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

Source: 2016 Nielsen Scarborough Report (r2)