

# Boomers dominate housing market

As it has for more than 25 years, the baby boom generation, which includes people born from 1946 to 1964, will dominate the housing market between 1995 and 1999, prompting builders to gear new house production primarily toward trade-up demand.

Starter home markets will have to adjust to a continuing decline in the number of young adults, reflecting the post-1964 "baby bust." At the same time, the baby boom and lust

cycle that occurred earlier in the century will mean slow growth in the active retirement market, but accelerated growth in the frail elderly market.

These are just some of the findings in a new analysis, "The Future of Home Building," which was recently published by the National Association of Home Builders. In that report, NAHB projected that housing starts will average 1.41 million units per year during the remainder of the decade and noted that growth in new households will account for about four-fifths of demand for new houses.

Other principal findings about demand and

demographics include:

- Immigration will account for about one-third of household growth, but initially most immigrants will go to a limited number of metro areas in California, New York, Florida and Texas.
- Married couples will account for a declining share of households but will still comprise about three-quarters of new house buyers.
- Although the share of married-couple households with children will decline, more families will have teen-age children.

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