

AUDIENCE PROFILE

Home Seekers

(plan to purchase a home, condo or co-op in the next 12 months)

This demographic group is more likely to be women, median age 39 and planning to go back to school for a degree/certification in the next 12 months.

WHO ARE THEY?

- **81% more likely** to have household incomes of \$100,000 or more
- **66% more likely** to be employed in a professional/managerial position
- **50% more likely** to have children 17 and under at home
- **47% more likely** to be renters
- **13% more likely** to have investments
- **76% more likely** to go back to school for their degree/certification
- **15% more likely** to own a smartphone

INTERESTS

In the past 30 days:

- More likely to have dined out

In the past 12 months:

- More likely to have purchased a ticket for a music concert
- More likely to have visited a theme park
- More likely to have attended a professional sporting event

In the past 3 years:

- More likely to have taken a cruise
- More likely to have traveled abroad



RECOMMENDED MEDIA MIX

- tbt*
- Sunday Tampa Bay Times
- tampabay.com
- Mobile
- Apps
- Home Show
- Bay Magazine

Source: 2016 Nielsen Scarborough Report (r2)