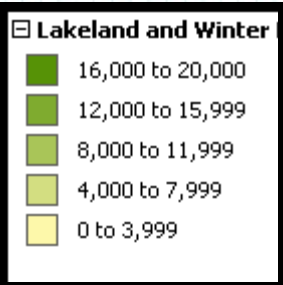
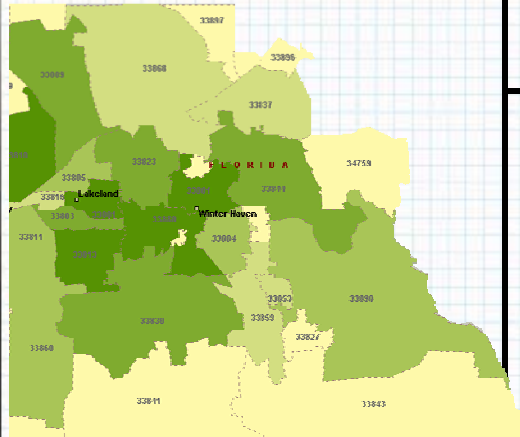


Polk County

256,057 Ad18+



Demographics

46% Male, 53% Female	55% Adults 18-49	16% College Grad
29% 1+ Child in Home	52% Adults 25-54	16% Business Prof
25% Single	81% White	15% Sales & Support
54% Married	14% Black	75% Home Owners
11% Divorced	10% Hispanic	23% Renters

Lifestyles

FINANCIAL	LEISURE ACTIVITIES	MEMBERSHIPS
529 College Savings	Woodworking	Church Board
InterNat'l Investments	Board/Card Games	Hospital Board
SPORTS & FITNESS	INCOME	OTHER INTERESTS
Baseball/Football	39% \$50k+	Collects Disney chrcters
YMCA Fitness Program	9% \$100k+	Visiting Museums

Attitudes & Opinions

Likes making unique fashion statements	Loves buying new gadgets
Likes new cars every 2-3 years	Spends whatever to look young
Usually one of the first to try new food product	Gets to very top in career
Often goes out of way to find new stores	OTC drugs safer than prescription
Likes to hear about prdcts/svcs via e-mail	Finds financial services ads interesting

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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