

Homeowners Marketing Services, Inc.  
 12444 Victory Blvd. Second Floor  
 North Hollywood, California 91606  
 Phone: (818) 506-1507 (800) 232-2134  
 Fax: (818) 505-9729

**FLORIDA 1** 4,573  
 19,983

**ALACHUA COUNTY (AC)**

Avg Names Weekly	51
<u>Avg Names Monthly</u>	<u>220</u>
Alachua	32615
Archer	32618
Earleton	32631
Gainesville	32601,03,05-09, 12,41,53
Hawthorne	32640
High Spring	32643
Micanopy	32667
Newberry	32669
Waldo	32694

**BAKER COUNTY (BB)**

Avg Names Bi-Weekly	8++
<u>Avg Names Monthly</u>	<u>15</u>
Glen Saint Mary	32040
Macclenny	32063
Sanderson	32087

**BAY COUNTY (BH)**

Avg Names Weekly	47
<u>Avg Names Monthly</u>	<u>203</u>
Fountain	32438
Lynn Haven	32444
Panama Beach	32407,13
Panama City	32401,03-05,08-09
Youngstown	32466

**BREVARD COUNTY (BV)**

Avg Names Weekly	179
<u>Avg Names Monthly</u>	<u>772</u>
Cape Canaveral	32920
Cocoa	32922,26,27
Cocoa Beach	32931
Grant	32949
Indialantic	32903
Malabar	32950
Melbourne	32901,04,34-35,40
Melbourne Bch	32951
Merritt Island	32952-53
Mims	32754
Palm Bay	32905,07-09
Patrick AFB	32925
Rockledge	32955
Satellite Beach	32937
Sebastian	32976
Titusville	32780,96

**BROWARD COUNTY (BD)** 400  
 1734

**AREA A**

Avg Names Weekly	93
<u>Avg Names Monthly</u>	<u>403</u>
Fort Lauderdale	33319,21,51
Pompano Beach	33063,65,67-68,73,76

**AREA B**

Avg Names Weekly	90
<u>Avg Names Monthly</u>	<u>392</u>
Deerfield Beach	33441-42
Fort Lauderdale	33305-06,08-09,34,51
Pompano Beach	33060,62,64,66,69,71

**AREA C**

Avg Names Weekly	73
<u>Avg Names Monthly</u>	<u>316</u>
Fort Lauderdale	33313-14,17,22,24-28 30-32,88,94

**AREA D**

Avg Names Weekly	72
<u>Avg Names Monthly</u>	<u>310</u>
Dania	33004
Fort Lauderdale	33301,04,11-12,15-16,23
Hallandale	33009
Hollywood	33019,20-21

**AREA E**

Avg Names Weekly	72
<u>Avg Names Monthly</u>	<u>310</u>
Hollywood	33023-29

**CHARLOTTE COUNTY (CR)**

Avg Names Weekly	61
<u>Avg Names Monthly</u>	<u>263</u>
Placida	33946
Port Charlotte	33948,52-54,81
Punta Gorda	33950,55,80,82-83
Rotonda West	33947
Englewood	34224

**CITRUS COUNTY (IC)**

Avg Names Weekly	37
<u>Avg Names Monthly</u>	<u>160</u>
Beverly Hills	34465
Crystal River	34428-29
Dunnellon	34433-34
Floral City	34436
Hernando	34442
Homosassa	34446,48
Inverness	34450,52-53
Lecanto	34461

**CLAY COUNTY (AY)**

Avg Names Weekly	45
<u>Avg Names Monthly</u>	<u>193</u>
Fleming Island	32003
Green Cove Springs	32043
Keystone Heights	32656
Middleburg	32068
Orange Park	32065,73

**COLLIER COUNTY (CE)**

Avg Names Weekly	137
<u>Avg Names Monthly</u>	<u>595</u>
Immokalee	34142
Marco Island	34145
Naples	34102-05,08-10, 12-14,16-17,19-20
Ochopee	34141

**COLUMBIA COUNTY (IA)**

Avg Names Bi-Weekly	18++
<u>Avg Names Monthly</u>	<u>36</u>
Lake City	32024-25,55
Fort White	32038
Lulu	32061

**MIAMI/DADE COUNTY (DA)**

<b>AREA A</b>	444 1,922
Avg Names Weekly	81
<u>Avg Names Monthly</u>	<u>352</u>
Hialeah	33010,12-16,18
Miami	33122,25,42,47,66-67,72 78,82
Opa Locka	33054

**AREA B**

Avg Names Weekly	54
<u>Avg Names Monthly</u>	<u>232</u>
Miami	33127-28,32,36,38,50 61-62,68-69,79
Miami Beach	33109,33154
Opa Locka	33055-56

**AREA C**

Avg Names Weekly	60
<u>Avg Names Monthly</u>	<u>258</u>
Key Biscayne	33149
Miami	33129,37,80-81
Miami Beach	33140-41
North Miami Beach	33160

**AREA D**

Avg Names Weekly	88
<u>Avg Names Monthly</u>	<u>381</u>
Homestead	33031,33-35
Miami	33126,28,30,44-45,55 65,74-75,77,84-85,94

**AREA E**

Avg Names Weekly	72
<u>Avg Names Monthly</u>	<u>314</u>
Miami	33143,46,56,73,76,83 86,93,96

**AREA F**

Avg Names Weekly	89
<u>Avg Names Monthly</u>	<u>314</u>
Homestead	33030,32
Miami	33131,33-35,57-58,70 87-90
Miami Beach	33139

**DE SOTO COUNTY (DS)**

<u>Avg Names Monthly</u>	<u>23</u>
Arcadia	34266,69

**DUVAL COUNTY (DV)**

Avg Names Weekly	177
<u>Avg Names Monthly</u>	<u>766</u>
Atlantic Beach	32233
Jacksonville	32099,32202,04-12 16-27,34,44,46,54 56-58,77
Jacksonville Beach	32250
Neptune Beach	32266

**ESCAMBIA COUNTY (EC)**

Avg Names Weekly	55
<u>Avg Names Monthly</u>	<u>240</u>
Cantonment	32533
Century	32535
Mc David	32568
Molino	32577
Pensacola	32501-09,11-12,14, 26,34

++Average based on two weeks  
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# FLORIDA 2

## FLAGLER COUNTY (FG)

Avg Names Weekly	16
<u>Avg Names Monthly</u>	<u>67</u>
Bunnell	32110
Flagler Beach	32136
Palm Coast	32137,64

## GADSDEN COUNTY (GD)

<u>Avg Names Monthly</u>	<u>22</u>
Chattahoochee	32324
Gretna	32332
Havan	32333
Midway	32343
Quincy	32351,52

## HARDEE COUNTY (ZJ)

Avg Names Bi-Weekly	7++
<u>Avg Names Monthly</u>	<u>13</u>
Bowling Green	33834
Ona	33865
Wauchula	33873
Zolfo Spring	33890

## HENDRY COUNTY (HN)

Avg Names Weekly	3
<u>Avg Names Monthly</u>	<u>13</u>
Clewiston	33440
La Belle	33935

## HERNANDO COUNTY (HR)

Avg Names Weekly	55
<u>Avg Names Monthly</u>	<u>239</u>
Brooksville	34601-02,04,13-14
Spring Hill	34606-09

## HIGHLANDS COUNTY (IH)

Avg Names Weekly	23
<u>Avg Names Monthly</u>	<u>101</u>
Avon Park	33825
Lake Placid	33852
Lorida	33857
Sebring	33870,72,75-76
Venus	33960

## HILLSBOROUGH COUNTY (HL)

Avg Names Weekly	281
<u>Avg Names Monthly</u>	<u>1217</u>
Apollo Beach	33572
Brandon	33510-11
Dover	33527
Gibsonton	33534
Lithia	33547
Lutz	33548-49, 58-59
Odessa	33556
Plant City	33563,65-67
Riverview	33569,78-79
Ruskin	33570
Seffner	33584
Sun City Center	33573
Tampa	33602-07,09-19,21,24-26 29,34-35,37,47
Thonotosassa	33592
Valrico	33594,96
Wimauma	33598

## HOLMES COUNTY (HS)

Avg Names Bi-Weekly	5++
<u>Avg Names Monthly</u>	<u>10</u>
Bonifay	32425
Ponce De Leon	32455
Westville	32464

## INDIAN RIVER COUNTY (IR)

Avg Names Weekly	29
<u>Avg Names Monthly</u>	<u>127</u>
Fellsmere	32948
Sebastian	32958
Vero Beach	32960,62-63,66-68

## JACKSON COUNTY (JK)

Avg Names Bi-Weekly	8++
<u>Avg Names Monthly</u>	<u>16</u>
Alford	32420
Bascom	32423
Campbellton	32426
Cottdondale	32431
Graceville	32440
Grand Ridge	32442
Greenwood	32443
Malone	32445
Mariana	32446,48
Sneads	32460

## LAKE COUNTY (LK)

Avg Names Weekly	91
<u>Avg Names Monthly</u>	<u>396</u>
Altoona	32702
Astatula	34705
Astor	32102
Clermont	34711,14-15
Eustis	32726,36
Fruitland Park	34731
Grand Island	32735
Groveland	34736
Howey in the Hills	34737
Lady Lake	32159
Leesburg	34748,88
Mascotte	34753
Montverde	34756
Mount Dora	32757
Okahumpka	34762
Paisley	32767
Sorrento	32776
Tavares	32778
Umatilla	32784
Yalaha	34797

## LEE COUNTY (LE)

Avg Names Weekly	359
<u>Avg Names Monthly</u>	<u>1558</u>
Alva	33920
Bokeelia	33922
Bonita Springs	34134-35
Cape Coral	33904,09,14,90-91,93
Estero	33928
Fort Myers	33900-01,05,07-08, 12-13,16, 19,66-67
Fort Myers Beach	33931
Lehigh Acres	33936,71-74,76
North Fort Myers	33903,17
Saint James City	33956
Sanibel	33957

## LEON COUNTY (LN)

Avg Names Weekly	54
<u>Avg Names Monthly</u>	<u>232</u>
Tallahassee	32301,03-06 08-12,17,99

## LEVY COUNTY (LY)

<u>Avg Names Monthly</u>	<u>17</u>
Bronson	32621
Cedar Key	32625
Chiefland	32626
Inglis	34449
Morrison	32668
Williston	32696
Yankeetown	34498

## MANATEE COUNTY (MA)

Avg Names Weekly	74
<u>Avg Names Monthly</u>	<u>320</u>
Bradenton	34201-03,05,07-12
Bradenton Beach	34217
Cortez	34215
Ellenton	34222
Myakka City	34251
Palmetto	34221
Parrish	34219
Sarasota	34243

## MARION COUNTY (IN)

Avg Names Weekly	74
<u>Avg Names Monthly</u>	<u>319</u>
Anthony	32617
Belleview	34420
Citra	32113
Dunnellon	34431-32
Fort Mc Coy	32134
Reddick	32686
Ocklawaha	32179
Ocala	34470-76,79-82
Silver Springs	34488
Summerfield	34491
Weirsdale	32195

## MARTIN COUNTY (MT)

Avg Names Weekly	42
<u>Avg Names Monthly</u>	<u>181</u>
Hobe Sound	33455
Indiantown	34956
Jensen Beach	34957
Palm City	34990
Stuart	34994,96-97

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# FLORIDA 3

## MONROE COUNTY (ME)

Avg Names Weekly	18
<u>Avg Names Monthly</u>	<u>79</u>
Big Pine Key	33043
Islamorada	33036
Key Largo	33037
Key West	33040
Marathon	33050
Summerland Key	33042
Tavernier	33070

## NASSAU COUNTY (NS)

Avg Names Weekly	18
<u>Avg Names Monthly</u>	<u>78</u>
Bryceville	32009
Callahan	32011
Fernandina Beach	32034
Hilliard	32046
Yulee	32097

## OKALOOSA COUNTY (OO)

Avg Names Weekly	53
<u>Avg Names Monthly</u>	<u>228</u>
Baker	32531
Crestview	32536,39
Destin	32541
Eglin AFB	32542
Hurlburt Field	32544
Fort Walton Beach	32547,48
Holt	32564
Mary Esther	32569
Niceville	32578
Shalimar	32579
Valparaiso	32580

## OKEECHOBEE COUNTY (OB)

Avg Names Weekly	7
<u>Avg Names Monthly</u>	<u>29</u>
Okeechobee	34972,74

## ORANGE COUNTY (OR)

Avg Names Weekly	296
<u>Avg Names Monthly</u>	<u>1282</u>
Apopka	32703,12
Christmas	32709
Gotha	34734
Maitland	32751
Ocoee	34761
Orlando	32801,03-12,14,17-22, 24-29,31-37,39
Windermere	34786
Winter Garden	34787
Winter Park	32789,92
Zellwood	32798

## OSCEOLA COUNTY (OS)

Avg Names Weekly	99
<u>Avg Names Monthly</u>	<u>430</u>
Kenansville	34739
Kissimmee	34741,43-44, 46-47,58
Saint Cloud	34769,71-73

## PALM BEACH COUNTY (PB) 341 1,479

### AREA A

Avg Names Weekly	72
<u>Avg Names Monthly</u>	<u>312</u>
Belle Glade	33430
Boca Raton	33428,31-34,86-87,96,98
Boynton Beach	33472,73
Bryant	33439
Canal Point	33438
Loxahatchee	33470
Pahokee	33476
South Bay	33493

### AREA B

Avg Names Weekly	90
<u>Avg Names Monthly</u>	<u>388</u>
Boynton Beach	33426,35-37
Delray Beach	33444-46,83-84
Lake Worth	33449,62
West Palm Beach	33415,17

### AREA C

Avg Names Weekly	74
<u>Avg Names Monthly</u>	<u>321</u>
Lake Worth	33460-61,63,67
Palm Beach	33480
West Palm Beach	33405-06,13-14

## AREA D

Avg Names Weekly	46
<u>Avg Names Monthly</u>	<u>201</u>
West Palm Beach	33401,03,04, 07,09,11-12

## AREA E

Avg Names Weekly	59
<u>Avg Names Monthly</u>	<u>257</u>
Jupiter	33458,69,77-78
North Palm Beach	33408
Palm Beach Gardens	33410,18

## PASCO COUNTY (PC)

Avg Names Weekly	113
<u>Avg Names Monthly</u>	<u>490</u>
Dade City	33523,25
Holiday	34690-91
Hudson	34667,69
Land O Lakes	34637-39
New Port Richey	34652-55
Port Richey	34668
San Antonio	33576
Spring Hill	34610
Zephyrhills	33540-42
Wesley Chapel	33543-45

## PINELLAS COUNTY (PN)

Avg Names Weekly	151
<u>Avg Names Monthly</u>	<u>654</u>
Belleair Beach	33786
Clearwater	33755-56,59-65
Clearwater Beach	33767
Dunedin	34698
Indian Rocks Beach	33785
Largo	33770-71,73-74,78
Oldsmar	34677
Palm Harbor	34683-85
Pinellas Park	33781-82
Safety Harbor	34695
Seminole	33772,76-77
St Petersburg	33701-16,30
Tarpon Springs	34688-89

## POLK COUNTY (PK)

Avg Names Weekly	127
<u>Avg Names Monthly</u>	<u>552</u>
Auburndale	33823
Bartow	33830
Babson Park	33827
Davenport	33837, 96-97
Dundee	33838
Eagle Lake	33839
Fort Meade	33841
Frostproof	33843

Haines City	33844
Kathleen	33849
Kissimmee	34759
Lake Alfred	33850
Lake Wales	33853, 59, 98
Lakeland	33801,03,05, 09-13,15
Mulberry	33860
Polk City	33868
River Ranch	33867
Winter Haven	33880-81,84

## PUTNAM COUNTY (PT)

Avg Names Weekly	10
<u>Avg Names Monthly</u>	<u>42</u>
Crescent City	32112
East Palatka	32131
Georgetown	32139
Florahome	32140
Interlachen	32148
Melrose	32666
Palatka	32177
Pomona Park	32181
San Mateo	32187
Satsuma	32189
Welaka	32193

## SANTA ROSA COUNTY (SR)

Avg Names Weekly	54
<u>Avg Names Monthly</u>	<u>233</u>
Gulf Breeze	32561,63
Jay	32565
Milton	32570, 71,83
Navarre	32566

## SARASOTA COUNTY (ST)

Avg Names Weekly	125
<u>Avg Names Monthly</u>	<u>541</u>
Englewood	34223-24
Longboat Key	34228
Nokomis	34275
North Port	34286-89,91
Osprey	34229
Sarasota	34231-42
Venice	34285,92-93

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**SUWANNEE COUNTY (QW)**

Avg Names Weekly	4
<u>Avg Names Monthly</u>	<u>18</u>
Branford	32008
Live Oak	32060,64
Mc Alpin	32062
O'Brien	32071
Wellborn	32094

**VOLUSIA COUNTY (VL)**

Avg Names Weekly	122
<u>Avg Names Monthly</u>	<u>530</u>
Daytona Beach	32114,17-19,24
De Bary	32713
De Land	32720,24
De Leon Springs	32130
Deltona	32725,38
Edgewater	32132,41
Lake Helen	32744
New Smyrna Beach	32168-69
Oak Hill	32759
Orange City	32763
Ormond Beach	32174,76
Osteen	32764
Pierson	32180
Port Orange	32127-29
Seville	32190

**WAKULLA COUNTY (WJ)**

Avg Names Weekly	8
<u>Avg Names Monthly</u>	<u>37</u>
Crawfordville	32327
Panacea	32346
Sopchoppy	32358

**WALTON COUNTY (WL)**

Avg Names Weekly	23
<u>Avg Names Monthly</u>	<u>98</u>
Defuniak Springs	32433, 35
Freeport	32439
Laurel Hill	32567
Miramar Beach	32550
Santa Rosa Beach	32459

**FLORIDA 4**

**SEMINOLE COUNTY (SI)**

Avg Names Weekly	90
<u>Avg Names Monthly</u>	<u>388</u>
Altamonte Springs	32701,14
Casselberry	32707,30
Geneva	32732
Lake Mary	32746
Longwood	32750,79
Oviedo	32765-66
Sanford	32771,73
Winter Springs	32708

**ST. LUCIE COUNTY (SC)**

Avg Names Weekly	67
<u>Avg Names Monthly</u>	<u>290</u>
Fort Pierce	34945-47,49-51 81-82
Port Saint Lucie	34952-53,83-84, 86-87

**SAINT JOHNS (SJ)**

Avg Names Weekly	67
<u>Avg Names Monthly</u>	<u>290</u>
Elkton	32033
Saint Augustine	32080,84,86,92,95
Hastings	32145
Ponte Vedra	32081
Ponte Vedra Beach	32082
Saint Johns	32259

**SUMTER COUNTY (SM)**

Avg Names Weekly	43
<u>Avg Names Monthly</u>	<u>186</u>
Bushnell	33513
Center Hill	33514
Lake Panasoffkee	33538
Sumterville	33585
The Villages	32162-63
Webster	33597
Oxford	34484
Wildwood	34785