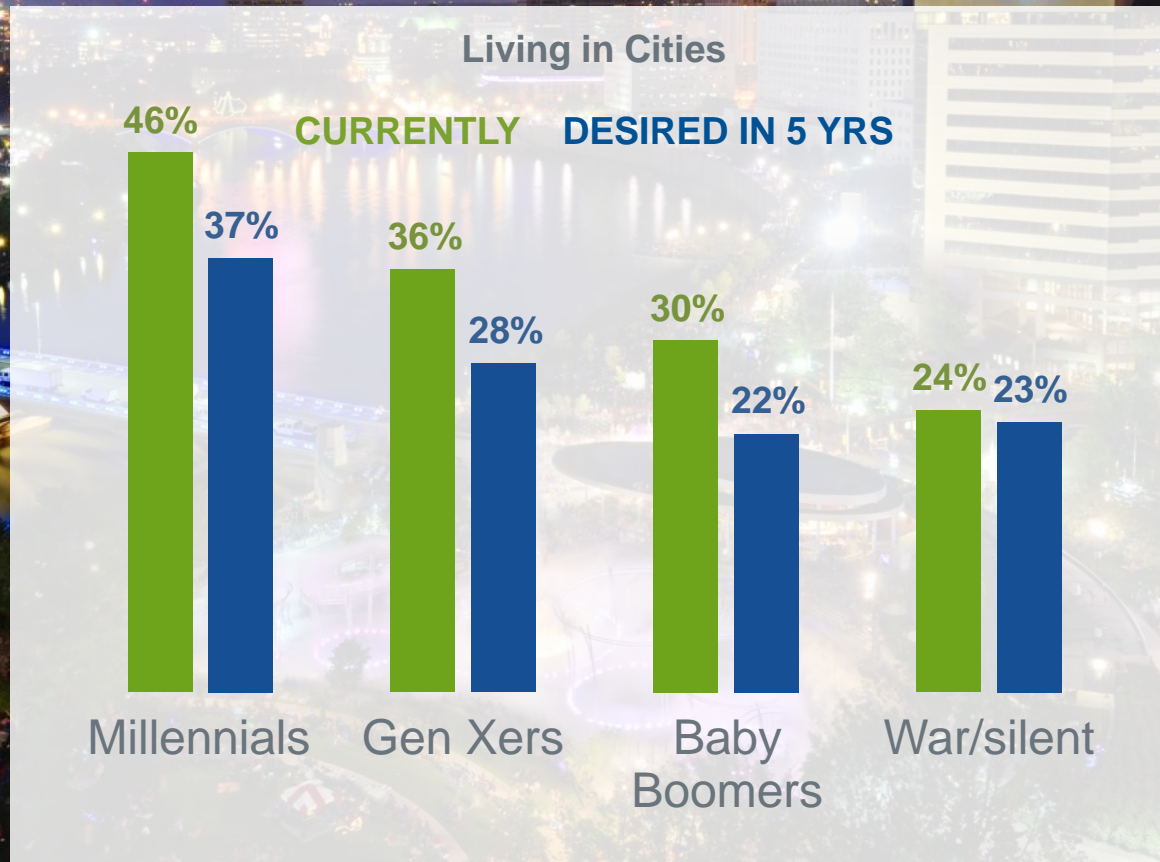


Millennials represent **1/2 of all adults** in the survey looking to move in the next 5 years.

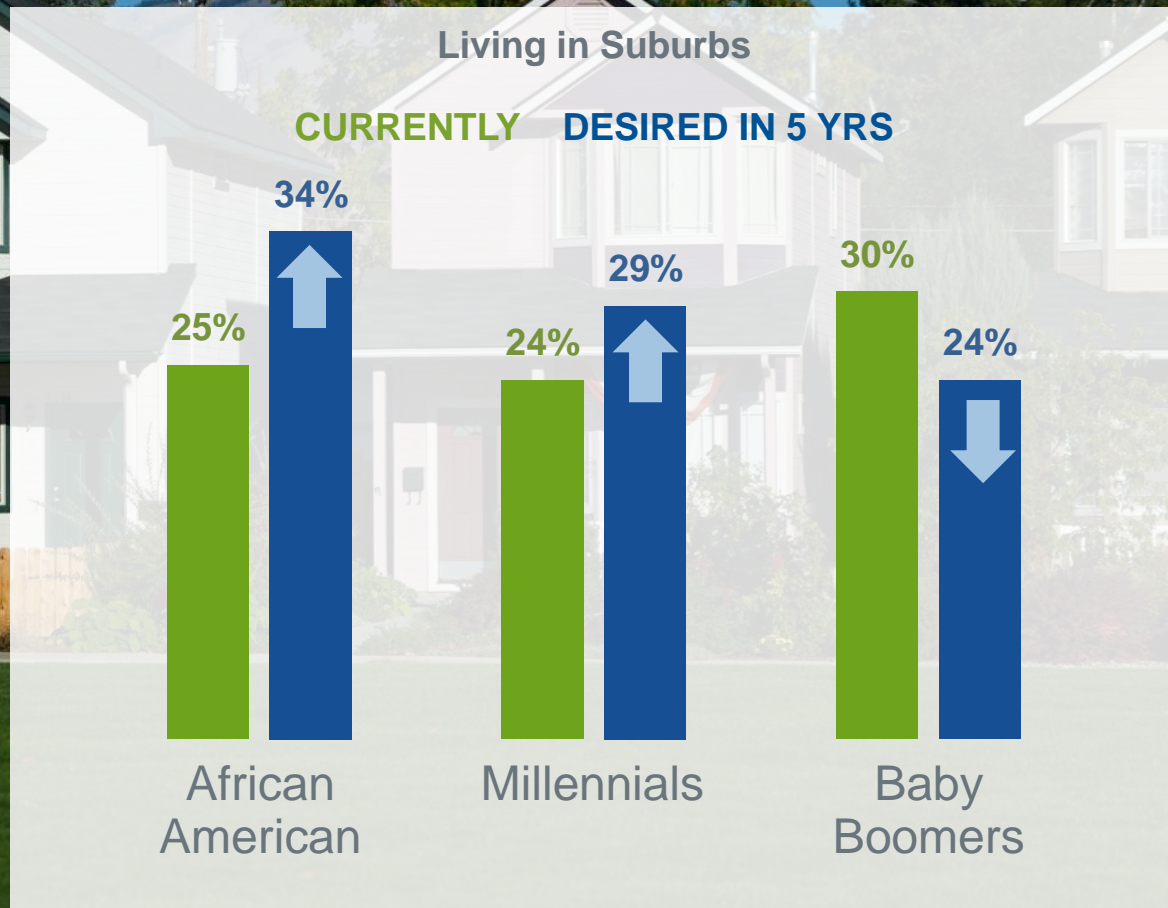
WHAT DO WE VALUE IN OUR COMMUNITIES?



MILLENNIALS MOVING BUT STILL STRONGEST DEMAND FOR CITIES



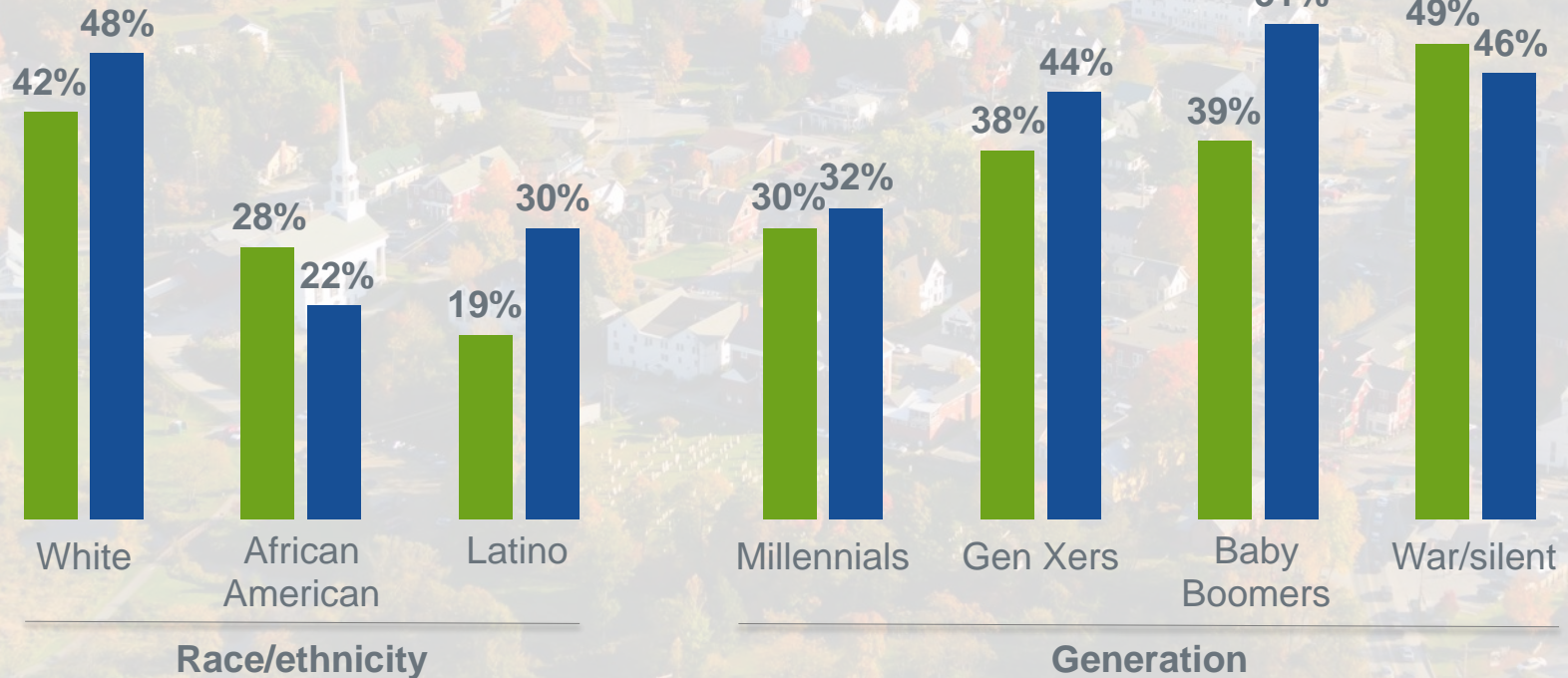
SUBURBS: BOTH UP AND DOWN



THE PULL OF SMALL TOWN AND RURAL LIVING IS STRONG

Living in Small Towns or Rural Areas

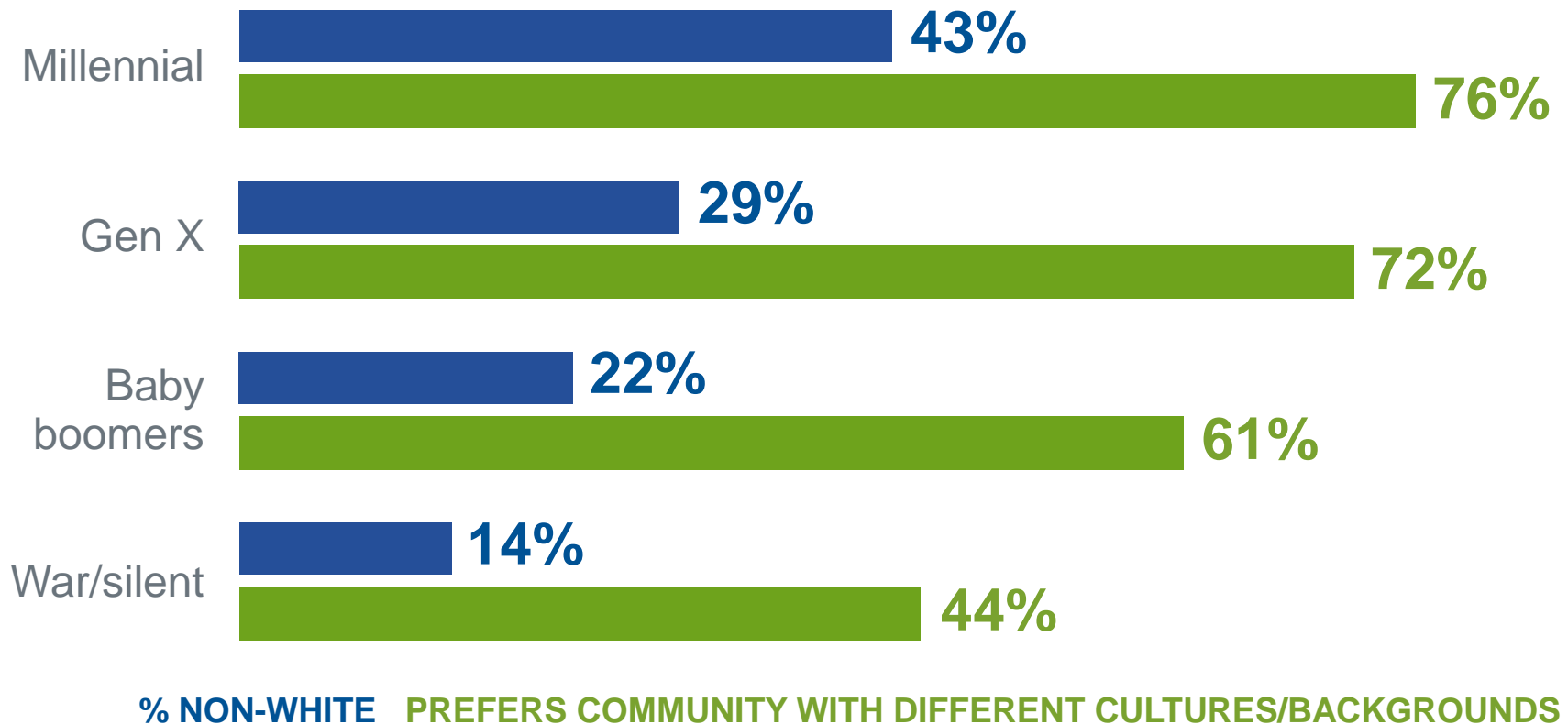
CURRENTLY **DESIRED IN 5 YRS**



PREFERENCE FOR COMMUNITY DIVERSITY

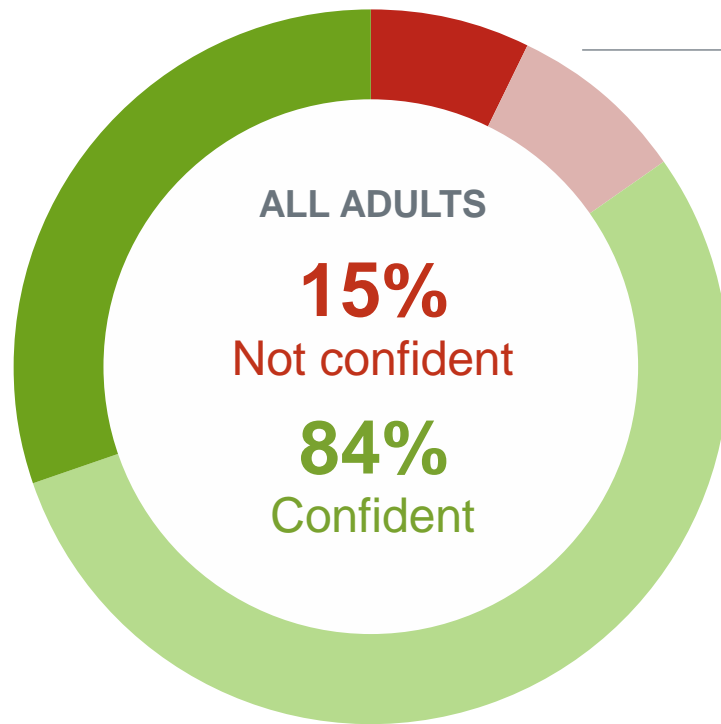
	Prefer community w/ variety of ages
All adults	78%
Millennials	75%
Gen Xers	82%
Baby boomers	81%
War/silent	73%

PREFERENCE FOR CULTURAL DIVERSITY REFLECTS PROFILE OF EACH GENERATION



CONFIDENCE AND AFFORDABILITY

Overall confidence in ability to afford desired home
hides key pockets of concern



NOT CONFIDENT

22%

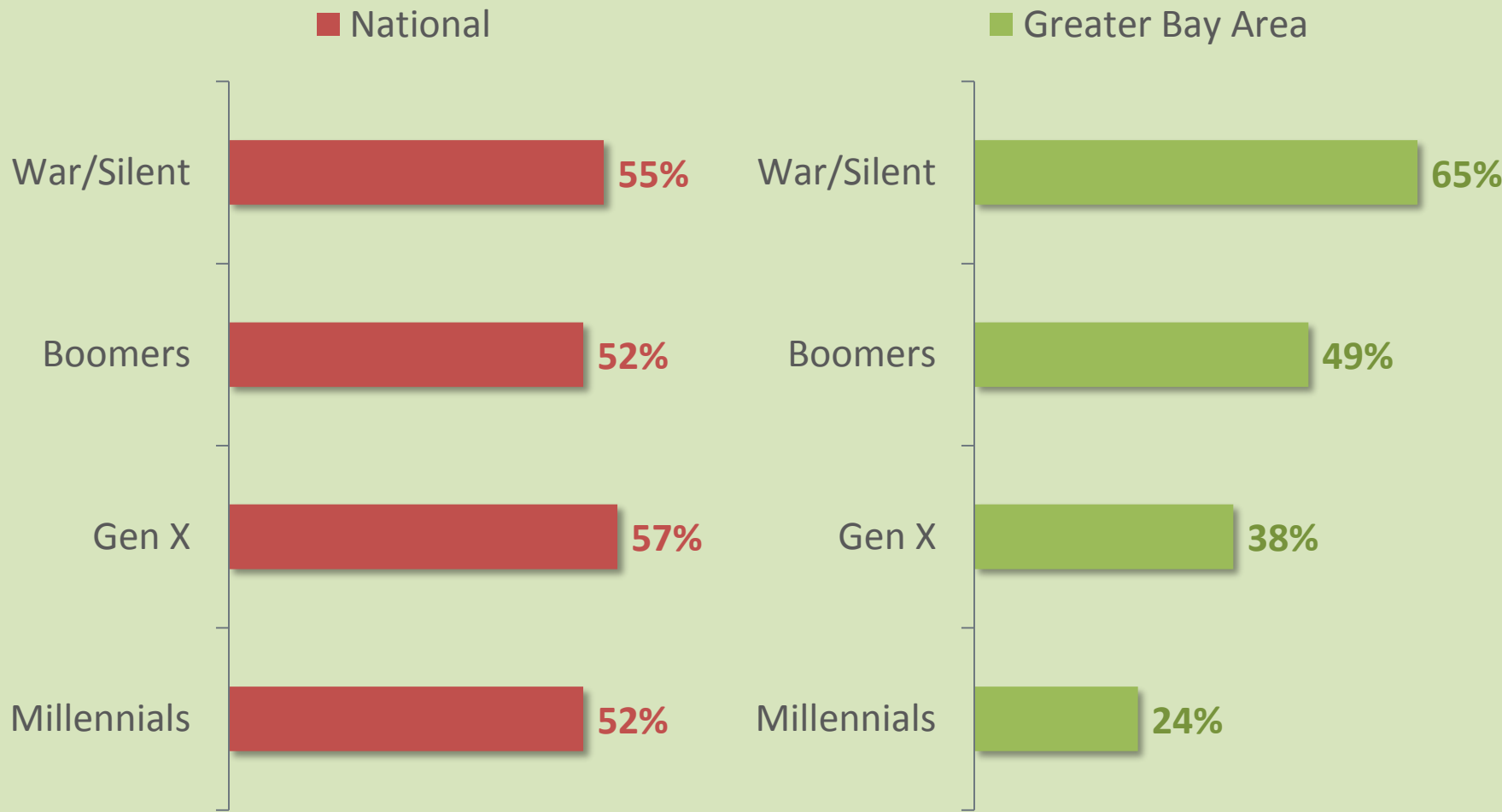
War babies/
silent generation

25%

Low-income Americans

BAY AREA HOUSING AFFORDABILITY GENERATIONAL DIVIDE

Very confident in ability to afford desired home

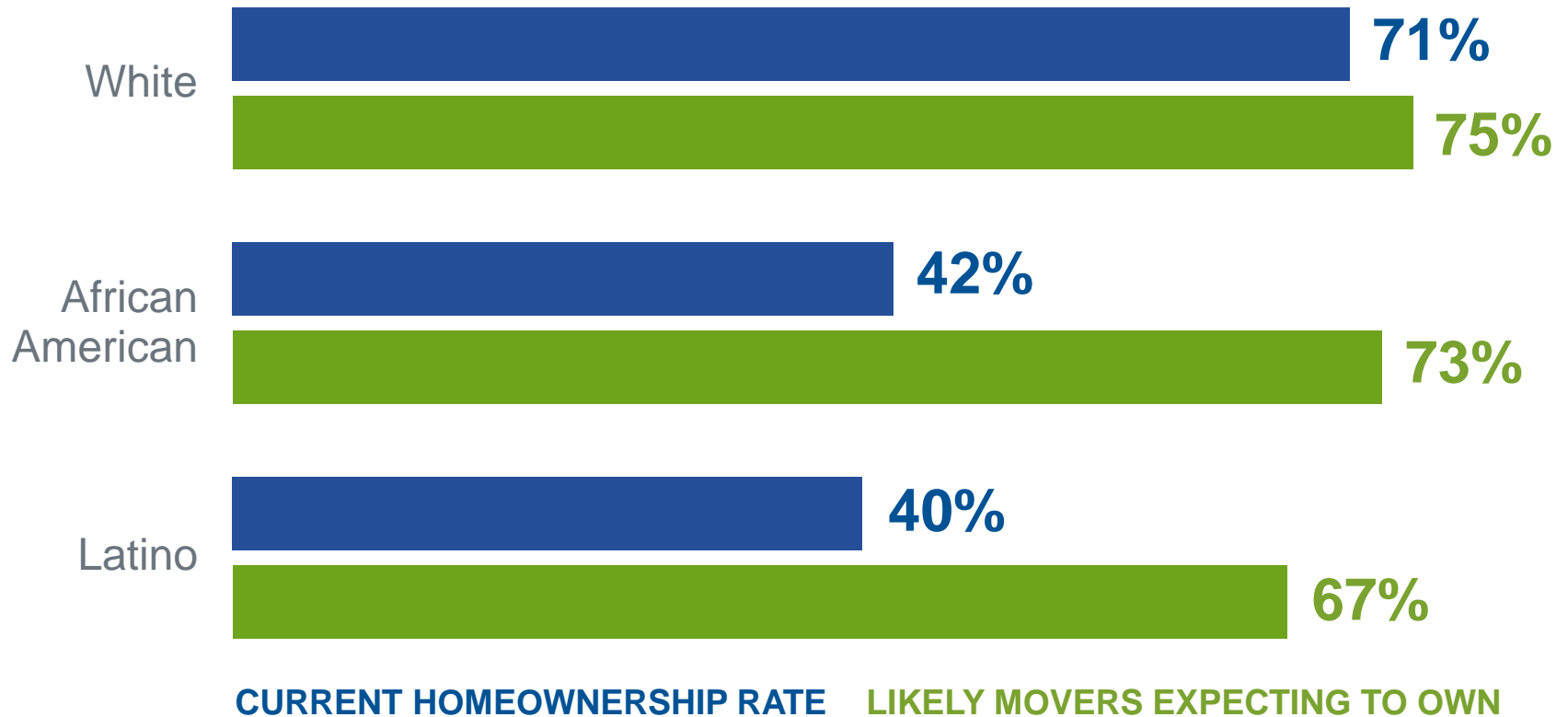


HOMEOWNERSHIP



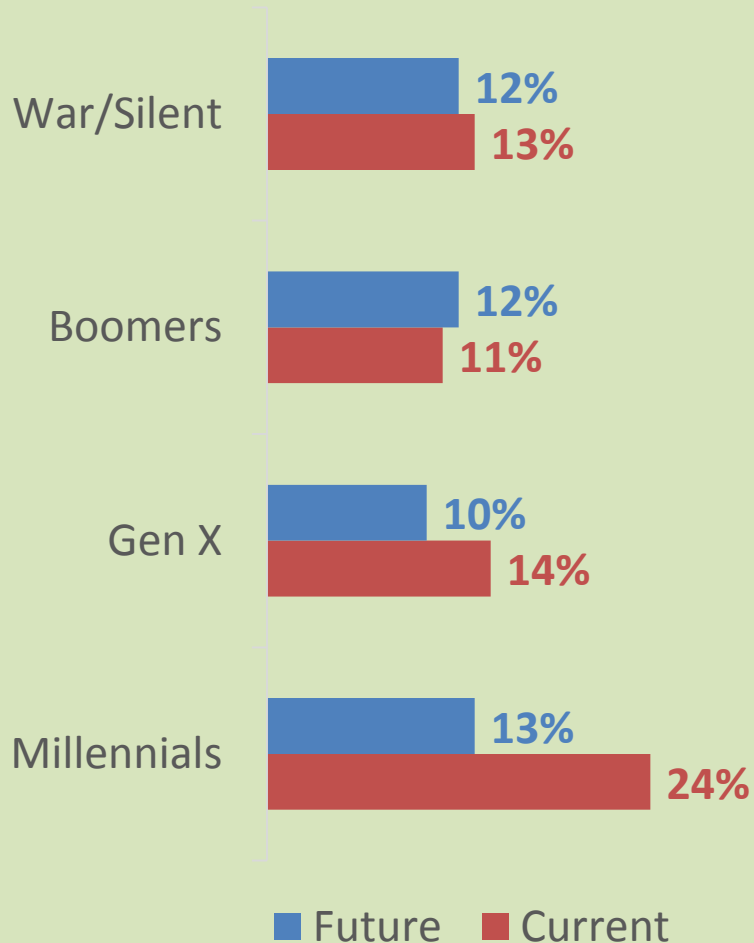
73% say buying a home
is a good investment for me.

MINORITIES ARE OPTIMISTIC ON HOMEOWNERSHIP DESPITE LOWER STARTING POINT

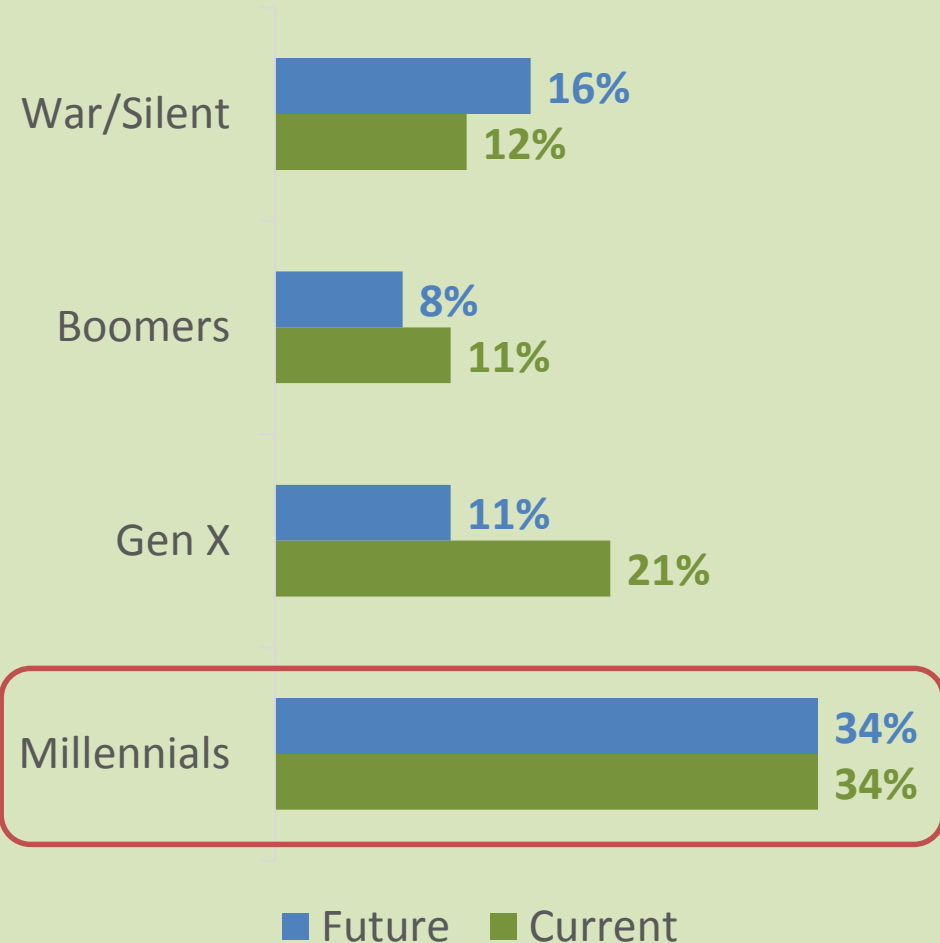


APARTMENTS AS CURRENT AND FUTURE RESIDENCES

NATIONAL



BAY AREA



THANK YOU

For more information on
America in 2015 and Bay Area in 2015
see www.uli.org/communitysurvey
and sf.uli.org

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America in 2015 was made possible through the financial
support of the **Colorado Health Foundation**