

## AUDIENCE PROFILE

# Millennials

This demographic group is more likely to be younger, single, employed part-time and rent their homes. Born between 1982 and 2002, they keep up with technology by owning a smartphone.

### WHO ARE THEY?

- **73% more likely** to be employed part-time
- **35% more likely** to have children 17 and under at home
- **57% more likely** to be a renter
- **17% more likely** to own a smartphone

### INTERESTS

**More likely** to go back to school for a degree or certification of some kind

#### In the past 12 months:

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

#### In the past 3 years:

- More likely to have traveled abroad



### RECOMMENDED MEDIA MIX

- Daily Times
- tampabay.com
- tbt\*
- Centro
- Job Fair
- Apps

Source: 2016 Nielsen Scarborough Report (r2)