

2013

Spokane CBSA

demographic profile

CBSA (Spokane County)	Base	Daily Readers	Sunday Readers	S-R Media Intergrated Audience Website	S-R Media Intergrated Audience Website Past 30 days
CBSA	368,582	142,278	181,706	253,536	264,774
GENDER					
Men	179,424	69,590	80,616	117,830	122,118
Women	189,158	72,688	101,090	135,706	142,656
AGE					
Age 18 - 34	117,054	30,308	35,950	67,296	74,274
Age 35 - 54	125,408	44,054	62,264	84,176	87,806
Age 55 +	126,120	67,916	83,492	102,064	102,694
HOUSEHOLD INCOME					
Less than \$24,999	69,186	15,466	20,396	33,620	33,974
\$25,000 - \$34,999	49,446	20,088	29,242	37,096	40,356
\$35,000 - \$49,999	69,274	29,090	39,980	54,642	56,020
\$50,000 - \$74,999	62,734	26,274	34,364	45,652	47,114
\$75,000 +	117,942	51,360	57,724	82,526	87,310
HOME OWNERSHIP					
Own Home	241,882	103,990	131,708	176,256	184,602
Rent Home	107,832	26,098	41,468	60,204	63,096
EDUCATION					
High School Graduate or Less	128,486	40,640	54,880	75,154	79,354
Some College	143,386	57,272	72,702	103,088	107,588
College Graduate	59,942	24,340	29,970	43,628	45,566
College Graduate +	39,768	20,026	24,154	31,666	32,266
EMPLOYMENT					
Employed full-time (35 hours or more)	159,894	59,884	79,980	113,534	122,230
Employed part-time (less than 35 hours)	61,910	26,632	24,368	41,970	43,270
Not Employed (retired, home maker ...)	146,778	55,762	77,358	98,032	99,274
OCCUPATION SUMMARY					
Management/Business/Financial Operations	39,176	16,764	20,238	27,348	27,666
Professional and Related Occupations	56,624	27,242	30,550	44,480	46,100
Service	33,936	13,396	18,568	27,914	28,054
Sales and Office	54,918	20,758	23,536	38,644	42,272
RACE					
White	339,612	133,896	168,442	234,470	244,848
Other	28,970	8,382	13,264	19,066	19,926
MARITAL STATUS					
Married	227,270	90,808	118,906	158,534	167,486
Never married (single)	79,170	26,922	30,802	50,824	52,444
Widowed, Separated, Divorced	62,142	24,548	31,998	44,178	44,844
CHILDREN IN HOUSEHOLD					
None	227,812	100,236	125,078	166,858	171,546
One or more	140,770	42,042	56,628	86,678	93,228

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