Future Partners

Visit St. Pete/Clearwater

Visitor Profile &

Economic Impact Study

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Background & Overview

The overarching goal of this research is to create detailed profiles of Pinellas Co. visitors based upon key areas of interest, including travel planning resources, trip characteristics (e.g. reason for visiting, length of stay, place of stay, etc.), travel party composition, activities/attractions/areas visited, spending, satisfaction, and demographics.

This report represents the Calendar Year 2023 findings for the visitor profile research.

Methodology & Analysis

In total, 5,450 completed surveys from Pinellas Co. visitors were collected from January through December 2023. In order to be considered a visitor, respondents had to reside outside of Pinellas Co. The survey questionnaire was administered to persons at the following locations:

- Chihuly Collection
- Clearwater Beach
- Clearwater Marine Aquarium
- Dunedin
- Hyatt Place
- John's Pass Village & Boardwalk
- Museum of Fine Arts
- Pier 60
- Salvador Dali Museum

- Sandpearl Resort
- Shephard's Beach Resort
- St. Pete-Clearwater International Airport
- St. Pete Pier
- Sunken Gardens
- Tampa International Airport
- The James Museum
- Tradewinds Island Grand
- Wyndham Grand Clearwater Beach

The data presented is this report for all visitors is weighted based on the relative proportion of lodging guests, home share, VFR, and daytrip visitors observed in survey locations outside of lodging properties. Secondary inputs such as total hotel room inventory and average occupancy were also used in calculating these weights.

Economic Impact Analysis

Economic Impact Estimates - Calendar Year 2023

Visitors to Pinellas Co.

15.8 Million

Hotel Room Nights

6.5 Million

Direct Visitor Spending

$6.6 Billion

Tourism Industry Payroll

$3.4 Billion

Total Economic Impact

$10.8 Billion
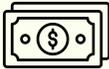
Jobs Supported

Over 100,000

Tax Revenues

$419 Million

Economic Impact Estimates - by Quarter for Calendar Year 2023

The visitor volume to St. Pete/Clearwater in the Calendar Year 2023 is estimated to total 15,810,690. Additionally, it is estimated that visitors to the area during this timeframe generated over $6.5 billion in direct spending and almost $419 million in tax revenue for Pinellas Co.

	Q1 2023 (Jan – Mar)	Q2 2023 (Apr – Jun)	Q3 2023 (Jul – Sep)	Q4 2023 (Oct – Dec)	Calendar Year 2023
Visitors to Pinellas Co.	4,446,523	4,225,362	3,751,685	3,387,120	15,810,690
Direct Visitor Spending in Pinellas Co.	$2,020,069,440	$1,656,120,785	$1,425,037,162	$1,466,267,870	$6,567,495,257
Total Economic Impact of Tourism to Pinellas Co.	$3,318,830,071	$2,782,000,040	$2,340,821,574	$2,346,945,485	$10,788,597,170
Tax Revenue Generated for Pinellas Co.	$131,990,815	$109,694,932	$88,790,118	$88,506,846	$418,982,711
Hotel Room Nights	1,850,307	1,704,274	1,505,245	1,443,568	6,503,394
Tourism Industry Payroll	$1,047,151,186	$883,044,582	$744,509,598	$745,503,967	$3,420,209,333
Jobs Supported	31,883	26,964	22,837	22,854	104,538

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Economic Impact Estimates - Historic by Calendar Year

Although visitation to Pinellas Co. was up in 2023 compared to the prior calendar year, all other economic indicators were slightly down. However, when compared to 2021, visitation, spending, economic impact, tax revenue, jobs and tourism payrolls are all higher.

	CY 2020	CY 2021	CY 2022	CY 2023	% Change
Visitors to Pinellas Co.	12,541,156	14,895,107	15,445,071	15,810,690	2.3%
Direct Visitor Spending in Pinellas Co.	$3,618,870,993	$5,552,526,466	$6,706,332,990	$6,567,495,257	-2.1%
Total Economic Impact of Tourism to Pinellas Co.	$5,888,554,960	$9,028,368,319	$11,144,268,184	$10,788,597,170	-3.3%
Tax Revenue Generated for Pinellas Co.	$219,130,751	$352,424,363	$423,466,179	$418,982,711	-1.1%
Hotel Room Nights	4,246,209	6,200,193	6,639,467	6,503,394	-2.1%
Tourism Industry Payroll	$1,888,188,296	$2,881,772,185	$3,562,676,018	$3,420,209,333	-4.2%
Jobs Supported	-	90,145	109,365	104,538	-4.6%

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Tax Revenue Estimates - Historic by Calendar Year

Visitors to the St. Pete/Clearwater are accounted for almost $419 million in tax revenue for Pinellas Co. Although overall tax revenues were down in Calendar Year 2023, hotel tax/TDT collections increased from the prior year.

|	CY 2020	CY 2021	CY 2022	CY 2023
Tax Revenue Generated for Pinellas Co.	**$219,130,751**	**$352,424,363**	**$423,466,179**	**$418,982,711**
Hotel Tax/TDT	$45,432,407	$80,261,723	$95,788,719	$96,339,162
Sales Tax	$32,650,518	$51,159,100	$61,594,362	$60,648,124
Property Tax	$141,047,826	$221,003,540	$266,083,099	$261,995,425

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Economic Impact & Tax Revenue: Definitions

The following definitions, as they relate to economic impact, are used throughout this report:

- Direct Visitor Spending: The injection of money into the local economy when a visitor purchases any good/service inside Pinellas Co.

- Total Economic Impact: The total change in economic activity in Pinellas Co. generated by direct spending. This includes direct visitor spending, as well as its induced and indirect effects in the county.

- Tax Revenues Generated: Tax revenues flowing to government coffers as a result of direct visitor spending.

- Hotel Room Nights: The estimated number of hotel room nights in Pinellas Co. generated by visitors.

- Indirect Effects: Changes in inter-industry transactions when supplying industries respond to increased demands from the directly affected industries (i.e., impacts from non-wage expenditures).

- Induced Effects: Changes in spending that result from income changes in the directly and indirectly affected industry sectors (i.e., impacts from wage expenditures; the subsequent round of spending made by employees of companies that incur direct and indirect expenditures).

- Hotel Guests: Visitors who stayed overnight in a Pinellas Co. hotel, motel, resort, or inn.

- Visiting Friends/Relatives (VFRs): Visitors who stayed overnight in the private residence of a friend/family member who lives in Pinellas Co.

- Vacation Rental Guests: Visitors who stayed overnight in a condo, vacation home or other private home rental in Pinellas Co.

- Daytrip Visitors (regional): Visitors who came for the day and reside in the regional area surrounding Pinellas Co.

- Daytrip Visitors (travelers): Visitors who came for the day, stayed overnight outside Pinellas Co. and reside outside the region.

- Peer-to-Peer Home Share Guests: Visitors who stayed overnight in a home share rental (i.e., AirBnB, VRBO, etc.) in Pinellas Co.

- Other Guests: Pinellas Co. visitors who stayed overnight in other types of lodging.

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Visitor Summary: Year-over-Year

Visitor Summary: Year-over-Year Comparison for Calendar 2023

Average Days Between Decision to Visit & Arrival

51	60	51

2021 2022 2023
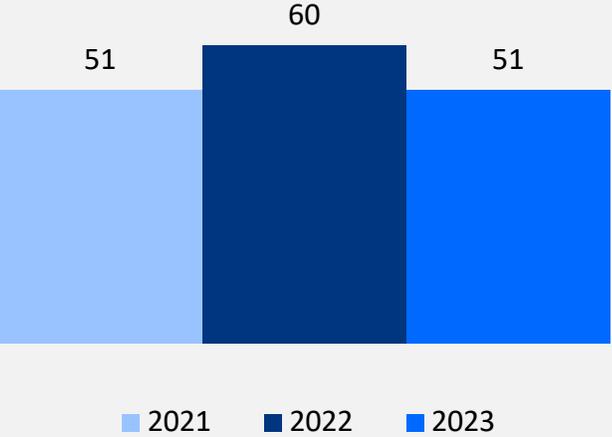
Average Daily Spending Per Travel Party

$278
2023

2022 **$306**
2021 **$270**

Travel Party Size

2.5
2023

2022 **2.6**
2021 **2.5**

Average Days & Nights

Days: 2.7 (2023), 3.6 (2022), 3.1 (2021)

Nights: 1.7 (2023), 2.8 (2022), 2.3 (2021)

2023 2022 2021
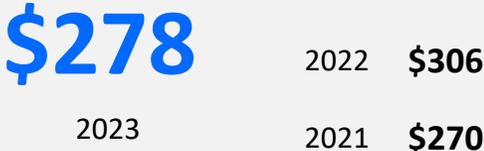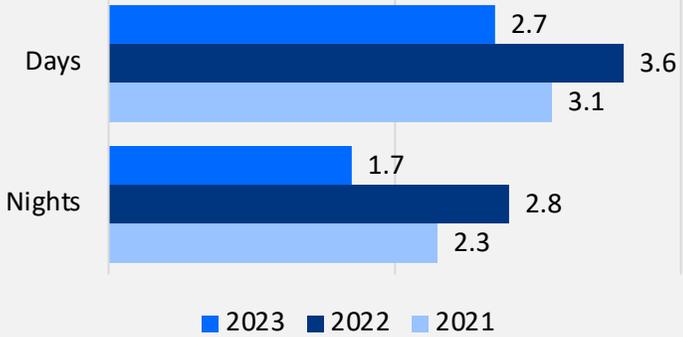
Percent Staying Overnight

38% — 2021
40% — 2022
31% — 2023

Generation

	Millennial or younger	Gen X	Boomer or older
2021	19%	43%	39%
2022	19%	41%	40%
2023	17%	30%	53%

Average Age

52.4 — 2023
48.9 — 2022
48.5 — 2021
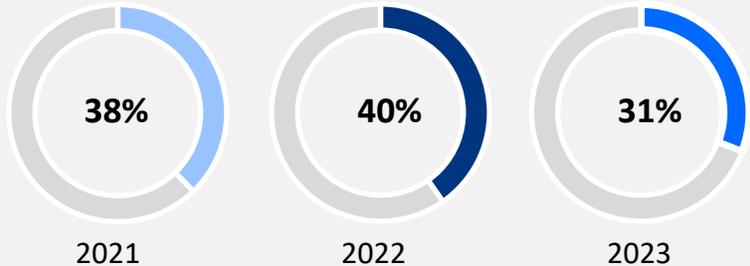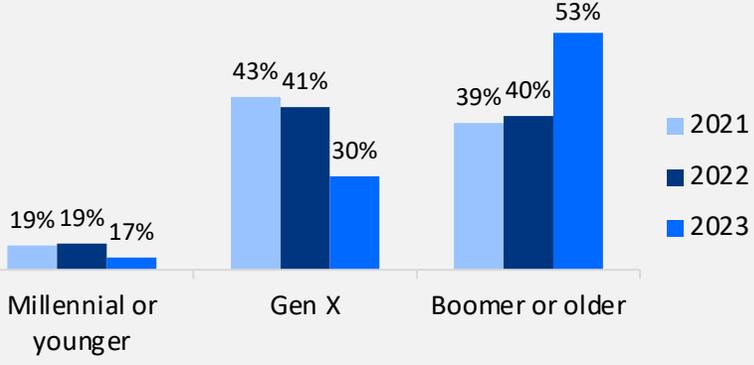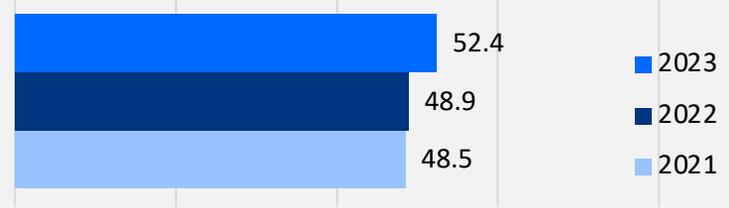
Average Household Income

$81,591
2023

2022 **$106,635**
2021 **$107,854**

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Infographic: Traveler Segments

Beach-goer

Important Factors for Destination Selection

- Beaches — 100%
- Weather — 38%
- Overall ambiance/ atmosphere — 16%
- Attractions — 12%
- Recommendations — 12%
- Friends/family in the area — 11%
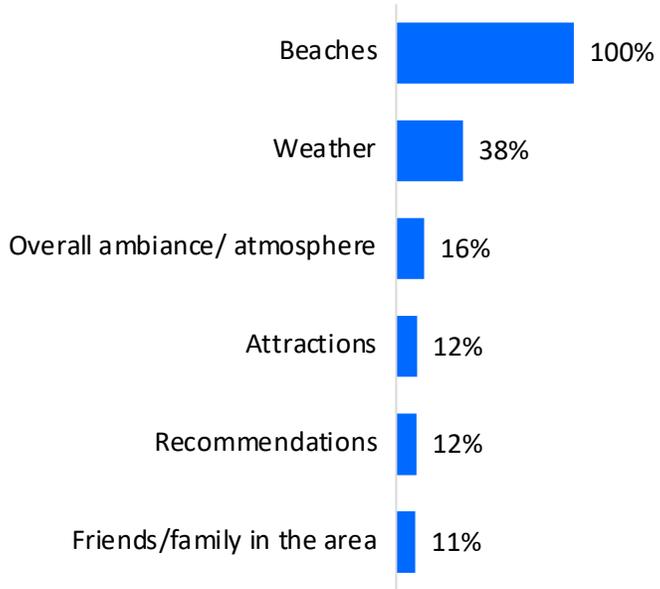
Average Daily Spending Per Person

$349

Travel Party Size

2.6

18% traveled with children

Average Length of Stay
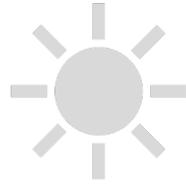
5.5 days

Top Activities

- Visiting the beach - 100%
- Dining out - 85%
- Shopping - 59%
- Swimming - 58%

International Visitation

International 13%

Origin States

Florida - 24%
Ohio - 8%
Michigan - 7%
New York - 6%
Indiana - 6%
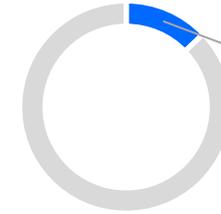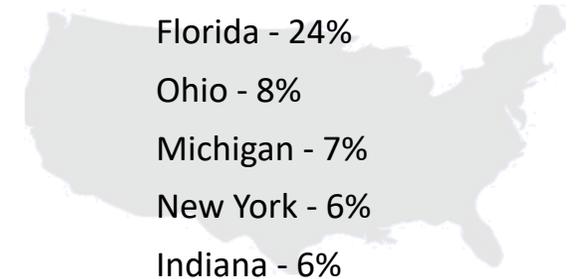
Communities Visited

Clearwater Beach - 48%
Madeira Beach - 42%
St. Petersburg - 39%
St. Pete Beach - 24%
Treasure Island- 15%

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Arts & Culture Visitor

Important Factors for Destination Selection
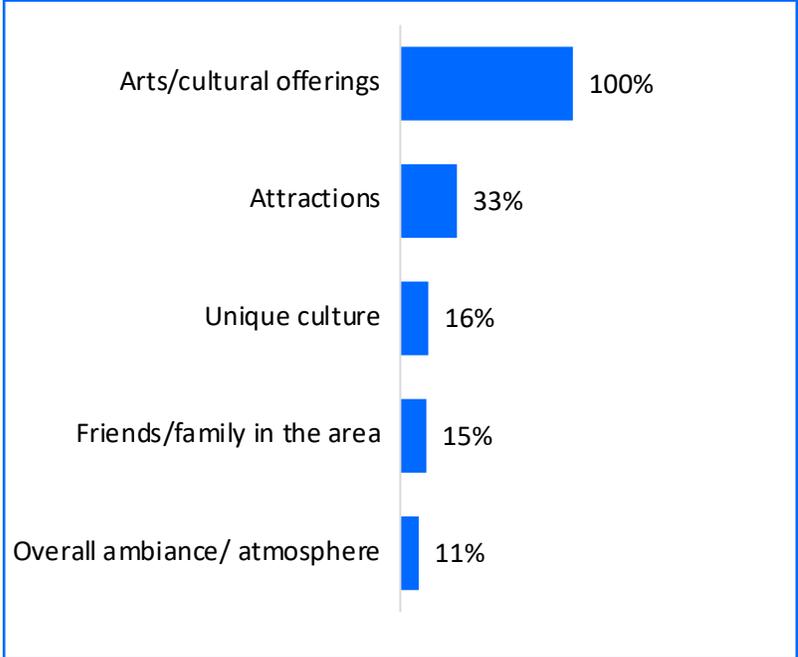
- Arts/cultural offerings — 100%
- Attractions — 33%
- Unique culture — 16%
- Friends/family in the area — 15%
- Overall ambiance/ atmosphere — 11%

Average Daily Spending Per Person

$202

Travel Party Size

2.3

7% traveled with children

Average Length of Stay

2.1 days

Top Activities

- Visiting museums - 83%
- Dining out - 61%
- Shopping - 23%
- Visiting the beach - 20%

International Visitation

International 14%

Origin States

Florida - 58%
New York - 5%
Massachusetts - 4%
California - 3%

Communities Visited

St. Petersburg - 94%
St. Pete Beach - 10%
Clearwater Beach - 8%
Madeira Beach - 5%
Pass-a-Grille Beach- 5%
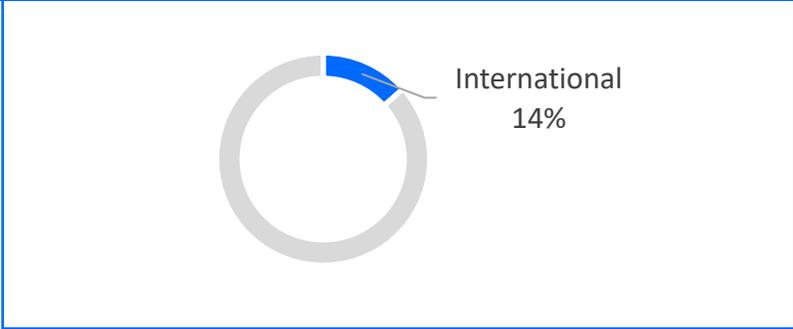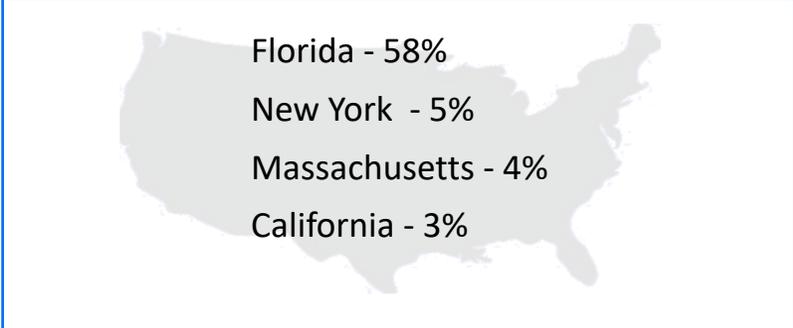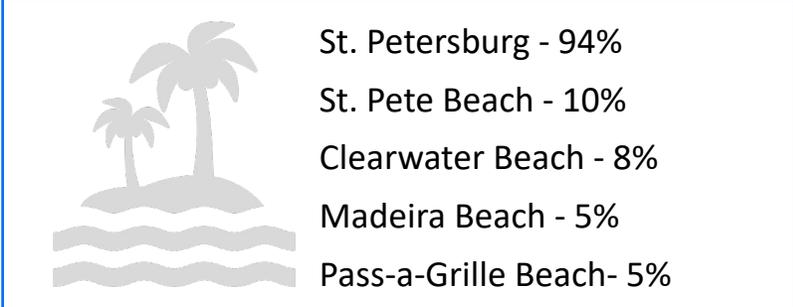
Affluent Traveler

Important Factors for Destination Selection

Factor	Percentage
Weather	37%
Attractions	24%
Arts/Cultural offerings	22%
Friends/family in the area	19%
Beaches	14%
Unique culture	14%
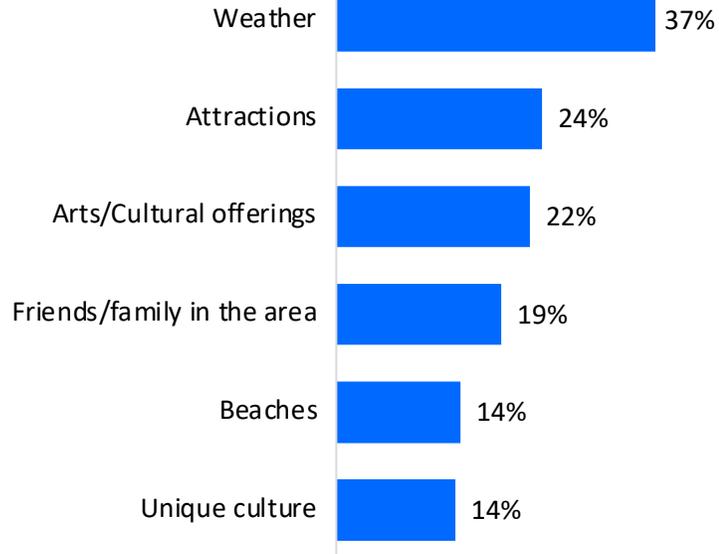
Average Daily Spending Per Person

$480

Travel Party Size

2.6

24% traveled with children

Average Length of Stay
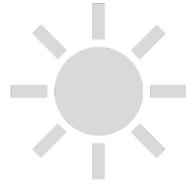
4.7 days

Top Activities

- Visiting museums - 46%
- Visiting the beach - 46%
- Dining out - 42%
- Shopping - 28%

International Visitation

International 26%

Origin States

- Florida - 27%
- New York - 10%
- Massachusetts - 8%
- Illinois - 5%
- Indiana - 5%
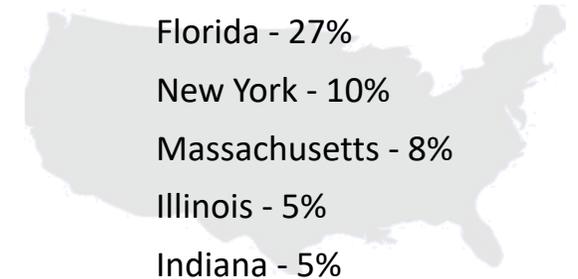
Communities Visited
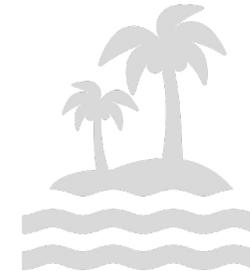
- St. Petersburg - 60%
- Clearwater Beach - 28%
- Clearwater - 24%
- St. Pete Beach - 23%
- Madeira Beach - 21%

Family Traveler

Important Factors for Destination Selection

- Beaches — 25%
- Attractions — 21%
- Weather — 21%
- Friends/family in the area — 17%
- Recommendations — 14%
- Special events/festivals — 11%
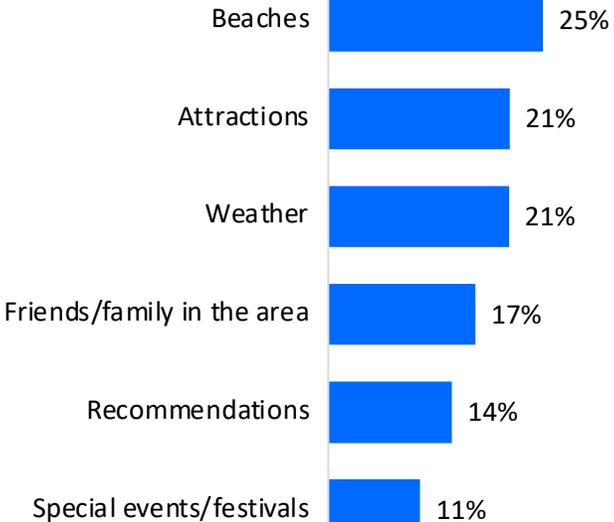
Average Daily Spending Per Person

$352

Travel Party Size

4.0

100% traveled with children

Average Length of Stay
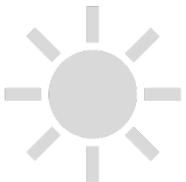
3.6 days

Top Activities

- Dining out - 65%
- Visiting the beach - 51%
- Shopping - 40%
- Swimming - 29%

International Visitation
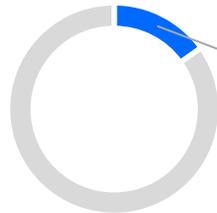
International 15%

Origin States

- Florida - 42%
- Ohio - 6%
- Michigan - 5%
- Wisconsin - 4%
- New York - 4%
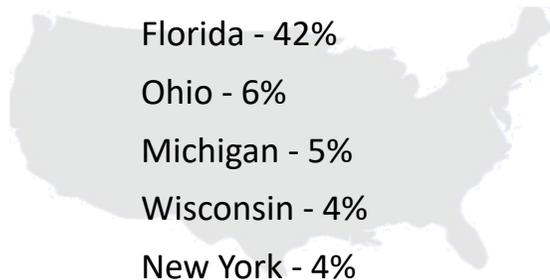
Communities Visited

- St. Petersburg - 59%
- Clearwater Beach - 31%
- Madeira Beach - 24%
- St. Pete Beach - 14%
- Clearwater - 11%

Infographic: Generations

Millennial Travelers

Important Factors for Destination Selection

- Beaches — 24%
- Attractions — 21%
- Recommendations — 17%
- Friends/family in the area — 16%
- Weather — 15%
- Special events/festivals — 11%
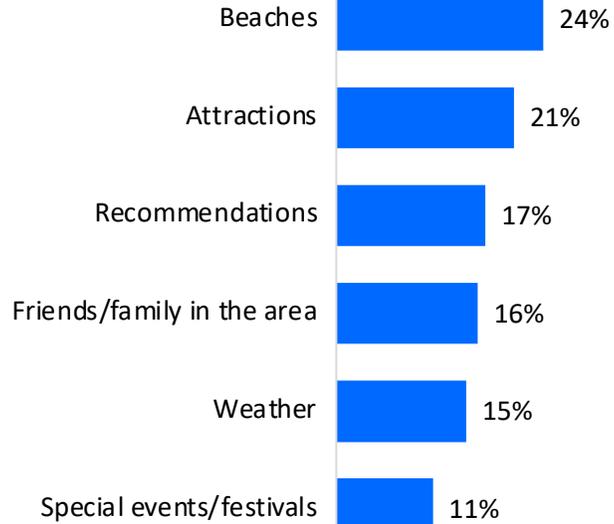
Average Daily Spending Per Person

$279

Travel Party Size

2.4

16% traveled with children

Average Length of Stay
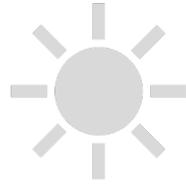
3.1 days

Top Activities

- Dining out - 74%
- Visiting the beach - 51%
- Shopping - 45%
- Swimming/ Museums - 31%

International Visitation
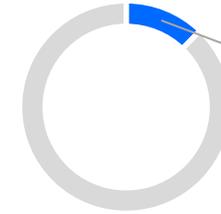
International
12%

Origin States

- Florida - 48%
- New York - 5%
- Michigan - 4%
- Ohio - 3%
- Pennsylvania - 3%
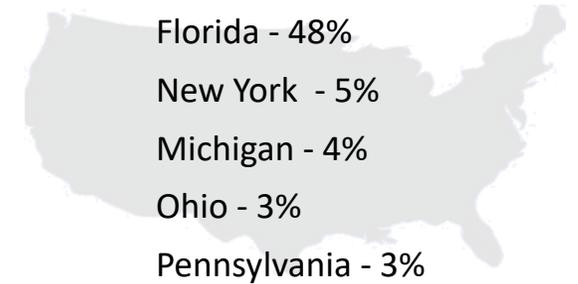
Communities Visited

- St. Petersburg - 67%
- Clearwater Beach - 27%
- Madeira Beach - 21%
- St. Pete Beach - 14%
- Treasure Island - 11%

Generation X Travelers

Important Factors for Destination Selection
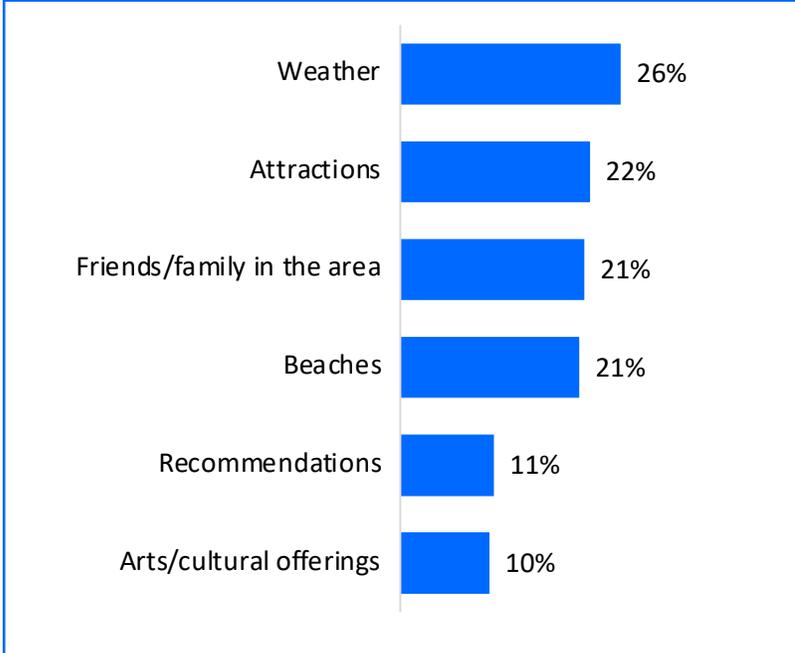
- Weather — 26%
- Attractions — 22%
- Friends/family in the area — 21%
- Beaches — 21%
- Recommendations — 11%
- Arts/cultural offerings — 10%

Average Daily Spending Per Person

$340

Travel Party Size

2.6

28% traveled with children

Average Length of Stay

3.9 days
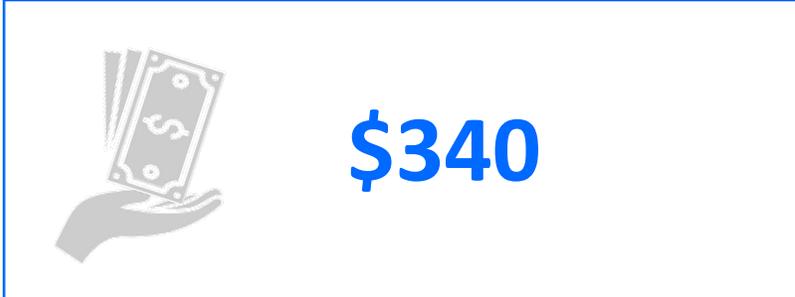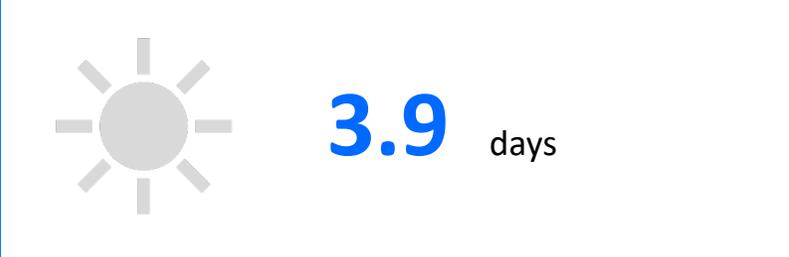
Top Activities

- Dining out - 62%
- Visiting the beach - 50%
- Shopping - 39%
- Visiting museums - 36%

International Visitation

International 16%

Origin States

- Florida - 39%
- Ohio - 6%
- Michigan - 5%
- New York - 4%

Communities Visited

- St. Petersburg - 60%
- Clearwater Beach - 28%
- Madeira Beach - 24%
- St. Pete Beach - 13%
- Treasure Island - 13%

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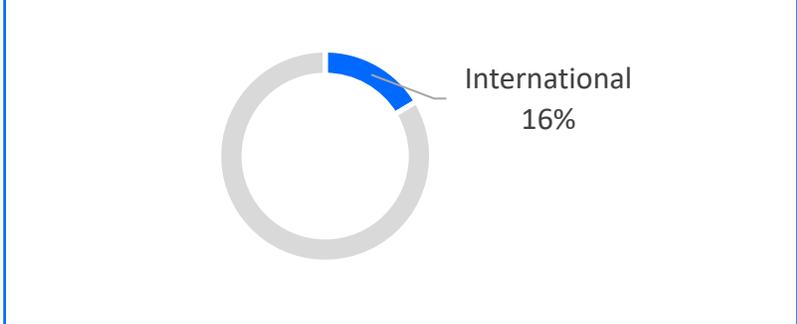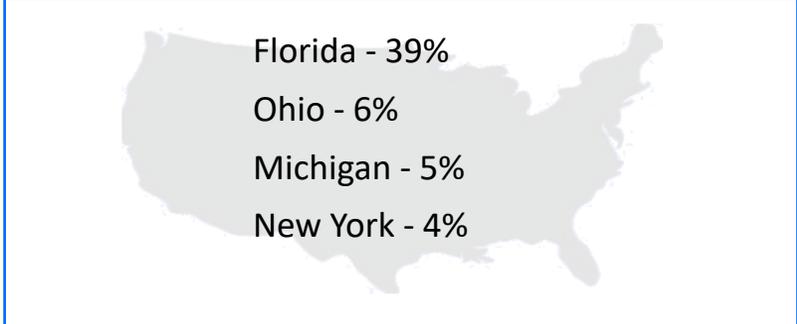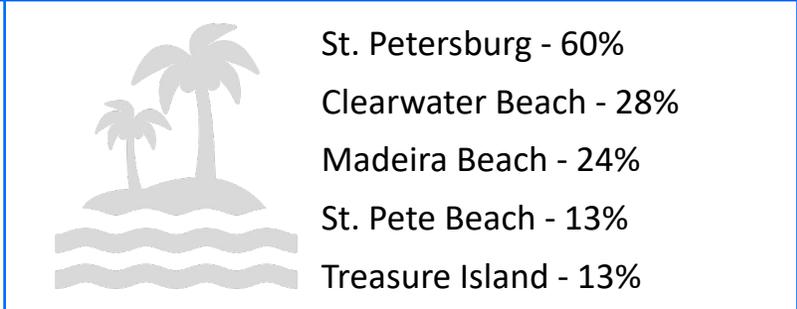
Boomer Travelers

Important Factors for Destination Selection

- Attractions — 31%
- Friends/family in the area — 23%
- Weather — 20%
- Beaches — 17%
- Arts/cultural offerings — 14%
- Recommendations — 10%
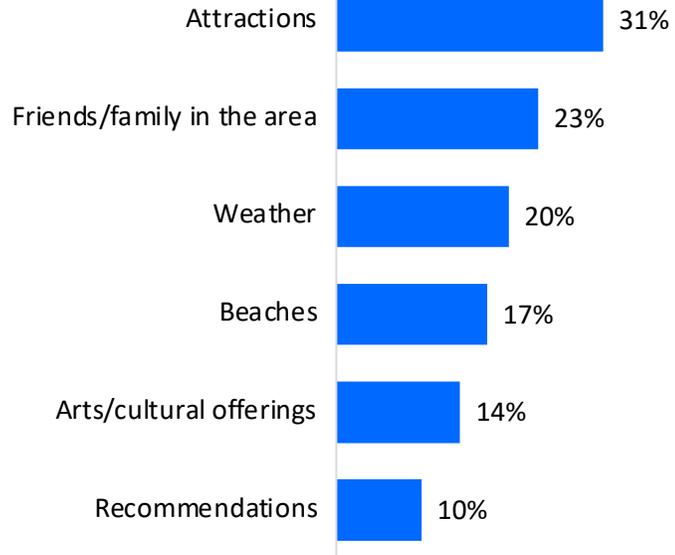
Average Daily Spending Per Person

$246

Travel Party Size

2.3

5% traveled with children

Average Length of Stay
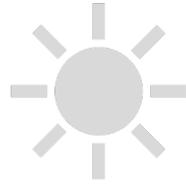
3.2 days

Top Activities

- Dining out - 70%
- Visiting museums - 49%
- Shopping - 43%
- Visiting the beach - 39%

International Visitation
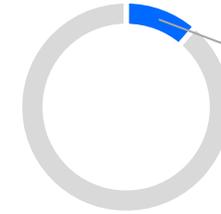
International 11%

Origin States

Florida - 45%
Ohio - 5%
Michigan - 4%
New York - 4%
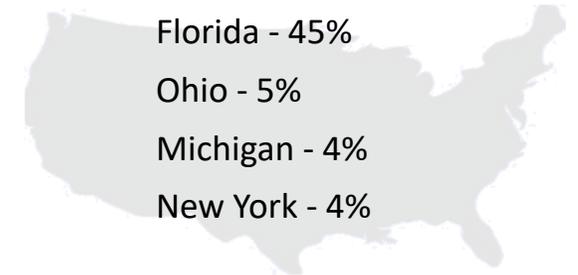
Communities Visited

St. Petersburg - 69%
Clearwater Beach - 24%
Madeira Beach - 17%
St. Pete Beach - 13%
Treasure Island - 9%

Detailed Findings: Trip Planning

Visitors made the decision to visit St. Pete/Clearwater almost two month prior to arrival.

Attractions, friends/family in the area, weather, and beaches were the most important factors in the decision to visit St. Pete/Clearwater.

Decision-making Timeframe

51 days prior to visiting

Importance to Destination Decision

Factor	%
Attractions in the area	27%
Friends/Family in the area	22%
Weather	21%
Beaches that suit my tastes	19%
Arts/Cultural offerings	12%
Recommendation from others	11%
Special event(s) and/or festival(s)	8%
St. Pete Pier	7%
Overall ambiance/atmosphere	7%
The area's unique culture	6%
Shopping opportunities	5%
Easy to get to	5%
Restaurants, cuisine, etc.	4%
Articles, features, reviews, etc.	4%
A specific attraction	3%
Scenic beauty	3%

Question: Approximately how many days, weeks or months before you arrived did you make the decision to visit the St. Pete/Clearwater area for this trip?

Question: Which of the following were IMPORTANT to your decision to take this trip to the St. Pete/Clearwater area? (Select all that apply)

Base sizes: Total visitors (5291)

Friends/Family were the most used resource before arriving in St. Pete/Clearwater, while review websites were used most in market.

Most visitors to St. Pete/Clearwater had not seen, read, or heard advertising for the destination in the past 6 months.

Travel Planning Resources Used

Resource	Pre-Arrival	In-Market
Opinions of friends/relatives	50%	23%
User-generated content/Review website	36%	45%
Online travel agencies	21%	1%
Social Media content	18%	10%
YouTube or other online videos	4%	—
VisitStPeteClearwater.com	3%	6%
Travel guides, brochures	1%	10%
Other resources	7%	4%

■ Pre-Arrival
■ In-Market

Media Recall

No 51%

Yes 35%

Maybe/Unsure 14%
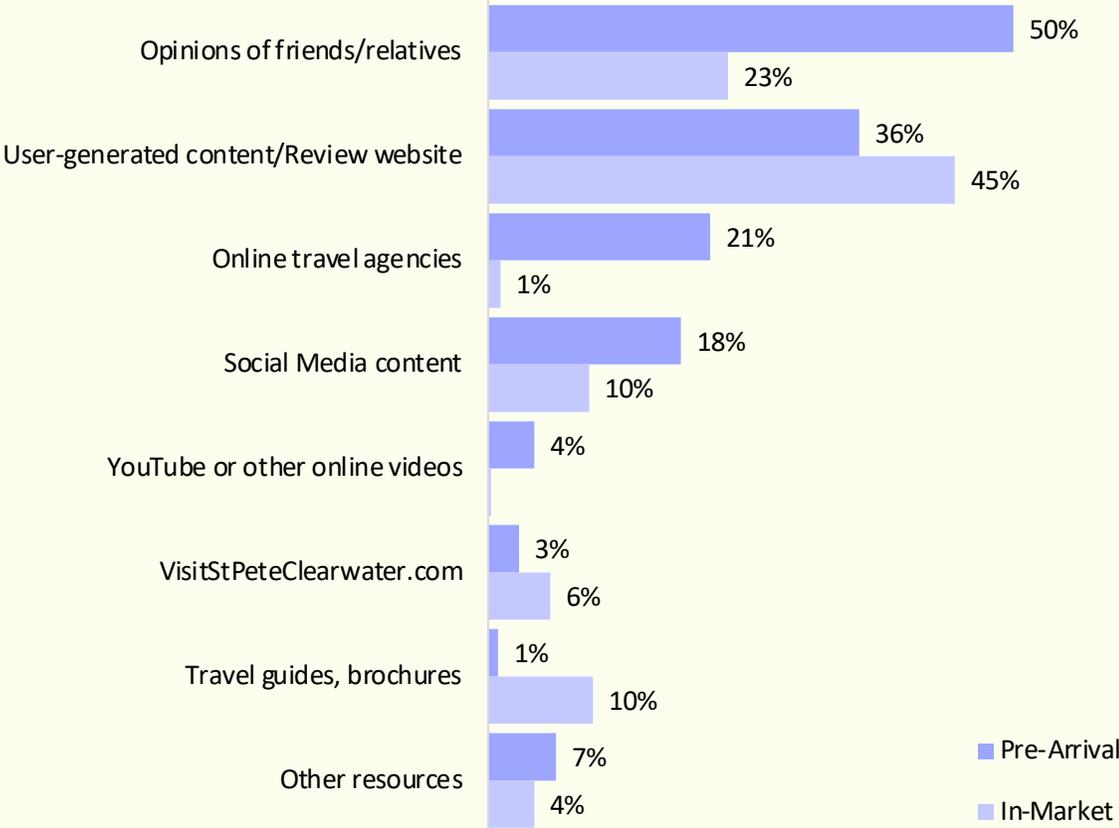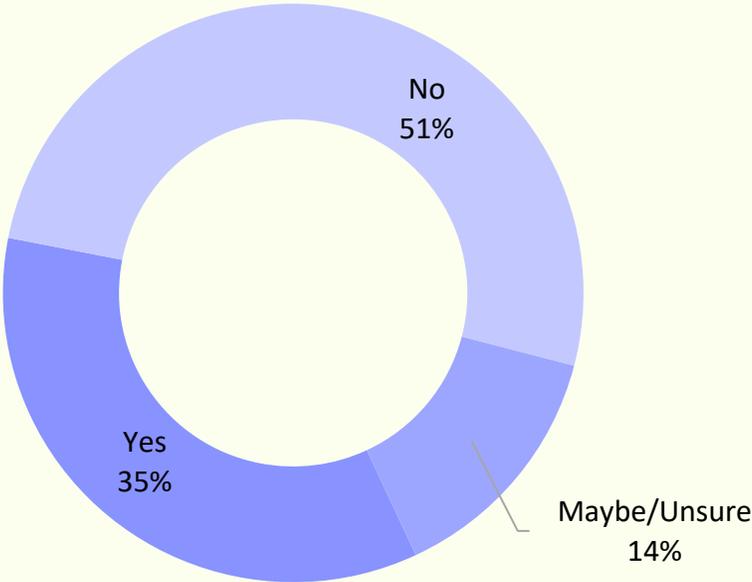
Question: Which of the following resources did you use to plan your trip to the St. Pete/Clearwater area BEFORE you arrived, and which did you (or do you plan to) use while IN the area for this trip? (Select all that apply.)

Question: In the last six months, have you seen, read, or heard any travel stories, advertising, or promotions for the St. Pete/Clearwater area?

Base sizes: Total visitors (4911)

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Detailed Findings:
Trip Details

Most visitors to St. Pete/Clearwater as a couple, with an average party size just over two (2) people.

Visitors stayed over three (3) days and two (2) nights, on average.

Travel Party Composition

Couple	51%
Immediate family	21%
Solo	12%
Group of friends	11%
Extended family	6%
Group of couples	3%
Other	2%

Average Party Size   2.4

Length of Stay

Days	3.4
Nights	2.4
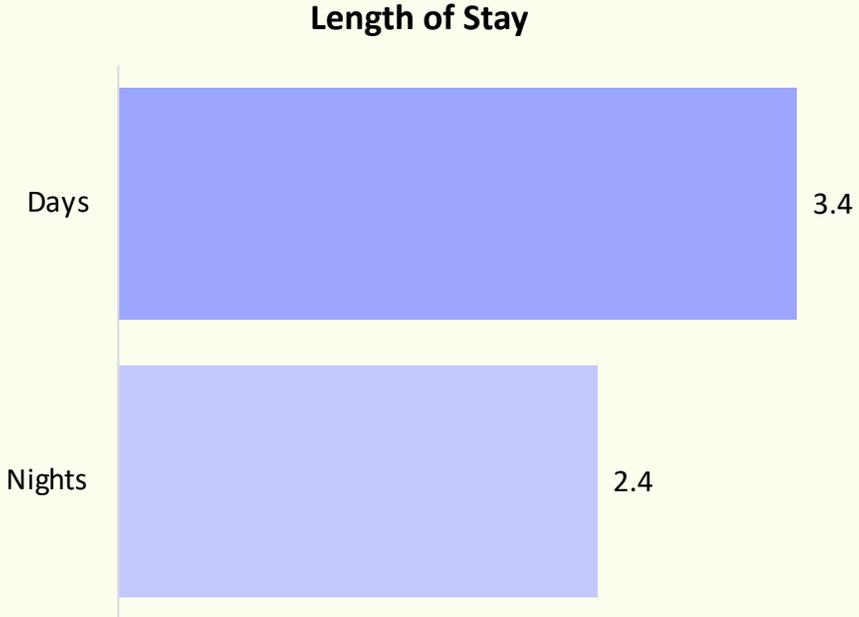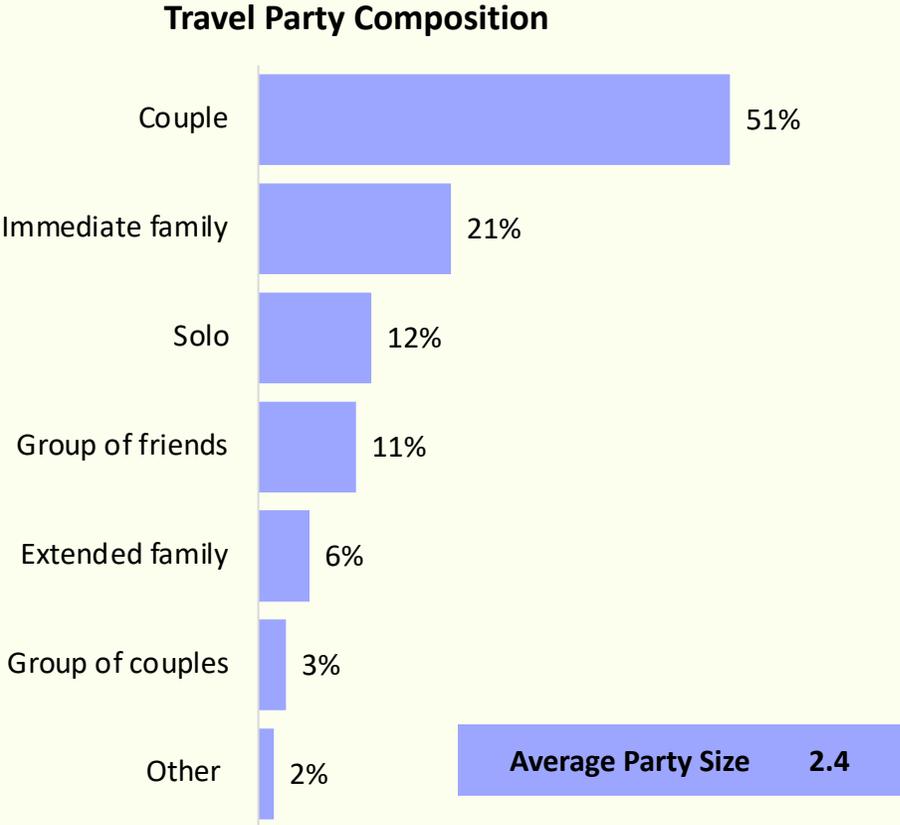
Question: Which best describes your travel group on this trip? Are you…?

Question: How many people of each type are in your immediate travel party, including yourself?

Question: How many total days and nights did you, or will you, stay in the St. Pete/Clearwater area on this trip?

Base sizes: Total visitors (5130-5450)

Future Partners

Visitors spent an average of $278 per day, with restaurants/dining and lodging/accommodations being the largest expenses.

Staying in a hotel/resort/motel in St. Pete/Clearwater was the most used accommodation, followed by friends/family outside of the destination.

Average Daily Spend per Party

Category	Amount
Restaurants/Dining	$89
Lodging/Accommodations	$79
Retail/Shopping	$50
Entertainment/Sightseeing	$34
Gasoline, Parking, etc.	$15
Car Rental	$8
Other	$4
Total	**$278**

Lodging/Accommodations

Type	Percent
Daytrip/Passing through	35%
Hotel/Resort/Motel in SPC	20%
Friend/family outside SPC	16%
Condo/vacation rental outside SPC	6%
Condo/vacation rental in SPC	6%
Friend/family in SPC	4%
Home share in SPC	4%
Home share outside SPC	4%
Hotel/Resort/Motel outside SPC	3%
Other lodging in SPC	1%
Other lodging outside SPC	0%

Question: PER DAY, approximately how much will you spend on each of the following while in the St. Pete/Clearwater area?

Question: Where are you staying overnight on this trip to the St. Pete/Clearwater area?

Base sizes: Total visitors (5344-5450)

Future Partners

Most visitors had been to Florida previously, and among those almost three-quarters had been to St. Pete/Clearwater before.

First Visit to Florida

Yes 11%

No 89%

Previous Visitation to St. Pete/Clearwater

- First Visit: 27%
- 1 - 10 times prior: 47%
- 11 - 20 times prior: 16%
- 20 or more times prior: 11%
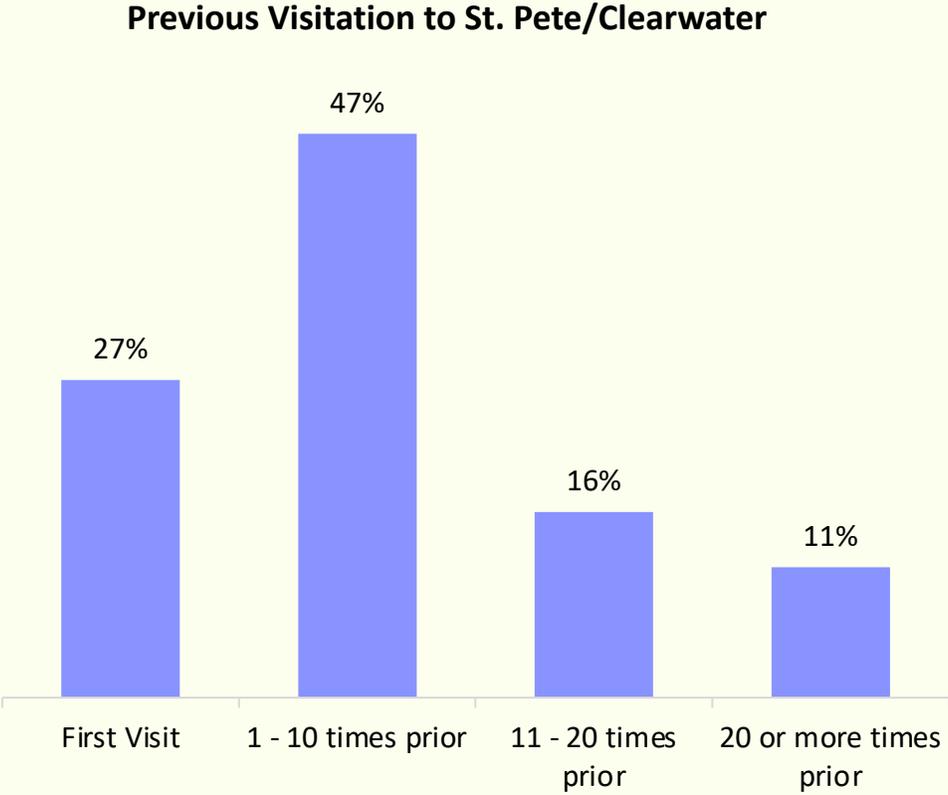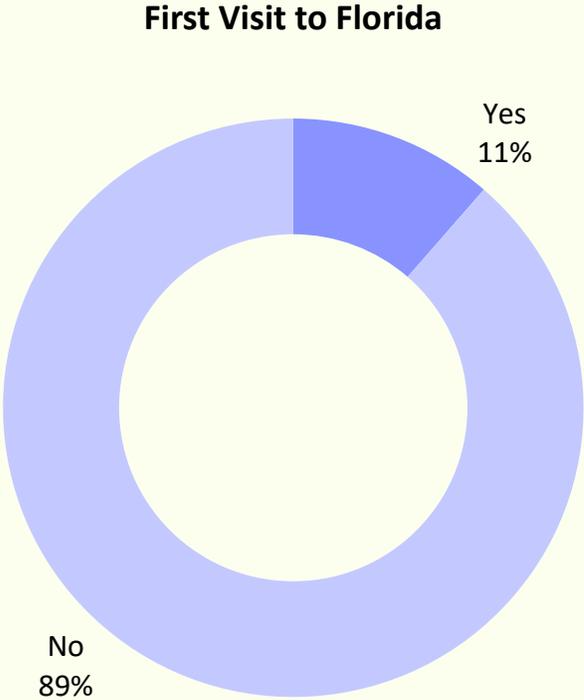
Average Number of Previous Visits **7.1**

Question: Is this your first visit to Florida

Question: How did you arrive to the St. Pete/Clearwater area and how will you leave? (Select all that apply)

Base sizes: Total visitors (5364) | Previously visited Florida (4911)

Most visitors dined in restaurants, while visiting the beach, visiting museums, and shopping were also popular activities.

St. Pete Pier was the most visited attraction, followed by the Chihuly Exhibit and the Dali Art Museum.

Trip Activities

Activity	%
Dining in restaurants	68%
Visit the beach	44%
Visit museums	42%
Shopping	41%
Swimming	21%
Visit friends or family	19%
Attend a special event/festival	14%
Bars/Nightlife	10%
Other boating	8%
Fishing	5%
Take a dining cruise	3%
Attend/Participate in a sporting event	3%
Jet skiing	3%

Attractions Visited

Attraction	%
St. Pete Pier	50%
Chihuly Exhibit	32%
Dali Art Museum	27%
The James Museum	14%
Sunken Gardens	8%
Ft. Desoto Park	3%
Tampa Bay Rays/Tropicana Field	3%
Florida Botanical Gardens	3%
Clearwater Marine Aquarium	3%
Orlando area Theme Parks	3%
Museum of the American Arts & Crafts	3%
Other attraction(s)	33%

Question: Which of these activities did you, or will you, participate in while in the St. Pete/Clearwater area? (Select all that apply)

Question: Which of these attractions did you (or will you) visit while on this trip? (Select all that apply)

Base sizes: Total visitors (3735-5450, excludes "None of these")

Future Partners

St. Petersburg was the most visited area, followed by Madeira Beach.

Communities Visited

Community	Percentage
St. Petersburg	66%
Madeira Beach	23%
Clearwater Beach	22%
St. Pete Beach	13%
Treasure Island	10%
Clearwater	7%
Dunedin	6%
Indian Shores & Indian Rocks Beach	4%
Largo	3%
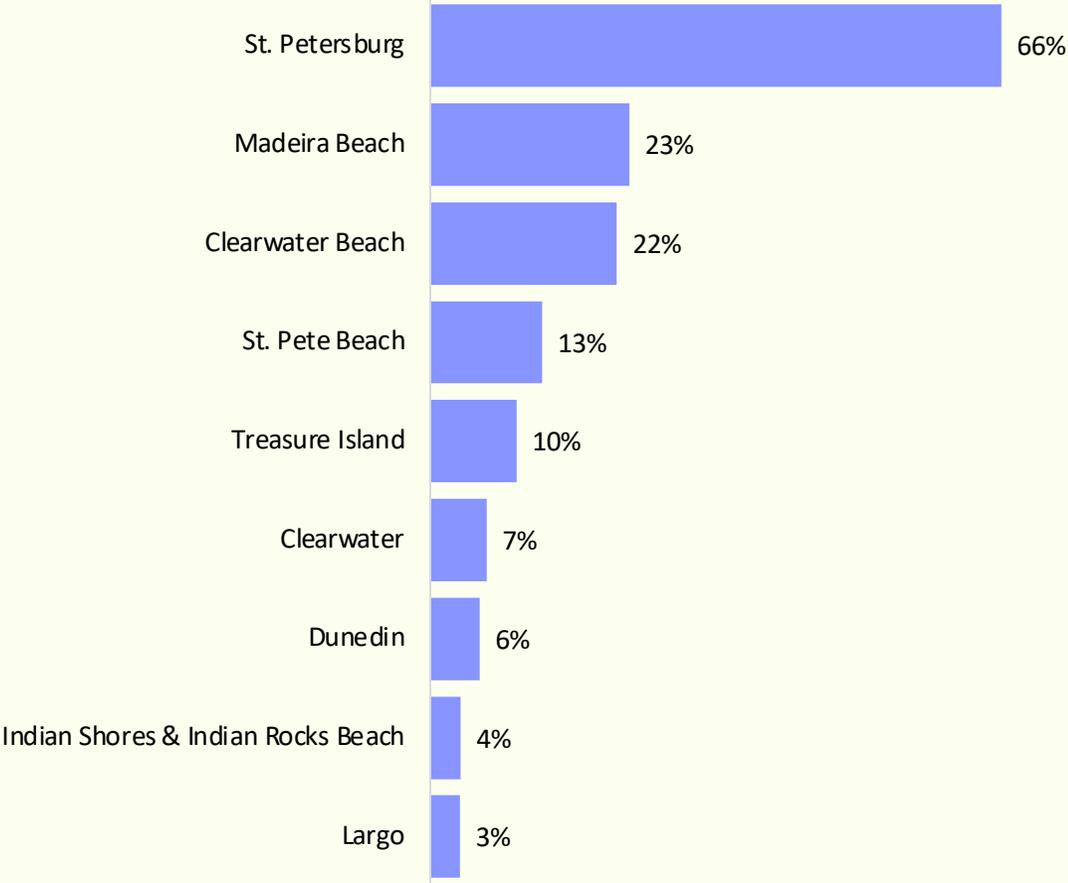
Question: Which of the following communities in the St. Pete/Clearwater area did you visit? (Select all that apply)
Base sizes: Total visitors (5450)

Future Partners

Most visitors came to St. Pete/Clearwater for vacation.

Personal car/vehicle was the most used method of arrival and departure from the area.

Primary Reason for Visit

Reason	%
Vacation	53%
Visit friends/family in the area	17%
Weekend getaway	16%
Attend special event/festival	7%
Other personal reasons	2%
Business	2%
Attend sports event/tournament	1%
Conference/tradeshow/group meeting	1%
Wedding	1%
Other	1%
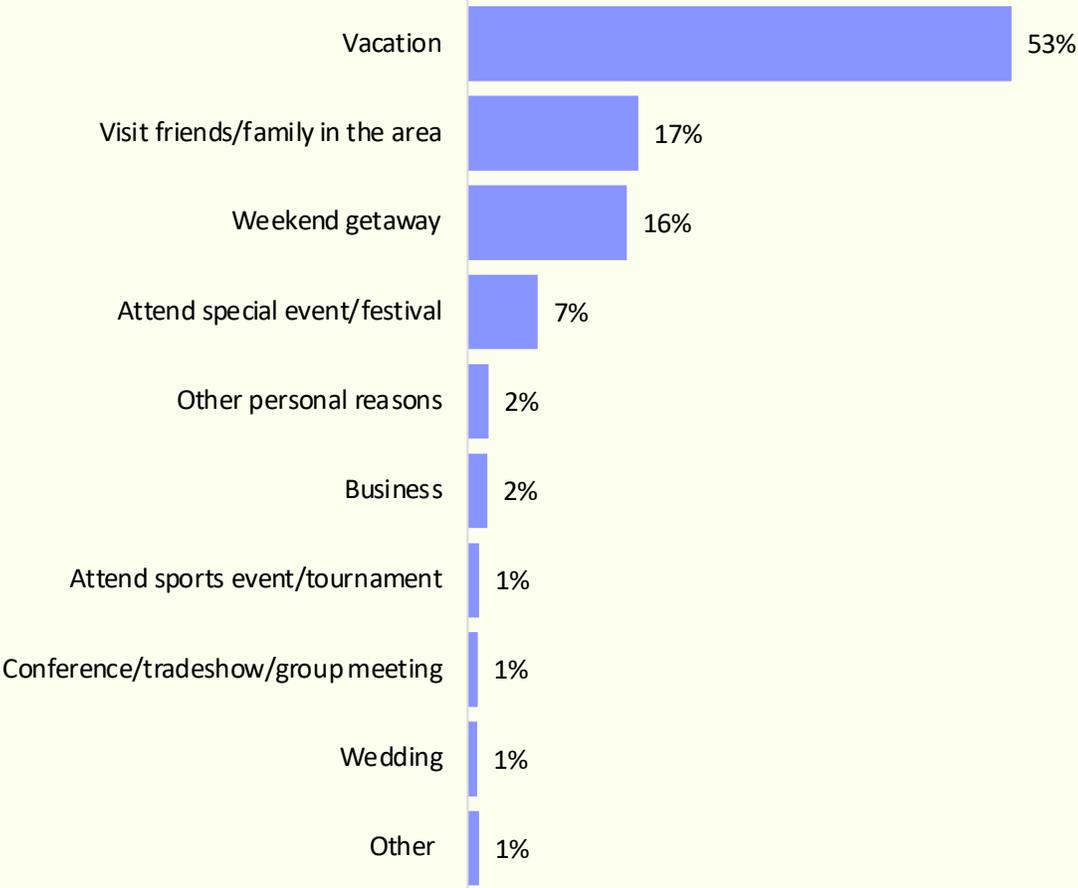
Method of Arrival & Departure

Method	Arrival	Departure
Personal vehicle	62%	62%
Airline	23%	21%
Rental vehicle	12%	13%
Rideshare (Uber, Lyft, etc.)	2%	2%
Other	2%	2%

■ Arrival
■ Departure
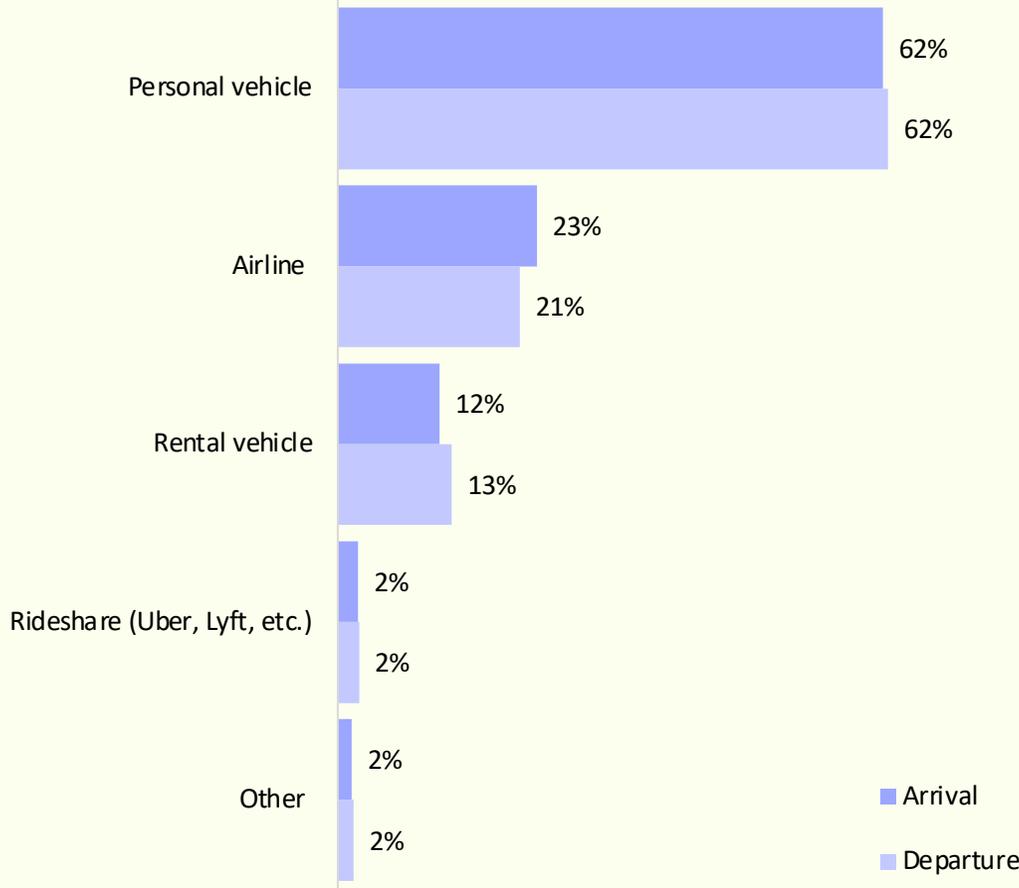
Question: What is your primary reason for visiting the St. Pete/Clearwater Area?

Question: How did you arrive to the St. Pete/Clearwater area and how will you leave? (Select all that apply)

Base sizes: Total visitors (5450)

Future Partners

Most visitors who flew into the area used TIA.

A number of airlines were used by those who flew into TIA, while almost all visitors who flew into PIE used Allegiant.

Arrival Airport

Airport	%
Tampa Int'l.	61%
St. Pete-Clearwater Int'l	33%
Orlando Int'l.	4%
Another airport	2%

Airline Used by Arrival Airport

Airline	%
Southwest	33%
Delta Airlines	21%
American Airlines	7%
United	7%
Jet Blue	7%
Allegiant (TPA)	1%
Allegiant (PIE)	98%
Other (TPA)	23%
Other (PIE)	2%

TPA   PIE
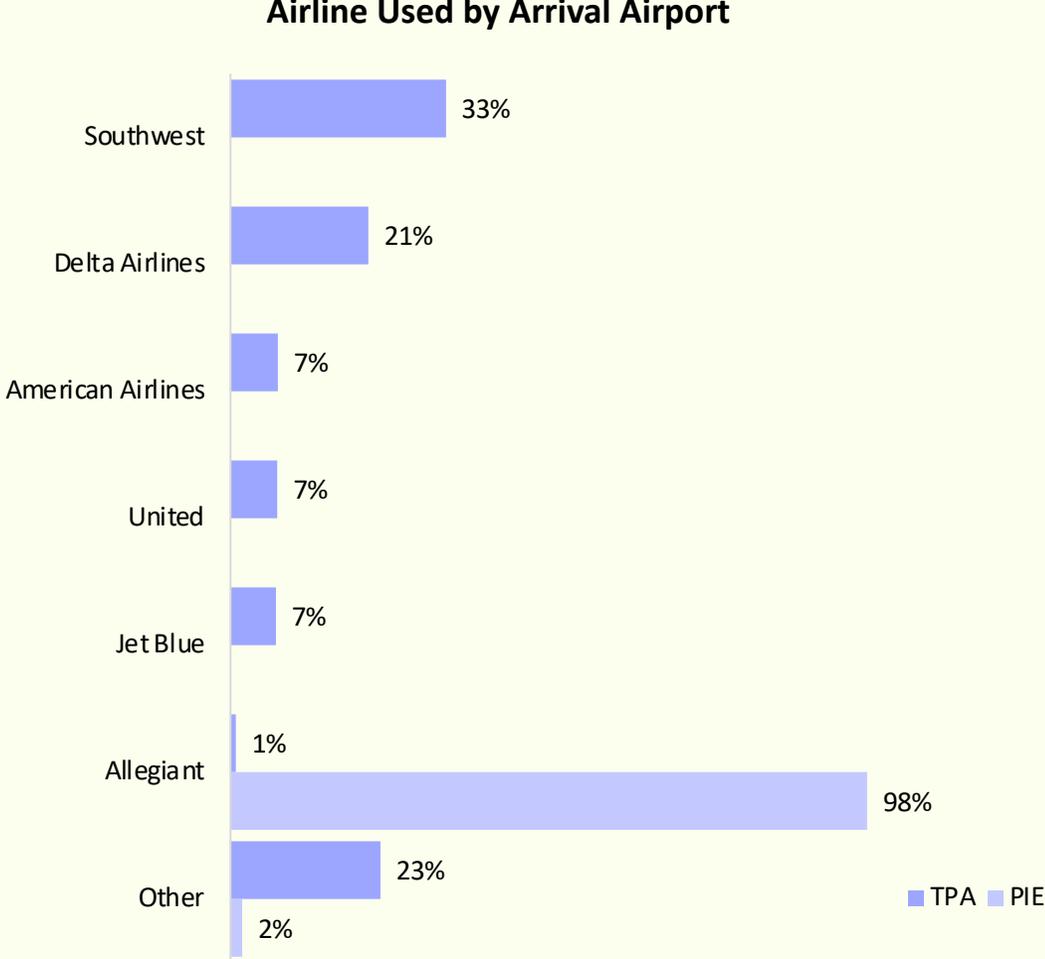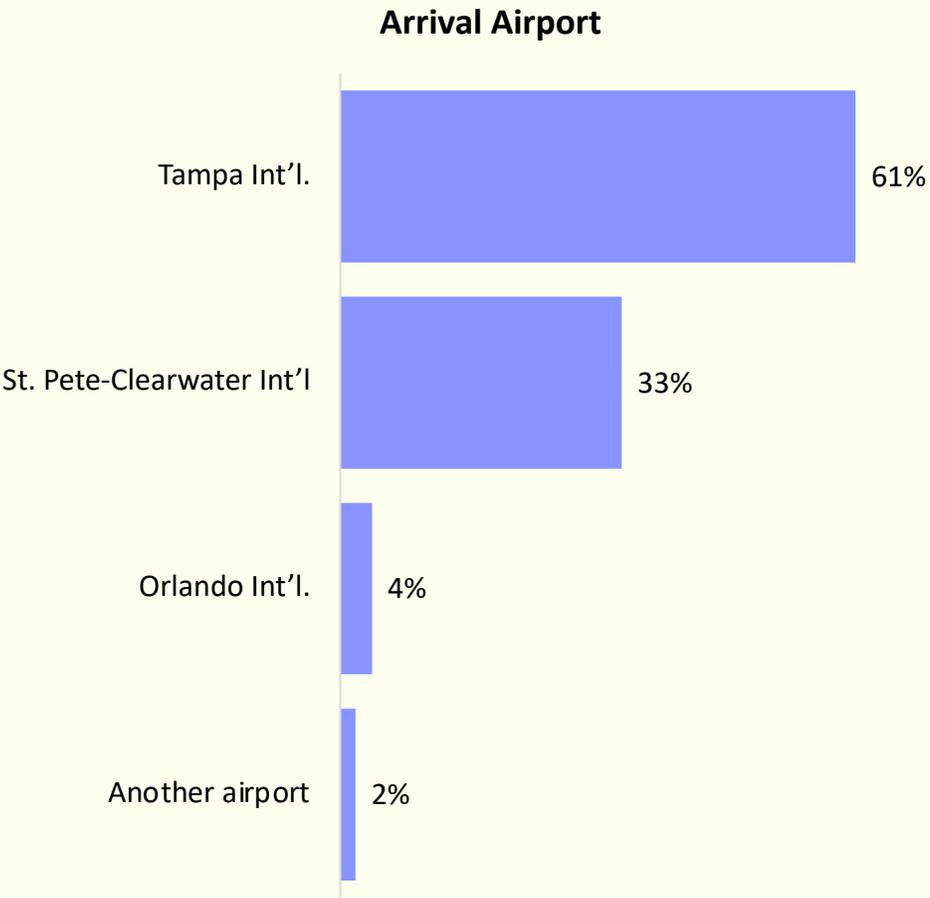
Question: At which airport did you arrive at the area?

Question: Which airline did you use?

Base sizes: Visitors who arrived at the area by airplane (1693) | Visitors who arrived in the area by airplane at TIA or PIE (1074/529)

Future Partners

Most visitors used their personal car/vehicle while in the area.

Among those who used a rental car in the area, most picked it up in Tampa.

In-Market Transportation Used

Personal vehicle	66%
Rental vehicle	22%
Uber, Lyft, etc.	9%
Public bus	4%
Free Beach Rides	1%
Other	3%

Rental Car Pickup Location

Tampa	50%
St. Pete/Clearwater area	15%
Orlando	14%
Sarasota/Bradenton	10%
Miami	7%
Another city	5%
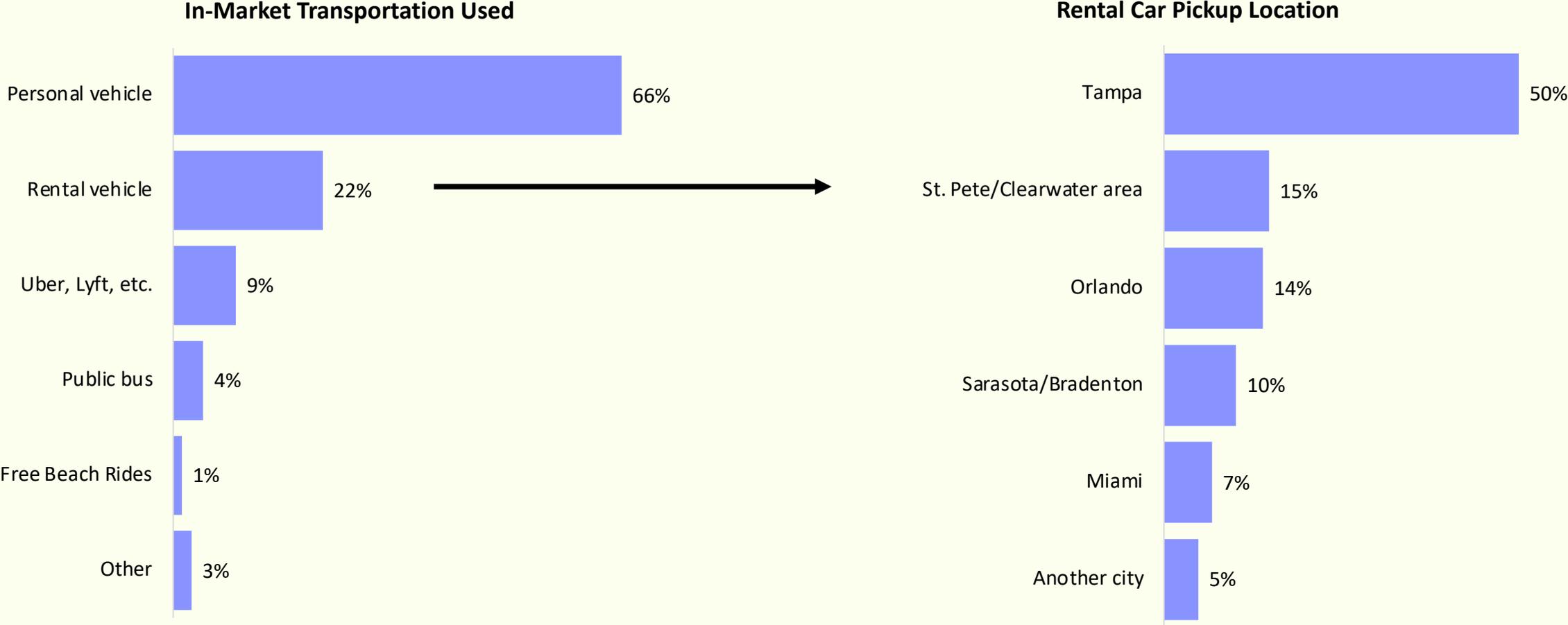
Question: Which modes of transportation did you, or will you, use while in the St. Pete/Clearwater area?

Question: Which airline did you use?

Base sizes: Total visitors (5450) | Visitors who arrived in the area by rental car (1314)

Detailed Findings: Visitor Satisfaction

Visitors were very satisfied with St. Pete/Clearwater and are very likely to recommend the area to friends/family, as well as return to the destination themselves.

Satisfaction

7 – Very Satisfied	89%
6	10%
5	0%
4	0%
3	0%
2	0%
1 – Very Unsatisfied	0%
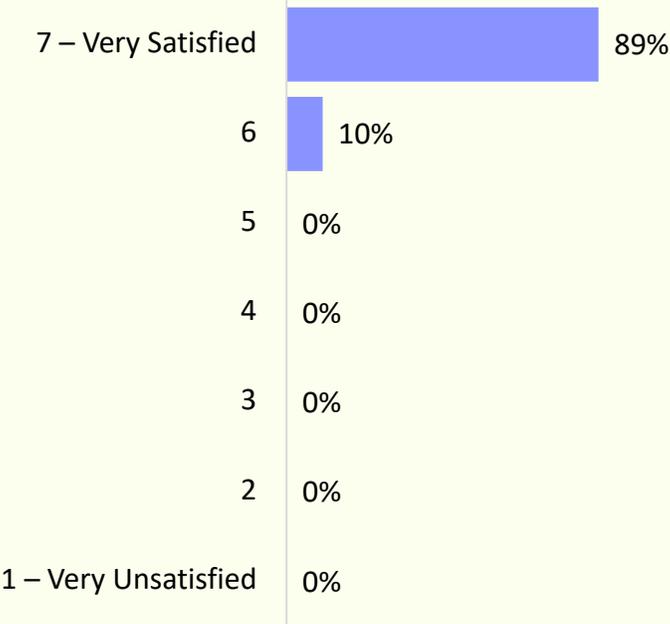
Likelihood to Recommend

10 – Certain to recommend	60%
9	35%
8	5%
7	1%
6	0%
5	0%
4	0%
3	0%
2	0%
1 - Definitely will NOT...	0%

Likelihood to Return

10 – Certain to return	59%
9	31%
8	8%
7	2%
6	0%
5	0%
4	0%
3	0%
2	0%
1 - Definitely will NOT return	0%
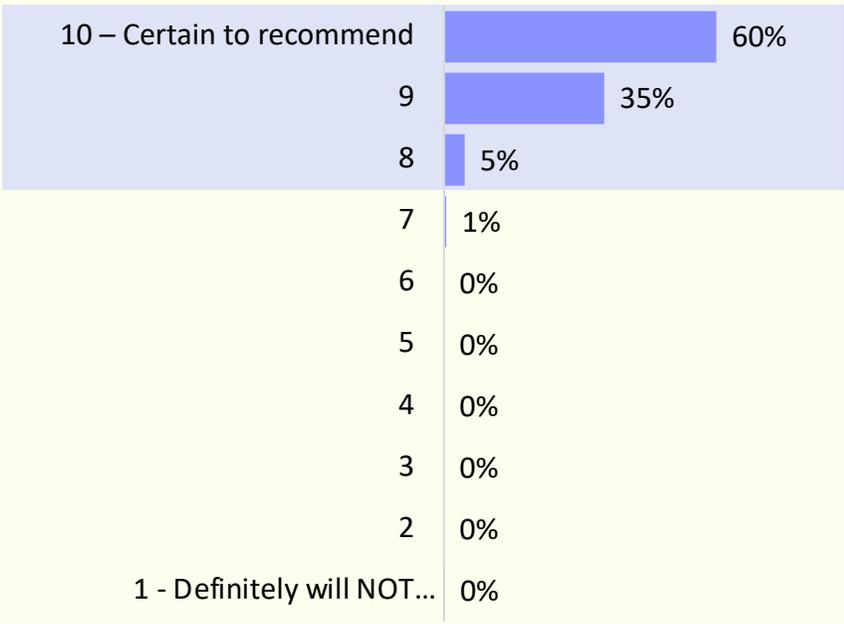
Question: How satisfied are you with your experience in the St. Pete/Clearwater area on this trip?

Question: How likely are you to recommend the St. Pete/Clearwater area as a place to visit to other travelers?

Question: How likely are you to return to the St. Pete/Clearwater area?

Base size: Total visitors (5425-5437).

The most liked aspects of St. Pete/Clearwater are the attractions and the beaches/ocean

Most Liked Aspects of St. Pete/Clearwater

Aspect	Percentage
Attractions	23%
Beaches/Ocean	22%
Scenic Beauty	11%
Accessible/Convenient/Walkable	11%
Climate/Warm Weather	10%
Everything	9%
Relaxing Atmosphere/Ambiance	7%
Entertainment/Variety of Fun Activities	6%
Clean	5%
Friendly People	4%
Food/Restaurants & Bars	3%
Family Friendly	3%
Safe	3%
Great Location/Easy to get to	2%
Shopping	2%
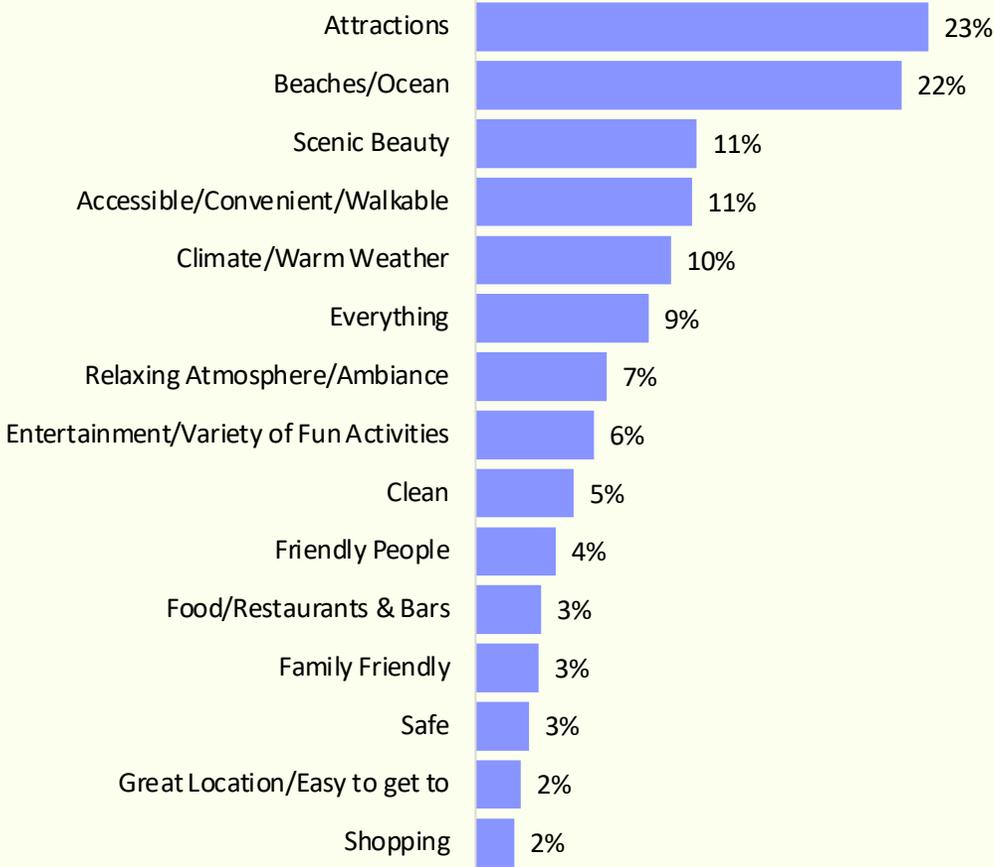
Recommended Improvements: Attractions & Services

Improvement	Percentage
It needs no improvement	77%
More Affordable	5%
Cheaper & More Parking	5%
Less congestion / traffic	2%
More shaded / green areas	2%
More Public Transportation Options	1%
Tourist Information	1%
Other recommendation(s)	4%
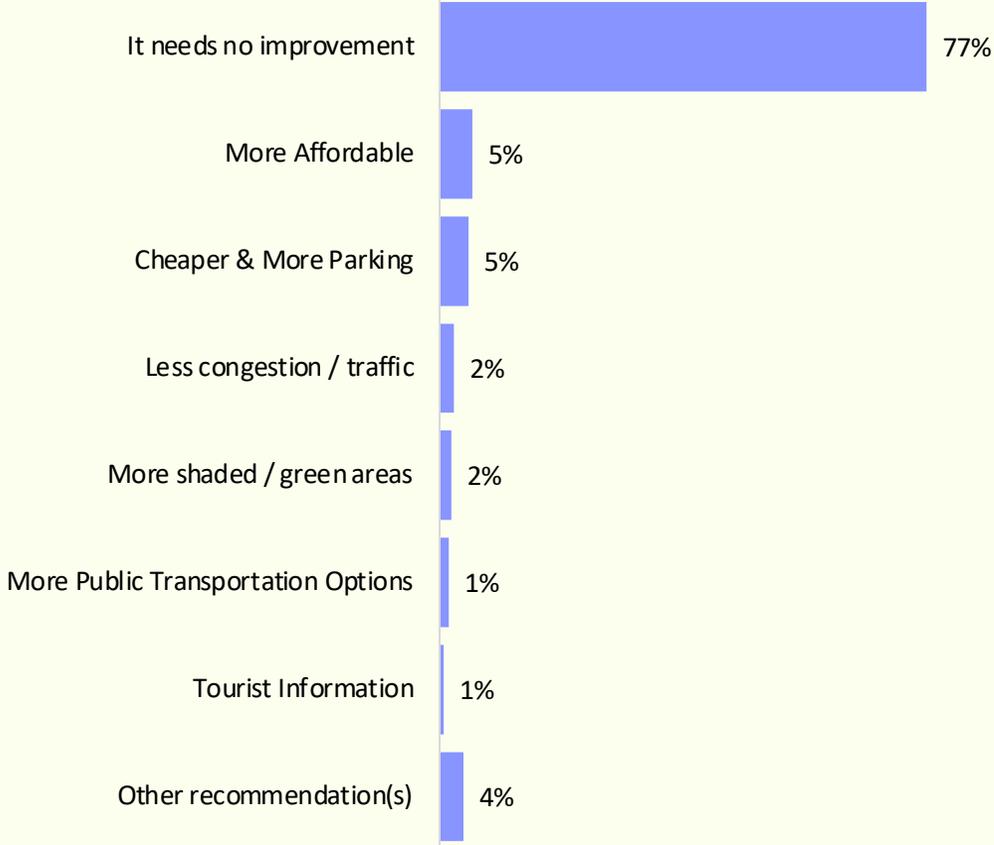
Question: What do you like most about the St. Pete/Clearwater area? (Unaided)

Question: In your opinion, what services or additional attractions would most enhance your experience in the St. Pete/Clearwater area? (Unaided)

Base sizes: Total visitors (5450)

Future Partners

Demographics

Origin Market

Country of Origin

United States	87%
Canada	5%
United Kingdom	1%
Germany	1%
Mexico	0%
France	1%
Another country	5%

U.S. State of Origin

Florida	44%
Ohio	5%
New York	4%
Michigan	4%
Illinois	3%
Pennsylvania	3%
Wisconsin	3%
Indiana	2%
Massachusetts	2%
Georgia	2%
All other states	27%
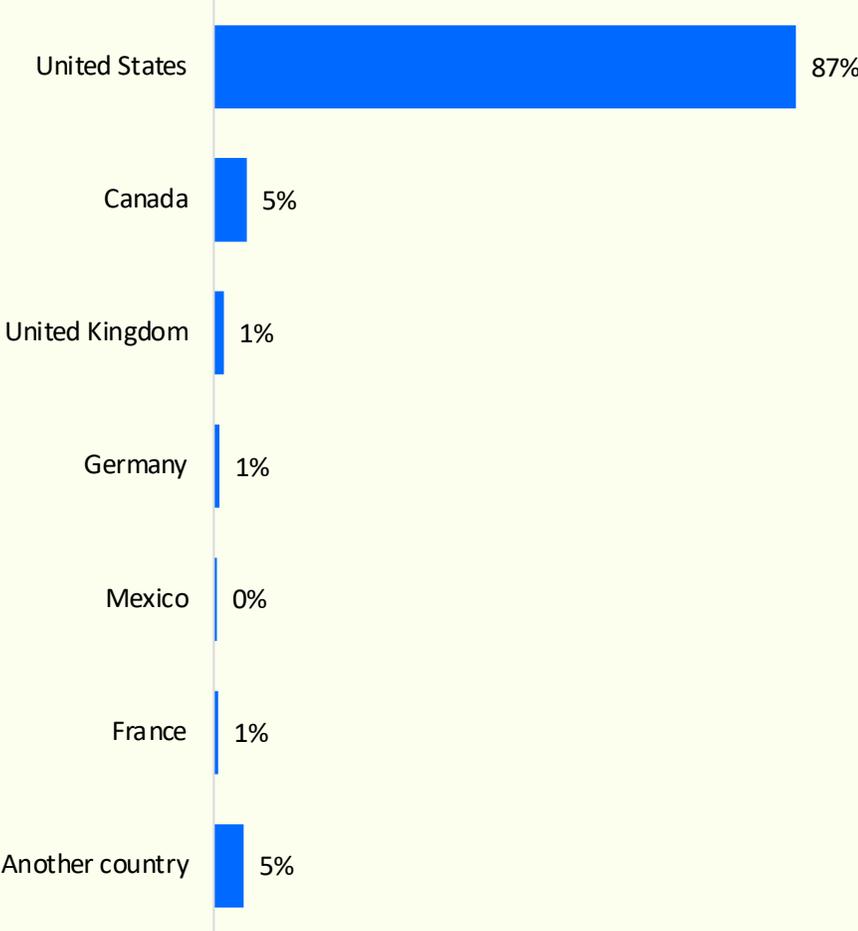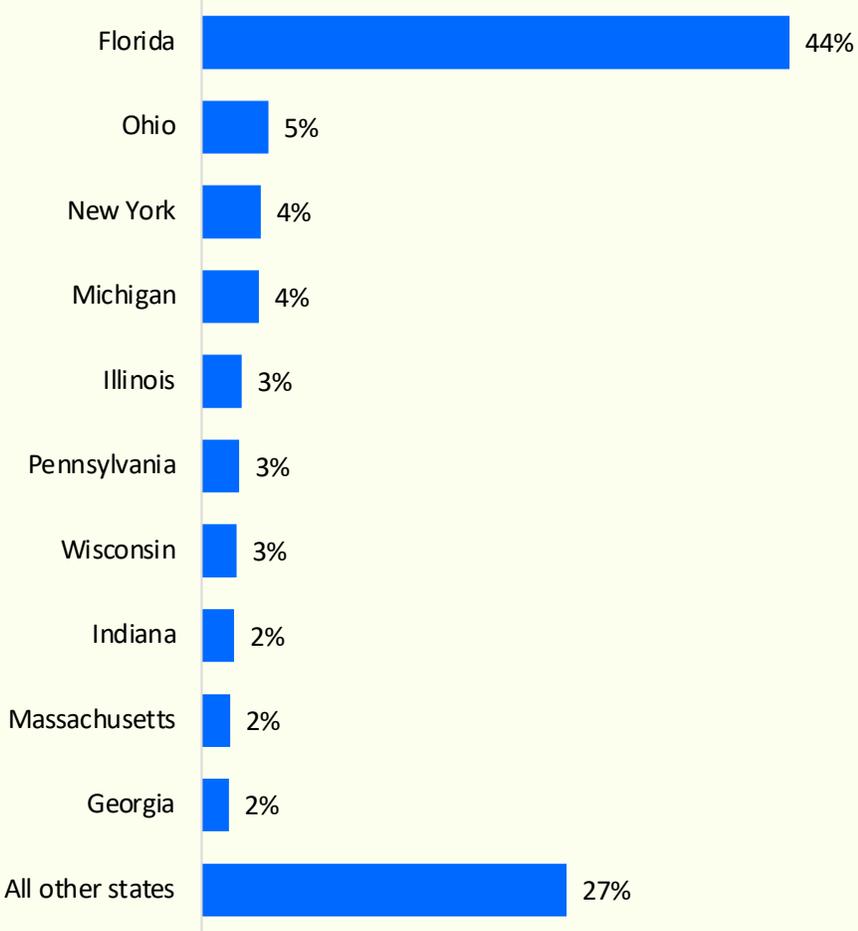
Future Partners

Origin Market

MSA of Origin

Market	Percentage
Tampa-St. Petersburg-Clearwater, FL	21%
Sarasota-Bradenton, FL	9%
Orlando,FL	5%
Chicago, IL	2%
Lakeland-Winter Haven, FL	2%
Detroit, MI	2%
New York, NY-NJ	2%
Atlanta,GA	2%
Minneapolis-St. Paul, MN-WI	2%
Boston, MA	2%
Cincinnati, OH-KY-IN	1%
All other MSAs	49%
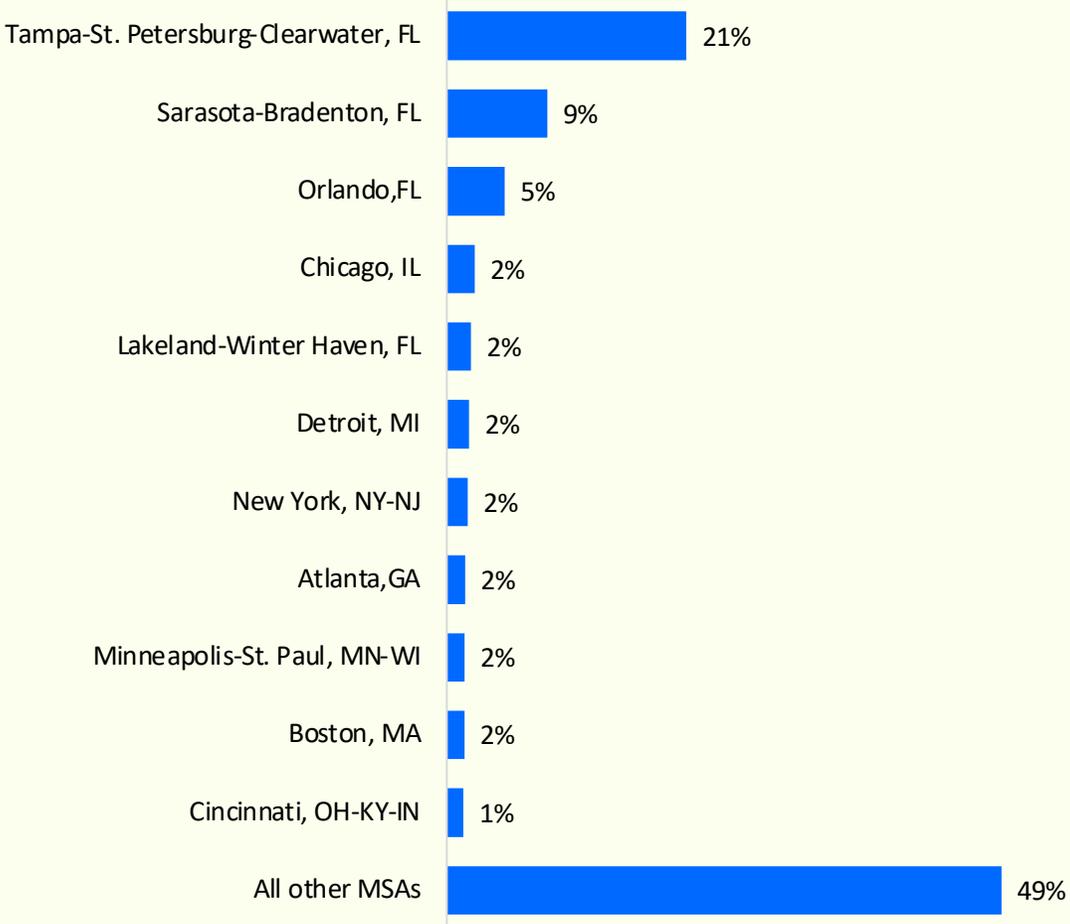
Future Partners

Demographics

Gender

50%	50%
Female	Male

Orientation

92%	2%
Heterosexual	LGBTQ+

Generation

17%	30%	53%
Millennial or younger	Gen X	Boomer or older
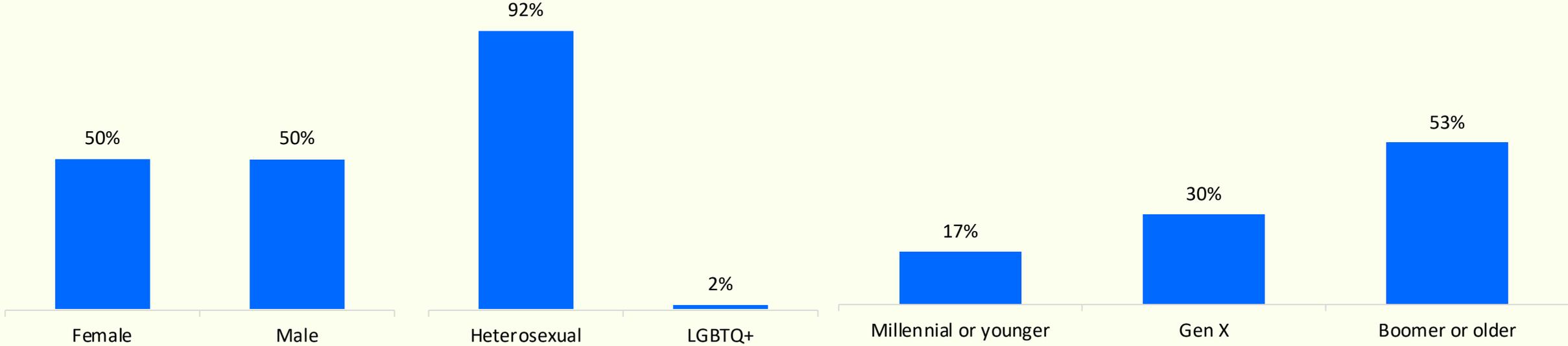
Average Age   51 years old

Demographics

Marital Status

Single — 23%
Married/Partnered — 68%
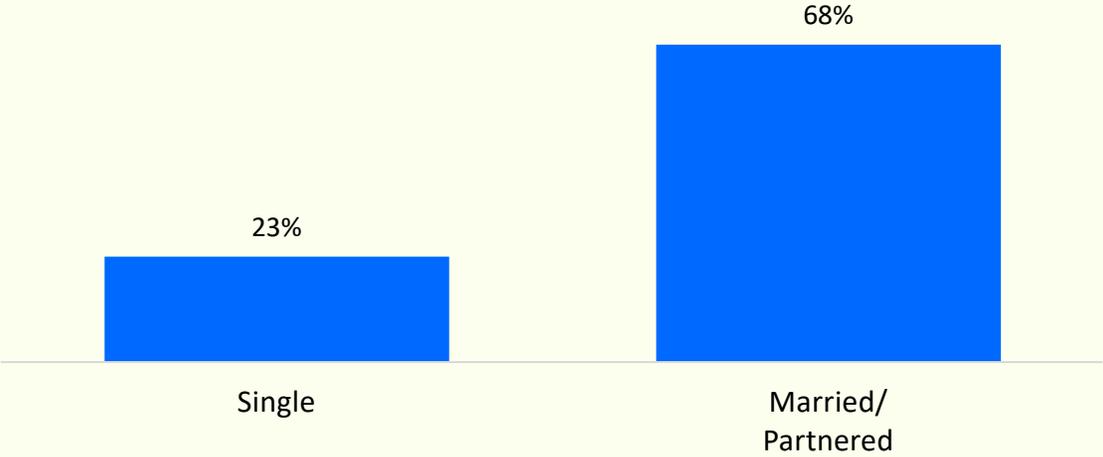
Children in Household   11%

Household Income

Less than $50K — 16%
$50K-$100K — 31%
$100K-$200K — 13%
$200K or more — 2%

Average HHI $81,591

Future Partners

Demographics

Ethnicity/Racial Identity

White	Hispanic/ Latino or Latinx	Black/ African Amer.	Asian	Other
86%	6%	5%	2%	1%

Future Partners