

AUDIENCE PROFILE

Boomers who read the *Sunday Times*

Born between 1946 and 1964, more than 345,700 of this generation live in the Tampa Bay area and read the *Sunday Tampa Bay Times*. Many members of this post WWII generation are on the hunt for a smaller home or apartment near entertainment, education and dining options. They are always on the lookout for deals, particularly when it comes to travel. You might even see one driving a new sports car now that they no longer need the family mini-van. Boomers control 70% of all disposable income in the US.

WHO ARE THEY?

- **14% more likely** to be college educated
- **23% more likely** to have incomes of \$75,000 - \$99,999
- **30% more likely** to be married
- **25% more likely** to own their home
- **37% more likely** to have used a financial planner
- **11% more likely** to have investments

INTERESTS

In the past 12 months:

- More likely to have flown for pleasure
- More likely to have attended a professional sporting event

In the past 3 years:

- More likely to have taken a cruise



RECOMMENDED MEDIA MIX

- Tampa Bay Times newspaper products, Daily, Sunday and tbt*
- tampabay.com
- Bay Magazine
- Holiday Gift Market
- Home Show
- Boat Show