

Customer Profile Summary

Polk County adults who **SHOPPED** at electronic stores in the past 12 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 Electronic Store
Demographics		
Total Adults Who Shopped	400,687	328,413
% of Greater Polk County Adults	100	82
Gender		
Men	48	48
Women	52	52
Age		
18 - 44	45	49
45 - 64	31	32
65 or older	24	19
Education		
College graduate	10	11
Some College	27	28
High school graduate	41	40
Less than high school	18	16
Household Income		
\$75,000 or more	22	23
\$50,000 or more	40	43
\$35,000 or more	63	66
Employment		
Employed full-time	47	52
Retired	21	18
Homemaker	9	9
Children Present in HH		
Children Present in HH	41	45
Home Owner	76	76
Plans to buy in next 12 months		
Computer	7	8
Digital camera	7	7
High Definition Television (HDTV)	5	5
Video game system	2	2
Ledger Readership		
Average Weekday	47	44
Average Sunday	57	57
Average Daily/Sunday	63	63

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

Demographics: 328,413 adults shopped for electronics in the past 12 months. That's 82% of the Polk County adults. Of those electronic shoppers, 48% are men.

Readership: 63% of electronic shoppers read The Ledger during the week.