

The Ledger

Automotive

Polk County, FL

Customer Profile Summary

Polk County adults who **SHOPPED** at auto dealers to buy/lease a vehicle

About Customer Profiles:

Customer profiles provide information on demographic and media usage for specific shopping categories. For additional customer profiles or profiles of specific stores, please contact The Ledger's Marketing/Research Department at 863.802.7428.

	Total Adults	Any Auto Dealer
Demographics		
Total Adults Who Shopped	400,687	288,786
% of Greater Polk County Adults	100	72
Gender		
Men	48	52
Women	52	48
Age		
18 - 44	45	44
45 - 64	31	33
65 or older	24	23
Education		
College graduate	10	12
Some College	27	27
High school graduate	41	40
Less than high school	18	15
Household Income		
\$75,000 or more	22	24
\$50,000 or more	40	42
\$35,000 or more	63	65
Employment		
Employed full-time	47	48
Retired	21	21
Homemaker	9	10
Children Present in HH		
Children Present in HH	41	42
Home Owner	76	77
Auto repair/service past 12 months		
Brake repair	26	29
Oil Filter/ oil change	77	80
Paint / body work	10	10
Transmission repair	6	7
Ledger Readership		
Average Weekday	47	50
Average Sunday	57	59
Average Daily/Sunday	63	65

How to read the customer profiles: This page provides detailed information on auto dealer shoppers. The chart is read vertically.

Demographics: 288,786 adults shopped at auto dealers. That's 72% of the Polk County adults. Of those auto dealer shoppers, 52% are men.

Readership: 65% of auto dealer shoppers read The Ledger during the week.