

Market Profiler Tampa-St. Pete (Sarasota)



11
TV Rank (LPM)

19
Audio Rank (PPM)

72.9 %
Cable Penetration

\$43,587
Average Income

2.9%
Asian

11.9%
Black

17.7%
Hispanic



Time Zone
Eastern



Geography
Tampa Bay (largest inlet on Gulf of Mexico)



Primary Election
Florida: March 17, 2020
National: 11/03/2020



Market Type
Nielsen - LPM
Nielsen Audio - PPM

Elections

National Primary

Florida: March 17, 2020

National Election

11/03/2020

Average Household Income



1,785,819
Total Households



\$43,587
Avg. HH Income



\$51,766
Sarasota Co, FL (Highest Income)

County	Household Income	Households
Citrus Co, FL	\$38,312	61,012
Hardee Co, FL	\$35,457	7,618
Hernando Co, FL	\$40,945	70,452
Highlands Co, FL	\$35,093	40,397
Hillsborough Co, FL	\$50,579	486,078
Manatee Co, FL	\$49,675	134,725
Pasco Co, FL	\$45,064	186,318
Pinellas Co, FL	\$45,819	402,653
Polk Co, FL	\$43,162	221,381
Sarasota Co, FL	\$51,766	175,185

Census Information



2.49

Persons Per Household



19.8%

Person under 18



2.9%

Asian Population



9.3%

Population Change *



11.9%

Black Population



17.7%

Hispanic Population

2016 Census

* Change from 2010 to 2016.

Schools

School Name

[Florida State University](#)

[University of Florida](#)

[University of South Florida](#)

[University of Tampa](#)

Team Name

Seminoles

Gators

Bulls

Spartans

League Division

ACC

SEC

Conference USA

Sunshine St. Conf.

Events

Site Name

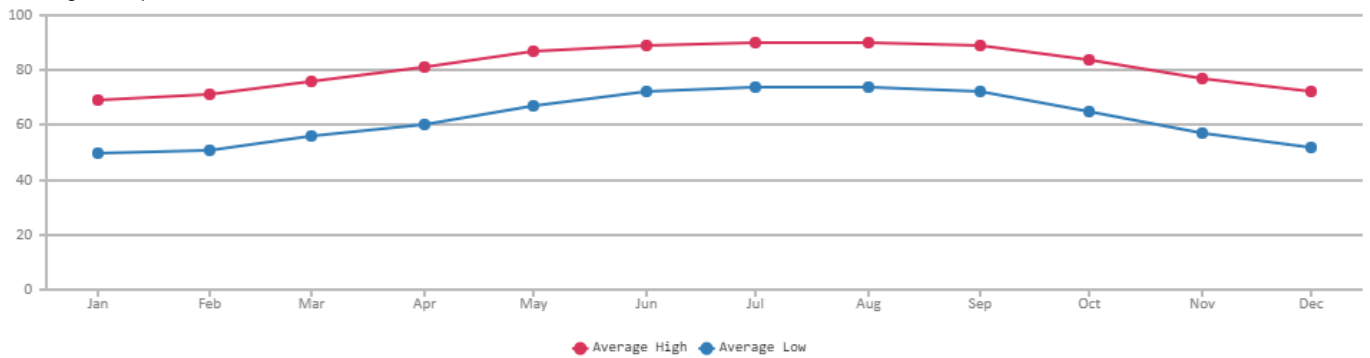
[Tampa Bay Convention & Visitors Bureau](#)

[Ybor City Chamber of Commerce](#)

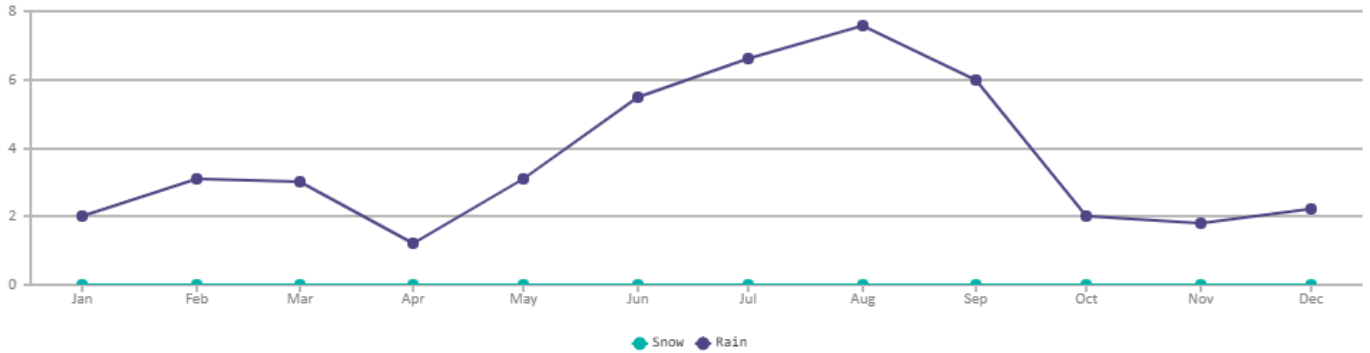
[City of St. Petersburg](#)

Weather

Average Temperature



Average Precipitation



* Averages from Weather.com

Television

#11
National TV Market Ranking

4,176,068
Persons Age 2+



Television Demographics

2+ Black Pop	434,619	Adults 65+	847,916	Persons 2+	4,176,068
2+ Hispanic Pop	N/A	Children 2-11	513,925	Teens 12-17	300,835
Adults 18+	3,361,308	Men 18+	1,617,318	Women 18+	1,743,990
Adults 35+	2,505,944	Men 18-49	838,080	Women 18-49	831,845
Adults 50+	1,691,383	Men 65+	378,247	Women 65+	469,669

Television Stations

Station	Affiliate	Dial	Owner	Rep Firm	TVI*	ePort**	FCC	Map
EMOR	IND	32.2	Hearst Properties Inc.	HRP	•	•	•	•
GMOR	ETV	32.3	Hearst Properties Inc.	HRP	•	•	•	•
WEDQ	PBS	3.4	Florida West Coast Public Broadcasting, Inc.				•	•
WEDU	PBS	3	Florida West Coast Public Broadcasting, Inc.				•	•
WFLA	NBC	8	Nexstar Broadcasting, Inc.	Continental Television Sales	•		•	•
WFTS	ABC	28	Scripps Broadcasting Holdings LLC	Eagle Television Sales	•	•	•	•
WFTT	UMA	62	Entravision Holdings, LLC	Univision and UniMas National Sales	•		•	•
WMOR	IND	32	Hearst Properties Inc.	HRP	•	•	•	•
WRMD	TEL	49	NBC Telemundo License LLC	Telemundo Affiliate National Sales			•	•
WTOG	CW	44	CBS Operations Inc.	CBS Television Station Sales	•		•	•

Station	Affiliate	Dial	Owner	Rep Firm	TVI*	ePort**	FCC	Map
WTSP	CBS	10	Pacific And Southern, LLC	Telerep	•	•	•	•
WTTA	IND	38	Nexstar Broadcasting, Inc.	Continental Television Sales	•		•	•
WTVT	FOX	13	New World Communications Of Tampa, Inc.	Fox Station Sales	•	•	•	•
WVEA	UNI	50	Unimas Tampa LLC	Univision and UniMas National Sales	•		•	•
WWSB	ABC	40	Gray Television Licensee, LLC	Millennium Sales & Marketing	•		•	•
WXPX	ION	66	Ion Media License Company, LLC	ION Media National Sales			•	•

* Stations indicated here send FREE electronic invoices to agencies via TVInvoices.com.

** 99% of TV rep firms and stations use ePort. Stations indicated here use ePort's enhanced, Store and Forward (direct-to-traffic) functionality.

† Stations use Strata VIEW and can send electronic avails or orders that load directly into your system.

Cable



1,800,600
Households



1,312,730
Wired Cable Households



72.9 %
Cable Penetration

Major Cable Advertising Operations

Name	Type	Syscode	# of Insertable Networks	Electronic Invoicing*
Spectrum/Tampa Bay Interconnect, FL	Hard Interconnect	5335	71	

Cable Systems

Provider	Zone Name	Syscode	Electronic Invoicing*
COMCAST	COMCAST/AA-TAMPA/ST. PETE	8541	•
COMCAST	Comcast/Sarasota, FL	0330	
COMCAST	Spectrum/Comcast-Bartow, FL	3194	
COMCAST	Spectrum/Comcast-Brandon, FL	3196	
COMCAST	Spectrum/Comcast-Inverness, FL	3195	
COMCAST	Spectrum/Comcast-North Sarasot	3273	
COMCAST	Spectrum/Comcast-Sebring, FL	3191	
COMCAST	Spectrum/Comcast-South Sarasot	3279	
COMCAST	Spectrum/Comcast-Venice, FL	3266	
DIRECTV, INC.	Spectrum/DirectV- I+ Tampa IC,	9839	•
DISH TV	Spectrum/DISH- I+ Tampa-St. Pe	2107	•
FOX SPORTS NETWORKS	FOX Sports Net/Tampa Bay, FI	4952	
FRONTIER COMMUNICATIONS	Spectrum/Frontier-E Hillsborou	2082	
FRONTIER COMMUNICATIONS	Spectrum/Frontier-East Pasco,	2083	
FRONTIER COMMUNICATIONS	Spectrum/Frontier-Manatee Coun	2172	•
FRONTIER COMMUNICATIONS	Spectrum/Frontier-North Saraso	3181	
FRONTIER COMMUNICATIONS	Spectrum/Frontier-NW Hillsboro	2085	
FRONTIER COMMUNICATIONS	Spectrum/Frontier-Pinellas, FL	2174	•

Provider	Zone Name	Syscode	Electronic Invoicing*
FRONTIER COMMUNICATIONS	Spectrum/Frontier-Polk County,	2175	•
FRONTIER COMMUNICATIONS	Spectrum/Frontier-Roll-Up Zone	2177	
FRONTIER COMMUNICATIONS	Spectrum/Frontier-South Saraso	3182	
FRONTIER COMMUNICATIONS	Spectrum/Frontier-Tampa Zone,	2178	•
FRONTIER COMMUNICATIONS	Spectrum/Frontier-Venice, FL	3184	
NCC MEDIA	Tampa/St. Pete Digital Zone	4842	
SARASOTA HERALD TRIBUNE	SNN Local News, FL	5821	
SPECTRUM	Spectrum/AA-TAMPA/ST. PETE	8883	•
SPECTRUM	Spectrum/Central Hillsboro-Tam	2080	
SPECTRUM	Spectrum/Citrus-Hernando, FL	1895	•
SPECTRUM	Spectrum/Citrus-Hernando, FL	1895	•
SPECTRUM	Spectrum/E Pasco-Wesley Chapel	2076	
SPECTRUM	Spectrum/E Pasco-Wesley Region	2087	
SPECTRUM	Spectrum/E Hillsborough Region	2086	
SPECTRUM	Spectrum/Hernando Region, FL	3286	
SPECTRUM	Spectrum/Hillsborough East, FL	3470	•
SPECTRUM	Spectrum/Manatee Region, FL	2093	
SPECTRUM	Spectrum/Manatee, FL	3466	•
SPECTRUM	Spectrum/Middle Pinellas, FL	6009	•
SPECTRUM	Spectrum/North Pinellas Region	2091	
SPECTRUM	Spectrum/North Pinellas, FL	3464	•
SPECTRUM	Spectrum/North Pinellas, FL	3464	•
SPECTRUM	Spectrum/North Sarasota Region	3185	
SPECTRUM	Spectrum/NW Hillsborough Regio	2090	
SPECTRUM	Spectrum/NW Hillsborough, FL	2077	
SPECTRUM	Spectrum/Polk County, FL	5609	•
SPECTRUM	Spectrum/Polk Region, FL	2092	
SPECTRUM	Spectrum/South Pinellas, FL	3465	•
SPECTRUM	Spectrum/South Sarasota Region	3187	
SPECTRUM	Spectrum/Tampa Bay Interconnec	5335	•
SPECTRUM	Spectrum/Tampa Market Zone, FL	3967	
SPECTRUM	Spectrum/Tampa Zone, FL	0311	•
SPECTRUM	Spectrum/Tampa, FL - Non-Zoned	2195	
SPECTRUM	Spectrum/Venice Region, FL	3188	
SPECTRUM	Spectrum/W Pasco/New Port Rich	2079	
SUNSHINE NETWORK	Sunshine Network Sports, FL	0436	
VIAMEDIA, INC.	Viamedia/AA-Digital Online-Tam	1826	
WOW!	Viamedia/Tampa, FL	5035	•

* Stations listed here upload invoices that can be accessed at agency.spotcable.com.

Digital Video and Programmatic TV

Digital Video and Programmatic Stations

Station	Owner	Category	TVI*	Order Delivery**
CDTS	Viacom/CBS Digital	Premium	•	ePort
CGTS	CMG	Aggregator	•	ePort
CMTS	NCM	Premium	•	ePort
COTS	Centro	Aggregator		AE Inbox
CXTS	CoxReps/Gamut	Aggregator	•	ePort
FWTS	FreeWheel	Aggregator		ePort
HLTS	Hulu	Premium	•	ePort
IHTS	iHeartMedia	Premium	•	AE Inbox
JLTS	JamLoop	Aggregator	•	ePort
NYTS	Newsy	Premium	•	ePort
PMTS	Premion	Aggregator	•	ePort
SCTS	Scripps	Premium	•	ePort
SFTS	Simpli.fi	Aggregator	•	AE Inbox
SOTS	NBCUniversal	Premium	•	ePort
SVTS	Screenvision	Premium	•	ePort
VOTS	Vevo	Premium	•	ePort
XDTS	Nexstar Digital	Premium		ePort

* Stations indicated here send FREE electronic invoices to agencies via TVInvoices.com.

** The Digital Video vendors indicated here use ePort for order management.

Audio

#19
National Audio Market Ranking

2,441,800
Metro Person 12+



Audio Demographics

12+ Black Pop	1,232,324	Adults 65+	496,500	Teens 12-17	205,500
12+ Hispanic Pop	311,800	Men 18+	1,067,800	Women 18+	1,168,500
Adults 18+	2,236,300	Men 18-49	570,300	Women 18-49	585,800
Adults 35+	1,646,200	Men 65+	218,900	Women 65+	277,600
Adults 50+	1,080,200	Metro Person 12+	2,441,800		

Audio Stations

Station	Format	Freq.	Owner	Rep Firm	Audio Invoices*	FCC	Map
WBTP-FM	Urban Contemporary	95.7	Clear Channel Broadcasting Licenses, Inc.	iHeartMedia	•	•	•
WBVM-FM	Contemporary Christian	90.5	Bishop Of The Diocese Of St. Petersburg		•	•	•
WCIE-FM	Contemporary Christian	91.5	Radio Training Network, Inc.		•	•	•
WDAE-AM	All Sports	620	Clear Channel Broadcasting Licenses, Inc.	iHeartMedia	•	•	•
WDUV-FM	Soft Adult Contemporary	105.5	Cox Radio, Inc.	Christal	•	•	•
WFLA-AM	News Talk Information	970	Citicasters Licenses, Inc.	iHeartMedia	•	•	•
WFLZ-FM	Pop Contemporary Hit Radio	93.3	Citicasters Licenses, Inc.	iHeartMedia	•	•	•
WFUS-FM	Country	103.5	Citicasters Licenses, Inc.	iHeartMedia	•	•	•
WHBO-AM	All Sports	1040	Genesis Communications Of Tampa Bay, Inc.	McGavren	•	•	•
WHFS-AM	News Talk Information	1010	Beasley Media Group Licenses, LLC	Eastman	•	•	•
WHNZ-AM	News Talk Information	1250	Citicasters Licenses, Inc.	iHeartMedia	•	•	•
WHPT-FM	News Talk Information	102.5	Cox Radio, Inc.	Katz	•	•	•
WJIS-FM	Contemporary Christian	88.1	Radio Training Network, Inc.		•	•	•
WKES-FM	Religious	91.1	The Moody Bible Institute of Chicago			•	•
WLLD-FM	Rhythmic Contemporary Hit Radio	94.1	Beasley Media Group Licenses, LLC	Eastman	•	•	•
WMGG-AM	Mexican Regional	1470	Nia Broadcasting, Inc.	McGavren	•	•	•
WMNF-FM	Variety	88.5	Nathan B. Stubblefield Foundation			•	•
WMTX-FM	Adult Contemporary	100.7	Citicasters Licenses, Inc.	iHeartMedia	•	•	•
WPBB-FM	Classic Rock	98.7	Beasley Media Group Licenses, LLC	Eastman	•	•	•
WPOI-FM	Pop Contemporary Hit Radio	101.5	Cox Radio, Inc.	Katz	•	•	•
WQYK-FM	Country	99.5	Beasley Media Group Licenses, LLC	Eastman	•	•	•
WRBQ-FM	Classic Hits	104.7	Beasley Media Group Licenses, LLC	Eastman	•	•	•
WRUB-FM	Spanish Tropical	106.5	Citicasters Licenses, Inc.	iHeartMedia	•	•	•
WSMR-FM	Classical	89.1	University Of South Florida Board Of Trustees			•	•
WSUN-FM	Alternative	97.1	Cox Radio, Inc.	Christal	•	•	•
WTMP-AM	Rhythmic Oldies	1150	Nia Broadcasting, Inc.	McGavren		•	•
WTMP-FM	Mexican Regional	96.1	Nia Broadcasting, Inc.	McGavren		•	•
WUSF-FM	News Talk Information	89.7	University Of South Florida Board Of Trustees		•	•	•
WWBA-AM	News Talk Information	820	Genesis Communications Of Tampa Bay, Inc.	Self	•	•	•
WWRM-FM	Adult Contemporary	94.9	Cox Radio, Inc.	Christal	•	•	•
WXGL-FM	Classic Hits	107.3	Cox Radio, Inc.	Katz	•	•	•
WXTB-FM	Active Rock	97.9	Citicasters Licenses, Inc.	iHeartMedia	•	•	•
WYUU-FM	Spanish Contemporary	92.5	Beasley Media Group Licenses, LLC	Eastman	•	•	•

* Most Radio Rep Firms use RadiInvoices.com to deliver national invoices. Stations listed here also provide FREE electronic invoices for local/direct business via RadiInvoices.com.

Digital Audio and Podcast

Digital Audio and Podcast

Station	Format	Owner	Category	Order Delivery
Acast Podcasts	Podcast	Acast	Various	AE Inbox
DXTS-SM	DAX U.S.	DAX U.S.	Aggregator	AE Inbox
IHTS-SM	iHeart	iHeartMedia	Premium	AE Inbox
PATS-SM	Pandora	Pandora Media	Premium	AE Inbox

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Out-of-Home

BIG Media Sales, LLC	Gloss Media	OUTFRONT Media	The Convenience Network
Buzztime	Home Team Marketing	Prime Point Media	U-Glove, Inc.
Clear Channel Outdoor	Lamar Advertising	Signal Outdoor	Ziosk
Fortune Cookie Advertising	Merge Healthcare (Previously Lifeclinic International)	Terraboost Media LLC	

To learn more about these vendors or to request quotes, follow the links to DQmedia's out-of-home media database.

Newspaper

Publication	City
Tampa Bay Times	St. Petersburg
Sarasota Herald-Tribune	Sarasota
The Ledger	Lakeland
Bradenton Herald	Bradenton
The News Chief	Winter Haven
The News-Sun	Sebring
Hernando Today	Brooksville
Charlotte Harbor Sun Herald	Charlotte Harbor
Centro Mi Diario	Tampa
Latino International News	Tampa
Nuevo Siglo	Tampa
Siete Dias	Sarasota
Vision Latina	Lakeland
Centro Tampa	Tampa