

# Newsweek

## Gen Z Is Moving to North Dakota

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Gen Zers' migration habits haven't been all too surprising as they reach adulthood and choose their living destinations, except for one anomaly.

A recent StorageCafe report found that North Dakota was one of the top destinations for Gen Zers to move to, finishing number nine on the list.

The rural state with cheaper property values and rents attracted 9,200 Gen Zers in 2022, which ended up representing more than 12 percent of the state's total population.



*A For Sale sign is posted in front of a home for sale in San Marino, California on September 6, 2023. Gen Z is moving at high rates to North Dakota. FREDERIC J. BROWN/AFP via Getty Images*

StorageCafe attributed the Gen Z appeal of the state to its "friendly residents, low crime rates, and strong sense of community." But the state stands in stark contrast to many of the other

places that attracted the younger generation, like Washington, D.C. and Connecticut, which took the top two spots.

Gen Z might be enjoying the relative affordability of the state far more than the other places they could consider moving, as 11 percent of Gen Zers said they became homeowners as soon as they moved to North Dakota.

"This generation has already made waves with their interest in sustainable living and things like growing your own food – so the Peace Garden State is right up their alley," the StorageCafe report said.

John Boyd, the principal for The Boyd Company, said North Dakota is also a haven for remote workers given its sophisticated telecommunications infrastructure. North Dakota also has relatively low taxes and an overall low cost of living for Gen Zers who are drawn to more suburban and rural lifestyle offerings.

"North Dakota has become the Florida and Texas of the Great Plains, however much more affordable especially with respect to housing," Boyd told *Newsweek*. "North Dakota also has fewer challenges related to hyper growth, like infrastructure, soaring insurance costs and congestion. North Dakota also offers job opportunities in high-growth industry sectors like energy, high tech, defense, cyber security and food sciences."

While growing numbers of Gen Zers have moved out of their family homes and found their own place to own or rent, previous studies dubbed the group, which spans from those ages 12 to 27, "the nest generation."

That's because in 2022, 54 percent of the group had chosen to live with their parents, revealed a Harris Poll commissioned by DailyPay. Many also ditched their own places after the coronavirus pandemic hit and instead chose to save money and avoid isolation by relocating back with their parents.

But that shift might have been temporary, as the Census Bureau 2021 American Community Survey by Today's Homeowner noted the five largest U.S. cities—New York City, Los Angeles, Chicago, Houston and Philadelphia—were attracting Gen Z in droves while sustaining drops in population levels for every other generation.