

TABLE 1.02A POPULATION OF TAMPA BAY METROPOLITAN AREA* INCLUDES HERNANDO, HILLSBOROUGH, PASCO, AND PINELLAS COUNTIES

COUNTY	1960	1970	1980	1990	2009
HERNANDO	11,205	17,004	44,469	101,115	165,048
HILLSBOROUGH	397,788	490,265	646,939	834,054	1,196,892
PASCO	36,785	75,955	193,661	281,131	439,786
PINELLAS	374,665	522,329	728,531	851,659	931,113
MSA* TOTAL	820,443	1,105,553	1,613,600	2,067,959	2,732,839
19-YR CHANGE	1960	1970	1980	1990	2009
HERNANDO		51.8%	161.5%	127.4%	63.2%
HILLSBOROUGH		23.2%	32.0%	28.9%	43.5%
PASCO		106.5%	155.0%	45.2%	56.4%
PINELLAS		39.4%	39.5%	16.9%	9.3%
MSA TOTAL		34.8%	46.0%	28.2%	32.2%
29-YR CHANGE	1960	1970	1980	1990	2009
HERNANDO			296.9%	494.7%	271.2%
HILLSBOROUGH			62.6%	70.1%	85.0%
PASCO			426.5%	270.1%	127.1%
PINELLAS			94.4%	63.1%	27.8%
MSA TOTAL			96.7%	87.1%	69.4%
39-YR CHANGE	1960	1970		1990	2009
HERNANDO				802.4%	870.6%
HILLSBOROUGH				109.7%	144.1%
PASCO				664.3%	479.0%
PINELLAS				127.3%	78.3%
MSA TOTAL				152.1%	147.2%
49-YR CHANGE	1960				2009
HERNANDO					1373.0%
HILLSBOROUGH					200.9%
PASCO					1095.6%
PINELLAS					148.5%
MSA TOTAL					233.1%

Source: US Census Bureau; <http://www.census.gov> <http://edr.state.fl.us/population.htm>

* In 2008, the 4-county Tampa-St. Petersburg-Clearwater MSA or Metropolitan Statistical Area ranked #19 in the nation with a population of 2.73 million;

<http://www.census.gov/popest/metro/CBSA-est2008-pop-chg.html>

For 2005-2006, Nielsen Media Research ranked a 7-county Designated Market Area (DMA) for Tampa-St. Petersburg-Sarasota at #12 in the nation with 1,710,400 television homes;