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Youth Movement: Accelerating America's Urban Renaissance

Joe Cortright

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The Exodus that never happened

The greatest urban myth of the Covid-19 pandemic is that fear of density has triggered an exodus from cities. The latest data show an increase in interest in dense urban locations. At City Ob... →

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Youth Movement

Youth Movement:

Accelerating America's Urban Renaissance

Joe Cortright

June 2020

The movement of talented young adults to dense urban neighborhoods isn't waning, it is widespread and accelerating, and it...

[Joe Cortright](#) | 14.6.2020

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What Matters to the Success of Cities

Economic Opportunity

A key measure of economic success has to be whether we provide widely

Development Strategies

What are the policies and practices cities can follow to improve their

Talent & Prosperity

Talent drives city success: The biggest single factor explaining urban

Synopsis

25 to 34 year olds with a four year degree — are concentrating in the close-in neighborhoods of large metropolitan areas:

- Growing: Up 32% since 2010, to 1.3 million
- Widespread: Increasing in every large metro area
- Increasing urban preference: 3.5x as likely as other metro residents to live close-in
- No sign the pandemic is undercutting this momentum

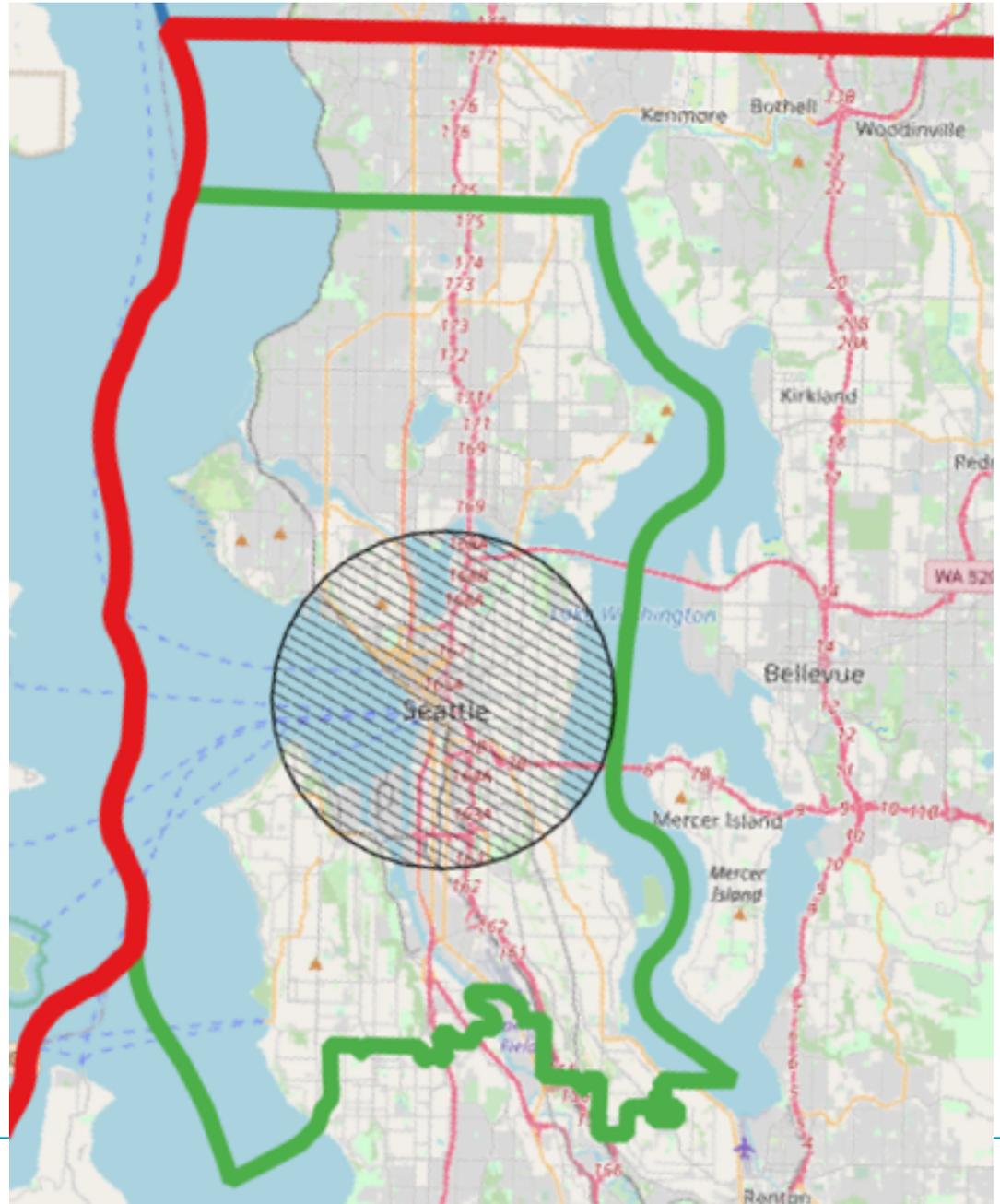
Who are the young & restless?

- **25 to 34 years old**
- **BA or higher degree**
- **Most likely to move across state lines**
- **H.R.'s dream demographic**

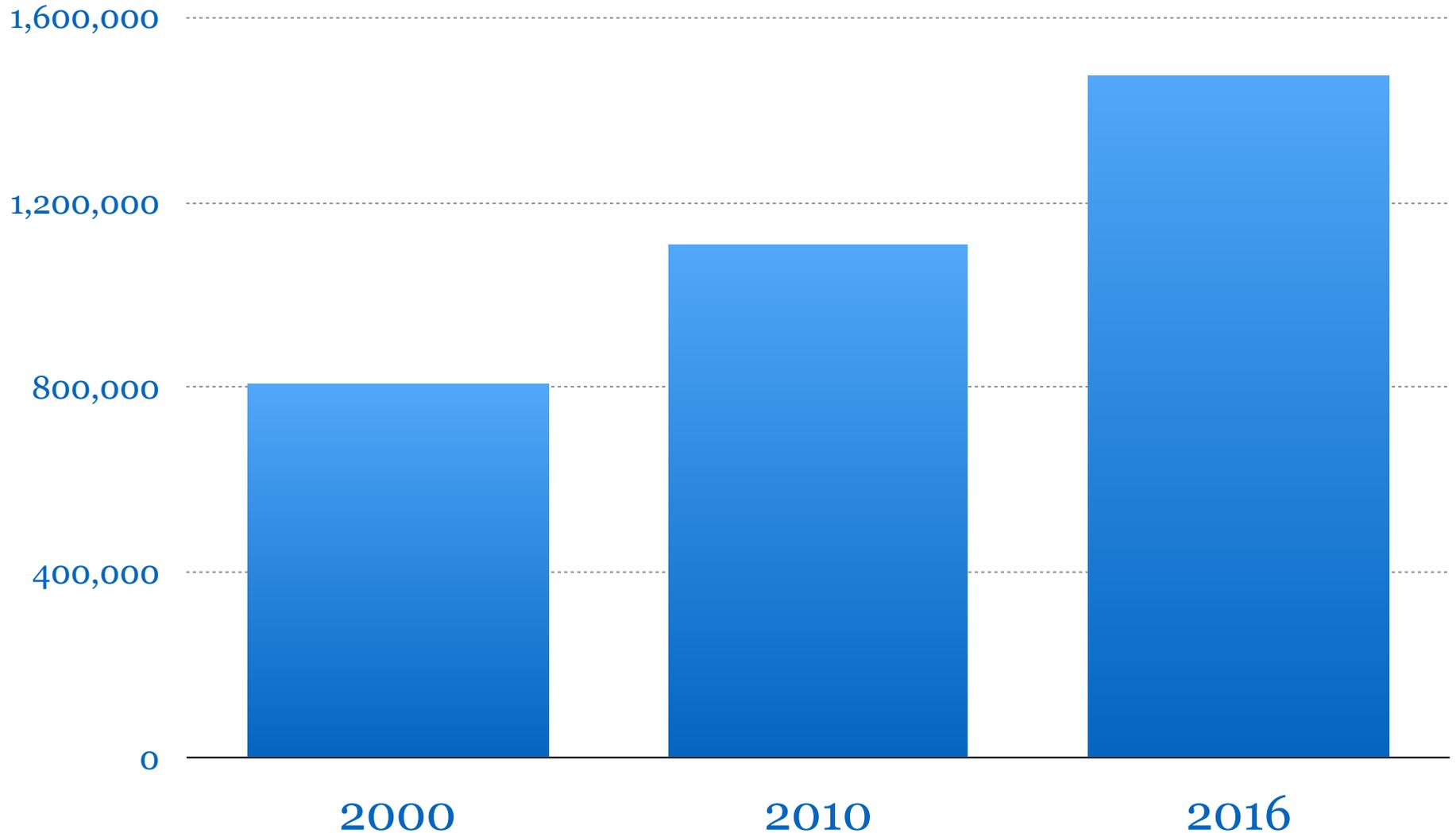
Close-in neighborhoods

Standard Definition:

- **3-mile radius around the center of downtown**
- **One CBD per metro area**



A 32% increase since 2010



25 to 34 year olds with a BA or higher degree living in close-in neighborhoods in one of the nation's 52 largest metro areas

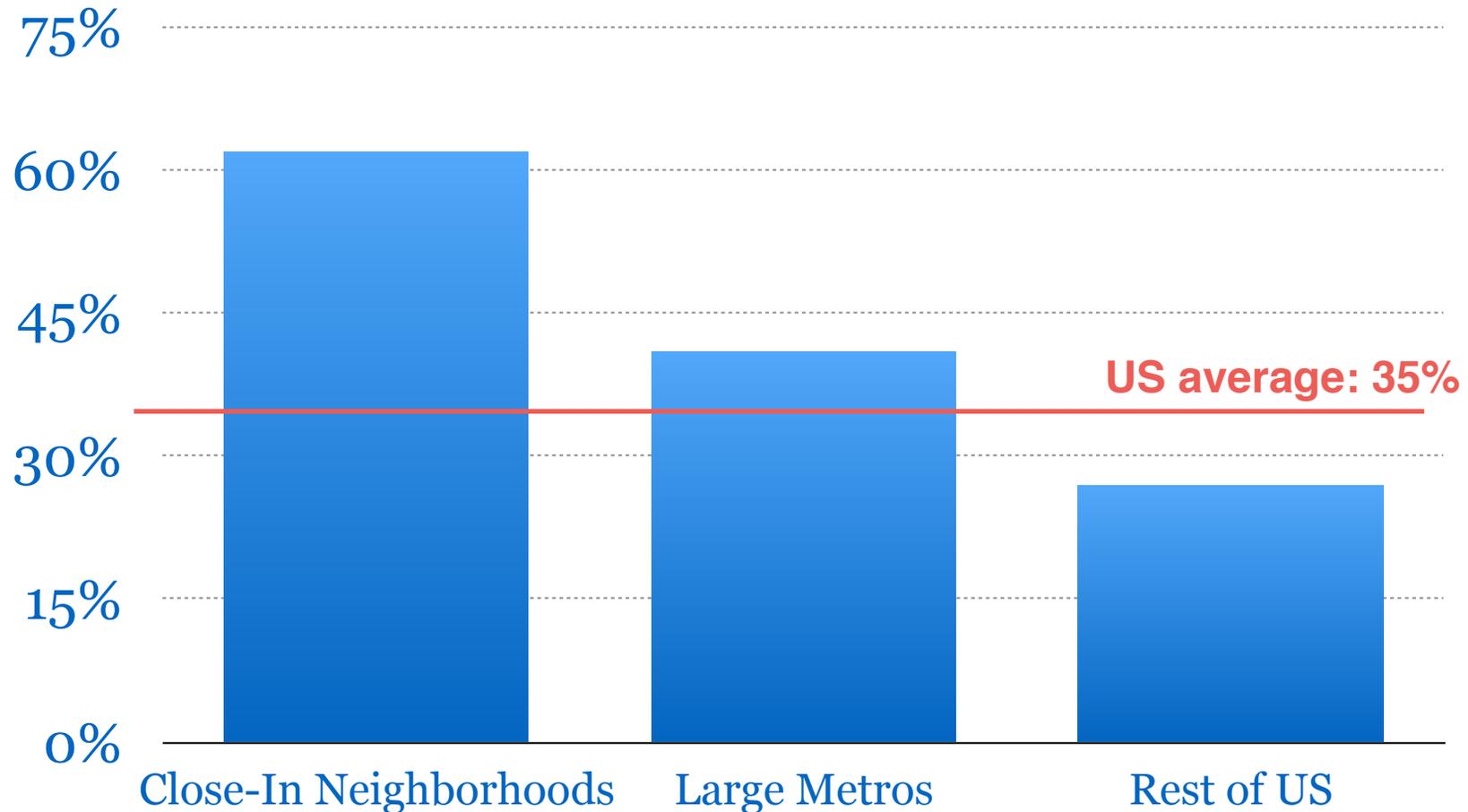
Widespread: Every large metro area

All 52 large metro areas experienced an increase in 25-34s with a 4-year degree in close-in neighborhoods

Accelerating: Four-fifths of metros growing faster

41 of 52 metro areas experienced *faster* growth of young and restless in close-in neighborhoods since 2010 than in the prior decade

Young adults in the center are very highly educated



BA attainment rate for 25-34 year-olds

A growing preference for city living

Relative preference:

How likely are 25/34 year olds with a four-year degree to live in close-in neighborhoods relative to other metro residents?

2000: 2.7 times

2010: 3.3 times

2016: 3.5 times

What about Covid-19?

Pundits predict pandemic panic!

How Will Cities Survive the Coronavirus?

The New York Times

They could take a long time to recover — and may differ when they do.

Young are joining the rich fleeing America's big cities for the suburbs

By Sophie Alexander and Nic Querolo Bloomberg, Updated May 24, 2020, 12:00 a.m.

The Boston Globe

(Bloomberg) -- Desiree Duff lost her bartending job in late March when the New York restaurant where she worked closed along with the rest of the city.

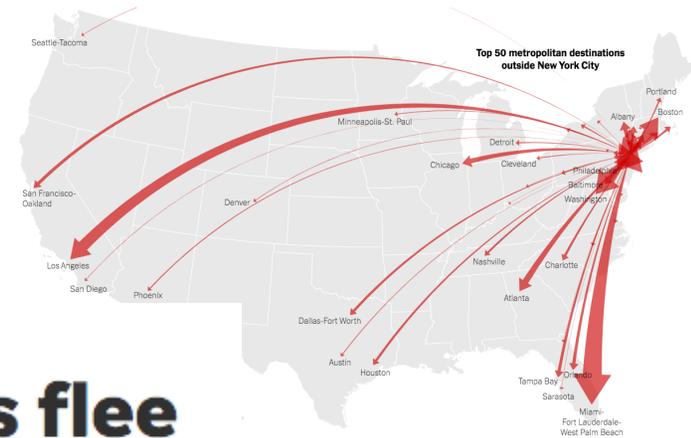
New Yorkers Fleeing City Hunt for Million-Dollar Suburban Homes

MONEY

Get me out of here! Americans flee crowded cities amid COVID-19, consider permanent moves

Jessica Menton USA TODAY

Published 3:00 a.m. ET May 1, 2020 | Updated 3:48 p.m. ET May 1, 2020



FINANCIAL TIMES

Can New York avoid a coronavirus exodus? |

That's not what their Internet search history shows

“The coronavirus pandemic has sparked questions about the future of cities: Will a new fear of density cause people to flee urban cores for more spread-out suburbs or rural areas?

So far, Zillow data suggest the answer is ‘No.’

Traffic to rural listings was up 0.9 percentage points year-over-year in April; urban up 0.8%; suburban down 1.5%.”

Zillow Research Blog, May 24, 2020



Urban searches up; suburban searches down

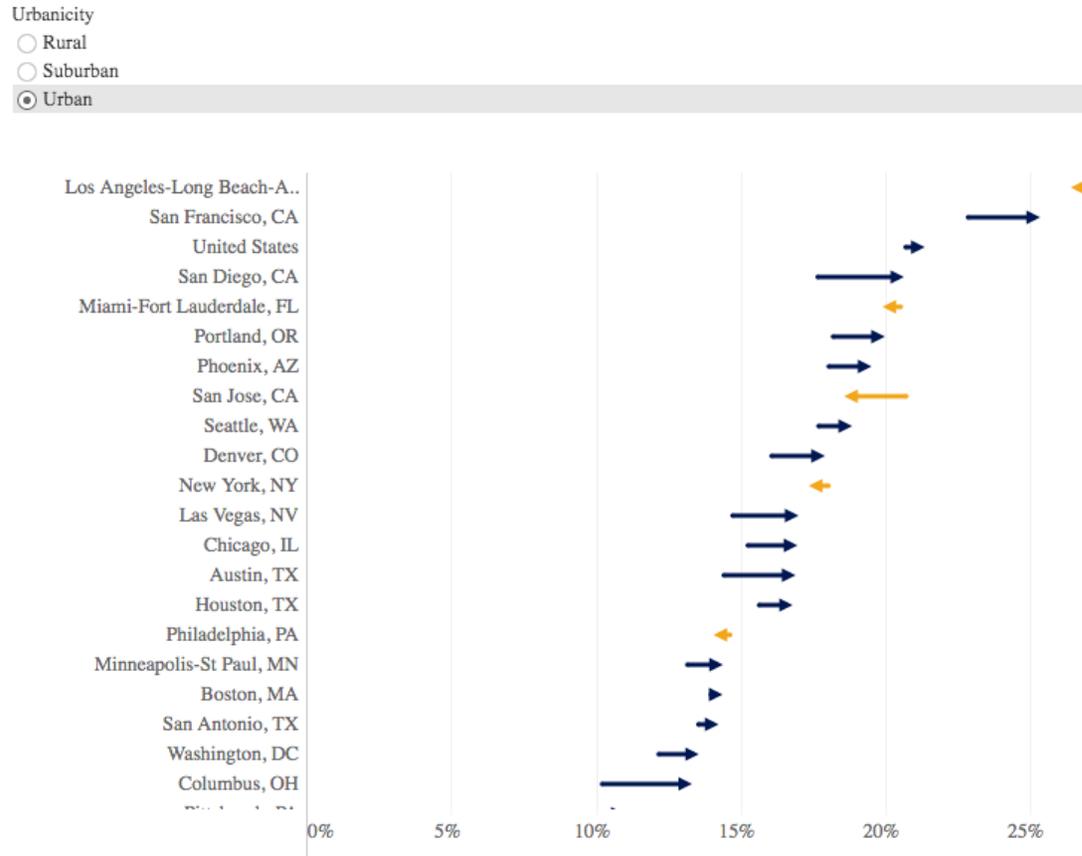
Share of Zillow searches, April 2020 v. April 2019

Urban: Up in 29 of 35 markets

Suburban: Down in 35 of 35 markets



Suburban home listings still get the majority of traffic, but the share is slipping
Share of total page views in April 2019 and April 2020



Zillow Economic Research | Source: Zillow Data

ApartmentList.com (April)



Apartment List Renter Migration Report: 2020 Q2

By [Chris Salviati](#)

© April 28, 2020

The pandemic is not scaring renters away from New York

. . . the New York City metro has emerged as a global epicenter of the pandemic . . . It might reasonably be expected that the severity of the situation would make the prospect of moving to New York appear far less attractive, but this intuition is **not borne out in our data**.

ApartmentList.com (July)

Apartment  List

An Urban Exodus? Not Yet, According to Apartment Search Data

By: Chris Salviati and Rob Warnock

🕒 July 16, 2020

In COVID's Wake, Dense Cities Are Getting More Attention, Not Less

Among Apartment Searches Looking Outside One's Current City:	2020 Q1	2020 Q2	QoQ Change
Searches for Higher -Density Cities	33.8%	35.2%	↑ 4%
Searches for Similar -Density Cities	25.0%	24.8%	↓ 1%
Searches for Lower -Density Cities	41.2%	40.0%	↓ 3%

Source: Apartment List Platform Data

Apartment  List

Despite economic lockdowns and the health risks recently attributed to cities, Americans on the whole are maintaining an appetite for density. The share of all searches for higher-density cities has actually increased over the first two quarters of 2020.

Density doesn't cause or worsen Covid-19



Lowest density, highest Covid



Highest density, lowest Covid

Metro Area	Cases	Population	Reported Cases per 100,000	New Cases per day, per 100,000
Portland	2,237	2,478,810	90	1.7
Seattle	12,182	3,939,363	309	3.3
Vancouver	1,991	3,022,620	66	1.3

Cities have always weathered challenges

- Internet was supposed to cause a “Death of Distance” allowing people to live anywhere
- 9/11 was supposed to terrify people of living in dense urban areas for fear of attacks
- Cities have regularly flourished after crises: The Great Recession; The “Spanish” Flu of 1918-19.

Young & Restless

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neighborhoods of large metropolitan areas:

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