

Yakima-Pasco-Richland- Kennewick DMA

Fall 2009 Survey Results

Personal Demographics Yakima - Kennewick DMA

Demographic	% DMA
Men	50.1%
Women	49.9%
18 – 24	15.2%
25 – 34	19.0%
35 – 44	17.3%
45 – 54	17.9%
55 – 64	14.5%
65 +	16.0%
High School Grad	36.6%
Some College/Trade School	31.7%
College Grad 4+ years	11.3%
Employed – Full-time 35+hrs	50.5%
Employed – Part-time	10.1%
Retired	18.8%
Homemaker	9.7%
\$0 - \$29,999	28.9%
\$30,000 - \$49,999	22.4%
\$50,000 - \$99,999	34.1%
\$100,000 - \$249,999	13.9%
\$250,000 +	0.9%
Have Children in the home	48.2%
Have Pets in the home	67.8%

Pasco Office:
1828 W. Lewis Street
Pasco, WA 99301
509.543.4400

Study/Release: Yakima/Pasco/Richland/Kennewick WA
Mid-Tier Fall 2009 Study
Base Definition: Total Adults 18+
Projected: 469,631 - Respondents: 1,509
Copyright © 2005 Scarborough Research

Top 20 Cable Networks Watched in Last 7 days

Network	% DMA
Discovery	37.3%
History Channel	30.5%
ESPN	26.8%
TNT	26.0%
National Geographic	24.1%
USA Network	24.0%
Food Network	22.8%
FOX News Channel	22.8%
A&E	22.6%
Animal Planet	21.6%
TBS	20.6%
ABC Family	19.6%
Weather Channel	19.4%
Hallmark Channel	18.7%
Comedy Central	18.1%
SyFy	18.0%
Disney Channel	17.6%
CNN	17.5%
HGTV	17.2%
Spike TV	17.1%

Top 10 Activities in Last 12 months

Activity	% DMA
Gardening	45.7%
Camping	37.0%
Swimming	30.0%
Fishing	28.7%
Photography	28.5%
Jogging Running	26.1%
Volunteer Work	24.6%
Bicycling	21.3%
Bowling	20.8%
Free Weights-Circuit Training	20.7%