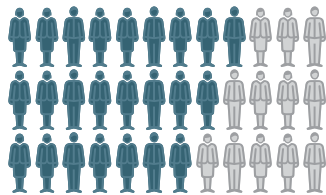




CAREGIVER PROFILE

Profile of a Caregiver

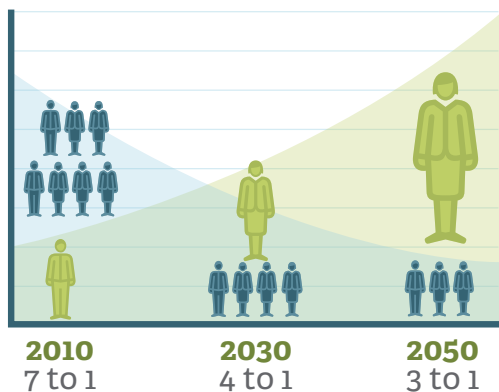


2/3 of workers age 45-74¹ are caregivers.
Spending on average 20 hours per week providing care.

- Nearly 10 million adult children over the age of 50 care for their aging parents. (Met Life, 2011)
- 37% of caregivers have children or grandchildren under 18 living with them (National Alliance for Caregiving in collaboration with AARP, November 2009)
- 34% take care of two or more people, (The National Alliance for Caregiving and AARP, 2009)
- More than 1 in 10 (11%) of family caregivers report that caregiving has caused their physical health to deteriorate. (Center on Aging Society, 2005)
- Almost 7 in 10 caregivers report making work accommodations (staying late, leaving early, cutting back on hours, quitting) because of caregiving. (AARP, 2011)
- 20% of employed female caregivers over 50 years old report symptoms of depression compared to 8% of their non-caregiving peers. (National Alliance for Caregiving/MetLife, 2010)

Caregiver Market

Potential Caregivers³
for each person 80+



43.5
Million caregivers²
caring for someone 50+



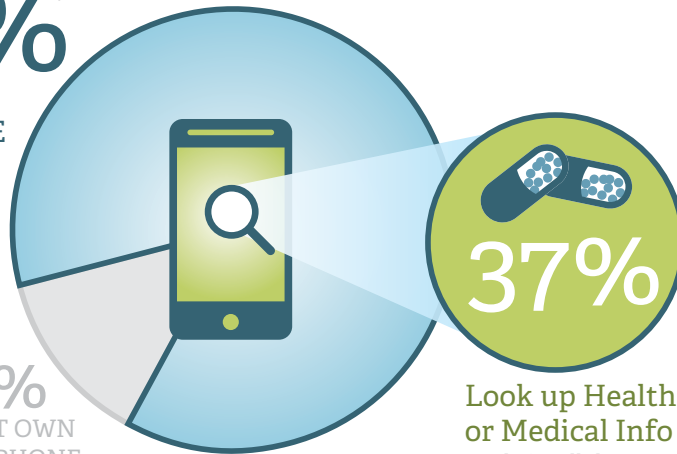
14.9
Million caregivers
care for someone with
Alzheimer's or dementia

- Caregiver services were valued at \$450 billion per year in 2009 (AARP, 2011)
- The most common expenses for caregivers are household goods and food (42 percent of respondents), transportation (39 percent), medical co-payments and pharmaceuticals (31 percent), clothing (21 percent), and home repair and maintenance (13 percent). (National Alliance for Caregiving & Evercare)
- The highest out-of-pocket costs were incurred by long-distance caregivers, followed by those who live with their ailing relative. (National Alliance for Caregiving & Evercare)

Online Habits

87%⁴

OWN A
CELLPHONE



13%
DON'T OWN
CELLPHONE

37%

Look up Health
or Medical Info
on their cellphone

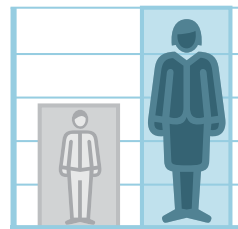
Time Spent Online⁵ (per month)



150 Minutes
per person per month



1,010 pages
on online content



70% more
than average user

- 52 percent participated in an online social activity related to health in one year, and 72 percent gather health information online. (Pew Internet Health Tracking Survey, 2012)
- Caregivers are more likely than other adults to:
 - Gather health information online, particularly about medical problems, treatments, and drugs.
 - Go online specifically to try to figure out what condition they or someone else might have.
 - Consult online reviews about drugs and other treatments.
 - Read online about someone else's personal health experience
 - Go online to find others with similar health concerns (to find more information about handling caregiver stress, for example, or about their loved one's health challenges). (Pew Internet Health Tracking Survey, 2012)
- The most trusted sources of information for caregivers are medical websites (77%), government websites (67%), consumer review websites (66%), caregiving magazines or websites (57%). (UnitedHealthcare, National Alliance for Caregiving, 2011)

Immersion Active Insights

To connect with these busy, often stressed consumers:

- Focus on the illnesses and conditions the care recipients are most likely to suffer
- Connect with their social graph, i.e., the network of friends, family, and professional the caregiver is most likely to turn to for a word of mouth referral

Let Immersion Active help you turn mature audience insights into actionable, profitable, campaigns. Call or contact us today.

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ImmersionActive.com

Sources:

1 - The National Alliance of Caregiving and AARP 2009, 2 - Alzheimer's Association, 2011, 3 - AARP, 2013, 4 - Pew Internet Health Tracking Survey, 2012, 5 - Age Lessons, ComScore, 2010