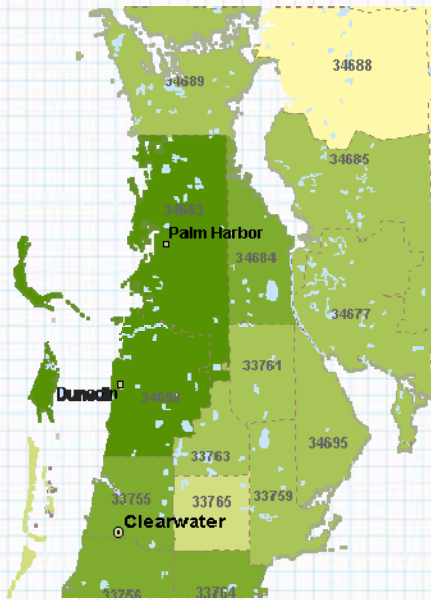
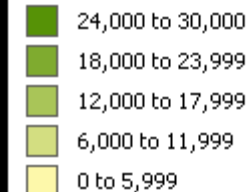


North Pinellas County

249,380 Ad18+



North Pinellas by ZIP Code



Demographics

47% Male, 53% Female	48% Adults 18-49	27% College Grad
26.5% 1+ Child in Home	52% Adults 50+	18% Business Prof
22.4% Single	89% White	15% Sales & Support
51% Married	5% Black	76% Home Owners
13% Divorced	9% Hispanic	22% Renters

Lifestyles

FINANCIAL	LEISURE ACTIVITIES	MEMBERSHIPS
Savings Certificates	Listening to Music	Civic Clubs
Investments	Dining Out	Business Clubs
SPORTS AND FITNESS	INCOME	OTHER INTERESTS
Backpacking/Hiking	49% \$50k+	Own collectibles
Swimming	16% \$100k+	Visit Museums

Attitudes & Opinions

Enjoys spending time with family	Tries to eat healthy diet
Important to have a lasting relationship	Feels secure financially
Foreign Cars More prestigious than Amer.	Likes to pursue challenge/change
Important a company acts ethically	Far above avg. Active Health Mgmt.
Doesn't like the idea of being in debt	Makes a conscious effort to recycle
Gets what they need in store & gets out	Pays more-environm. friendly prod.
Actively seeks info about nutrition	Important to juggle tasks

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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