

demographic profile

	Base	Daily Readers	Sunday Readers	Integrated Newspaper Audience	Spokesman.com visited past 30 days
Spokane County CBSA	365,380	152,502	200,302	262,290	57,024
GENDER					
Men	177,714	82,112	94,720	121,984	27,234
Women	187,666	70,390	105,582	140,306	29,790
AGE					
Age 18 - 34	118,206	27,480	41,984	68,402	20,728
Age 35 - 54	125,464	49,108	68,774	93,338	23,298
Age 55 +	121,710	75,914	89,544	100,550	12,998
HOUSEHOLD INCOME					
Less than \$24,999	60,728	14,266	25,136	34,110	4,380
\$25,000 - \$34,999	59,108	22,622	31,140	39,206	4,438
\$35,000 - \$49,999	74,440	27,934	39,062	52,972	9,042
\$50,000 - \$74,999	85,550	44,152	53,452	68,598	22,230
\$75,000 +	85,554	43,528	51,512	67,404	16,934
HOME OWNERSHIP					
Own Home	269,728	123,400	159,340	200,906	44,776
Rent Home	89,740	26,848	38,708	58,856	12,248
EDUCATION					
High School Graduate or Less	127,744	38,732	63,246	85,232	7,968
Some College	142,528	58,086	75,430	96,436	26,250
College Graduate	51,836	30,454	32,686	43,998	11,720
College Graduate +	43,272	36,624	25,230	28,940	11,086
EMPLOYMENT					
Employed full-time (35 hours or more)	159,474	70,752	85,018	115,558	34,282
Employed part-time (less than 35 hours)	64,266	25,232	33,074	47,952	9,074
Not Employed (retired, home maker ...)	141,640	56,518	82,210	98,780	13,668
OCCUPATION SUMMARY					
Management/Business/Financial Operations	*33,134	16,600	19,196	26,634	4,996
Professional and Related Occupations	56,624	26,812	31,352	39,270	12,550
Service	*40,158	14,736	20,034	26,940	4,624
Sales and Office	51,938	22,836	30,566	42,120	16,604
RACE					
White	350,758	148,614	193,598	252,832	55,446
Other	14,622	3,888	6,704	9,458	1,578
MARITAL STATUS					
Married	203,796	97,614	116,734	153,768	40,354
Never married (single)	92,368	24,240	43,854	59,202	9,268
Widowed, Separated, Divorced	69,216	30,648	39,714	49,320	7,402
CHILDREN IN HOUSEHOLD					
None	208,198	100,180	125,900	150,046	25,844
One or more	157,182	52,322	74,402	112,244	31,180

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

2012

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