

Millennial New Mover Wants & Needs



All statistics drawn from full survey commissioned by Our Town America, which can be found here — [Survey Says: What New Mover Data Shows About Millennial New Movers](#).

#MillennialNewMovers



PET FRIENDLY



3 in 5 Millennials have **PETS**,
70% of whom say their pet
influences where they move.

WALK OFF THE CARBS



57%

MORE THAN HALF
want restaurants & stores
within walking distance.



FUN IN THE SUN



The **TOP 3 QUALITIES** of a
Millennial dream city are good
weather, good scenery & outdoor activities.



LOOKING FOR



**MORE
THAN
HALF**

57%

of single Millennials
want a better dating
scene in their city.

LIKE A GOOD NEIGHBOR



80% of Millennials
say they'd **LOVE** a
housewarming gift.



Convenience
Wins: More
than 2 in 3
Millennials
(69%)
say they
must live
within range
of delivery
services.

80% of
Millennial
respondents
chose
against
"Big City
Life" as their
ideal living
situation.

More than
half (58%)
of Millennial
respondents
would move
to a city
they don't
like for the
right job.

71% of
Millennials
would live in
the middle
of nowhere
for a higher
paying job.

All statistics drawn from an at-random survey of over 500 U.S. Millennials commissioned by Our Town America, the leading New Mover Direct Mail Marketing Franchise known as moving industry experts. Since 1972, Our Town America has been improving local economies by connecting local businesses with new movers.

Millennial New Movers Our Town America Welcoming New Movers Since 1972 Pet Friendly 3 in 5 Millennials have pets, 70% of whom say their pet influences where they move. Walk off the Carbs 57% - More than Half want restaurants and stores within walking distance. Fun in the Sun The Top 3 Qualities of a Millennial dream city are good weather, good scenery & outdoor activities. Looking for Love More than half 57% of single Millennials want a better dating scene in their city. Like a Good Neighbor 80% of Millennials say they'd love a housewarming gift. Convenience Wins More than 2 in 3 Millennials (69%) say they must live within range of delivery services. 80% of Millennial respondents chose against "Big City Life" as their ideal living situation. More than half (58%) of Millennial respondents would move to a city they don't like for the right job. 71% of Millennials would live in the middle of nowhere for a higher paying job. All statistics drawn from an at-random survey of 500 U.S. Millennials commissioned by Our Town America, the leading New Mover Direct Mail Marketing Franchise known as moving industry experts. Since 1972, Our Town America has been improving local economies by connecting local businesses with new movers.