



2011 BOOMER HOUSING SURVEY

Copyright © 2012

AARP

Research & Strategic Analysis

601 E Street, NW

Washington, DC 20049

www.aarp.org/research

Reprinting with permission only

General Information and Acknowledgements

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people 50+ have independence, choice and control in ways that are beneficial to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for Americans 50+ and the world's largest-circulation magazine; AARP Bulletin, the go-to news source for the 50+ audience; AARP VIVA, a bilingual lifestyle multimedia platform addressing the interests and needs of Hispanic Americans; and national television and radio programming including *My Generation* and *Inside E Street*. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

The views expressed herein are for information, debate, and discussion, and do not necessarily represent official policies of AARP.

About this research

This research was designed to illuminate the current, emerging and future housing issues for the Boomer population. Specifically, this research examines the Boomer population's opinions, attitudes, and experiences in the areas of retirement migration, aging in place, and home planning and decision-making. This 20-minute national random digit dial (RDD) telephone survey of 2,260 adults ages 45-65, covered areas such as: length of time in current residence, recent/planned moving; difficulty getting around in home, mobility modifications/add-ons, members of household, expectation of use of home equity, etc. All reported statistics are weighted based on Census data (race, ethnicity, gender and age group). The research was conducted by Woelfel Research, Inc. from October 15 to November 17, 2011.

Acknowledgements

The author would like to thank Jeanne Anthony who served as the project director. She would also like to thank John Woelfel and the staff at Woelfel Research Inc. for fielding the extremely complicated telephone survey, collecting and tabulating the data, and preparing a high-level report of the telephone survey findings. Additional thanks go to Linda Barrett, Teresa Keenan for their ideas and suggestions on the development of the survey instruments and final report and to Jennifer Leslie and Jane Bittner for formatting, number checking, and proofreading the report. For additional information, contact Cheryl L. Lampkin at (202) 434-6172.

Trends - Executive Summary

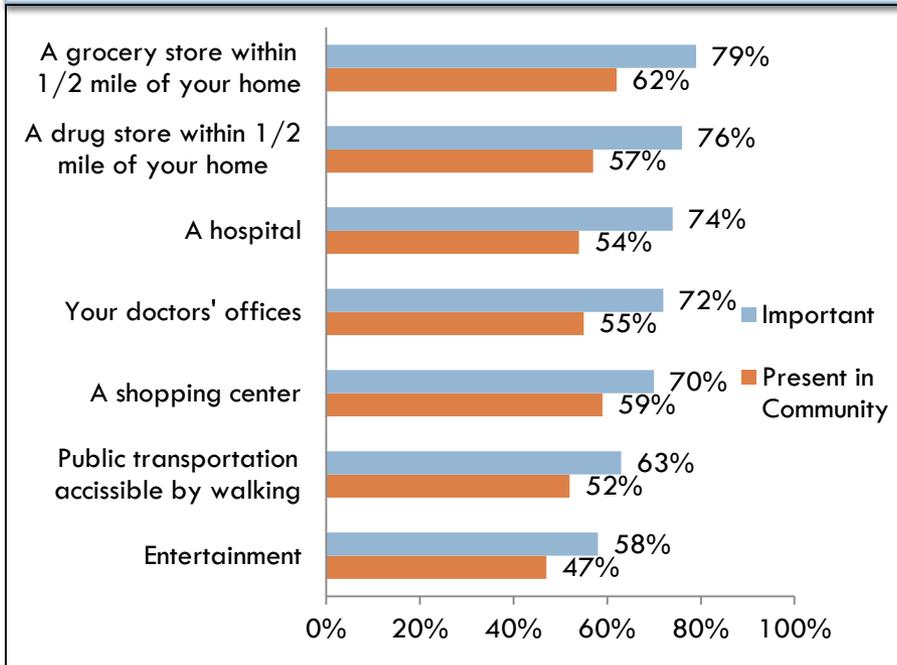
- **Boomers love their community.** For the majority, the location of their current home was a chief reason for selecting it and they would like their community to get better as they grow older. However, there are gaps in what their community currently offers and what Boomers view as important for the future. These gaps help us explore how communities can improve to ensure a better quality of life for Boomers as they age.
- **Boomers are attracted to communities that resemble the past** – Many say they like the idea of easily accessible services, shops, entertainment and walking trails and that easy access to these amenities becomes more important as they grow older. This is most likely a multigenerational desire— Boomers and the younger generation really would like to have a community that resembles those of the past – with shops, homes, schools, etc. that are within walking distance.
- **Boomers' homes are a nice fit now and modifications will enhance life in later years** – Boomers especially say their homes fit them – for today. They are also beginning to recognize that there are features that might enhance how they will live later in life. Just as with their communities, there are gaps between current home features and important home features that will ensure they have their dream home of the future.
- **Boomers are healthy, agile and active, thus planning for later years has been delayed.** Boomers know they are going to live longer so the issue of planning for later years is not currently top-of-mind. So when asked about planning for home, community and services needed in later life, one-third or less has given this a great deal of thought.

Trend: Boomers Love Their Community

Though respondents indicate they would like to remain in their community through-out their lives, there are considerable gaps between importance and availability of amenities in some communities.

There are a number of community features in which respondents indicated will be important as they age however many communities do not currently have that feature. This analysis enumerates what amenities will make the community they love even better as they age in place.

Community features that have the biggest gap between level of importance and availability in the community.



Despite these gaps...

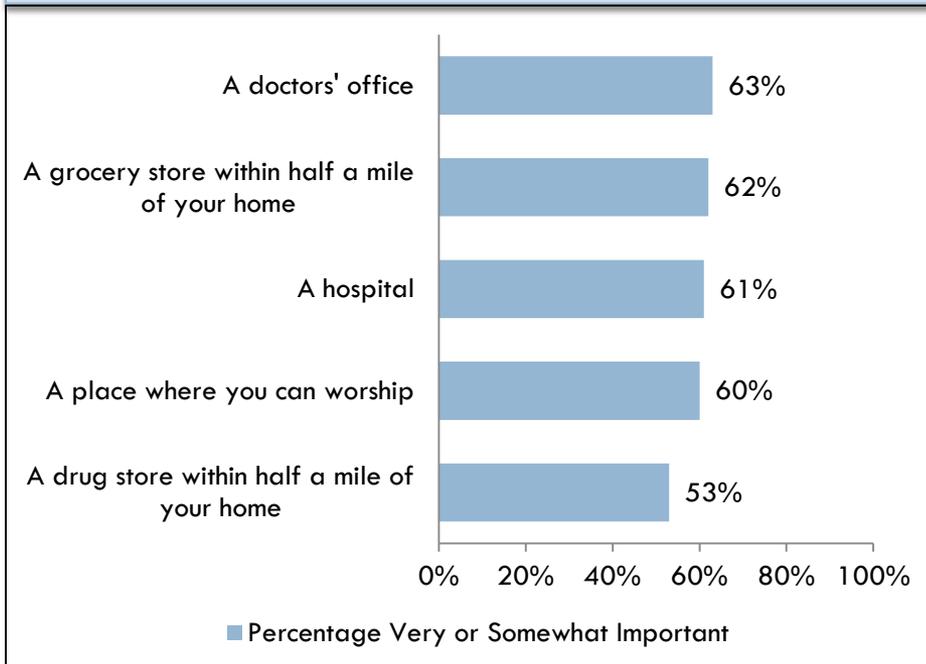
- ✓ 84% agree with the statement: "I want to stay in my home because I like what my community has to offer me."
- ✓ 74% give their community a high rating on variety of stores close to home
- ✓ 64% give their community a high overall rating (8 or more out of 10)

Trend: Boomers Are Attracted To Communities That Resemble The Past

Boomers like the idea of easily accessible services, shops, entertainment and recreational opportunities.

Boomers indicate that basic community features are important to them as they choose where to live. When defining “community” as a 6 to 10 block radius, access to medical facilities, shops and places to worship were cited as important most often. These features become important to a higher proportion of Boomers when thinking about their later years.

Features most often mentioned as important to Boomers who moved for retirement or plan to purchase a new home.



When looking at the importance of these features *later in life*, even higher proportions say they will be important.

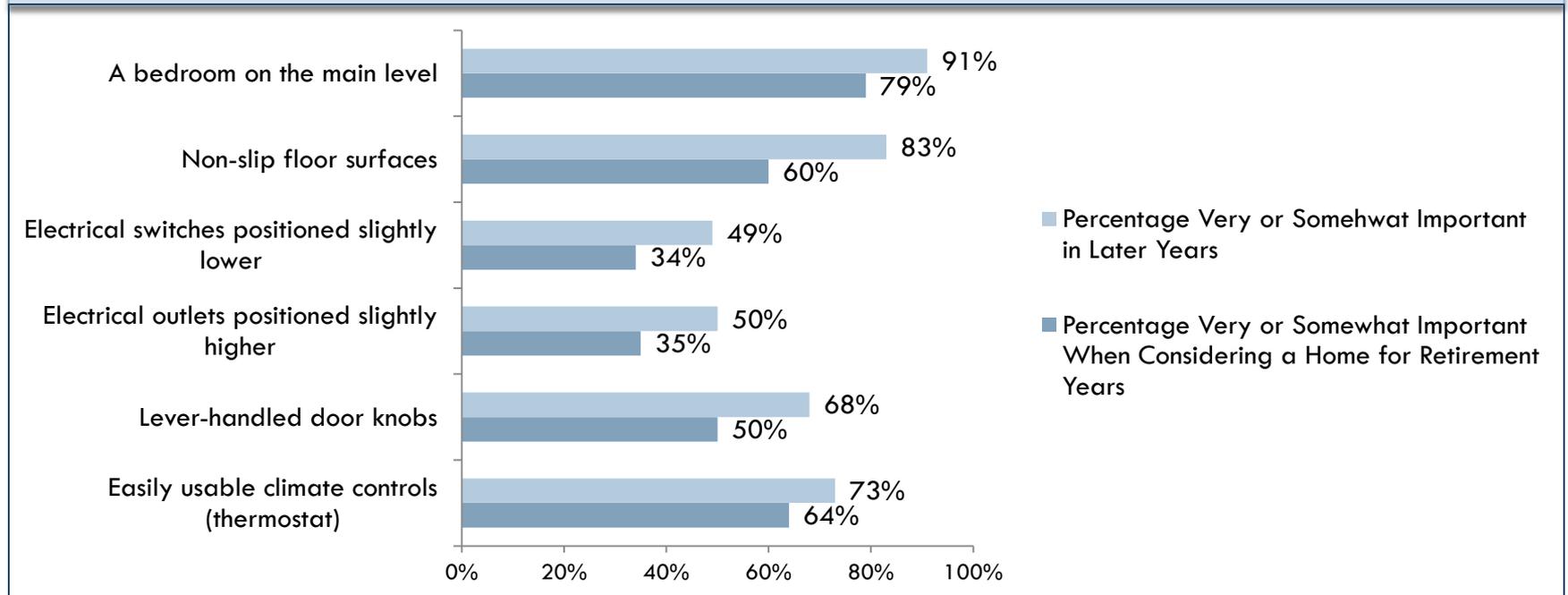
- ✓ doctor's office, 83% (+20%)
- ✓ grocery store, 80% (+18%)
- ✓ hospital, 83% (+22%)
- ✓ place to worship, 76% (+16%)
- ✓ drug store, 81% (+28%)

Trend: Boomers' Homes Nice Fit Now, Modifications Will Enhance Life Later

Boomers recognize their homes might need modifications to enhance their home's functionality in later years.

Boomers were asked about the importance of certain home features when buying a home for retirement as well as the importance of home features in their later years of life. The results suggest that while some Boomers think these home features are important, higher proportions recognize that these features will become important in their later years.

Importance Of Certain Home Features When Buying Home for Retirement vs. In Later Years

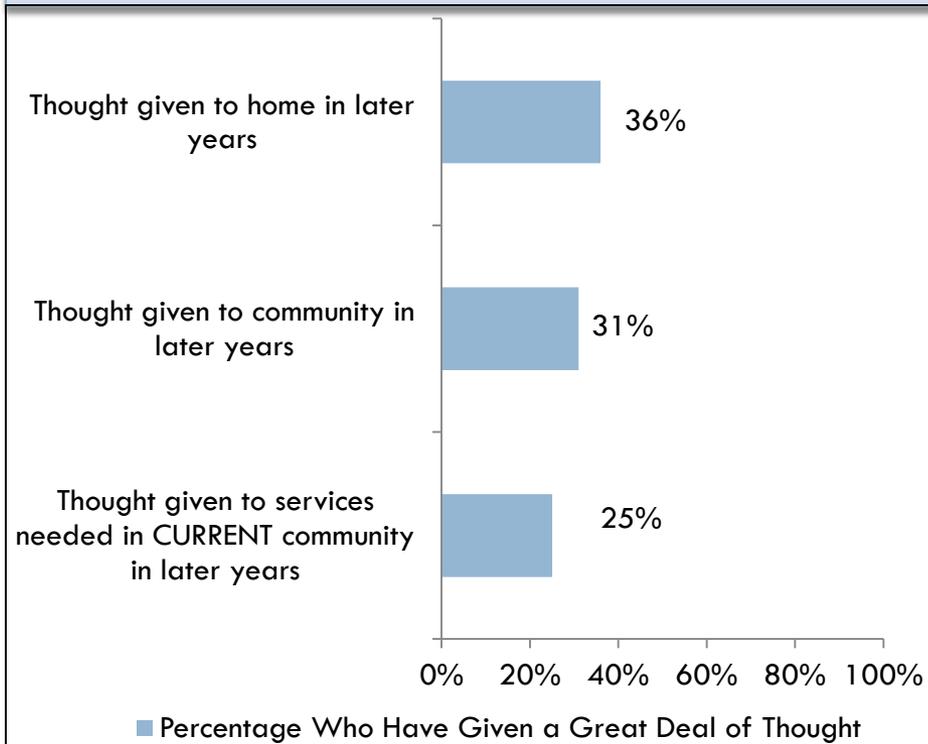


Trend: To Plan Or Not To Plan?

Boomers are aware that they will live longer than their parents did. In turn, this allows them delay planning for their golden years.

Boomers are healthy, agile, and active. Four in ten expect they will always be this way and over one-third believe they will always be able to drive. These factors may contribute to the low percentage of Boomers who have given a great deal of thought to the type of housing, community and services they may need later in life.

Thought Given to Home, Community, Services in Later Years



Factors that might contribute to low number of planners:

- ✓ 31% do not expect someone will have difficulty getting around their home for another 20+ years
- ✓ 41% expect they will always be in good health
- ✓ 35% expect they will always be able to drive

2011 Boomer Housing Survey

For more information: Cheryl L. Lampkin; 202-434-6172; clampkin@aarp.org