

NEWSPAPER READERS are senior living shoppers

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey, nearly 7 in 10 senior living shoppers read a newspaper each week.*

68% of those who plan to shop for a retirement facility, assisted living or nursing home **read a newspaper each week.**¹

Elder care/nursing home shoppers are avid and engaged newspaper readers.



ELDER CARE/ NURSING HOME SHOPPERS ARE:

107% more likely than all U.S. adults to **read a newspaper six to seven days per week.**²

95% more likely than all U.S. adults to say that **newspapers are a valuable source of content** they cannot find elsewhere.²

36% more likely than all U.S. adults to **visit the website of their local newspaper.**²

28% more likely than all U.S. adults to **prefer reading a local daily or Sunday newspaper.**²

MORE LIKELY TO RESPOND TO NEWSPAPER ADS:

71% of elder care/nursing home shoppers **have taken action** in the past year as a result of a newspaper ad.²

Target senior living shoppers by advertising in the newspaper sections they read the most:¹

Main News
Local News
International News
Food and Cooking
Entertainment



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