

Florida
Trend 2017

DIGITAL AUDIENCE

DEMOGRAPHICS

68% Top executives, owners managers, professionals

\$220,000 Average household income

\$500,000 Average residence value

\$1.16 mil. Average household net worth

43% Post-graduate work or post-grad degree

39% Between 25-54 years old

56 Average age

61% Male

39% Female

SITE TRAFFIC & USAGE

824,340 Pageviews per month

193,408 Sessions per month

111,811 Unique monthly visitors

7-11 min. Average time spent per page

4.24 Pages viewed per session

50% Visit site at least once a week

89% Took any action while on the site

69% Forwarded a link

67% Discussed article or ad with others

Sources: Readex Research; Google Analytics (3-month average)

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Laura Armstrong

CENTRAL, NORTHEAST & EAST CENTRAL
321.430.4456
larmstrong@floridatrend.com

Christine King

TAMPA BAY, NORTHWEST & SOUTHWEST
727.892.2641
cking@floridatrend.com

Andrea Redis-Coste

SOUTHEAST
954.802.4722
acoste@floridatrend.com