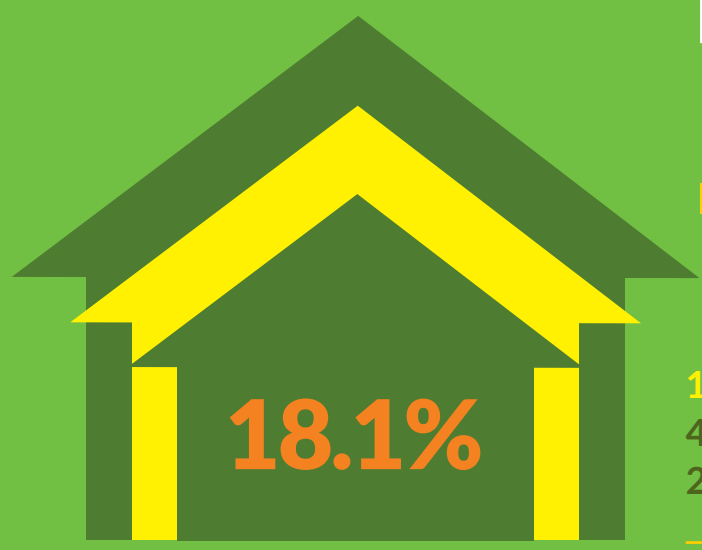


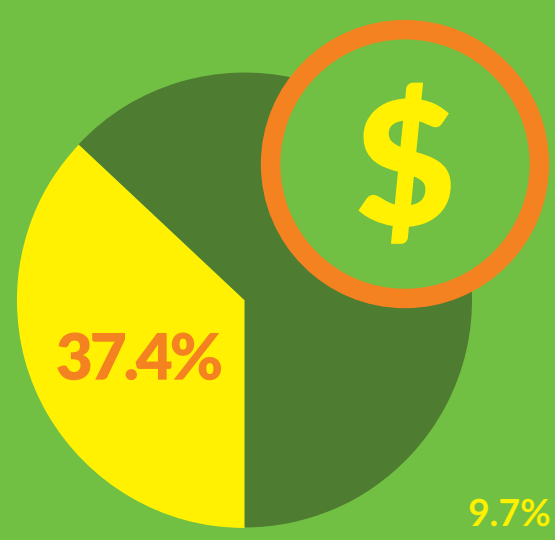


77 million baby boomers are taking the housing market by storm. What are these 55-plus buyers looking for in a new home? These BUILDER Taylor Morrison NEXTadventure research results give insight into their housing preferences.

Boomer Buyers By The Numbers



18.1% want a house that is **Under 2,000 Square Feet**.
48.6% want a house that is **between 2,000 and 2,999 SF**.
20.8% want a house that is **between 3,000 and 3,999 SF**.



37.4% of respondents are influenced by **price/affordability** when purchasing a new home. **50.2%** are influenced by **area/location**, **19%** by **layout**, **14.2%** by **yard size**, **12.8%** by the **design** of the new home, and **12%** are influenced by the **size** of the house.

9.7% of respondents are shopping for a new home rather than existing because of lack of **repairs/less problems**



81% find **more space in a less populated community** more appealing than less space in a more populated community.



70.4% of respondents view their new home as a **permanent residence**.
14.2% see it as a **transitional home (5-10 years)**.
14.2% see it as an **intermediate home**.



64.6% feel a **planned community with amenities is important**. **18.1%** feel it is **very important**, **37.9%** would consider a planned community with amenities