

AUDIENCE PROFILE

Job Seekers

390,700 or 16% of the Tampa Bay metro population say they will look for a new job in the next 12 months. This group is more likely to be female, single and employed in a part-time position, with a median age of 35.

WHO ARE THEY?

- **15% more likely** to be women
- **68% more likely** to be single
- **35% more likely** to be African American
- **27% more likely** to have children 17 and under at home
- **51% more likely** to rent their home
- **38% more likely** to be employed part-time
- **153% more likely** to be planning to go back to school to obtain a degree/certification in the next 12 months
- **17% more likely** to own a smartphone

INTERESTS

In the past 30 days:

- More likely to have dined out

In the past 12 months:

- More likely to have purchased a ticket for a music concert
- More likely to have visited a theme park

In the past 3 years:

- More likely to have traveled abroad



RECOMMENDED MEDIA MIX

- tbt*
- Sunday Tampa Bay Times
- tampabay.com
- Mobile
- Job Fair

Source: 2016 Nielsen Scarborough Report (r2)