

## 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 women, median age 35 and have household incomes between \$50,000-\$74,999.

### WHO ARE THEY?

- **31% more likely** to be employed in a professional/managerial position
- **78% more likely** to be renters
- **35% more likely** to be single
- **8% more likely** to own a smartphone
- **30% more likely** to be college graduated

### 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: 2019 Nielsen Scarborough Report (r1); Metro Area.

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