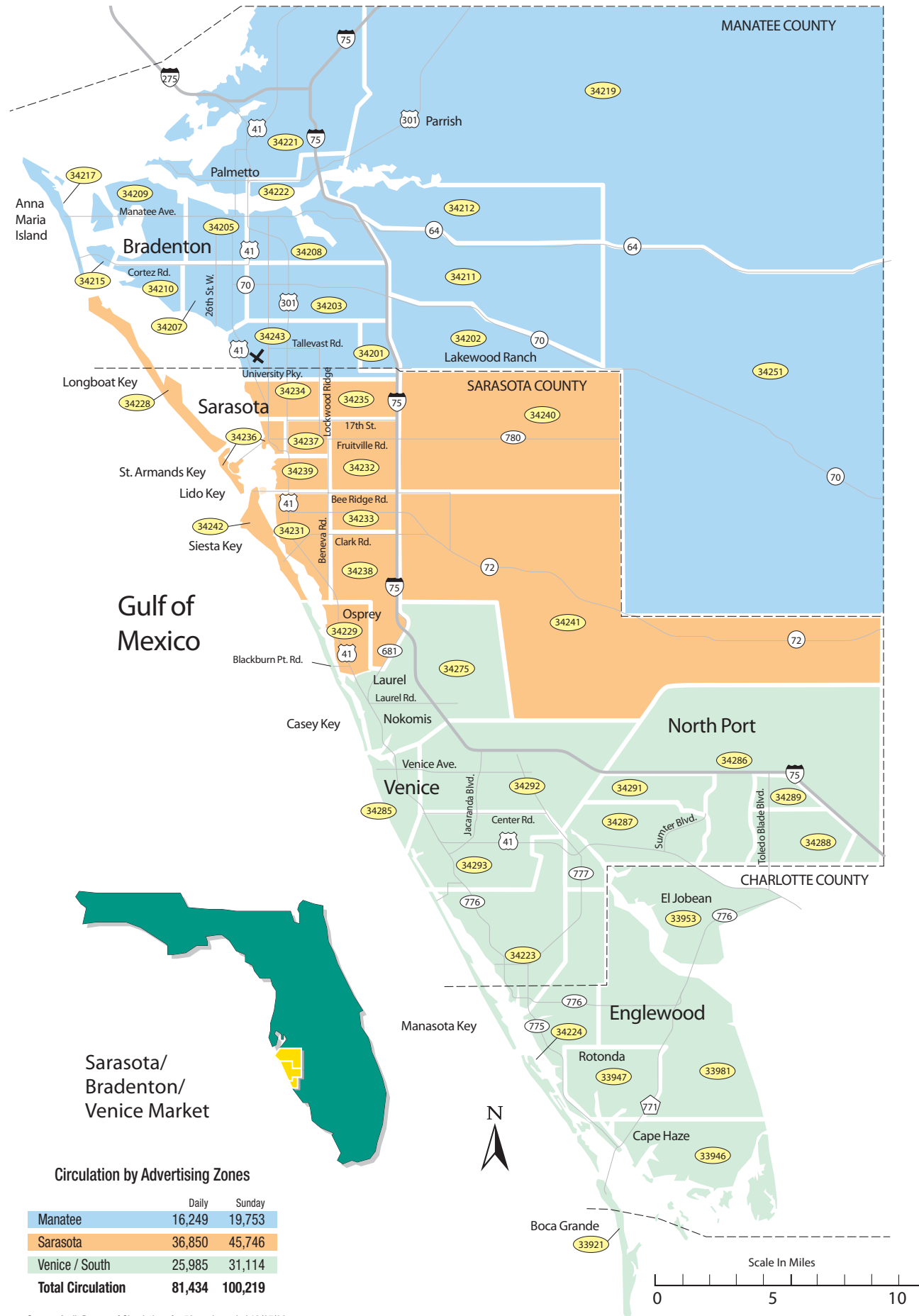


# ZIP CODE PROFILES: SARASOTA | BRADENTON | VENICE MARKET



## Herald-Tribune

Zip Code & Name	Occupied Households	Circulation		Household Reach		Key Demographics							
		Daily	Sunday	Daily	Sunday	% Annual Change 10-Yr	% Annual Change 1-Yr	Seasonal Swing	Median Age	Average HH Size	College Ed %	Per Capita \$ Income	Per HH \$ Income
<b>Manatee Zone</b>	<b>129,404</b>	<b>16,249</b>	<b>19,753</b>	<b>13%</b>	<b>15%</b>	<b>1.9</b>	<b>0.2</b>	<b>35%</b>	<b>41.8</b>	<b>2.39</b>	<b>20.3</b>	<b>23,066</b>	<b>55,123</b>
<b>East Manatee</b>	<b>48,359</b>	<b>10,042</b>	<b>12,602</b>	<b>21%</b>	<b>26%</b>	<b>5.7</b>	<b>1.9</b>	<b>27%</b>	<b>41.7</b>	<b>2.51</b>	<b>26.7</b>	<b>28,631</b>	<b>71,956</b>
34201 University Park	1,764	846	1,022	48%	58%	11.5	-0.4	45%	55.2	1.84	47.4	48,573	89,589
34202 Lakewood Ranch	7,602	2,309	2,633	30%	35%	5.7	1.8	19%	37.6	2.71	43.6	40,552	109,719
34203 Oneco/Tara	13,411	1,813	2,190	14%	16%	2.7	-0.7	40%	43.0	2.49	16.5	20,948	52,247
34211 Lakewood Ranch	1,145	321	314	28%	27%	3.4	5.8	34%	47.6	2.64	27.7	34,631	91,315
34212 East Manatee	5,488	786	1,126	14%	21%	12.3	2.9	15%	34.2	2.88	25.7	25,958	74,694
34219 Parrish	6,143	500	691	8%	11%	10.4	9.0	28%	45.5	2.50	19.5	28,298	70,770
34243 Palm Aire	10,748	3,325	4,421	31%	41%	1.9	1.6	25%	46.3	2.23	31.8	29,173	65,136
34251 Myakka City	2,057	142	205	7%	10%	3.7	-1.0	7%	33.0	3.25	11.8	21,358	69,373
<b>West Manatee</b>	<b>81,045</b>	<b>6,207</b>	<b>7,151</b>	<b>8%</b>	<b>9%</b>	<b>0.3</b>	<b>-0.8</b>	<b>40%</b>	<b>41.9</b>	<b>2.32</b>	<b>16.8</b>	<b>19,909</b>	<b>46,287</b>
34205 Bradenton	12,167	930	1,108	8%	9%	-0.6	-1.4	22%	38.3	2.34	13.7	16,506	38,578
34207 Bayshore	13,131	637	843	5%	6%	-0.5	-0.3	44%	40.9	2.10	10.0	16,481	34,570
34208 E Bradenton	10,118	598	657	6%	6%	0.1	-1.4	31%	32.8	2.82	11.9	17,081	48,105
34209 NW Bradenton	13,762	1,242	1,475	9%	11%	0.0	-0.3	31%	49.5	2.27	26.7	25,629	58,158
34210 El Conquistador	7,738	1,017	1,136	13%	15%	1.4	-0.4	66%	50.3	1.95	28.3	25,824	50,381
34215 Cortez	740	100	100	14%	14%	-1.5	-3.2	50%	59.8	1.85	22.7	30,829	56,962
34217 Anna Maria	3,679	432	460	12%	13%	-1.6	-1.6	84%	54.0	1.93	28.8	28,733	55,353
34221 Palmetto	14,013	945	1,039	7%	7%	1.5	-0.4	41%	38.8	2.67	12.0	18,097	48,340
34222 Ellenton	5,698	306	333	5%	6%	1.7	-1.7	43%	61.5	1.95	13.1	20,619	40,193
<b>Sarasota Zone</b>	<b>97,699</b>	<b>36,850</b>	<b>45,746</b>	<b>38%</b>	<b>47%</b>	<b>0.2</b>	<b>-0.8</b>	<b>39%</b>	<b>48.5</b>	<b>2.16</b>	<b>28.8</b>	<b>31,969</b>	<b>69,073</b>
34228 Longboat Key	4,664	1,785	2,179	38%	47%	-1.7	-0.9	164%	69.0	1.74	52.2	84,862	148,070
34229 The Oaks	3,579	1,406	1,744	39%	49%	2.4	-0.6	38%	54.0	2.07	34.4	53,955	111,839
34231 Gulf Gate	13,717	4,905	6,225	36%	45%	-1.1	-1.0	29%	49.3	2.01	27.6	29,985	60,291
34232 Fruitville	13,121	3,891	5,547	30%	42%	0.1	-0.6	21%	41.7	2.32	22.0	23,636	54,886
34233 Proctor Road	7,156	2,735	3,782	38%	53%	1.3	0.0	18%	50.5	2.23	26.5	28,134	62,708
34234 Newtown	7,082	2,265	2,682	32%	38%	-1.0	-1.2	36%	37.9	2.36	14.3	16,009	37,834
34235 The Meadows	6,211	2,427	2,992	39%	48%	0.4	-1.1	42%	52.1	2.11	32.7	30,167	63,625
34236 Downtown/Keys	6,823	3,308	3,748	48%	55%	0.8	1.3	36%	52.1	1.92	32.8	34,608	66,595
34237 Roberts Arena	5,977	1,505	2,022	25%	34%	-1.0	-1.3	26%	37.6	2.29	15.9	16,693	38,159
34238 Palmer Ranch	8,858	3,915	4,660	44%	53%	3.2	-3.2	40%	55.0	1.99	40.3	41,228	82,135
34239 Southgate	6,667	2,593	3,192	39%	48%	-1.0	0.2	19%	47.4	2.08	26.9	26,893	55,822
34240 Laurel Oak	3,246	1,689	1,934	52%	60%	5.5	0.8	47%	42.7	2.87	31.6	37,093	106,321
34241 Bent Tree	5,391	2,094	2,482	39%	46%	1.9	-0.4	20%	46.5	2.55	28.9	32,232	82,239
34242 Siesta Key	5,206	2,332	2,557	45%	49%	-1.5	-1.2	111%	58.5	1.87	49.9	65,931	122,998
<b>Venice/South Zone</b>	<b>85,831</b>	<b>25,985</b>	<b>31,114</b>	<b>30%</b>	<b>36%</b>	<b>2.6</b>	<b>0.6</b>	<b>59%</b>	<b>52.3</b>	<b>2.16</b>	<b>18.7</b>	<b>25,139</b>	<b>54,236</b>
<b>Venice</b>	<b>37,577</b>	<b>16,267</b>	<b>19,145</b>	<b>43%</b>	<b>51%</b>	<b>1.4</b>	<b>0.1</b>	<b>53%</b>	<b>60.0</b>	<b>1.98</b>	<b>24.2</b>	<b>29,094</b>	<b>57,676</b>
34275 Nokomis	7,078	3,223	3,769	46%	53%	1.0	-0.8	64%	55.2	2.05	26.1	36,142	74,232
34285 Venice	10,031	4,371	4,899	44%	49%	-0.5	-1.6	82%	68.8	1.76	25.4	28,514	50,213
34292 E Venice	6,060	3,216	3,844	53%	63%	6.4	3.7	64%	62.0	1.99	32.9	33,921	67,368
34293 S Venice	14,408	5,457	6,633	38%	46%	0.9	0.2	43%	54.8	2.11	19.3	24,374	51,407
<b>North Port</b>	<b>21,947</b>	<b>3,225</b>	<b>4,248</b>	<b>15%</b>	<b>19%</b>	<b>7.7</b>	<b>2.8</b>	<b>57%</b>	<b>38.8</b>	<b>2.53</b>	<b>11.5</b>	<b>18,613</b>	<b>47,125</b>
34286 North Port	5,818	740	1,025	13%	18%	10.0	-1.5	28%	33.8	2.79	8.7	18,142	50,552
34287 North Port	9,749	1,479	2,200	15%	23%	1.8	-2.3	69%	52.0	2.16	12.8	19,259	41,669
34288 North Port	3,500	416	475	12%	14%	22.6	2.3	40%	31.1	2.93	12.7	18,187	53,336
34289 North Port	818	311	295	38%	36%			69%	31.4	2.92	12.5	18,359	53,618
34291 North Port	2,063	279	253	14%	12%	0.3	0.3	27%	36.4	2.71	12.0	18,489	50,163
<b>Englewood</b>	<b>26,308</b>	<b>6,493</b>	<b>7,721</b>	<b>25%</b>	<b>29%</b>	<b>1.2</b>	<b>-0.6</b>	<b>70%</b>	<b>54.4</b>	<b>2.06</b>	<b>18.4</b>	<b>27,251</b>	<b>56,012</b>
33921 Boca Grande	582	264	280	45%	48%	-2.3	-1.8	243%	58.1	1.89	65.1	94,060	177,378
33946 Cape Haze	1,056	265	336	25%	32%	-2.5	0.0	92%	59.0	1.92	41.8	59,880	115,188
33947 Rotonda	3,722	707	823	19%	22%	4.7	0.0	50%	56.2	2.04	20.0	25,009	50,945
33953 El Jobean	2,135	365	512	17%	24%	4.5	-0.5	81%	48.5	2.18	16.5	27,567	59,976
33981 Gulf Cove	3,806	458	621	12%	16%	3.5	0.2	64%	46.0	2.30	11.2	21,512	49,429
34223 Englewood	8,180	2,810	3,329	34%	41%	-0.2	-0.7	84%	60.4	1.95	19.9	26,633	51,925
34224 Englewood	6,826	1,624	1,820	24%	27%	0.6	-1.1	90%	52.1	2.07	12.7	22,643	46,924
<b>Total</b>	<b>312,934</b>	<b>79,084</b>	<b>96,613</b>	<b>25%</b>	<b>31%</b>	<b>1.5</b>	<b>0.0</b>	<b>46%</b>	<b>47.3</b>	<b>2.25</b>	<b>22.4</b>	<b>26,262</b>	<b>59,154</b>
<b>National Averages</b>						<b>1.3</b>	<b>0.5</b>		<b>36.0</b>	<b>2.66</b>	<b>21.5</b>	<b>21,016</b>	<b>55,886</b>

Sources: USPS Address Maintenance Report; Audit Bureau of Circulations, 52 weeks ended 12/27/09; Nielsen Market Demographics 2009. Circulation fluctuates. For insert quantities, consult your account executive. % Ann Change is 1999-2009 and 2008-2009. College Ed% is age 18+. Seasonal Swing is 10-year average fluctuation from summer to winter populations. The Herald-Tribune also circulates in zip codes 33948, 33950, 33952, 33954, 33955, 33980, 33982 & 33983 in Charlotte County, and in DeSoto County. Calculations by Herald-Tribune Marketing Department. **Total circulation is 81,434 daily and 100,219 Sunday.**

Circulation