



Key Trends in Baby Boomers Moving in “Retirement”

2010 Del Webb Baby Boomer Survey

To move or not to move?

- About 1/3 of Baby Boomers plan to move to a new home during retirement.
- The desire to move during retirement is on the rise as 42% of today's 50-year-olds plan to do so as compared to 36% among the 1996 50-year-olds.

Where will you move?

- 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 are the New Florida among both the younger and older Baby Boomers. Florida, Tennessee and Arizona also remain Top contenders.
- 50-year-old's ranking of where to move: S. Carolina (20%), N. Carolina (16%), Florida (15%), Tennessee (9%), Arizona (8%), California (8%), and Virginia (8%).
- 64-year-old's ranking of where to move: N. Carolina (19%), S. Carolina (16%), Florida (15%), Tennessee (12%), Virginia (10%), Arizona (6%), and California (6%).

So what's important in deciding where to move?

- “Cost of living” and “healthcare” were the MOST important considerations in selecting a location for both age groups.

How about age-restricted communities?

- Interest in age-restricted appears to peak after age 50. Of those Del Webbers who are planning to move again, fully 10 to 1 indicate a preference for age restriction.

For media inquiries:

Caryn Klebba
Pulte Homes, Inc.
(o) 248-433-4840
(m) 248-420-7752
caryn.klebba@pulte.com