

Builder

Consumer Trends

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A LENS ON ACTIVE ADULTS: STUDY SAYS HOUSING'S TIPPING POINT IS AGE 61

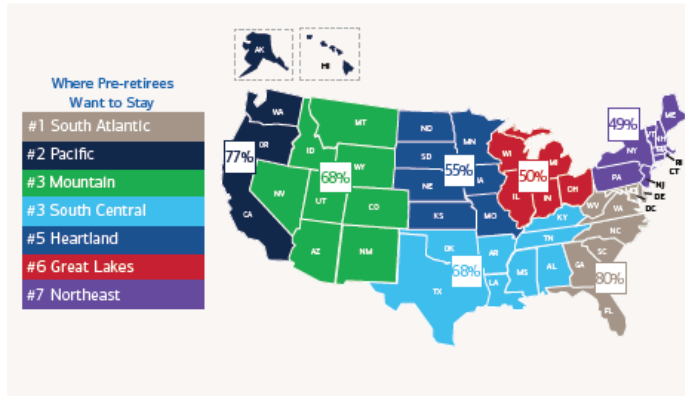
An inflection point for a wide range of housing location and style choices happens when Americans reach the age of 61, according to this new Merrill Lynch Retirement Study, conducted in partnership with Age Wave.

Here's highlights of the study, which focuses entirely on the active adult customer segments:

Based on a survey of over 3,600 respondents, the study explores how newfound freedom from work and family restrictions, fewer home-related financial concerns and unprecedented longevity are empowering retirees to pursue a home that fits their desired lifestyle and changing priorities. Key findings from the study include:

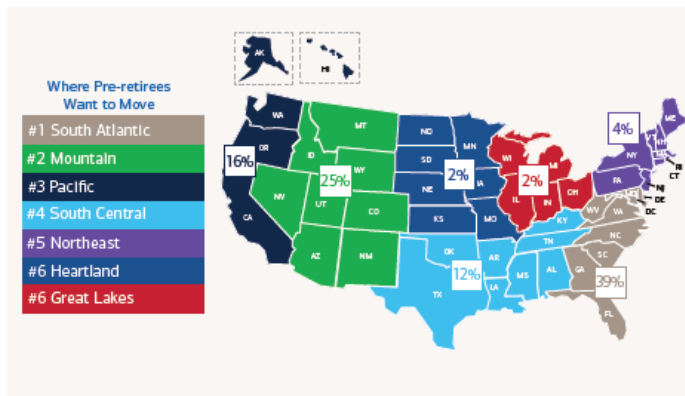
- Two-thirds of retirees say they are living in the best homes of their lives.
- The “Freedom Threshold” phenomenon, where by age 61 the majority of people feel free to choose where they most want to live
- The “Downsize Surprise” and why many retirees don’t opt for a smaller home
- The popular “Retirement HotSpots” where retirees most want to live
- Ways retirees who choose not to move are making their current home even better
- New options empowering retirees to age in place independently during later life

Figure 18: Percent of pre-retirees who want to continue living in each region after retirement



Among pre-retirees who want to move to a different region in retirement, the South Atlantic region is the clear winner – with four in ten (39%) saying they would most want to move to that region – followed by the Mountain (25%) and Pacific (16%) regions (FIG 19).

Figure 19: Percent of pre-retirees who want to move to each region, among all pre-retirees who want to move to a different region in retirement



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