**Del Webb Baby Boomer Survey**

*Headline Summary*

Del Webb has been surveying the 50 and older demographic for more than 15 years, seeking to better understand the attitudes and opinions of this generation. The diverse definitions of retirement reflect the diversity of the baby boomer generation and are evident in the variety of Del Webb community sizes, types and locations across the nation.

### 1996

**The First Baby Boomers Turn Fifty:**

*A Del Webb Survey of Attitudes and Opinion of People Born in 1946*

- Del Webb conducts its first-ever national Baby Boomer survey.
- Only 50-year-old Baby Boomers were surveyed.
- Boomers say they have been given more opportunities than previous generations, but they have been permissive and self-centered. They admit to not being as family focused as their parents.
- Two-thirds say they plan to work in retirement at least part time. Webb management comments that the Company is already seeing a small, but growing number of Sun City residents interested in working part time.
- 18% say they will move out of state when they retire.
- 69% say they will do volunteer work after retirement.
- 34 was the median age when most of the 50-year-old Boomers started saving for retirement.

### 1997

**Similarities and Differences Among the Boomers:**

*A Survey of Attitudes and Opinions of People Born between 1946 and 1964*

- Baby Boomers of all ages were surveyed.
- 93% said they plan to retire before they are 70. 34% plan to retire before they are 60.
- Boomers say they pay too much in taxes.
- Their heroes are their parents, Jesus, John F. Kennedy and John Wayne.
- Nearly one-half say they will move to a new house after they retire and 20% will retire to another state.
- 20% of all Boomers have no retirement savings.

### 2000

**Aging Boomers Refuse To Quit:**

*Del Webb Retirement Poll Measures Millennium Mindset*

- Two groups are polled, the oldest Boomers and people over 65. Poll shows Boomers will continue to set goals in education health, and work in retirement. They refuse to quit.
- 91% of Boomers say they believe they will be happy in retirement.
- One-half say they will work part time.
Two-third of Boomers say they will need at least $200,000 to retire happily. 7% say they will need $1 million in the bank to retire.

Webb decides the word “retiree” does not fit the image of Boomers who will be retiring. A national poll results in a new label. Boomers, who are active, healthy, financially secure and zooming into retirement, are renamed – Zoomers.

2001  
Forever Young?

Baby Boomers Turn 55, Eye Retirement Communities

- In 2001 the first Boomers turned 55, the age when residents are allowed to live in most Del Webb’s Sun City communities.
- The poll examined attitudes of the oldest Boomers and the youngest. (Boomers were born between 1946 and 1964.)
- Results showed striking similarities and differences.
- Both groups wanted to retire without debt and dependents. Both wanted to simplify their lives in retirement and both wanted a national health care system.
- Results showed that of those 55 years old, some 350,000 would consider moving into a Sun City type community. Boomers continue to like their new label of Zoomers.
- Older Boomers say they had earned their success in life, while claiming younger Boomers were often “handed” their success.

2002  
Del Webb’s Baby Boomer Survey 2002:

Boomers Refuse to Quit

- Boomers who are already retired were interviewed for the first time. Still-working Boomers were also interviewed. Both groups were age 50-55.
- Just as they had predicted in earlier surveys, Boomers who have retired say they want to go back to work.
- Boomers say they are happy in retirement, but they get bored and they miss their colleagues and friends from work.
- 30% of both groups said they plan to buy a new house in retirement.
- More than half of both groups polled want to be called Zoomers.

2003  
Baby Boomers Speak Out

(Moving, Finances, Fitness, and Summary releases)

- More than 1,300 boomers nationwide age 44 through 56 completed the survey.
- 59% plan to relocate for retirement. In the 1999 survey, 31% of the respondents, age 48 to 52, said they planned to move to another residence for retirement.
- 31% will relocate more than three hours from their current location
- 43% plan to continue working in retirement, with 51% of them starting a second career and 37% working part time in their primary career.
- 88% would be happier in retirement if they remain physically active.
- 91% expect the United States to still be dealing with terrorism when they retire.
Baby Boomers Reclaim Independence in the Empty Nest

“Boomerang” Kids May Re-Feather Their Future

- Three out of four Baby Boomers say parenting was a wonderful experience, but it wasn’t easy. Almost half say it was more challenging than they expected.
- One in four say they will feel like “newlyweds” when their kids are gone and even more say they will feel closer to their spouse without the children around.
- 58% say they are or were emotionally ready to get the kids out of the house. Males (70%) are significantly more likely to be emotionally prepared than females (55%).
- The older the Boomers become the more ready they are to clear the Nest. In fact 71% of the Boomers between 53-58 years old are emotionally ready to be Empty Nesters.
- More than one-third of Boomers will move or plan to move when they become Empty Nesters.
- Of the Boomers who moved or will consider moving once becoming Empty Nesters, roughly one-third will move more than three hours away. Upon retirement that number climbs to 51%.
- Just over one-fourth of Boomers will consider a home in an age-qualified active adult community.
- Boomers generally view retirement in a more positive light than becoming an Empty Nester.
- 75% say they will be even happier upon retirement.
- Roughly three-fourths feel freer to be themselves upon retirement. This is higher than the 57% who will feel freer to be themselves once they become an Empty Nester.
- Only about one-third (36%) of Baby Boomers think they will have enough money to live comfortably once they retire. Nearly half (47%) of those aged 59-70 believe they will have enough money to live comfortably in retirement.

Boomers Seek Action Packed Retirement

Wish List Includes More Amenities, More Activity, Friends

- Information grouped from ages 40-49 and 50-59 (younger & older boomers)
- 50% of Boomers ages 50-59 plan to purchase new homes for retirement, where they can enjoy lifestyles that allow them to remain physically fit and socially active.
- For some, remaining active includes working beyond “retirement” age.
- 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.
- 59% indicate they will buy a new home for retirement, with 45% willing to 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%).
- Younger Boomers were less likely to downsize their retirement home. In terms of features, older respondents had a preference for more practical features, versus luxury amenities.
- 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.
2010

Age Is Nothing; Attitude Is Everything

*Baby Boomers’ outlook toward life, work and enjoyment in their next life’s chapter*

- About 1/3 of Baby Boomers plan to move to a new home during retirement.
- Approximately 50% of both age groups who plan to move during retirement plan to move to a different state while about 25% of them plan to move to a different city within the same state.
- The Carolinas have emerged as the preferred destination for retirement, while perennial favorites, Florida and Arizona, remaining top contenders.
- Current 50 year-olds do not see themselves as seniors – yet. Among the older Boomers and Del Webb residents, a majority (56 % and 64 % respectively) do consider themselves seniors. Respondents in all groups, however, suggested that their current age is, “no big deal” or “just a number.”
- Boomers turning 50 this year plan to retire a median of four years later than 50 year-olds in 1996, at age 67 versus 63 years-old. Del Webb residents surveyed planned to retire at age 66 (median). Those that already did so retired at 60.
- Among the Boomers working, those turning 50 this year are three times as likely to think they will never be financially prepared for retirement – 41 % today versus 15 % in 1996. 22 % of Del Webb residents felt this way.
- New hobbies and activities. Approximately 40 % of both younger and older Boomers have taken up a new hobby or activity in the last few years. This figures climbs to 50 % among Del Webb residents.
- Baby Boomers are hitting the books. Nearly a third of the younger Boomers surveyed have pursued additional educational opportunities, much of them focusing on “re-education” and “expanding employment” needs.

2012

Baby Boomers Keeping Their Eye on Retirement Prize (PGHI)

*Majority of Boomers Continuing Their Plans for Retirement; More Boomers Plan to Retire in their Current State of Residence*

- 32% plan to retire in less than five years with 17% intending to never retire
- 22% of respondents plan to retire in 10 or more years
- 42% of respondents expect to retire at an older age than originally anticipated
- Compared to five years ago, 42% now expect to retire at an older age; top reasons include:
  - General instability/uncertainty with the economy (62%)
  - Insufficient retirement savings (60%)
  - Haven’t planned for retirement (24%)
- 43% plan to retire in the same city where they currently live; 35% plan to retire in a different state from where they currently live
- A majority (53%) will not take into account the proximity of their children/grandchildren when deciding where to live in retirement, but 32% want to live within 20 miles of their children/grandchildren upon retirement
2013 Del Webb Survey Shows Boomers Looking to Retire Sooner

Many Likely to Move in Retirement: Focus on Family, Activities and Hobbies

- Polled still-working boomers ages 50 to 60 years old
- Most plan to retire from their current full-time career by the age of 65, compared to a median age of 67 in 2010.
- More than half (57%) of still-working boomers surveyed intend to retire from their current full-time career by age 65.
- The boomer retirement plan today is more in line with Del Webb Baby Boomer data from nearly 20 years ago (1996), when 50-year-olds planned to retire at a median age of 63.
- Consistent with prior boomer surveys, 41% are likely or very likely to move at some point, with 29% currently undecided on a future move.
- 79% of boomers anticipate working in some capacity even after they retire from their current job
- 51% plan to work full time either in their current or at an entirely new job; 28% anticipate working part-time or having a flexible schedule; and 21% anticipate no longer working for a paycheck.

2013 Hey Kids: Move Out & Move On

Empty nesters enjoy newfound freedom and prefer kids don’t move back home

- 90% indicate they are happy as an Empty Nester.
- Virtually all happy Empty Nesters (95%) look forward to more personal time to themselves; 85% look forward to spending more time with their significant other/dating; 80% look forward to traveling more frequently and 80% look forward to socializing more with friends with the kids out of the house.
- 70% have turned their child’s room into another room for personal use
- 34% have turned their child’s room into a guest room for personal use
- Nearly one-fifth of Empty Nesters (18%) plan to move with the children out of the house
- More than one-third of Empty Nesters (37%) plan to move in the next 5-10 years with the children out of the house
- 78% are now saving for the trip of a lifetime or more traveling
- Two-thirds of Empty Nesters (68%) would prefer supporting their child financially rather than have the child move back home.

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