

Customer Profile Summary

Polk County adults who **VISITED** a sit-down restaurant past 30 days

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 Sit-Down Restaurant
Demographics		
Total Adults Who Shopped	400,687	336,099
% of Greater Polk County Adults	100	84
Gender		
Men	48	47
Women	52	53
Age		
18 - 44	45	43
45 - 64	31	32
65 or older	24	25
Education		
College graduate	10	11
Some College	27	28
High school graduate	41	41
Less than high school	18	15
Household Income		
\$75,000 or more	22	23
\$50,000 or more	40	42
\$35,000 or more	63	65
Employment		
Employed full-time	47	47
Retired	21	22
Homemaker	9	10
Home Ownership		
Children Present in HH	41	37
Home Owner	76	79
Type of restaurant visited past 30 days		
Chinese restaurant	38	43
Italian restaurant	11	13
Mexican restaurant	12	14
Seafood restaurant	16	19
Ledger Readership		
Average Weekday	47	47
Average Sunday	57	61
Average Daily/Sunday	63	66

How to read the customer profiles: This page provides detailed information on those who visit a sit-down restaurant. The chart is read vertically.

Demographics: 336,099 adults visited a sit-down restaurant the past 30 days. That's 84% of the Polk County adults. Of those restaurant visitors, 47% are men.

Readership: 66% of sit-down restaurant visitors read The Ledger during the week.