

Millennials are attracted to cities

6 out of 10 live in largest cities of over 0.5 million inhabitants or nearby suburbia



Living in big cities doesn't come cheap

7 out of 10 millennials in large metropolitan areas find home ownership hard or extremely hard to afford



Half of millennials would like to move

Especially the youngest millennials (62%)



37% would move to smaller town due to affordability

But job opportunities is the strongest driver to move for the youngest Millennials



9 out of 10 millennials still want to buy a home

Even though they may feel they are plodding up a steep hill

