

# 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 February 2010, our website unique visitors totaled over 4,000. About 40% of those were repeat visitors. The total hits on our website was over 500,000.*

### 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 READING EACH ISSUE

**How many people on average read each copy of Senior Living**

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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