

Talking Points

In this Take Five released on Wednesday, June 25, 2014 Assistant Vice President and Economist Bill Emmons discusses the future of homeownership for the X and Y Generations. Bill’s discussion centers on individuals’ and families’ (born in 1965 or later) homeownership rates both before and after the recent Great Recession. In summary:

- Generation X rushed into homeownership during the boom then crashed during the Great Recession
- Generation Y missed the boom but are now feeling the bust
- This is a bad omen for the housing marketing as Generation X is financially damaged and Generation Y are both hesitant to enter the housing market as well as credit-constrained
- As a result, the housing market will likely remain sluggish