



Housing Preferences of the Boomer Generation: How They Compare to Other Home Buyers

National Association of Home Builders

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Housing Preferences of the Boomer Generation: How They Compare to Other Home Buyers is the latest study in NAHB's long history of tracking the evolution of home buyer preferences. How do various designs and features influence the home purchase decision? What influence do life events and people have on the decision to move to another home? Age can play a significant role in what buyers want to see in a potential new home. This study presents findings not just for the average home buyer, but also highlights the housing preferences of Baby Boomers (those born between 1946 and 1964) and how they compare to buyers of other generations. Housing Preferences of the Boomer Generation: How They Compare to Other Home Buyers discusses the latest data on preferences for home size, central-city versus the suburbs, kitchen, bathroom, and community features, and much more.



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