

# 2014

## Primary Market Area

### demographic profile

| <b>PMA (Grant, Ferry, Stevens, Pend Oreille, Spokane, Lincoln, Adams, Whitman, Latah, Shoshone, Benewah, Kootenai, Bonner, Boundary)</b> | <b>Base</b> | <b>Daily Readers</b> | <b>Sunday Readers</b> | <b>S-R Media Intergrated Audience Website</b> | <b>S-R Media Intergrated Audience Website Past 30 days</b> |
|--|-------------|----------------------|-----------------------|---|--|
| <b>PMA</b>   | 753,358     | 156,753              | 225,458               | 328,139                                       | 346,603  |
| <b>GENDER</b>  |             |                      |                       |   |  |
| Men  | 375,636     | 80,219               | 109,797               | 162,636                                       | 172,771  |
| Women  | 377,722     | 76,534               | 115,661               | 165,503                                       | 173,832  |
| <b>AGE</b>   |             |                      |                       |   |  |
| Age 18 - 34  | 238,074     | 20,009               | 49,916                | 79,330  | 88,964   |
| Age 35 - 54  | 240,896     | 46,563               | 68,965                | 113,920                                       | 118,869  |
| Age 55 +   | 274,388     | 90,181               | 106,577               | 134,889                                       | 138,770  |
| <b>HOUSEHOLD INCOME</b>  |             |                      |                       |   |  |
| Less than \$24,999   | 139,462     | 18,839               | 34,053                | 48,783  | 52,323   |
| \$25,000 - \$34,999  | 128,371     | 19,216               | 31,407                | 48,156  | 54,225   |
| \$35,000 - \$49,999  | 160,695     | 34,787               | 45,135                | 71,589  | 74,731   |
| \$50,000 - \$74,999  | 161,335     | 38,226               | 55,764                | 75,061  | 79,064   |
| \$75,000 +   | 163,495     | 45,685               | 59,099                | 84,550  | 86,260   |
| <b>HOME OWNERSHIP</b>  |             |                      |                       |   |  |
| Own Home   | 518,487     | 121,774              | 174,050               | 239,578                                       | 251,678  |
| Rent Home  | 210,613     | 31,177               | 42,542                | 76,850  | 81,419   |
| <b>EDUCATION</b>   |             |                      |                       |   |  |
| High School Graduate or Less   | 296,821     | 50,806               | 82,033                | 111,283                                       | 118,643  |
| Some College   | 292,178     | 60,957               | 87,572                | 130,037                                       | 138,616  |
| College Graduate   | 100,472     | 25,502               | 32,572                | 48,259  | 50,440   |
| College Graduate +   | 63,887      | 19,488               | 23,281                | 38,560  | 38,904   |
| <b>EMPLOYMENT</b>  |             |                      |                       |   |  |
| Employed full-time (35 hours or more)  | 300,425     | 65,003               | 93,182                | 147,861                                       | 155,391  |
| Employed part-time (less than 35 hours)  | 137,150     | 23,337               | 32,846                | 52,138  | 58,129   |
| Not Employed (retired, home maker ...)   | 315,783     | 68,413               | 99,430                | 128,140                                       | 133,083  |
| <b>OCCUPATION SUMMARY</b>  |             |                      |                       |   |  |
| Management/Business/Financial Operations   | 71,779      | 17,369               | 18,264                | 29,968  | 34,365   |
| Professional and Related Occupations   | 93,445      | 20,053               | 30,600                | 48,496  | 49,792   |
| Service  | 67,357      | 11,114               | 18,737                | 33,719  | 36,899   |
| Sales and Office   | 95,943      | 21,300               | 29,415                | 45,864  | 48,950   |
| <b>RACE</b>  |             |                      |                       |   |  |
| White  | 704,294     | 148,974              | 212,951               | 310,111                                       | 326,149  |
| Other  | 49,064      | 7,779                | 12,507                | 18,028  | 20,454   |
| <b>MARITAL STATUS</b>  |             |                      |                       |   |  |
| Married  | 441,746     | 97,322               | 141,524               | 198,770                                       | 209,468  |
| Never married (single)   | 175,780     | 25,354               | 39,418                | 68,065  | 73,331   |
| Widowed, Separated, Divorced   | 135,832     | 34,077               | 44,516                | 61,304  | 63,804   |
| <b>CHILDREN IN HOUSEHOLD</b>   |             |                      |                       |   |  |
| None   | 484,433     | 118,864              | 151,924               | 212,774                                       | 222,871  |
| One or more  | 268,925     | 37,889               | 73,534                | 115,365                                       | 123,732  |

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