

The Ledger

Department / Discount

Polk County, FL

Customer Profile Summary

Polk County adults who **SHOPPED** at dept./discount stores in the past 3 months

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 Department / Discount Store:
Demographics		
Total Adults Who Shopped	400,687	397,002
% of Greater Polk County Adults	100	99
Gender		
Men	48	48
Women	52	52
Age		
18 - 44	45	45
45 - 64	31	31
65 or older	24	24
Education		
College graduate	10	10
Some College	27	27
High school graduate	41	41
Less than high school	18	18
Household Income		
\$75,000 or more	22	22
\$50,000 or more	40	40
\$35,000 or more	63	64
Employed full-time	47	48
Retired	21	21
Homemaker	9	9
Children Present in HH	41	41
Home Owner	76	76
Apparel items bought past 12 months		
Athletic shoes	37	37
Children's clothing	31	32
Fine Jewelry	21	21
Men's casual clothing/sportswear	39	40
Women's casual clothing/sportswear	46	46
Ledger Readership		
Average Weekday	47	47
Average Sunday	57	57
Average Daily/Sunday	63	63

How to read the customer profiles: This page provides detailed information on department/discount store shoppers. The chart is read vertically.

Demographics: 397,002 adults shopped at department/discount stores in the past 3 months. That's 99% of the Polk County adults. Of those department/discount store shoppers, 48% are men.

Readership: 63% of department/discount store shoppers read The Ledger during the week.