

Customer Profile Summary

Polk County adults who **SHOPPED** at furniture 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 Furniture Store
Demographics		
Total Adults Who Shopped	400,687	201,591
% of Greater Polk County Adults	100	50
Gender		
Men	48	47
Women	52	53
Age		
18 - 44	45	46
45 - 64	31	34
65 or older	24	20
Education		
College graduate	10	10
Some College	27	29
High school graduate	41	39
Less than high school	18	16
Household Income		
\$75,000 or more	22	25
\$50,000 or more	40	45
\$35,000 or more	63	73
Employment		
Employed full-time	47	51
Retired	21	20
Homemaker	9	9
Children Present in HH		
Children Present in HH	41	42
Home Owner	76	81
Purchases Made Past 12 Months		
Mattress	15	30
Furniture	28	56
Carpeting or floor covering	21	35
Draperies, blinds, other window treatments	17	27
Ledger Readership		
Average Weekday	47	50
Average Sunday	57	59
Average Daily/Sunday	63	66

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

Demographics: 201,591 adults shopped for furniture in the past 12 months. That's 50% of the Polk County adults. Of those furniture shoppers, 47% are men.

Readership: 66% of furniture shoppers read The Ledger during the week.