

# Our readers

...represent the primary growth engine in the consumption of healthcare services

97% of our survey responders have a primary care physician.

79% of our survey respondents visit a doctor regularly. More than 47% visit their doctors multiple times in a year.

34% of our survey respondents have been hospitalized within the past twelve months.



...are interested in consuming health information

79% of our survey respondents read additional periodicals for health information.

Their top areas of interest include prevention, heart health, brain health, aging, cancer, orthopedics, women's health, prescription drugs, arthritis, pediatrics, concierge medicine, pain and men's health.

...are influenced by what they read in *Chicago Health* magazine

80% agree that our stories or advertisements influence where they will seek care for themselves or a loved one.

91% agree that our stories influence the way they look at their health or the health of a friend or loved one.

...additional stats

61% have single or employee sponsored health insurance. 39% are covered by Medicare or medicaid.

Health decisions are made 63% of the time by females, and 37% by males.

63% of our readers exercise regularly.

**For additional reader information, contact your sales representative.**

**READER SURVEY**

Help us shape future content that may interest you. Please complete and return this short survey, and we'll mail you our next issue free.

Where did you obtain your copy? \_\_\_\_\_

Age: \_\_\_\_\_ Gender:  Male  Female

Household income:  less than 25K  25-50K  50-100K  100K+

Do you have children?  yes  no if yes, how old?  0-18  19-35  35+

Do you have a spouse or partner?  yes  no

Who makes healthcare decisions in your household? \_\_\_\_\_

Do you have a fitness or healthclub membership?  yes  no

Do you exercise regularly?  yes  no

Do you read *chicagohealthonline.com*?  yes  no

Do you have a primary care physician?  yes  no

How often do you visit your primary care physician? \_\_\_\_\_

Are you covered by any of these health insurance options?  Employer-sponsored health insurance  
 Single coverage  Medicare/Medicaid  ACA health insurance  None

When was the last time you were hospitalized for any reason?  
 0-1 month  2-6 months  7 months-1 year  1 year+ never

What other health magazines do you read?  Chicago  Self  Prevention  
 Women's Health  Men's Health  others: \_\_\_\_\_

Have any of our stories influenced the way you look at your health or the health of a loved one or friend?  yes  no

Have any of our stories or advertisements influenced where you would seek care for yourself or a loved one?  yes  no

What is your greatest health interest/concern:  cancer  heart health  orthopedics  
 women's health  pediatrics  prescription drugs  aging  arthritis  prevention  
 other: \_\_\_\_\_

Will you keep this issue and refer to it later?  yes  no

Would you seek out *Chicago Health* for future content in print or online?  yes  no

After your free issue, would you consider a subscription?  yes  no

By completing and returning this survey, I will receive a complimentary one year subscription to be mailed to the following name/address: \_\_\_\_\_

YES! Please send me your bimonthly e-newsletter of fresh stories to: \_\_\_\_\_

Please return this survey by one the following ways:  
Mail: Publisher, Northwest Publishing LLC., 500 North Dearborn Street, Suite 1014, Chicago, IL 60654  
Fax: 312.329.0610  
Scan and Email: publisher@chicagohealthonline.com

**Chicago Health**  
Real Patients. Real Doctors. Real Healthcare.

(Results for 2014-2015 responses)