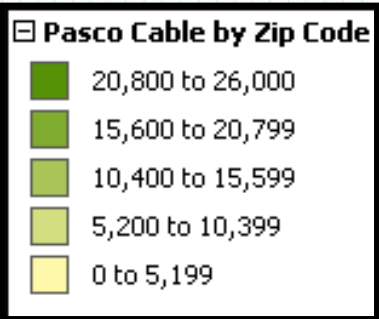
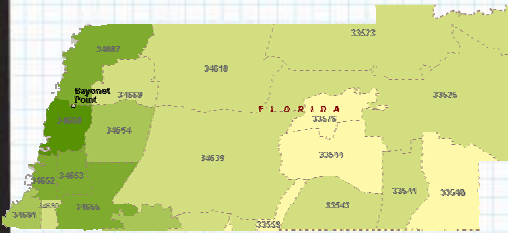


# Pasco County

242,537 Ad18+



**Demographics**

|                      |                  |                 |
|----------------------|------------------|-----------------|
| 47% Male, 53% Female | 50% Adults 18-49 | 16% Prof./Mgr.  |
| 32% 1+ Child in Home | 50% Adults 50+   | 5% Sales        |
| 20% Single           | 91% White        | 8% Adm. Support |
| 55% Married          | 2% Black         | 70% Home Owners |
| 12% Divorced         | 11% Hispanic     | 28% Renters     |

**Lifestyles**

|                           |                           |                        |
|---------------------------|---------------------------|------------------------|
| <b>FINANCIAL</b>          | <b>LEISURE ACTIVITIES</b> | <b>MEMBERSHIPS</b>     |
| Have savings account      | Listening to Music        | Civic / Veterans Clubs |
| Investments               | Dining Out                | Religious Clubs        |
| <b>SPORTS AND FITNESS</b> | <b>INCOME</b>             | <b>OTHER INTERESTS</b> |
| Walking/Exercise          | 42% \$50k+                | Own collectibles       |
| Swimming                  | 13% \$100k+               | Gardening, Reading     |

**Attitudes & Opinions**

|   |                                     |
|---|-------------------------------------|
| Tends to buy things spur of the moment          | Prefers to shop with family         |
| Likes to do unconventional things               | First sign of pain, take meds       |
| Will buy from non-specialty store because price | Smart Greens                        |
| Tries any new diet                              | Health info by drug co. useful      |
| Buy goods produced by own country when possible | Likes websites that show local info |
| Often goes out of way to find new stores        | Important-have lasting relationship |

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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