

# BillyParrish Consulting

## Calculating Your Market for City Living Worksheet

Column #1	Column #2	Column #3	Column #4
City Living Preference by Generation (Expressed as a %)	Your County's Total Population by Generation – Use the Census Info. For your County	Multiply Your County's Total Population by Generation by the Percent in Column #1	Gut Check Market Number Based on Your Knowledge/Instinct
30% of Millennials (Old enough to live on their own)			
30% of Boomers			
14% of GenX (with School-Age Families)			
2% of GenX (Transitioning to Empty Nesters)			

**Ciphering Section:**