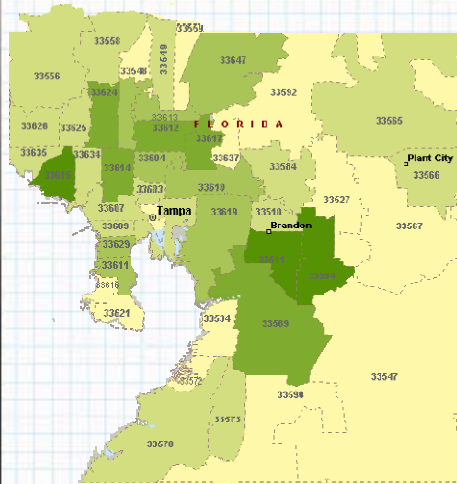


Hillsborough County Wide

479,555 Ad18+



East, West and City Hills

- 28,000 to 35,000
- 21,000 to 27,999
- 14,000 to 20,999
- 7,000 to 13,999
- 0 to 6,999

Demographics

47% Male, 53% Female	62% Adults 18-49	16% College Grad
26% 1+ Child in Home	57% Adults 25-54	16% Business Prof
28% Single	75% White	15% Sales & Support
49% Married	14% Black	71% Home Owners
12% Divorced	19% Hispanic	26% Renters

Lifestyles

FINANCIAL	LEISURE ACTIVITIES	MEMBERSHIPS
Other College Funds	Tailgate Parties	Regional Dev. Comm.
Investment Collectibles	Visiting an Aquarium	PTA / Parents Org.
SPORTS & FITNESS	INCOME	OTHER INTERESTS
Volley Ball	52% \$50k+	Warner Bros. Characters
Soccer	18% \$100k+	Disney Characters

Attitudes & Opinions

Would like to set up own business	Likes finding new/interesting websites
Ads for financial services interesting	Shopping from Internet More
Above average early adopter	Trust homeopathic medicine
Likes experimenting with new styles	Uses Internet to plan shopping trip
Designer label improves image	Foreign cars more prestigious
Spends to look younger	Will try any new diet

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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NETWORKS

