THE ETERNAL CITY

GEN Z, MILLENNIALS AND THE FUTURE OF URBAN LIVING

THE INTERRUPTION

CASSANDRA by BIG VILLAGE

3 key themes

Badge of Honor
Resilience/Toughness
In it for the long haul
Opportunities, diversity

Inherently Adaptive
The first to re-engage
Confident & optimistic
Still spending

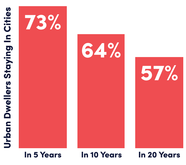
Creating Community
Local focus
Supporting small businesses
Engaging and connecting

badge of honor

In It For The Long Haul

Some Millennials have an interest in eventually trading the urban jungle for a rural community and many Gen Zs aspire to live in cities in their youth before embracing suburbia.

But city living is hard to give up. Among young people living in cities, about **6 in 10 plan to stay put for the next 20 years.**



Jazlynn, 17, CA

"Living in a big city offers **new opportunities everyday**, there are so many different people that you could run across. Everyone's story is different, and I feel that many people [like me] tend to move to big cities to get a different perspective and hear different stories, to become inspired. I **most definitely see myself permanently living in a big city.**"

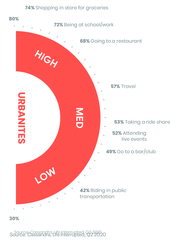
Justin, 32, NJ

"Despite what is going on, big cities still have a lot of career opportunities and are great places for cultural institutions, like museums."

What are some of the reasons you'd want to live in or visit big cities?

inherently adaptive

City dwellers will be the first to re-engage and will lead the country into its new reality setting the tone and establishing new norms.



Comfort level by activity

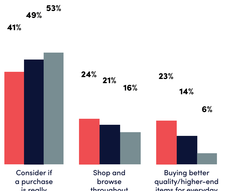
Urbanites have a significantly higher comfort level than their peers with nearly all public activities, such as attending live events and using a ride share service during the pandemic.

Source: Cassandra, Life Interrupted, Q2 2020

Consumer Confidence

Urbanites' confidence is reflected in their purchase behaviors. Despite the economic downturn and rise in unemployment, they are still spending.

- Urban
- Suburban
- Rural



Source: Cassandra, Life Interrupted, Q2 2020

creating community

Start Small:
Young Urbanites Are Striving To Protect Their Local Businesses That Give Their Community Its Culture

"I will continue to support my smaller local businesses because I know that they're good, and I've gotten to find some new ones as a result of this pandemic. **There will definitely be more trying out local shops.**"
—Kelsey, 17, NY

48% of young adults would rather make a purchase from a small, boutique brand vs. 52% of young adults would rather make a purchase from a large, national brand

60% of young adults would rather make a purchase from a small/local retailer vs. 40% of young adults would rather make a purchase from a large/national retailer

Source: Source: Cassandra, Home & Away, Q4 2018, Cassandra,, Life Interrupted, Q2 2020; Zagat Future of Dining Study, June 2020

At Cassandra, we are constantly in the field talking to young consumers and observing their habits and behaviors to help brands See Tomorrow™. We're still in the field at this critical moment—albeit digitally and virtually—seeking out the cultural signals that will **help brands understand what they need to do right now and learn what they need to do to prepare during this unprecedented time and for the future.**

For more insights and to inquire about custom research, please contact michael.corti@cassandra.co.

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