

Millennials Moving to the Upstate, Greenville



WSPA Greenville (June 2019) – Our Town America recently commissioned a survey of more than 650 Millennials to find out what their ideal city to live in is and what their motivations behind moving are. There were a few cities that stood out amongst the rest – Greenville, SC being one of them!

Greenville, as locals and visitors will attest to, has many key components that Millennials are searching for. In fact, Livability recently ranked Greenville as the **#10 Best Place to Live**.

But what was so great about Greenville? Well, Millennials want to spend their time outdoors, and thankfully for Greenville, it is one of the top places to ride bikes! There is a vast number of hiking and biking trails, which allow people to easily step away from the city life and enjoy the outdoors without going too far out of the way. Our Town America's survey showed that near half (48.8%) of Millennials choose their dream city based on the activities that they want to do outdoors.

It's no surprise that those who like to be outdoors also want to bring "man's best friend". 3 in 5 Millennials have pets, 70% of whom say their pets influence where they live. Greenville has numerous dog-friendly outdoor patios, and dozens of

places to go for a walk with your favorite furry friend.

31% of those surveyed stated that they also look for culture, art and theater when choosing where to live. According to the **City of Greenville website**, Greenville is home to a large mix of museums and is filled with rich culture.

And, of course, careers have to rank high on the list as well – considering most Millennials no longer live at home with their parents. 44.8% of the Millennials surveyed chose their dream city based off how many job opportunities were available. Greenville is ranked #3 for best downtown, and many young professionals are drawn to this area because of the strong job market.

So, the newcomers make your city home... now what? That's where Our Town America steps in. We deliver Welcome Packages right to the mailboxes of new movers – complete with free one-time housewarming gifts redeemable at their local merchants. This is genius and is looked at by tens of thousands of new movers across the country as inviting – not as advertising. In fact, in the recently commissioned survey, 85% of Millennials said they'd take advantage of a local small business offer/freebie, and a whopping 98% said they'd likely revisit the businesses a second time after trying out the first offer.

WSPA TV featured Jillian West of Our Town America Greenville this week to discuss the survey results and more! Check out the video clip below!

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*Editor's Note:

*Please cite Our Town America as the source for this survey.

*This online survey of 652 men and women was conducted by a third party and commissioned by Our Town America.

*Survey participants have no affiliation with Our Town America.

About Our Town America

For 47 years, Our Town America has been providing new movers with traditional hospitality by mailing warm housewarming gifts from local neighborhood businesses in a premium welcome package. Since the company started franchising in 2005, Our Town America has consistently been placed in the Franchise Top 50, ranking top in their category for franchisee satisfaction.

Our Town America's dedication to the "sponsor exclusivity" concept, meaning Our Town America will only recommend one of each business type in any specific zip code within its welcome packages, has been one of the key catalysts for the company's long-term success. In addition, sponsors consistently rave about other unique aspects of the new mover marketing program – such as their ability to reach a brand-new audience of impressionable new movers each month and the insightful data/metrics delivered by Our Town America's innovative pinpoint tracking system.

Due in large part to Our Town America's devotion to those concepts, thousands of satisfied business owners throughout the United States attest to the success and effectiveness of the program. Additionally, dozens of locally owned franchisees validate Our Town America's concept as a viable business opportunity.

It is Our Town America's mission to assist new movers adjusting to their community, help businesses gain new and loyal customers and provide franchisees with an excellent opportunity. The eight million households who receive Our Town America's welcome packages each year prove that Our Town America is committed to following through on that mission statement.

For more information, visit the Our Town America website at <https://www.ourtownamerica.com> or call 1-800-497-8360.