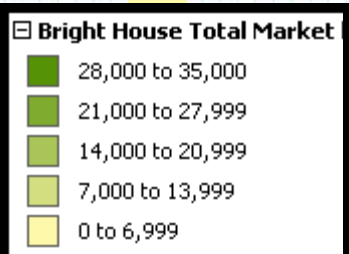
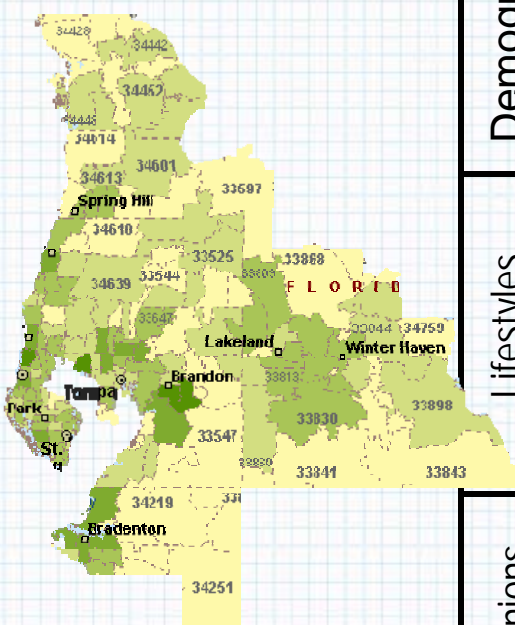


Bright House Tampa-St. Petersburg

1,711,000 Ad18+



Demographics

47% Male, 53% Female	53% Adults 18-49	18% Prof./Mgr.
31% 1+ Child in Home	47% Adults 50+	5% Sales
24% Single	83% White	10% Adm. Support
51% Married	9% Black	76% Home Owners
12% Divorced	12% Hispanic	22% Renters

Lifestyles

FINANCIAL Have savings account Investments	LEISURE ACTIVITIES Listening to Music Dining Out	MEMBERSHIPS Civic / Veterans Clubs Religious Clubs
SPORTS AND FITNESS Walking/Exercise Swimming	INCOME 45% \$50k+ 14% \$100k+	OTHER INTERESTS Own collectibles Gardening, Reading

Attitudes & Opinions

Enjoys spending time with family	Home is an important part-who they are
Important to have a lasting relationship	Prefer to pay cash for purchases
Doesn't like the idea of being in debt	Most expensive meds the best
Responds to incentive orders from manuf.	Often go out of way to find new stores
Important a company acts ethically	Enjoys taking risks
Likes websites that protect privacy	Money best measure of success

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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