



**CONTACT:**  
Caryn Klebba  
Pulte Homes  
248-433-4840  
caryn.klebba@pulte.com

## **Plenty of Boomers Want Action-Packed Retirement** *National Del Webb Survey Shows Wish List Includes More Activity, More Amenities, More Friends*

BLOOMFIELD HILLS, Mich. (June 7, 2005) — As Baby Boomers<sup>1</sup> near retirement age, many say they anticipate leading active lifestyles well into their later years, according to the 2005 Del Webb Baby Boomer Survey. Approximately 50% of Boomers ages 50-59 plan to purchase new homes for their retirement, where they can enjoy lifestyles that allow them to remain physically fit and socially active. For some, remaining active may also include working beyond “retirement” age.

“This is a generation that wants to continue to rock and roll, not sit around in rocking chairs,” says Dave Schreiner, vice president of active adult business development for Pulte Homes (Del Webb is a brand of Pulte Homes). “Boomers have been buying homes in Del Webb active adult communities because they can find the amenities they want in order to remain active as they age.”

Pulte Homes, with its Del Webb brand, is the nation’s leading developer of active adult communities for people aged 55 and over. The first Del Webb survey of the Baby Boomer generation was conducted in 1996<sup>2</sup>. This year’s study was conducted by Harris Interactive® on behalf of Pulte Homes to understand Boomers’ opinions of the issues they will be facing in the near future, their thoughts on active adult communities, home features, lifestyle, dating, friendships and more.

With America’s population of 55-to-75 year-olds estimated to reach 80 million-plus by 2020, the active adult market represents one of the fastest-growing segments in the housing industry. The U.S. Census Bureau predicts that 26 states will double their populations of people older than 65 by 2030.

### **Active Lifestyles**

Data for the Del Webb Baby Boomer survey was analyzed by various age subgroups to see if there were any differences in opinion among various age groups including younger (age 41-49) and older (age 50-59) Boomers.

-more-

---

<sup>1</sup> Baby Boomers defined as U.S. adults ages 41-59, born between 1946-1964.

<sup>2</sup> “The First Boomers Turn Fifty”, Del Webb Corp., 1996.

The majority (59%) of younger Boomers indicate they intend to buy a new home for their retirement and remain within driving distance of family members. “Better lifestyle” factors include the ability to travel, spend more time with family/loved ones or enjoy a warmer climate. About half (45%) of all respondents who will move expect to move to another state, with Florida (14%), Arizona (12%), North Carolina (10%), California (8%), Texas (5%) and Nevada (5%) considered the most popular.

#### Age 41-49

- 59% indicate they will buy a new home for retirement, with 45% of those willing to move saying they would relocate out of state.
- 60% of those who will move cite a better community lifestyle as their most important reason for moving, followed by a desire for a warmer climate (45%), or to be closer to their family (40%).
- 27% of those who will move say the maximum distance from family they would want to live is one-to-three hours away; however, proximity is not a concern for 35%.
- 25% of those who will move say they plan to spend \$100,000-\$199,999 on a new home.

#### Age 50-59

- 48% of those who will move – the highest percentage – indicate they will move to another state.
- 66% of those who will move indicate that their most important reason for moving is to seek a better community lifestyle, followed by warmer climate (54%) and being closer to family (42%).
- 23% of those who will move say the maximum distance from family they would want to live is one-to-three hours away, while proximity to family is not a concern for 36%.
- 30% who will move plan to spend \$100,000-\$199,999 on a home.

### **Active Adult Community Amenities**

Of Boomers (ages 41-59) who plan to move and are interested in a new home at an active adult community (for residents age 55 and older), top amenities they desire in a new community include full maintenance lawn care, walking trails, and access to swimming and water fitness programs. Education, social activities and security features are also important considerations for many.

#### Age 41-49

- Top preferred amenities and programs include walking (81%), full maintenance lawn care (80%) and swimming/water-based fitness (73%).
- Hobbies and clubs are important for 75%; many want art or photography courses (56%) or college courses (55%).
- 65% would prefer a gated community.

#### Age 50-59

- Top preferred amenities and programs include walking (79%), full maintenance lawn care (77%) and swimming/water-based fitness (68%).
- 59% want hobbies and clubs; 41% want art or photography courses; 38% want college courses.
- 61% would prefer roving security.

## **Home Features**

Younger Boomers were less likely to indicate a desire to downsize their retirement home. In terms of features, older respondents had a preference for more practical features, versus luxury amenities. Many respondents also want more than one bedroom that can be used for guests or as office space – although most plan to fully retire, some will continue working because they enjoy it or want to remain active.

### Age 41-49

- 36% who will move plan to downsize their home in retirement.
- 49% who want more than one bedroom want an extra bedroom as a guest room for visitors, 29% as an office.
- 24% working outside the home who will continue working will do so for enjoyment; 12% will do so to remain active.
- 26% who will move want bathrooms with spa-like amenities.

### Age 50-59

- 49% who will move plan to downsize.
- 58% who want more than one bedroom want an extra bedroom as a guest room for visitors, 28% as an office.
- 26% working outside the home who will continue working will do so for enjoyment and 18% will do so to remain active.
- 20% who will move want spa-like baths.

## **Technology, Lifestyle, Dating, Friendships**

Younger single Boomers are more likely to be dating than other age groups. This segment also is more likely to engage in social online behaviors including e-mailing, visiting chat rooms, dating and blogging. Older single respondents are interested in dating but may not be currently doing so. Many keep in touch with their friends and family via e-mail.

### Age 41-49

- 45% of single respondents indicate that they sometimes date / would like to date, but are not currently dating.
- 31% of single respondents are actively dating.
- 97% of respondents use e-mail.

### Age 50-59

- 52% of single respondents indicate that they sometimes date / would like to date, but are not currently dating.
- 14% of single respondents are actively dating.
- 94% use e-mail.

## **Survey Details**

The 2005 Del Webb Baby Boomer Survey report can be found at <http://onlinepressroom.net/pulte/babyboomer>. For additional information please visit [www.pulte.com](http://www.pulte.com) or [www.delwebb.com](http://www.delwebb.com).

Harris Interactive® conducted the online survey on behalf of Pulte Homes between April 14-20, 2005, among 1,802 adults aged 41-69 who live in 10 different regions of the U.S.: the Northeast, Southeast, Florida, Great Lakes, Texas, Rocky Mountains, Arizona, Nevada, Northern California, and Southern California. The data for this study were weighted to represent the total population of adults aged 41-69 within these regions for age, race/ethnicity, sex, education, income, region and propensity to be online. In theory, with probability samples of this size, one could say with 95 percent certainty that the overall results have a sampling error of +/- 3 percentage points. Sampling error for the various sub-sample results is higher and varies. This online sample was not a probability sample.

### **About Pulte Homes**

Pulte Homes, Inc., (NYSE: PHM), based in Bloomfield Hills, Mich., is a FORTUNE 200 company with operations in 47 markets and 27 states. In 2004, the company closed 38,612 domestic home sales and generated total revenues of \$11.7 billion. During its 55-year history, the company has constructed more than 408,000 homes. In 2004, J.D. Power and Associates named Pulte the inaugural recipient of its Platinum Award for Excellence in Customer Service among America's leading homebuilders. J.D. Power ranked Pulte No. 1 in 14 markets, and among the top three in 23 of 25 markets surveyed. Under its Del Webb brand, Pulte is the nation's largest builder of active adult communities for people age 55 and better. Its DiVosta operation is nationally recognized for a trademarked building system that has delivered more than 25,000 "Built Solid®" homes in Florida since 1960. Pulte Mortgage LLC is a nationwide lender and offers Pulte customers a wide variety of loan products and superior customer service.

**Web sites:** [www.pulte.com](http://www.pulte.com); [www.delwebb.com](http://www.delwebb.com); [www.divosta.com](http://www.divosta.com)

### **About Harris Interactive®**

Harris Interactive Inc. ([www.harrisinteractive.com](http://www.harrisinteractive.com)), the 15th largest and fastest-growing market research firm in the world, is a Rochester, N.Y.-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for The Harris Poll® and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results. Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through its U.S. offices and wholly owned subsidiaries, HI Europe in London ([www.hieurope.com](http://www.hieurope.com)), Novatris in Paris ([www.novatris.com](http://www.novatris.com)), and through an independent global network of affiliate market research companies. EOE M/F/D/V.