What’s Next…Boomer Generation
Housing
New Preferences, New Responses

John K. McIlwain
Senior Resident Fellow, ULI/J. Ronald Terwilliger Chair for Housing

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The Seniors are IN!

Seniors are the fastest growing group in the US

- 40 million today
- 17 million more by the end 2020
- 2020 population 56+ million
- Who are they?
- What do they want?
- Where will they live?
Seniors – fastest growing age group

Projections of the Change in Population by Age for the United States: 2010 to 2050

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2010</th>
<th>2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>75.2 mil</td>
<td>101.6 mil</td>
</tr>
<tr>
<td>18 to 44 Years</td>
<td>113.8 mil</td>
<td>150.4 mil</td>
</tr>
<tr>
<td>45 to 64 Years</td>
<td>81.0 mil</td>
<td>98.5 mil</td>
</tr>
<tr>
<td>65+ Years</td>
<td>40.2 mil</td>
<td>88.5 mil</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2008

There Could Be Even More: Advances in healthcare and technology lead some experts to raise future estimates for the 65+ age group in 2050 to between 99.3 million and 107.7 million – considerably higher than the U.S. Census Bureau estimate of 88.5 million.

Source: Olshansky et al., 2009.
Seniors are NOT all the same

- **The Aging Boomers**
  - Over 10,000 turning 65 EVERY DAY
  - The leading edge of the Baby Boomers

- **The Greatest Generation**
  - 80’s+ years old today

- **The Silent Generation**
  - 67–early 80’s years old today
Aging Boomers: 57–67 years old

- 34.8 million strong
- Children of the 60s and 70s,
- **THE BIG DEBATE: WILL THEY ACT LIKE PRIOR GENERATIONS OF ELDERLY!**
  - They have redefined every age they entered
- Vietnam, drugs, rock ‘n roll, women’s lib, environmentalism, technology, etc.
Aging Boomers: 57–67 years old

- More educated than older seniors
  - Bachelor’s degree by age:
    - Age | % of age group
    - 55 to 59 years: | 19%
    - 60 to 64 years: | 18%
    - 65 to 69 years: | 15%
    - 70 to 74 years: | 13%
    - 75 years and over: | 11%
- But less educated than their kids
  - National average – 32% have Bachelor’s degrees
Aging Boomers: 57–67 years old

- 80% white
- 80% Homeowners
- Hurt less by the Great Recession

Household Net Worth – ‘84 to ‘09

Median Adjusted Household Income by Age of Householder, 1967-2010

in 2010 dollars

Notes: Standardized to a household size of three. See appendix for details. Middle data label is 1984.


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Aging Boomers: 57–67 years old

Figure 2


Percent Change in Employment

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>-20.2</td>
</tr>
<tr>
<td>16-19</td>
<td>-4.7</td>
</tr>
<tr>
<td>20-24</td>
<td>-8.4</td>
</tr>
<tr>
<td>25-34</td>
<td>-5.5</td>
</tr>
<tr>
<td>35-44</td>
<td>-8.1</td>
</tr>
<tr>
<td>45-54</td>
<td>-3.5</td>
</tr>
<tr>
<td>55+</td>
<td>4.0</td>
</tr>
</tbody>
</table>
Aging Boomers: 57–67 years old

- When will they retire?
- For most, not for years
  - Healthier and more energetic
    - “60 is the new 50!”
  - Need to rebuild retirement accounts
  - Fear they will outlive their money
Aging Boomers: 57–67 years old

Another Big Debate – Will They Move?

- No longer moving TO the suburbs – will they move out?
- RCLCO: More older Boomers want urban areas
- A time of major life transition
  - Expect many to change careers, jobs and homes
Aging Boomers: 57–67 years old

- If they move, where to?
  - To new jobs in new cities
  - Back to where they grew up
  - To central cities and suburban town centers
  - To where housing is cheap
  - Will they move to the sunbelt?

To be near family and **grandkids**

World’s cutest granddaughter!
Nolen McIlwain
What about aging-in-place?

- Many say they don’t want to move
- Many can’t sell homes as underwater

What happens to the suburbs when seniors don’t move?

- Designed for young families with cars
- How can suburbs support aging seniors?
Aging Boomers: 57–67 years old

- Won’t move to senior housing for a 10 years
- An opportunity/need for new senior housing styles:
  - Stylish – fewer rules (do it your way!)
  - Urban
  - For people actively engagement in the world
  - Have state–of–the–art technology
  - Connected to state of–the–art health care
A Quick Look at the Other Seniors
The Greatest Generation – 80’s+

- 11.4 million today
- This group will add between 2.4 and 5 million more
  - 20 – 40% in the next decade
  - Depends on how the median age rises
They will live longer than any older group in history

Many will outlive their retirement funds

Challenges:

◦ How to build the retirement housing they can afford

◦ NORCs – How will the suburbs handle those who age in place?

◦ Moving to nursing homes later
The Silent Generation– 68–80’s

- 28.1 million today
- Aging Boomers grow this age group to 47 million by 2020
  - A 14.4 million (51%) increase
  - And 3 to 5 times the growth of 80+ group!
  - The fastest growing age group in the U.S.
Many are following the Greatest Generation

But Increasing numbers are exploring new ways of aging

- Some call this Adulthood II – a major cultural shift!
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