

DMA Market Rank: 14  
 Cable Penetration: 87%

# Pinellas County Market Data

## Employment Industry

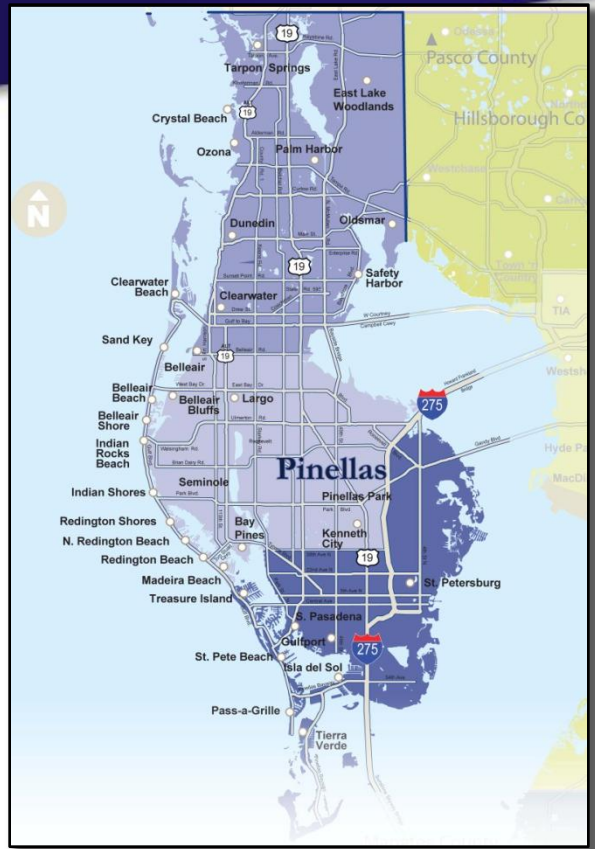
Professional/Technical	8.1%
Proprietors, Managers	11.1%
Clerical	13.6%
Blue Collar	11.4%

## Household Income

Under \$25K	25.7%
\$25-\$49,999K	39.6%
\$50K+	34.7%

## Home Value

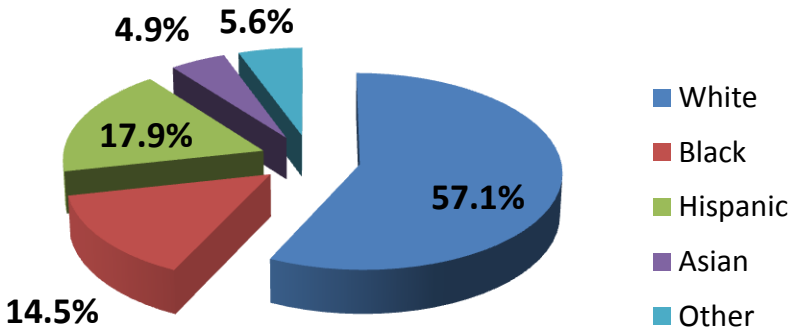
\$50-\$99,999K	10.3%
\$100-\$199,999K	32.9%
\$200-\$299,999K	11.0%
\$300K+	7.7%



## Education Breakdown

H.S. Grad	36.6%
Some College	21.5%
College Grad.	21.9%
Advanced Degree	8.8%

## DMA Ethnic Population



## Age Demographics

18-34	28.9%
35-54	39.0%
55+	32.1%

**DMA Market Rank: 14**  
**Cable Penetration: 87%**

# North Pinellas Market Data

## Employment Industry

Professional/Technical	5.2%
Proprietors, Managers	9.6%
Clerical	12.8%
Blue Collar	3.1%

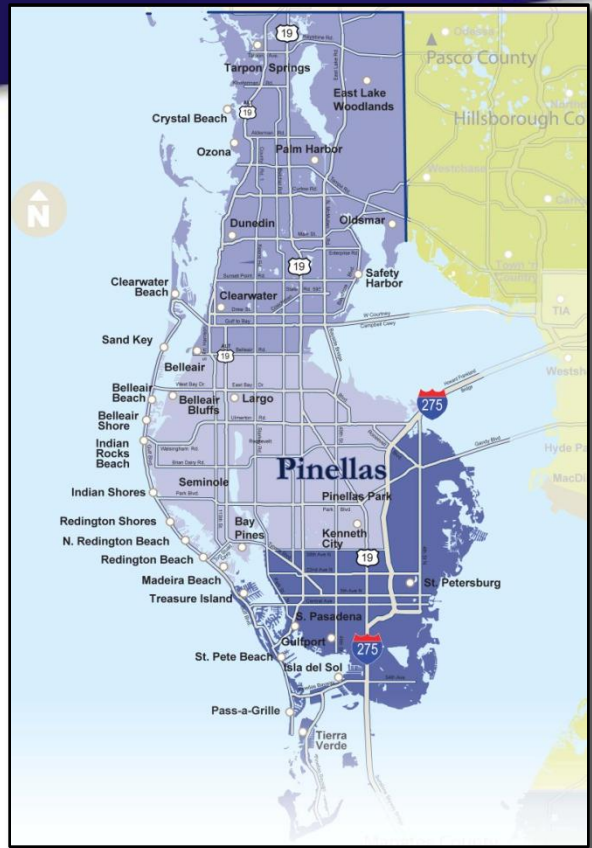
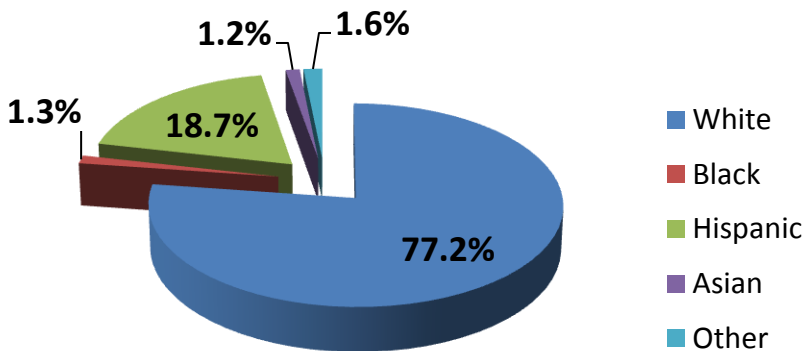
## Household Income

Under \$25K	30.6%
\$25-\$49,999K	32.9%
\$50K+	36.4%

## Home Value

\$50-\$99,999K	9.1%
\$100-\$199,999K	32.8%
\$200-\$299,999K	17.2%
\$300K+	8.3%

## Ethnic Population



## Age Demographics

18-34	16.5%
35-54	33.0%
55+	50.5%

## Education Breakdown

H.S. Grad	30.4%
Some College	30.4%
College Grad.	22.4%
Advanced Degree	9.8%

**DMA Market Rank: 14**  
**Cable Penetration: 87%**

# Mid Pinellas Market Data

## Employment Industry

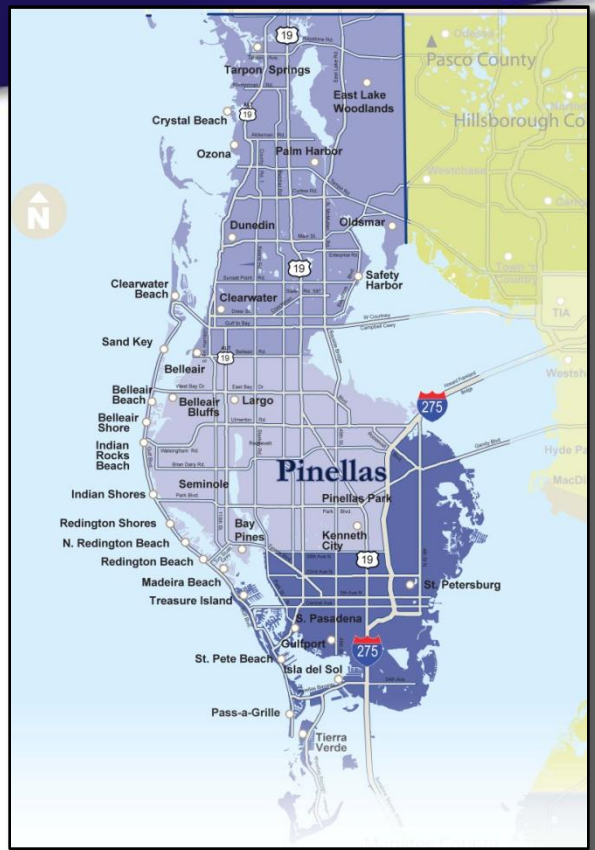
Professional/Technical	9.0%
Proprietors, Managers	15.7%
Clerical	13.6%
Blue Collar	14.8%

## Household Income

Under \$25K	30.2%
\$25-\$49,999K	38.3%
\$50K+	31.4%

## Home Value

\$50-\$99,999K	7.8%
\$100-\$199,999K	34.8%
\$200-\$299,999K	5.8%
\$300K+	3.9%



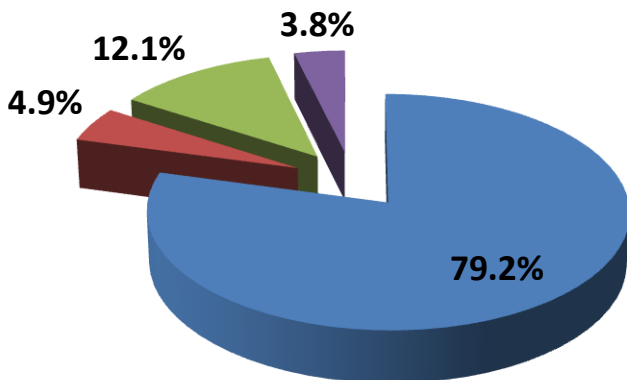
## Education Breakdown

H.S. Grad	37.6%
Some College	18.6%
College Grad.	23.9%
Advanced Degree	6.3%

## Age Demographics

18-34	26.1%
35-54	28.1%
55+	45.7%

## Ethnic Population



- White
- Black
- Hispanic
- Other

DMA Market Rank: 14  
Cable Penetration: 87%

# South Pinellas Market Data

## Employment Industry

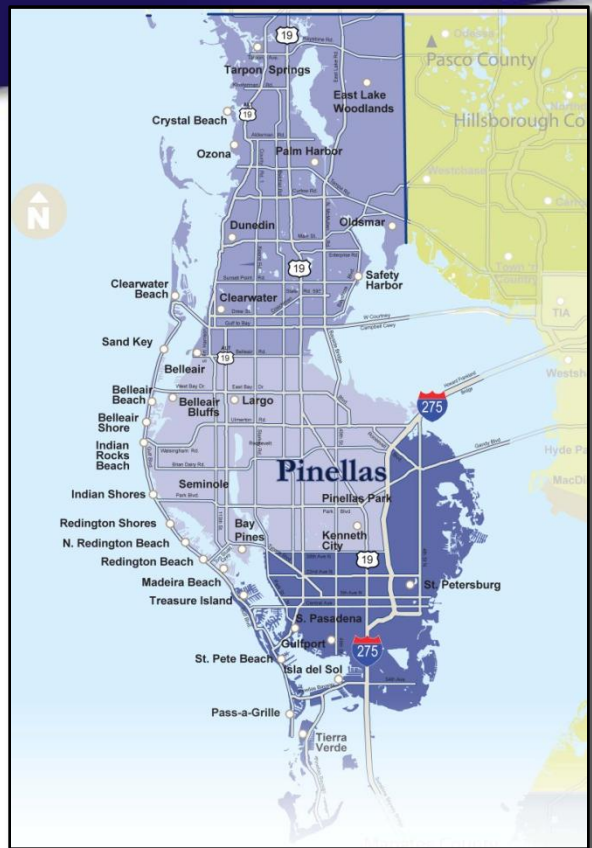
Professional/Technical	13.3%
Proprietors, Managers	9.4%
Clerical	12.4%
Blue Collar	16.0%

## Household Income

Under \$25K	21.3%
\$25-\$49,999K	42.5%
\$50K+	36.4%

## Home Value

\$50-\$99,999K	14.4%
\$100-\$199,999K	37.3%
\$200-\$299,999K	6.1%
\$300K+	9.5%



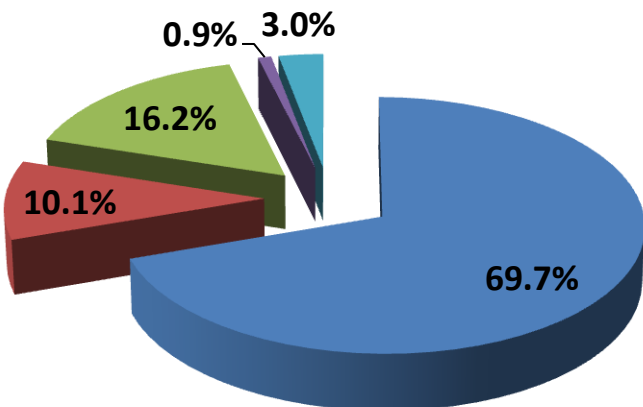
## Education Breakdown

H.S. Grad	40.8%
Some College	18.5%
College Grad.	25.8%
Advanced Degree	9.4%

## Age Demographics

18-34	33.7%
35-54	24.5%
55+	41.8%

## Ethnic Population



- White
- Black
- Hispanic
- Asian
- Other

DMA Market Rank: 14  
 Cable Penetration: 87%

# Pinellas Market Zip Codes

## North Pinellas

33755 Clearwater  
 33756 Clearwater  
 33759 Clearwater  
 33761 Clearwater  
 33763 Clearwater  
 33764 Clearwater  
 33765 Clearwater  
 33767 Clearwater Beach  
 33771 Largo  
 34660 Ozona  
 34677 Oldsmar  
 34681 Crystal Beach  
 34683 Palm Harbor  
 34684 Palm Harbor  
 34685 Palm Harbor  
 34688 Tarpon Springs  
 34689 Tarpon Springs  
 34695 Safety Harbor  
 34698 Dunedin

## Mid Pinellas

33702 St. Petersburg  
 33708 St. Petersburg  
 33709 St. Petersburg  
 33714 St. Petersburg  
 33756 Clearwater  
 33760 Clearwater  
 33764 Clearwater  
 33770 Largo  
 33771 Largo  
 33772 Seminole  
 33773 Largo  
 33774 Largo  
 33776 Seminole  
 33777 Seminole  
 33778 Largo  
 33781 Pinellas Park  
 33782 Pinellas Park  
 33785 Indian Rocks Beach  
 33786 Belleair Beach

## South Pinellas

33701 St. Petersburg  
 33702 St. Petersburg  
 33703 St. Petersburg  
 33704 St. Petersburg  
 33705 St. Petersburg  
 33706 St. Pete Beach  
 33707 South Pasadena  
 33709 Kenneth City  
 33710 St. Petersburg  
 33711 Gulfport  
 33712 St. Petersburg  
 33713 St. Petersburg  
 33714 St. Petersburg  
 33715 Tierra Verde  
 33716 St. Petersburg

