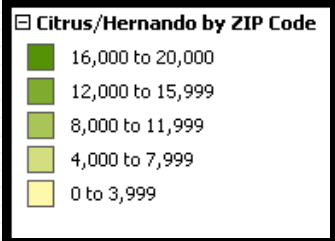
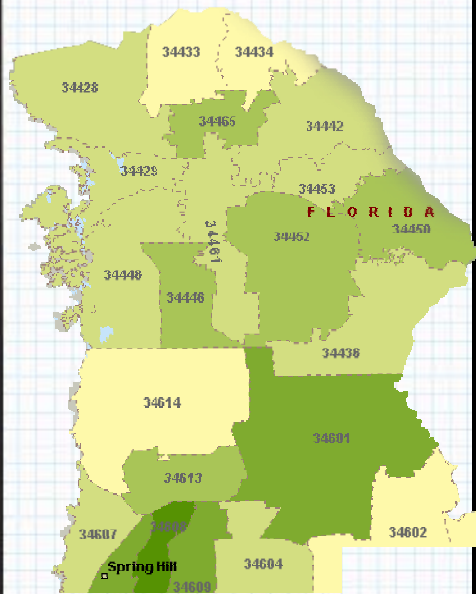


Citrus/Hernando Counties

170,125 Ad18+



Demographics

49% Male, 51% Female	40% Adults 25-54	13% College Grad
26% 1+ Child in Home	60% Adults 50+	12% Business Prof
16% Single	90% White	13% Sales & Support
58% Married	4% Black	88% Home Owners
11% Divorced	12% Hispanic	10% Renters

Lifestyles

FINANCIAL	LEISURE ACTIVITIES	MEMBERSHIPS
US Treasury Bills	Wood Working	Veterans Clubs
Local/State/Muni Bonds	Bird Watching	Fraternal Orders
SPORTS & FITNESS	INCOME	OTHER INTERESTS
Freshwater Fishing	34% \$50k+	Collectors (various)
Exercise at home	7% \$100k+	Visiting Museums

Attitudes & Opinions

Sticks to favorite clothing brand	Thinks about calories they eat
Good at fixing things	Stock market too risky
US car brands set standard	4 trips abroad last 3 years
Often eats store-made, pre-cooked meals	Buys recycled paper products
Only uses Dr recommended drug brands	Likes food presented in an art form

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

Published - 08/01/08