

## 4. Generational Change/Demographics

### Commercial Impact

- Decreasing workplace space-per-employee, more amenity driven
- Corporate site selection targets younger, diversified & educated talent pool
- Impacts student, elder, office, multi-family tenant expectations
- Amazon HQ2—new site selection model caters to demographics

### Residential Impact

- Millennial, Gen Y, Gen Z, Baby Boomers: different products & locations
- Their preferences affect housing, rental desirability
- Household formation, location mirror prior generations, but later
- Tech is requirement, not luxury
- Older structures limited appeal if not updated