

AUDIENCE PROFILE

Job Seekers

315,400 or 13% 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?

- **24% more likely** to be women
- **88% more likely** to be single
- **24% more likely** to be African American
- **50% more likely** to rent their home
- **97% more likely** to be employed part-time
- **22% more likely** to be planning to go back to school to obtain a degree/certification in the next 12 months
- **9% more likely** to own a smartphone
- **31% more likely** to have children

INTERESTS

In the past 30 days:

- More likely to have dined out at an upscale 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