



October 5, 2019 • 9 am - 2 pm
The Grand Long Beach

AUDIENCE FACTS

The Press-Telegram's 11th annual Successful Aging Expo is an ideal way to showcase your business/product/screenings to thousands of attendees. Rich in resources and information, visitors and participants will have the opportunity to visit over 40 booths of companies, firms and services - including health screenings, medical information, health and beauty, home improvement, financial and elderly care options.

The Press-Telegram reaches a demographically diverse weekly audience of over 396,000 readers:

- Average household income: \$72,468
- Average age: 46.8
- 62% are age 40+
- 46% are age 50+
- 36% are age 55+
- 19% are age 65+
- 46% are married
- 27% are College Graduates (4+ yrs)
- 47% are homeowners and have been in their home an average of 10.5 years
- 41% have children aged 17 & under in household.

The Press-Telegram audience is affluent, active and engaged in taking care of themselves and their health:

- 93% carry some type of health insurance
- 76% saw a medical specialist in the past 12 months
- 47% purchased Glasses/Contacts in the past 12 mos
- 72% purchased prescription drugs in the past 30 days
- 75% used Hospital Service in the past 3 yrs
- 27% belong to a health club/gym
- 9% (37,000 readers) are caregivers of aging parents/relatives
- 3% (12,000 readers) plan to shop for nursing care/asst. living next 12 mos
- 10% (39,000 readers) follow a weight loss program
- 48% in Very Good/Excellent Health
- Most popular activities include gardening, swimming, bicycling, jogging/running, and volunteer work

General Statistics

- 30% of Press-Telegram Market adults are age 55+.
- The total U.S. population percentage of age 65+ adults will increase from 16.4% of the population in 2019 to 24.2% in 2069.
- The number of persons in the U.S. aged 65+ will nearly double in the next 50 years from 53.9 million in 2019 to 101 million in 2069.
- The number of persons age 100+ in the U.S. is projected to increase over 8-fold in the next 50 years from 90,500 in 2019 to 760,400 in 2069.

Interested in an event sponsorship?

www.SuccessfulAgingExpo.com/PressTelegram/