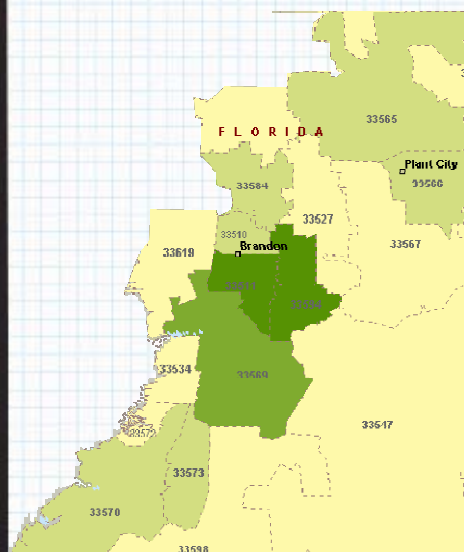


Hillsborough East County

169,682 Ad18+



Hillsborough East by ZIP Code

- 28,000 to 35,000
- 21,000 to 27,999
- 14,000 to 20,999
- 7,000 to 13,999
- 0 to 6,999

Demographics

46% Male, 54% Female	59% Adults 18-49	22% College Grad
29% 1+ Child in Home	56% Adults 25-54	21% Business Prof
23% Single	80% White	16% Sales & Support
55% Married	13% Black	80% Home Owners
11% Divorced	14% Hispanic	17% Renters

Lifestyles

FINANCIAL	LEISURE ACTIVITIES	MEMBERSHIPS
Other College Savings	Likes tailgate partying	Regional Development
On-Line Trading	Go-Carting	PTA/Parenting Groups
SPORTS & FITNESS	INCOME	OTHER INTERESTS
Baseball/Football	54% \$50k+	Sports Memorabilia
YMCA	16% \$100k+	Disney Characters

Attitudes & Opinions

Money is best measure of success	Likes websites that protect ID
Does more shopping on Internet	Important to be well insured
Non-prescription meds don't work	Goes out of way to find new stores
Prefers shopping local stores to National chains	Coupons draws them to stores they don't normally shop
	American car companies set the standard

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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