

# 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:**  
\$383,000

**Average Household Income:**  
\$142,000

**Average Household Net Worth:**  
\$1,100,000

**CIRCULATION**  
200,000

**READERS PER COPY**  
2

**EDUCATION**  
90% Attended college or better  
70% Graduated college or better  
32% Postgraduate degree

**88%** of readers have taken action as a result of reading Where to Retire

**88%** of readers are likely to relocate or add an additional residence

**83%** of readers who plan to relocate in retirement are likely to buy a single family home for their residence

**93%** of readers read one half or more of the magazine

**91%** of readers rate the magazine's content as excellent or good

**TRAVEL**  
3.7 Number of domestic trips in past 12 months

81% Stayed (or plan to stay) in hotel, resort, lodge or B&B in past 12 months (or next 12 months)

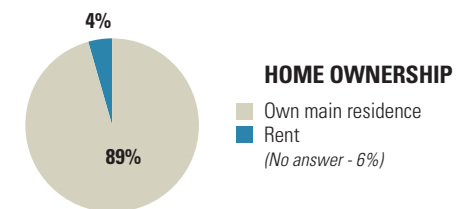
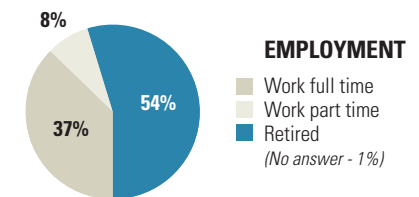
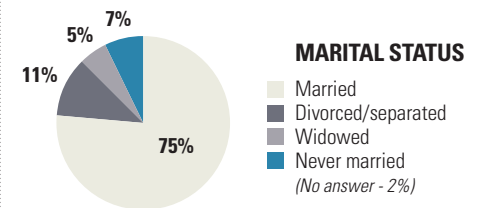
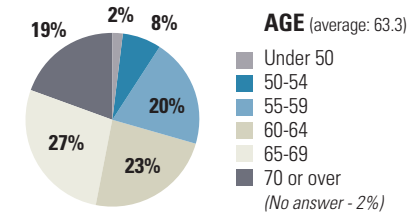
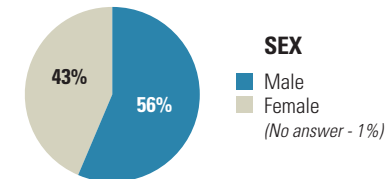
86% Have a passport  
58% Foreign travel in past 3 years  
35% Cruised in past 3 years  
28% Plan to cruise in next 3 years

**ACTIVITIES**  
99% of readers reported participating in at least one of the following 22 activities. (more than 100% due to multiple choices)

- 82% Reading books for pleasure
- 73% Regular exercise
- 72% Jogging or walking for exercise
- 71% Cinema
- 66% Entertaining guests in home
- 66% Festivals/events
- 63% Visit historic sites
- 58% Art shows/museums
- 58% Live theater/concert/opera/ballet
- 56% Gardening
- 47% Volunteer work
- 45% Sporting event
- 42% Bicycling
- 41% Hiking
- 41% Swimming
- 40% Arts and crafts
- 35% Casino gambling
- 30% Boating/sailing
- 28% Golf
- 26% Gourmet cooking
- 25% Photography
- 24% Fishing



THE KOZINSKIS OF DAYTONA BEACH, FL — FEATURED IN SEPTEMBER/OCTOBER 2016 ISSUE.



# 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 Active, clean, safe downtown
- 3 Good hospitals nearby
- 4 Mild climate
- 5 Low overall tax rate
- 6 Friendly, like minded-neighbors
- 7 Low cost of living
- 8 Scenic beauty nearby
- 9 Walkability
- 10 Good recreational facilities
- 11 Active social/cultural environment
- 12 Low housing cost
- 13 No state income tax
- 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:

- 43% **0**
- 34% **1-5**
- 15% **6-10**
- 6% **11 or more**
- 3% **Don't care**

#### Preferred Yearly Average Rainfall:

- 16% **Low (0-19")**
- 79% **Moderate (20" - 39")**
- 3% **High (40" or more)**
- 2% **Don't care**

#### Preferred Yearly Average Sunny Days:

- 0% **Less than 100**
- 12% **100-199**
- 55% **200-299**
- 31% **300 or more**
- 2% **Don't care**

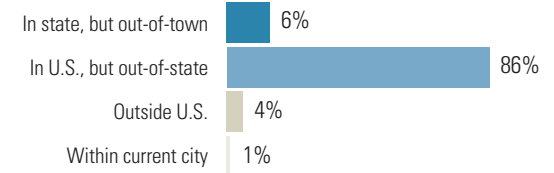
#### Preferred Summer Average High Temperatures:

- 2% **60-69 degrees**
- 32% **70-79 degrees**
- 62% **80-89 degrees**
- 4% **90-99 degrees**
- 1% **Don't care**

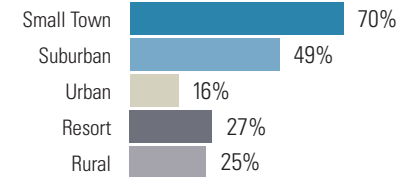
#### Preferred Winter Average Low Temperatures:

- 4% **20-29 degrees**
- 15% **30-39 degrees**
- 27% **40-49 degrees**
- 29% **50-59 degrees**
- 14% **60-69 degrees**
- 9% **70-79 degrees**
- 2% **Don't care**

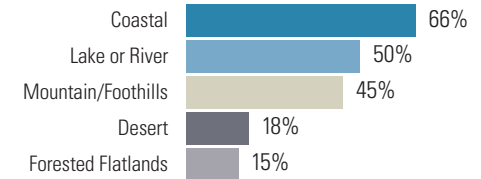
### WHERE RETIREES PLAN TO MOVE



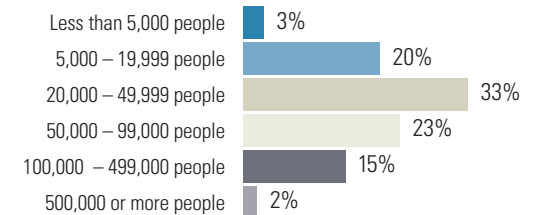
### IDEAL LOCATION



### IDEAL GEOGRAPHIC SURROUNDINGS



### IDEAL SIZE OF CITY OR TOWN



### IDEAL TYPE OF NEIGHBORHOOD

