

Millennials – It's a hard life

Who are they?

BORN BETWEEN
1982 – 2000

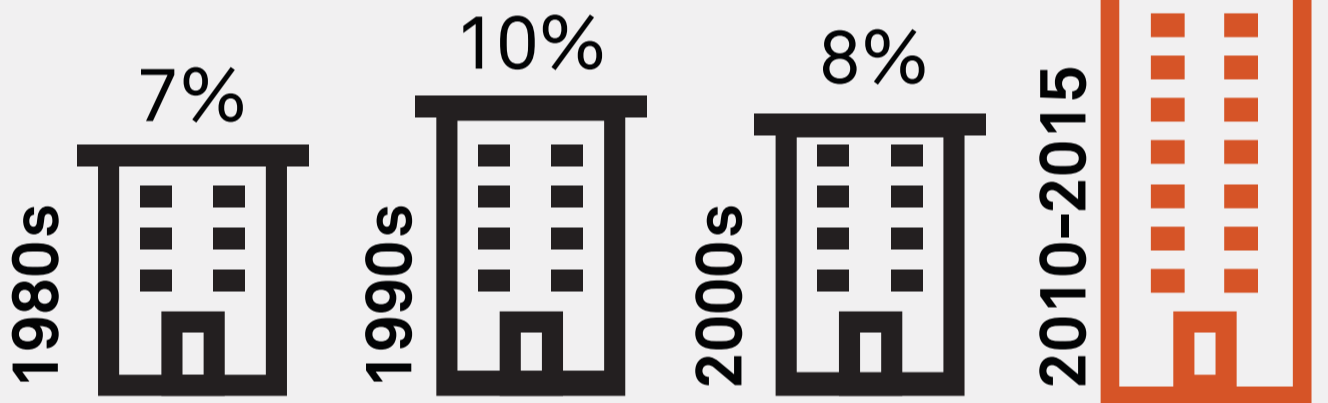


They represent more than $\frac{1}{4}$ of US population



Source: U.S. Census Bureau Data, 2015.

Urban share of household growth by decade



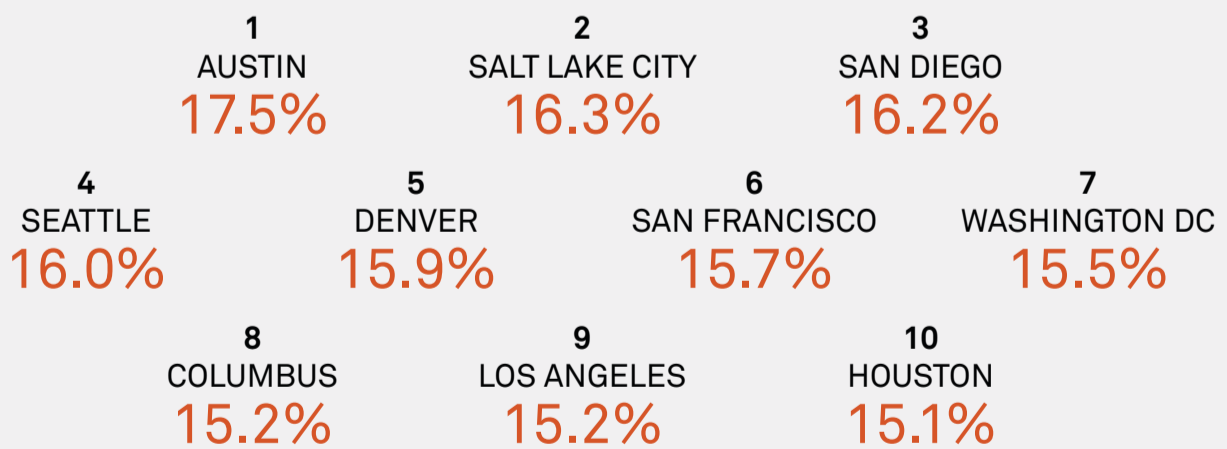
Source: John Burns Real Estate Consulting, Cushman & Wakefield Research, March 2018.

7 in 10 renters are willing to sacrifice living space for living close to urban centers in micro apartments or house shares.

Source: Freddie Mac, US Census Bureau Data as of 16 March 2018.

Urban areas double growth rates from 2010-2015

Top US cities by percent of millennials



Source: https://www.connect.media/wp-content/uploads/2016/10/Hightower_Millennials_whitepaper.pdf, published 2016