KEY FINDINGS

2015 Del Webb Baby Boomer Survey

A survey of Single Female Baby Boomers

Career & Money
- 40% are retired and 49% have reached their personal career goals
- 79% are satisfied in their current job
- 34% plan to retire between the ages of 65-69
- 14% do not plan to retire
- 59% continue to work to be financially secure for retirement
- 49% rank savings as top priority for their money

Dating
- 45% are not interested in dating; 56% never go on dates
- Of those who date, 47% prefer a romantic night out
- 24% engage in social activities as much as they did when they were 35
- 66% favor dinner outings with friends; or going to the movies (51%)

Healthy Lifestyle
- 38% exercise multiple times a week (weight training, hiking, yoga most popular)
- At least 75% are active to feel good or optimize health
- 68% rank healthy lifestyle as top priority (aside from time with family, friends)
- 63% spend time outdoors; 54% traveling and 52% cooking

Miscellaneous
- 28% sought educational opportunities in past five years, of which 42% were online courses
- 25% want to try horseback riding

Boomer Women Feel Younger & More Confident
- 76% feel younger than their age
- 76% feel more confident than they did at 35
- 45% feel their best years are yet to come

Single Boomers & The Home
- 19% live with their children
- 13% are likely to purchase a new home in the next five years
- 28% anticipate their housing needs will change in five years; 60% of those will downsize
- 51% say being single does not impact their ability to buy a new home
- 55% consider community amenities important when choosing a new home

About the Del Webb Baby Boomer Survey

The Del Webb Baby Boomer Survey polled 1,020 single, female U.S. adults ages 50-68. The survey was conducted online by Nielsen from December 1-8, 2014. Findings for the total sample are projectable to the universe of 50-68-year-old U.S. females. At a 95 percent confidence level, a margin of sample error of +/- 4 percent applies to the sample. Since 1996, Del Webb has conducted more than ten Baby Boomer surveys to better understand this large, powerful demographic.