

DMA Market Rank: 14  
Cable Penetration: 87%

# South Pinellas Market Data

## Employment Industry

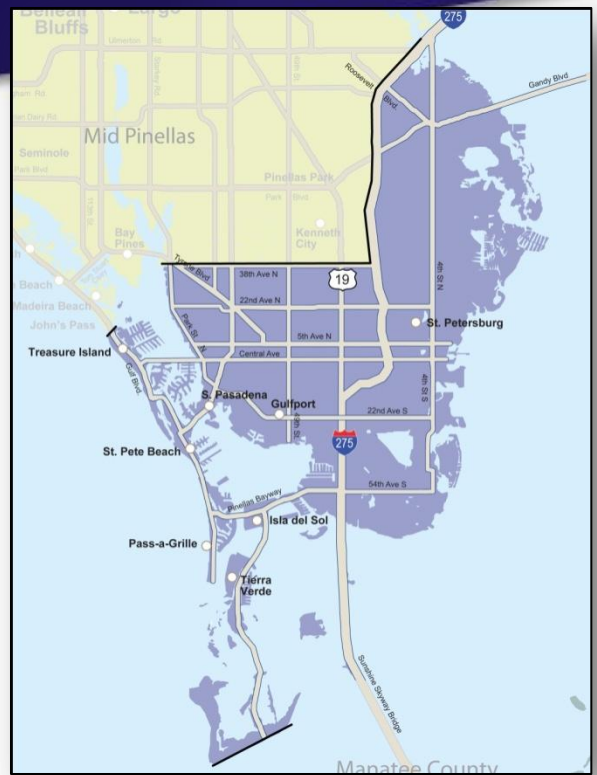
Professional/Technical	13.3%
Proprietors, Managers	9.4%
Clerical	12.4%
Blue Collar	16.0%

## Household Income

Under \$25K	21.3%
\$25-\$49,999K	42.5%
\$50K+	36.4%

## Home Value

\$50-\$99,999K	14.4%
\$100-\$199,999K	37.3%
\$200-\$299,999K	6.1%
\$300K+	9.5%



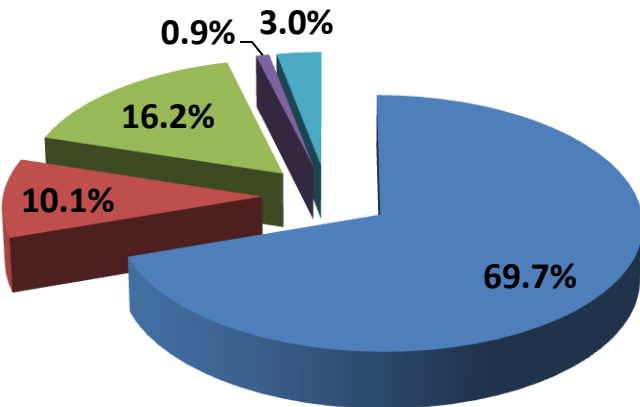
## Education Breakdown

H.S. Grad	40.8%
Some College	18.5%
College Grad.	25.8%
Advanced Degree	9.4%

## Age Demographics

18-34	33.7%
35-54	24.5%
55+	41.8%

## Ethnic Population



- White
- Black
- Hispanic
- Asian
- Other

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# South Pinellas Zone Zip Codes

## South Pinellas

- 33701 St. Petersburg
- 33702 St. Petersburg
- 33703 St. Petersburg
- 33704 St. Petersburg
- 33705 St. Petersburg
- 33706 St. Pete Beach
- 33707 South Pasadena
- 33709 Kenneth City
- 33710 St. Petersburg
- 33711 Gulfport
- 33712 St. Petersburg
- 33713 St. Petersburg
- 33714 St. Petersburg
- 33715 Tierra Verde
- 33716 St. Petersburg

