

Market Presentation for:



Presented by Penny Traylor
Idaho Public TV

Assisted Living Facility Targets

1. Seniors Age 75+
2. Seniors' Adult Children Age 45-64 with HHI of \$50,000+

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THE SMART DEVELOPER...AS SEEN IN ADVANCE MAGAZINE

Issue Date: November 01, 2003
Vol. 4 .Issue 6 . Page 28
* The Smart Developer

Before you rush into the assisted living market, do your homework.
It's the key to your success.
by Lee E. Cory

FIRST THINGS FIRST

Most senior housing developers approach new projects backwards. They find a site and then try to justify why it would be perfect for an assisted living facility. But a smart developer identifies the market first; investigates the needs, preferences, desires, lifestyles and peculiarities of a specific target audience; then chooses a potential site and hires a consultant to perform a feasibility study.

Before even looking at land, you must define your market. The typical target audience for an ALF are seniors aged 75 and older with self care and/or mobility limitations and annual incomes of \$25,000 or more. However, recent studies show that up to 65 percent of private-pay AL residents have incomes below that level, indicating that they have unreported sources of income.

Another important target market is seniors' adult children (aged 45-64) with annual incomes over \$50,000. Up to 80 percent of the residents living in private-pay ALFs or their adult children meet these age and income parameters and live within the primary market area, which is within three miles of the facility, unless otherwise demarked by natural or manmade boundaries, such as coasts, rivers or freeways.

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Affluent Empty Nesters Spend Over 3 Hours Daily With TV

Report: MEDIA DAY ANALYSIS
Market: BOISE, ID for APR-MAY 2008
Bases: ADULTS AGE 18+
Target: ADULTS--AGE 45 PLUS

THE MEDIA AUDIT

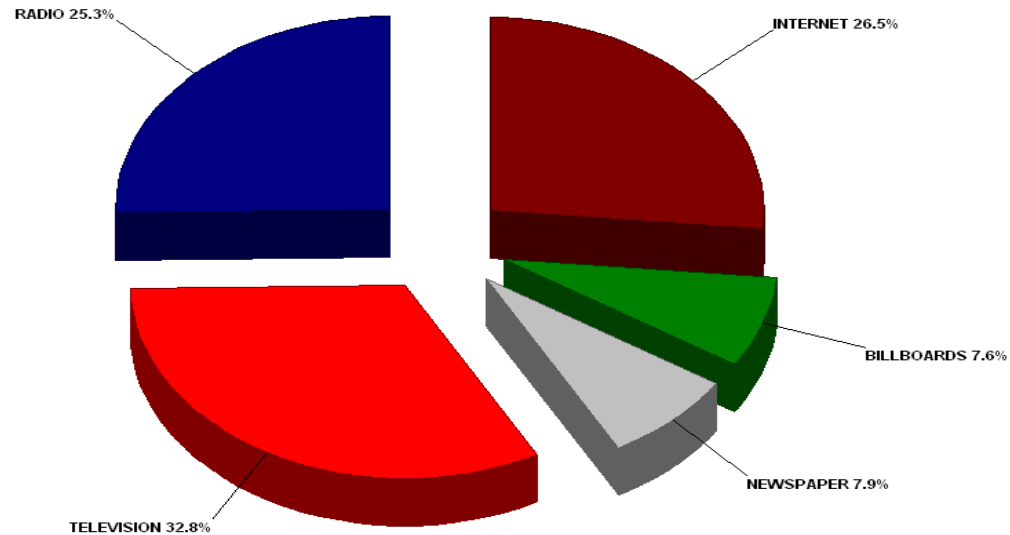
Target Market

Base Population: 410,709

% In Target: 46.2%

Target Persons: 189,638

Affluent Empty Nesters Spend 1/3 of their Day with TV



TOTAL MARKET PROFILE IS BASED ON 701 RESPONDENTS. TARGET MARKET PROFILE IS BASED ON 483 RESPONDENTS.

Idaho Public TV Viewers Average Annual Household Income is **\$59,300**

Report: MEDIA QUICK PROFILE
 Market: BOISE, ID for APR-MAY 2008
 Bases: ADULTS AGE 18+
 Media: C 4 KAID PBS TOTAL

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 410,710

% in Media: 42.4

Media Persons: 174,116

Audience Profile

Total Income: \$10,331,413,000
Mean Income: \$59,336

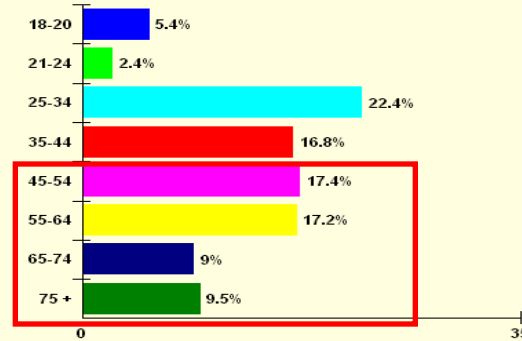
Mean Age: 47

Home Owners: 79%

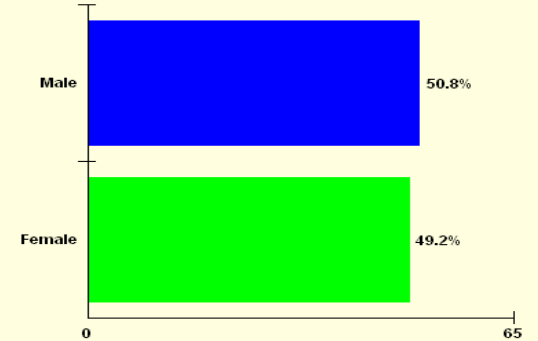
Mean Home Value: \$256,214

Mean Miles Past Week: 175

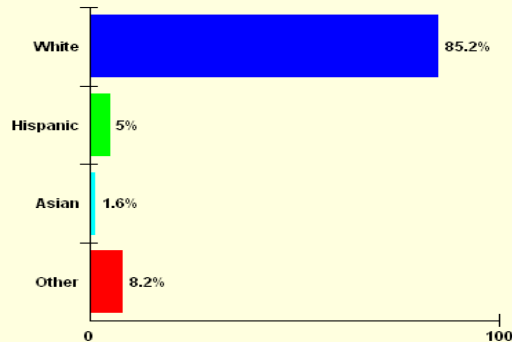
Age Analysis



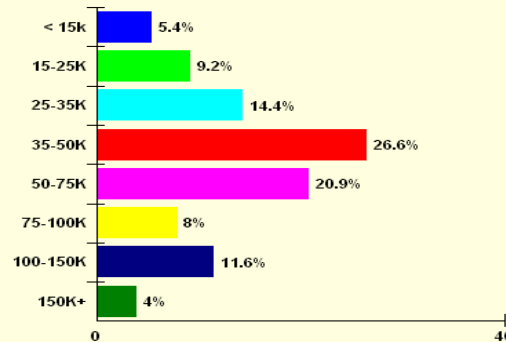
Gender Profile



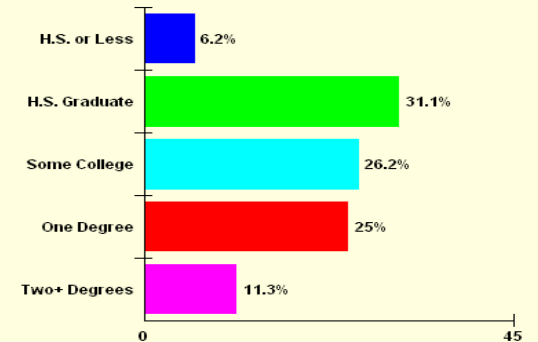
Ethnicity Profile



Annual Income



Education Profile



idahoptv.org

Idaho Public Television Delivers the Right Audience – Adults 45+

Report: MEDIA PROFILE REPORT
Market: BOISE, ID for APR-MAY 2008
Bases: ADULTS AGE 18+
Media: C 4 KAID PBS TOTAL
Target: ADULTS--AGE 45 PLUS
Media Persons: 174,115

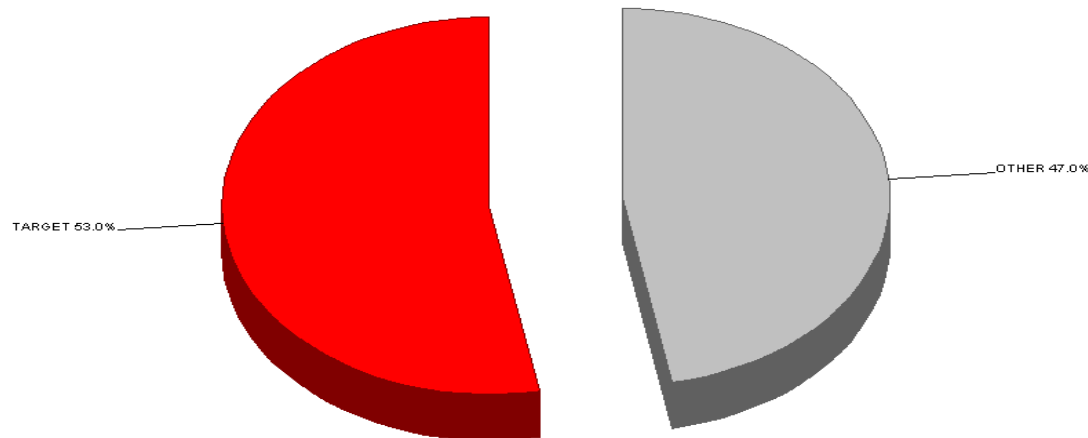
THE MEDIA AUDIT

All Groups

Target Percent: 53.0%

Target Persons: 92,243

Over Half of Idaho Public Television's Audience is 45 or Older



MEDIA AUDIENCE ANALYSIS IS BASED ON 338 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.

TV is the Best Medium To Use to Reach Affluent Empty Nesters

Report: RANKER REPORT
 Market: BOISE, ID for APR-MAY 2008
 Bases: ADULTS AGE 18+
 Target: AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+
 Base Population: 410,709

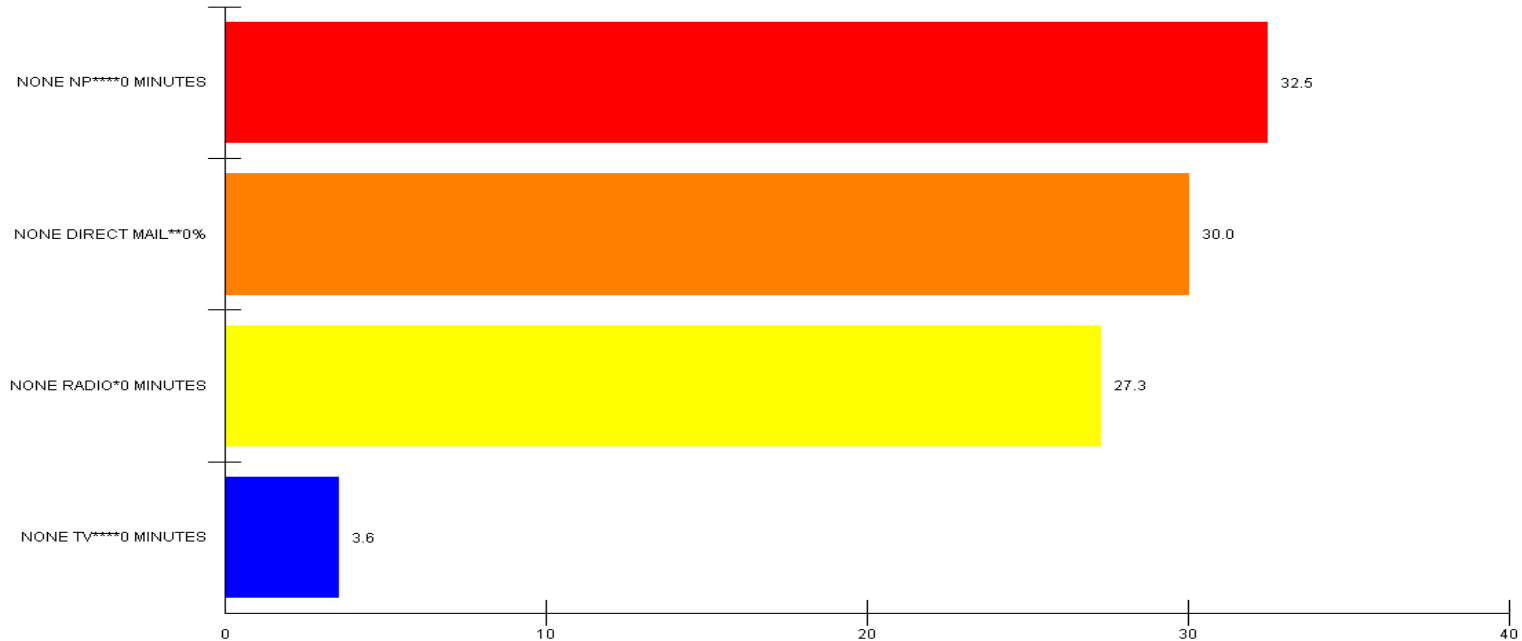
THE MEDIA AUDIT

Cume Ratings

% In Target: 12.9%

Target Persons: 53,089

A Third of Affluent Empty Nesters Do NOT READ the Newspaper



BASED ON 117 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 701 BASE # OF RESPONDENTS

Over Half of Affluent Empty Nesters Watch Idaho Public TV from 7-10p

Report: RANKER REPORT
 Market: BOISE, ID for APR-MAY 2008
 Bases: ADULTS AGE 18+
 Target: AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+
 Base Population: 410,709

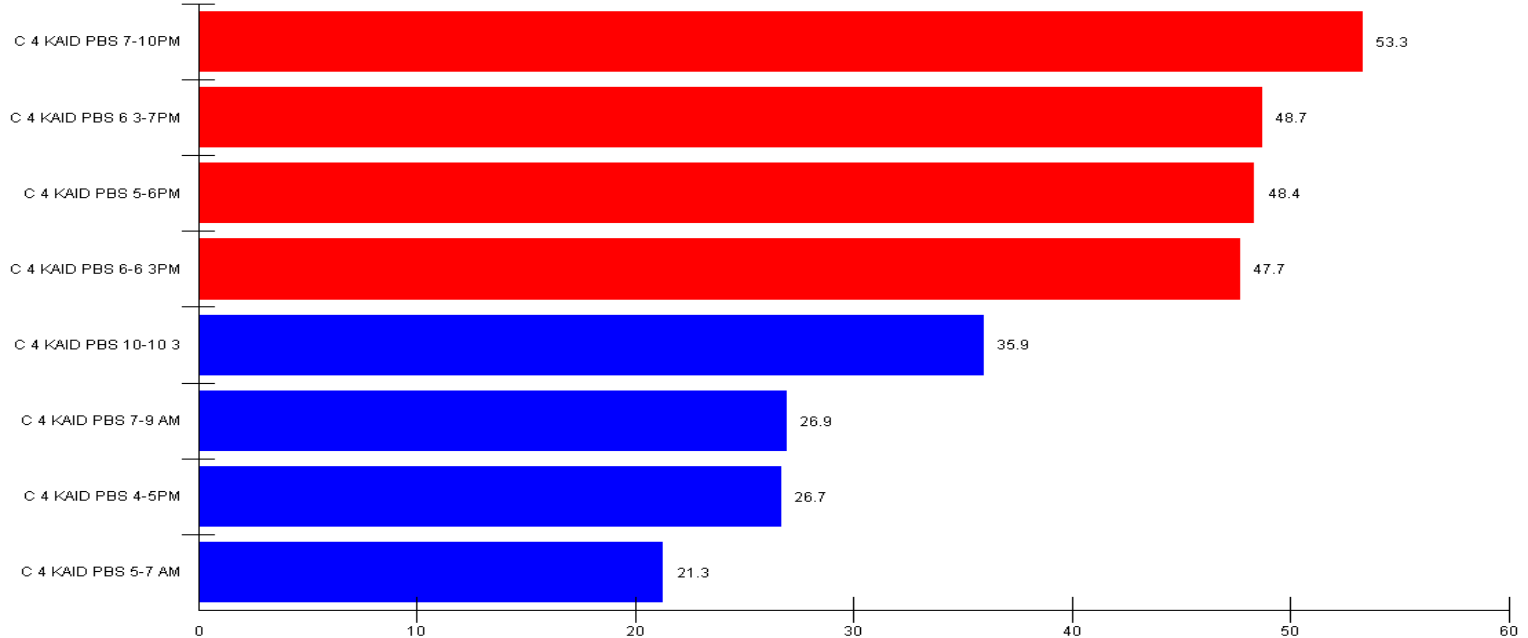
THE MEDIA AUDIT

Cume Ratings

% In Target: 12.9%

Target Persons: 53,089

Viewing is Highest - Early Fringe, Prime Access & Prime Time



BASED ON 117 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 701 BASE # OF RESPONDENTS



idahoptv.org

Idaho Public Television Viewers Spend the Most on Elder Care... \$386 Million

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
 Market: BOISE, ID for MAY-JUN 2007 / APR-MAY 2008
 Bases: ADULTS AGE 18+
 Target: CARE FOR ELDERLY, INVALIDS, HANDICAPPED, ELDERLY PER
 Base Population: 410,701

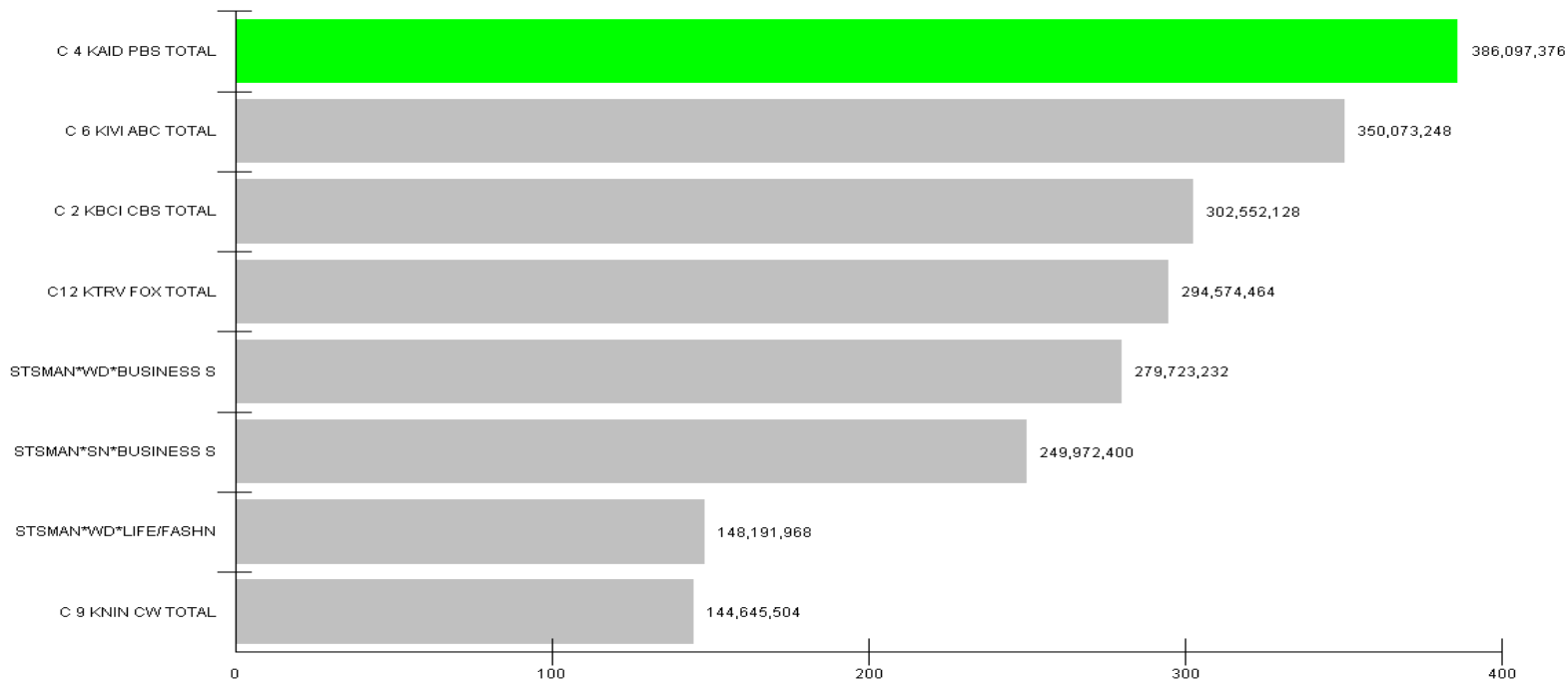
THE MEDIA AUDIT

Total Expenditures -- Cume Rating \$'s

% In Target: 3.3%

Target Persons: 13,354

Total Expenditures -- Cume Rating \$'s



BASED ON 55 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 1,401 BASE # OF RESPONDENTS



Idaho Public Television Provides Advertising Solutions

- **PBS enjoys the same high levels of awareness as the traditional networks and top cable networks**
 - PBS surpasses top networks like CNN and ESPN for frequency of viewing.
- **Sponsorship and Corporate Contributions Viewed Positively**
 - Two-thirds of PBS viewers feel that:
 - Companies that fund PBS have a commitment to quality and excellence.
 - All other things being equal, they would choose to buy a product from a company that supports PBS.

Source: 2006 PBS commissioned Harris Interactive Study, 3,457 interviews

