

Knowledge is Power



KIRK GRUNDAHL

"Demographics" by Kirk Grundahl

Demographics are the key to the future of both labor and the demand for housing. WTCA projects that component technology is just beginning to see its influence on the future of construction as the Echo Boomers keep housing demand perking along over the next 20 years.

Demographic Group	Age Range of Group Members in 1999	% of Pop. in 1999	% of Pop. in 2010	% of Pop. in 2020	% of Pop. in 2030	% of Household Heads in 1999	% of Household Heads in 2010
Echo Boomers*	up to 22	33%	46%	58%	69%	4%	19%
Generation Xers	23 to 34	17%	16%	14%	13%	17%	22%
Baby Boomers	35 to 53	28%	25%	21%	16%	41%	38%
Seniors	54+	22%	13%	7%	2%	37%	22%
Multicultural Community Immigrants		10%	n/a	n/a	n/a	n/a	n/a
White, not Hispanic		72%	68%	64%	61%	78%	75%
Minorities**		28%	32%	36%	39%	22%	25%
Hispanic Origin		11%	14%	16%	19%	8%	9%
Black, not Hispanic		12%	13%	13%	13%	11%	11%
Other		5%	5%	7%	7%	4%	5%

* This category includes individuals born in the current year and may appear larger than it actually is.

** Includes the following US Census categories: Hispanic Origin (of any race); Black, not Hispanic; American Indian, Eskimo and Aleut, not Hispanic; Asian and Pacific Islander, not Hispanic.

Primary Sources:

The State of the Nation's Housing 1999, Joint Center for Housing Studies of Harvard University.
Characteristics of New Home Buyers, Andrew Kochera, Housing Economics, v47n6, June 1999, pp 5-10.
American Housing Survey, NAHB, 1997.
Various population and housing tables, Bureau of the Census; available from www.census.gov.

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