

# A Profile of Senior Living Readers

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## Demographics

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### 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

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## Reading Habits

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### 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

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## Buying Habits

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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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