

demographic profile

	Base	Daily Readers	Sunday Readers	Integrated Newspaper Audience	Spokesman.com visited past 30 days
PMA	746,116	201,318	274,070	377,972	69,554
GENDER					
Men	381,978	102,602	131,220	171,942	34,916
Women	364,138	98,716	142,850	206,030	34,638
AGE					
Age 18 - 34	237,292	29,156	54,080	90,782	23,440
Age 35 - 54	252,714	60,816	86,810	132,960	30,560
Age 55 +	256,110	111,346	133,180	154,230	15,554
HOUSEHOLD INCOME					
Less than \$24,999	150,994	17,250	33,906	51,726	4,612
\$25,000 - \$34,999	109,370	29,182	42,548	52,128	4,438
\$35,000 - \$49,999	139,806	40,764	52,206	77,090	12,722
\$50,000 - \$74,999	173,772	58,740	73,216	101,384	28,332
\$75,000 +	172,174	55,382	72,194	95,644	19,450
HOME OWNERSHIP					
Own Home	548,704	166,500	225,292	297,622	55,660
Rent Home	187,280	30,216	43,552	74,850	13,894
EDUCATION					
High School Graduate or Less	281,186	60,926	90,054	118,476	8,200
Some College	298,852	76,952	105,482	149,858	31,842
College Graduate	93,114	34,602	44,958	65,610	17,014
College Graduate +	72,964	28,838	33,576	44,028	12,498
EMPLOYMENT					
Employed full-time (35 hours or more)	306,558	86,494	117,788	165,850	41,482
Employed part-time (less than 35 hours)	161,458	31,248	38,988	68,398	12,548
Not Employed (retired, home maker ...)	278,100	83,576	117,294	143,724	15,524
OCCUPATION SUMMARY					
Management/Business/Financial Operations	92,836	17,982	29,620	39,846	6,970
Professional and Related Occupations	83,922	34,418	38,760	52,986	17,892
Service	90,950	17,464	24,068	44,402	5,922
Sales and Office	92,748	30,826	42,070	57,766	18,664
RACE					
White	727,132	197,430	266,176	367,324	67,976
Other	18,984	3,888	7,894	10,648	1,578
MARITAL STATUS					
Married	432,470	127,680	161,532	222,096	48,972
Never married (single)	176,070	28,944	55,356	79,900	11,328
Widowed, Separated, Divorced	137,576	44,694	57,182	75,976	9,254
CHILDREN IN HOUSEHOLD					
None	463,554	137,382	184,912	237,190	35,150
One or more	282,562	63,936	89,158	140,782	34,404

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

2012

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