

A Profile of Senior Living Readers

Demographics

AGE

10% under age 50

45% age 50-64

45% age 65+

GENDER

80% female

20% male

WORK STATUS

26% work full time

6% work part time

56% are retired

6% are seeking work

6% other

Reading Habits

WEBSITE VISITORS

80% of our readers have visited our website

Our website traffic is steadily growing. As of January 2011, we have up to 76,000 unique visitors (over 4 million hits) coming to our website per month.

WEBSITE VS PRINT

32% read just our print version

17% read just our online version

49% read both

PERCENTAGE OF MAGAZINE READ

38% read our magazine cover to cover

26% read at least 75%

28% read at least 50%

USE OF MAGAZINE AFTER READ

13% keep our magazine for future reference

23% give it away to someone

NUMBER OF PEOPLE (Average) READING EACH ISSUE

45% the only ones to read their copy

43% at least one other person reads their copy

4% at least 2 other people read their copy

4% 4 or more people read their copy

Buying Habits

30% purchased products or services from an advertiser in Senior Living in the past year
90% frequently read or take notice of ads in Senior Living

Of the following industries, how many purchases were made in each category in the past year?

| | |
|-----------------------------|-----|
| Restaurants | 21% |
| Health Products/Services | 29% |
| Leisure Services/Products | 11% |
| Automobiles | 5% |
| Financial Services/Products | 8% |
| Medical Supplies/Equipment | 8% |
| Real Estate | 2% |
| Travel | 15% |

PROPERTY PURCHASE

4% said they are planning to buy property in the next 1-5 years.
8.5% said they are planning to sell property in the next 1-5 years.
29% said they are planning to do both in the next 1-5 years.
36% said they weren't planning to do either
23% said they didn't know for sure.

The type of property they might buy as their next purchase are:

14% house
19% condo
28% townhouse
7% recreational property
17% investment property
14% other (patio home, mobile home, etc.)

FINANCIAL SERVICES

66% use a financial planner
51% are likely to buy some kind of financial product or service in the next 12 mos.

MEDICAL SERVICES

Medical services most used in the past year or expected to use in coming year:

| | |
|--|------|
| Denturist | 30% |
| Physiotherapist | 22% |
| Occupational Therapist | 2% |
| Nursing or Home Care | 5.5% |
| Podiatrist | 15% |
| Other (massage, naturopath, dentist, chiropractor) | 26% |

What medical supplies have been purchases in the past year or expected to buy in coming year:

| | |
|--------------------|------|
| Prescriptions | 40% |
| Eye Glasses | 34% |
| Hearing Aid | 2.3% |
| Stairlift | 1.1% |
| Walker | 3.5% |
| Motorized Scooter | 2.3% |
| Dentures | 3.5% |
| Special Bed | 1.1% |
| Home Care Products | 5.8% |

Those who buy natural health products or visit a Naturopath?

62%

TRAVEL

Type of travel enjoyed:

| | |
|------------------|------|
| Escorted travel | 18% |
| RVing | 7.3% |
| Motorbiking | 3.6% |
| Cycling | 8.2% |
| Cruises | 22% |
| Adventure Travel | 9% |
| Ecotourism | 13% |

DINING OUT

On average, how many times per week do our readers dine out?

| | |
|-----|--------------------|
| 51% | 2 times per week |
| 17% | 3 times per week |
| 12% | 3-4 times per week |



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