

PULTEGROUP SURVEY SHOWS WILLINGNESS TO MOVE UP AS HOUSING VALUES RISE

## CURRENT HOMEOWNERS ARE OPTIMISTIC ABOUT SELLING THEIR HOME



PLAN TO PURCHASE A NEW HOME IN THE NEXT 5 YEARS



BELIEVE THEY CAN SELL THEIR CURRENT HOME WITHIN THE NEXT 2 YEARS FOR A PRICE THAT WOULD ALLOW THEM TO MOVE INTO A NEW HOME

## FACTORS SPUR BUYERS TO PURCHASE HOMES FASTER



## MILLENIALS ARE RESPONDING TO THE FAVORABLE HOUSING MARKET



OF MILLENIALS WHO OWN A HOME PLAN TO BUY A NEW ONE IN THE NEXT 2 YEARS



OF MILLENIALS WHO OWN A HOME PLAN TO BUY A NEW ONE IN THE NEXT 5 YEARS

### About the PGHI Survey

The PulteGroup Home Index (PGHI) survey polled 516 U.S. adult homeowners with children under the age of 18 and an annual income greater than \$50,000 to better understand their interest and propensity to purchase a move-up home. The survey was conducted online by Russell Research from May 31 - June 4, 2013. At a 95 percent confidence level, the results have a statistical precision of +/- 4.3 percentage points of what they would be if the entire adult population had been polled with complete accuracy. Figures for gender, age and geography were weighted where necessary to match their actual proportions in the population.