

Young Leaders Group Presents:

What Millennials Want

Monday, November 9, 2015



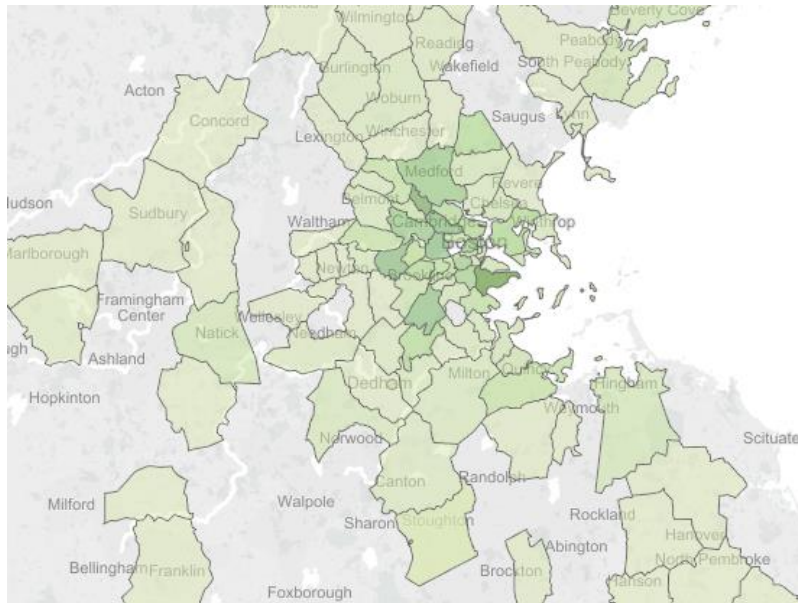
Difficult Public Perception



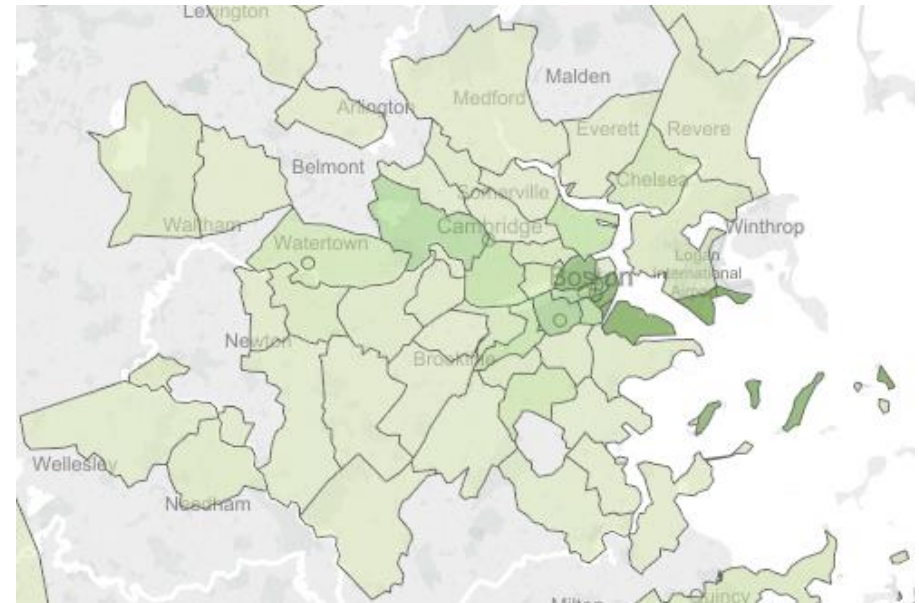
"When I was your age, I was an adult."

About the survey

- Online survey of 660 young professionals (20-37, college educated) living and working in Greater Boston area
- Survey invite distributed via civic and business groups email and social media



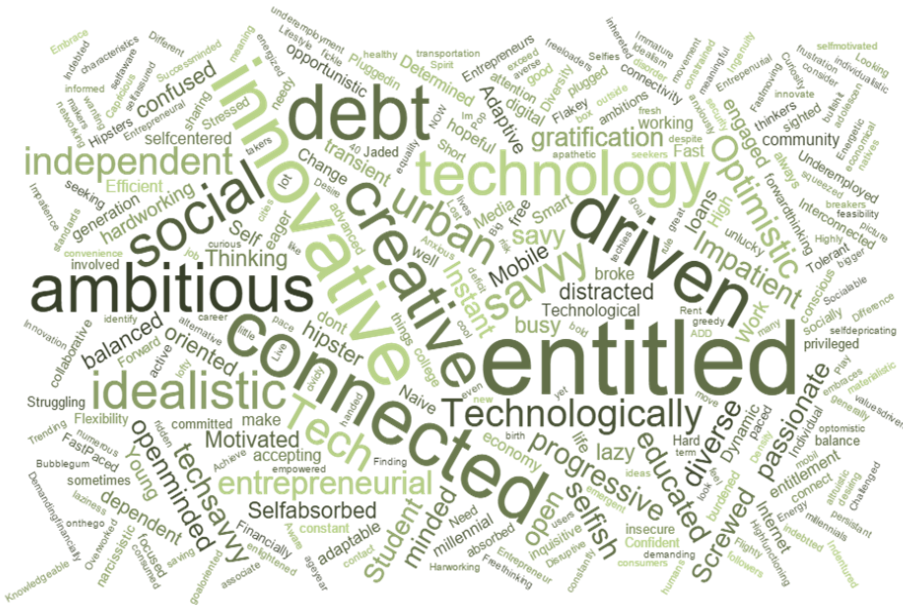
Where respondents live



And where they work



Views on “millennials”



What respondents think of themselves
(i.e., “millennials”)



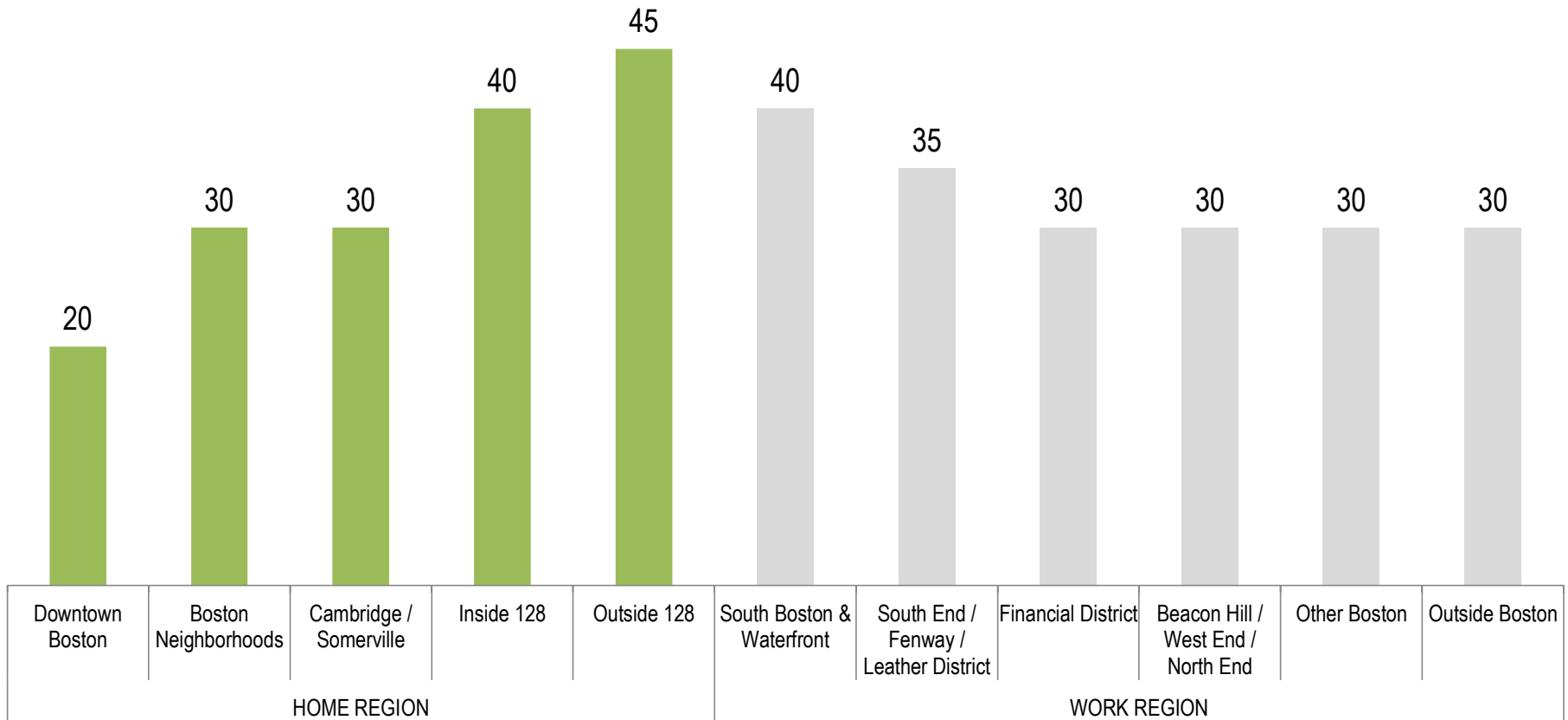
What they think their elders think of
millennials



Commute Times Vary by Location

- South Boston Waterfront workers have the longest commutes

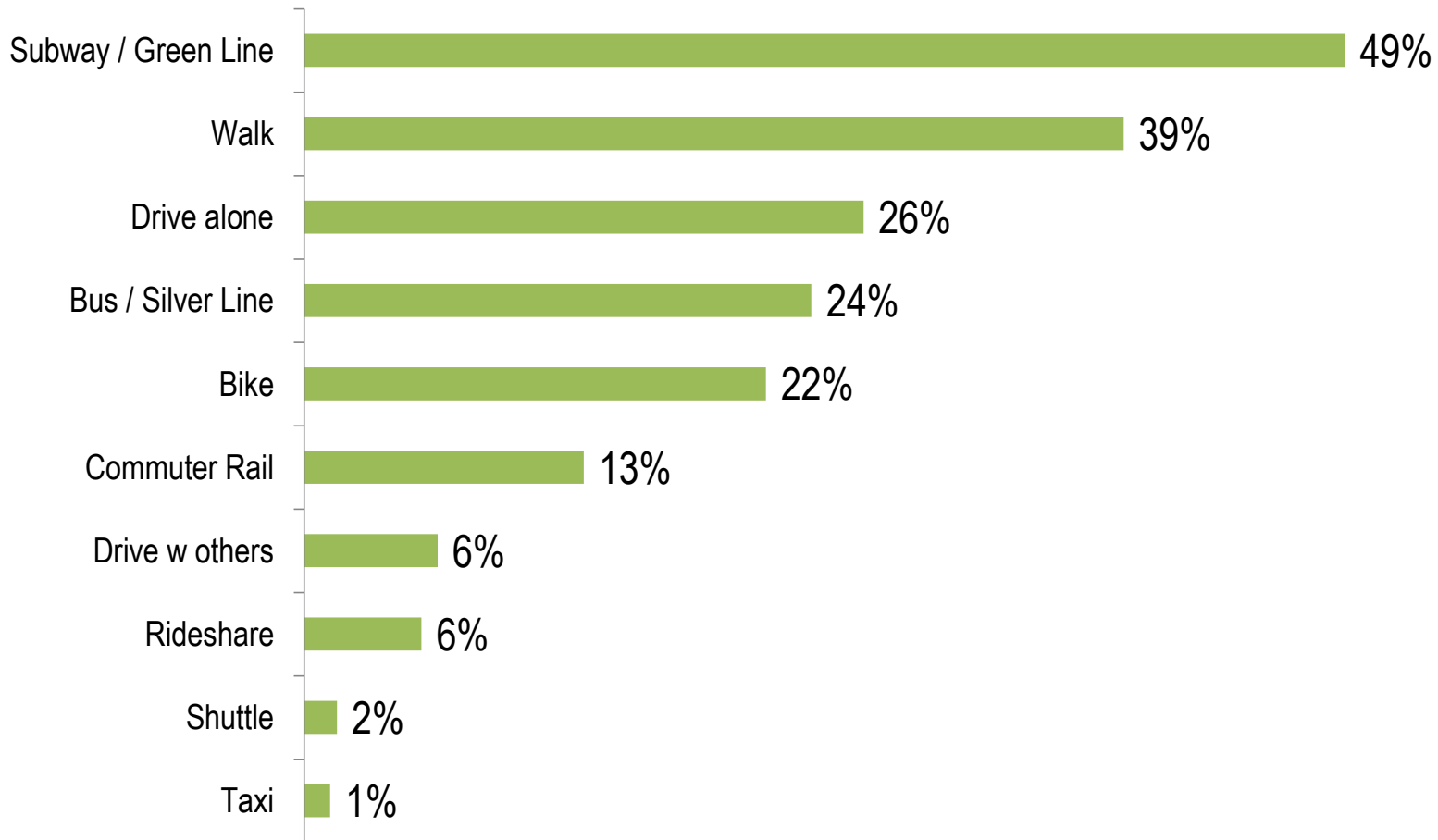
Median commute time by home and work locations



The T is key for YP's commutes

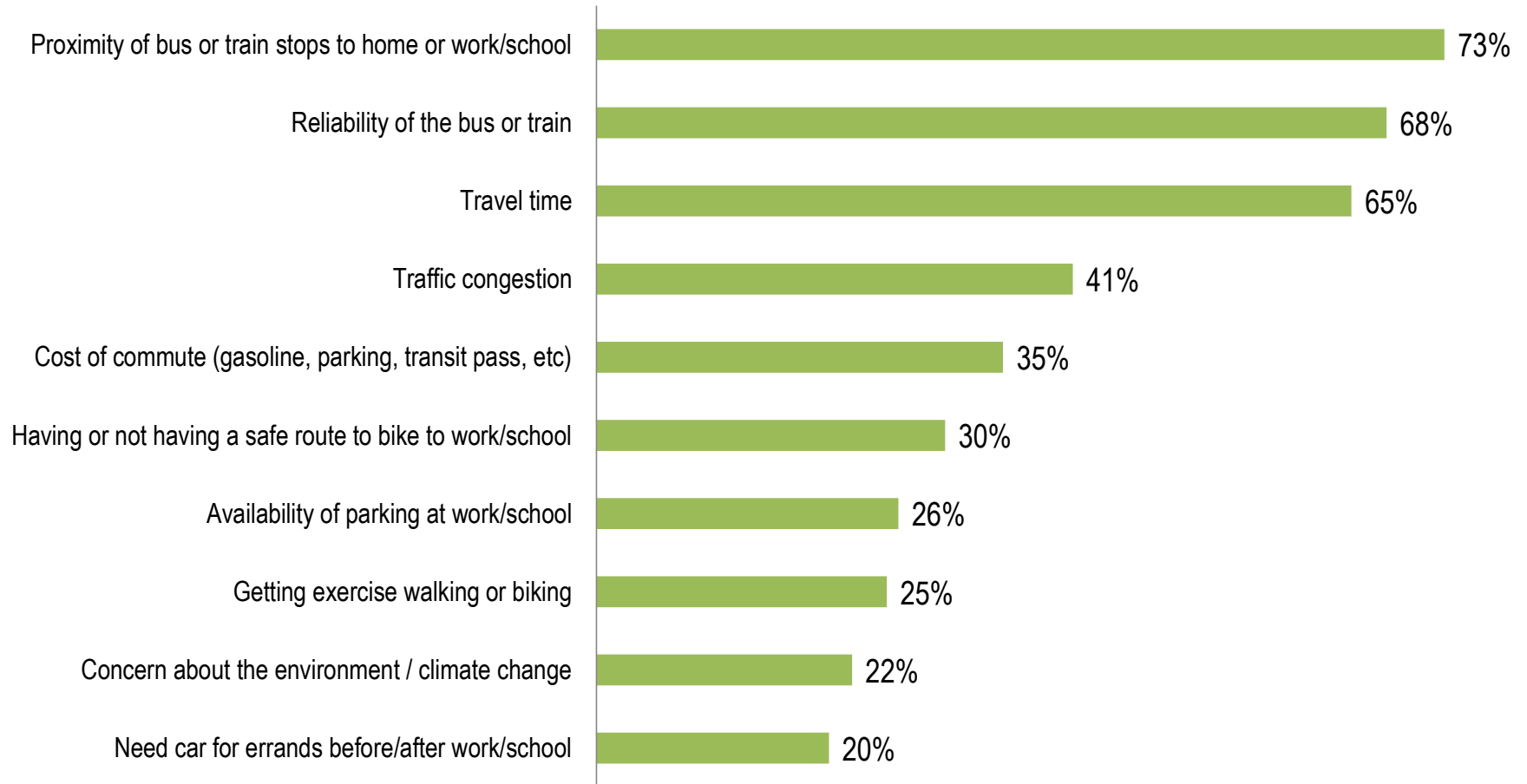
Transit, Walking, Biking all Important to Young Professionals Commutes

Q: How do you normally get to work or school? Please check all that apply.



Transit also top factor in commute decisions

% who say each factor is “very important” to their commute decisions



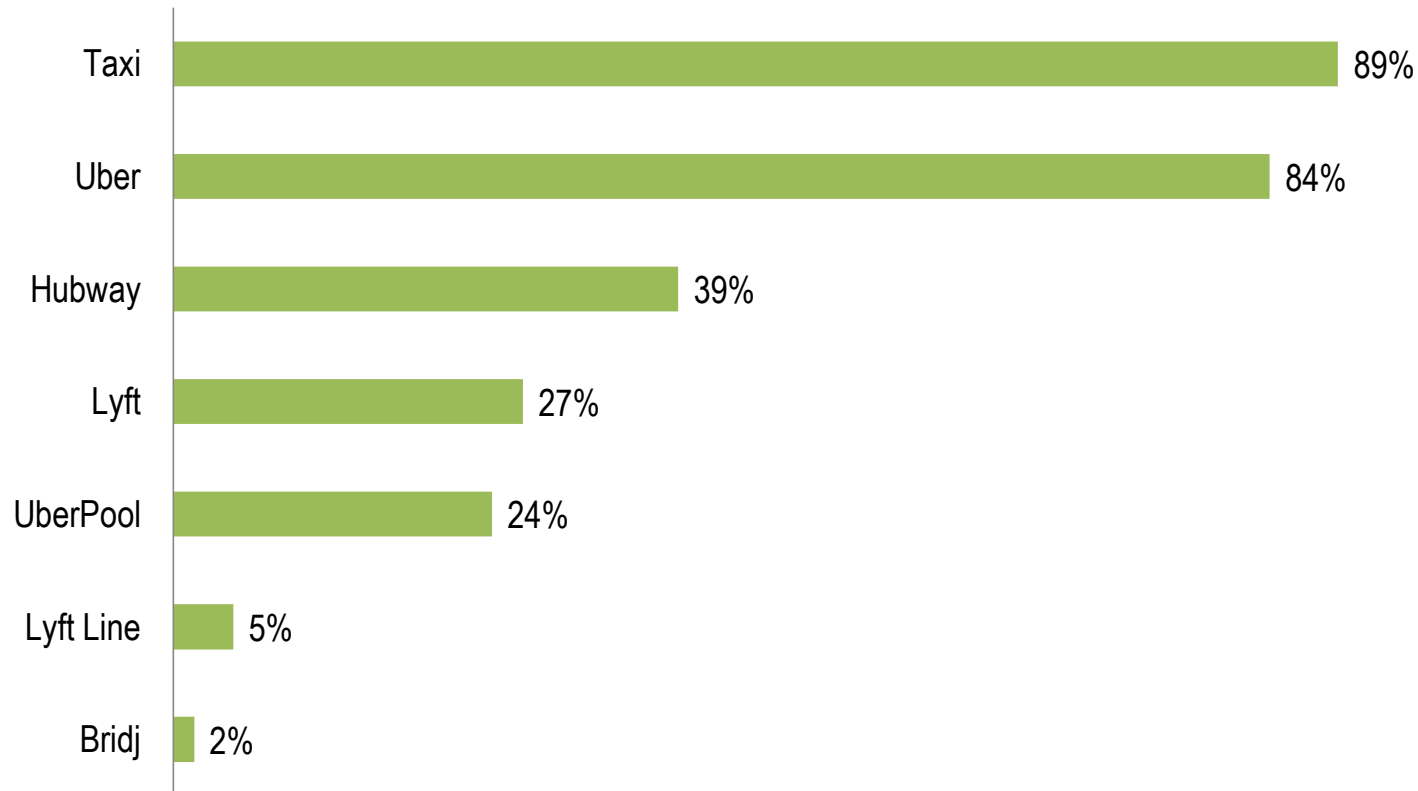


Ridesharing has taken off

- Uber far more popular than Lyft among YP's
- Strong adoption of Hubway considering how few commute by bike

Nearly as many have taken an Uber as have taken a traditional taxi.

Q: Which of the following have you used? Click all that apply.

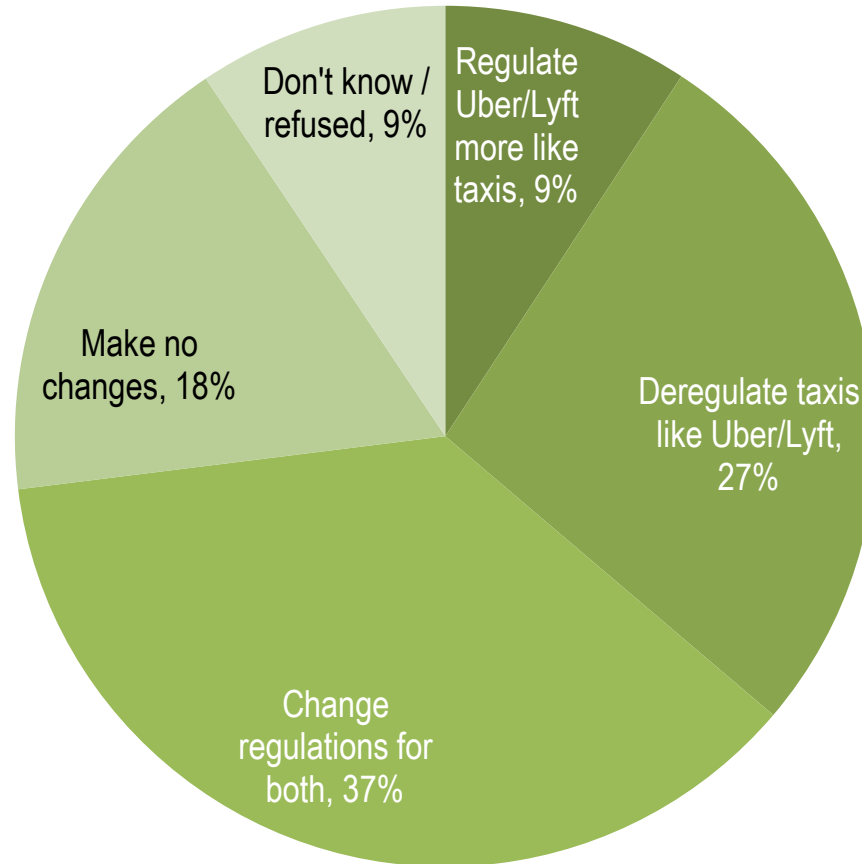




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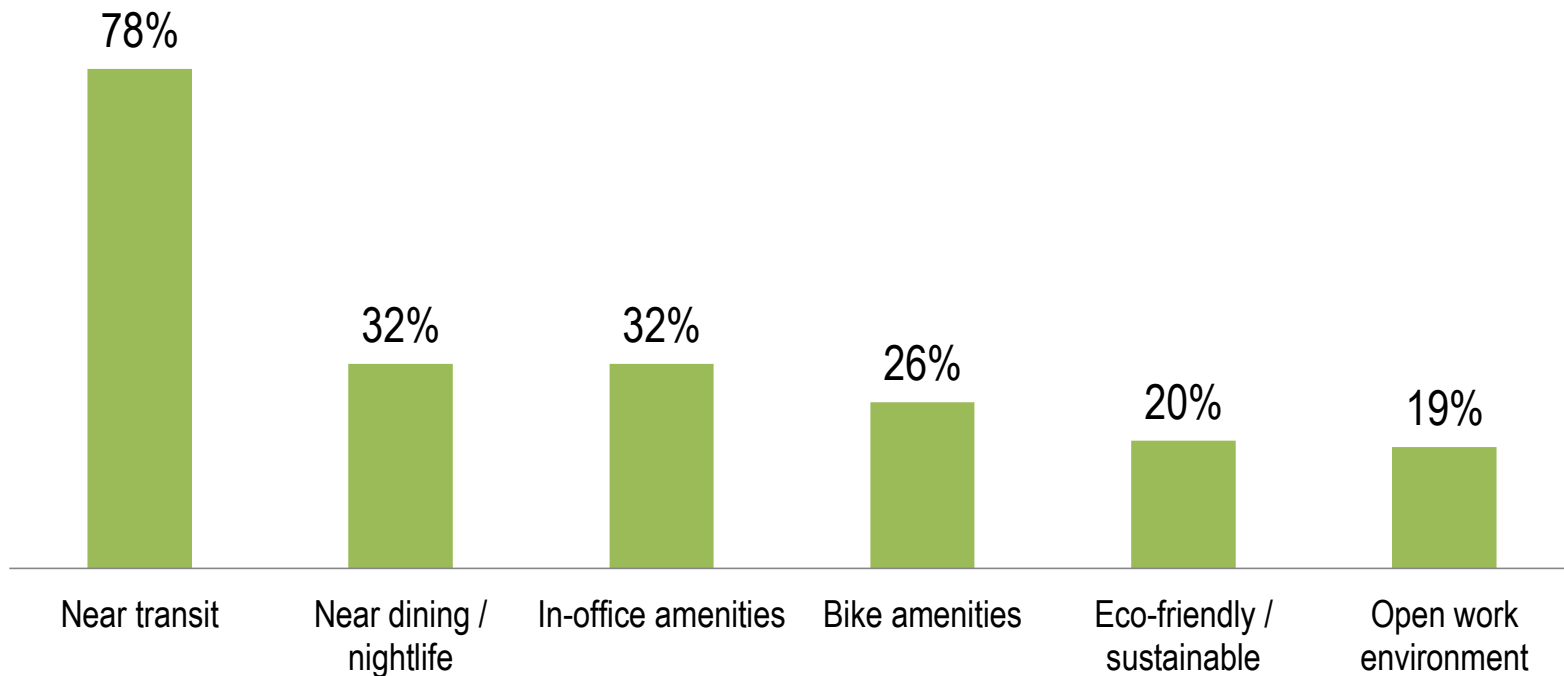




At work, transit, location are key

- Proximity to transit is far and away the top workplace feature.
- Location to restaurants, nightlife also key.
- 37% work in an open/collaborative space – but very few consider that important.

% saying each is “very important” to their satisfaction at work

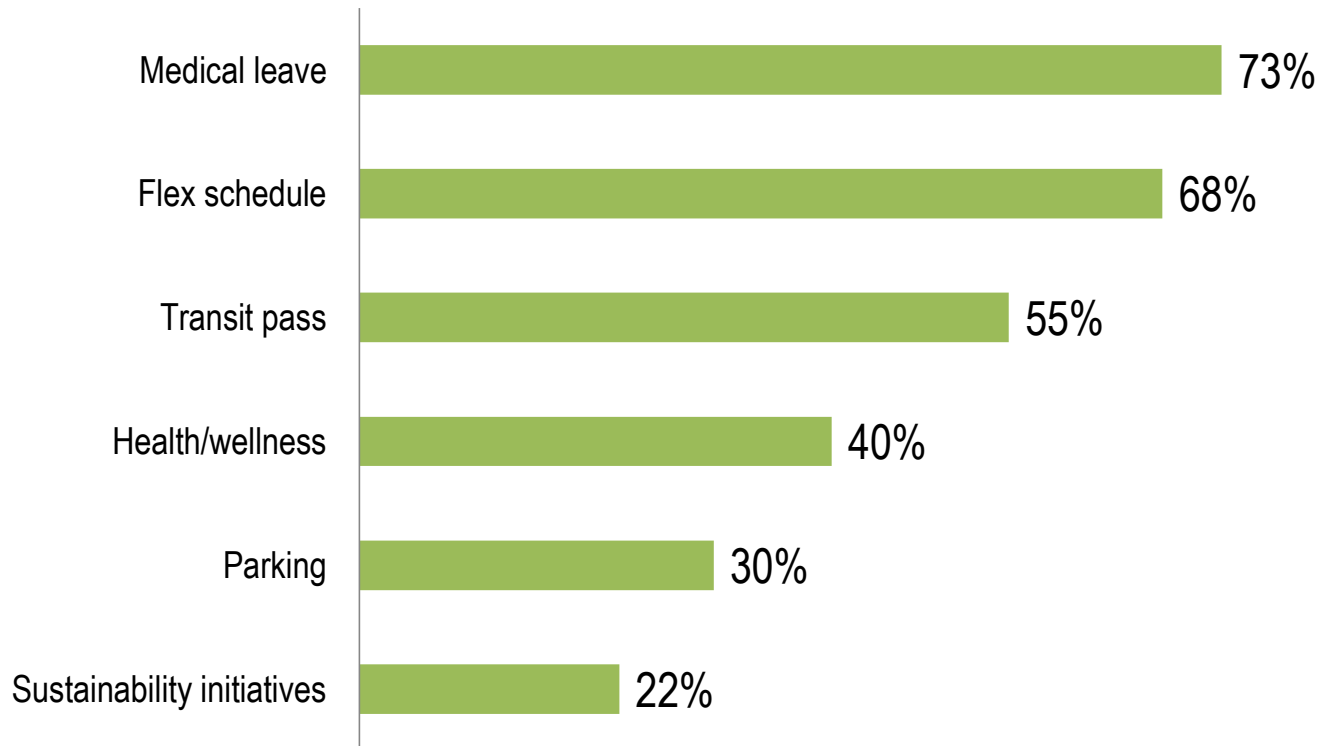




Leave, flex time top work benefits

- Slight age, gender gaps on family/medical leave
- Transit passes seen as more valuable than parking.

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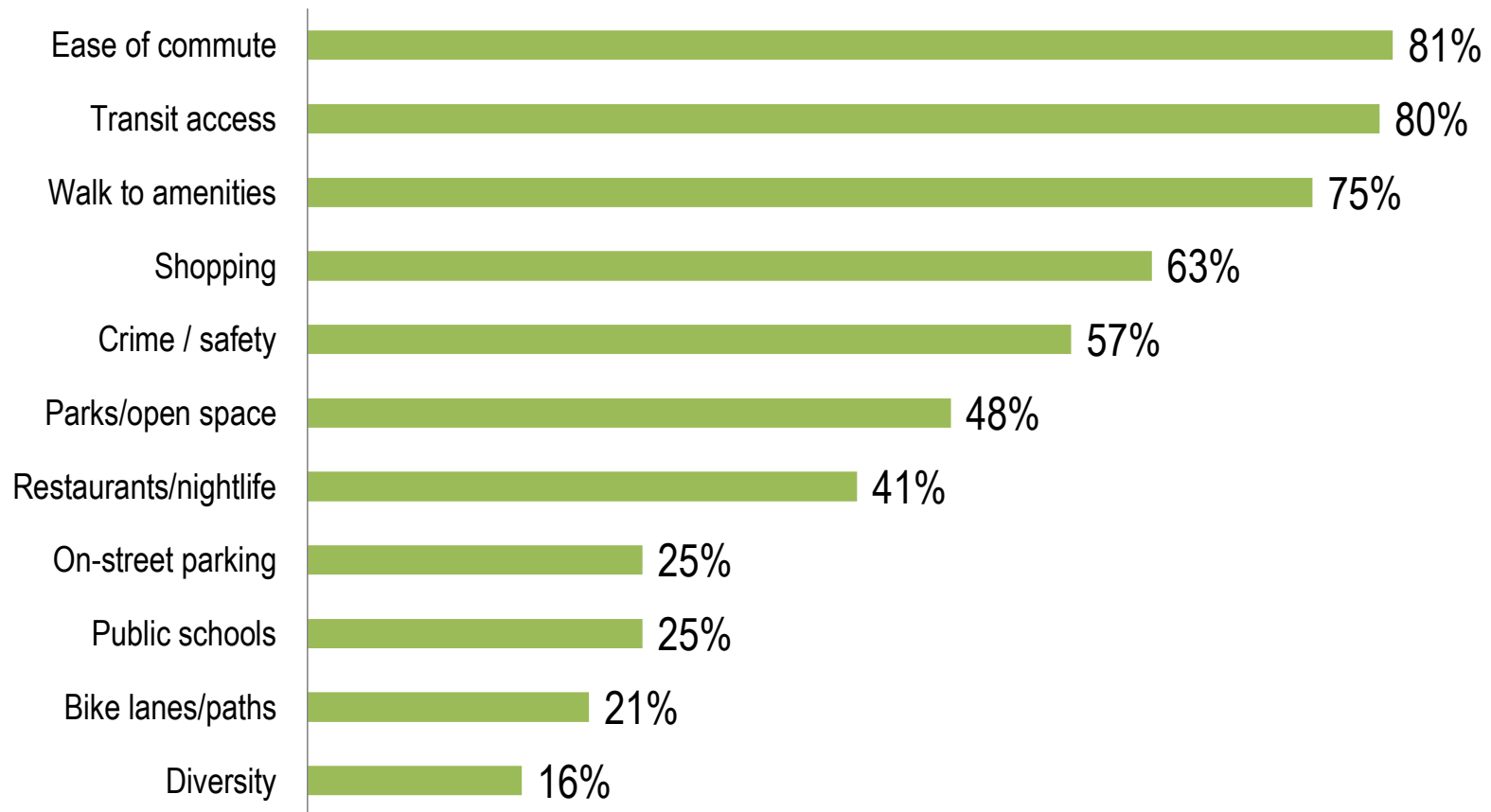




What YP's look for in a neighborhood

- Top 3 factors relate to getting around.
- Schools, safety shoot to near top of list for YP's with kids.

% saying each was "very important" when choosing neighborhood/community

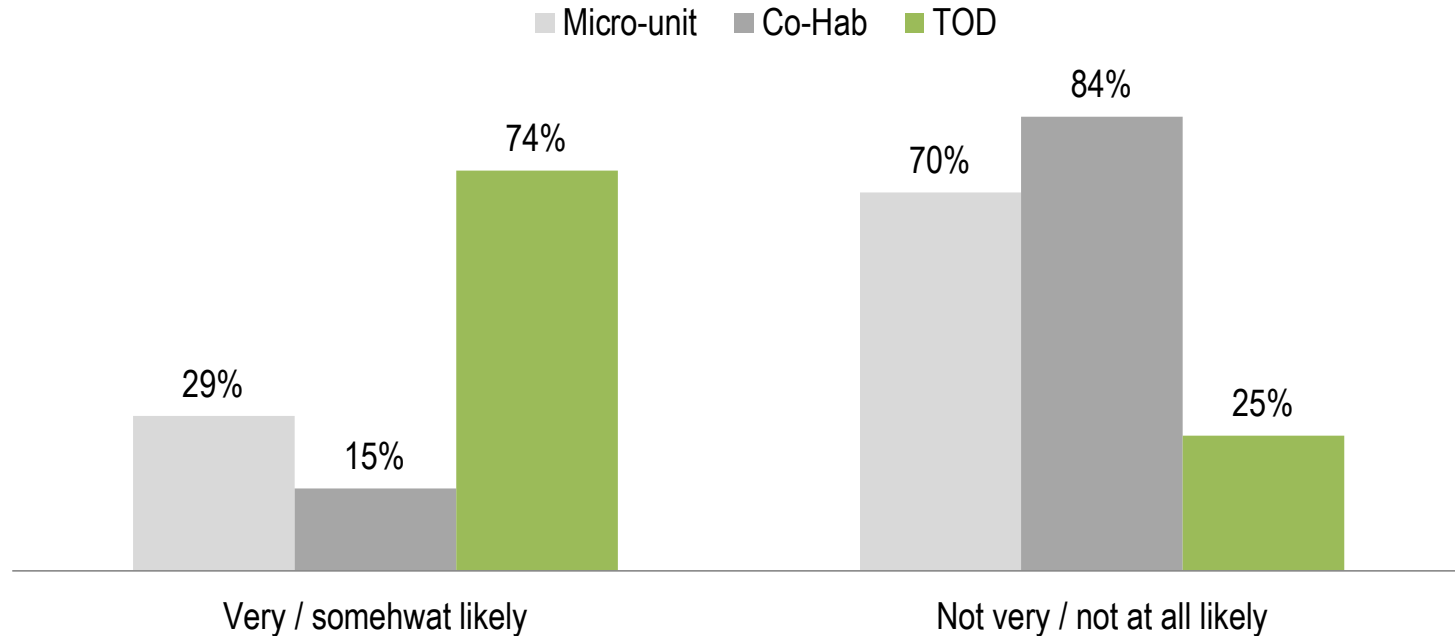




Much more open to TOD than micro-units, co-hab

- Only the youngest, lowest income and those living with roommates show much interest in either micro-units or co-housing
- TOD more popular inside Boston/Cambridge/Somerville than farther out

Q: *How likely would you be to live in a...*



Cambridge, Somerville, JP are hot

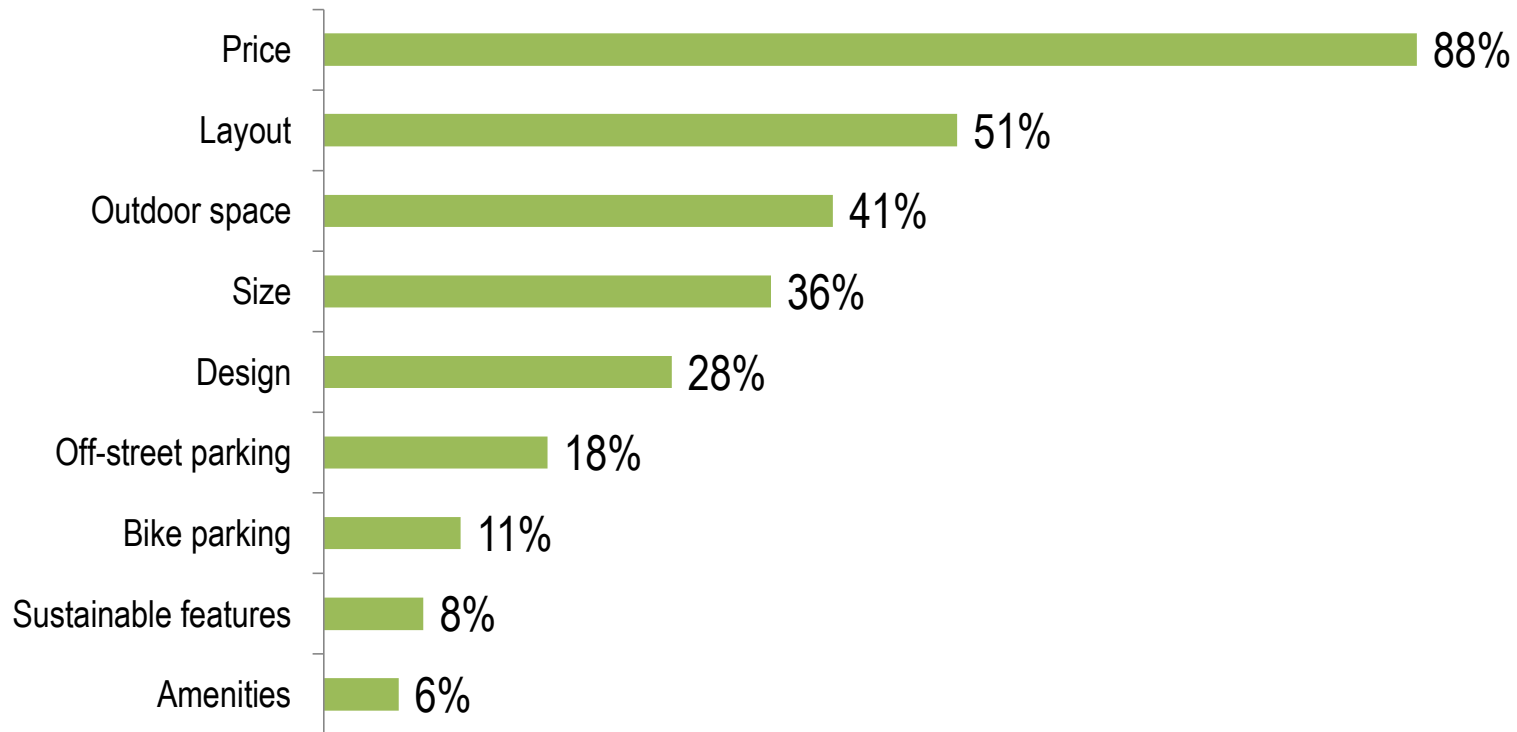
afford (4) allston (2) arlington (8) **back bay** (20) beacon hill (13)
belmont (3) beverly (2) boston (11) brighton (6) **brookline** (18)
burlington (2) **cambridge** (67) cambridgeport (6)
central square (6) charlestown (13) chelsea (2) concord (4)
davis square (6) davis (3) dedham (2) **dorchester** (17)
downtown boston (5) downtown (5) east boston (7) east cambridge (2) everett (2)
fenway (7) fort point (5) inman (2) **jamaica plain** (34)
lexington (3) lower allston (2) malden (4) medford (3) **melrose** (9) metro boston (2)
metrowest (4) milton (2) mission hill (3) natick (2) **needham** (6) neighborhood (2)
newton (9) north end (9) north shore (6) porter (2) **quincy** (10)
roslindale (6) roxbury (2) salem (4) seaport (3) **somerville** (58)
south boston (30) **south end** (33) south shore (4)
suburbs (7) sure (2) waltham (2) **watertown** (4) west cambridge (2) west end (2) west roxbury (2)
winthrop (3)

Q: If you were looking for a new place to live, in which neighborhood or community would you start looking first?

Price is top factor when choosing a home

- Factors like parking, outdoor space more important to current owners and those living in single family homes currently.

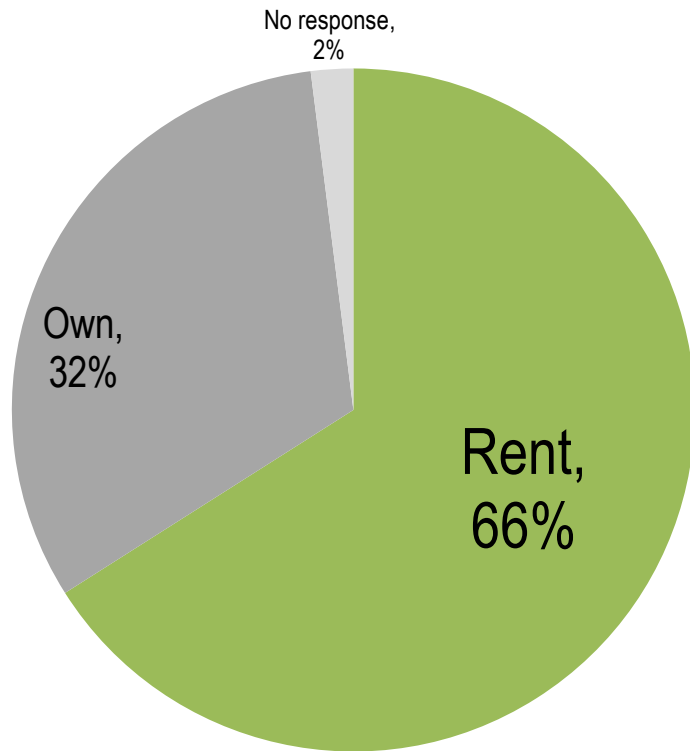
% saying each was “very important” when choosing home to buy or rent



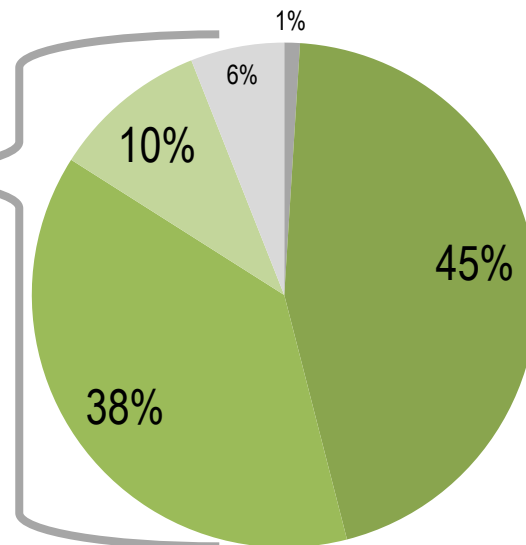


Renting versus owning

Q: Do you currently rent or own your residence?



Q: Do you plan on owning a home?



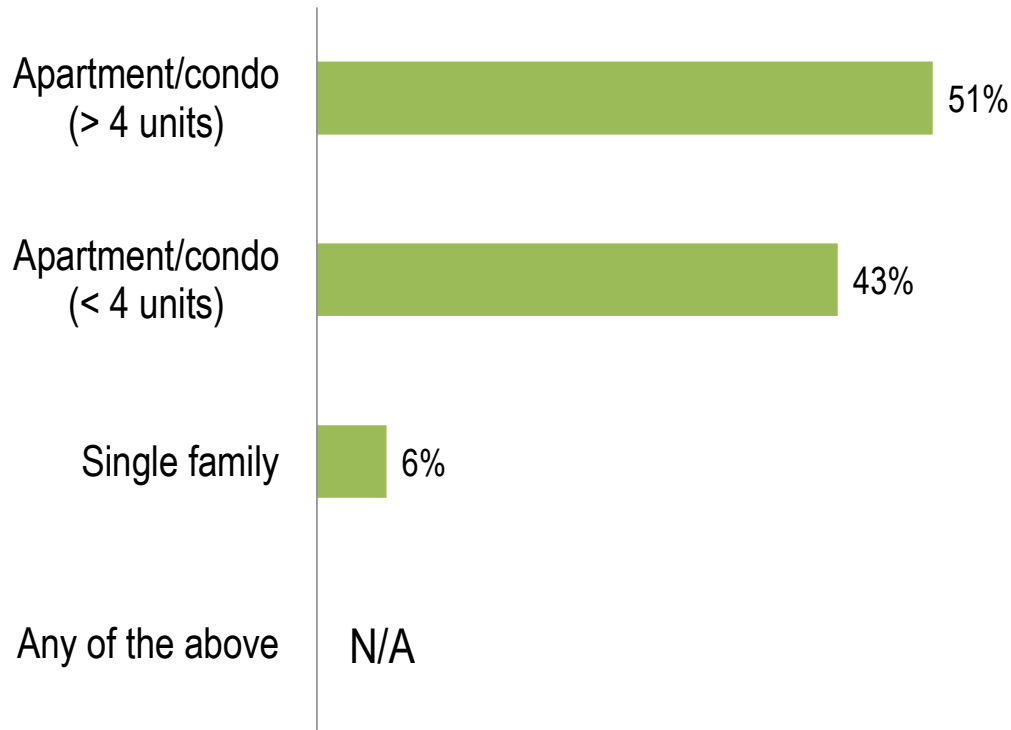
- No, never
- Yes, next 5 yrs
- Yes 5-10 years
- Yes, > 10 yrs
- Don't know / refused



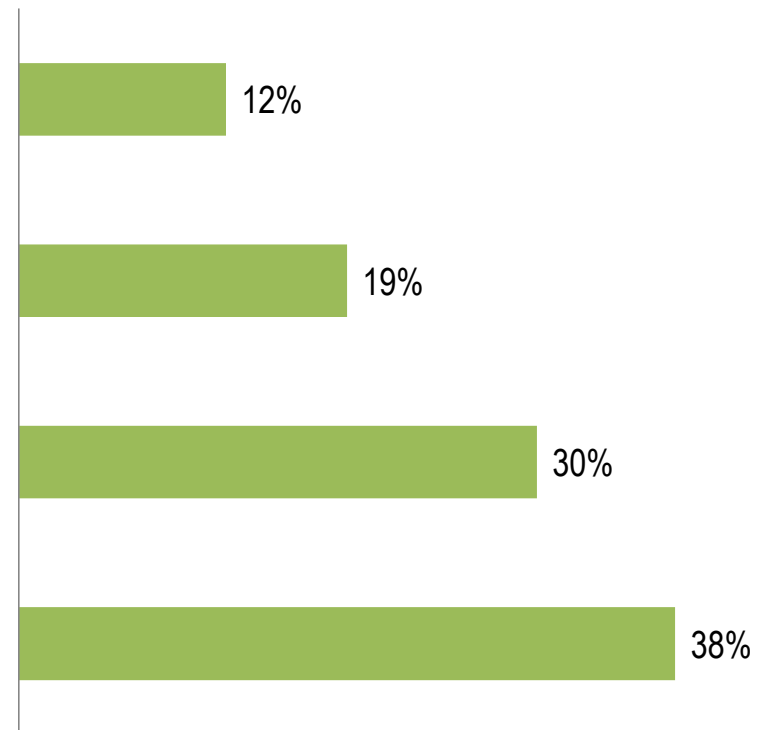
Prospective buyers aren't too picky

- Some preference for buying single family, but most just want to own *something*.
- 41% of current owners live in single-family homes

Where renters live now



What renters would like to buy



Urban dwellers, but for how long?

- Half (49%) see themselves in Greater Boston in 10 years; 31% don't know.
- One-in-three (29%) don't plan on ever moving to the suburbs.
 - Even higher in Boston Neighborhoods (41%), Cambridge/Somerville (46%).
- Three-quarters (72%) are planning or open to having kids; those not planning kids more likely to remain in city.

% ranking each their first reason for moving to suburbs

