

## BRAND OVERVIEW

### Audience

**42%/58%**

Male/Female

**52**

Average Age

**88%**

Attended College or Higher

**\$144,800**

Average Household Income

**\$825,100**

Average Net Worth

**3.7**

Average Number of Trips to Florida Each Year

**7 Days**

Average Length of Last Trip to Florida

**\$2,928**

Amount Spent on Last Trip to Florida

**51%**

Readers Who Are Florida Visitors

**47%**

Readers Who Are Permanent or Seasonal Florida Residents

**89,600**

Readers Planning to Purchase a Primary Residence or a Second/Vacation home in FL in the Next 2 Years

#### Top Reader Activities:

#1 Water/Sports Activities

#2 Cultural Events i.e. Food & Wine Festivals

#3 Museums, Concerts and Galleries

