

DMA Market Rank: 14  
Cable Penetration: 79%

# Hillsborough Market Data

## Employment Industry

|                        |       |
|------------------------|-------|
| Professional/Technical | 15.6% |
| Proprietors, Managers  | 15.4% |
| Clerical               | 10.7% |
| Blue Collar            | 9.1%  |

## Household Income

|                |       |
|----------------|-------|
| Under \$25K    | 15.4% |
| \$25-\$49,999K | 36.4% |
| \$50K+         | 48.3% |

## Home Value

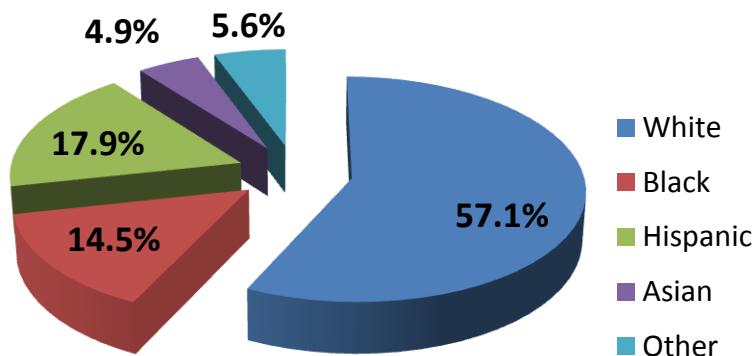
|                  |       |
|------------------|-------|
| \$50-\$99,999K   | 7.9%  |
| \$100-\$199,999K | 33.4% |
| \$200-\$299,999K | 10.5% |
| \$300K+          | 11.8% |



## Age Demographics

|       |       |
|-------|-------|
| 18-34 | 28.9% |
| 35-54 | 39.0% |
| 55+   | 47.9% |

## DMA Ethnic Population



## Education Breakdown

|                 |       |
|-----------------|-------|
| H.S. Grad       | 32.5% |
| Some College    | 18.9% |
| College Grad.   | 24.3% |
| Advanced Degree | 13.9% |

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# East Hillsborough Market Data

## Employment Industry

|                        |       |
|------------------------|-------|
| Professional/Technical | 16.9% |
| Proprietors, Managers  | 14.8% |
| Clerical               | 8.4%  |
| Blue Collar            | 10.8% |

## Household Income

|                |       |
|----------------|-------|
| Under \$25K    | 15.6% |
| \$25-\$49,999K | 30.3% |
| \$50K+         | 54.1% |

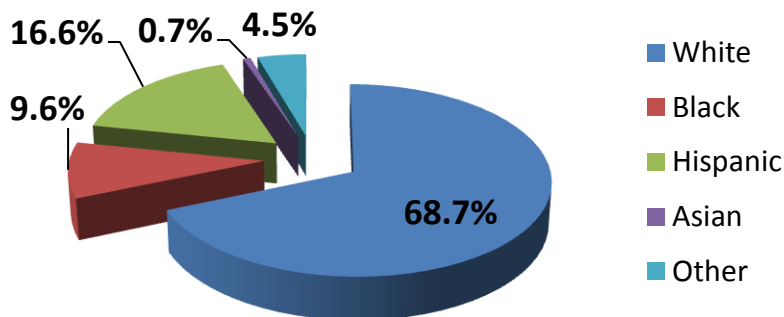
## Home Value

|                  |       |
|------------------|-------|
| \$50-\$99,999K   | 4.5%  |
| \$100-\$199,999K | 39.2% |
| \$200-\$299,999K | 14.4% |
| \$300K+          | 10.7% |

## Age Demographics

|       |       |
|-------|-------|
| 18-34 | 24.6% |
| 35-54 | 44.3% |
| 55+   | 39.1% |

## DMA Ethnic Population



## Education Breakdown

|                 |       |
|-----------------|-------|
| H.S. Grad       | 33.7% |
| Some College    | 20.8% |
| College Grad.   | 25.2% |
| Advanced Degree | 12.5% |



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# South Tampa Market Data

## Employment Industry

|                        |       |
|------------------------|-------|
| Professional/Technical | 15.6% |
| Proprietors, Managers  | 11.7% |
| Clerical               | 15.8% |
| Blue Collar            | 7.6%  |

## Household Income

|                |       |
|----------------|-------|
| Under \$25K    | 20.9% |
| \$25-\$49,999K | 46.3% |
| \$50K+         | 32.8% |

## Home Value

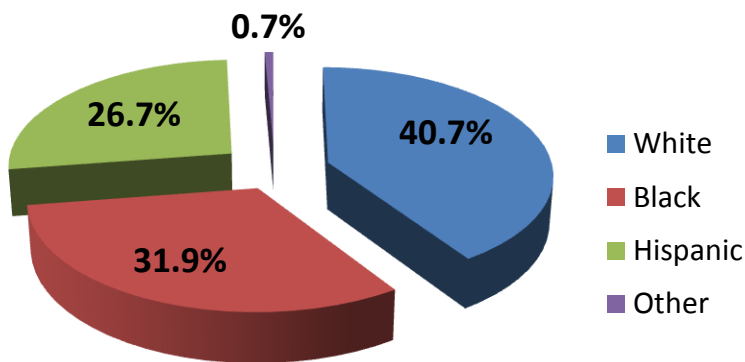
|                  |       |
|------------------|-------|
| \$50-\$99,999K   | 6.0%  |
| \$100-\$199,999K | 39.9% |
| \$200-\$299,999K | 4.0%  |
| \$300K+          | 6.6%  |

## Age Demographics

|       |       |
|-------|-------|
| 18-34 | 41.6% |
| 35-54 | 27.2% |
| 55+   | 38.1% |



## DMA Ethnic Population



## Education Breakdown

|                 |       |
|-----------------|-------|
| H.S. Grad       | 46.3% |
| Some College    | 13.8% |
| College Grad.   | 18.0% |
| Advanced Degree | 14.1% |

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# North Tampa Market Data

## Employment Industry

|                        |       |
|------------------------|-------|
| Professional/Technical | 14.8% |
| Proprietors, Managers  | 18.2% |
| Clerical               | 14.1% |
| Blue Collar            | 8.4%  |

## Household Income

|                |       |
|----------------|-------|
| Under \$25K    | 15.3% |
| \$25-\$49,999K | 35.6% |
| \$50K+         | 49.2% |

## Home Value

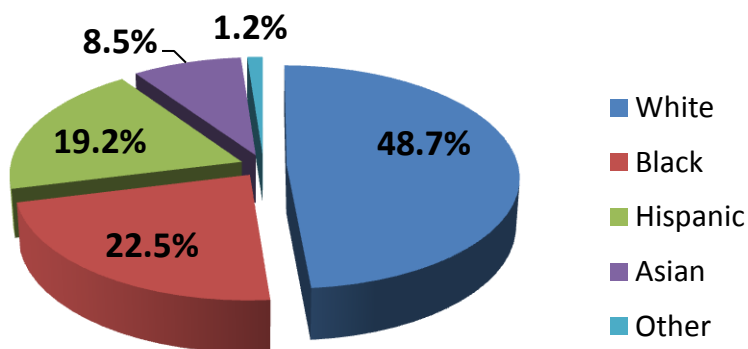
|                  |       |
|------------------|-------|
| \$50-\$99,999K   | 6.9%  |
| \$100-\$199,999K | 34.9% |
| \$200-\$299,999K | 9.3%  |
| \$300K+          | 13.3% |

## Age Demographics

|       |       |
|-------|-------|
| 18-34 | 35.4% |
| 35-54 | 35.8% |
| 55+   | 38.5% |



## DMA Ethnic Population



## Education Breakdown

|                 |       |
|-----------------|-------|
| H.S. Grad       | 33.8% |
| Some College    | 20.3% |
| College Grad.   | 23.0% |
| Advanced Degree | 17.4% |

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# Hillsborough/Tampa Zip Codes

## East Hillsborough

- 33503 Balm
- 33510 Brandon
- 33511 Brandon
- 33527 Dover
- 33530 Durant
- 33534 Gibsonton
- 33547 Lithia
- 33550 Mango
- 33563 Plant City
- 33565 Plant City
- 33566 Plant City
- 33567 Plant City
- 33569 Riverview
- 33570 Ruskin
- 33572 Apollo Beach
- 33573 Sun City Center
- 33578 Riverview
- 33579 Riverview
- 33584 Seffner
- 33586 Sun City
- 33592 Thonotosassa
- 33594 Valrico
- 33596 Valrico
- 33598 Wimauma
- 33610 Tampa
- 33619 Tampa

## North Tampa

- 33548 Lutz
- 33635 Tampa
- 33549 Lutz
- 33637 Tampa
- 33556 Odessa
- 33647 Tampa
- 33558 Lutz
- 33559 Lutz
- 33592 Thonotosassa
- 33604 Tampa
- 33610 Tampa
- 33612 Tampa
- 33613 Tampa
- 33614 Tampa
- 33615 Tampa
- 33617 Tampa
- 33618 Tampa
- 33619 Tampa
- 33624 Tampa
- 33625 Tampa
- 33626 Tampa
- 33634 Tampa

## South Tampa Zone

- 33602 Tampa
- 33603 Tampa
- 33604 Tampa
- 33605 Tampa
- 33606 Tampa
- 33607 Tampa
- 33609 Tampa
- 33610 Tampa
- 33611 Tampa
- 33612 Tampa
- 33614 Tampa
- 33616 Tampa
- 33617 Tampa
- 33619 Tampa
- 33621 Tampa
- 33629 Tampa