

AUDIENCE PROFILE

Gen Xers

This demographic group makes up 30% of the Tampa Bay metro population. Gen Xers are arguably the best-educated generation with 30% obtaining a bachelor's degree or higher. Born between 1965 and 1980, they are now starting families of their own.

WHO ARE THEY?

- **32% more likely** to be college graduates
- **60% more likely** to be employed full time
- **64% more likely** to be employed in a professional/managerial position
- **50% more likely** to have incomes of \$100,000 or more
- **89% more likely** to have children

INTERESTS

In the past 30 days:

- More likely to have patronized a quick service restaurant

In the past 12 months:

- More likely to have visited a theme park
- More likely to have purchased a ticket for a music concert
- More likely to have attended a professional sporting event.



RECOMMENDED MEDIA MIX

- tbt*
- tampabay.com
- Apps
- Home Show
- Boat Show