

2014

Spokane/Kootenai Counties

demographic profile

Spokane/ Kootenai	Base	Daily Readers	Sunday Readers	S-R Media Intergrated Audience Website	S-R Media Intergrated Audience Website Past 30 days
Spokane/Kootenai	478,183	133,853	179,564	257,745	272,936
GENDER					
Men	233,140	68,385	86,497	126,920	137,055
Women	245,043	65,468	93,067	130,825	135,881
AGE					
Age 18 - 34	147,985	19,245	38,546	63,115	72,749
Age 35 - 54	161,368	38,679	52,854	86,282	90,009
Age 55 +	168,830	75,929	88,164	108,348	110,178
HOUSEHOLD INCOME					
Less than \$24,999	75,822	15,211	23,588	36,503	38,406
\$25,000 - \$34,999	77,781	17,671	27,326	38,151	43,806
\$35,000 - \$49,999	104,712	29,634	34,470	54,918	57,343
\$50,000 - \$74,999	97,855	30,332	45,301	58,165	61,663
\$75,000 +	122,013	41,005	48,879	70,008	71,718
HOME OWNERSHIP					
Own Home	326,890	105,140	137,170	189,165	198,729
Rent Home	140,207	26,302	38,610	61,951	65,783
EDUCATION					
High School Graduate or Less	170,104	43,085	58,390	81,222	87,268
Some College	191,298	48,012	69,117	100,732	108,574
College Graduate	70,734	25,118	30,626	44,410	45,369
College Graduate +	46,047	17,638	21,431	31,381	31,725
EMPLOYMENT					
Employed full-time (35 hours or more)	197,770	54,285	74,893	113,501	120,076
Employed part-time (less than 35 hours)	83,813	20,579	26,976	42,217	47,077
Not Employed (retired, home maker ...)	196,600	58,989	77,695	102,027	105,783
OCCUPATION SUMMARY					
Management/Business/Financial Operations	45,119	12,510	14,749	21,464	25,356
Professional and Related Occupations	59,390	18,773	23,488	38,704	39,283
Service	53,181	11,114	16,847	27,545	30,275
Sales and Office	66,900	19,550	27,636	38,177	40,849
RACE					
White	450,340	127,593	168,886	242,801	256,283
Other	27,843	6,260	10,678	14,944	16,653
MARITAL STATUS					
Married	265,268	80,291	107,401	148,767	158,243
Never married (single)	118,417	23,835	34,122	55,291	59,820
Widowed, Separated, Divorced	94,498	29,727	38,041	53,687	54,873
CHILDREN IN HOUSEHOLD					
None	308,636	101,822	127,161	174,215	182,261
One or more	169,547	32,031	52,403	83,530	90,675

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