

demographic profile

	Base	Daily Readers	Sunday Readers	Integrated Newspaper Audience	Spokesman.com visited past 30 days
DMA	860,562	202,264	275,900	393,956	72,392
GENDER					
Men	424,764	103,548	131,220	180,730	34,916
Women	435,798	98,716	144,680	213,226	37,476
AGE					
Age 18 - 34	272,622	29,156	54,080	90,782	23,440
Age 35 - 54	283,738	60,816	86,810	143,004	31,052
Age 55 +	304,202	112,292	135,010	160,170	17,900
HOUSEHOLD INCOME					
Less than \$24,999	191,852	17,250	33,906	51,726	4,612
\$25,000 - \$34,999	126,630	29,182	44,378	58,522	4,438
\$35,000 - \$49,999	160,442	40,764	52,206	77,582	13,214
\$50,000 - \$74,999	194,814	59,686	73,216	104,676	30,678
\$75,000 +	186,824	55,382	72,194	101,450	19,450
HOME OWNERSHIP					
Own Home	633,198	167,446	225,292	311,776	58,498
Rent Home	216,818	30,216	45,382	76,680	13,894
EDUCATION					
High School Graduate or Less	347,862	60,926	90,054	127,096	10,546
Some College	319,880	76,952	105,482	153,136	31,842
College Graduate	106,222	34,602	44,958	66,428	17,014
College Graduate +	86,598	29,784	35,406	47,296	12,990
EMPLOYMENT					
Employed full-time (35 hours or more)	339,128	86,494	117,788	174,002	43,828
Employed part-time (less than 35 hours)	173,238	31,248	40,818	74,792	12,548
Not Employed (retired, home maker ...)	348,196	84,522	117,294	145,162	16,016
OCCUPATION SUMMARY					
Management/Business/Financial Operations	101,920	17,982	29,620	40,664	6,970
Professional and Related Occupations	94,462	34,418	38,760	52,986	17,892
Service	95,436	17,464	25,898	47,942	5,922
Sales and Office	101,420	30,826	42,070	60,112	21,010
RACE					
White	831,740	198,376	268,006	383,308	70,814
Other	28,822	3,888	7,894	10,648	1,578
MARITAL STATUS					
Married	505,166	127,680	161,532	232,466	48,972
Never married (single)	193,364	28,944	55,356	79,900	11,328
Widowed, Separated, Divorced	162,032	45,640	59,012	81,590	12,092
CHILDREN IN HOUSEHOLD					
None	544,132	138,328	184,912	247,288	35,642
One or more	316,430	63,936	90,988	146,668	36,750

Source: Scarborough R1 (Sept. 2010-Feb 2011) Base : DMA
(INA = Cume Daily or Average issue Sunday or past 30 days SR.com)

2012

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