

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 men, median age 39 and planning to go back to school for a degree/certification in the next 12 months.

WHO ARE THEY?

- **25% more likely** to have household incomes of \$50,000 or more
- **73% more likely** to be employed in a professional/managerial position
- **81% more likely** to have children 17 and under at home
- **23% more likely** to be renters
- **123% more likely** to go back to school for their degree/certification
- **12% more likely** to own a smartphone
- **35% more likely** to be college educated

INTERESTS

In the past 12 months:

- More likely to have used a financial planner
- More likely to have purchased a ticket for a music concert
- More likely to have visited a theme park
- More likely to have flown for pleasure

In the past 3 years:

- More likely to have taken a cruise



RECOMMENDED MEDIA MIX

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

Source: 2018 Nielsen Scarborough Report (r1)

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