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NO SIGNS OF STOPPING: SINGLE FEMALE BABY BOOMERS PROFESSIONALLY FULFILLED AND FINANCIALLY SAVVY

Latest Del Webb Research Finds Demographic Ranks High in Job Satisfaction, Savings High Priority Among Those Retired

ATLANTA, June 09, 2015 – Today's single female Boomers are showing no signs of slowing down in their personal or professional lives. In fact, 50 percent of female Boomers are still working and 79 percent are satisfied in their current job position according to new data from 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.

The second in a series of newly released data from the 2015 Del Webb Baby Boomer Survey (conducted online for PulteGroup by Harris Poll among 1,020 single female U.S. adults ages 50-68) finds 51 percent of single, working Boomer women plan to stay at their current job for at least five more years, and 34 percent plan to retire between the ages of 65-69. These findings are consistent with trends seen in Del Webb communities, which show the average age of a homebuyer to be 62 and that many residents continue to work after moving into the community.

"We've seen that single female Boomers are happier, healthier and more confident than ever, and our survey results show that those who are still working aren't rushing to retire," said Lindy Oliva, the company's division president. "At our Del Webb communities, we know a growing number of these empowered women continue to work well past the age of 65, simply because they love their jobs. These single Boomers are carving their own paths professionally and personally."

Mariann Estes,[i] a single female living in Sun City Mesquite by Del Webb in Nevada, is one Baby Boomer who shows no signs of stopping. "To me work has always been about doing something I enjoy, being useful and getting paid as well!" said Estes, who is also an active volunteer with organizations that support children in need. "I still work part-time from home editing a monthly newsletter for a California labor organization and I enjoy the challenge. The key for me is to keep doing things that keep me happy, and right now work is still a part of that mix."

Retirement Is Not the End Game

While the study finds 49 percent of single female Boomers have already reached their personal career goals, many are making time later in life to pursue their career passions. Among those single female Boomers working full-time, one in five (20 percent) plan to use their retirement years to begin an "encore career," a job which can provide greater meaning and purpose, as well as a continued income.

Lori Pierson,[ii] 58 of Sun City Festival in Arizona, is a single female Boomer who is reinventing herself. A former Spanish teacher, she wants to use her love of language and fluency in a new career.

"My goal is to still use my Spanish in some other way that's helpful to people. Right now I am using it in the customer service field and working remotely from home. It's also selfish for me too, because it's a personal goal for me not to lose my Spanish." she said. "I say I'm a retired Spanish teacher, but I'm really not retired in that I am still pursuing other things."

More Social Activities and Me Time in Retirement

For the single female Boomers working full-time and planning to retire, the study found that most are looking forward to more time for themselves (73 percent), and many plan to retire so they can spend more time with family (47 percent) and more time for social activities (46 percent).

For the 40 percent of single female Boomers who are already retired, one reason may be their smart savings habits. The study found that 49 percent of single female Boomers ranked saving as their most important priority over options including a new home, travel and a new car. And if given an extra $100 this week, 41 percent would save it.

Additional data on single female Boomers will be released throughout the year, including sentiments related to dating and home 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.

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, among whom 330 are currently working full-time. 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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[i] Response obtained by Del Webb, not by Harris Poll
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