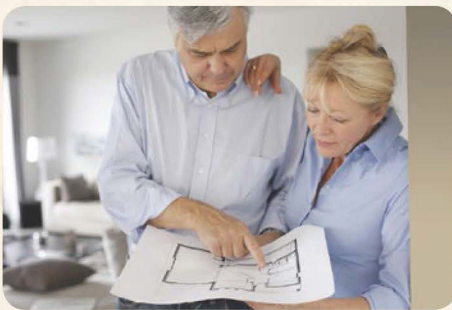
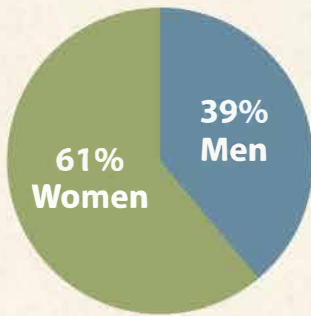


# RETIREMENT LIVING

# 2017 READER SNAPSHOT



## HOME IMPROVEMENTS AND PLANS

- 59%** are interested in purchasing home improvements in the next 12 months.
- 53%** are interested in purchasing outdoor home improvements.
- 49%** are interested in purchasing home repairs and roofing.
- 34%** are interested in purchasing home accessories and furniture.
- 66%** plan to remain in their homes in their elder years.
- 61%** who are caregivers influence and participate in decision-making regarding independent-living options for a loved one.



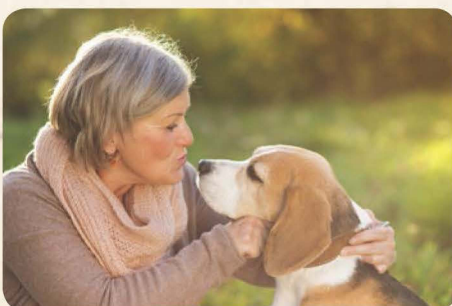
## FINANCIAL MATTERS

- 68%** have a financial/estate-planning advisor.
- 40%** have investments totaling \$450,000 or more.
- 65%** have mortgages through banks.
- 96%** have personal checking and savings accounts.
- 65%** use wealth management and investment banking advisors.



## RECREATIONAL INTERESTS

- 59%** travel and vacation frequently.
- 49%** play golf.
- 86%** are interested in wellness and fitness training.
- 77%** dine out regularly.
- 78%** attend performing arts and fundraisers.
- 41%** are interested in purchasing recreational items such as autos, boats and RVs.



## HOUSEHOLD PURCHASING PLANS

- 56%** purchase pet products, grooming and boarding services.
- 41%** purchase clothing and toys for grandchildren.
- 84%** purchase gifts and clothing items for family members.