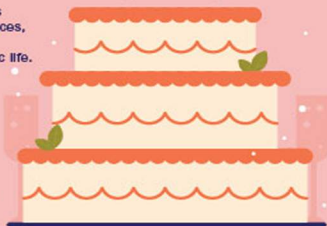


Millennials Might Wait

Millennials are delaying marriage longer than any previous generation. Understanding millennials' attitudes, preferences, and behaviors is critical because they have significant implications for many aspects of U.S. social and economic life.



59% of millennials are single and have never married



65% claim they live and focus on the present moment



21%
of millennials own
a home



36%
more millennials than
any other generation
are currently in
multi-adult households
of three or more

It is necessary to rethink and reconstruct social norms to better fit the wants and needs of what is now the largest demographic in today's market, throwing off conventional wisdom when it no longer serves a compelling purpose.