

MID-AMERICA RESEARCH, INC.
TAMPA METRO
DESOTO SQUARE

| <u>GENDER:</u> | |
|-----------------------------------|-----|
| FEMALE | 51% |
| MALE | 49% |
| <u>AGE:</u> | |
| 0-19 | 15% |
| 20-44 | 35% |
| 45-74 | 38% |
| 75 and over | 12% |
| <u>MARITAL STATUS:</u> | |
| MARRIED | 65% |
| SINGLE | 28% |
| DIVORCED, SEPERATED. WIDOWED | 7% |
| <u>HOME OWNERSHIP:</u> | |
| OWN | 65% |
| RENT | 35% |
| <u>DWELLING UNIT TYPE:</u> | |
| SINGLE FAMILY | 70% |
| MULTI FAMILY | 30% |
| <u>EDUCATION:</u> | |
| HIGH SCHOOL GRAD | 35% |
| SOME COLLEGE | 25% |
| COLLEGE GRAD | 34% |
| GRADUATE STUDIES | 6% |

| <u>EMPLOYED OUTSIDE HOME:</u> | |
|--------------------------------------|-----|
| YES | 70% |
| NO | 30% |
| <u>OCCUPATION:</u> | |
| PROFESSIONAL/TECHNICAL | 20% |
| MANAGER/ENTREPEUNER | 25% |
| CLERICAL | 12% |
| SALES | 12% |
| SERVICE/HOUSEHOLD WORK | 10% |
| CRAFTSMEN/FOREMAN | 10% |
| SEMI SKILLED | 4% |
| LABORERS | 7% |
| <u>INCOME:</u> | |
| \$15,000 | 10% |
| \$15 - 19,999 | 15% |
| \$20 - 24,999 | 15% |
| \$25 – 34,999 | 22% |
| \$35 – 49,999 | 23% |
| \$50+ | 15% |
| <u>RACE:</u> | |
| AFRICAN-AMERICAN | 8% |
| ASIAN | 1% |
| HISPANIC | 5% |
| WHITE | 86% |