

DMA Market Rank: 14
Cable Penetration: 79%

East Hillsborough Zone Market Data

Employment Industry

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

Household Income

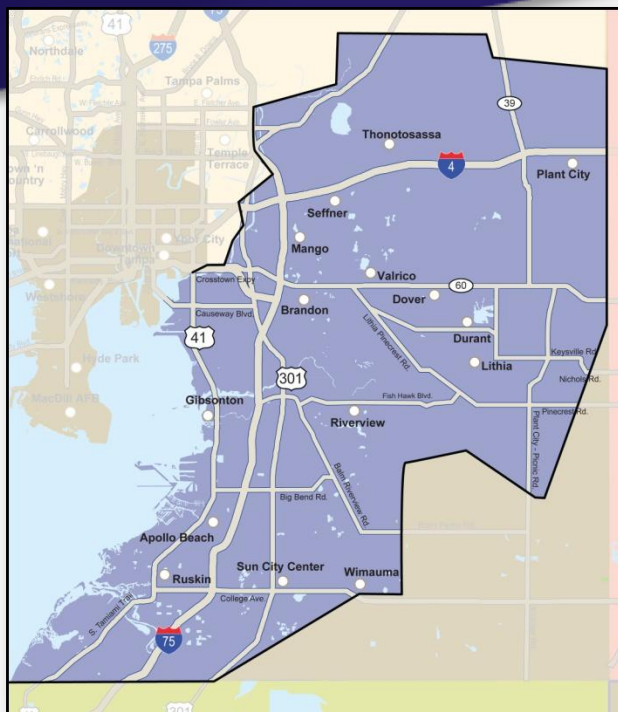
Under \$25K	15.6%
\$25-\$49,999K	30.3%
\$50K+	54.1%

Home Value

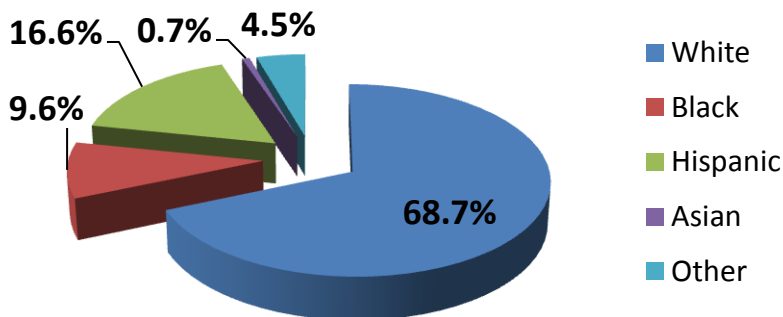
\$50-\$99,999K	4.5%
\$100-\$199,999K	39.2%
\$200-\$299,999K	14.4%
\$300K+	10.7%

Age Demographics

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



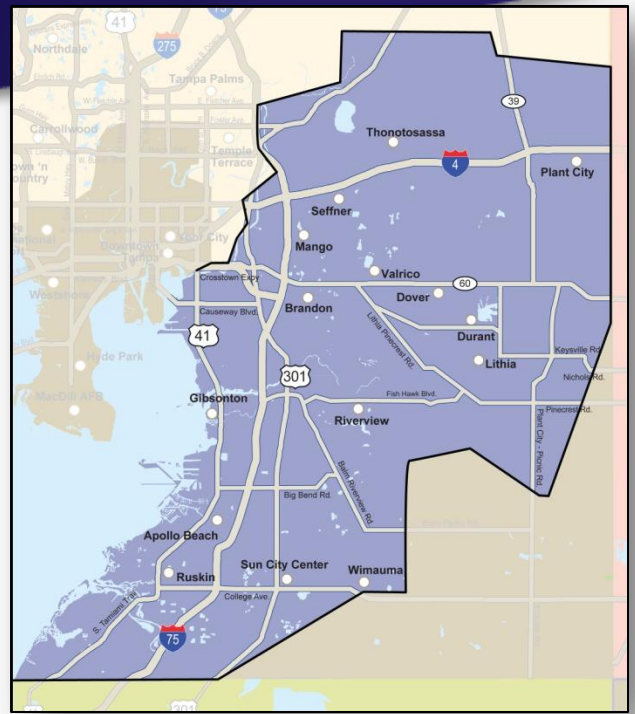
DMA Ethnic Population



Education Breakdown

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

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East Hillsborough Zone 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