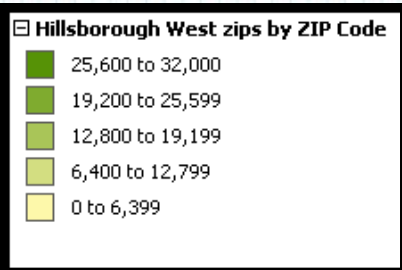
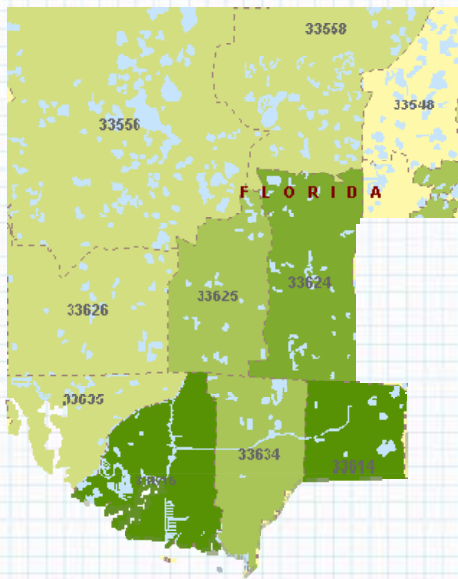


Hillsborough West Counties

160,310 Ad18+



Demographics

48% Male, 52% Female	63% Adults 18-49	27% College Grad
26% 1+ Child in Home	57% Adults 25-54	21% Business Prof
29% Single	75% White	17% Sales & Support
49% Married	10% Black	66% Home Owners
13% Divorced	24% Hispanic	31% Renters

Lifestyles

FINANCIAL Invest. Collectibles Other College funds	LEISURE ACTIVITIES Tailgate Parties Visiting aquariums	MEMBERSHIPS Private Health Club Body of Local Gov't.
SPORTS & FITNESS Skateboarding Soccer	INCOME 53% \$50k+ 19% \$100k+	OTHER INTERESTS Sports Trading Cards Visiting Museums

Attitudes & Opinions

<p>Would like to set up own business</p> <p>Ads for financial svcs are interesting</p> <p>Gathers health info from library</p> <p>Advtg. Receptivity far above average</p> <p>Above average early adopters.</p> <p>Foreign cars more prestigious than American</p>	<p>Likes to look for new/interesting websites</p> <p>Does more Internet shopping</p> <p>Most expensive meds are the best</p> <p>Shops spec stores – carry more brands</p> <p>Uses internet to plan shopping trips</p>
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Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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