# Spokane WA Interconnect Market Profile



## Spokane

| | |
|---|---|
| DMA Rank | 66 |
| **Total DMA TV Universe Estimate (UE)** | 481,910 |

## Interconnect

| | |
|---|---|
| I+ Full Footprint UE | 192,410 |
| **I+ DMA UE** | 192,410 |
| **% DMA UE** | 39.9% |
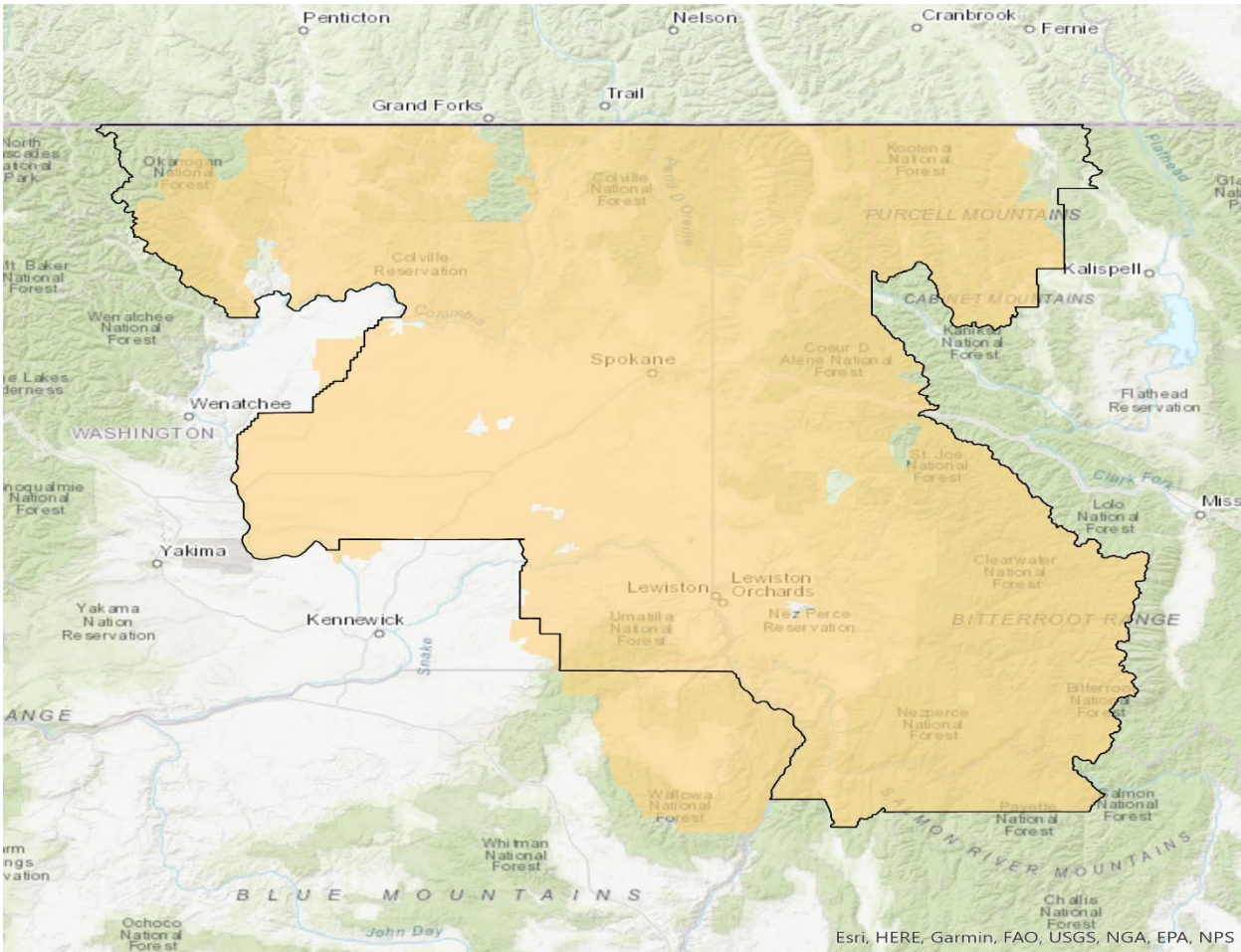
Interconnect     Spokane DMA

# Universe Estimates by Interconnect Zone

| Zone | UEs |
|---|---|
| Coeur dAlene | 16,169 |
| DTV Stream-Spokane | 2,399 |
| Lewiston | 2,633 |
| Moscow-Pullman | 4,327 |
| Spokane Com | 71,557 |
| Spokane DTV | 34,833 |
| TDS Spokane | 3,541 |
| *Spokane DISH I+ | 56,951 |

# Coeur dAlene



Sources: Esri, HERE, Garmin, Intermap, increment P.Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community
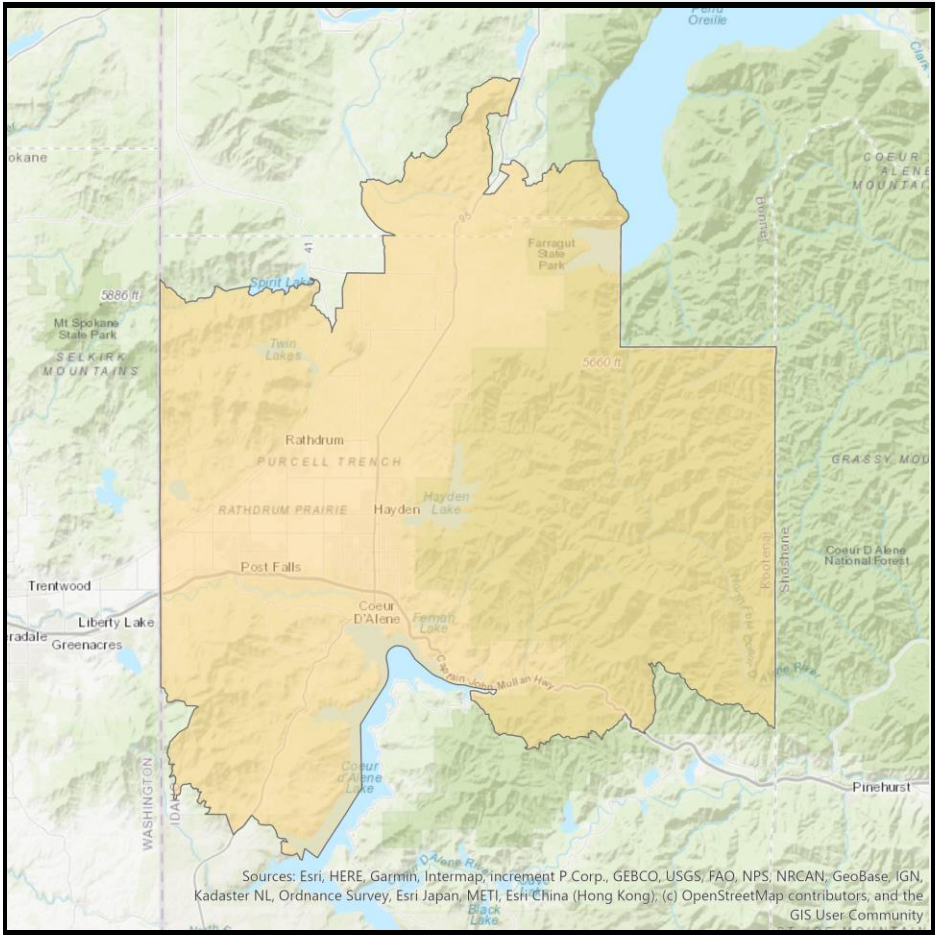
## Demographic Profile

### Age Groups

| | |
|---|---|
| Persons 17 and under | 23.0% |
| Adults 18-34 | 20.7% |
| Adults 35-54 | 24.5% |
| Adults 55+ | 31.7% |

### Education

| | |
|---|---|
| Attended College+ | 67.1% |

### Marital Status

| | |
|---|---|
| Single (Never Married) | 21.8% |
| Married | 58.4% |
| Divorced/Separated/Widowed | 19.7% |

### Household Income

| | |
|---|---|
| $30,000-$49,999 | 19.1% |
| $50,000-$74,999 | 22.4% |
| $75,000-$99,999 | 12.0% |
| $100,000+ | 25.5% |

### Housing Units & Family Type

| | |
|---|---|
| % Owner Occupied Units | 63.8% |
| % of HH with Children | 30.3% |

### Race

| | |
|---|---|
| White | 92.4% |
| Asian | 0.9% |
| Black/African American | 0.4% |
| Other | 6.3% |

## Communities Served

- Athol
- Bayview
- Coeur D Alene
- Hayden
- Post Falls
- Rathdrum

# Lewiston
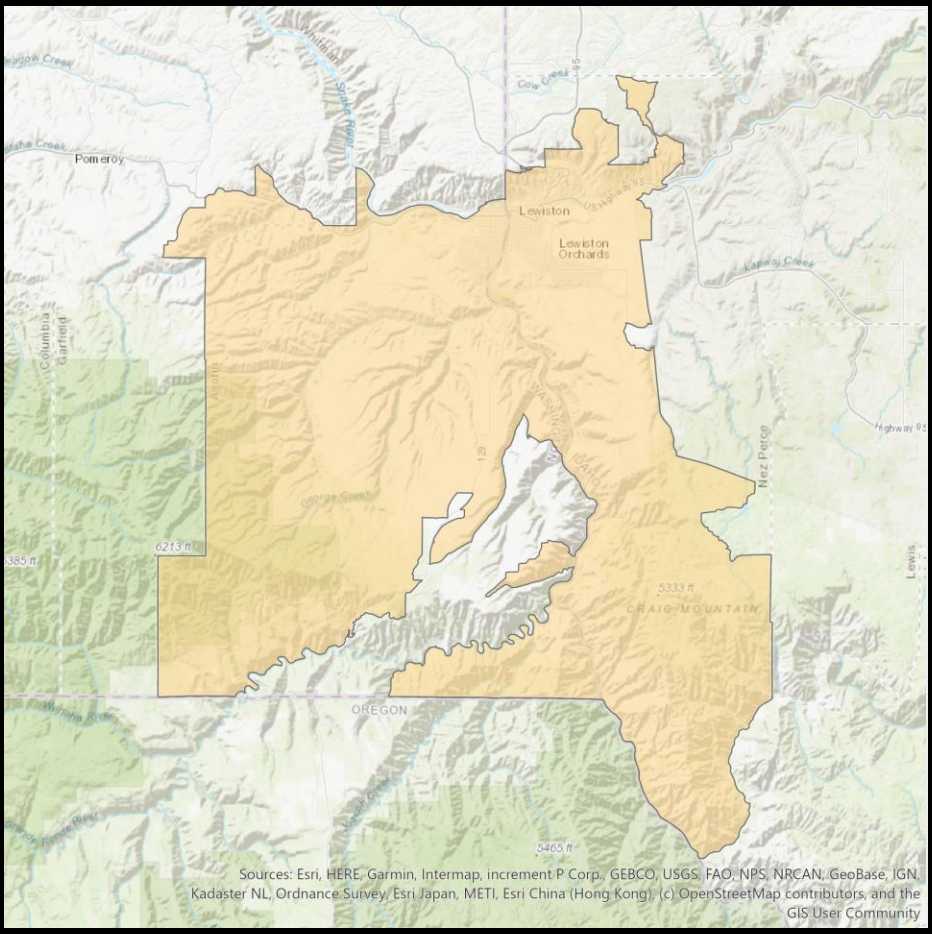


## Demographic Profile

### Age Groups
| | |
|---|---|
| Persons 17 and under | 20.4% |
| Adults 18-34 | 21.0% |
| Adults 35-54 | 23.2% |
| Adults 55+ | 35.4% |

### Education
| | |
|---|---|
| Attended College+ | 62.6% |

### Marital Status
| | |
|---|---|
| Single (Never Married) | 23.8% |
| Married | 53.1% |
| Divorced/Separated/Widowed | 23.0% |

### Household Income
| | |
|---|---|
| $30,000-$49,999 | 20.9% |
| $50,000-$74,999 | 16.7% |
| $75,000-$99,999 | 14.8% |
| $100,000+ | 22.9% |

### Housing Units & Family Type
| | |
|---|---|
| % Owner Occupied Units | 67.8% |
| % of HH with Children | 26.5% |

### Race
| | |
|---|---|
| White | 93.4% |
| Asian | 1.0% |
| Black/African American | 0.2% |
| Other | 5.4% |

## Communities Served

- Asotin
- Clarkston
- Lewiston

# Moscow–Pullman



## Demographic Profile

### Age Groups

| | |
|---|---|
| Persons 17 and under | 14.9% |
| Adults 18-34 | 52.7% |
| Adults 35-54 | 16.3% |
| Adults 55+ | 16.1% |

### Education

| | |
|---|---|
| Attended College+ | 84.1% |

### Marital Status

| | |
|---|---|
| Single (Never Married) | 55.7% |
| Married | 34.8% |
| Divorced/Separated/Widowed | 9.4% |

### Household Income

| | |
|---|---|
| $30,000-$49,999 | 17.8% |
| $50,000-$74,999 | 13.6% |
| $75,000-$99,999 | 10.0% |
| $100,000+ | 18.8% |

### Housing Units & Family Type

| | |
|---|---|
| % Owner Occupied Units | 34.9% |
| % of HH with Children | 19.0% |

### Race

| | |
|---|---|
| White | 82.2% |
| Asian | 7.4% |
| Black/African American | 2.1% |
| Other | 8.3% |

## Communities Served

- Juliaetta
- Kendrick
- Moscow
- Pullman

# Spokane Comm
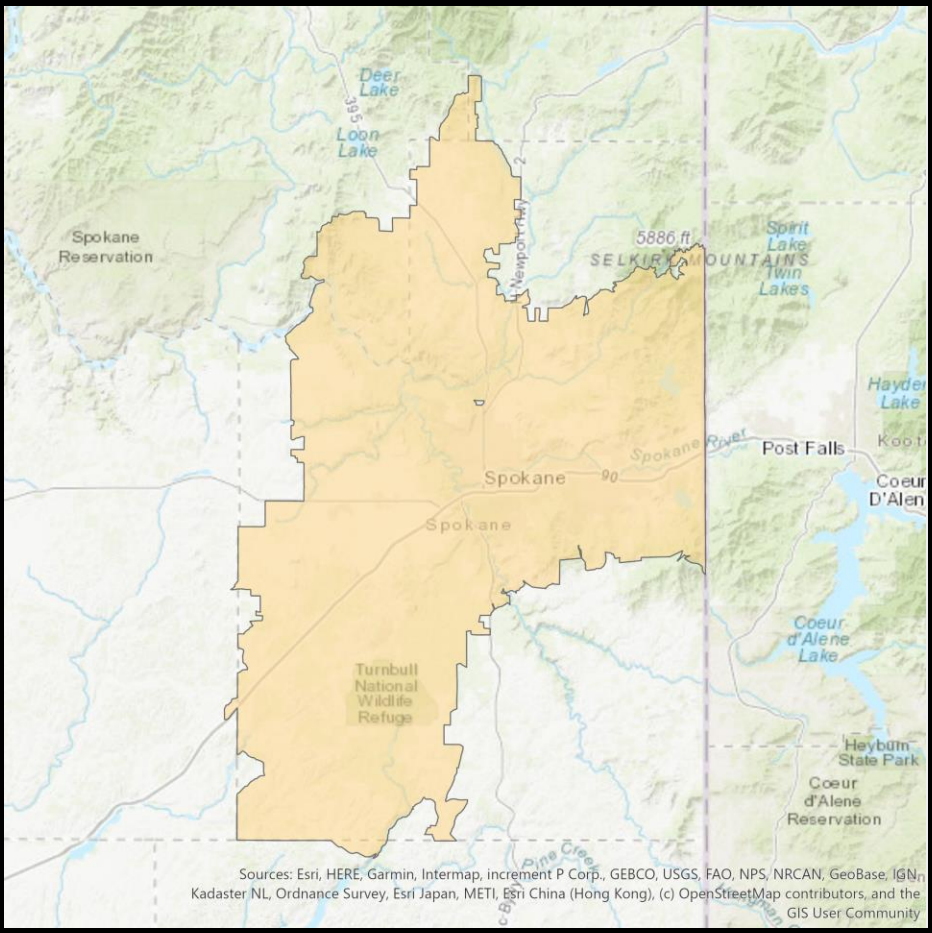


## Demographic Profile

### Age Groups
| | |
|---|---|
| Persons 17 and under | 22.1% |
| Adults 18-34 | 24.5% |
| Adults 35-54 | 24.3% |
| Adults 55+ | 29.1% |

### Education
| | |
|---|---|
| Attended College+ | 71.4% |

### Marital Status
| | |
|---|---|
| Single (Never Married) | 29.3% |
| Married | 49.9% |
| Divorced/Separated/Widowed | 20.8% |

### Household Income
| | |
|---|---|
| $30,000-$49,999 | 18.7% |
| $50,000-$74,999 | 18.7% |
| $75,000-$99,999 | 13.4% |
| $100,000+ | 26.1% |

### Housing Units & Family Type
| | |
|---|---|
| % Owner Occupied Units | 59.1% |
| % of HH with Children | 29.3% |

### Race
| | |
|---|---|
| White | 86.8% |
| Asian | 2.3% |
| Black/African American | 1.8% |
| Other | 9.1% |

## Communities Served

- Airway Heights
- Cheney
- Colbert
- Deer Park
- Fairchild Air Force Base
- Greenacres
- Liberty Lake
- Mead
- Medical Lake
- Newman Lake
- Nine Mile Falls
- Otis Orchards
- Spokane
- Veradale

# TDS Spokane
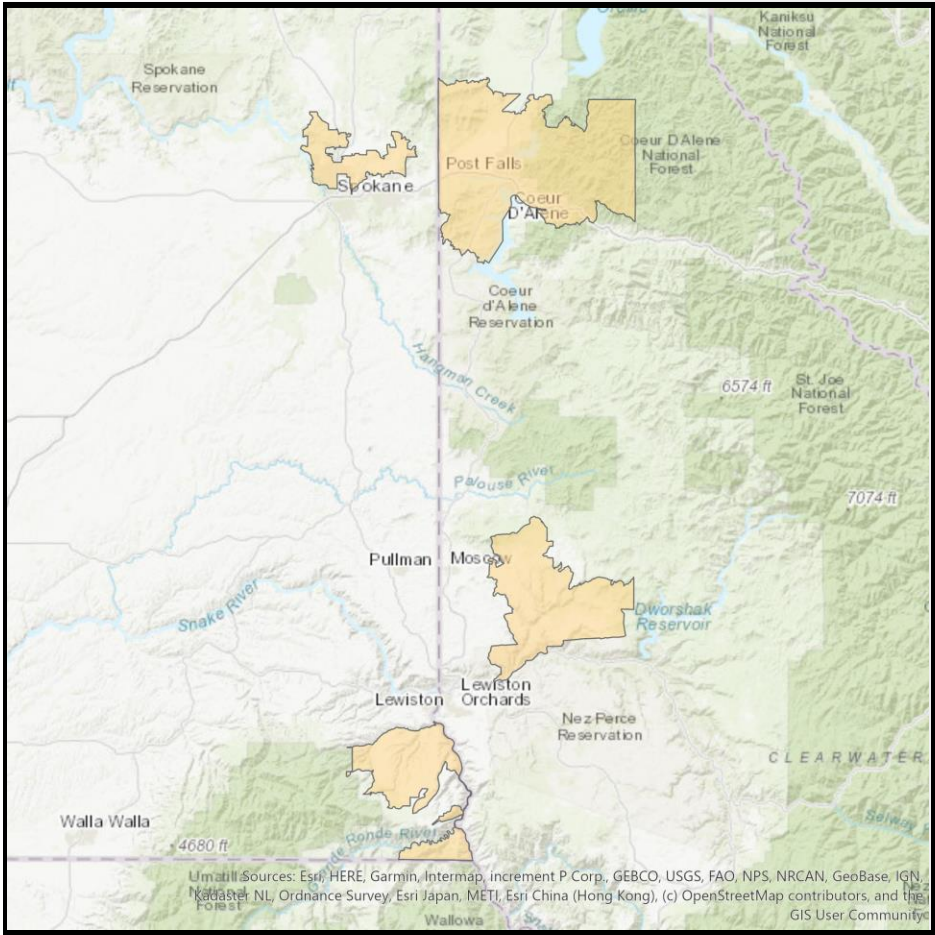


## Demographic Profile

### Age Groups

| | |
|---|---|
| Persons 17 and under | 23.3% |
| Adults 18-34 | 21.4% |
| Adults 35-54 | 25.0% |
| Adults 55+ | 30.3% |

### Education

| | |
|---|---|
| Attended College+ | 68.8% |

### Marital Status

| | |
|---|---|
| Single (Never Married) | 24.4% |
| Married | 54.7% |
| Divorced/Separated/Widowed | 20.9% |

### Household Income

| | |
|---|---|
| $30,000-$49,999 | 19.6% |
| $50,000-$74,999 | 21.5% |
| $75,000-$99,999 | 12.8% |
| $100,000+ | 25.3% |

### Housing Units & Family Type

| | |
|---|---|
| % Owner Occupied Units | 63.5% |
| % of HH with Children | 31.2% |

### Race

| | |
|---|---|
| White | 89.8% |
| Asian | 1.4% |
| Black/African American | 1.0% |
| Other | 7.8% |

## Communities Served

- Asotin
- Coeur D Alene
- Hayden
- Juliaetta
- Kendrick
- Post Falls
- Rathdrum
- Spokane
- Troy