

Independence | Insecurity

**AMERICAN CITIES
AND
MILLENNIALS**

Diversity | Inequality

Rolf Pendall

WHO ARE THE MILLENNIALS?



b. **1981-1995**

PARENTS ARE MAINLY BABY BOOMERS

CURRENTLY 18-32 YEARS OLD (2013)

COMMUNITY BUILDING IMPACT ON CITIES

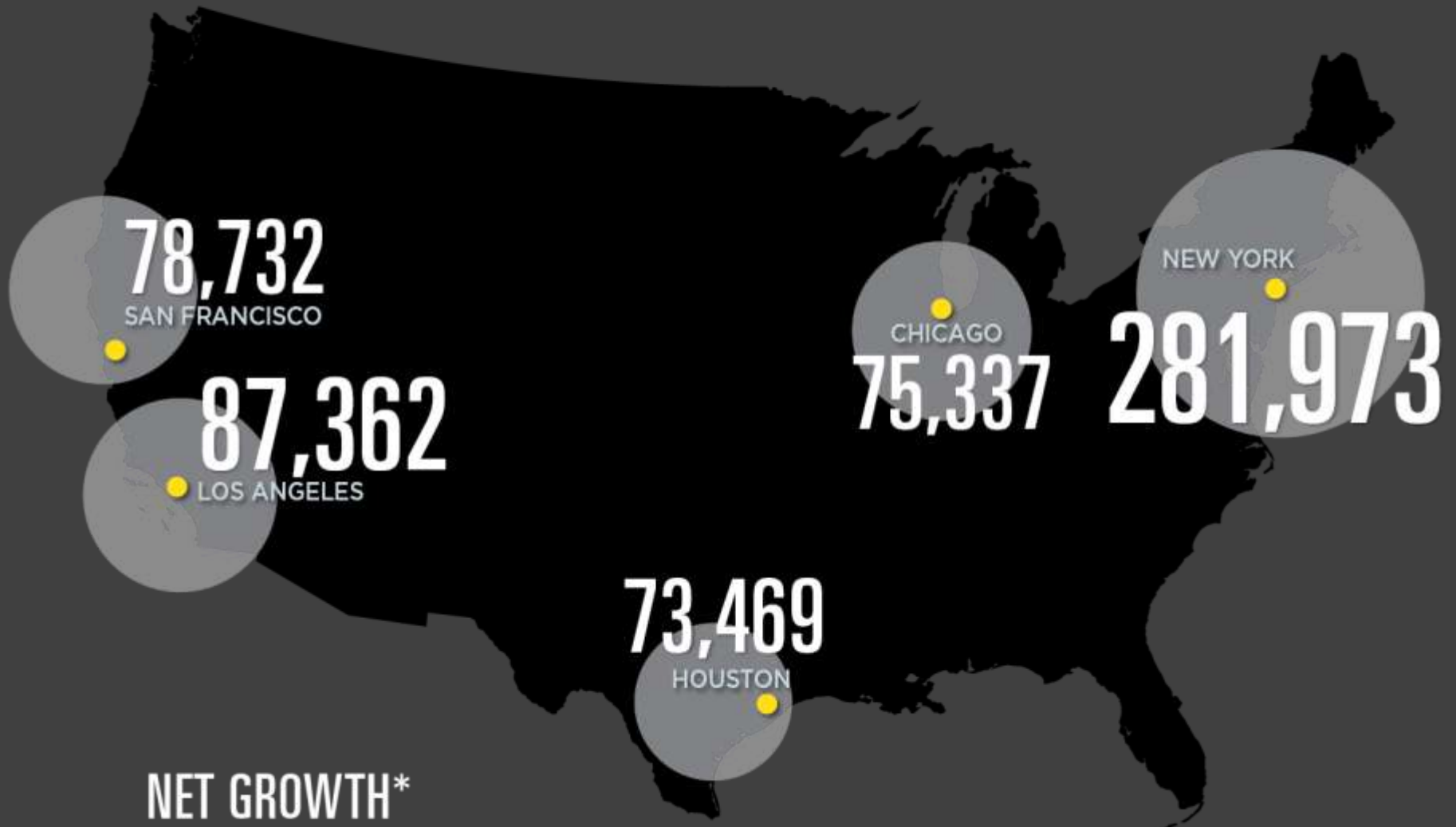


American Cities to Millennials:
DON'T LEAVE



HEAVY HITTERS:

NET INCREASE IN MILLENNIALS (INFLOW MINUS OUTFLOW) 2000-2010



NET GROWTH*

*Growth in the number of people starting the decade aged 15 to 24 years old

BIG GAINERS:

LEADERS IN PERCENT INCREASE IN MILLENNIALS, 2000-2010

SEATTLE

157%

PORTLAND

158%

SAN FRANCISCO

188%

DENVER

158%

CHARLOTTE

169%

PERCENT GROWTH*

*Percent growth in the number of people starting the decade aged 15 to 24 years old

UP-AND-COMERS:

BIGGEST JUMP FROM THE 1990s TO THE 2000s

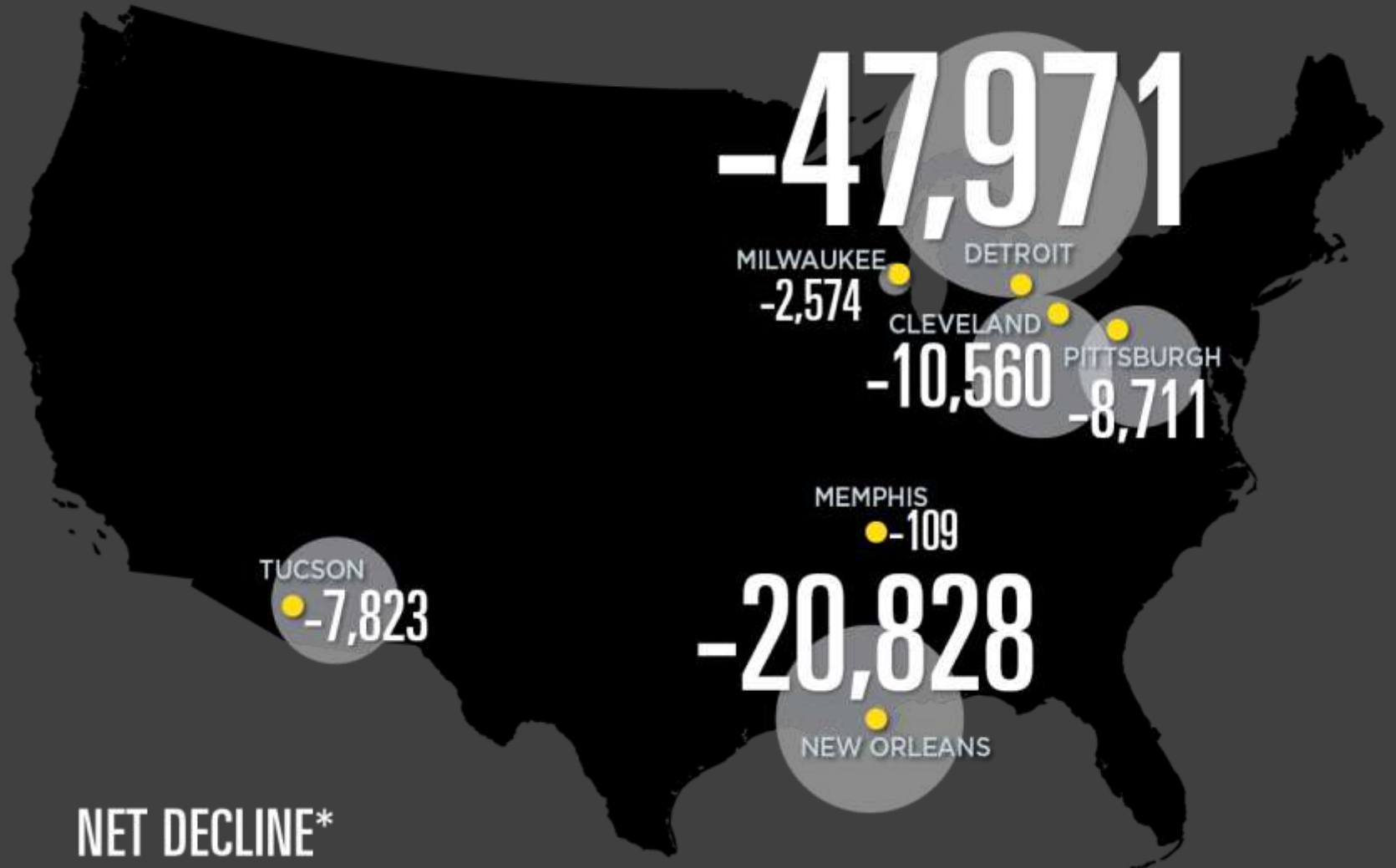
	1990s	2000s
Washington	101%	139%
Miami	116%	145%
Baltimore	86%	107%
Philadelphia	92%	108%
St. Louis	97%	112%

PERCENT INCREASE*

*Percent growth in the number of people starting the decade aged 15-24 years old

STRUGGLERS:

NET LOSS OF MILLENNIALS, 2000-2010




NET DECLINE*

*Decline in the number of people starting the decade aged 15 to 24 years old



WASHINGTON, DC

A magnet for Millennials

A photograph of a job fair line starting at a yellow pillar with a sign. The sign reads "JOB FAIR LINE STARTS HERE". In the background, a line of people is visible, and the scene is outdoors with a building and trees.

JOB FAIR LINE
STARTS HERE

Why do Millennials come to
WASHINGTON, DC?



Why do Millennials come to **WASHINGTON, DC?**





Why do Millennials come to **WASHINGTON, DC?**





Why do Millennials come to **WASHINGTON, DC?**





Why might they stay?





Why might they stay?





Why might they stay?





Why might they stay?



WHO STAYS AND WHY?

Millennials will stay in cities longer because of two trends:

Independence and
Diversity

INDEPENDENCE

PERCENT

BABY BOOMERS

MILLENNIALS

College Degree

18% of 4+ yrs. of college
25-34 in 1972

34% in 2012

Median Age for Marriage

23 for men,
21 for women in 1970

27 for men,
26 for women

Percent Married
when 18-28 yrs. old

64% (in 1978)

23% (in 2010)

Households with Kids

55% of 20-34 year olds
in 1960

28% (in 2010)

Sources: Pew Research Center, MILLENNIALS: A Portrait of Generation Next: Confident. Connected. Open to Change, February 2010; US Census Current Population Survey; US Decennial Census of Population

DIVERSITY

	EARLY AND MIDDLE BOOMERS (1960)*	MILLENNIALS (2000)*
Non-Hispanic white	82%	63% in 2012
Non-Hispanic black	13%	15%
Other non-Hispanic	1%	5%
Hispanic	4%	16%
Foreign born	3%	7%

* When they were children.

Sources: US Census Current Population Survey; US Decennial Census of Population

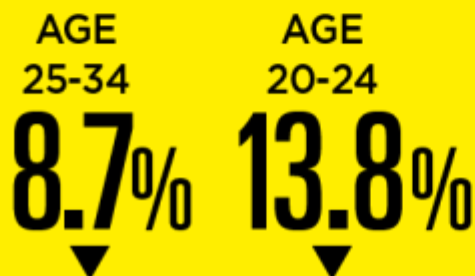


The dark side of independence:
INSECURITY



INSECURITY

UNEMPLOYMENT:
(average 16 and over, 8.3%)



0%

14%

8.3%

Source: February 2013 unemployment rates from the Current Population Survey

EDUCATIONAL DEBT:
(% of debt by age 35)



MILLENNIALS

GenX

BOOMERS

	% DEBT	MEDIAN BALANCE
MILLENNIALS	40	\$26,842
GenX	28	\$19,586
BOOMERS	17	\$10,304

Source: Pew Research Center tabulations of Survey of Consumer Finance data.

NET WORTH:
(average % change, 2007-10, inflation adjusted)



Source: William R. Emmons and Bryan J. Noeth 2013. *Why Did Young Families Lose So Much Wealth During the Crisis? The Role of Homeownership.*



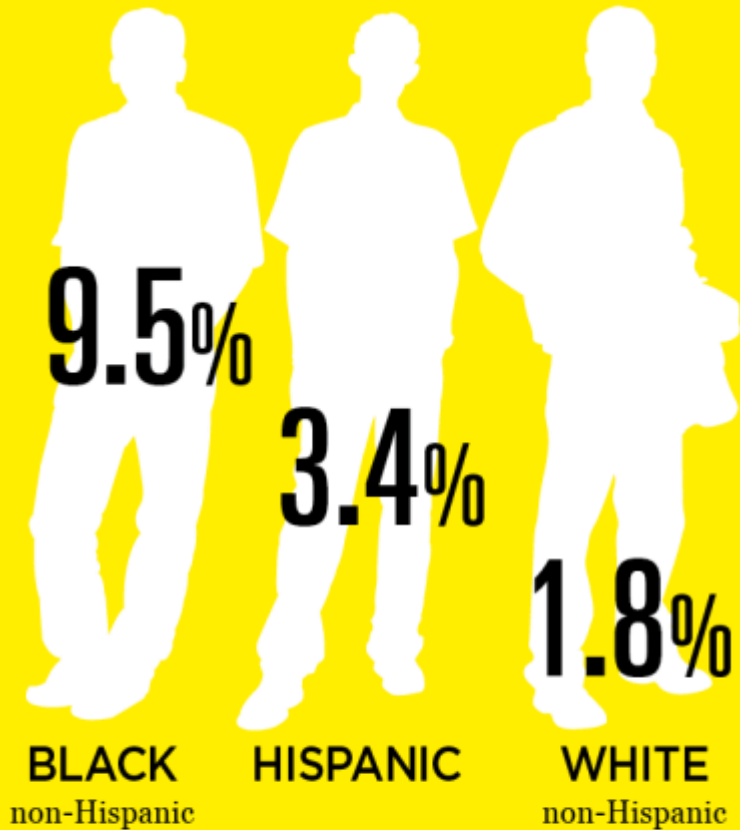
The dark side of diversity:
INEQUALITY



INEQUALITY

CRIMINAL JUSTICE INVOLVEMENT:

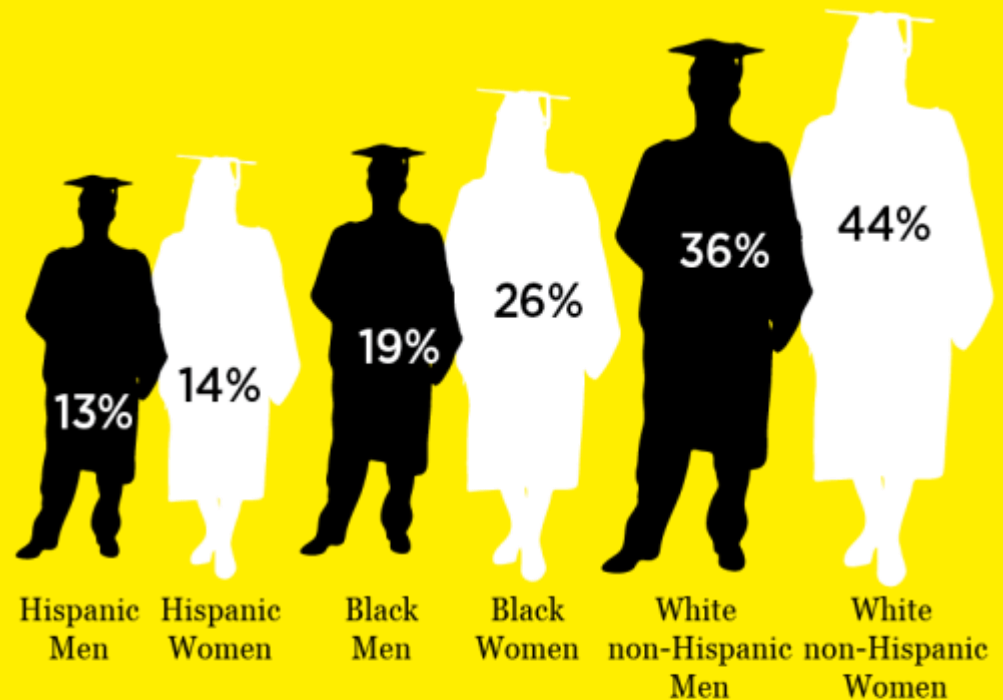
(% of men in their 20s incarcerated, April 2010)



Source: U.S. Decennial Census microsample

EDUCATIONAL LEVELS

(percent of 25- to 29-year-olds with at least four years of college)



Source: 2012 Annual Social and Economic Supplement to the Current Population Survey



More
Social

More
Political

We are less and more...



Less
Religious

More
Trusting



MILLENNIALS:

Going beyond charity to systems change