



# The Spokesman-Review

## Audience Demographics

# The Spokesman-Review Audience Demographics

Gender/Age	Spokane DMA	Spokesman-Review Audience
<b>Gender</b>		
Male	50%	54%
Female	50%	46%
<b>Age/Generational Segments</b>		
18-24	14%	10%
25-34	16%	9%
35-44	15%	15%
45-54	16%	14%
55-64	18%	21%
65+	22%	32%
Millennial: A18-34	30%	19%
Gen X: A35-49	21%	21%
Boomers: A50-69	35%	38%
Silent Generation: A70+	14%	22%
<b>Average Age</b>	<b>47.4</b>	<b>52.4</b>

The Spokesman-Review audience is slightly more likely to be male than female.

Generationally, the Spokesman-Review audience represents a cross-section of age groups.

- Boomers (age 50-69) make up 38% of the Spokesman-Review audience.
- The Silent Generation (age 70+) and Gen X (age 35-49) represent 22% and 21% of the Spokesman-Review audience, respectively.
- Combined, Gen X'ers (age 35-49) and Millennials (age 18-34) represent 40% of the Spokesman-Review audience.

Base: Spokane DMA (899,400 Adults 18+)  
 Target: Spokesman Review INA Audience (Cume Daily + Avg Sunday + Weekly Spokesman.com)  
 Rows: Demographics  
 Source: Nielsen Scarborough Spokane R2 2016

# The Spokesman-Review Audience Demographics

HHLI Income/Education	Spokane DMA	Spokesman-Review Audience
<b>HHLI Income</b>		
Less than \$35,000	33%	31%
\$35,000 - \$49,999	17%	16%
\$50,000 - \$74,999	20%	20%
\$75,000 - \$99,999	13%	16%
\$100,000+	16%	18%
<b>Average HHLI Income</b>	<b>\$61,600</b>	<b>\$66,900</b>
<b>Level of Education</b>		
Grade school (8th grade or less)	1%	1%
Some high school (not grad)	4%	2%
HS grad (12th grade or GED)	35%	29%
Some college (AA/Associates or 1-3 yrs of college)	39%	40%
College graduate (4 year college)	12%	13%
Some post grad (no advanced degree)	3%	5%
Post graduate degree	7%	11%

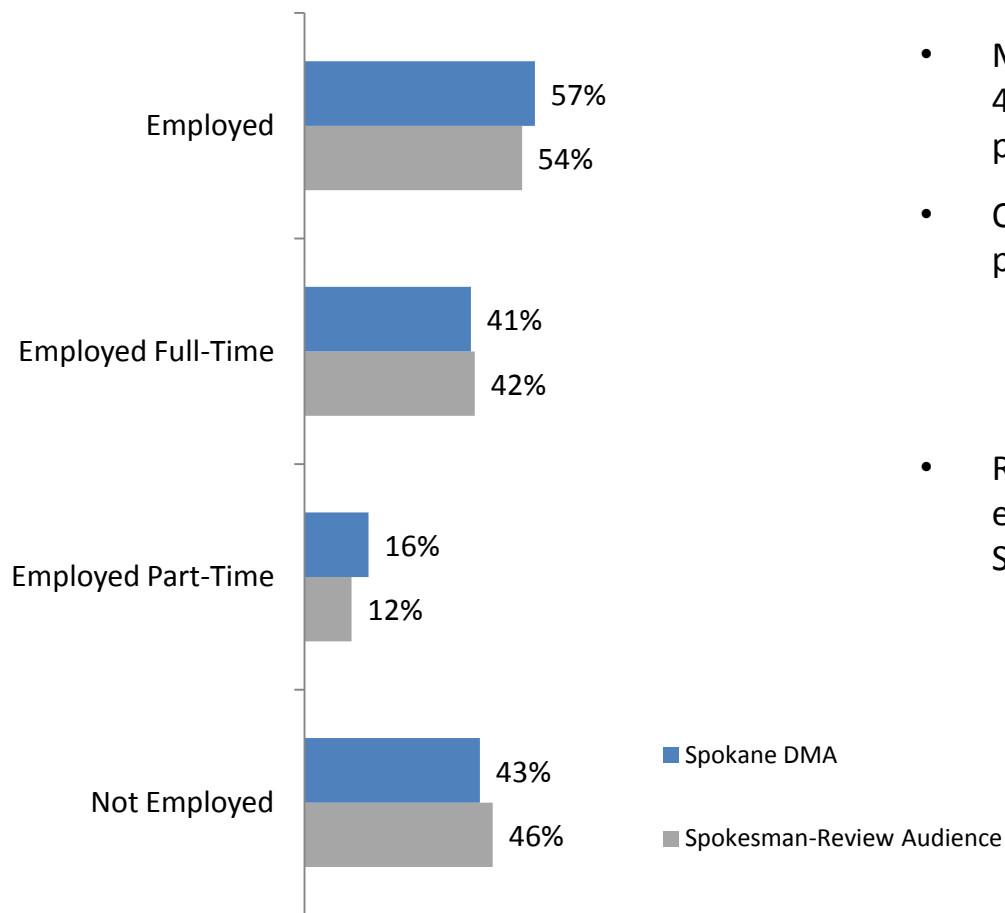
Compared to the Spokane market, the Spokesman-Review audience is more likely to be:

- Affluent, with a higher than average HHLI income.
- Educated
  - 69% have attended college or higher.
  - 29% are 4-year college graduates or higher, which is 30% above the market average.

Base: Spokane DMA (899,400 Adults 18+)  
 Target: Spokesman Review INA Audience (Cume Daily + Avg Sunday + Weekly Spokesman.com)  
 Rows: Demographics  
 Source: Nielsen Scarborough Spokane R2 2016

# The Spokesman-Review Audience Demographics

## Employment

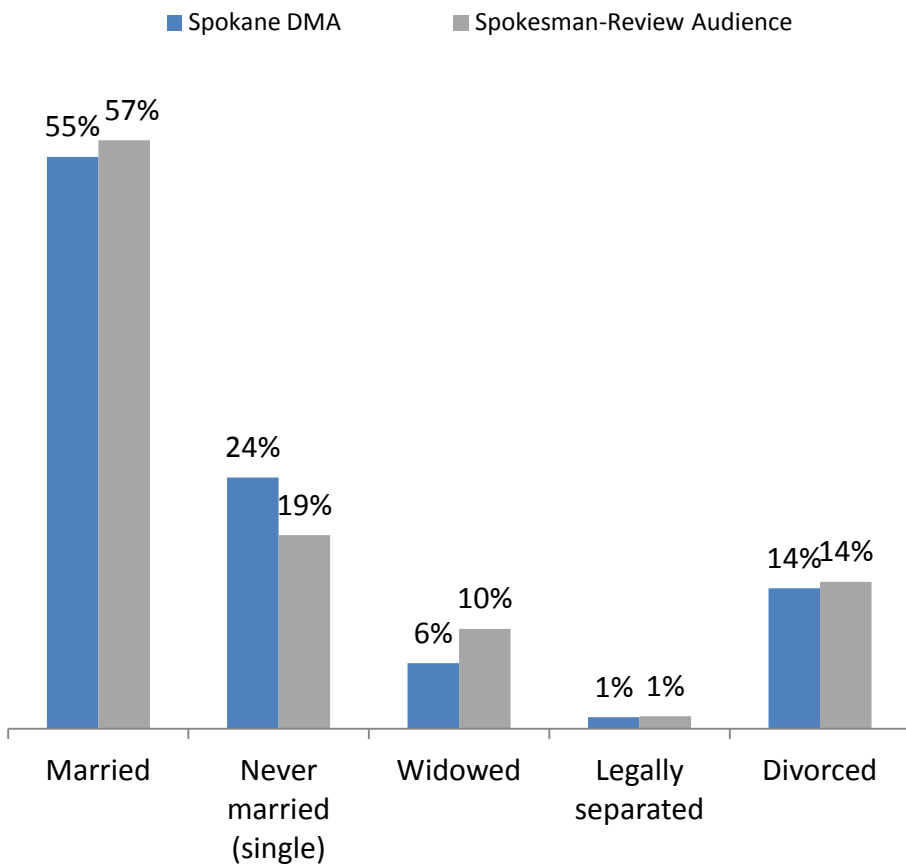


Among the Spokesman-Review audience:

- More than half are employed, with 42% being employed in full-time positions.
- One-third (32%) works in White Collar professions.
  - 22% are employed in Management, Business, Financial Operations, Professional or Related occupations.
- Retirees make up 65% of the “not employed” segment among Spokesman-Review readers.

# The Spokesman-Review Audience Demographics

## Marital Status/Children in Home



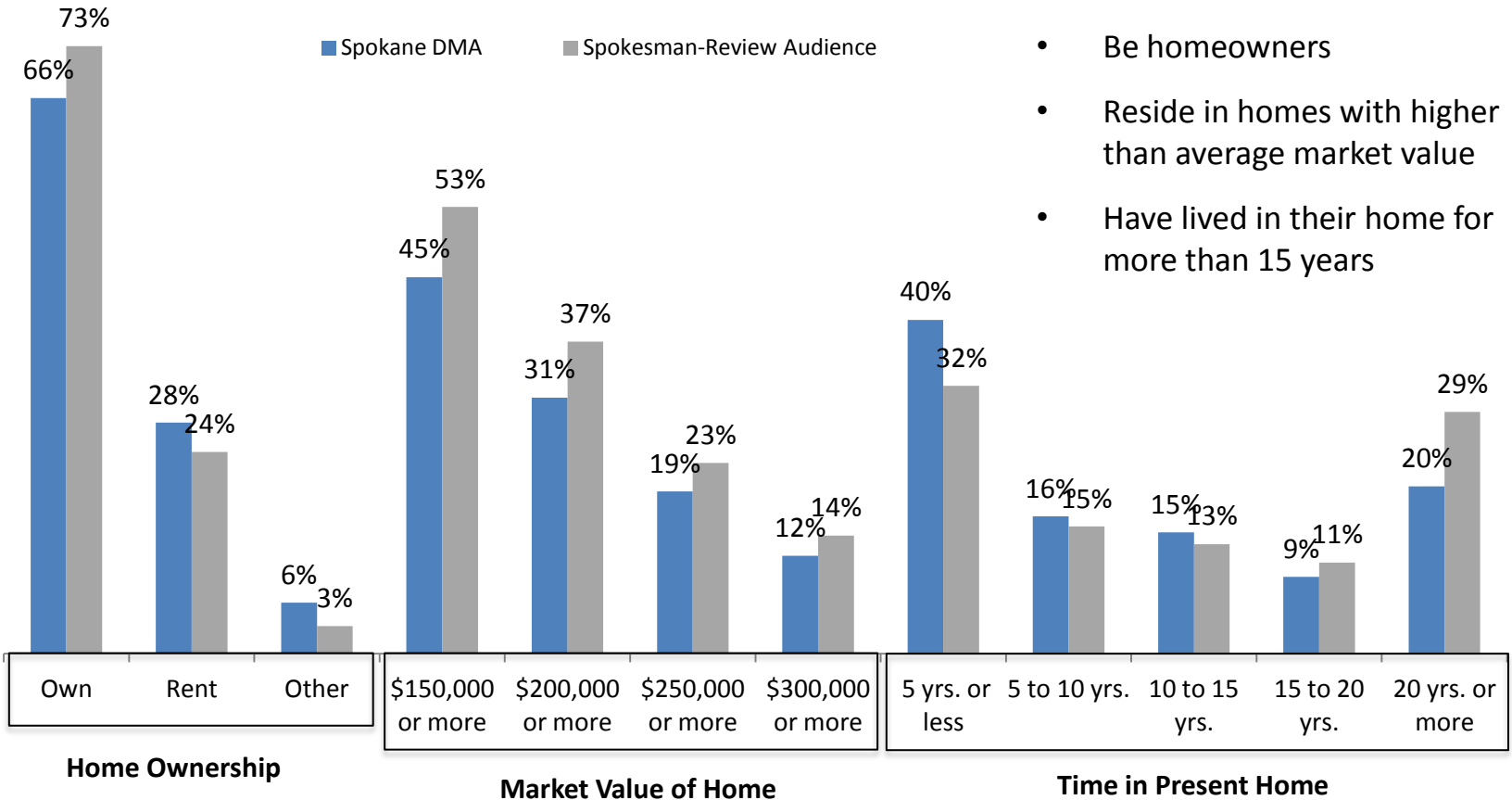
	Spokane DMA	Spokesman-Review Audience
<b>Children in Home</b>		
None	65%	72%
One or More Kids in Home	35%	28%
One or Two Kids in Home	27%	22%
Three+ Kids in Home	8%	6%
<b>Presence of Children by Age</b>		
Age under 2	7%	6%
Age 2 – 5	13%	11%
Age 6 – 11	15%	10%
Age 12 - 17	18%	15%

- Over half (57%) of the Spokesman-Review audience is Married, with another 19% being Single (never married).
- More than one in four (28%) of the Spokesman-Review audience has children in the home.
  - 15% have teens (age 12-17) in the home.

Base: Spokane DMA (899,400 Adults 18+)  
 Target: Spokesman Review INA Audience (Cume Daily + Avg Sunday + Weekly Spokesman.com)  
 Rows: Demographics  
 Source: Nielsen Scarborough Spokane R2 2016

# The Spokesman-Review Audience Demographics

## Home Ownership/Market Value/Time in Present Home



The Spokesman-Review audience is more likely than the market to:

- Be homeowners
- Reside in homes with higher than average market value
- Have lived in their home for more than 15 years

Base: Spokane DMA (899,400 Adults 18+)  
 Target: Spokesman Review INA Audience (Cume Daily + Avg Sunday + Weekly Spokesman.com)  
 Rows: Demographics  
 Source: Nielsen Scarborough Spokane R2 2016

# Audience/Readership

## KEY AGE GROUPS

- **40%** are 18-49 years old
- **59%** are 35-69 years old
- **52** average age

## EDUCATED

- **69%** have some college or more
- **29%** have a four-year college degree

## AFFLUENT

- **\$66,900** average HHI
- **34%** have HH incomes of \$75K+
- **18%** have HH incomes of \$100K+
- **73%** own their residence
- **68%** have investments

## AVID TRAVELERS

- **70%** have stayed in hotels/motels
- **51%** travel by airline (domestic/foreign)
- **31%** use rental cars
- **42%** have traveled to Seattle in the past year
- **21%** have traveled to Canada in the past 3 years

## ACTIVE CONSUMERS

- **82%** dine out at sit-down restaurants
- **86%** shop clothing stores
- **86%** shop hardware/paint/lawn/garden stores
- **65%** shop consumer electronics stores
- **50%** shop furniture stores
- **32%** shop large appliance stores
- **39%** attended professional sporting events
- **50%** attend movies

## WIRED

- **87%** access Internet in the past month
- **66%** have a cable/DSL connection
- **72%** own a Smartphone
- **70%** own a laptop/notebook
- **53%** own a tablet
- **71%** make online purchases each year
- **51%** shop online every month



# The Spokesman-Review

## Digital Overview



# Spokesman.com Visitor Demographics

	Spokane DMA	Spokesman.com Visitor
Male	50%	51%
Female	50%	49%
Millennial: A18-34	30%	31%
Gen X: A35-49	21%	24%
Boomers: A50-69	35%	36%
Silent Generation: A70+	14%	9%
<b>Average Age</b>	<b>47.4</b>	<b>46.2</b>
<b>Average HHLD Income</b>	<b>\$61,600</b>	<b>\$72,300</b>
Some College or more	61%	81%
College Graduation or more	22%	35%
Employed Full-Time	41%	49%
Home Owner	66%	64%

Compared to the Spokane market, past month Spokesman.com visitors are more likely to be:

- Younger – 55% are age 18-49
- Affluent, with a higher than average HHLD income
- Educated
  - 81% have some college education or higher
  - 35% are 4-year college graduates or higher
- Employed Full-Time

In addition, nearly two in three (64%) are Homeowners.

Base: Spokane DMA (899,400 Adults 18+)  
 Target: Visited Spokesman.com past month  
 Rows: Demographics  
 Source: Nielsen Scarborough Spokane R2 2016