

# WHY MOVE YOUR BUSINESS TO THE CITY?

A confluence of demographic trends has the potential to reshuffle where businesses are located — and if they decide to move. Here are some of the factors that come into play:

**>60,000  
POPULATION**

Millennials are happiest in urban areas with a population of about 60,000. They are happiest in the largest metropolitan areas.

**12% MORE  
PREFER WALKING**

Millennials prefer walking 12 percent more than driving as mode of transportation.

**59% FAVOR  
PUBLIC TRANSIT**

59 percent of millennials in favor of expanding public transportation, including trains and buses, as part of government transportation spending priorities.

Check out the new  
*City Cafe*

**62% SEEK  
MIXED-USE COMMUNITIES**

62 percent of millennials are seeking mixed-use communities, so they can be near shops, restaurants and offices.

**7% DROP  
CAR OWNERSHIP**

7 percent drop of those under the age of 25 who owned a car between 2007 and 2011.

**13% DROP  
DRIVER'S LICENSE**

The number of 20-somethings who have a driver's license dropped 13 percent between 1983-2014.

**6.9 MILLION  
JOB OPENINGS NATIONALLY**

The number of job openings nationally as of Nov. 30, 2018, as the U.S. faces a labor shortage. This is expected to worsen as Boomers, the country's largest demographic, retire.