

Social, Active, Connected: New Survey from Del Webb Reveals How Active Adults Can Thrive in an Increasingly Lonely World

Respondents report high satisfaction with the social connections in their lives and believe where they live makes it easy to form meaningful connections

At a time when loneliness has become a growing concern for adults, there is a silver lining: a new survey shows that where and how you live can contribute to higher rates of connectedness and satisfaction.

Del Webb, the nation's leading builder of active-adult communities, recently surveyed more than 1,300 people aged 55+ who live in its communities across 14 states. The report shows that 91% of those surveyed feel socially connected at this stage of their life, with 71% confirming that where they live makes it easier for them to form meaningful connections. In fact, more than half (51%) report being more socially engaged with others since moving to their current community.

This is a stark contrast against recent research from the University of Michigan that found more than one third of people aged 50 to 80 feel lonely, and nearly as many feel isolated. While there may be no "cure" for loneliness, these results suggest that solutions can be curated through deliberate and frequent occasions to be social and active with others.

"We design Del Webb communities to be so much more than just a place to live – it is a lifestyle built around connection, said Manish Shrivastava, chief marketing officer at PulteGroup, parent company of Del Webb. As this new survey shows and what we are hearing from our residents, social engagement can flourish in community environments that are intentionally designed to foster belonging among active adults. It is about growing social bonds between neighbors and friends as they redefine what the next chapter of their lives means to them."



Finding (more of) Your People

Social connections are more than just a quick neighborly wave; it is about cultivating meaningful friendships and fulfilling engagement that directly impact a person's overall wellbeing. In fact, 80% of those surveyed agree that how they stay connected with others is important to their overall health and wellbeing.

While kids and work used to provide built-in opportunities for connection, those opportunities are not as readily available as adults age. With 94% of survey respondents saying it is easy to strike up conversations with neighbors in their community, their experiences may be instructive to others. For example, top preferred

moments for connection include organized group social activities (41%), sharing meals (41%) as well as coffee and happy hours (37%), or simply finding time to chat with friends (41%).

"It's great for your mind to keep active as we go forward. We're all aging so gracefully because we are so active, said Kathy DiPretoro, resident at Del Webb Lake Oconee in Greensboro, Georgia. There are so many activities that present themselves to us at Del Webb. From crafts, music, anything that you are interested in, there is a club or activity you can be involved in."

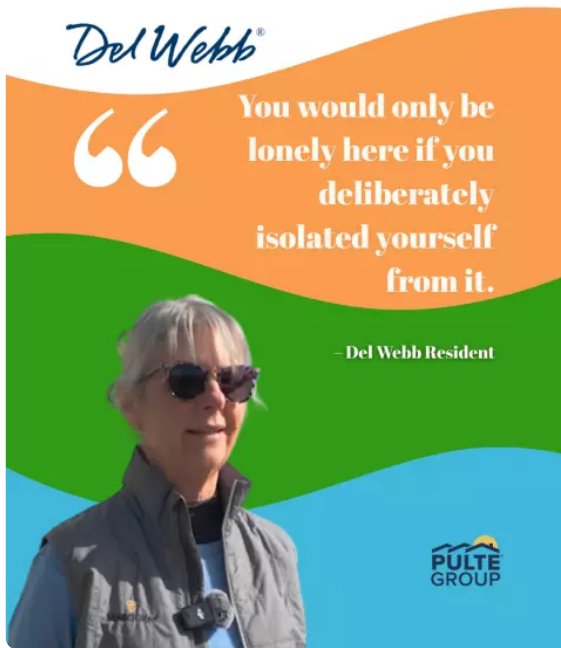
Making Connections, One Step at a Time

Adults aged 55+ aren't just putting themselves out there socially; they are staying physically active as well with 66% of those surveyed saying they are as active or more active than when they were younger.

While many still enjoy the pool, gym, bocce ball, golf and more, the top choices for staying active include:

- Group exercise classes (28%)
- Playing pickleball (27%)
- Outdoor activities like hiking, canoeing and kayaking (21%)

"Social connection is really the reason people want to be here, said Delaine Newberry, lifestyle director at Del Webb Sun City Peachtree in Griffin, Georgia. The homes are beautiful, but at the end of the day, it's about who your neighbors are and how you spend your time. The problem we hear most often is that residents' calendars fill up so quickly with clubs, events and activities that they actually have to start saying no. With more than 60 clubs and interest groups, people come here and truly find their people. And that sense of belonging is what keeps them engaged, active and thriving."



PulteGroup’s market research division conducted the online survey of 1,301 Del Webb residents from February 24-26, 2026.

Learn more at Del Webb’s website: delwebb.com.



About PulteGroup

PulteGroup, Inc. (NYSE: PHM), based in Atlanta, Georgia, is one of America's largest homebuilding companies with operations in more than 45 markets throughout the country. Through its brand portfolio that includes Pulte Homes, Centex, Del Webb, DiVosta Homes, and John Wieland Homes and Neighborhoods, 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's purpose is building incredible places where people can live their dreams.

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Contact details

Ally Boyle
Manager, Corporate Communications
alexandra.boyle@pultegroup.com
[404-464-9060](tel:404-464-9060)

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