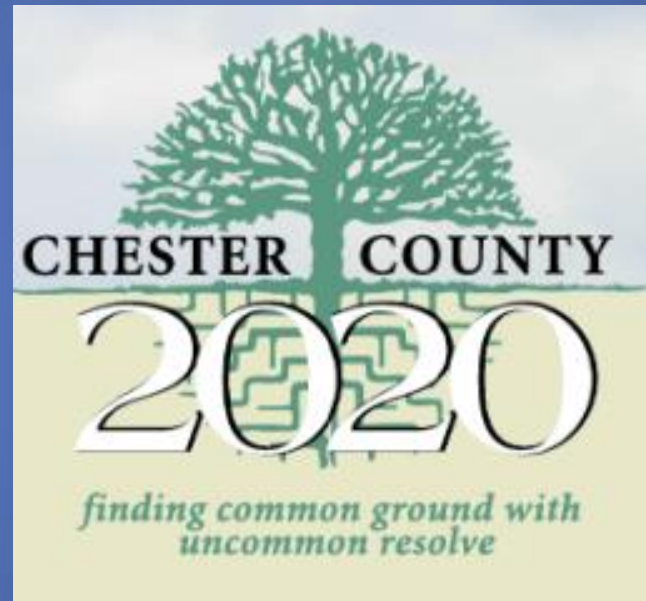


# Millennials in Chester County

## Trends and Planning Implications

July 21, 2016



**Jake Michael, AICP, Senior Demographer**  
Chester County Planning Commission

# Will Millennials Return to Chester County?

My answer is:

- The available existing data do not indicate any consistent trends that could be used to estimate future conditions with a sufficient level of confidence.
- Or put another way: There's no easy answer

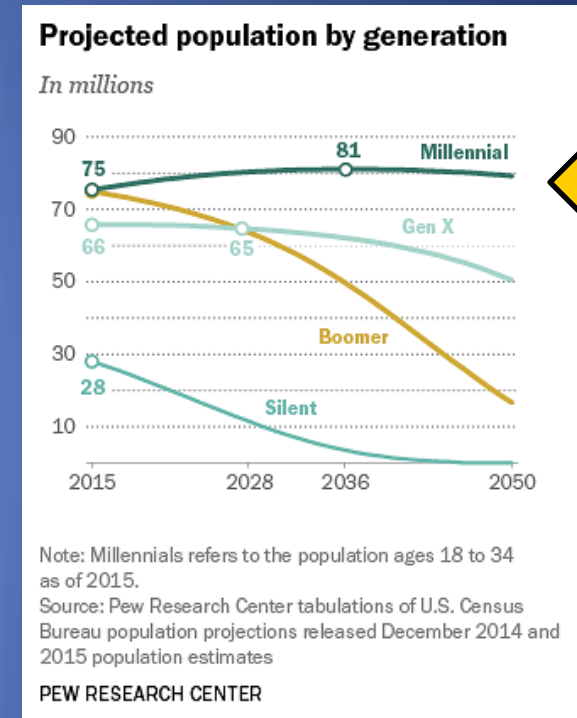
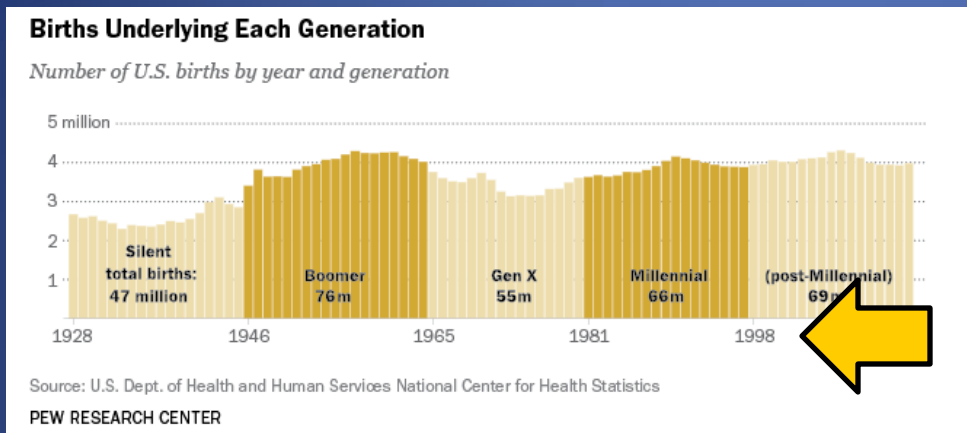
**WARNING!: WHEN FORECASTING, REMEMBER...**

*“Are these the shadows of the things that will be, or are they shadows of things that may be, only?”*

- Ebenezer Scrooge (Charles Dickens)

# Why are Millennials Important?


The Pew Research Center says:



Do Millennials want or can they afford Baby Boomers' long commutes, big lawns, and big houses? Will they buy the Boomers' houses?


# The Millennials by the Numbers

## US Census June 2015 Report, 16 to 34 Year Olds:

- Millennials (born between 1982 and 2000) number 83.1 million 
- One quarter of the nation's population
- Exceeds that of the 75.4 million baby boomers
- Millennials more diverse than preceding generations
- 44.2 percent are a minority race or ethnic group

## Chester County Census Trends, 15 to 34 Year Olds

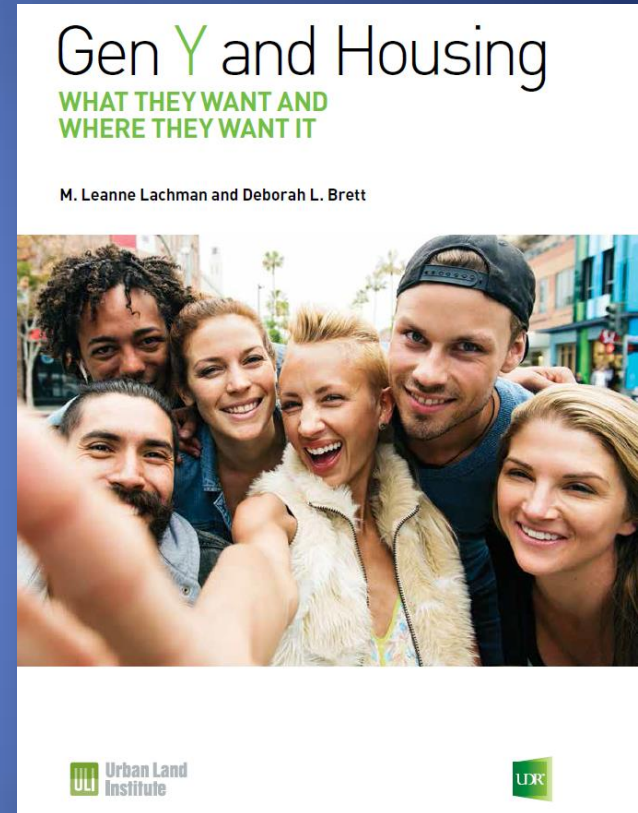
Cohort	Census 1980	Census 1990	Census 2000	Census 2010
Total	316,660	376,396	433,501	498,886
Under 15	22.7%	21.0%	21.9%	20.4%
15 to 34	<b>34.7%</b>	<b>31.1%</b>	<b>24.9%</b>	<b>24.3%</b>
34 and Over	42.6%	47.9%	53.2%	55.3%



# Urban Land Institute 2015 Study

## Key Findings on Millennials:

- 50% are renters, 21% live at home
- 2/3<sup>rds</sup> are happy to rent, most hope to someday own
- 13% live near downtowns
- Perceive themselves as urban (37%), suburban (36%), and rural (26%)
- Median rent is \$925 (not 'luxury' rent)



# Perceptions in the Popular Press

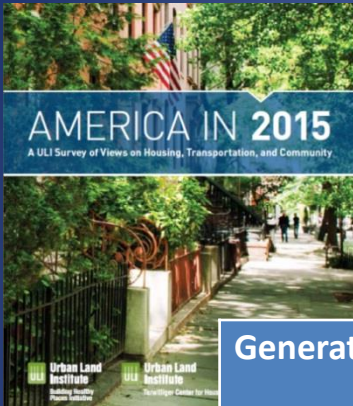
## Curbed.com blog post: Patrick Sisson, June 2016

- *“Last year, millennials... purchased 35 percent of homes.”*
- *“... the median wealth of a family headed by someone 65 and older is up 75%... for 35 and younger is down 30%.”*
- *“Realty is both an established and older industry—the average age of a realtor today is 57”*
- *“With few affordable options...**They aren't moving to the furthest suburbs with the newest and biggest homes.**”*



# Millennials: Planning Implications

## ULI Findings from *America in 2015*

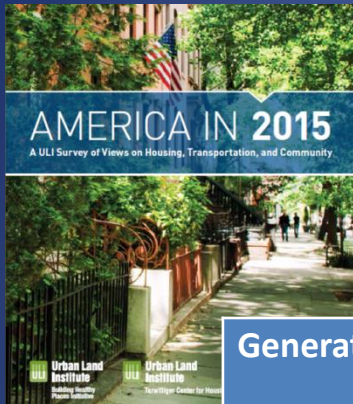


Generation	Quality of Life in Community: Totally Satisfied	Size/Quality of Current Home: Totally Satisfied	Range of Housing in Community: Totally Satisfied	Green Space is a "High Priority"	Space Between Neighbors is a "High Priority"	Walkability is a "High Priority"
Millennials	83%	84%	77%	56%	50%	54%
Gen Xers	87%	88%	80%	55%	57%	45%
Baby Boomers	88%	91%	83%	54%	57%	49%
War/ Silent	89%	93%	87%	52%	47%	51%



# How Millennials Differ

## Major Differences in the ULI Findings



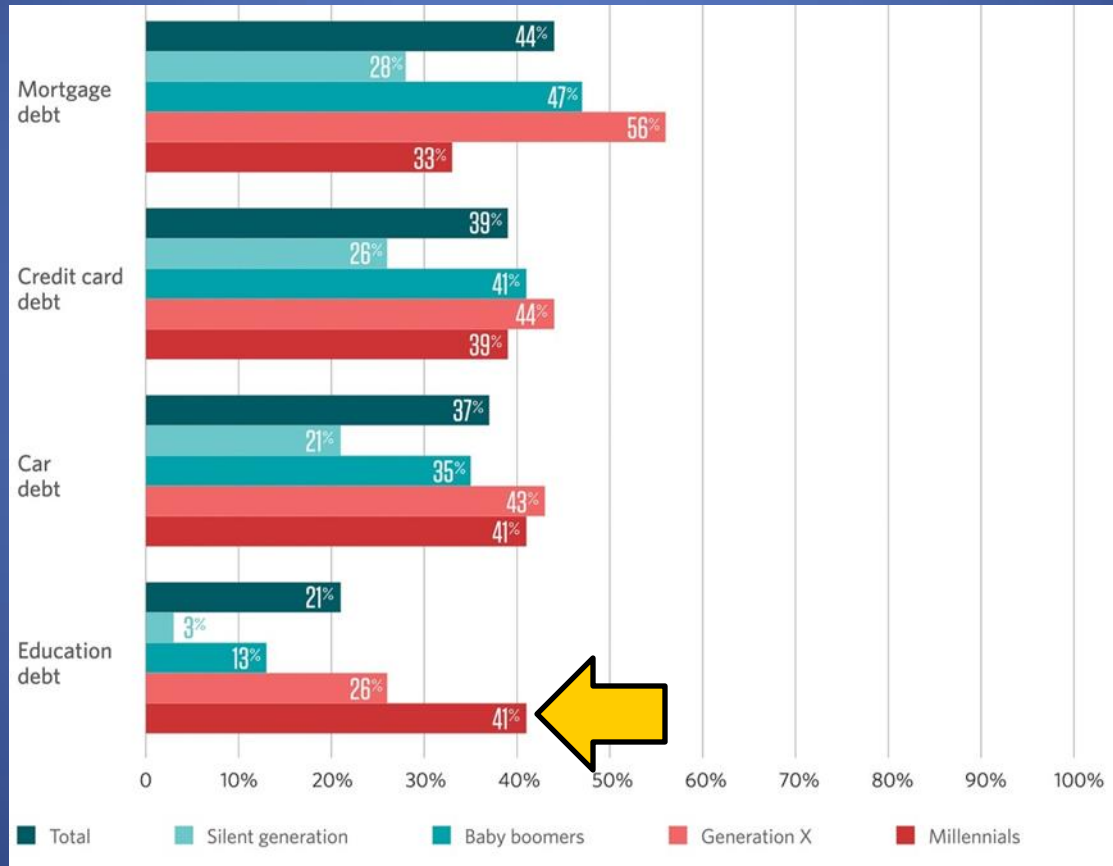
Generation	Convenient Public Transit High Priority	See a Need for More Bike Lanes	Value Different Cultures and Backgrounds	Somewhat/Very Likely to Move	Low Income Status
Millennials	39%	54%	76%	73%	41%
Gen Xers	25%	48%	72%	42%	22%
Baby Boomers	29%	46%	61%	37%	22%
War/ Silent	33%	36%	44%	25%	29%





# 2015 Pew/Millennials and Debt

Percent of households with “liabilities”  
(2014)



# Age Distribution Details

US Census American Community Survey (ACS)  
5-Year Estimates (2010-2014) for Chester County

	Population Estimate	% of Total Population
<b>Chester County Total</b>	506,422	100
Age 15 to 19 Years	36,969	7.3
Age 20 to 24 Years	30,892	6.1
Age 25 to 29 Years	28,360	5.6
Age 30 to 34 Years	28,360	5.6
<b>Total: Age 15 to 34 Years</b>	124,580	24.6
<b>"High School/College" Age 15 to 24</b>	67,861	13.4
<b>"Post College" Age 25 to 34 Years</b>	<b>56,719</b>	<b>11.2</b>



# Are Millennials All in the City?

## US Census American Community Survey (ACS) 1-Year Estimates (2014)

Geography	Total Population Estimate	Estimate Age 15 to 34 Years	% Age 15 to 34 Years
United States	318,857,056	87,047,976	27.3
Pennsylvania	12,787,209	3,350,249	26.2
Philadelphia County, PA	<b>1,560,297</b>	<b>513,338</b>	<b>32.9</b>
Bucks County, PA	626,685	144,764	23.1
Chester County, PA	512,784	126,145	24.6
Delaware County, PA	562,960	153,125	27.2
Montgomery County, PA	816,857	200,130	24.5
Total Suburban Counties	<b>2,519,286</b>	<b>624,164</b>	<b>4.8</b>

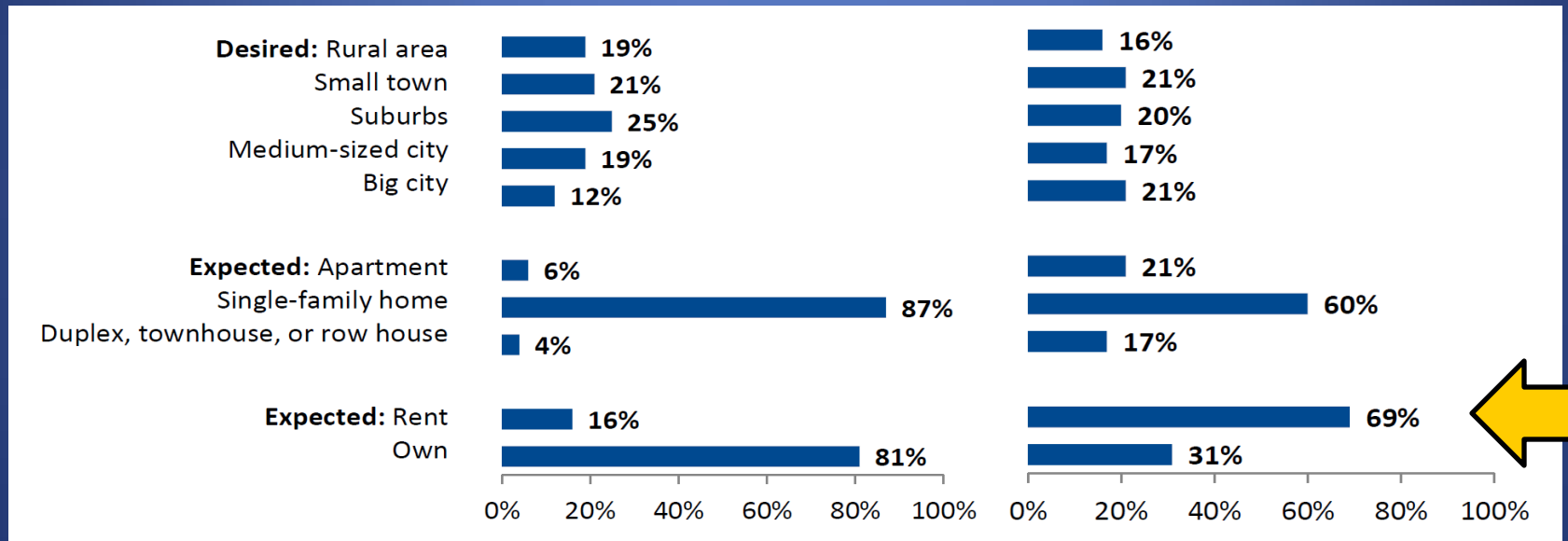


# 2013 ULI/BRS Survey

## Potential Movers

### Generation X

### Millennials



# Renting in Southeastern PA

## US Census (2008-2012 ACS) Findings for Renting

	Total Housing Units	Renter-occupied Housing Units	% Renter-occupied
United States	131,642,457	39,742,141	30.2%
Pennsylvania	5,563,832	1,481,031	26.6%
Total 7 County Region	2,022,376	603,507	29.8%
Philadelphia County, PA	669,244	266,433	39.8%
Lancaster County, PA	202,800	57,996	28.6%
Delaware County, PA	222,632	60,188	27.0%
Berks County, PA	164,583	42,961	26.1%
Montgomery County, PA	325,269	82,534	25.4%
Chester County, PA	<b>192,257</b>	<b>43,291</b>	<b>22.5%</b>
Bucks County, PA	245,591	50,104	20.4%



# Median Gross Rent Southeastern PA

## 5-year Trend, US Census ACS Estimates

	ACS Estimate 2005-2009	ACS Estimate 2010-2014	ACS Estimate 5-Year Change
Pennsylvania	\$ 716	\$ 832	\$ 116
Chester County, PA	\$ <b>1,042</b>	\$ <b>1,192</b>	\$ <b>150</b>
Montgomery County, PA	\$ 996	\$ 1,146	\$ 150
Bucks County, PA	\$ 979	\$ 1,128	\$ 149
Delaware County, PA	\$ 881	\$ 978	\$ 97
Philadelphia County, PA	\$ 801	\$ 915	\$ 114
Lancaster County, PA	\$ 766	\$ 896	\$ 130
Berks County, PA	\$ 718	\$ 849	\$ 131



# Median Household Income in the Past 12 Months for Southeastern PA

## 5-year Trend, US Census ACS Estimates

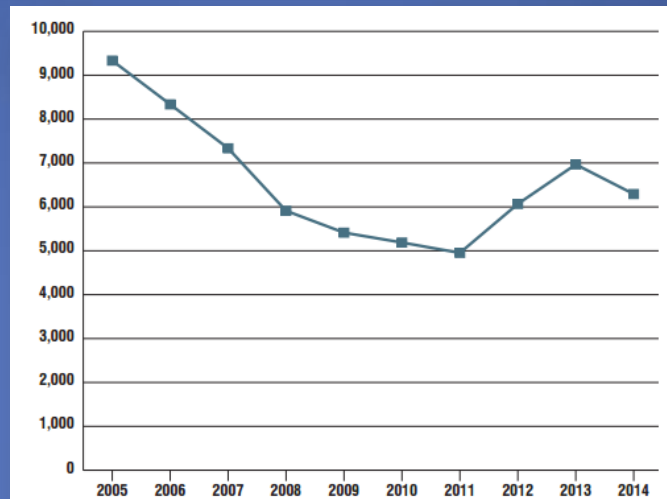
	ACS Estimate 2005-2009	ACS Estimate 2010-2014	5-year Change	Percent Change
Pennsylvania	\$ 49,737	\$ 53,115	\$ 3,378	6.8%
Chester County, PA	\$ <b>83,759</b>	\$ <b>86,093</b>	\$ <b>2,334</b>	<b>2.8%</b>
Montgomery County, PA	\$ 75,728	\$ 79,926	\$ 4,198	5.5%
Bucks County, PA	\$ 74,111	\$ 76,824	\$ 2,713	3.7%
Delaware County, PA	\$ 61,605	\$ 64,174	\$ 2,569	4.2%
Lancaster County, PA	\$ 54,893	\$ 57,120	\$ 2,227	4.1%
Berks County, PA	\$ 54,139	\$ 55,798	\$ 1,659	3.1%
Philadelphia County, PA	\$ 36,669	\$ 37,460	\$ 791	2.2%



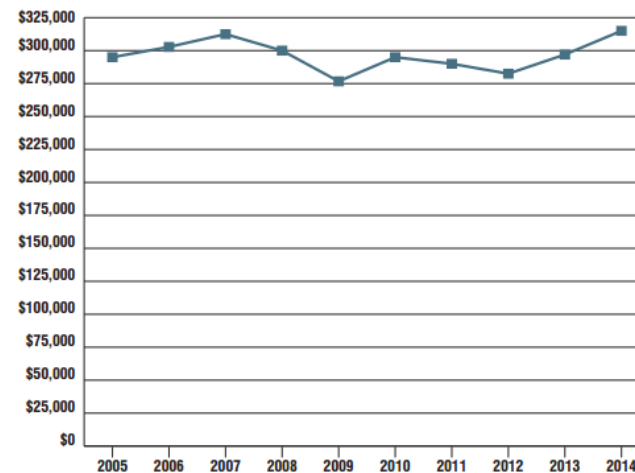
# Total Units in Chester County

## Number of Units and Median Sales Price 2005-2014

Number  
of Home  
Sales



Median  
Sales  
Price

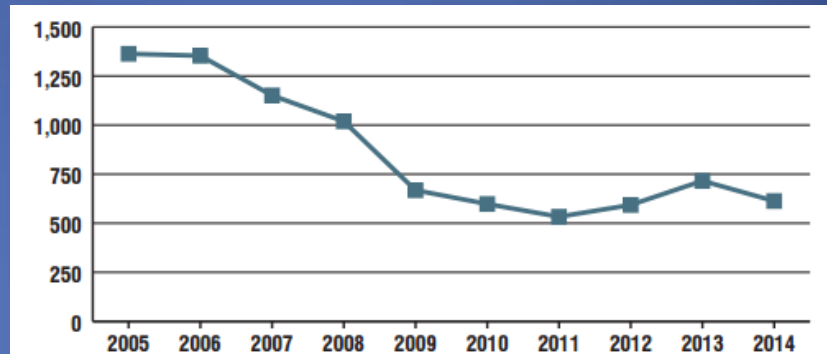




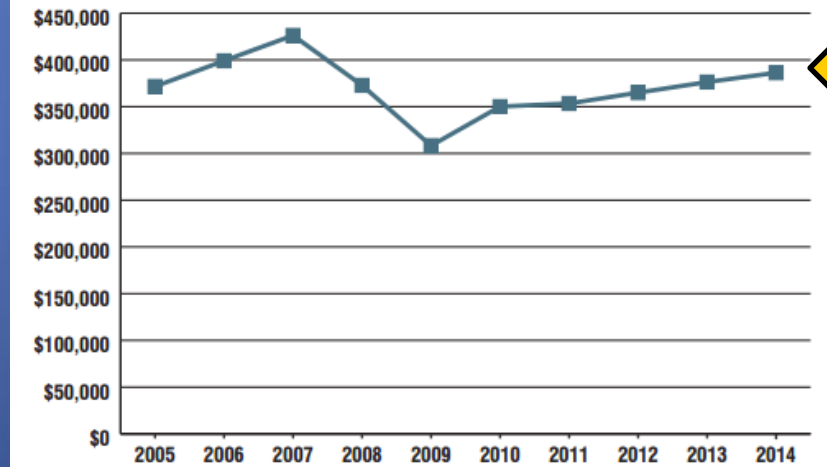
# New Units in Chester County

## Number of Units and Median Sales Price 2005-2014

Number  
of Home  
Sales

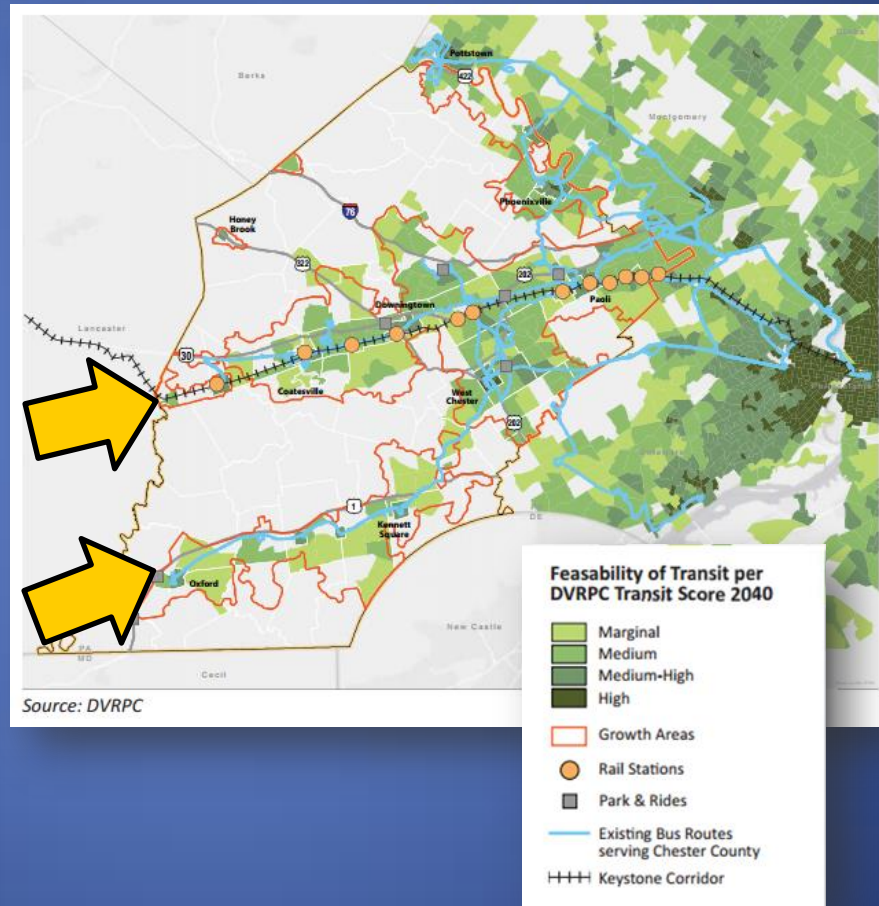
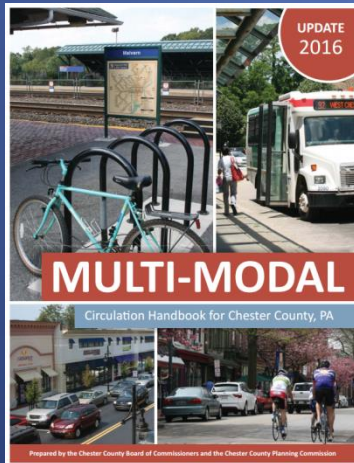


Median  
Sales  
Price



# Public Transportation

## Planning Efforts for Long Term Solutions



# Unpredictable Influences

## Philadelphia Schools

### Top 5 PA School Districts 2015:

1. Tredyffrin-Eastown
2. Lower Merion
3. North Allegheny
4. Unionville Chadds Ford
5. Radnor Township

### Top 5 PA High Schools 2016:

1. Masterman, Philadelphia
2. Hope-Solebury, New Hope
3. Conestoga, Berwyn
4. NW PA Collegiate, Erie
5. Lower Merion, Ardmore



## Global Economy

### BREXIT



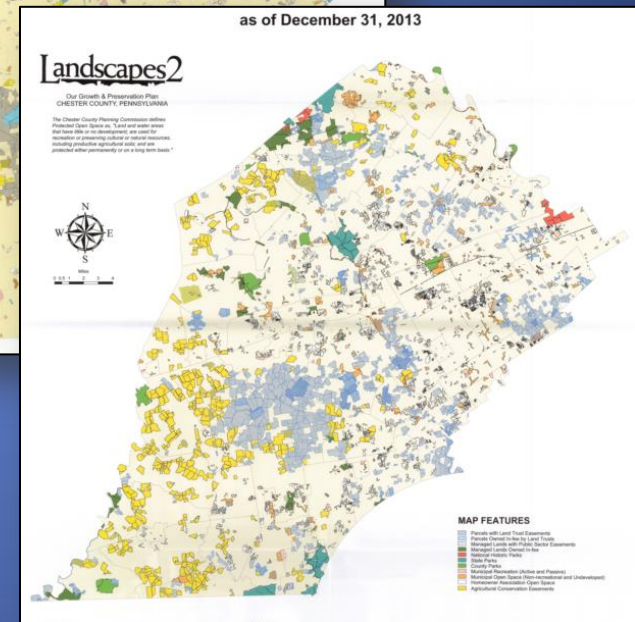
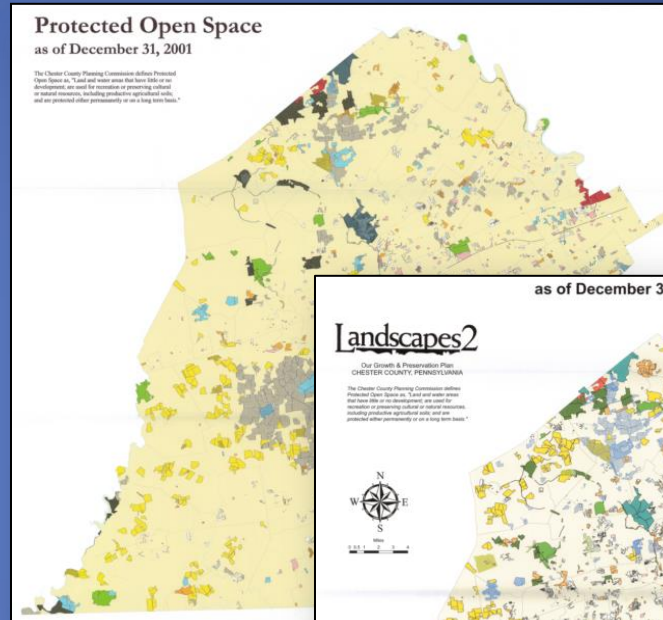
### Brazil



# A New Question about Millennials

Instead of asking:  
“Will Millennials  
return to Chester  
County?”

Ask: “What must  
we **DO** to create an  
environment that  
attracts them?”



# What is Getting Done

**Exton Station  
Improvement Project**



**Phoenixville  
Trails and Streetscapes**



**Kennett Square  
Mixed Use Development**



**Downingtown Station  
Bike Racks**



# The Millennials In Chester County

## Trends and Planning Implications



Chester County Planning Commission

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# Slide Sources

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