

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.

**85%**  
of readers are likely to relocate

**57%**  
of readers will visit 3-4 times before deciding to relocate to a particular town

**35%**  
of readers will move seasonally between 2 or more residences

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

**74%**  
of readers read three-fourths or more of the magazine

**Average Value of Main Residence:**  
**\$380,257**

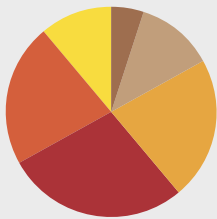
**Average Household Income:**  
**\$155,601**

**Average Household Net Worth:**  
**\$1,053,758**



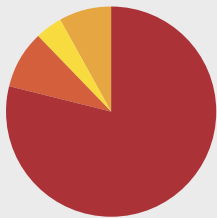
### SEX

Male	61%
Female	39%



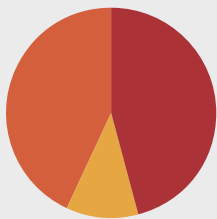
### AGE

Under 50	5%
50-54	12%
55-59	22%
60-64	28%
65-69	22%
70 or over	11%
<b>Average:</b>	<b>61.8</b>



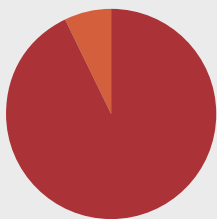
### MARITAL STATUS

Married	79%
Divorced/separated	9%
Widowed	4%
Single, never married	8%



### EMPLOYMENT

Work full time	46%
Work part time	11%
Retired	43%



### HOME OWNERSHIP

Own main residence	93%
Rent	7%

### CIRCULATION:

200,000

### READERS PER COPY:

2.6

### EDUCATION

Attended college or better	90%
Graduated college or better	62%
Postgraduate degree	25%

### ACTIVITIES

(more than 100% due to multiple choices)

Jogging or walking for exercise	76%
Reading books for pleasure	75%
Regular exercise	74%
Entertaining guests in home	68%
Cinema	68%
Festivals/events	62%
Gardening	58%
Visit historic sites	58%
Art shows/museums	56%
Theater/concert/opera/ballet	52%
Swimming	46%
Arts and crafts	41%
Bicycling	39%
Volunteer work	37%
Casino gambling	32%
Golf	29%
Photography	29%
Gourmet cooking	29%
Boating/sailing	29%
Fishing	26%
Camping	16%

### TRAVEL

Number of domestic trips in past 12 months	4.8
Stayed in hotel, resort, lodge or B&B in past 12 months	67%
Have a passport	81%
Foreign travel in past 3 years	29%
Cruised in past 3 years	29%
Plan to cruise in next 3 years	55%
Rented a car in past 12 months	31%

## Where to Retire Subscribers Describe Their Ideal Retirement Community

### 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. Low overall tax rate
5. Friendly, like-minded neighbors
6. Mild climate
7. Scenic beauty nearby
8. Low cost of living
9. Good recreational facilities
10. Low housing cost
11. Active social/cultural environment
12. Airport with commercial service nearby
13. No state income tax
14. Major city nearby
15. Continuing-care retirement communities available
16. Friends, relatives in area
17. College town with adult education available
18. Full- or part-time employment opportunities

### Ideal Climate

#### PREFERRED WINTER AVERAGE SNOWY DAYS:

0	43%
1-5	33%
6-10	13%
11 or more	3%
Don't care	8%

#### PREFERRED YEARLY AVERAGE RAINFALL:

Low (0-19")	17%
Moderate (20"- 39")	65%
High (40" or more)	1%
Don't care	17%

#### PREFERRED YEARLY AVERAGE SUNNY DAYS:

Less than 100	<1%
100-200	14%
201-300	54%
More than 300	23%
Don't care	9%

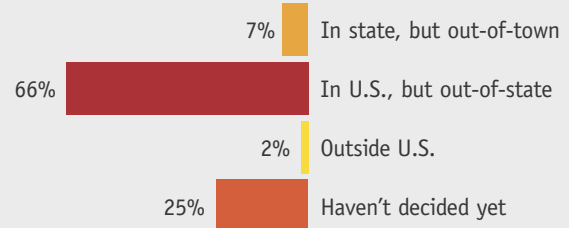
#### PREFERRED SUMMER AVERAGE HIGH TEMPERATURES:

60-69 degrees	3%
70-79 degrees	38%
80-89 degrees	49%
90-99 degrees	4%
Don't care	6%

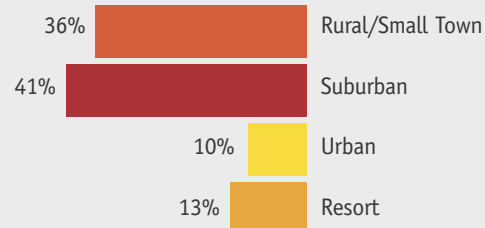
#### PREFERRED WINTER AVERAGE LOW TEMPERATURES:

20-39 degrees	13%
40-59 degrees	56%
60-79 degrees	26%
Don't care	5%

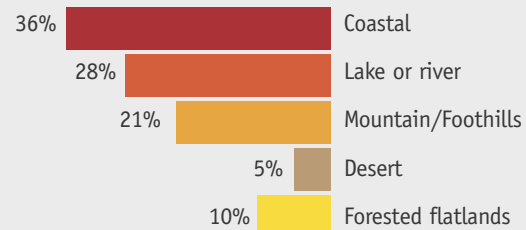
### WHERE RETIREES PLAN TO MOVE



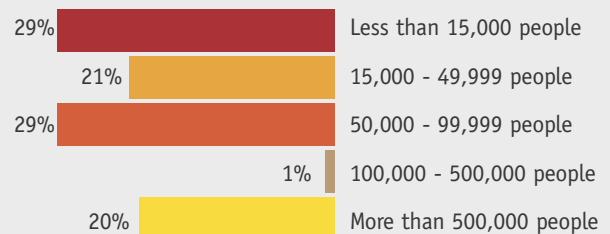
### IDEAL LOCATION



### IDEAL GEOGRAPHIC SURROUNDINGS



### IDEAL SIZE OF CITY OR TOWN



### IDEAL TYPE OF RESIDENCE

