

2014

Designated Market Area

demographic profile

DMA	Base	Daily Readers	Sunday Readers	S-R Media Intergrated Audience Website	S-R Media Intergrated Audience Website Past 30 days
DMA	870,219	163,807	227,235	341,273	359,737
GENDER					
Men	429,950	80,219	111,574	166,012	176,147
Women	440,269	83,588	115,661	175,261	183,590
AGE					
Age 18 - 34	265,667	26,224	49,916	85,545	95,179
Age 35 - 54	280,209	47,402	68,965	115,979	120,928
Age 55 +	324,343	90,181	108,354	139,749	143,630
HOUSEHOLD INCOME					
Less than \$24,999	159,613	18,839	35,830	50,560	54,100
\$25,000 - \$34,999	149,386	19,216	31,407	48,536	54,605
\$35,000 - \$49,999	185,918	34,787	45,135	72,907	76,049
\$50,000 - \$74,999	185,252	44,441	55,764	82,619	86,622
\$75,000 +	190,050	46,524	59,099	86,651	88,361
HOME OWNERSHIP					
Own Home	602,725	122,613	175,827	245,412	257,512
Rent Home	234,740	31,177	42,542	77,935	82,504
EDUCATION					
High School Graduate or Less	349,450	51,645	83,810	115,518	122,878
Some College	328,951	67,172	87,572	137,570	146,149
College Graduate	117,100	25,502	32,572	49,142	51,323
College Graduate +	74,718	19,488	23,281	39,043	39,387
EMPLOYMENT					
Employed full-time (35 hours or more)	345,720	65,842	93,182	150,319	157,849
Employed part-time (less than 35 hours)	160,112	29,552	34,623	60,613	66,604
Not Employed (retired, home maker ...)	364,387	68,413	99,430	130,341	135,284
OCCUPATION SUMMARY					
Management/Business/Financial Operations	85,862	17,369	18,264	29,968	34,365
Professional and Related Occupations	111,990	26,268	30,600	54,711	56,007
Service	76,825	11,114	18,737	33,719	36,899
Sales and Office	115,734	22,139	29,415	48,322	51,408
RACE					
White	816,516	155,189	214,728	322,406	338,444
Other	53,703	8,618	12,507	18,867	21,293
MARITAL STATUS					
Married	508,908	98,161	141,524	202,919	213,617
Never married (single)	199,386	31,569	39,418	74,280	79,546
Widowed, Separated, Divorced	161,925	34,077	46,293	64,074	66,574
CHILDREN IN HOUSEHOLD					
None	553,645	125,918	153,701	225,908	236,005
One or more	316,574	37,889	73,534	115,365	123,732

Source: Scarborough R1 2013

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