

# How Millennials Will Deal with Another Recession After Delaying Adulthood

**AUDIO** |

**eMarketer Editors**

eMarketer principal analyst at Insider Intelligence Mark Dolliver discusses how another recession will affect millennials and how they've delayed adulthood, but not forever. He then talks about what happens when you buck gender stereotypes in ads, the truth about people ages 65 and older and whether our digital lives will become more intertwined.

## **What Is Holding US Adults Back from Buying a Home?**

*% of respondents, by generation, Aug 2019*

	<b>Millennials (23-38)</b>	<b>Gen X (39-54)</b>	<b>Baby boomers (55-73)</b>	<b>Total</b>
Income isn't high enough	52%	54%	55%	51%
Cost of living is too high	45%	38%	31%	37%
Student loan debt	23%	15%	5%	16%
Credit card debt	16%	21%	10%	15%
Family/friends unable to help	16%	11%	5%	12%
Other	9%	8%	12%	10%
Nothing	18%	20%	28%	23%

*Note: among internet users who do not own a home*

*Source: Bankrate, "Bankrate Down Payment Survey," Sep 11, 2019*

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