ARE MILLENNIALS URBANISTS?

Residential Location Choices of Millennials - Evidence from Chicago Urbanized Area

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Who are the Millennials?
- Now the largest demographic cohort in the US (McDonald, 2015).
- Consist more than a third of American workforce (Zhong & Lee, 2017).

"Liberal, diverse, tolerant, narcissistic, coddled, confident, and broke."
"Digital natives"
"Aspiring urbanists"
"Leaders of the peak car and urban-revival"

Operationalizing a Rich Set of Built Environment
- **Physical Urbanism**: Compactness index from Ewing & Hamidi (2014)
- **Recreational Amenities**: Consumption amenity index from Google API
- **Neighborhood Accessibility**: Alternative mode index from Walkscore.com

Typology of the Built Environment

- **Compactness**
- **Amenity**
- **Alternative Mode Index**

Net Flow Diagrams: Suburbs are Top Choices for Married and High-Income Millennials

Discrete Choice Modeling Results

**Base Model**: Millennials are not Urbanists
- Built environment: not significant
- Housing structure and cost: significant

**Extended Model**: Marriage and High Income Bring MLs to Suburbs
1) Married Households vs Single Households (ref.)
2) Low-income Households/ High-income Households vs Medium-income (ref.)

Conclusions

Q1: Millennials are NOT urbanists in Chicago. Their location choices resemble those of Gen X.

Q2: Millennials’ location choices are driven by their economic constraints.

Q3: Millennials specifically prefer the availability of neighborhood amenities and rental apartments.