

READER PROFILE

Each year, 700,000 Americans relocate to new towns to retire. Generally, relocating retirees are healthier, better educated and more affluent than those who choose to not relocate. They bring significant economic benefits to their new states and hometowns. Nationally, two dozen states and hundreds of towns seek to attract retirees as a source of economic development.

Average Value of Main Residence:
\$397,000

Average Household Income:
\$158,000

Average Household Net Worth:
\$1,170,000

CIRCULATION
200,000

READERS PER COPY
1.4

EDUCATION
89% **Attended college or better**
73% **Graduated college or better**
32% **Postgraduate degree**

89%
of readers have taken action as a result of reading Where to Retire

85%
of readers are likely to relocate or add an additional residence

81%
of readers who plan to relocate in retirement are likely to buy a single family home for their residence

96%
of readers read one half or more of the magazine

94%
of readers rate the magazine's content as excellent or good

84%
of readers agree that Where to Retire has been a vital resource in choosing a relocation destination

TRAVEL

4 **Number of domestic trips in past 12 months**

74% **Stayed (or plan to stay) in hotel, resort, lodge or B&B in past 12 months (or next 12 months)**

88% **Have a passport**

54% **Foreign travel in past 3 years**

33% **Cruised in past 3 years**

31% **Plan to cruise in next 3 years**

ACTIVITIES

100% of readers reported participating in at least one of the following 22 activities. (more than 100% due to multiple choices)

81% **Reading books for pleasure**

70% **Regular exercise**

75% **Jogging or walking for exercise**

67% **Cinema**

63% **Entertaining guests in home**

70% **Festivals/events**

62% **Visit historic sites**

57% **Art shows/museums**

54% **Live theater/concert/opera/ballet**

58% **Gardening**

41% **Volunteer work**

44% **Sporting events**

40% **Bicycling**

44% **Hiking**

36% **Swimming**

40% **Arts and crafts**

30% **Casino gambling**

29% **Boating/sailing**

28% **Golf**

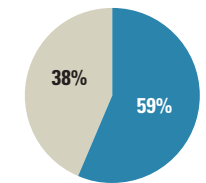
25% **Gourmet cooking**

26% **Photography**

24% **Fishing**

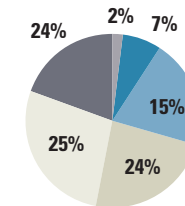


THE PETRINOS OF SAN MARCOS, TX —
FEATURED IN NOVEMBER/DECEMBER 2017 ISSUE.



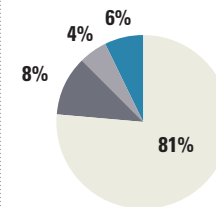
SEX

Male
Female
(No answer - 3%)



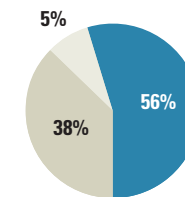
AGE (average: 63.3)

Under 50
50-54
55-59
60-64
65-69
70 or over
(No answer - 2%)



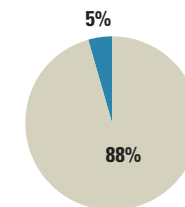
MARITAL STATUS

Married
Divorced/separated
Widowed
Never married
(No answer - 2%)



EMPLOYMENT

Work full time
Work part time
Retired
(No answer - 1%)



HOME OWNERSHIP

Own main residence
Rent
(No answer - 7%)

READER PROFILE

WHERE TO RETIRE SUBSCRIBERS DESCRIBE THEIR IDEAL RETIREMENT DESTINATION

IMPORTANT FACTORS IN CHOOSING A RETIREMENT DESTINATION

(in order of importance)

- 1 Low crime rate
- 2 Good hospitals nearby
- 3 Active, clean, safe downtown
- 4 Low overall tax rate
- 5 Mild climate
- 6 Scenic beauty nearby
- 7 Friendly, like minded-neighbors
- 8 Low cost of living
- 9 Active social/cultural environment
- 10 Good recreational facilities
- 11 Walkability
- 12 No state income tax
- 13 Low housing cost
- 14 Airport with commercial service nearby
- 15 Major city nearby
- 16 Friends, relatives in area
- 17 College or university town
- 18 Full- or part-time employment opportunities

IDEAL CLIMATE

Preferred Winter Average Snowy Days:

- 42% **0**
- 32% **1-5**
- 18% **6-10**
- 5% **11 or more**
- 3% **Don't care**

Preferred Yearly Average Rainfall:

- 17% **Low (0-19")**
- 79% **Moderate (20" - 39")**
- 3% **High (40" or more)**
- 1% **Don't care**

Preferred Yearly Average Sunny Days:

- 0% **Less than 100**
- 14% **100-199**
- 60% **200-299**
- 24% **300 or more**
- 2% **Don't care**

Preferred Summer Average High Temperatures:

- 1% **60-69 degrees**
- 27% **70-79 degrees**
- 66% **80-89 degrees**
- 5% **90-99 degrees**
- 1% **Don't care**

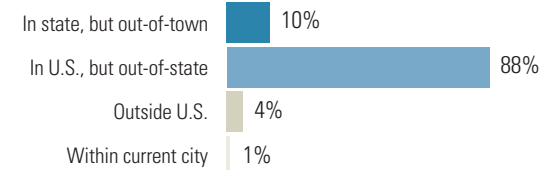
Preferred Winter Average Low Temperatures:

- 4% **20-29 degrees**
- 14% **30-39 degrees**
- 29% **40-49 degrees**
- 30% **50-59 degrees**
- 16% **60-69 degrees**
- 7% **70-79 degrees**
- 2% **Don't care**

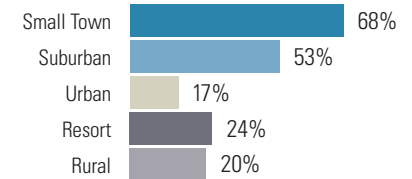
Average number of times readers visit a location before deciding to move:

3.2

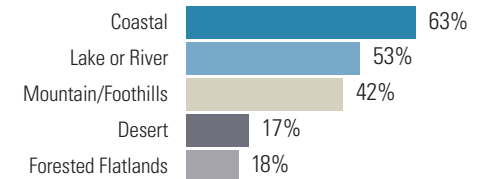
WHERE RETIREES PLAN TO MOVE



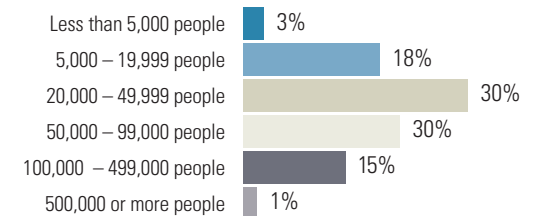
IDEAL LOCATION



IDEAL GEOGRAPHIC SURROUNDINGS



IDEAL SIZE OF CITY OR TOWN



IDEAL TYPE OF NEIGHBORHOOD

