

demographic profile

	Base	Daily Readers	Sunday Readers	Integrated Newspaper Audience	Spokesman.com visited past 30 days
Spokane/Kootenai Counties	474,320	166,890	222,330	294,362	60,572
GENDER					
Men	231,190	88,102	105,044	137,938	28,764
Women	243,130	78,788	117,286	156,424	31,808
AGE					
Age 18 - 34	149,780	29,156	47,074	76,206	23,440
Age 35 - 54	163,528	53,284	74,310	103,242	23,696
Age 55 +	161,012	84,450	100,946	114,914	13,436
HOUSEHOLD INCOME					
Less than \$24,999	81,288	15,214	29,100	38,532	4,612
\$25,000 - \$34,999	72,246	26,056	34,970	44,550	4,438
\$35,000 - \$49,999	95,632	31,646	44,298	61,132	10,662
\$50,000 - \$74,999	113,330	47,468	58,746	76,332	23,528
\$75,000 +	111,824	46,506	55,216	73,816	17,332
HOME OWNERSHIP					
Own Home	347,038	135,900	175,900	225,410	46,678
Rent Home	119,498	28,736	43,552	65,800	13,894
EDUCATION					
High School Graduate or Less	172,316	43,534	70,546	95,488	8,200
Some College	185,318	64,592	84,486	107,986	27,664
College Graduate	65,958	31,288	36,178	51,138	13,622
College Graduate +	50,728	27,476	31,120	39,750	11,086
EMPLOYMENT					
Employed full-time (35 hours or more)	202,236	75,916	92,170	128,638	35,978
Employed part-time (less than 35 hours)	82,042	26,964	36,502	53,072	10,488
Not Employed (retired, home maker ...)	190,042	64,010	93,658	112,652	14,106
OCCUPATION SUMMARY					
Management/Business/Financial Operations	42,706	17,982	20,392	28,644	4,996
Professional and Related Occupations	66,550	28,202	32,544	45,358	14,362
Service	53,146	15,984	24,068	31,992	5,922
Sales and Office	61,562	23,660	31,390	43,228	16,604
RACE					
White	458,092	163,002	214,436	283,714	58,994
Other	28,822	3,888	7,894	10,648	1,578
MARITAL STATUS					
Married	269,798	105,984	131,186	174,528	42,050
Never married (single)	117,722	26,508	47,028	62,522	9,268
Widowed, Separated, Divorced	86,800	34,398	44,116	57,312	9,254
CHILDREN IN HOUSEHOLD					
None	277,502	110,486	143,566	171,192	27,580
One or more	196,818	56,404	78,764	123,170	32,992

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

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Spokane & Kootenai Counties