

The Ledger

Healthcare

Polk County, FL

Customer Profile Summary

Polk County adults who **VISITED** a hospital in the past 3 years

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 Hospital
Demographics		
Total Adults Who Shopped	400,687	291,061
% of Greater Polk County Adults	100	73
Gender		
Men	48	52
Women	52	48
Age		
18 - 44	45	45
45 - 64	31	30
65 or older	24	25
Education		
College graduate	10	10
Some College	27	27
High school graduate	41	39
Less than high school	18	20
Household Income		
\$75,000 or more	22	24
\$50,000 or more	40	41
\$35,000 or more	63	62
Employment		
Employed full-time	47	47
Retired	21	21
Homemaker	9	9
Children Present in HH	41	41
Home Owner	76	78
Medical service used at hospital past 3 years		
Cardiac care	8	10
Cosmetic / reconstructive surgery	1	2
Laser eye surgery	3	4
Maternity care	6	8
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 those who visited a hospital. The chart is read vertically.

Demographics: 291,061 adults visited a hospital in the past 3 years. That's 73% of the Polk County adults. Of those hospital visitors, 52% are men.

Readership: 63% of hospital visitors read The Ledger during the week.