

Zip Code Profiles: Sarasota/Bradenton/Venice Market

Herald-Tribune

Key Demographics

Zip Code & Name	Occupied Households	Circulation		Household Reach		Annual Change %		Seasonal Swing	Median Age	Average HH Size	College Ed %	Per Capita \$ Income	Per HH \$ Income
		Daily	Sunday	Daily	Sunday	10-Yr	1-Yr						
Manatee Zone	129,164	19,287	20,928	15%	16%	2.0	-0.6	35%	41.7	2.33	20.3	22,710	52,969
East Manatee	47,446	11,556	13,316	24%	28%	6.3	1.4	27%	41.4	2.45	26.9	28,017	68,770
34201 University Park	1,772	934	1,001	53%	57%	13.2	0.4	44%	54.8	1.80	47.4	47,386	85,354
34202 Lakewood Ranch	7,469	2,211	2,474	30%	33%	8.3	2.1	18%	37.5	2.64	43.7	39,377	103,891
34203 Oneco/Tara	13,500	2,191	2,351	16%	17%	3.0	-0.7	39%	42.5	2.44	16.2	20,301	49,590
34211 Lakewood Ranch	1,082	338	265	31%	25%	3.0	-1.6	31%	47.1	2.58	27.7	34,028	87,854
34212 East Manatee	5,332	877	1,050	16%	20%	13.9	3.8	13%	34.2	2.81	26.4	25,386	71,288
34219 Parrish	5,636	668	817	12%	15%	10.1	5.8	28%	45.3	2.44	19.7	28,071	68,507
34243 Palm Aire	10,578	4,091	5,104	39%	48%	2.3	0.7	24%	46.2	2.17	32.5	29,242	63,556
34251 Myakka City	2,077	246	254	12%	12%	4.4	0.7	5%	32.9	3.18	11.8	20,801	66,098
West Manatee	81,717	7,731	7,612	10%	9%	0.2	-1.7	39%	41.9	2.27	16.7	19,715	44,727
34205 Bradenton	12,341	1,134	1,130	9%	9%	-0.9	-2.7	21%	38.2	2.29	13.6	16,422	37,563
34207 Bayshore	13,173	1,065	1,128	8%	9%	-0.7	-2.8	42%	41.0	2.05	10.1	16,430	33,609
34208 E Bradenton	10,264	703	756	7%	7%	0.2	-2.3	31%	33.0	2.75	11.9	16,816	46,277
34209 NW Bradenton	13,801	1,607	1,549	12%	11%	0.0	-0.4	30%	49.3	2.22	26.3	25,514	56,560
34210 El Conquistador	7,766	1,182	1,129	15%	15%	1.5	-1.7	66%	50.1	1.90	28.1	25,664	48,819
34215 Cortez	765	105	102	14%	13%	-1.1	0.6	54%	58.7	1.82	22.8	31,327	56,916
34217 Anna Maria*	3,739	653	636	18%	17%	-1.8	-1.6	81%	53.7	1.88	28.7	28,320	53,305
34221 Palmetto	14,071	901	779	6%	6%	1.7	-0.9	40%	38.9	2.61	11.9	17,666	46,077
34222 Ellenton	5,796	381	403	7%	7%	1.6	-1.8	41%	61.4	1.90	13.3	20,349	38,726
Sarasota Zone	98,463	42,463	49,996	43%	51%	0.4	-1.0	37%	48.0	2.14	28.7	31,745	67,965
34228 Longboat Key	4,704	2,141	2,465	46%	52%	-0.9	-0.8	159%	68.7	1.72	52.2	83,772	144,061
34229 The Oaks	3,599	1,593	1,846	44%	51%	2.7	-0.7	37%	53.6	2.06	34.3	52,868	108,678
34231 Gulf Gate	13,854	5,800	6,938	42%	50%	-1.0	-2.0	28%	48.8	1.99	27.4	29,777	59,357
34232 Fruitville	13,205	4,622	6,057	35%	46%	0.2	-1.4	20%	41.1	2.30	22.0	23,595	54,239
34233 Proctor Road	7,153	3,493	4,547	49%	64%	1.7	-0.1	17%	50.1	2.21	26.3	28,014	61,783
34234 Newtown	7,168	2,001	2,243	28%	31%	-0.9	-3.1	35%	38.0	2.34	14.2	16,027	37,470
34235 The Meadows	6,279	2,759	3,462	44%	55%	0.4	-2.0	41%	51.7	2.09	32.6	30,118	62,914
34236 Downtown/Keys	6,739	3,959	4,219	59%	63%	0.7	1.2	35%	51.4	1.91	32.8	33,742	64,474
34237 Roberts Arena	6,056	1,625	1,993	27%	33%	-0.8	-4.4	25%	37.3	2.27	15.8	17,089	38,706
34238 Palmer Ranch	9,155	4,579	5,163	50%	56%	4.4	4.1	39%	54.6	1.97	40.2	40,757	80,398
34239 Southgate	6,652	2,951	3,407	44%	51%	-1.0	-2.3	18%	46.9	2.06	26.7	26,814	55,127
34240 Laurel Oak	3,221	1,849	2,039	57%	63%	6.0	0.6	47%	42.1	2.83	31.6	37,027	104,859
34241 Bent Tree	5,413	2,379	2,687	44%	50%	2.6	-0.6	19%	46.1	2.52	28.7	32,077	80,983
34242 Siesta Key	5,266	2,712	2,930	52%	56%	-1.5	-2.6	107%	58.1	1.85	49.9	64,700	119,513
Venice/South Zone	85,354	29,128	33,287	34%	39%	2.6	0.6	58%	52.9	2.12	18.9	25,025	53,036
Venice	37,542	17,972	20,427	48%	54%	1.3	0.1	52%	59.5	1.96	24.0	28,736	56,374
34275 Nokomis	7,136	3,501	4,252	49%	60%	1.1	0.6	61%	55.4	2.01	25.7	35,768	71,942
34285 Venice	10,190	4,960	5,041	49%	50%	-0.3	-1.0	80%	68.4	1.75	25.3	28,212	49,350
34292 E Venice	5,844	3,444	4,002	59%	69%	7.0	3.1	64%	62.1	1.95	32.6	33,065	64,626
34293 S Venice	14,373	6,067	7,132	42%	50%	1.0	-0.7	41%	54.4	2.09	19.3	24,277	50,716
North Port	21,357	3,208	4,011	15%	19%	7.9	1.4	58%	39.2	2.47	11.4	18,428	45,598
34286 North Port	5,907	536	878	9%	15%	15.7	1.8	27%	33.3	2.77	8.8	18,003	49,827
34287 North Port*	9,974	1,922	2,583	19%	26%	2.1	-1.2	67%	51.7	2.14	12.8	19,078	40,848
34288 North Port	3,421	374	420	11%	12%	26.4	8.6	41%	30.8	2.91	12.8	17,845	51,920
34291 North Port	2,056	376	130	18%	6%			27%	36.0	2.69	12.2	17,978	48,431
Englewood	26,455	7,948	8,849	30%	33%	1.4	0.8	69%	54.7	2.05	18.4	26,535	54,418
33921 Boca Grande	593	334	308	56%	52%	-2.0	-4.1	236%	58.3	1.87	65.4	91,764	171,207
33946 Cape Haze	1,056	401	370	38%	35%	-2.3	-1.0	85%	59.8	1.92	41.1	60,048	115,040
33947 Rotonda	3,721	945	1,021	25%	27%	5.9	2.0	45%	56.7	2.05	20.1	24,589	50,394
33953 El Jobean	2,145	523	634	24%	30%	4.3	4.8	77%	49.2	2.17	16.7	26,687	57,936
33981 Gulf Cove	3,797	718	1,061	19%	28%	3.8	3.4	60%	46.1	2.31	11.2	21,039	48,599
34223 Englewood	8,241	3,246	3,608	39%	44%	-0.1	-0.9	81%	59.9	1.94	19.9	26,205	50,759
34224 Englewood	6,902	1,781	1,847	26%	27%	0.7	0.3	86%	53.0	2.06	13.3	21,905	45,209
Total	312,980	90,878	104,211	29%	33%	1.6	-0.4	43%	47.2	2.21	22.5	26,058	57,670
National Averages						1.4	0.9		35.8	2.65	21.4	20,717	54,936

Sources: USPS Address Maintenance Report; Audit Bureau of Circulations, 52 weeks ended 12/28/08; Demographics USA 2008 Zip Edition. *34217 includes 34216; 34287 includes 34289. Circulation fluctuates. For insert quantities, consult your account executive. Annual Change % is 1998-2008 and 2007-2008. 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, 33953, 33954, 33955, 33980, 33982 & 33983 in Charlotte County, and in DeSoto County. Calculations by Herald-Tribune Marketing Department. **Total circulation is 95,851 daily and 109,930 Sunday.**