

Boomers have different preferences than millennials when it comes to considering buying a home

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Prospective homebuyers at different stages in life have different preferences about what they're looking for when buying a new home. Millennials, for example, tend to look for walk-in pantries, exterior lighting, a front porch and table space for eating. They also have tended to look more favorably to buying in central city locations – although that may be changing due to the impact of COVID-19.

Baby boomers, on the other hand, have their own distinct preferences when it comes to home location and features, according to a recent survey from the National Association of Home Builders (NAHB). The survey asked first-time buyers and existing home owners across different age groups to rank features based on how essential they are to a

home-purchasing decision.

Boomer home buyers overwhelmingly preferred to live in the suburbs compared to other age groups. When asked about community features, boomers want to be near retail space. They also had a strong preference to live in a pedestrian-friendly community with walking/jogging trails and a park area.

The survey revealed different preferences for home size across age groups.

Older buyers preferred a smaller house with high-quality products and amenities compared to millennial home buyers. Only a few older home buyers in the survey preferred a home with more than one story, compared to a majority of younger home buyers.

There also were striking differences between age groups when asked about bath and specialty rooms. Nearly half of older home buyers consider a full bath on the



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Boomers prefer living in the suburbs, near retail space and walking/jogging trails and parks.

main level essential, compared to less than a third of younger home buyers. A significant percentage of older home buyers did not want a whirlpool tub, skylight or dual toilets in the master bath, compared to younger home buyers. Specialty rooms associated with entertainment, such as a media or game room, appeal

less to boomers compared to millennials.

Although most home buyers in each generation consider energy efficiency an essential or desirable home feature, this preference increases significantly with age. A majority of millennials (76 percent) want ENERGY STAR-rated windows in their homes, com-

pared to an overwhelming majority of boomers (91 percent).

Homebuilders, of course, closely follow market research when designing their new homes. Knowing what potential customers are looking for is vitally important and something builders take very seriously.

Fortunately, here in the Sacramento region, there is a wide variety of new homes being offered in nearly 200 active new-home communities from Yuba City to Galt and even stretching into foothill communities in Amador and Nevada counties. Homes are available in the urban core and suburban areas, and of course both one- and two-story models are available as well. And there's a growing number of communities designed with boomers in mind.

We'd encourage you to check out the ads in today's Bee and to go online to search for the new home of your dreams.