

the careguide

SOURCE FOR SENIORS

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Distribution of the Care Guide

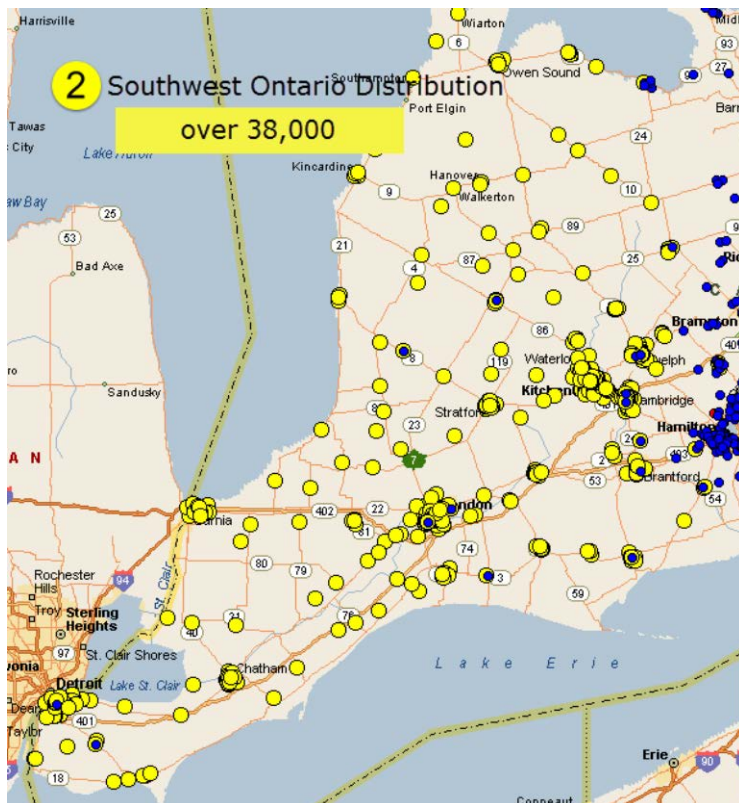
The Care Guide and The Care Guide.com is for older adults looking for care and housing. That process involves the entire family. We know that intuitively and through our surveys of care residences - children and even grandchildren of seniors are involved. Why? Because they care about them, worry about their safety and well-being and because it is their “duty” to do so.

We therefore reach the most desirable and affluent demographic - seniors over 75 and their adult children, the segment over the age of 45.

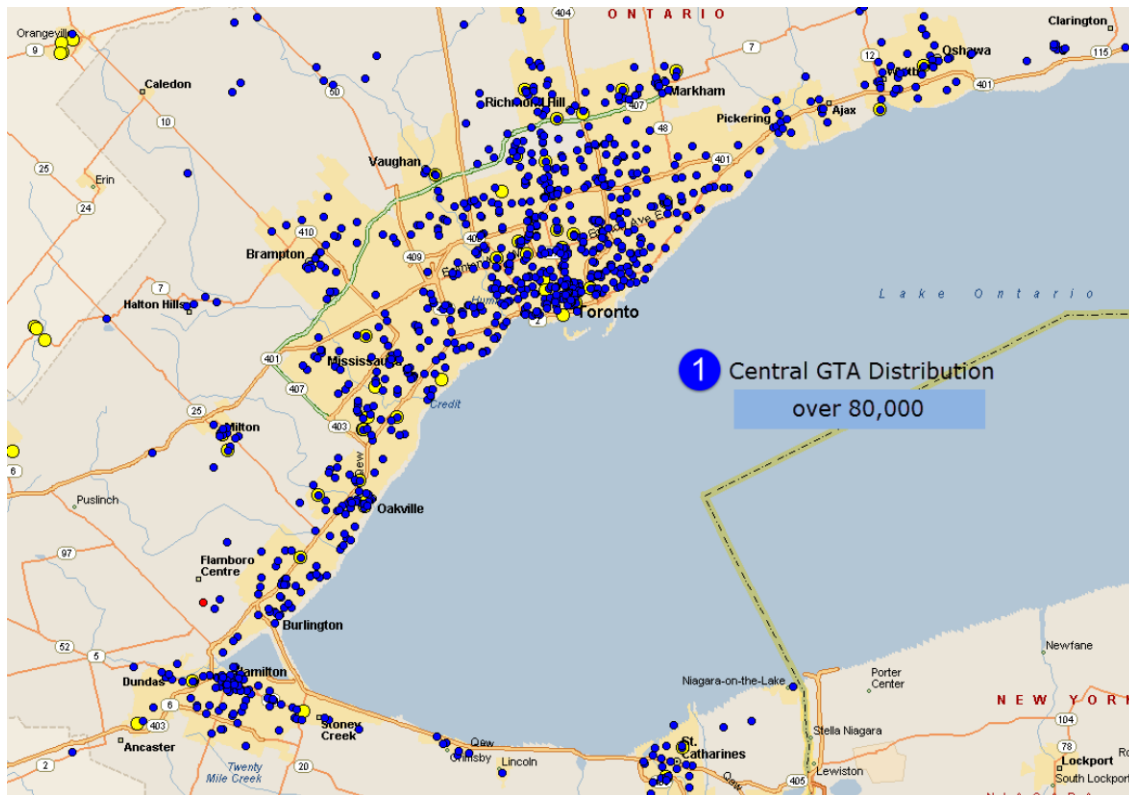
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We believe we reach virtually all of those seeking care, housing and other services. Based on the level of housing and home care services, an estimated 150,000 persons in Ontario are reached with a distribution of 165,000, and 55,000 in BC are reached with 60,000 guides across British Columbia.

In Southwestern Ontario we have the following distribution:



In South Central Ontario we have the following distribution:



And in Eastern and Northern Ontario we have the following distribution:

