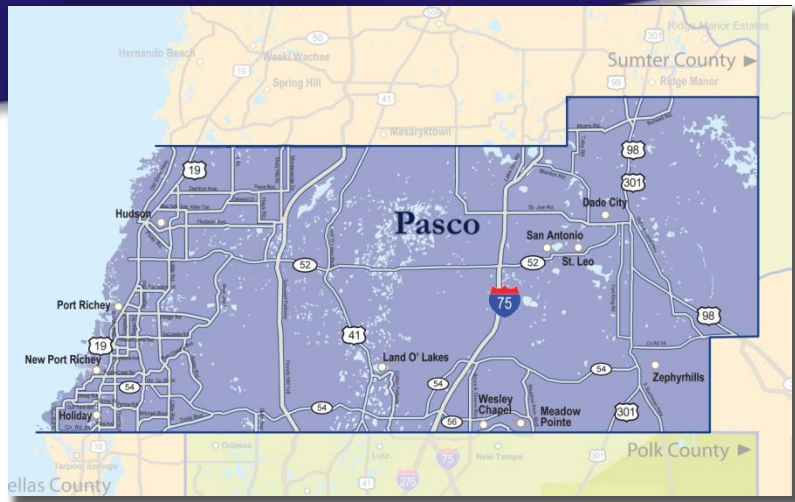


DMA Market Rank: 14
Cable Penetration: 77%

Pasco County Market Data



Employment Industry

Professional/Technical	5.6%
Proprietors, Managers	14.4%
Clerical	8.6%
Blue Collar	6.4%

Education Breakdown

H.S. Grad	28.4%
Some College	32.9%
College Grad.	24.8%
Advanced Degree	7.8%

Household Income

Under \$25K	25.2%
\$25-\$49,999K	44.1%
\$50K+	30.7%

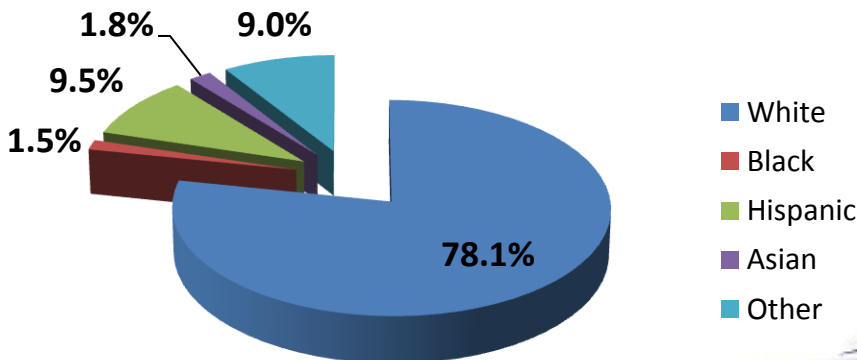
Age Demographics

18-34	24.5%
35-54	35.6%
55+	52.2%

Home Value

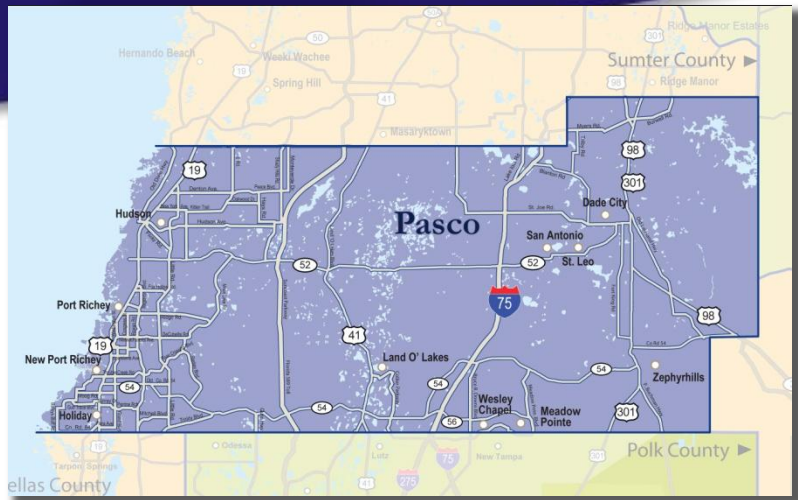
\$50-\$99,999K	10.1%
\$100-\$199,999K	27.7%
\$200-\$299,999K	14.4%
\$300K+	4.7%

Ethnic Population



DMA Market Rank: 14
Cable Penetration: 77%

Pasco Zone Zip Codes



33523	Dade City
34679	Aripeka
33525	Dade City
34610	Spring Hill
34690	Holiday
33540	Zephyrhills(border Pasco)
34691	Holiday
33541	Zephyrhills
34637	Land O Lakes
33542	Zephyrhills
34638	Land O Lakes
33543	Wesley Chapel
34639	Land O Lakes
33544	Wesley Chapel
34652	New Port Richey
33545	Wesley Chapel
34653	New Port Richey
33548	Lutz
34654	New Port Richey
33549	Lutz
34655	New Port Richey
33558	Lutz
34667	Hudson
33559	Lutz
34668	Port Richey
33574	St. Leo
34669	Hudson
33576	San Antonio