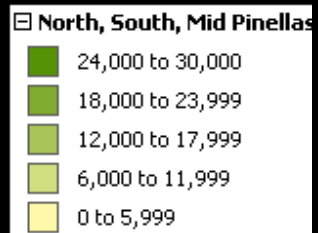
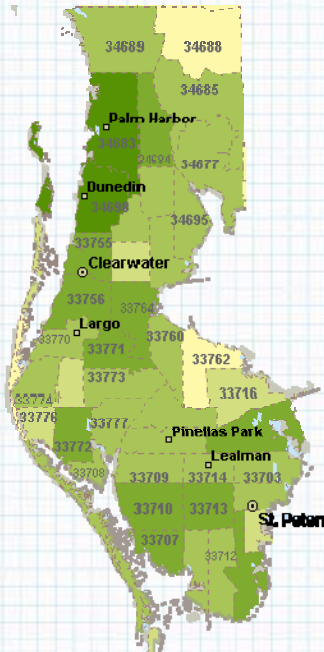


Pinellas County-Wide

642,263 Ad18+



Demographics

47% Male, 53% Female	50% Adults 18-49	24% College Grad
26% 1+ Child in Home	50% Adults 50+	18% Business Prof
23% Single	85% White	15% Sales & Support
49% Married	8% Black	75% Home Owners
13% Divorced	7% Hispanic	23% Renters

Lifestyles

FINANCIAL	LEISURE ACTIVITIES	MEMBERSHIPS
Cash Mgmt Accts.	Surfing/Wind Surfing	Art Associations
CDs & Short term Notes	Yoga	Human Rights Orgs.
SPORTS & FITNESS	INCOME	OTHER INTERESTS
Surfing/Windsurfing	46% \$50k+	Collectors (various)
Backpacking/Hiking	14% \$100k+	Visiting Museums

Attitudes & Opinions

Budget allows designer clothes	Prefer food presented as art form
Eats gourmet food at every chance	Friends ask advice about Health/Nutrit.
Prefers alternative med to standard practice	Snacks on Healthy foods
Vegetarian	Important to keep young looking
Interested in International Events	If at 1 st don't succeed, keep trying
No point taking non prescription meds	Likes websites that protect privacy

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

Published - 08/01/08