

Customer Profile Summary

Polk County adults who **SHOPPED** at home improvement 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 Home Improvement Store
Demographics		
Total Adults Who Shopped	400,687	316,438
% of Greater Polk County Adults	100	79
Gender		
Men	48	48
Women	52	52
Age		
18 - 44	45	42
45 - 64	31	34
65 or older	24	24
Education		
College graduate	10	11
Some College	27	27
High school graduate	41	41
Less than high school	18	16
Household Income		
\$75,000 or more	22	25
\$50,000 or more	40	44
\$35,000 or more	63	66
Employment		
Employed full-time	47	49
Retired	21	21
Homemaker	9	9
Children Present in HH		
Children Present in HH	41	41
Home Owner	76	81
Home Improvements Made Past 12 Months		
Carpeting/floor covering	16	20
Exterior paint	15	18
Interior paint or wallpaper	24	29
Landscaping	27	32
Ledger Readership		
Average Weekday	47	49
Average Sunday	57	58
Average Daily/Sunday	63	64

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

Demographics: 316,438 adults shopped for home improvements in the past 12 months. That's 79% of the Polk County adults. Of those home improvement shoppers, 48% are men.

Readership: 64% of home improvement shoppers read The Ledger during the week.