



For Media Inquiries
Valerie Dolenga
Office: 847-230-5266
Cell: 773-633-5319
valerie.dolenga@delwebb.com

SINGLE AND LOVING IT: PACKED SOCIAL CALENDAR TRUMPS LITTLE BLACK BOOK

Del Webb Survey shows single Boomer women prioritize social activities, volunteer work and education, put dating on the back burner

ATLANTA, August 27, 2015 – Single female Boomers have a lot of priorities – but for many, romance isn’t high on the list. Nearly half of single female Boomers (45 percent) aren’t interested in dating, according to a new study conducted by Harris Poll on behalf of [Del Webb](#), a national brand of PulteGroup, Inc. (NYSE: PHM), one of the nation’s largest homebuilders and the leading builder of communities for active adults. In fact, survey results indicate that many single female Boomers prefer an active social life over an active romantic life (just 38 percent are looking for companionship or marriage).

“My calendar is jam-packed morning, noon and night,” said Dot Leibowitz, 63-year-old resident of [Del Webb Naples](#). “I participate in daily activities like swimming, golfing, and exercise classes, and I love traveling abroad to cities like London and spending time volunteering. It’s great to take advantage of not just the activities that Del Webb has to offer, but all of the great amenities here in Naples, like the beautiful beaches and restaurants.”¹

The third in a series of newly released data from the 2015 [Del Webb Baby Boomer Survey](#) finds that 42 percent of respondents are just as socially active today (if not more) than they were at 35 years old. Two-thirds (67 percent) say they engage in social activities outside the home at least once a month, and nearly one-in-five (17 percent) are socially active outside the home a few times a week. The survey was conducted online among 1,020 single female U.S. adults ages 50-68.

They’re Catching the Latest Movies, Traveling Abroad and Volunteering:

As dating takes a back seat, the calendars of single female boomers are instead filled with social, physical and mental activities, and include a wide range of hobbies and interests. In fact, just five percent prioritize pursuing a romantic relationship. Aside from spending time with family and friends, the survey found they rank a healthy lifestyle as their top priority (68 percent).

“Since we built the first Del Webb community in 1960, we’ve seen firsthand how staying active can keep you mentally and physically young,” said Deborah Demos, Lifestyle Director at [Sun City Mesquite](#) about 90 miles north of Las Vegas. “Single Boomer women aren’t slowing down as they are out with friends, hitting the gym, volunteering, furthering their education, and more. It comes as no surprise that our survey data also shows three quarters (76 percent) of single female Boomers feel younger than their age. The fact is, the women in this demographic are thriving.”

¹ Response obtained by Del Webb, not by Harris Poll

Among those who engage in social activities, the most popular pastimes include dinners with friends (66 percent), trips to the movies (51 percent) and attending concerts (31 percent), according to the study.

Other top social activities include:

- Seeing plays and musicals (30 percent)
- Seeking formal and informal education (28 percent)
- Outdoor activities (e.g., hiking, canoeing, kayaking, etc.) (24 percent)
- Attending sporting events (22 percent)
- Happy hours (15 percent)
- Dancing (14 percent)

The study also revealed that volunteer work is a top activity among single female Boomers, with nearly one-third (30 percent) citing this as a way they spend their time. Del Webb estimates that its 300,000 residents across the country contribute more than three million hours of time each year to work for nonprofit organizations, from mentoring and tutoring to fundraising and board membership.²

“It is incredible to witness the willingness and enthusiasm of this generation to share their time and talents,” added Demos. “Promoting a culture of volunteerism at Del Webb has long been a priority for us, and we are proud to see our single female Boomer residents spend thousands of hours each year doing work beyond our community walls.”

Looking for Love?

For the single female Boomers who are interested in dating, many are ready to mingle – not marry. The survey found that 25 percent of respondents are seeking companionship, while others are just looking to meet people and socialize (3 percent). Just 13 percent want to find love and get married.

“This is a dynamic, powerful group of women with incredibly diverse interests,” said Demos. “Whether furthering their education, making the world a better place, or just wanting to have fun, these women can – and do – have it all. By understanding this unique demographic we can make sure our Del Webb communities offer activities, clubs and amenities that meet the needs of the single female Boomer.”

Additional data on single female Boomers will be released throughout the year, including data on housing and homebuyer preferences. For more information, visit www.delwebbsurvey.com.

Building specifically for homebuyers ages 55 and older, Del Webb is America’s largest builder of active adult communities with more than 50 Del Webb communities in 21 states. Of the 76 million Baby Boomers, recent U.S. Census data shows that as many as 28 million (or 37 percent) are single females. Del Webb has conducted more than ten Baby Boomer surveys since 1996. The 2015 Del Webb Baby Boomer Survey is the first time that the company has exclusively surveyed this unique demographic to take a closer look at who they are and what really matters to them.

² According to Del Webb

About the Del Webb Baby Boomer Survey

The Del Webb Baby Boomer Survey was conducted online within the United States by Harris Poll on behalf of PulteGroup from December 1-8, 2014 among 1,020 single, female U.S. adults ages 50-68. Findings for the total sample are projectable to the universe of 50-68-year-old U.S. females. Total data were weighted to represent 50-68-year-old U.S. females. Propensity score weighting was also used to adjust for respondents' propensity to be online. No estimates of theoretical sampling error can be calculated. Since 1996, Del Webb has conducted more than ten Baby Boomer surveys to better understand this large, powerful demographic.

About Del Webb

Del Webb is a national brand of PulteGroup, Inc. (NYSE: PHM). Del Webb is the pioneer in active adult communities and America's leading builder of new homes targeted to preretirement and retiring boomers. Del Webb builds consumer inspired homes and communities for active adults ages 55+ who want to continue to explore, grow and learn, socially, physically and intellectually as they look forward to retirement. For more information on Del Webb, visit www.delwebb.com.

About PulteGroup, Inc.

PulteGroup, Inc. (NYSE: PHM), based in Atlanta, Georgia, is one of America's largest homebuilding companies with operations in approximately 50 markets throughout the country. Through its brand portfolio that includes Centex, Pulte Homes, Del Webb and DiVosta Homes, the company is one of the industry's most versatile homebuilders able to meet the needs of multiple buyer groups and respond to changing consumer demand. PulteGroup conducts extensive research to provide homebuyers with innovative solutions and consumer inspired homes and communities to make lives better.

For more information about PulteGroup, Inc. and PulteGroup brands, go to pultegroupinc.com; www.pulte.com; www.centex.com; www.delwebb.com and www.divosta.com. Follow PulteGroup, Inc. on Twitter: @PulteGroupNews.

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