



Millennial Housing in the America

Ipsos Poll on behalf of Livability

Washington, DC, November 2, 2017

1. Do you live in...

	Total (N = 2031)
A single-family home	72%
An apartment / condo	20%
A townhouse	6%
Other	2%

2. Thinking about yourself and other adults over age 18 in your household, which of the following applies?

	Total (N = 652)
I live alone (or with children under age 18)	19%
I live with a spouse or partner	52%
I live in a shared home with friends/other adults	12%
I live in my parents' home	15%
Other	2%

3. For each of the following, please indicate which statement come closer to your own personal opinion?

	Total (N = 652)
I am satisfied with the type of housing I currently live in	74%
I would like to live in a different type of housing	26%

	Total (N = 652)
I would like a larger living space	52%
I am happy with the size of my current living space	45%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



I would like a smaller living space	3%
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	Total (N = 652)
I prefer to live on my own	58%
I prefer to live with other adults	42%

4. If you could choose the type of housing you lived in, would you:

	Total (N = 652)
Own	82%
Rent	18%

5. Of the following options, which ONE is your most preferred living situation?

	Total (N = 652)
Detached home in the suburbs	37%
Detached home in the city	27%
Detached home outside of the city and suburbs	15%
Townhouse/ Apartment/condo in the city	13%
Townhouse/ Apartment/condo in the suburbs	5%
Other	4%

6. For each statement below, please indicate how important, if at all, it is to you when you think about where you live.
Access to public transportation

	Total (N = 2031)
Very important	33%
Somewhat important	29%
Not very important	19%
Not at all important	17%
Don't know	1%
<i>Important (Net)</i>	<i>62%</i>
<i>Not Important (Net)</i>	<i>36%</i>



Space near where I live dedicated to the arts and culture

	Total (N = 2031)
Very important	22%
Somewhat important	36%
Not very important	23%
Not at all important	16%
Don't know	3%
<i>Important (Net)</i>	<i>58%</i>
<i>Not Important (Net)</i>	<i>39%</i>

Parking spaces reserved for electric vehicle charging

	Total (N = 2031)
Very important	14%
Somewhat important	18%
Not very important	25%
Not at all important	40%
Don't know	4%
<i>Important (Net)</i>	<i>32%</i>
<i>Not Important (Net)</i>	<i>65%</i>

Charging station for electric vehicles at my residence

	Total (N = 2031)
Very important	12%
Somewhat important	16%
Not very important	22%
Not at all important	46%
Don't know	4%
<i>Important (Net)</i>	<i>28%</i>
<i>Not Important (Net)</i>	<i>68%</i>

Public spaces such as parks, pools, and meeting rooms for the whole community to use

	Total (N = 2031)

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Very important	38%
Somewhat important	37%
Not very important	15%
Not at all important	9%
Don't know	2%
<i>Important (Net)</i>	<i>75%</i>
<i>Not Important (Net)</i>	<i>23%</i>

Free public Wi-Fi

	Total (N = 2031)
Very important	32%
Somewhat important	29%
Not very important	23%
Not at all important	13%
Don't know	3%
<i>Important (Net)</i>	<i>61%</i>
<i>Not Important (Net)</i>	<i>36%</i>

7. As people get older, one important decision people they make is about their housing. From the list below, please indicate if you have made any of the following changes in your housing situation because of age-related considerations.

	Total (N = 2031)
Moved into a smaller house/apartment	11%
Moved full-time to another city or state as a retirement home	6%
Moved into a house with a different layout (e.g. bedroom on the first floor)	6%
Moved part of the year to another city or state (e.g. snowbird)	5%
Moved in with children/family members	4%
Moved to a 55+/retirement community	3%
Moved to an assisted living facility	2%
None of these; have not moved for any age-related reason	77%



8. And living in your current home, have you made any age-related modifications to your home? These might include things like adding a ramp, or handrails/grab bars, and similar modifications designed to make your home more livable as you have become older.

	Total (N = 1595)
Yes, have made age-related modifications	8%
No, have not made any age-related modifications	92%

9. And do you plan to live in this home...

	Total (N = 2031)
As long as you can, the way it currently is	60%
As long as you can, but make age-related modifications as you get older	14%
For now, but plan to move out to a house that is a better fit for an older lifestyle	26%

10. Does your current home have any of the following features, designed to make things easier for an older person to live there?

Doorways and hallways with at least a 32" wide opening (to accommodate a wheel chair or mobility device)

	Total (N = 2031)
Yes, it does	54%
No, it does not	46%

An entrance to the home without steps

	Total (N = 2031)
Yes, it does	42%
No, it does not	58%

A room that can be used as a bedroom on the first floor

	Total (N = 2031)
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Yes, it does	72%
No, it does not	28%

A shower stall (as opposed to just bath tubs)

	Total (N = 2031)
Yes, it does	58%
No, it does not	42%

Lever door handles (as opposed to doorknobs)

	Total (N = 2031)
Yes, it does	35%
No, it does not	65%

An open floor plan that allows easy access between rooms

	Total (N = 2031)
Yes, it does	67%
No, it does not	33%

11. What one room in your home would you most like to remodel to make it more livable?

	Total (N = 2031)
Kitchen	23%
Bathroom	19%
TV/Family room	17%
Basement	8%
Dining Room	4%
Master bedroom	9%
Other bedroom	6%
Other	14%

12. Which if any, of the below would make your life at home easier?

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	Total (N = 2031)
Energy saving solutions (e.g. motion sensing lights, LED light bulbs, etc.)	36%
Organization solutions (e.g. closet organizer systems)	32%
Space saving solutions (e.g. under-bed storage)	28%
Home security solutions (e.g. remote/smart alerts, door locking, cameras, etc.)	27%
Automated cleaning solutions (e.g. floor vacuuming robots, shower cleaners, etc.)	27%
Smart Home Appliances (e.g. Wi-Fi controlled, smart refrigerators, integrated TVs, garage doors etc.)	25%
Multi-functional furniture (e.g. an ottoman or footrest that can also be used as storage)	24%
Integrated home audio/theater system	14%
Digital Assistant/Smart home hubs (e.g. Amazon Echo, Google Home, Alexa, Apple TV/Siri, etc.)	14%
Other	2%
Nothing	18%
Don't know	9%

13. And if you could choose only one of the below, which would MOST make your life at home easier?

	Total (N = 1496)
Automated cleaning solutions (e.g. floor vacuuming robots, shower cleaners, etc.)	17%
Energy saving solutions (e.g. motion sensing lights, LED light bulbs, etc.)	15%
Organization solutions (e.g. closet organizer systems)	15%
Home security solutions (e.g. remote/smart alerts, door locking, cameras, etc.)	12%
Smart Home Appliances (e.g. Wi-Fi controlled, smart refrigerators, integrated TVs, garage doors etc.)	11%
Space saving solutions (e.g. under-bed storage)	8%
Multi-functional furniture (e.g. an ottoman or footrest that can also be used as storage)	7%
Integrated home audio/theater system	4%
Digital Assistant/Smart home hubs (e.g. Amazon Echo, Google Home, Alexa, Apple TV/Siri, etc.)	4%
Other	3%
Don't know	5%

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14. Imagine that a large development was being built near your current home. This new development will have different purposes, including apartments or condos for purchase or rent, along with a restaurant and gym. Based on this brief description, how strongly do you favor or oppose the development being built near your home?

	Total (N = 1499)
Strongly favor	20%
Somewhat favor	23%
Neutral – no opinion	34%
Somewhat oppose	9%
Strongly oppose	10%
Don't know	4%
<i>Favor (Net)</i>	<i>42%</i>
<i>Oppose (Net)</i>	<i>20%</i>

15. Now imagine that the company developing this new building have reached out to you with an offer in exchange for your support for the development. Please indicate the extent to which each of the following offers would impact your likelihood of supporting the new development in your area?

Sample A

A small park near the development and your home

	Total (N = 503)
5 – Extremely likely to support development	18%
4	24%
3	28%
2	14%
1 – Not at all likely to support development	17%

A 1-year cut in your property tax

	Total (N = 503)
5 – Extremely likely to support development	26%
4	26%
3	23%
2	8%
1 – Not at all likely to support development	18%



A 1-year membership to the development's gym

	Total (N = 503)
5 – Extremely likely to support development	15%
4	19%
3	25%
2	15%
1 – Not at all likely to support development	26%

A 15% discount to the new restaurant

	Total (N = 503)
5 – Extremely likely to support development	14%
4	18%
3	30%
2	13%
1 – Not at all likely to support development	25%

A \$200 Amazon.com gift card

	Total (N = 503)
5 – Extremely likely to support development	24%
4	22%
3	23%
2	9%
1 – Not at all likely to support development	21%

Sample B

A good-size park near the development and your home

	Total (N = 482)
5 – Extremely likely to support development	21%
4	26%
3	27%
2	14%

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1 – Not at all likely to support development	13%
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A 2-year cut in your property tax

	Total (N = 482)
5 – Extremely likely to support development	26%
4	26%
3	26%
2	12%
1 – Not at all likely to support development	10%

A 2-year membership to the development's gym

	Total (N = 482)
5 – Extremely likely to support development	20%
4	21%
3	21%
2	12%
1 – Not at all likely to support development	25%

A 25% discount to the new restaurant

	Total (N = 482)
5 – Extremely likely to support development	14%
4	16%
3	30%
2	16%
1 – Not at all likely to support development	24%

A \$500 Amazon.com gift card

	Total (N = 482)
5 – Extremely likely to support development	26%
4	24%
3	21%

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2	12%
1 – Not at all likely to support development	17%

Sample C

A large park near the development and your home

	Total (N = 514)
5 – Extremely likely to support development	19%
4	27%
3	30%
2	10%
1 – Not at all likely to support development	14%

A 5-year cut in your property tax

	Total (N = 514)
5 – Extremely likely to support development	30%
4	23%
3	25%
2	8%
1 – Not at all likely to support development	13%

A 5-year membership to the development's gym

	Total (N = 514)
5 – Extremely likely to support development	22%
4	17%
3	23%
2	14%
1 – Not at all likely to support development	25%

A 35% discount to the new restaurant

	Total (N = 514)
5 – Extremely likely to support development	18%



4	20%
3	25%
2	17%
1 – Not at all likely to support development	20%

A \$1,000 Amazon.com gift card

	Total (N = 514)
5 – Extremely likely to support development	35%
4	23%
3	19%
2	10%
1 – Not at all likely to support development	13%

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About the Study

These are findings from an Ipsos poll conducted on behalf of Livability August 16-18, 2017. For the US survey, a sample of roughly 2,031 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the US poll has a credibility interval of plus or minus 2.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=2,031$, $DEFF=1.5$, adjusted Confidence Interval=4).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

Chris Jackson
Vice President, U.S.
Ipsos Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Julia Clark
Senior Vice President, U.S.
Ipsos Public Affairs
+1 312 526-4919
julia.clark@ipsos.com

Clifford Young
President, U.S.
Ipsos Public Affairs
+1 202 420-2016
clifford.young@ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



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Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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The company is part of the SBF 120 and the Mid-60 index
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www.ipsos.com

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