

# The Ledger

## Travel

Polk County, FL

Polk County adults who **TRAVELED** on an airline 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 Airline
<b>Demographics</b>		
Total Adults Who Shopped	400,687	153,640
% of Greater Polk County Adults	100	38
<b>Gender</b>		
Men	48	46
Women	52	54
<b>Age</b>		
18 - 44	45	43
45 - 64	31	32
65 or older	24	25
<b>Education</b>		
College graduate	10	17
Some College	27	31
High school graduate	41	31
Less than high school	18	12
<b>Household Income</b>		
\$75,000 or more	22	27
\$50,000 or more	40	49
\$35,000 or more	63	73
<b>Employment</b>		
Employed full-time	47	52
Retired	21	22
Homemaker	9	8
Children Present in HH	41	36
Home Owner	76	83
<b>Professional service used past 12 months</b>		
Travel agent	8	13
<b>Ledger Readership</b>		
Average Weekday	47	53
Average Sunday	57	62
Average Daily/Sunday	63	68

**How to read the customer profiles:** This page provides detailed information on those who traveled on an airline. The chart is read vertically.

**Demographics:** 153,640 adults traveled on an airline the past 12 months. That's 38% of the Polk County adults. Of those airline travelers, 46% are men.

**Readership:** 68% of airline travelers read The Ledger during the week.