

JOB SEEKER PROFILE

Republic Media reaches the most qualified candidates

Active and passive job seekers in the Phoenix metro area are utilizing *The Arizona Republic*, azcentral.com and careerbuilder.com 4 - 6 times per week to search for jobs.

ACTIVE

Active Job Seekers*

- 178,000 local active job seekers in Phoenix metro.
- Read *The Arizona Republic* more than 3 times per week.
- Visit azcentral.com 6 times per week.
- Visit careerbuilder.com more than 4 times per week.
- Read *The Arizona Republic*, visit azcentral.com/12news.com and careerbuilder.com on average of more than 6 times per week.

PASSIVE

Passive Job Seekers**

- 385,100 local passive job seekers in Phoenix metro.
- Read *The Arizona Republic* more than 3 times per week.
- Visit azcentral.com more than 3 times per week.
- Visit careerbuilder.com more than twice a week.
- On average read *The Arizona Republic*, visit azcentral.com/12news.com and careerbuilder.com 4 times per week.

REACH

Reach Among Active & Passive Job Seekers**

- Republic Media's weekly reach among active job seekers is 45.8%.
- Republic Media's weekly reach among passive job seekers is 50%.
- Republic Media's weekly reach among the overall Phoenix metro is 57.9%.

(Republic Media reach includes *The Arizona Republic* Sunday, daily, azcentral.com, and careerbuilder.com)

EDU

Education Among Active and Passive Job Seekers

- 55% have at least a high school education.
- 27% have some college education, but not a 4-year degree.
- 18% are college graduates (4-year degree).

*Active job seekers are those respondents who are not employed and are looking for work.

** Passive job seekers are those respondents who plan to look for a new job in the next 12 months and are employed/looking for work.