

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)

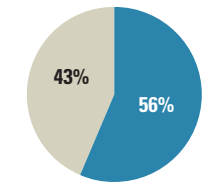
86% Have a passport
58% Foreign travel in past 3 years
35% Cruised in past 3 years
28% Plan to cruise in next 3 years

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

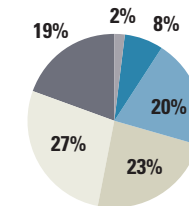


THE KOZINSKIS OF DAYTONA BEACH, FL — FEATURED IN SEPTEMBER/OCTOBER 2016 ISSUE.



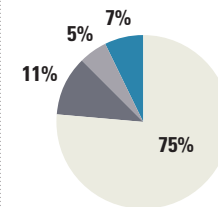
SEX

Male
Female
(No answer - 1%)



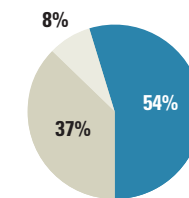
AGE (average: 63.3)

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



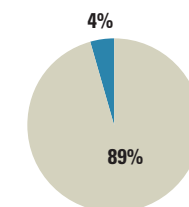
MARITAL STATUS

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 - 6%)

Where to Retire
The Authority on Retirement Relocation