

2013

Spokane/Kootenai Counties

demographic profile

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	Base	Daily Readers	Sunday Readers	S-R Media Intergrated Audience Website	S-R Media Intergrated Audience Website Past 30 days
Spokane/Kootenai	477,740	167,102	212,764	295,792	309,358
GENDER					
Men	232,932	85,822	97,482	138,554	144,870
Women	244,808	81,190	115,282	157,238	164,488
AGE					
Age 18 - 34	147,766	35,972	43,144	76,546	83,524
Age 35 - 54	162,912	50,904	71,650	97,792	102,946
Age 55 +	167,062	80,136	97,970	121,454	122,888
HOUSEHOLD INCOME					
Less than \$24,999	87,830	17,418	25,682	40,034	40,388
\$25,000 - \$34,999	61,230	22,252	31,302	41,076	44,636
\$35,000 - \$49,999	98,044	36,136	50,288	67,398	70,000
\$50,000 - \$74,999	79,944	28,858	37,160	49,526	51,792
\$75,000 +	150,692	62,348	68,332	97,758	102,542
HOME OWNERSHIP					
Own Home	323,430	120,400	150,424	204,562	215,236
Rent Home	134,886	33,866	53,254	73,598	76,490
EDUCATION					
High School Graduate or Less	173,054	45,260	64,766	86,842	92,566
Some College	186,156	71,652	87,568	123,178	128,482
College Graduate	72,602	27,898	33,866	50,560	52,498
College Graduate +	45,928	22,202	26,564	35,212	35,812
EMPLOYMENT					
Employed full-time (35 hours or more)	204,164	68,768	89,280	130,334	141,058
Employed part-time (less than 35 hours)	84,970	34,360	33,056	51,592	53,192
Not Employed (retired, home maker ...)	188,606	63,884	90,428	113,866	115,108
OCCUPATION SUMMARY					
Management/Business/Financial Operations	54,316	20,350	23,634	34,990	35,308
Professional and Related Occupations	65,396	28,036	31,090	46,148	48,992
Service	43,234	13,798	19,660	30,458	30,598
Sales and Office	77,556	31,914	33,914	49,800	53,728
RACE					
White	444,834	157,546	197,016	273,892	286,598
Other	32,906	9,466	15,748	21,900	22,760
MARITAL STATUS					
Married	301,544	105,020	138,012	186,134	197,114
Never married (single)	95,556	33,670	37,550	58,350	59,970
Widowed, Separated, Divorced	80,640	28,322	37,202	51,308	52,274
CHILDREN IN HOUSEHOLD					
None	297,612	121,474	150,920	200,136	205,628
One or more	180,128	45,538	61,844	95,656	103,730