

## AUDIENCE PROFILE

# Affluents (Household incomes of 100K+)

This demographic group makes up 22% of the Tampa Bay metro population. They can be frugal but when they see something they want, they will spend the money. They also have more income to support their active travel habits.

### WHO ARE THEY?

- **28% more likely** to be ages 25-54
- **41% more likely** to be married
- **40% more likely** to own their home
- **85% more likely** to be college graduates
- **97% more likely** to be employed in a professional or managerial position
- **47% more likely** to have investments
- **79% more likely** to have used a financial planner in the past 12 months
- **6% more likely** to own a smartphone

### INTERESTS

#### In the past 30 days:

- More likely to have dined at an upscale restaurant

#### In the past 12 months:

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

#### In the past 3 years:

- More likely to have taken a cruise



### RECOMMENDED MEDIA MIX

- Sunday Tampa Bay Times
- tampabay.com
- Apps
- Bay Magazine
- Boat Show
- Home Show