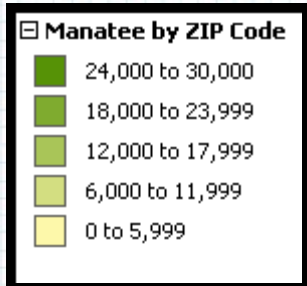
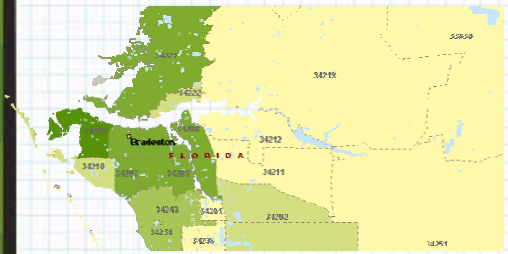


Manatee County

198,158 Ad18+



Demographics

47% Male, 53% Female	50% Adults 18-49	21% College Grad
29% 1+ Child in Home	49% Adults 50+	17% Business Prof
23% Single	86% White	15% Sales & Support
53% Married	9% Black	75% Home Owners
11% Divorced	10% Hispanic	23% Renters

Lifestyles

FINANCIAL	LEISURE ACTIVITIES	MEMBERSHIPS
US Treasury Bills/Notes	Reading/Gaming/Mags	School or College Board
InterNatl Investments	Needlework/Quilting	Hospital Board
SPORTS & FITNESS	INCOME	OTHER INTERESTS
Skin Diving/Snorkeling	49% \$50k+	Visit State Fairs
Weight Training	16% \$100k+	Collects Disney characters

Attitudes & Opinions

Refinancing Home Next 12 Months	Expects to change job this year
OTC Drugs safer than prescription	1 st time financial investment this year
Prefers to buy what neighbors approve of	Eleven domestic trips this past year
Changes brands often for variety	Keeps up with technical developments
Travel abroad at least once/year	Likes to hear about prdcts/svcs via e-mail

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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