

# Gen Z

## wants less commute, more community

### Gen Z prioritizes walkability and nearby activities

Very/somewhat important in determining where  
to live? *(Rank summary among Gen Z who  
intend to become homeowners)*

- 1** Walkability
- 2** Proximity to shopping and entertainment
- 3** Pet-friendly
- 4** Green spaces nearby

*Source: Kantar U.S. MONITOR 2024 (Youth)*



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