

The Ledger

Wireless Phone

Polk County, FL

Customer Profile Summary

Polk County adults who **CURRENTLY USE** wireless phone carriers

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	Uses Any Wireless Carrier
Demographics		
Total Adults Who Shopped	400,687	238,094
% of Greater Polk County Adults	100	59
Gender		
Men	48	47
Women	52	53
Age		
18 - 44	45	49
45 - 64	31	33
65 or older	24	18
Education		
College graduate	10	11
Some College	27	28
High school graduate	41	41
Less than high school	18	13
Household Income		
\$75,000 or more	22	23
\$50,000 or more	40	46
\$35,000 or more	63	71
Employment		
Employed full-time	47	56
Retired	21	16
Homemaker	9	10
Children Present in HH		
Children Present in HH	41	44
Home Owner	76	77
Plans to buy in next 12 months		
Wireless service for self	4	3
Wireless service for other household member	2	2
Ledger Readership		
Average Weekday	47	48
Average Sunday	57	58
Average Daily/Sunday	63	63

How to read the customer profiles: This page provides detailed information on Polk County adults who currently use a wireless phone carrier. The chart is read vertically.

Demographics: 238,094 adults currently use a wireless phone carrier. That's 59% of the Polk County adults. Of those wireless phone users, 47% are men.

Readership: 63% of wireless phone users read The Ledger during the week.