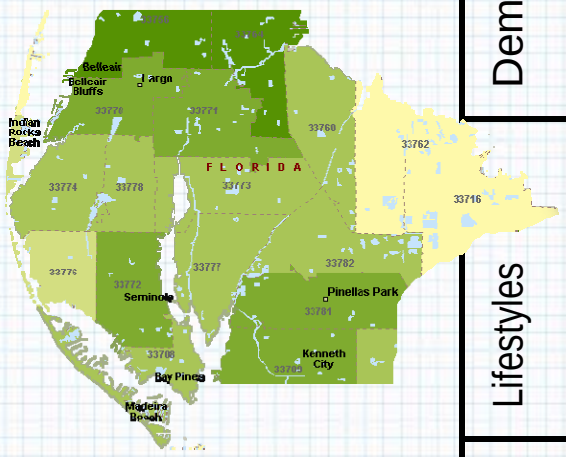
Mid Pinellas County

258,027 Ad18+



Demographics

48% Male, 52% Female	48% Adults 18-49	21% College Grad
24% 1+ Child in Home	52% Adults 50+	16% Business Prof
22% Single	89% White	14% Sales & Support
50% Married	4% Black	78% Home Owners
13% Divorced	7% Hispanic	21% Renters

Lifestyles

FINANCIAL	LEISURE ACTIVITIES	MEMBERSHIPS
Owns InterNatl Invest	Dining Out	Civic & Business Clubs
On-line trading	Going Out Bars/Dance	Environmentalist Orgs
SPORTS AND FITNESS	INCOME	OTHER INTERESTS
Surfing/Wind Surfing	44% $50k+	Foreign Travel
Walking/Exercise	11% $100k+	Listening to Music

Attitudes & Opinions

Enjoys spending time with family	Their Faith is very important
Important a company acts ethically	Should exercise more
Doesn't like the idea of being in debt	Home is important
Important to be well informed	Have reg. medical checkups
Likes websites that protect privacy	Foreign Travelers
Seizes opportunities in life	Drug not Dr. recommend no integrity
Conscious effort to recycle	Workaholics

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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