

2014

Spokane CBSA

demographic profile

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| CBSA (Spokane County) | Base | Daily Readers | Sunday Readers | S-R Media Integrated Audience Website | S-R Media Integrated Audience Website Past 30 days |
|--|---------|------------------|-------------------|--|---|
| CBSA | 369,014 | 123,661 | 164,762 | 233,336 | 247,130 |
| GENDER | | | | | |
| Men | 179,871 | 62,865 | 80,408 | 114,272 | 124,081 |
| Women | 189,143 | 60,796 | 84,354 | 119,064 | 123,049 |
| AGE | | | | | |
| Age 18 - 34 | 117,444 | 18,344 | 33,411 | 56,671 | 65,979 |
| Age 35 - 54 | 124,114 | 36,586 | 51,424 | 80,258 | 83,685 |
| Age 55 + | 127,456 | 68,731 | 79,927 | 96,407 | 97,466 |
| HOUSEHOLD INCOME | | | | | |
| Less than \$24,999 | 62,395 | 14,403 | 22,482 | 35,245 | 36,905 |
| \$25,000 - \$34,999 | 59,039 | 17,247 | 25,682 | 35,253 | 40,380 |
| \$35,000 - \$49,999 | 76,586 | 26,449 | 28,230 | 45,728 | 48,153 |
| \$50,000 - \$74,999 | 76,256 | 27,272 | 41,333 | 51,593 | 54,465 |
| \$75,000 + | 94,738 | 38,290 | 47,035 | 65,517 | 67,227 |
| HOME OWNERSHIP | | | | | |
| Own Home | 250,226 | 96,621 | 125,894 | 169,475 | 177,642 |
| Rent Home | 110,119 | 25,036 | 35,491 | 58,229 | 62,061 |
| EDUCATION | | | | | |
| High School Graduate or Less | 126,373 | 39,559 | 55,551 | 75,434 | 81,180 |
| Some College | 148,479 | 44,622 | 62,228 | 90,841 | 97,912 |
| College Graduate | 55,201 | 22,998 | 27,298 | 38,342 | 38,975 |
| College Graduate + | 38,961 | 16,482 | 19,685 | 28,719 | 29,063 |
| EMPLOYMENT | | | | | |
| Employed full-time (35 hours or more) | 153,501 | 50,639 | 69,563 | 103,071 | 109,020 |
| Employed part-time (less than 35 hours) | 69,415 | 20,074 | 26,381 | 40,634 | 44,966 |
| Not Employed (retired, home maker ...) | 146,098 | 52,948 | 68,818 | 89,631 | 93,144 |
| OCCUPATION SUMMARY | | | | | |
| Management/Business/Financial Operations | 35,598 | 11,935 | 14,042 | 20,659 | 24,551 |
| Professional and Related Occupations | 47,606 | 17,869 | 20,988 | 34,818 | 35,397 |
| Service | 43,938 | 10,213 | 16,664 | 25,508 | 27,710 |
| Sales and Office | 51,992 | 18,852 | 25,636 | 34,643 | 37,015 |
| RACE | | | | | |
| White | 343,599 | 117,494 | 154,177 | 218,485 | 230,570 |
| Other | 25,415 | 6,167 | 10,585 | 14,851 | 16,560 |
| MARITAL STATUS | | | | | |
| Married | 199,564 | 73,779 | 99,319 | 134,080 | 142,930 |
| Never married (single) | 94,171 | 22,209 | 29,462 | 49,814 | 54,100 |
| Widowed, Separated, Divorced | 75,279 | 27,673 | 35,981 | 49,442 | 50,100 |
| CHILDREN IN HOUSEHOLD | | | | | |
| None | 240,061 | 94,553 | 117,844 | 159,389 | 166,364 |
| One or more | 128,953 | 29,108 | 46,918 | 73,947 | 80,766 |