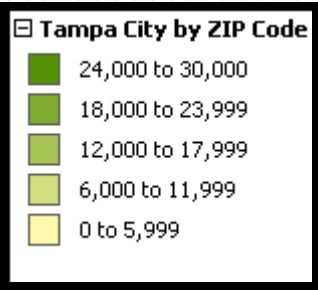
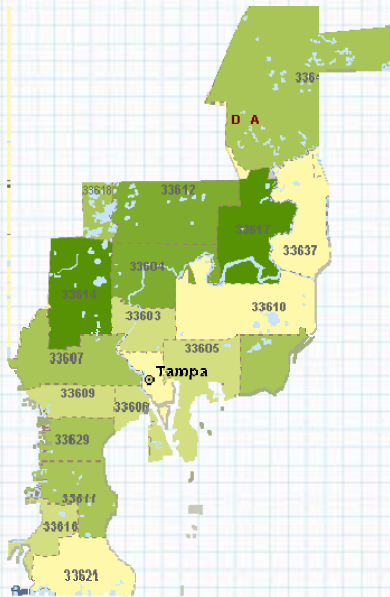


Tampa City - Hillsborough County

191,931 Ad18+



Demographics

| | | |
|----------------------|------------------|---------------------|
| 46% Male, 53% Female | 63% Adults 18-49 | 27% College Grad |
| 29% 1+ Child in Home | 58% Adults 25-54 | 21% Business Prof |
| 32% Single | 68% White | 16% Sales & Support |
| 43% Married | 18% Black | 81% Home Owners |
| 13% Divorced | 23% Hispanic | 17% Renters |

Lifestyles

| | | |
|---|--|--|
| FINANCIAL Tax Shelter Invest. Collectibles | LEISURE ACTIVITIES Reading Gaming Mags Visiting aquariums | MEMBERSHIPS Body of Local Govt Reg. Devel. Group |
| SPORTS & FITNESS Archery Volley Ball | INCOME 45% \$50k+ 19% \$100k+ | OTHER INTERESTS Collects Dolls Collects Warner Bros Hanna/Barbera Mem. |

Attitudes & Opinions

| | |
|---|---|
| Does more internet shopping | Likes looking for new/interesting web sites |
| Would like to set up own business | Pays any price for good financial advice |
| Most expensive meds are the best | Gathers health info from library |
| Use Internet to plan shopping trips | Goes out of way to find new stores |
| Advertising receptivity far above average | Designer labels improve person's image |

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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