

WHERE *to* RETIRE

READER PROFILE

READERS PER COPY: 2.2

SEX

Male	61%
Female	39%

AGE

Under 50	7%
50-54	16%
55-59	33%
60-64	27%
65-69	10%
70 or over	7%

Average: 58.9

MARITAL STATUS

Married	83%
Divorced/separated	11%
Widowed	2%
Single, never married	4%

EDUCATION

Attended college or better	86%
Graduated college or better	62%
Postgraduate degree	29%

EMPLOYMENT

Work full time	59%
Work part time	8%
Retired	33%
Never worked outside home	<1%

HOME OWNERSHIP

Own main residence	95%
Rent	5%

AVERAGE VALUE OF MAIN RESIDENCE: \$424,233

AVERAGE HOUSEHOLD INCOME: \$129,817

AVERAGE HOUSEHOLD NET WORTH: \$953,673

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ACTIVITIES

(more than 100% due to multiple choices)

Using a home computer	77%
Reading books for pleasure	76%
Jogging or walking for exercise	64%
Browsing the Internet	62%
Regular exercise	60%
Entertaining guests in home	59%
Cinema	57%
Gardening	54%
Festivals/events	51%
Visit historic sites	48%
Art shows/museums	47%
Theater/concert/opera/ballet	44%
Swimming	41%
Arts and crafts	35%
Golf	34%
Casino gambling	33%
Photography	29%
Volunteer work	29%
Bicycling	28%
Gourmet cooking	25%
Fishing	23%
Boating/sailing	22%
Camping	11%

TRAVEL

Number of domestic trips in past 12 months	4.3
Stayed in hotel, resort, lodge or B&B in past 12 months	71%
Have a passport	75%
Foreign travel in past 3 years	58%
Cruised in past 3 years	31%
Plan to cruise in next 3 years	63%
Rented a car in past 12 months	40%

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WHERE TO RETIRE SUBSCRIBERS DESCRIBE THEIR IDEAL RETIREMENT COMMUNITY

WHERE RETIREES PLAN TO MOVE

In state, but out-of-town	6%
In U.S., but out-of-state	65%
Outside U.S.	1%
Haven't decided yet	28%

IDEAL SIZE OF CITY OR TOWN

Less than 15,000 people	10%
15,000 - 49,999 people	34%
50,000 - 99,999 people	30%
100,000 - 500,000 people	16%
More than 500,000 people	5%

IDEAL LOCATION

Rural/Small Town	46%
Suburban	45%
Urban	9%

IDEAL NEIGHBORHOOD

All ages, including children	41%
All adults, but not necessarily 55+	33%
All adults, 55+	26%

IDEAL GEOGRAPHIC SURROUNDINGS

Coastal	28%
Lake or river	43%
Mountain/Foothills	18%
Desert	5%
Forested flatlands	6%

IDEAL TYPE OF RESIDENCE

New, single-family home	34%
Resale, single-family home	15%
Condominium/Townhouse	19%
Manufactured home	4%
Apartment	1%
Undecided	27%

IDEAL CLIMATE

Preferred summer average high temperatures:

60-69 degrees..... 3%	70-79 degrees..... 35%	80-89 degrees..... 54%
90-99 degrees..... 4%	Don't care..... 5%	

Preferred winter average low temperatures:

20-39 degrees..... 11%	40-59 degrees..... 56%
60-79 degrees..... 28%	Don't care..... 6%

Preferred winter average snowy days:

0..... 45%	1-5..... 33%	6-10..... 9%
11 or more..... 2%	Don't care..... 11%	

Preferred yearly average rainfall:

Low (0-19")..... 21%	Moderate (20" - 39")..... 63%
High (40" or more)..... 1%	Don't care..... 15%

Preferred yearly average sunny days:

Less than 100..... <1%	100-200..... 17%	201-300..... 53%
More than 300..... 19%	Don't care..... 10%	

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IMPORTANT FACTORS IN CHOOSING A RETIREMENT COMMUNITY (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. Good recreational facilities
10. Low housing cost
11. Active social/cultural environment
12. Airport with commercial service nearby
13. Major city nearby
14. No state income tax
15. Continuing-care retirement communities available
16. Full- or part-time employment opportunities
17. Friends, relatives in area
18. College town with adult education available

INTERESTING FACTS

- 86% of Where to Retire readers are likely to relocate
- 56% of readers will visit 3-4 times before deciding to relocate to a particular town
- 40% of readers will move seasonally between 2 or more residences
- 93% of readers rate the magazine's content as excellent to good
- 67% of readers read three-fourths or more of the magazine