

Housing

- The homeownership rate fell between 2004 and 2008, but it declined the least among householders aged 25 to 29 (Millennials were aged 15 to 31 in 2008).
- Less than half of Millennials have made the transition from renting to home owning. Only one-third of householders under age 30 were homeowners in 2008. Among householders under age 25, just 24 percent were homeowners.
- Most (57 percent) of householders under age 25 live in apartment buildings, as do 42 percent of householders aged 25 to 29.
- Because of their age, many Millennial couples are still renters rather than homeowners. This means they avoided the high prices of the housing bubble. Consequently, Millennials may enjoy lower housing costs throughout their lives.
- Young adults are far more likely than their elders to move from one home to another. Only 7 percent of people aged 35 or older moved between 2007 and 2008, but among people aged 20 to 29, the percentage was a much higher 25 to 27 percent.

Homeownership Rate Has Declined

Since 2004, the rate has fallen the least among 25-to-29-year-olds.

The homeownership rate in the United States reached a peak of 69.0 percent in 2004. Since then, the rate has fallen by 1.2 percentage points, to 67.8 percent in 2008, as the housing market collapsed. Householders aged 25 to 29 experienced the smallest decline in homeownership, their rate falling by just 0.2 percentage points to 40.0 percent during those years. Householders under age 25 saw their rate decline by a larger 1.6 percentage points, dropping to 23.6 percent.

In 2008, the overall homeownership rate was 0.4 percentage points greater than in 2000. But for householders under age 30 (Millennials were aged 14 to 31 in 2008), homeownership was 1.9 percentage points higher in 2008 than in 2000. Every other age group lost ground during those years.

■ If the housing market stabilizes, the homeownership rate of Millennials should increase as they grow older.

After peaking in 2004, homeownership rate is down

(homeownership rate for householders under age 30, by age, 2004 and 2008)

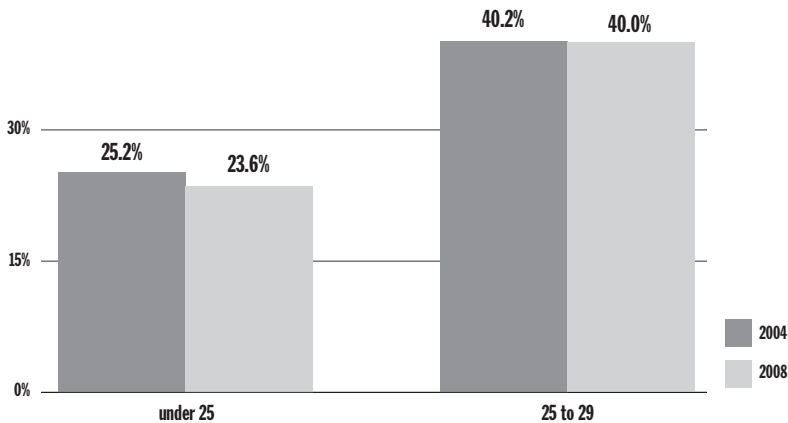


Table 4.1 Homeownership by Age of Householder, 2000 to 2008

(percentage of householders who own their home by age of householder, 2000 to 2008; percentage point change, 2004–08, and 2000–08)

	2008	2004	2000	percentage point change	
				2004–08	2000–08
Total households	67.8%	69.0%	67.4%	-1.2	0.4
Under age 25	23.6	25.2	21.7	-1.6	1.9
Aged 25 to 29	40.0	40.2	38.1	-0.2	1.9
Aged 30 to 34	53.5	57.4	54.6	-3.9	-1.1
Aged 35 to 39	64.6	66.2	65.0	-1.6	-0.4
Aged 40 to 44	69.4	71.9	70.6	-2.5	-1.2
Aged 45 to 54	75.0	77.2	76.5	-2.2	-1.5
Aged 55 to 64	80.1	81.7	80.3	-1.6	-0.2
Aged 65 or older	80.1	81.1	80.4	-1.0	-0.3

Source: Bureau of the Census, Housing Vacancies and Homeownership Survey, Internet site <http://www.census.gov/hhes/www/housing/hvs/annual08/ann08ind.html>; calculations by New Strategist

Millennials Are the Second-Largest Generation

They have reinvigorated the youth market.

The Millennial generation numbers nearly 76 million, a figure that includes everyone born between 1977 and 1994 (aged 14 to 31 in 2008). Millennials account for just under 25 percent of the total population, making them the second-largest generation. Boomers, the parents of many Millennials, are in first place. They numbered just over 76 million in 2008 and accounted for slightly more than 25 percent of the population.

Between 2000 and 2008, Millennials entirely filled the 20-to-29 age group. During those years, the number of 20-to-29-year-olds grew 10 to 11 percent, faster than the 8 percent gain for the overall population as Millennials replaced the small Generation X in the age group. Between 2008 and 2025, Millennials will enter their thirties and forties. The generation will increase in size to almost 83 million because of immigration. In 2025, Millennials will outnumber Boomers by 17 million. By then, they may be outnumbered by the generation that follows them—the iGeneration. The oldest members of the iGeneration were born in 1995. By 2025, the iGeneration and younger Americans will account for 40 percent of the population.

■ Millennials have brought renewed attention to the youth market not only because of their numbers, but also because their Boomer parents demanded it.

Millennials are almost as big a generation as Boomers

(percent distribution of the population by generation, 2008)

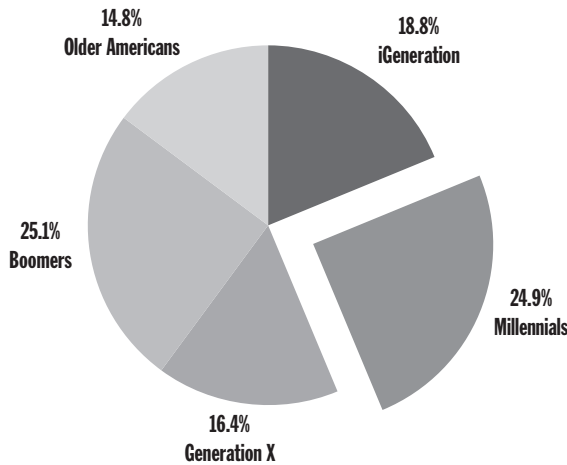


Table 8.1 Population by Age and Generation, 2008*(number and percent distribution of people by age and generation, 2008; numbers in thousands)*

	number	percent distribution
Total people	304,060	100.0%
Under age 5	21,006	6.9
Aged 5 to 9	20,065	6.6
Aged 10 to 14	20,055	6.6
Aged 15 to 29	63,907	21.0
Aged 15 to 19	21,514	7.1
Aged 20 to 24	21,059	6.9
Aged 25 to 29	21,334	7.0
Aged 30 to 34	19,598	6.4
Aged 35 to 39	20,994	6.9
Aged 40 to 44	21,507	7.1
Aged 45 to 49	22,880	7.5
Aged 50 to 54	21,492	7.1
Aged 55 to 59	18,583	6.1
Aged 60 to 64	15,103	5.0
Aged 65 to 69	11,349	3.7
Aged 70 to 74	8,774	2.9
Aged 75 to 79	7,275	2.4
Aged 80 to 84	5,750	1.9
Aged 85 or older	5,722	1.9
Total people	304,060	100.0
iGeneration (under age 14)	57,115	18.8
Millennial (aged 14 to 31)	75,757	24.9
Generation X (aged 32 to 43)	49,958	16.4
Baby Boom (aged 44 to 62)	76,319	25.1
Older Americans (aged 63 or older)	44,911	14.8

Source: Bureau of the Census, Population Estimates, Internet site <http://www.census.gov/popest/national/asrh/NC-EST2008-sa.html>; calculations by New Strategist

The Majority of 11th and 12th Graders Have Had Sex

Most sexually active teens use birth control.

Among boys, the 57 percent majority of 11th graders have had sexual intercourse. The figure rises to 63 percent among boys in 12th grade. The statistics are similar for girls—54 percent of 11th graders and 66 percent of 12th graders have had sexual intercourse. A smaller share of teens is currently sexually active—meaning they have had sexual intercourse in the past three months.

Among sexually active teens, most used birth control the last time they had sex. Among sexually active boys, 69 percent say they used a condom and 13 percent say their partner was on the pill. Among sexually active girls, 55 percent say their partner used a condom and 19 percent say they were taking the pill.

■ When teenagers are sexually active, the prevention of pregnancy and sexually transmitted diseases is of prime concern to parents and schools.

Girls and boys are almost equally sexually active

(percent of 9th to 12th graders who have had sexual intercourse, by sex, 2007)

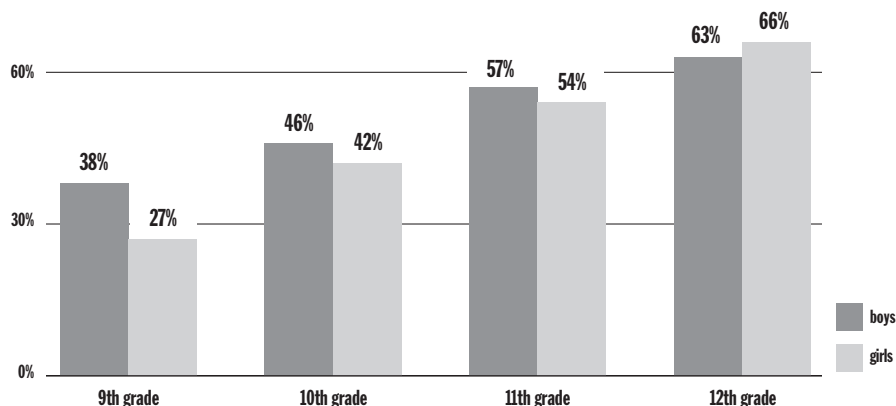


Table 13.6 Sexual Behavior of 9th to 12th Graders by Sex, 2007*(percent of 9th to 12th graders engaging in selected sexual activities, by sex and grade, 2007)*

	total	9th grade	10th grade	11th grade	12th grade
BOYS					
Ever had sexual intercourse	49.8%	38.1%	45.6%	57.3%	62.8%
Currently sexually active*	34.3	22.2	29.4	42.0	48.3
First sexual intercourse before age 13	10.1	13.5	9.1	9.9	6.7
Four or more sex partners during lifetime	17.9	11.9	16.7	20.6	24.7
Condom use during last sexual intercourse	68.5	75.8	73.2	69.3	59.6
Birth control pill use before last sexual intercourse	13.1	8.3	9.5	11.0	20.8
GIRLS					
Ever had sexual intercourse	45.9	27.4	41.9	53.6	66.2
Currently sexually active*	35.6	18.0	31.8	41.5	56.7
First sexual intercourse before age 13	4.0	4.9	4.7	3.4	2.4
Four or more sex partners during lifetime	11.8	5.5	10.2	13.1	20.1
Condom use during last sexual intercourse	54.9	61.0	59.5	55.1	49.9
Birth control pill use before last sexual intercourse	18.7	9.2	13.7	18.9	25.6

* Sexual intercourse during the three months preceding the survey.

Source: Centers for Disease Control and Prevention, *Youth Risk Behavior Surveillance—United States, 2007, Mortality and Morbidity Weekly Report, Vol. 57/SS-4, June 6, 2008, Internet site <http://www.cdc.gov/HealthyYouth/yrbs/index.htm>*

Among Mothers, Time Use Varies Sharply by Employment Status

For fathers, time use varies depending on the employment status of their wives.

Most, but not all, of today’s young children have working mothers. Among those mothers, there are substantial differences in time use depending on their employment status. Mothers who are employed full-time spend less time sleeping, doing housework, and shopping than mothers who do not work. Employed mothers also spend less time caring for children than mothers who are not employed, in part because they are more likely to have older children who require less care.

Among couples, fathers with wives who work full-time spend more time in household activities each day (1.39 hours) than fathers whose wives are not employed (1.05 hours). But they spend less time caring for household children —0.79 hours per day for fathers with employed wives versus 0.83 hours per day for fathers whose wives are not employed. Behind this difference is the fact that fathers with wives who do not work are more likely to have younger children at home who require more care.

■ Among dual-income couples with children, mothers have less leisure time than fathers.

Working mothers have less leisure time

(average number of hours per day of leisure time for married couples with children under age 18 in which both spouses work full-time, by sex, 2003–06)

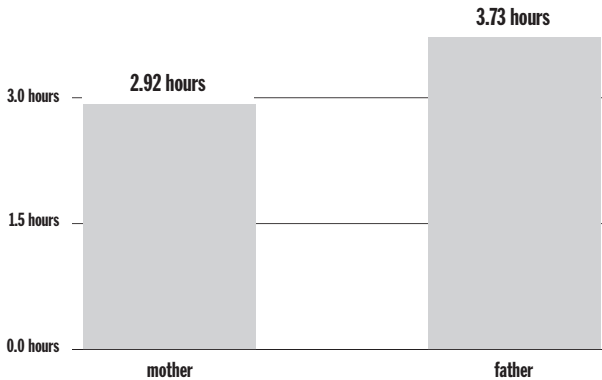


Table 20.1 Time Use of Married Mothers with Children under Age 18 by Employment Status, 2003–06

(average hours per day married mothers with own children under age 18 spend in primary activities, percent participating in primary activities, and index of not employed mothers to mothers employed full-time, by employment status, 2003–06)

	average hours			percent participating		
	employed full-time	not employed	index, not employed to employed full-time	employed full-time	not employed	index, not employed to employed full-time
Married mothers with children under age 18						
TOTAL, ALL ACTIVITIES	24.00	24.00	100	100.0%	100.0%	100
Personal care activities	9.00	9.42	105	100.0	100.0	100
Sleeping	8.18	8.77	107	99.9	100.0	100
Household activities	2.05	3.64	178	88.6	95.8	108
Housework	0.89	1.69	190	55.5	77.4	139
Food preparation and cleanup	0.78	1.44	185	73.9	88.6	120
Lawn and garden care	0.10	0.14	140	6.4	9.8	153
Purchasing goods and services	0.60	0.82	137	53.1	57.5	108
Grocery shopping	0.14	0.23	164	19.1	26.3	138
Consumer goods purchases, except grocery shopping	0.37	0.47	127	38.9	39.4	101
Caring for and helping household members	1.22	2.48	203	72.1	86.0	119
Caring for and helping household children	1.19	2.45	206	70.7	85.0	120
Physical care	0.52	1.07	206	50.6	72.3	143
Education-related activities	0.10	0.23	230	11.0	20.0	182
Reading to/with children	0.04	0.09	225	9.0	15.3	170
Playing/doing hobbies with children	0.19	0.52	274	14.1	27.9	198
Working and work-related activities	5.18	0.10	2	69.1	3.3	5
Working	5.14	0.02	0	68.7	0.8	1
Leisure and sports	2.93	4.19	143	93.1	96.4	104
Socializing and communicating	0.66	0.92	139	41.1	48.5	118
Watching television	1.46	2.22	152	71.4	80.0	112
Participating in sports, exercise, and recreation	0.16	0.23	144	13.3	16.2	122
Travel	1.39	1.17	84	94.5	85.0	90
Travel related to caring for and helping household children	0.23	0.28	122	39.6	41.9	106
Other activities	1.63	2.19	134	97.6	98.2	101

Note: Primary activities are those respondents identified as their main activity. Other activities done simultaneously are not included. The index is calculated by dividing time use or participation rate of mothers who are not employed by time use or participation rate of mothers who are employed and multiplying by 100.

Source: Bureau of Labor Statistics, Married Parents' Use of Time, 2003–06 American Time Use Survey, Internet site <http://www.bls.gov/news.release/atus2.toc.htm>; calculations by New Strategist