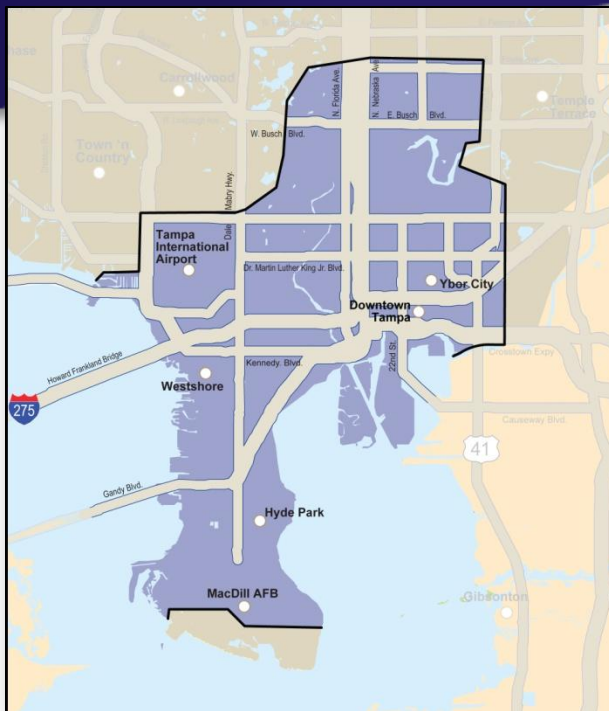


DMA Market Rank: 14
Cable Penetration: 79%



South Tampa Zone Market Data

Employment Industry

Professional/Technical	15.6%
Proprietors, Managers	11.7%
Clerical	15.8%
Blue Collar	7.6%

Household Income

Under \$25K	20.9%
\$25-\$49,999K	46.3%
\$50K+	32.8%

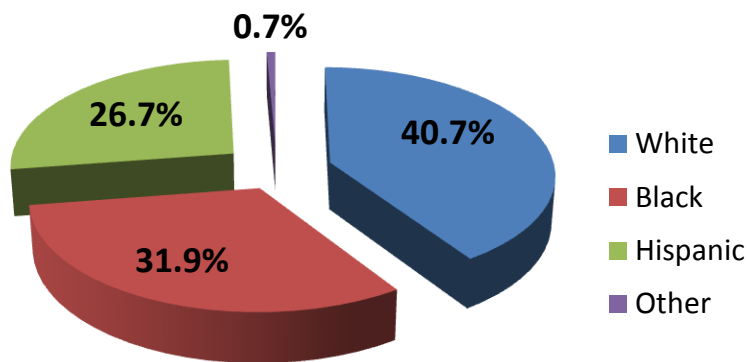
Home Value

\$50-\$99,999K	6.0%
\$100-\$199,999K	39.9%
\$200-\$299,999K	4.0%
\$300K+	6.6%

Age Demographics

18-34	41.6%
35-54	27.2%
55+	38.1%

DMA Ethnic Population



Education Breakdown

H.S. Grad	46.3%
Some College	13.8%
College Grad.	18.0%
Advanced Degree	14.1%

DMA Market Rank: 14
Cable Penetration: 79%



South Tampa Zone Zip Codes

South Tampa Zone

- 33602 Tampa
- 33603 Tampa
- 33604 Tampa
- 33605 Tampa
- 33606 Tampa
- 33607 Tampa
- 33609 Tampa
- 33610 Tampa
- 33611 Tampa
- 33612 Tampa
- 33614 Tampa
- 33616 Tampa
- 33617 Tampa
- 33619 Tampa
- 33621 Tampa
- 33629 Tampa