

2013

Spokane Primary Market Area

demographic profile

Get the Audience you desire with **S-R Media** *The Spokesman-Review's* Print and Online products.

The Spokesman-Review ranked 5th in 2010 by the NAA in "Top 25 U.S. Daily Newspapers with combined Print and Online Audience Increases." (June 2010)

The Spokesman-Review remains a strong media leader, reaching affluent, educated and influential consumers, each and every day.

Look at the list of our Products:

Print
 Northwest News
 Sports
 Business News
 7 Product
 Home and Travel
 Outdoors
 Classifieds
 Wednesday and Sunday Pinch
 Investments
 LiveWELL
 Boomer U

Online

Spokane7.com
 Bizfindernw.com
 Spokesmanclassifieds.com
 Spokesmanautos.com
 DownToEarthNW.com
 Spokesmanhomes.com
 Spokanejobs.com
 CouponCliquenw.com
 KissTheBrideNW.com



PMA (Grand, Ferry, Stevens, Pend Oreille, Spokane, Lincoln, Adams, Whitman, Latah, Shoshone, Benewah, Kootenai, Bonner, Boundary)	Base	Daily Readers	Sunday Readers	S-R Media Intergrated Audience Website	S-R Media Intergrated Audience Website Past 30 days
PMA	727,762	208,810	256,458	369,306	382,872
GENDER					
Men	342,706	108,352	116,448	169,792	176,108
Women	385,056	100,458	140,010	199,514	206,764
AGE					
Age 18 - 34	245,868	48,846	52,160	105,946	112,924
Age 35 - 54	231,274	55,712	77,796	107,024	112,178
Age 55 +	250,620	104,252	126,502	156,336	157,770
HOUSEHOLD INCOME					
Less than \$24,999	149,042	21,824	38,704	57,532	57,886
\$25,000 - \$34,999	105,804	33,246	36,558	64,614	68,174
\$35,000 - \$49,999	151,638	52,518	62,772	85,982	88,584
\$50,000 - \$74,999	124,282	30,642	41,286	54,614	56,880
\$75,000 +	196,996	70,580	77,138	106,564	111,348
HOME OWNERSHIP					
Own Home	486,670	152,708	181,846	243,868	254,542
Rent Home	220,898	43,356	64,756	107,036	109,928
EDUCATION					
High School Graduate or Less	292,366	63,338	83,276	113,966	119,960
Some College	266,486	86,910	102,770	154,306	159,610
College Graduate	107,226	33,184	40,196	62,170	64,108
College Graduate +	61,684	25,378	30,216	38,864	39,464
EMPLOYMENT					
Employed full-time (35 hours or more)	277,752	88,416	104,254	151,994	162,718
Employed part-time (less than 35 hours)	139,150	37,936	42,620	72,214	73,814
Not Employed (retired, home maker...)	310,860	82,458	109,584	145,098	146,340
OCCUPATION SUMMARY					
Management/Business/Financial Operations	67,444	22,326	28,050	43,882	44,200
Professional and Related Occupations	108,724	38,500	42,890	58,910	61,754
Service	64,850	14,758	23,554	38,810	38,950
Sales and Office	114,362	41,214	37,818	61,552	65,480
RACE					
White	678,150	199,344	238,302	340,522	353,228
Other	49,612	9,466	18,156	28,784	29,644
MARITAL STATUS					
Married	412,564	128,128	156,768	216,724	227,704
Never married (single)	183,990	45,276	52,966	90,200	91,820
Widowed, Separated, Divorced	131,208	35,406	46,724	62,382	63,348
CHILDREN IN HOUSEHOLD					
None	458,570	161,548	190,164	267,648	273,140
One or more	269,192	47,262	66,294	101,658	109,732