

DMA Market Rank: 14
Cable Penetration: 87%

Mid Pinellas Market Data



Employment Industry

Professional/Technical	9.0%
Proprietors, Managers	15.7%
Clerical	13.6%
Blue Collar	14.8%

Household Income

Under \$25K	30.2%
\$25-\$49,999K	38.3%
\$50K+	31.4%

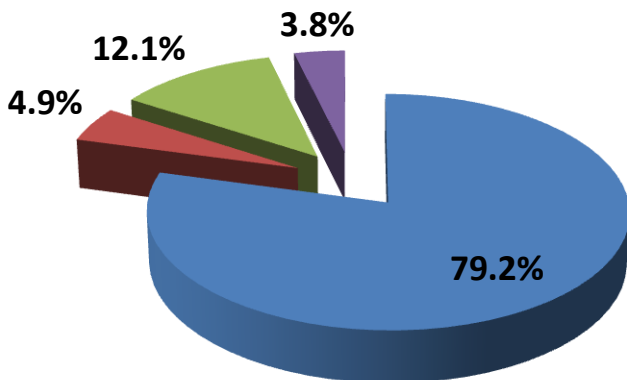
Home Value

\$50-\$99,999K	7.8%
\$100-\$199,999K	34.8%
\$200-\$299,999K	5.8%
\$300K+	3.9%

Education Breakdown

H.S. Grad	37.6%
Some College	18.6%
College Grad.	23.9%
Advanced Degree	6.3%

Ethnic Population



Age Demographics

18-34	26.1%
35-54	28.1%
55+	45.7%

- White
- Black
- Hispanic
- Other

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Mid Pinellas Zone Zip Codes

Mid Pinellas

- 33702 St. Petersburg
- 33708 St. Petersburg
- 33709 St. Petersburg
- 33714 St. Petersburg
- 33756 Clearwater
- 33760 Clearwater
- 33764 Clearwater
- 33770 Largo
- 33771 Largo
- 33772 Seminole
- 33773 Largo
- 33774 Largo
- 33776 Seminole
- 33777 Seminole
- 33778 Largo
- 33781 Pinellas Park
- 33782 Pinellas Park
- 33785 Indian Rocks Beach
- 33786 Belleair Beach

