

AUDIENCE PROFILE

Seniors

More than 433,800 people ages 70+ are enjoying their golden years in Tampa Bay. They love to visit (and spoil!) their grandkids, travel, garden, cook, participate in local events and bargain hunt! You might even see quite a few on social media keeping up with their friends and family across the country.

WHO ARE THEY?

- **17% more likely** to be college educated
- **6% more likely** to have investments
- **32% more likely** to own their home
- **46% more likely** to have a financial planner

INTERESTS

In the past 30 days:

- More likely to have patronized an upscale restaurant

In the past 3 years:

- More likely to have taken a cruise



RECOMMENDED MEDIA MIX

- Daily and Sunday Tampa Bay Times
- LifeTimes
- Senior Expo
- Holiday Gift Market