



Center for
Mature Market
EXCELLENCE®



BOOMERS IN TRANSITION — WHERE WILL THEY LIVE NEXT?

One of the biggest issues Boomers will confront as they move toward retirement is where to live. Life transitions often create opportunities to enhance our living spaces — kids leaving for college, job changes, marriage, retirement — and all of these changes offer us a chance to think about whether there is an optimal fit between our homes and our lifestyle.

The Hartford is committed to supporting an approach to modern living that empowers people to make their house a home for a lifetime. In conjunction with the MIT AgeLab, The Hartford Center for Mature Market Excellence® Team of aging experts conducted a telephone survey* following a qualitative study of individuals age 40+ to gauge decision factors affecting their current and future housing choices as they age, and home features that they have considered to ensure a safe and comfortable living environment.

All Talk, No Action Plan

77% Boomer couples share the same goals about their housing plans for the future



29% Boomer couples have made a plan to achieve their shared goal

- Of Boomers who have talked with their spouse or partner and share the same goal:

45% want to stay in their current home



15% Don't know or are unsure

Weighing The Factors

- 3 most important factors in deciding where to live as Boomers age.

30% Living Close to Family

25% Feeling Comfortable

20% Affordability



- While Boomers say that a job change or retirement would be their top reason for making a deliberate housing decision, adults over 65 cite their health status as their reason for such a deliberate decision.

To Redesign or Not to Redesign

96% Boomers aware of changes they could make to their current home



26%
Have made changes

8% - added a comfort height toilet

8% - added single lever faucets

7% - added lever door handles

7% - added a master bedroom and bathroom on first floor

3% - added pull-out cabinets

For more information on Boomers in Transition, including guidebooks, tips and tools visit us at: www.thehartford.com/lifetime and follow us at: www.twitter.com/thehartfordcmme.

* Survey conducted by phone the week of March 14, 2011 on behalf of The Hartford. TNS contacted a nationally representative sample of 609 adults over the age of 40 in the United States via computer-generated RDD.

Printed in U.S.A. © October 2016 The Hartford Financial Services Group, Inc., Hartford, CT 06155. All rights reserved. No part of this document may be reproduced, published or posted without the permission of The Hartford.