



Smaller Homes For Smaller Households

**Who are
The 21st Century
Households?**



**Married couple
with children –
less than 25 percent of all households.**

THE ADVENTURES OF
OZZIE AND HARRIET



**Traditional
(one-worker)
family –
less than 15 percent
of all households.**

**Who are
The 21st Century
Households?**

**Dominated by the
two largest generations
in American history.**



The Baby Boom

82 Million
1946-1964

The Pig in the Python

Birth Years: 1946-1964

Ages Today: 43-61

Entered Kindergarten: 1951-1969 Elementary schools

Entered High School: 1960-1978 High schools

Entered College: 1964-1982 Dormitories

Entered Job Market: 1968-1986 Apartments

Married with Children: 1970-2000 Detached Houses

Empty nesting: 1991-2011 Move Down/Back

Retirement: 2011-2029 CCRC units

Death: 2021-2039 Mortuaries, crematoria, cemeteries



The Millennials

**78 Million
1977-1996**

The Piglet in the Python

Birth Years: 1977-1996

Ages Today: 11-30

Entered Kindergarten: 1982-2001 Elementary schools

Enter High School: 1991-2010 High schools

Enter College: 1995-2014 Dormitories

Enter Job Market: 1999-2018 Apartments

Married with Children: 2013-2032 Detached Houses

Empty nesting: 2024-2043 Move Down/Back

Retirement: 2042-2061 CCRC units

Death: 2052-2071 Mortuaries, crematoria, cemeteries

Two Generations Converge

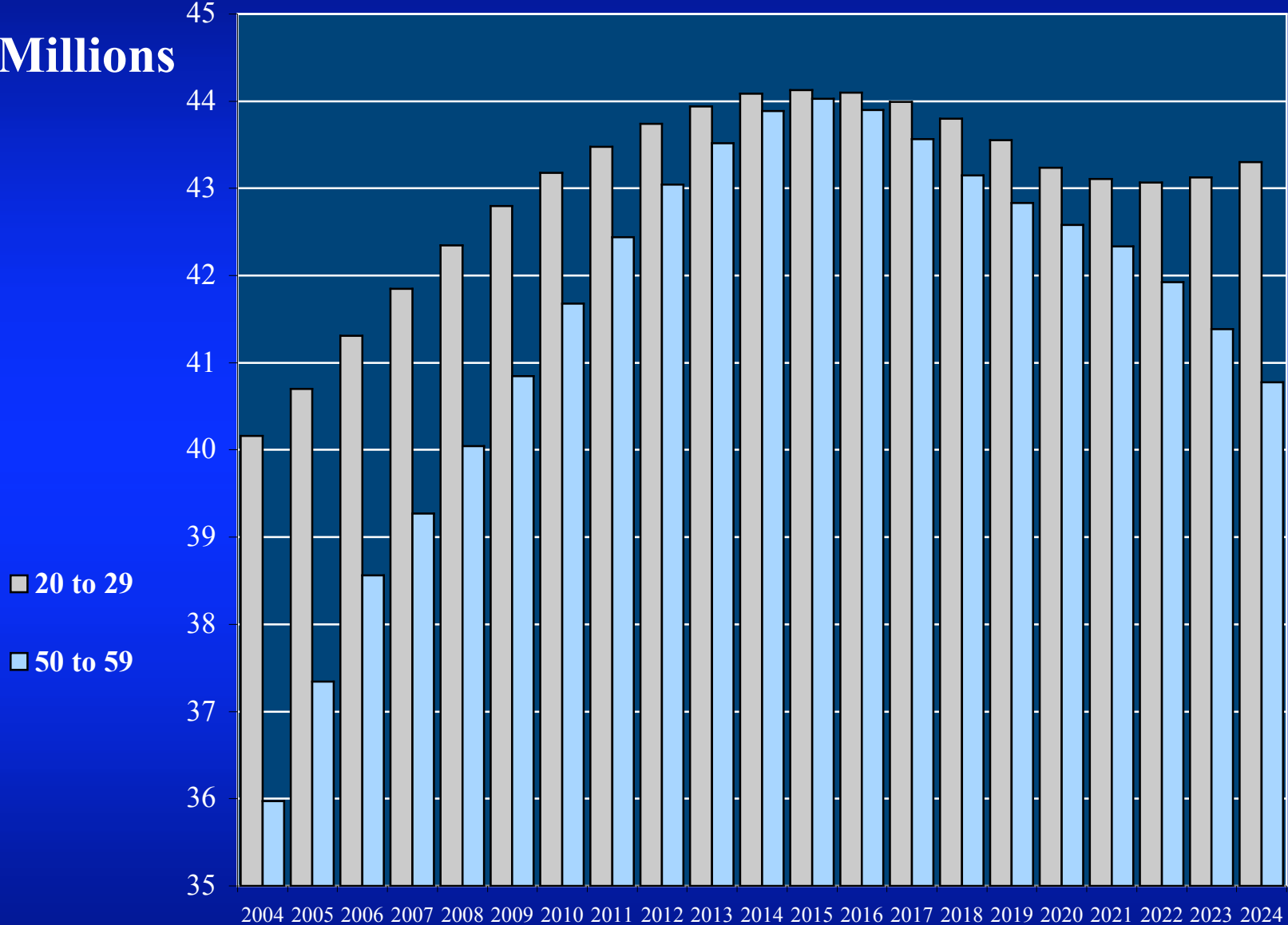
2004-2024

Millennials Move Out/Move In

Boomers Move Down/Move Back

Convergence: 2004 to 2024

Millions



**The two largest generations
are mostly
one- and two-person
households.**

58.8%
of all American households
contain just
one or two persons.

**9 percent of
home purchases
made by single
men.**





**21 percent of
home
purchases
made by single
women.**

Bungalows



Whidby Island, WA

Bungalow Court

Whidby Island, WA

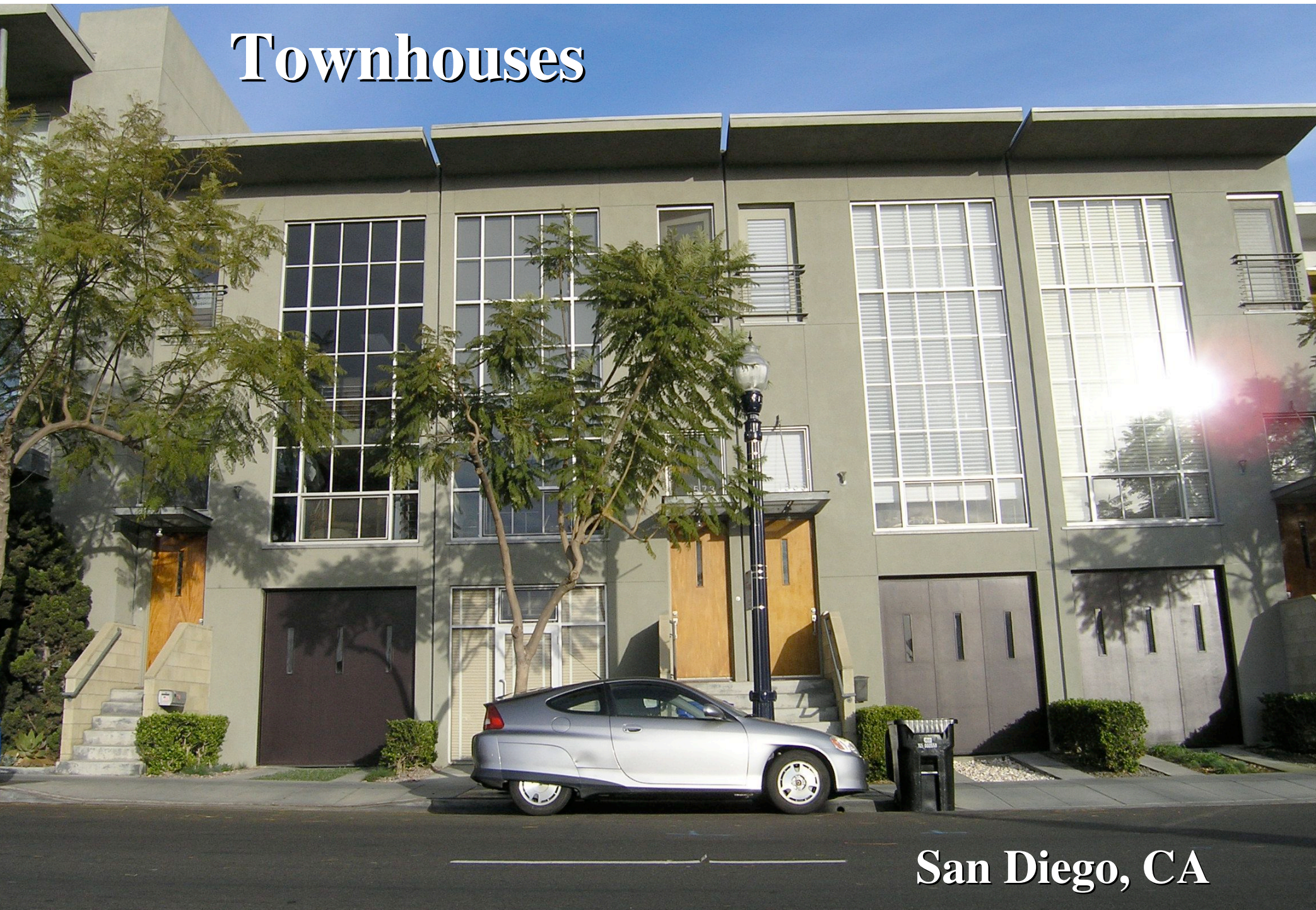


Townhouses



Gaithersburg, MD

Townhouses



San Diego, CA

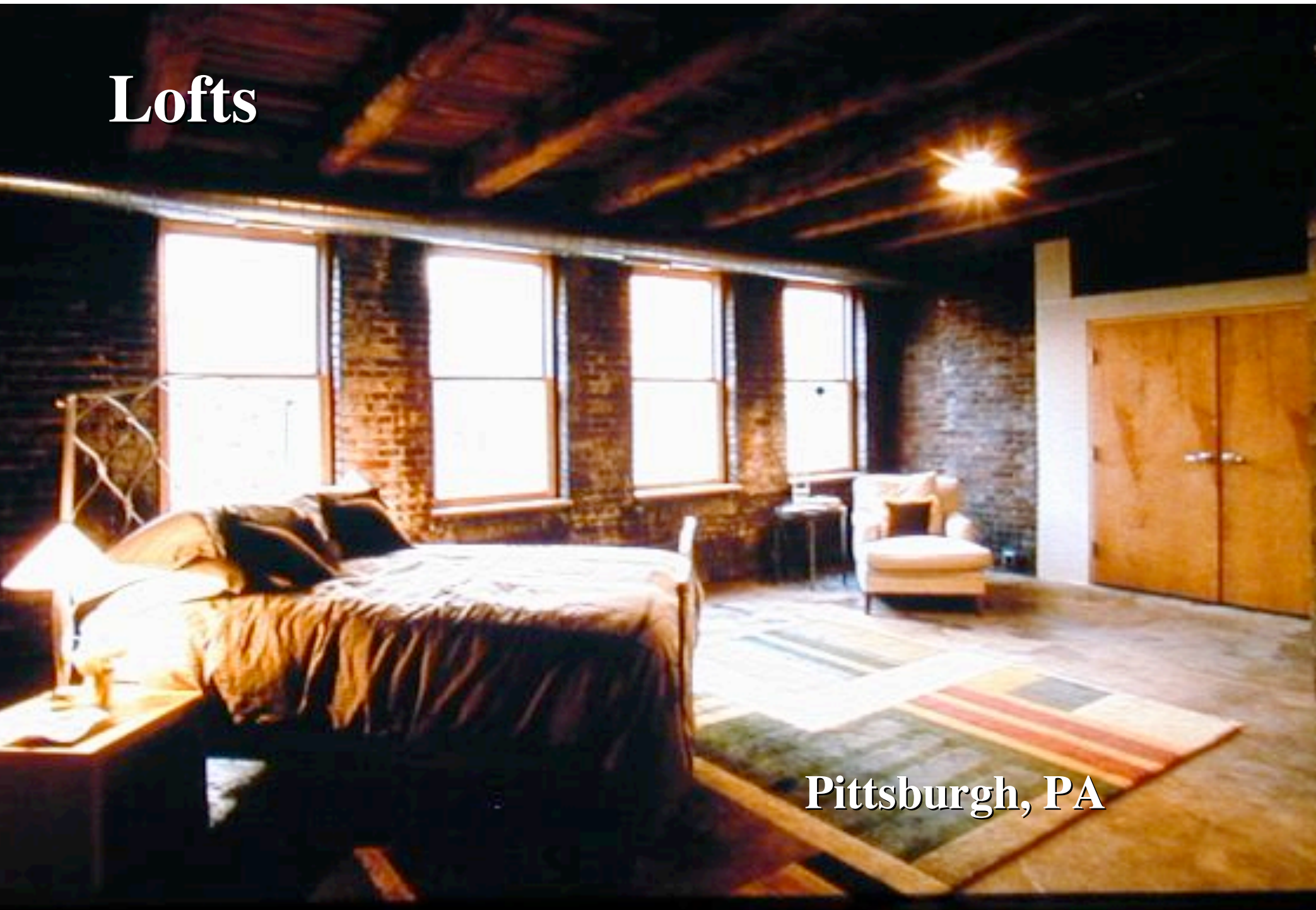
Townhouses Over Flats

Royal Oak, MI





Lofts



Pittsburgh, PA

Birmingham, AL



