

AUDIENCE PROFILE

Job Seekers

409,800 or 17% 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 full-time, with a median age of 37.

WHO ARE THEY?

- **68% more likely** to be single
- **23% more likely** to be African American
- **38% more likely** to rent their home
- **21% more likely** to be employed full-time
- **159% more likely** to be planning to go back to school to obtain a degree/certification in the next 12 months
- **12% more likely** to own a smartphone
- **67% more likely** to have children

INTERESTS

In the past 30 days:

- More likely to have dined out at a quick service restaurant

In the past 12 months:

- More likely to have visited a theme park



RECOMMENDED MEDIA MIX

- tbt*
- Sunday Tampa Bay Times
- Mobile
- Job Fair