

Customer Profile Summary

Polk County adults who **USED** a real estate agent 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 Real Estate Agent
Demographics		
Total Adults Who Shopped	400,687	45,522
% of Greater Polk County Adults	100	11
Gender		
Men	48	38
Women	52	62
Age		
18 - 44	45	42
45 - 64	31	42
65 or older	24	16
Education		
College graduate	10	17
Some College	27	41
High school graduate	41	22
Less than high school	18	7
Household Income		
\$75,000 or more	22	35
\$50,000 or more	40	63
\$35,000 or more	63	87
Employment		
Employed full-time	47	52
Retired	21	11
Homemaker	9	17
Children Present in HH	41	44
Home Owner	76	83
Investment household has		
Second home or real estate property	10	37
Ledger Readership		
Average Weekday	47	47
Average Sunday	57	53
Average Daily/Sunday	63	60

How to read the customer profiles: This page provides detailed information on those who use a real estate agent. The chart is read vertically.

Demographics: 45,522 adults used a real estate agent. That's 11% of the Polk County adults. Of those real estate agent users, 38% are men.

Readership: 60% of real estate agent users read The Ledger during the week.