

2024 Baby Boomer Consumer Research

Silver Tsunami Likely to Bring Wave of Wealth to
Children of Baby Boomer Homeowners



Survey Objectives & Methodology



MARKET INSIGHTS
Corporate Communications
and Marketing



Survey Objectives:

As the youngest Baby Boomers turn 60 this year, this research measures the impact they will have on housing mobility and preferences, plans to age in place, household composition, and financial challenges. This project continues our time series from 2016 and 2021.



Methodology:

The online survey, conducted April 27-May 3, 2024, included interviews with 3,003 homeowners and renters aged 60-78, with data weighted to be representative of a national sample of U.S. adults within the Baby Boomer generation.



Data Analysis:

Results from the national survey have a margin of error of +/- 2 percentage points. *Due to rounding, percentages may not always add up precisely to 100%.*

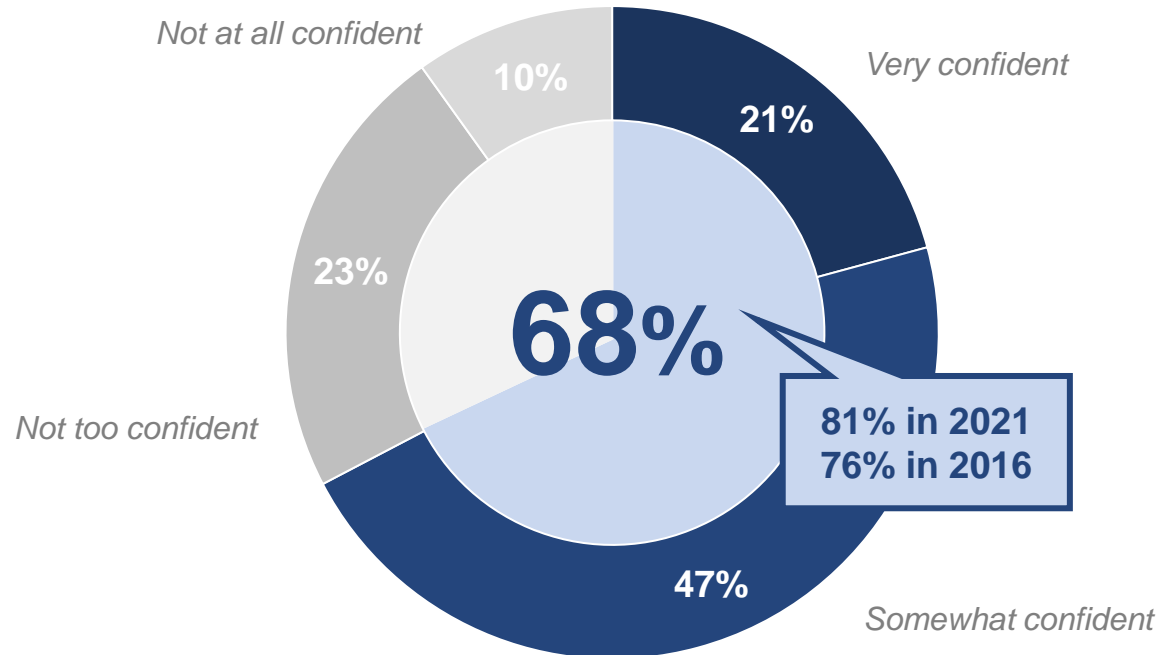




Perceptions of Retirement

Nearly 70% of Baby Boomer homeowners surveyed express confidence in having a comfortable retirement

Confidence in Having a Financially Comfortable Retirement
Among Homeowners

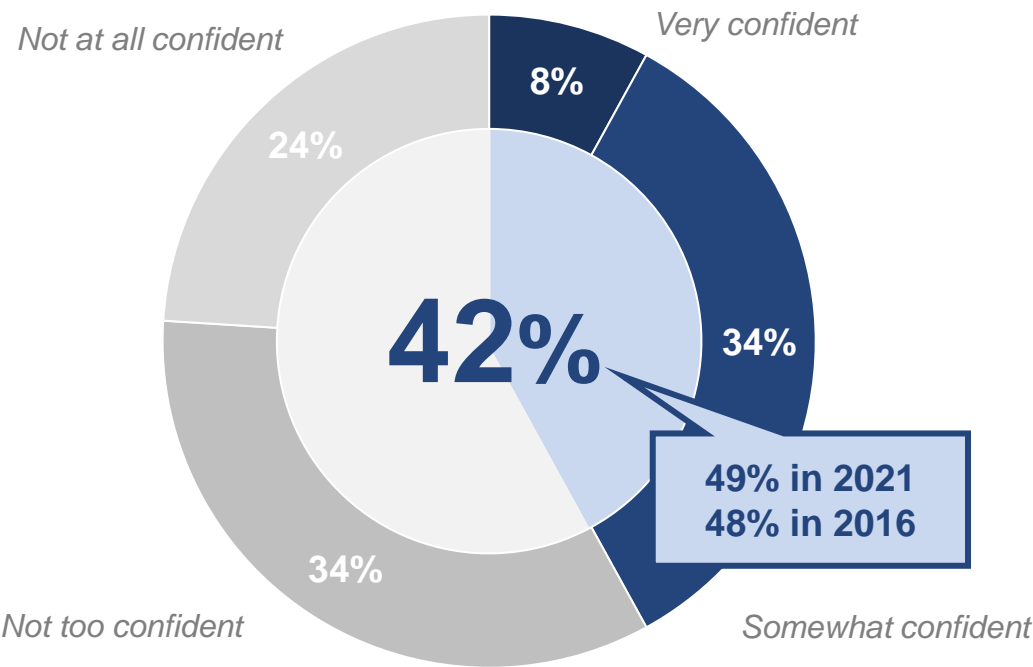


of Baby Boomer homeowners are **extremely or somewhat confident** they will have a financially comfortable retirement

Q: How confident are you that you will have a financially comfortable retirement? Base: n = 1,999 total homeowners

About 2 in 5 Baby Boomer renters surveyed express confidence in having a comfortable retirement

Confidence in Having a Financially Comfortable Retirement
Among Renters

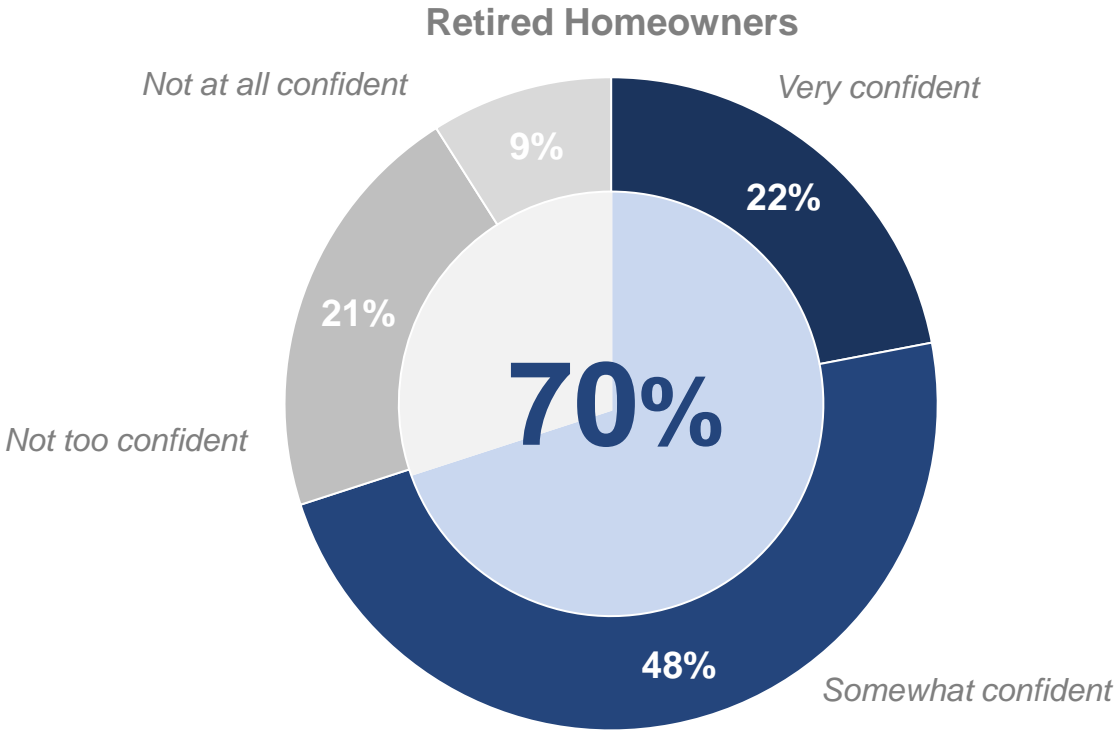


of Baby Boomer renters are **extremely or somewhat confident** they will have a financially comfortable retirement

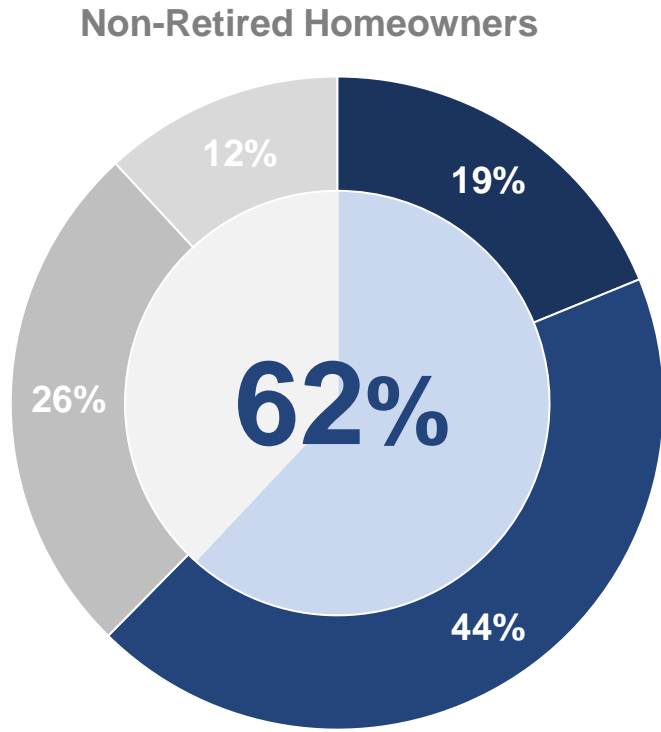
Q: How confident are you that you will have a financially comfortable retirement? Base: n = 918 renters

Retired homeowners feel more confident than non-retired homeowners in believing they will have a comfortable retirement

Confidence in Having a Financially Comfortable Retirement
Among Retired and Non-Retired Homeowners



of retired Baby Boomer homeowners are **extremely or somewhat confident** they will have a financially comfortable retirement



Of non-retired Baby Boomer homeowners are **extremely or somewhat confident** they will have a financially comfortable retirement

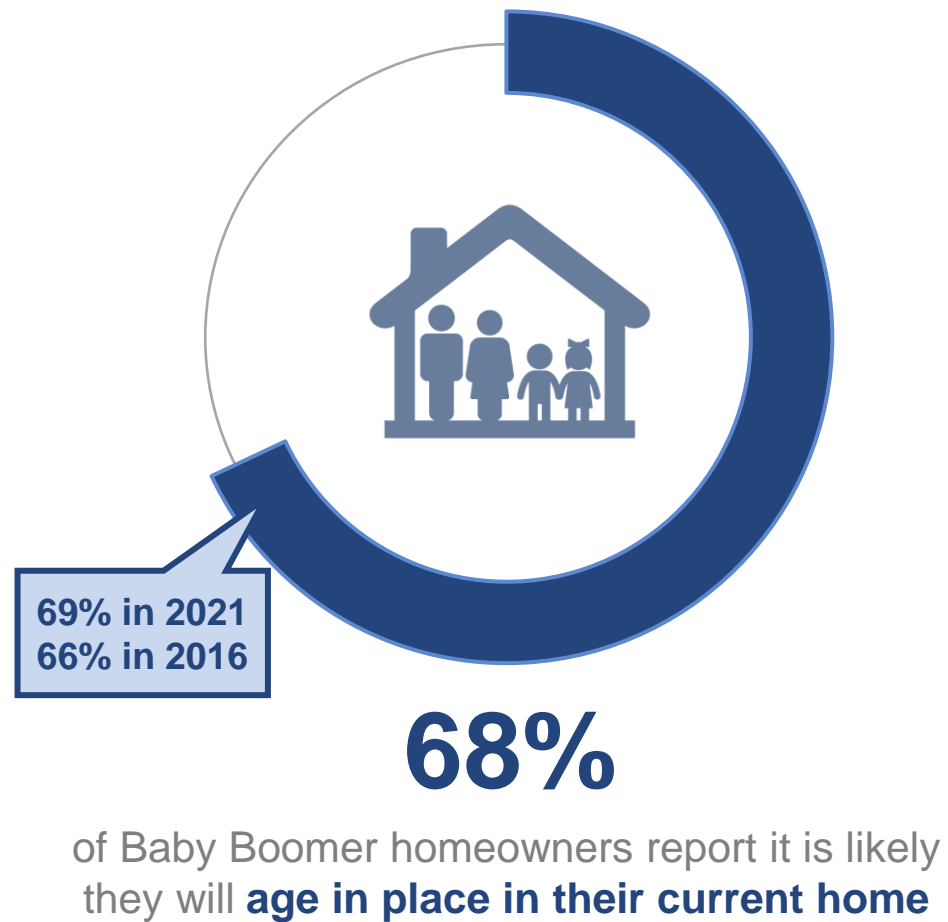
Q: How confident are you that you will have a financially comfortable retirement? Base: n = 1,999 total homeowners (1,325 retired homeowners, 674 non-retired homeowners)



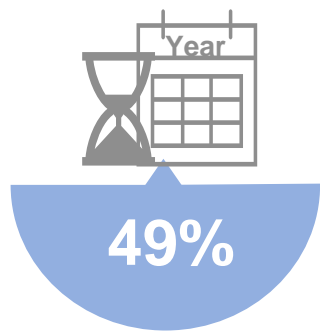
MARKET INSIGHTS
Corporate Communications
and Marketing

Aging in Place

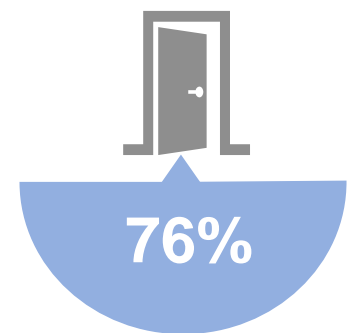
7 in 10 Baby Boomer homeowners feel confident they will remain in their current homes



Among Homeowners Aging in Place:

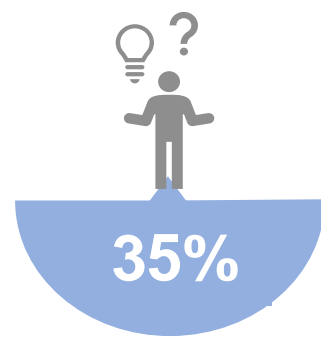


have lived in their home for **20 years or longer**



have **3 or more** bedrooms

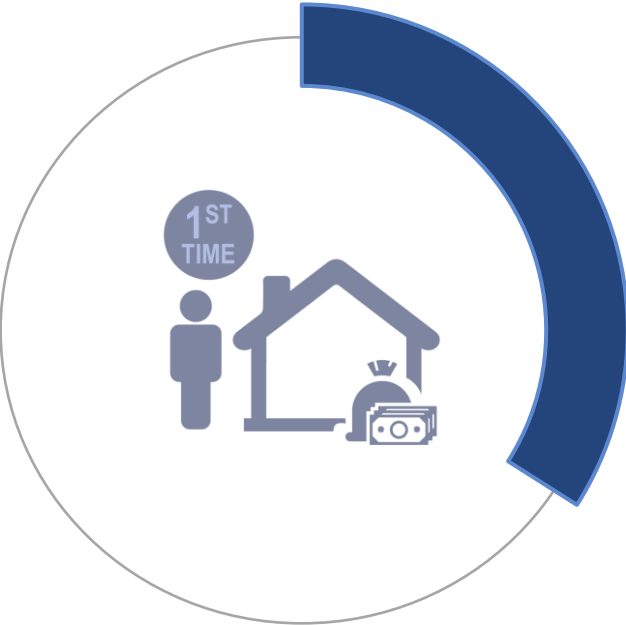
Among Homeowners Moving in the Future:



plan to move **10+ years from now or don't know when** they will move

Q: In the future, how likely or unlikely are you to do the following? [Live in your current home for the rest of your life.] When, if at all, do you anticipate moving to a new home or residence? How long have you lived in your current home? How many bedrooms does your home have? When, if at all, do you anticipate moving to a new home or residence? Base: n = 1,999 homeowners

34% of homeowners report they live in the first home they've owned



34%

of Baby Boomer homeowners report they are living in the **first home they've owned**

Q: Is this the first home you've owned? Base: n = 1,999 total homeowners

Of Boomer homeowners looking to move at some point in the future, 66% indicate they also plan to downsize



66%

of homeowners who plan to move in the future think they will **downsize for their next home**



Among homeowners who want to downsize:

88%

Have 3 or more bedrooms in their current home

44%

Already paid off their mortgage

45%

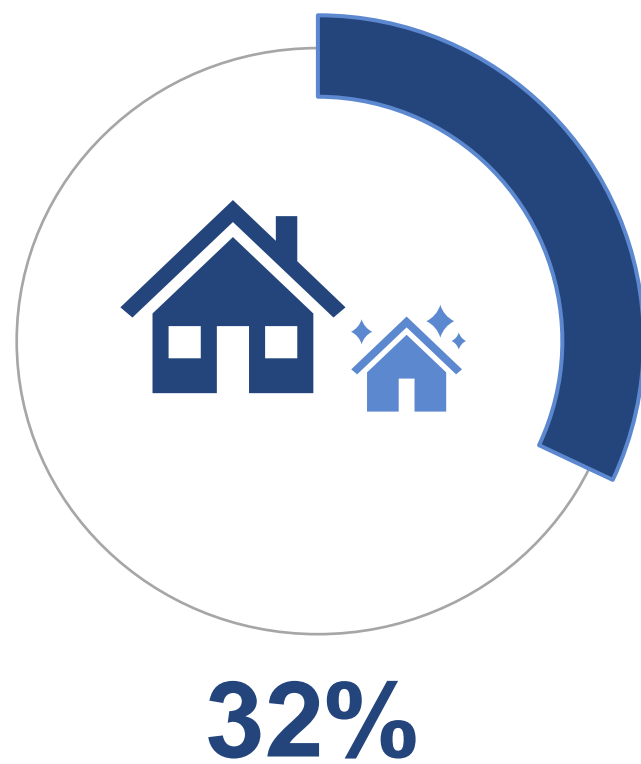
Have lived in their home for **20 years** or longer

36%

of homeowners who moved in the past 10 years have **already downsized**

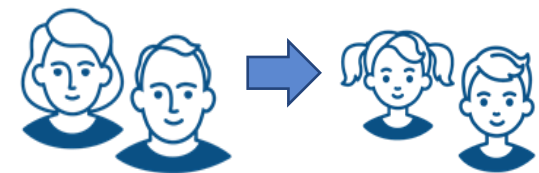
Q: You mentioned you plan to move again. Do you think your next home will be smaller or bigger than your current home? Base: n = 670 homeowners; Approximately how many years will it be until your mortgage debt is paid off entirely? Please include any balance still owned on your mortgage(s) or home equity loans. How would you describe the size of your home? My home has [3+] bedroom(s), How long have you lived in your current home? Base: n = 439; You mentioned you have moved into your home in the past 10 years. Was your previous home smaller or bigger than your current home? Base: n = 670 homeowners

A third would consider living in an ADU, but most would only be interested in their children's ADU



of Baby Boomers say they are likely to consider
living in an ADU on someone else's property

Among Baby Boomers Likely to Consider an ADU:



68% of parents would consider
living in their children's ADU



34% of parents would consider
housing their adult children in their ADU

Q: How likely are you to consider living in a smaller, independent living area on someone else's property in the future? These may be referred to as ADUs (Accessory Dwelling Units), in-law suites, guest houses, granny flats, or garage apartments., Would you consider housing any of the following people in a smaller, independent living area on your own property? [My adult child(ren)]; On whose property would you consider living in a smaller, independent living area? [My children] Base n = 3,003

Baby Boomer women are most likely than men to want to live with their adult children in the future

In the future, would you consider...

Moving in with:

	Women	Men
My adult children	40%	25%
My siblings or other family	21%	15%
My significant other	15%	26%
My friends or other roommates	8%	8%

Having move in with me:

	Women	Men
My adult children	36%	23%
My siblings or other family	23%	17%
My significant other	14%	28%
My friends or other roommates	10%	8%

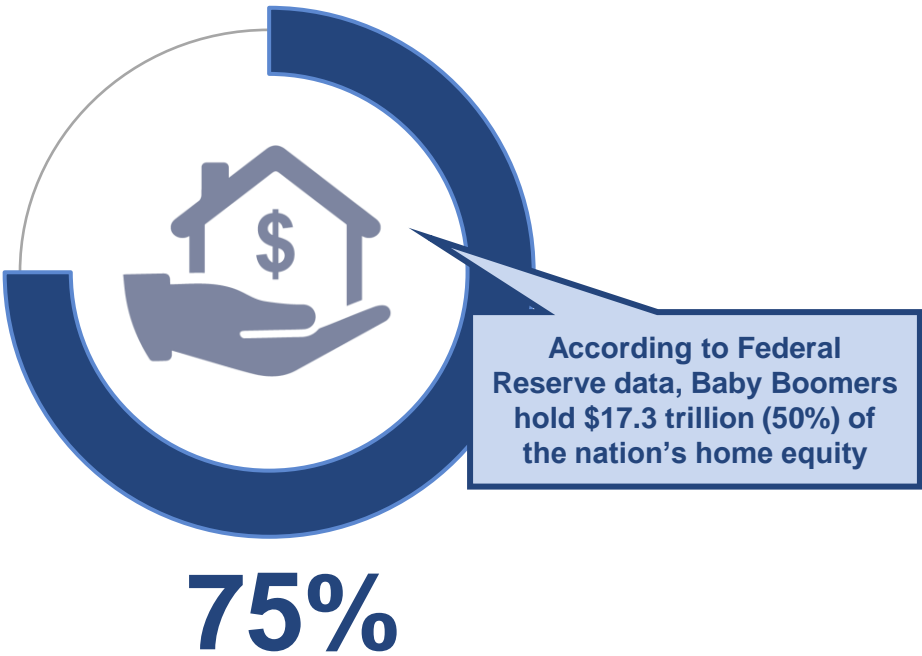
Q: In the future, would you consider: Moving in with: Having move in with me: Base: n = 1,601 female Baby Boomers, 1,421 male Baby Boomers



MARKET INSIGHTS
Corporate Communications
and Marketing

Wealth Transfer & Home Equity Protection

75% of surveyed Boomer homeowners are planning to leave their home or the proceeds from the sale to their children or family



of Baby Boomer homeowners say they plan to **leave their current home or the proceeds from the sale of their home** to their **children or family members**

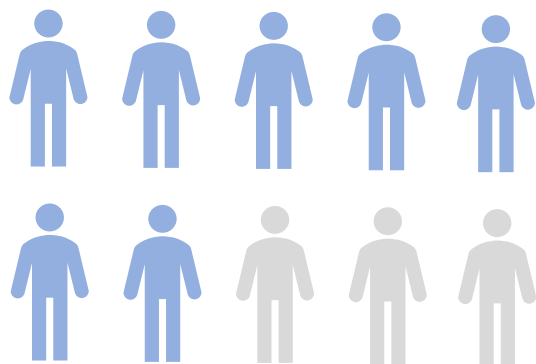
Q: Are you planning on leaving any of the following to your child(ren) or family member(s)? (Multiple Select) Base: n = 1,999 homeowners
United States Federal Reserve Board

4 in 5 of those who have had a fixed rate mortgage believe it allowed them to steadily build wealth over time



MARKET INSIGHTS
Corporate Communications
and Marketing

7 in 10



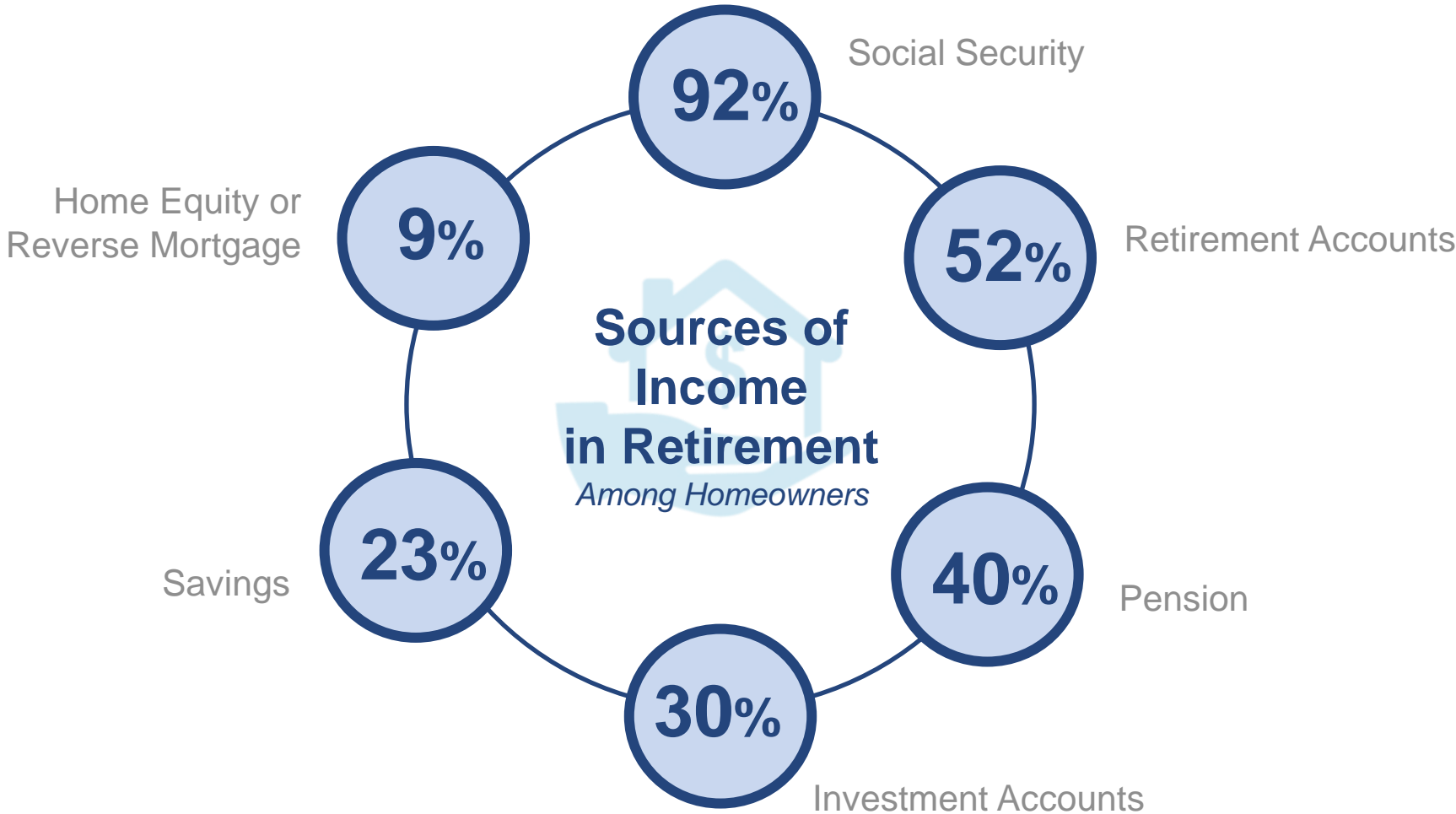
respondents have **experience**
with fixed rate mortgages



83%

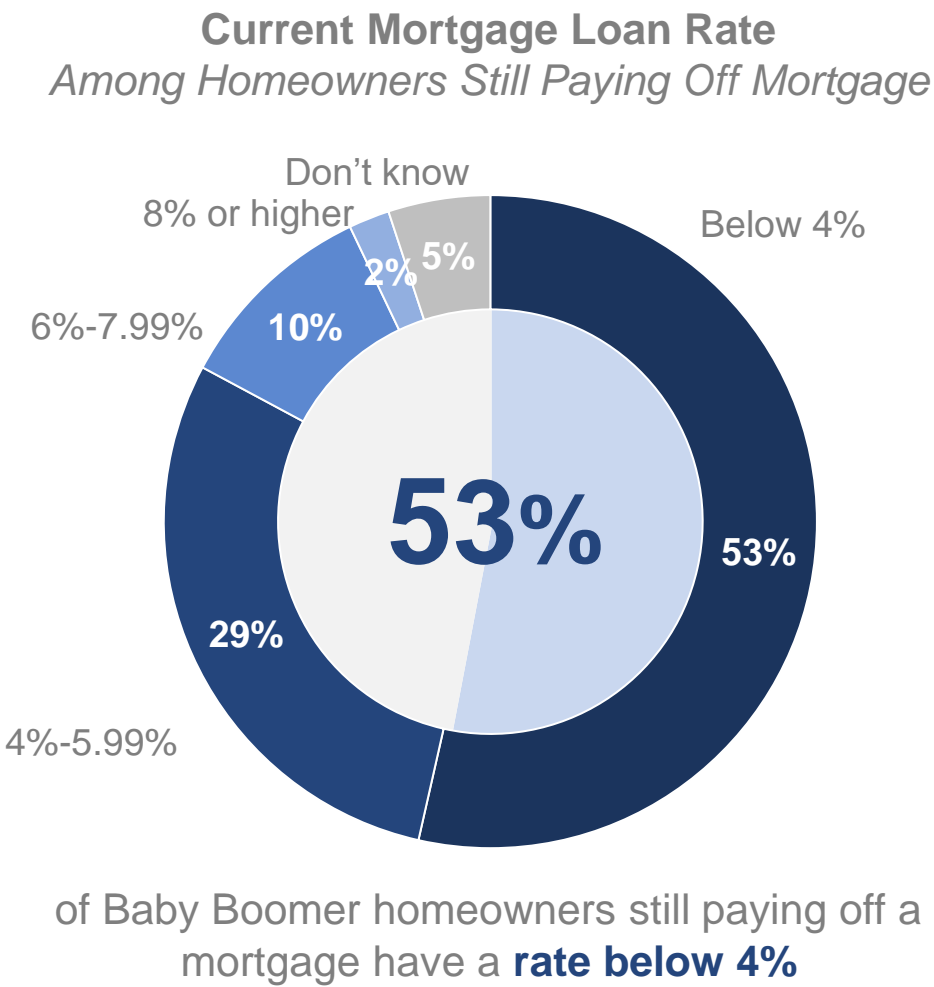
of those who have had a fixed rate mortgage say it
allowed them to **steadily build wealth over time**

Only 9% of Boomer homeowners surveyed plan to use their home equity or a reverse mortgage to fund their retirement



Q: In your retirement, what are your planned sources of income? Base: n = 1,999 homeowners

About half of those still paying off a mortgage have an interest rate below 4%



Q: Which range best first your current mortgage loan rate? Base: n = 944 homeowners paying off a mortgage