

**ABSTRACT: Consumer Attitudes and Perceptions
Concerning Active Adult Communities: An Exploratory
Study and Proposition Development**

Donald Bernstein, Ph.D.
Associate Professor of Management
Roosevelt University
Chicago, IL

Marshall Ottenfeld, M.A.
Adjunct Professor of Marketing
Roosevelt University
Chicago, IL

Carl Witte, Ph.D.
Associate Professor of Marketing
Roosevelt University
Chicago, IL

**CONSUMER ATTITUDES AND PERCEPTIONS CONCERNING ACTIVE
ADULT COMMUNITIES: AN EXPLORATORY STUDY AND PROPOSITION
DEVELOPMENT**

ABSTRACT

This paper presents a preliminary study which is utilized to develop a series of propositions regarding the attitudes and perceptions of mature adult consumers pertaining to age-qualified active adult communities. The exploratory study was conducted among 200 heads of household, 50 years of age or older; residing in the potential draw area for a concept Active Adult Community. The areas of proposition development include: 1) Target buyer characteristics and information sources, 2) Community design preferences/amenities, 3) Location preferences, 4) Specific product features desired, and 5) Influence of differing factors on relative purchase interest of duplexes vs. single-family homes. These propositions are presented for further hypothesis development and empirical testing.