

DMA Market Rank: 14  
Cable Penetration: 74%

# Citrus County Market Data

## Employment Industry

Mgt/Professional	25.4%
Service	18.3%
Sales/Office	26.9%
Construction	14.3%
Production/Transportation	13.0%

## Home Value

Median Home Value \$84,400

## Household Income

Median HH income \$38,476



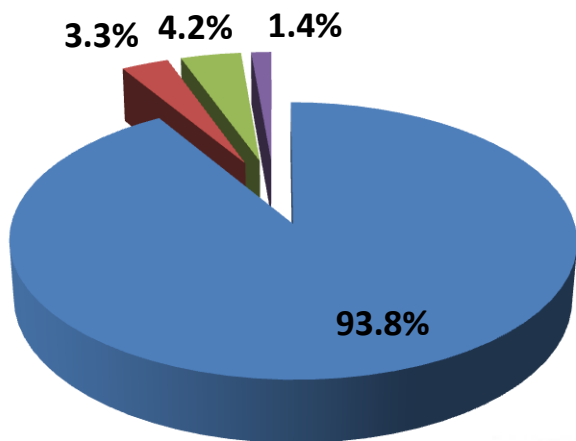
## Education Breakdown

H.S. Grad	36.1%
Some College	22.3%
College Grad.	7.4%
Advanced Degree	5.7%

## Age Demographics

20-49	36.3%
50+	39.5%

## Ethnic Population



- White
- Black
- Hispanic
- Asian

DMA Market Rank: 14  
Cable Penetration: 81%

# Hernando Market Data

## Employment Industry

Professional/Technical	8.8%
Proprietors, Managers	14.4%
Clerical	15.8%
Blue Collar	8.9%

## Household Income

Under \$25K	27.1%
\$25-\$49,999K	45.0%
\$50K+	27.6%

## Home Value

\$50-\$99,999K	16.3%
\$100-\$199,999K	35.1%
\$200-\$299,999K	13.0%
\$300K+	3.1%



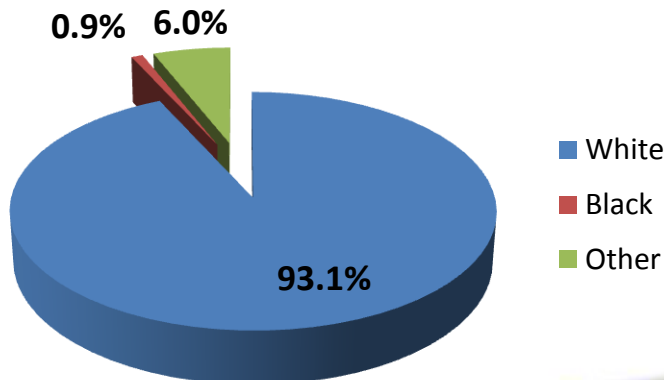
## Education Breakdown

H.S. Grad	39.6%
Some College	25.4%
College Grad.	13.7%
Advanced Degree	9.7%

## Age Demographics

35-54	53.2%
55+	53.4%

## Ethnic Population



# Citrus/Hernando Zip Codes

## Citrus

- 34428 Crystal River
- 34429 Crystal River
- 34433 Dunnellon
- 34434 Dunnellon
- 34436 Floral City
- 34442 Hernando
- 34445 Holder
- 34446 Homosassa
- 34448 Homosassa
- 34450 Inverness
- 34452 Inverness
- 34453 Inverness
- 34461 Lecanto
- 34465 Beverly Hills

## Hernando

- 34601 Brooksville
- 34602 Brooksville
- 34604 Brooksville
- 34606 Spring Hill
- 34607 Spring Hill
- 34608 Spring Hill
- 34609 Spring Hill
- 34613 Brooksville
- 34614 Brooksville

