

DMA Market Rank: 14
Cable Penetration: 68%

Polk Market Data

Employment Industry

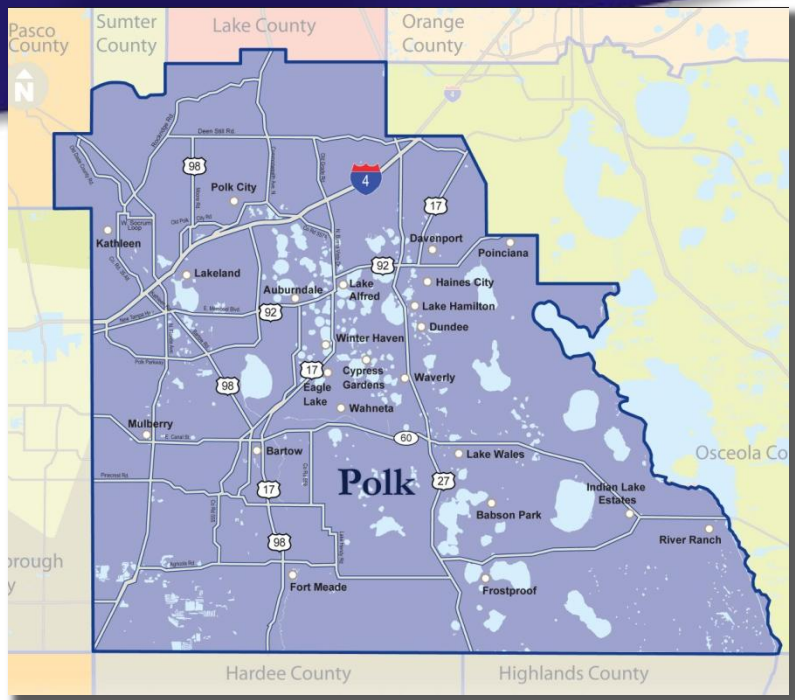
Mgt/Professional	22.3%
Service	18.0%
Sales/Office	29.3%
Construction	11.2%
Production/Transportation	18.7%

Household Income

Median HH income \$44,350

Home Value

Median Home Value \$139,800



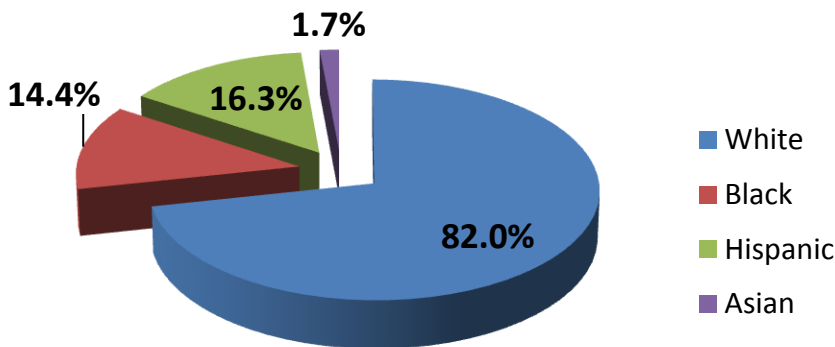
Education Breakdown

H.S. Grad	34.3%
Some College	21.6%
College Grad.	8.2%
Advanced Degree	4.0%

Age Demographics

20-49	43.4%
50+	30.7%

Ethnic Population



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Polk Zone Zip Codes

Polk

33801	Lakeland
33839	Eagle Lake
33884	Winter Haven
33803	Lakeland
33840	Eaton Park
33896	Davenport
33805	Lakeland
33844	Haines City
33897	Davenport
33809	Lakeland
33846	Highland City
33898	Lake Wales
33810	Lakeland
33850	Lake Alfred
33811	Lakeland
33851	Lake Hamilton
33812	Lakeland
33858	Loughman
33813	Lakeland
33859	Lake Wales
33815	Lakeland
33860	Mulberry
33823	Auburndale
33868	Polk City
33830	Bartow
33877	Waverly
33837	Davenport
33880	Winter Haven
33838	Dundee
33881	Winter Haven

