

# STUDENT HOUSING CONFERENCE & EXPOSITION

Hyatt Regency Huntington Beach Resort & Spa  
October 3-5, 2018



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# Demand, Design & Disruption: What We Need to Build for Today, Tomorrow and Beyond



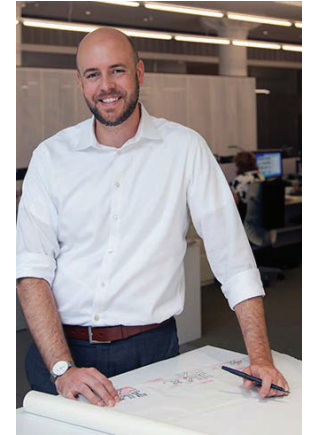
**Scott Casey**  
*(Moderator)*  
Greystar



**Chris Porter**  
John Burns Real  
Estate Consulting



**Dr. Denise Villa**  
The Center for  
Generational  
Kinetics



**Brian Watson**  
Gensler



# Chris Porter

Chief Demographer

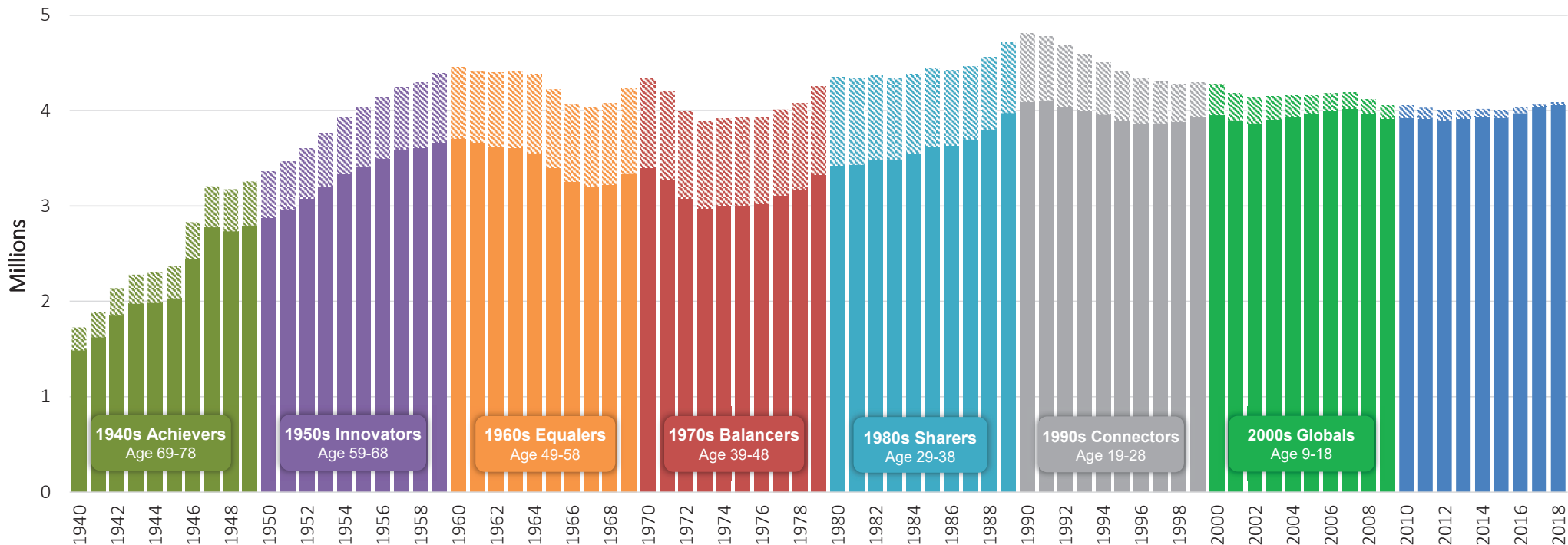
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# Gen Z, smaller today, will grow through immigration

## 2018 Population by Decade Born

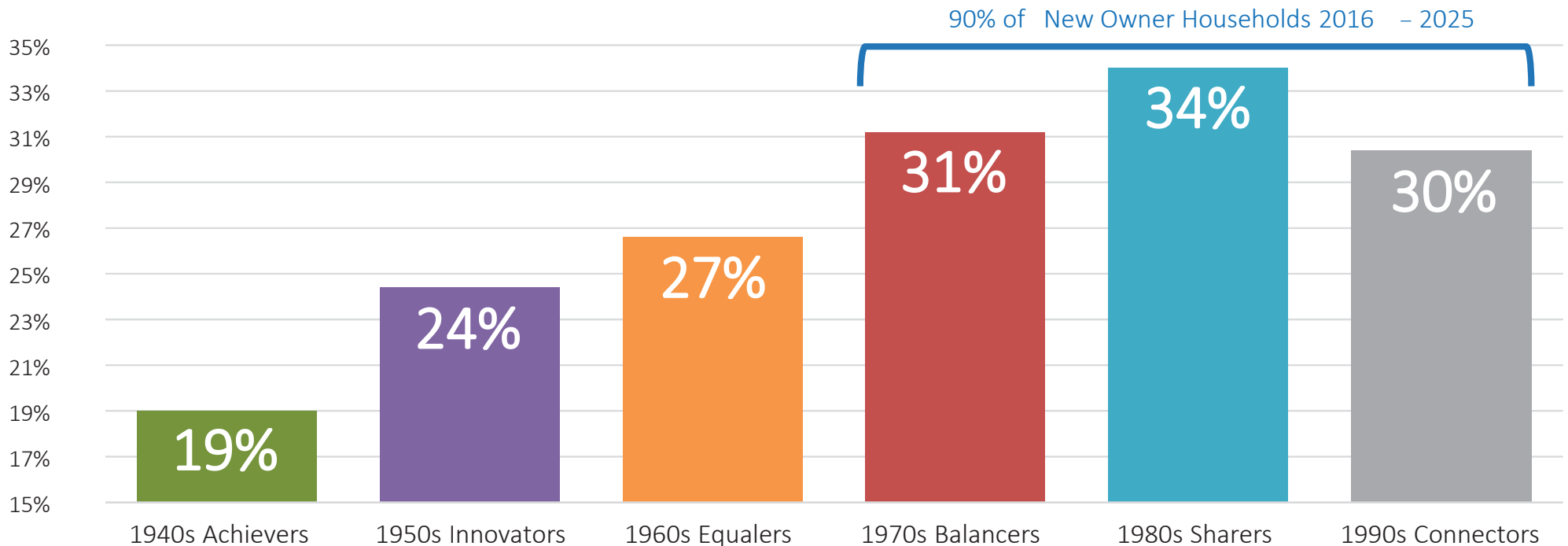


Source: John Burns Real Estate Consulting, LLC calculations of US Census Bureau 2017 National Population Estimates



# Technology has made young adults resourceful

More Likely to Do DIY Home Improvement Project Because of YouTube How-To Videos

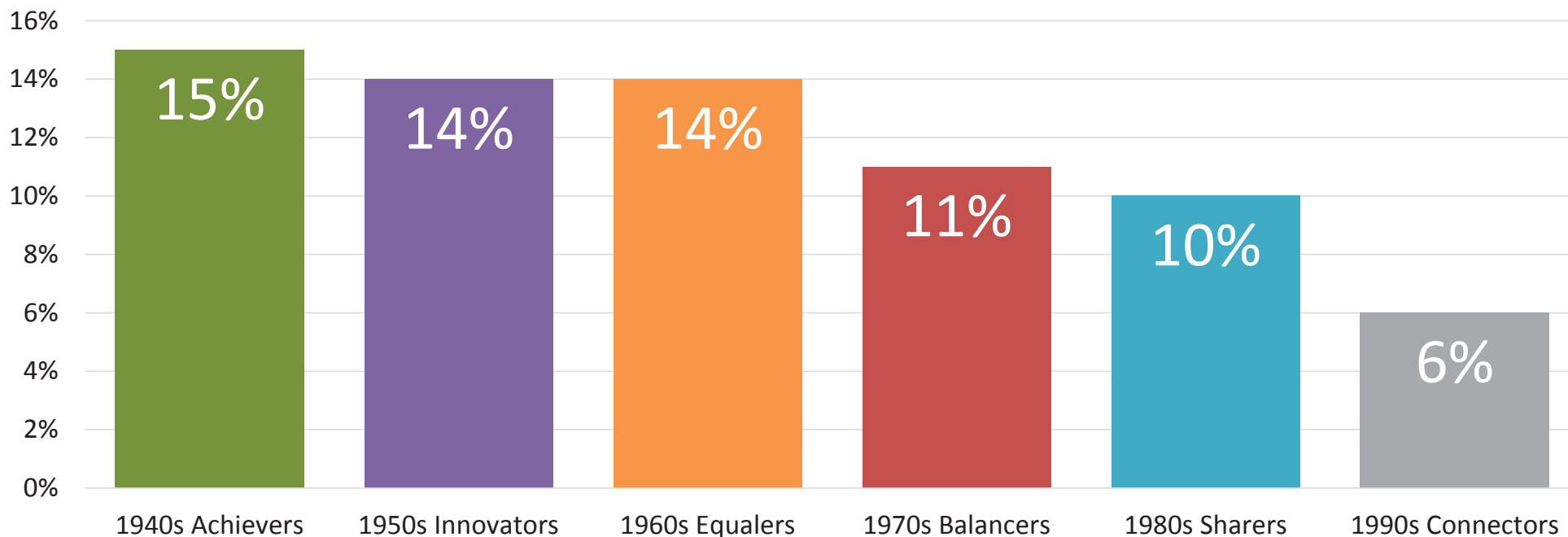


Source: John Burns Real Estate Consulting, LLC



# Younger adults put less value on brands...

Buyers Who Marked Name Brand as “Most Important” to Them

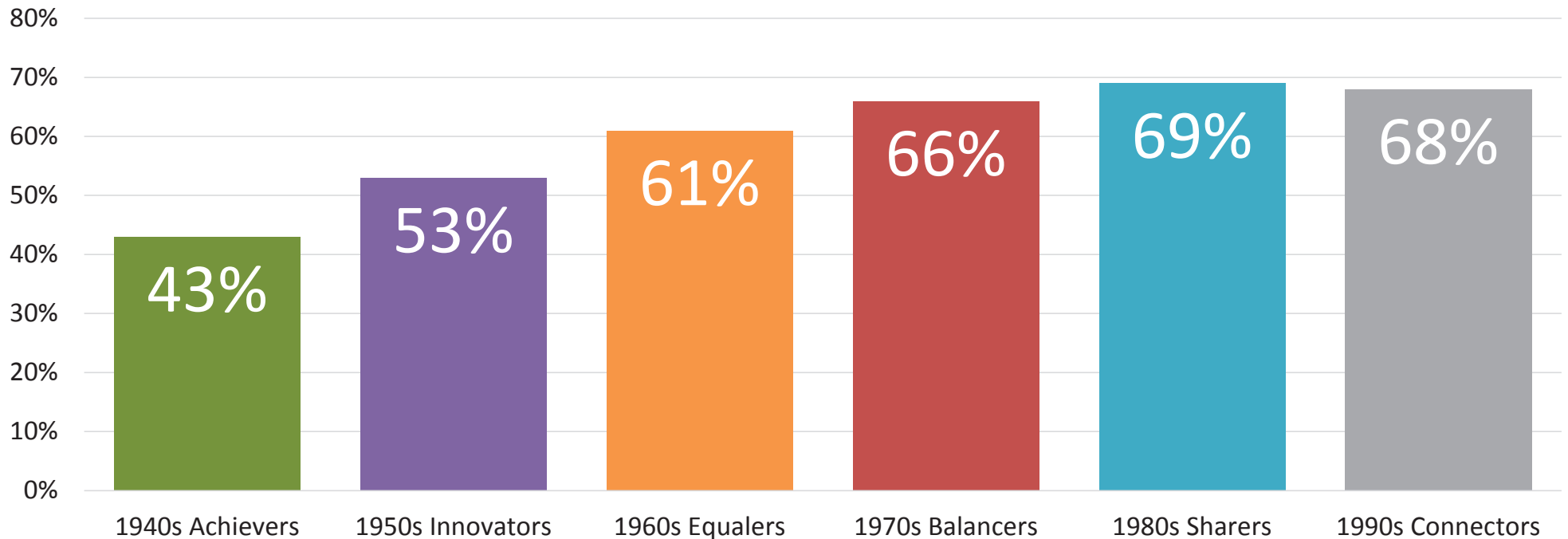


Source: John Burns Real Estate Consulting, LLC 2018 Consumer and Product Insights



# ...but they are more willing to pay for tech...

Buyers Who Want a Smartphone-controlled Thermostat

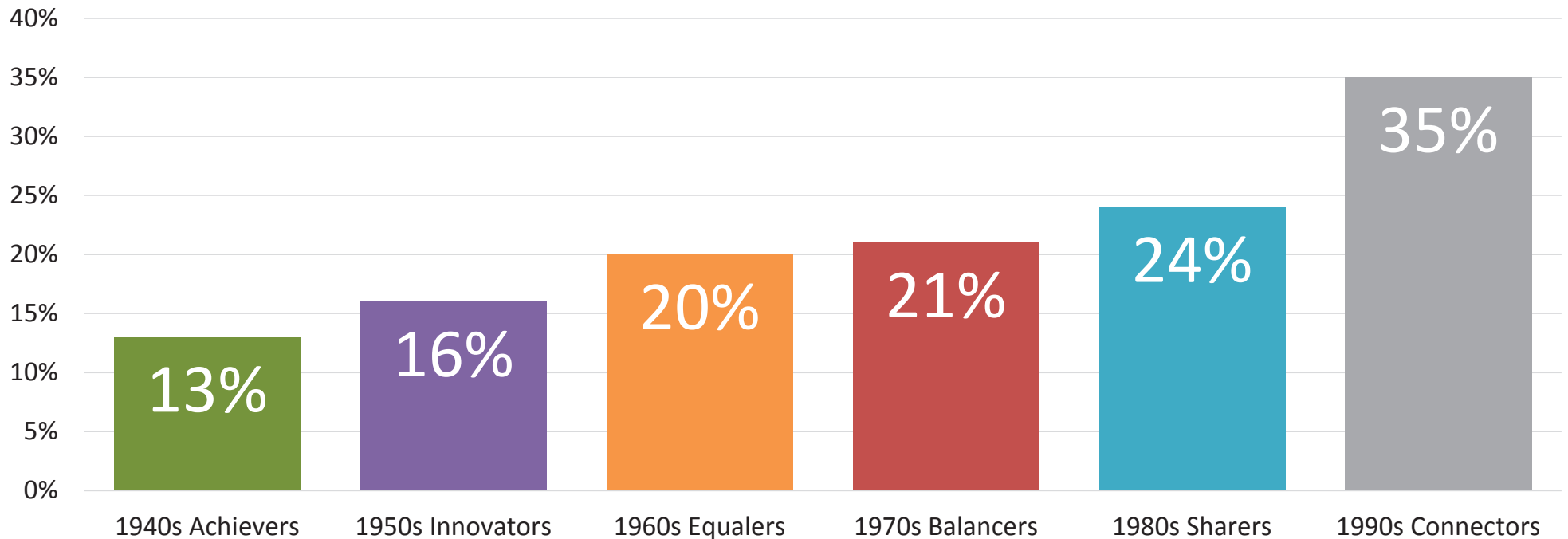


Source: John Burns Real Estate Consulting, LLC 2018 Consumer and Product Insights



# ...and more likely to pay for “look and feel”

Buyers Who Marked Look and Feel as “Most Important” to Them

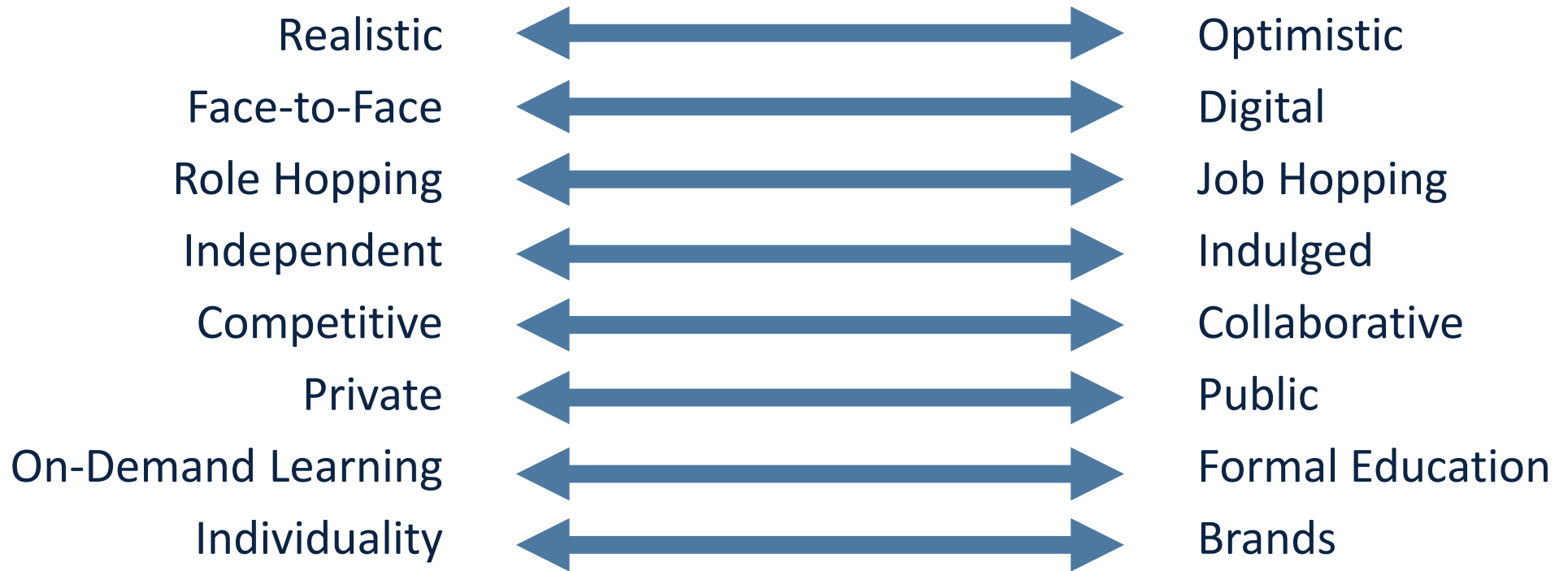


Source: John Burns Real Estate Consulting, LLC 2018 Consumer and Product Insights





# Gen Z Characteristics





## DENISE VILLA, PhD

- CEO and Co-Founder  
The Center for Generational Kinetics
- Clients range from institutional investors to car manufacturers, CPG, and retail
- Serves on several non-profits boards
- Advises numerous start ups
- Enjoys running marathons and adventure races
- Also a member of Gen X, married to a Millennial, and has a Gen Z daughter!

# ABOUT THE CENTER FOR GENERATIONAL KINETICS



- #1 Generational Research, Consulting, and keynote speaking firm. Led studies on four continents in 2017
- Over 180 clients each year, from technology and healthcare to restaurants, CPG, and financial services
- Dedicated to separating myth from truth when it comes to Millennials, Gen Z, and generations as employees, customers, and trendsetters
- The Center's findings have been featured in over 100 media outlets

WALL STREET JOURNAL



The New York Times



FORTUNE



@GenHQ @DrDeniseVilla



# WHO IS GEN Z?



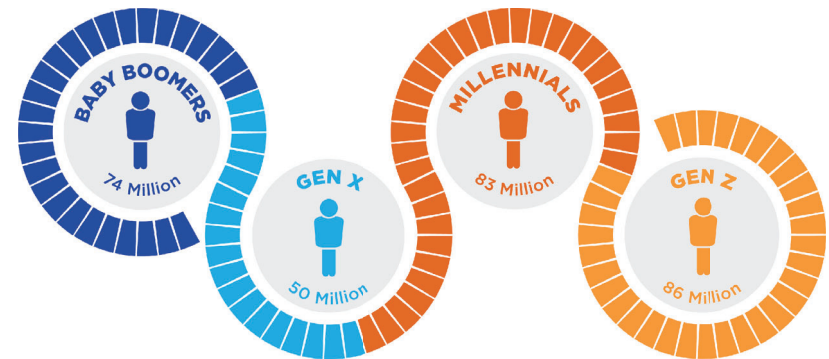


# HOW OLD IS GEN Z?

The oldest Gen Z is now 22 years old. The youngest is yet to be determined.

## U.S. GENERATIONAL OVERVIEW

Generation Z:	1996 – ? (ages ?-22)
Millennials:	1977 – 1995 (ages 23-41)
Generation X:	1965 – 1976 (ages 42-53)
Baby Boomers:	1946 – 1964 (ages 54-72)



- Gen Z already earns close to \$153 billion
- Gen Z spends almost \$100 billion
- Combined with allowance estimates, Gen Z yields approximately \$143 billion in spending power\*

\* Forget Millennial Purchasing Power. Gen Z Is Where It's At, (Inc. 2018)

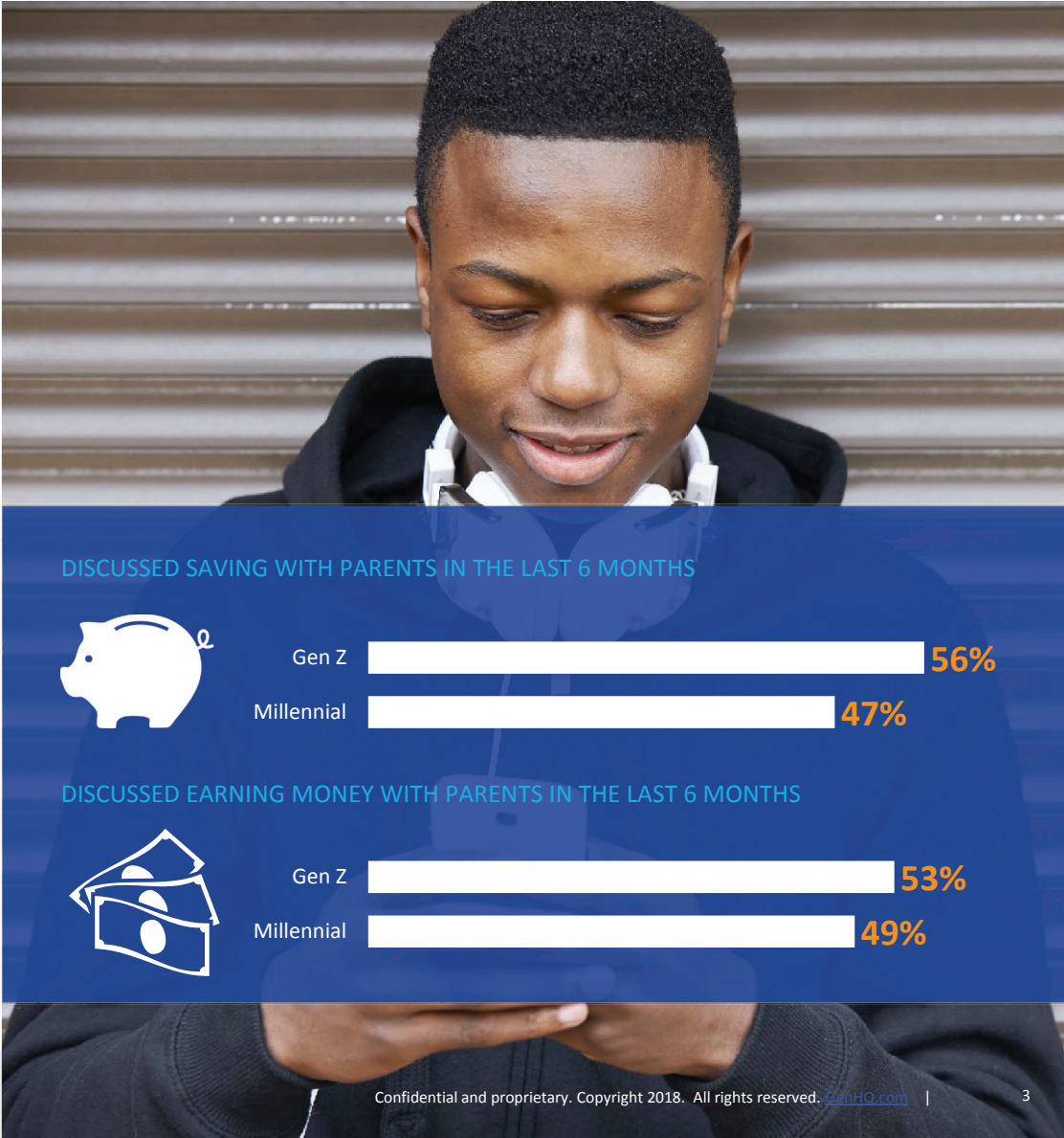




# PARENTING PROFOUNDLY SHAPES GEN Z

Parents are Gen X and older Millennials

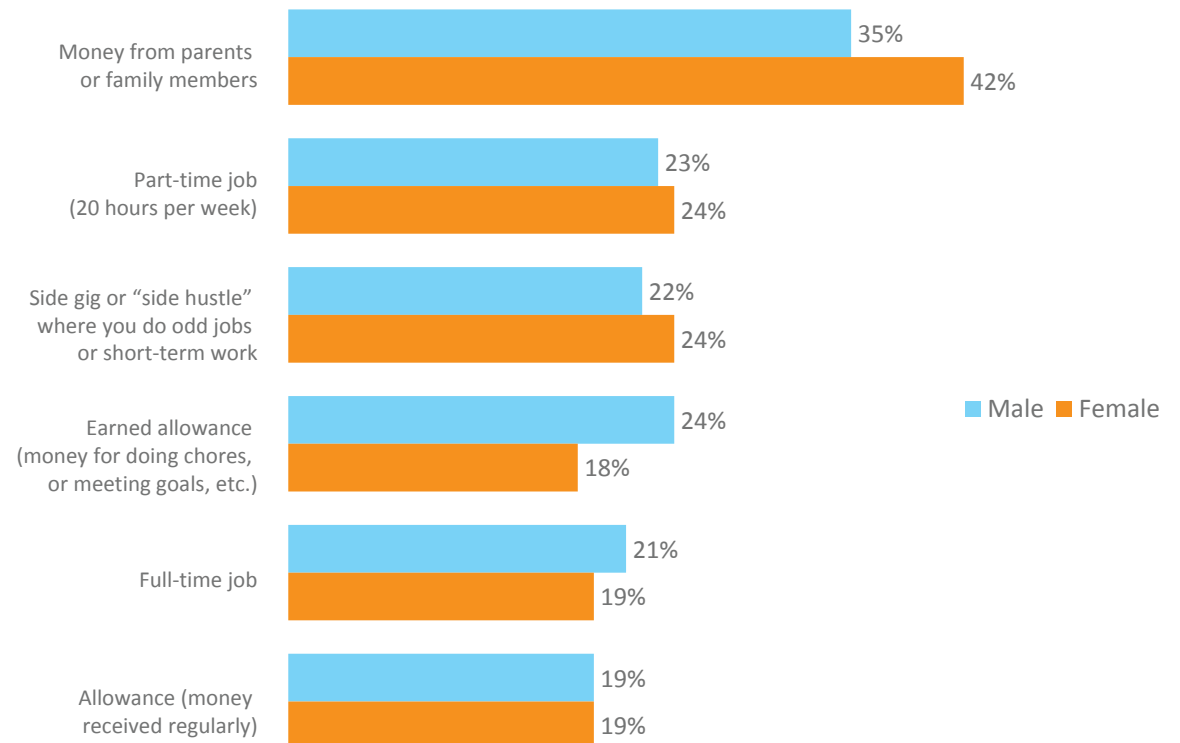
- Great Recession and its extended aftermath
- Millennial student loan crisis





WHILE MOST OF GEN Z RECEIVES MONEY FROM THEIR PARENTS, ALMOST A QUARTER WORK PART-TIME JOBS OR SIDE GIGS TO EARN MONEY.

GEN Z'S CURRENT METHOD OF EARNING OR RECEIVING MONEY (TOP 6 OF 9)



Q16. What are all the ways you currently earn or receive money? Please select all that apply.



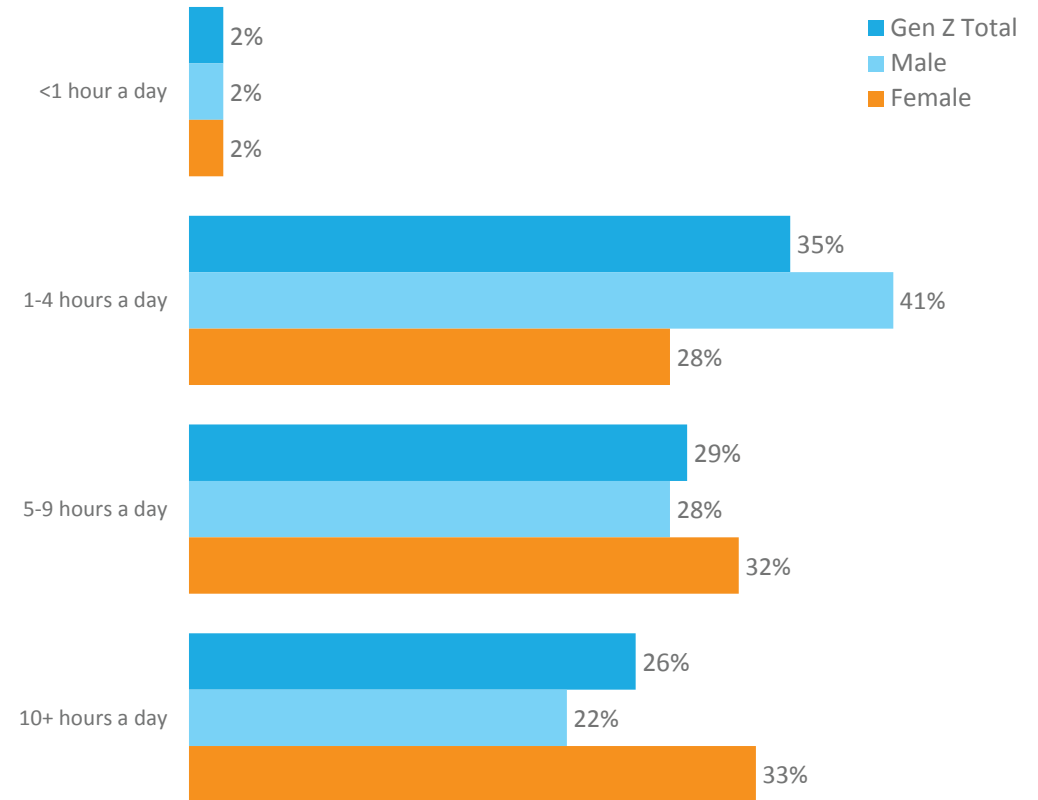


# TECHNOLOGY HABITS ALSO PROFOUNDLY SHAPE GEN Z

55% of Gen Z use their smartphones 5 or more hours a day

Gen Z girls are more likely to be on their phones for longer periods throughout the day than Gen Z guys.

FREQUENCY OF SMARTPHONE USAGE



Q1. For each of the following digital devices, how often do you use each? - Smartphone





# GEN Z IS SAVVY ON SOCIAL PLATFORMS

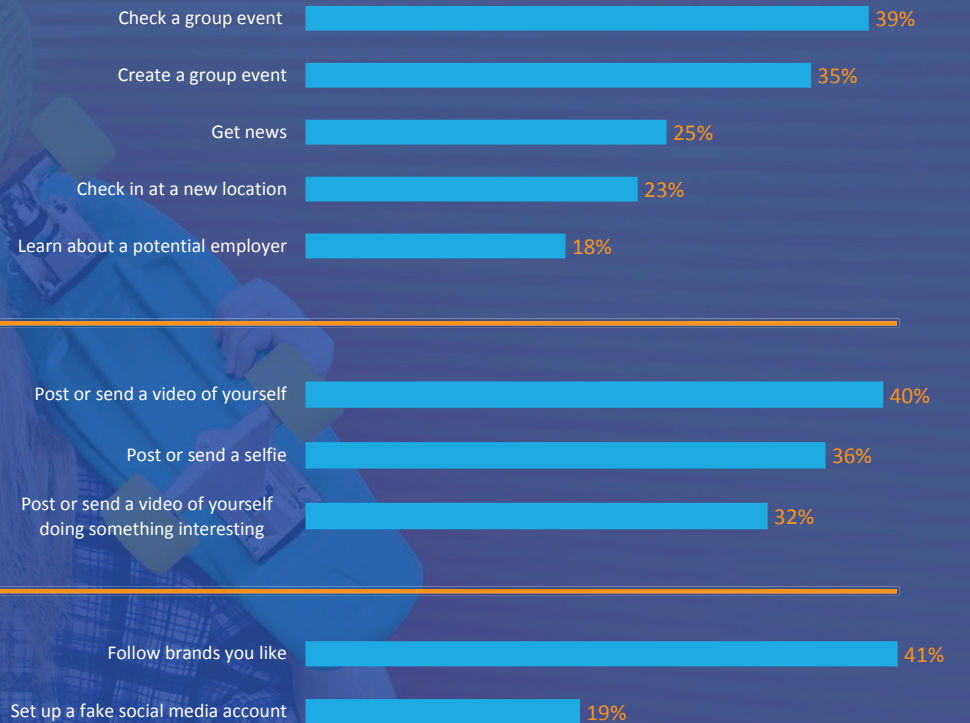
## Gen Z uses different communication platforms for specific situations

### PREFERRED APP TO USE IN EACH SITUATION

FACEBOOK

SNAPCHAT

INSTAGRAM



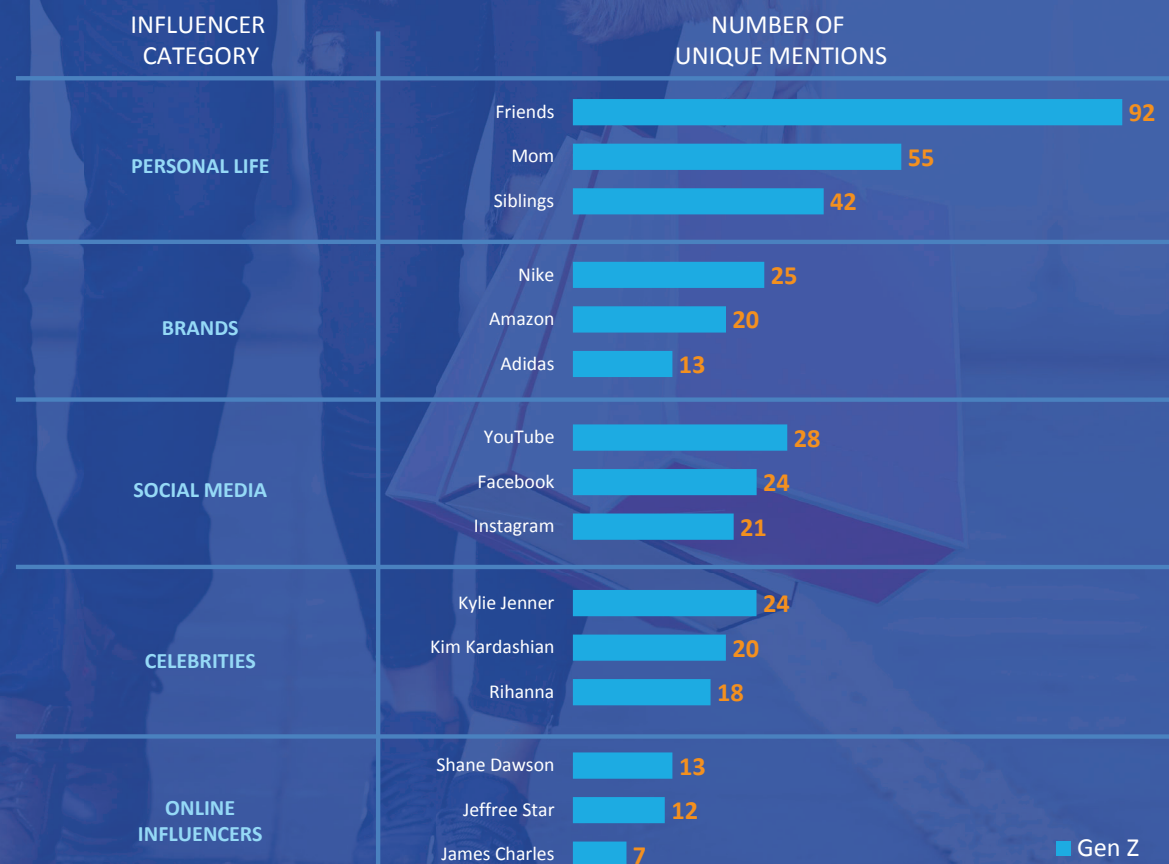
■ Gen Z

Q5. Which app or communication platform would you most often use in each situation?

# FRIENDS AND FAMILY TAKE TOP SPOT WHEN IT COMES TO GEN Z SPENDING

## Online personalities significantly influence Gen Z purchases

### TOP PURCHASE INFLUENCERS IN THE LAST 6 MONTHS



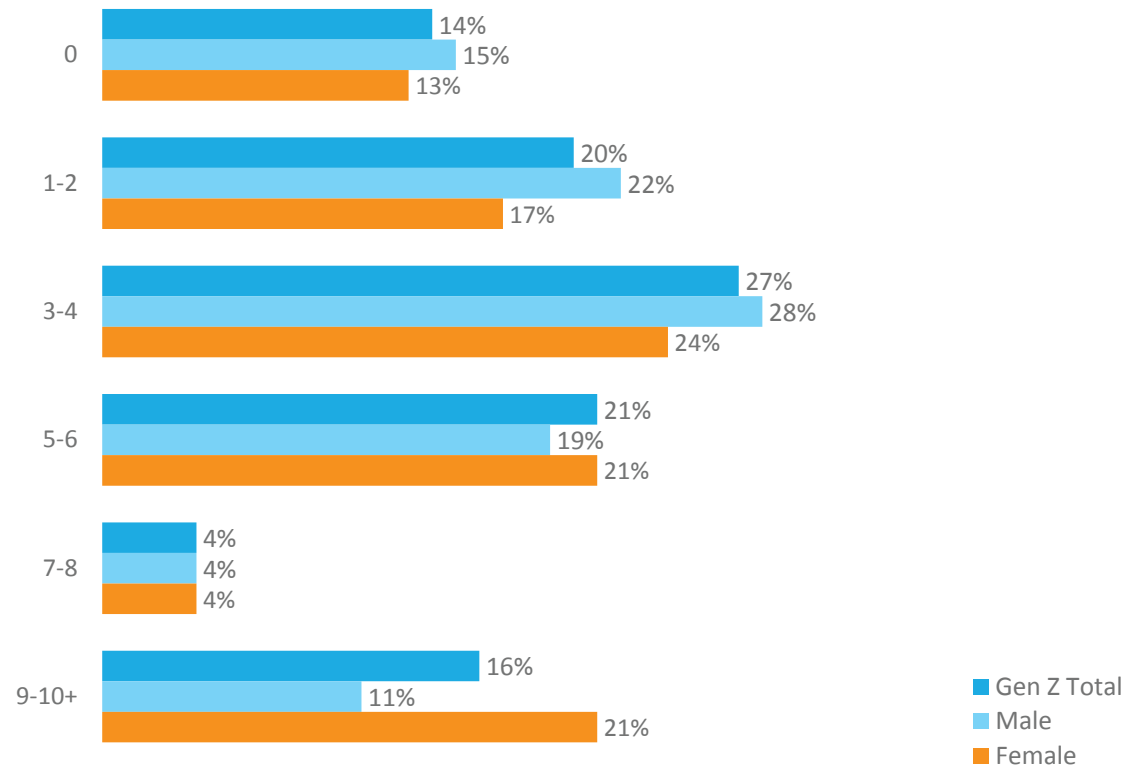
Q9. List your top three influencers that have convinced you to purchase a product or service in the last 6 months. \*2,580 total responses



# Over 2/3 (68%) of Gen Z read 3 or more reviews before buying something for the first time with their own money

Gen Z girls are reading 5 or more reviews before a first time purchase, significantly more than Gen Z guys.

NUMBER OF REVIEWS READ BEFORE FIRST PURCHASE



Q14. About how many reviews do you typically read before you buy something with your own money that you've never bought before?



# GROWING THROUGH HOUSING

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HIGH SCHOOL



COLLEGE



WORKPLACE

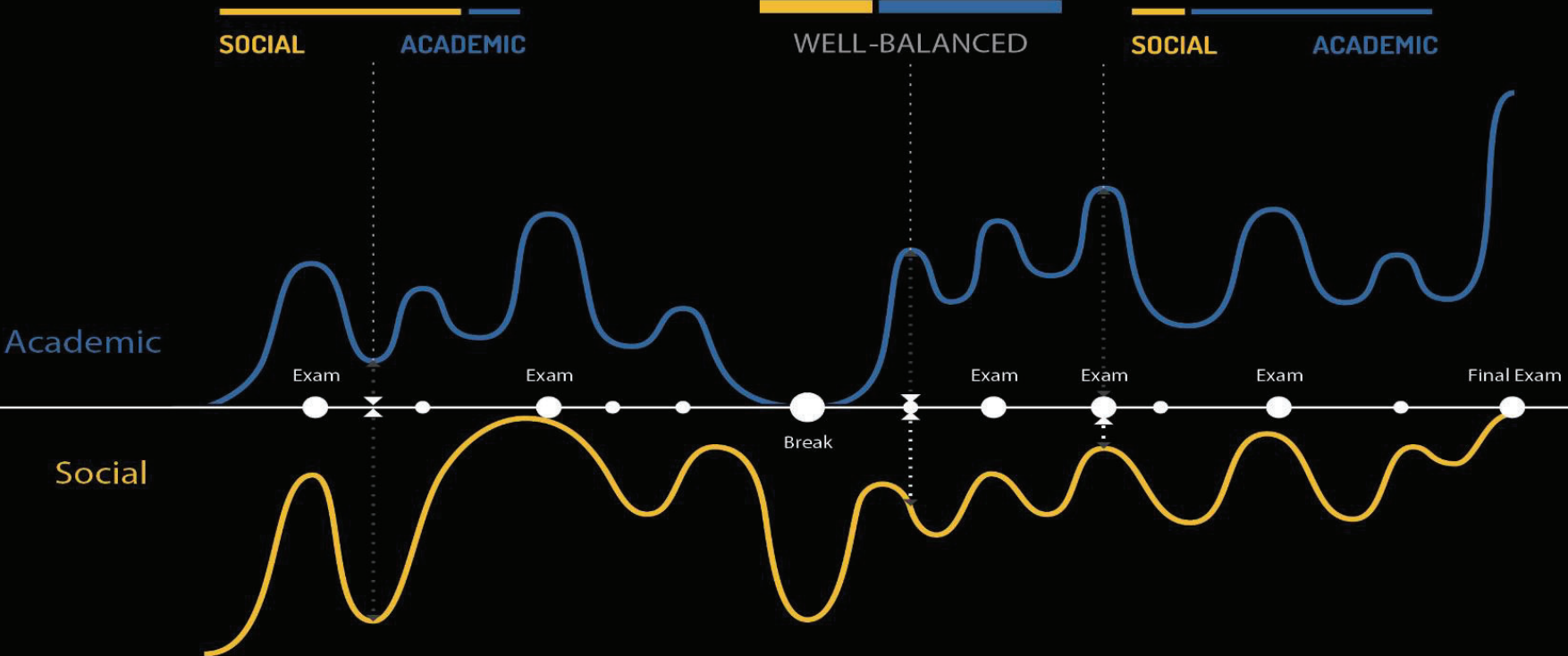
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# THE STUDENT IS NOT STATIC

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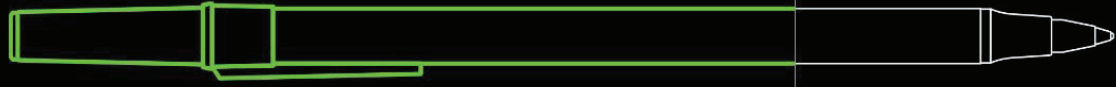


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## STUDENTS PREFER STUDYING ALONE ALMOST 3 TO 1.

WHEN ASKED ABOUT THEIR STUDY HABITS, STUDENTS REPORT AN INTEREST IN STUDYING ALONE VERSUS IN GROUPS.

STUDY ALONE	STUDY IN GROUPS
71%	29%



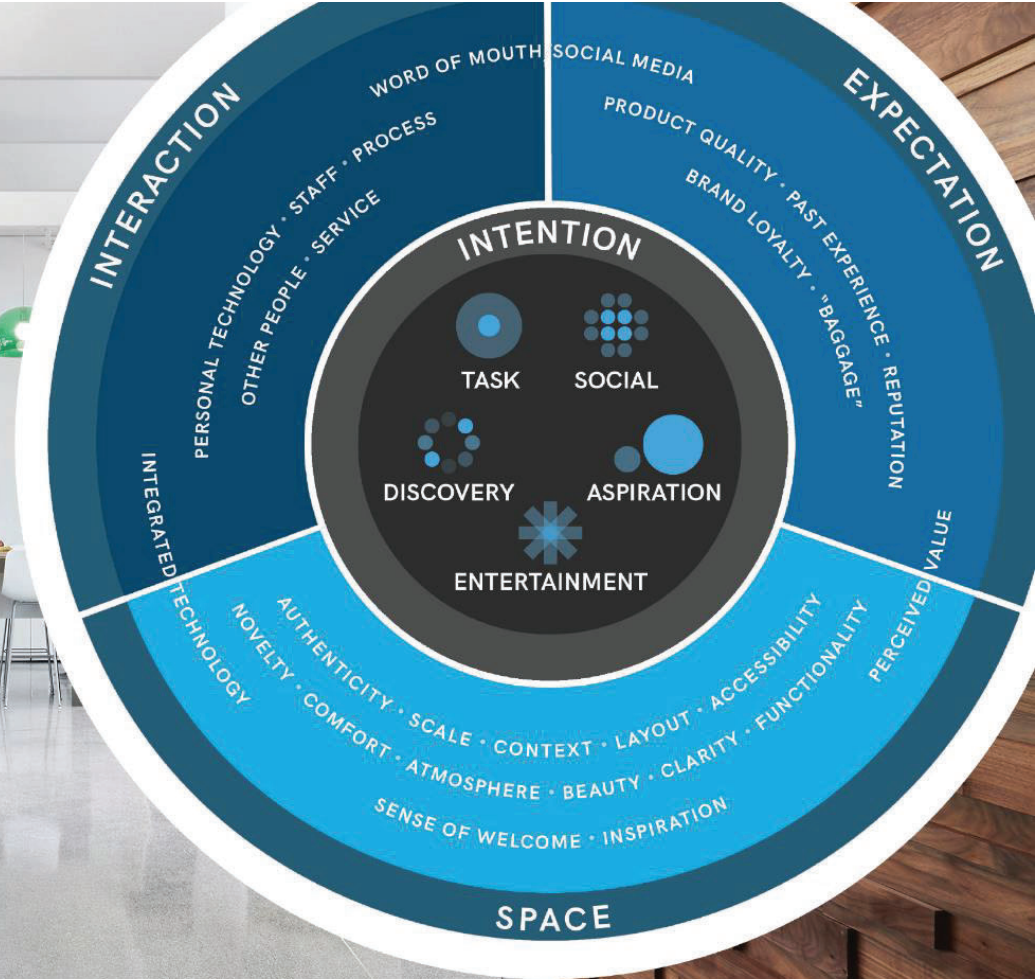
“ I get more accomplished when I’m alone than when I’m with others. I can focus more easily on the task at hand.

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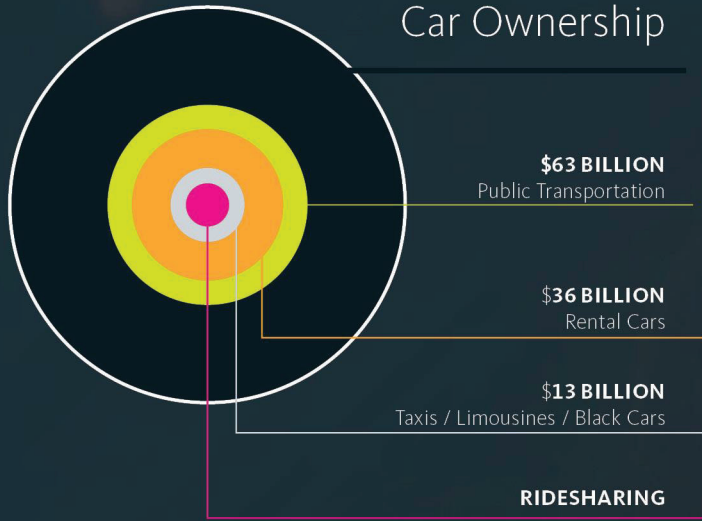


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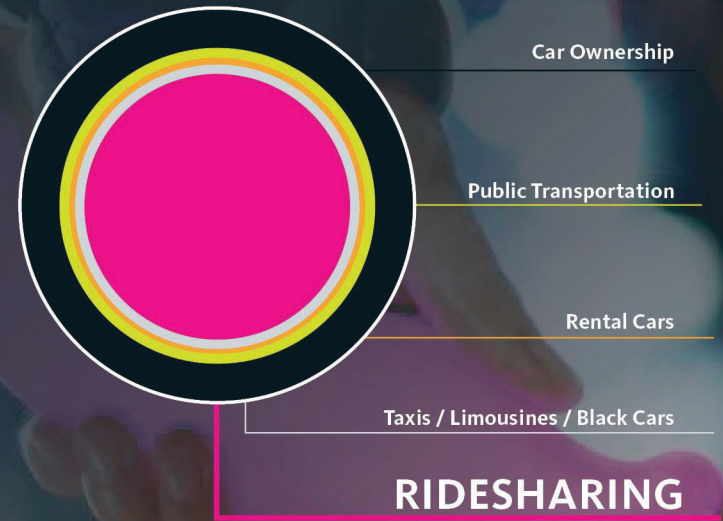
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2015

**\$2.15 TRILLION**  
Car Ownership



2025



“ Bureau of Labor Statistics, IBIS World, U.S. Department of Commerce, U.S. Census Bureau and Morgan Stanley Research





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There are an estimated

**500** million

PARKING SPACES IN THE U.S.

**30** spaces

PER RESIDENT IN HOUSTON



"Paved, but Still Alive"

*The New York Times*

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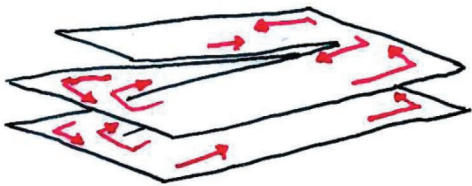


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## Future Flexible Parking

# Optimization of Parking Structure Design

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### Sloping Floors

Two Way Circulation

OPTIMIZATION ●●●  
REPURPOSING ○○○



### Staggered Floors

One Way Circulation

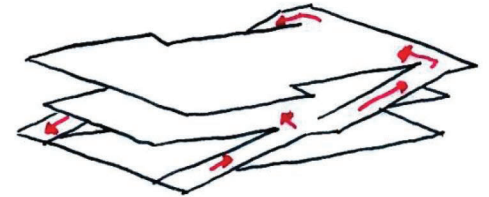
OPTIMIZATION ●●●  
REPURPOSING ●●○



### Flat Floors

Helical Ramps

OPTIMIZATION ●●●  
REPURPOSING ●●●



### Flat Floors

One Way Ramps

OPTIMIZATION ●●●  
REPURPOSING ●●●





# PARKING STRUCTURE REPOSITIONING

84.51 CENTRE

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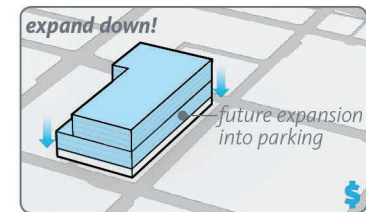
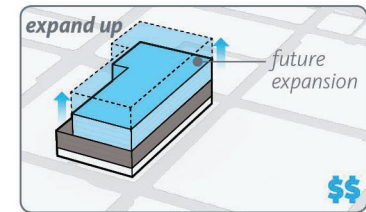
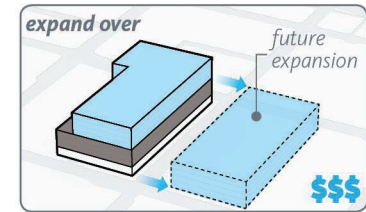
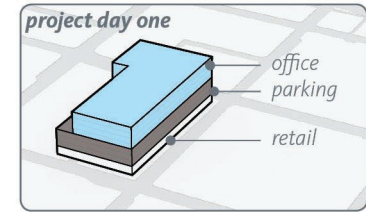
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# Impacts of the Driverless Car on Development

## Above Grade Parking & Uses



# PARKING STRUCTURE REPOSITIONING

THE GARAGE AT NORTHWESTERN UNIVERSITY

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