

FAST FACTS BROUGHT TO YOU BY

Marshall Marketing

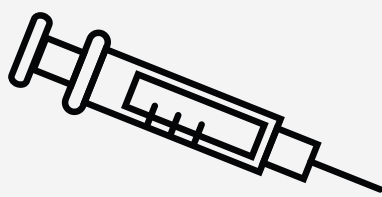
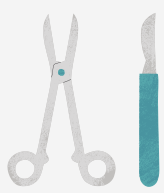
This Tampa DMA specific data was cultivated from Marshall Marketing – an accredited third-party qualitative information firm. The survey was conducted Oct. 19 – Nov. 8, 2021.

In conjunction with

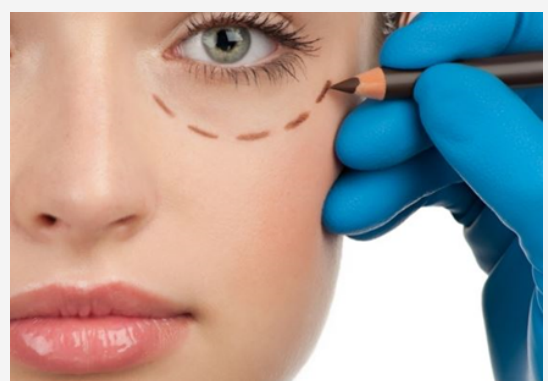


Adults 18+ Who Would Consider Cosmetic Procedures

Of the adults 18+ in the survey area, these are the cosmetic procedures that are being considered: 15% laser hair removal, 13% weight loss surgery, 10% spider vein removal, 10% Botox, 8% eyelid surgery, 8% liposuction, 8% breast enhancement, and 4% facial surgery.



**THIS TRANSLATES TO
OVER 1.1 MILLION ADULTS
CONSIDERING COSMETIC
PROCEDURES IN THE
TAMPA BAY SURVEY AREA.**



44% are married, 31% are single (never been married) and 37% have at least one child living in the home.



The HH income average for this group is approximately \$65K and 33% have a HH income over \$75,000.



Almost a third of this group, 20%, are retired and 31 % have a white collar, managerial, or professional occupation while 5% have a blue-collar occupation

22%
Hispanic

17%
Speak Spanish as first or second language

The average age of of this group is 46 years but 32% are under the age of 35.

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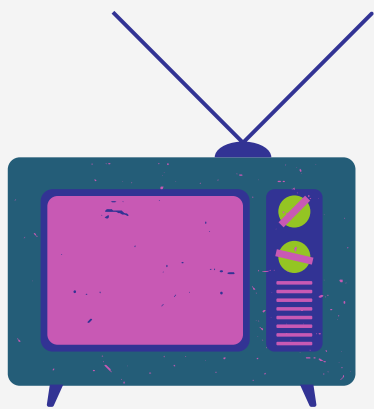
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87% have watched television in the past 7 days and 67% have watched TV through a streaming service.

They spent an average of 126 minutes watching television and 43 minutes streaming television per day.



46% of this group has watched MOR TV in the past 7 days.

