

Market Profile

The Dalles 97058, Tygh Valley 97063, Mosier 97040
Wasco 97053, Dufur 97021, Moro 97039,

POPULATION

Adult Population.....17,182
Population.....23,791

GENDER

Female.....9,099.....51.2%
Male.....8,657.....48.8%

RACE

White.....20,599.....85.9%
Black.....71.....0.3%
Native American9063.8%
Hispanic.....2,2149.2%
Asian.....1910.8%

AGE

Age 0 to 17.....6,60927.7%
Age 18 to 34.....3,73315.7%
Age 35 to 54.....7,06529.8%
Age 55 to 64.....2,419 10.2%
Age 65+.....3,96516.6%

MARITAL STATUS

Single.....7,40039.2%
Married.....11,49260.8%

HOUSEHOLDS

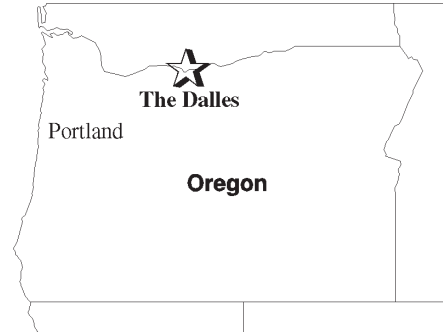
Total Households.....9,401
Owned Dwellings.....5,99863.8%
Rented Dwellings..... 3,403.....36.2%

INCOME LEVELS

\$75,000 +.....1,256 13.4%
\$50,000 - 74,999.....1,82419.4%
\$35,000 - 49,999.....1,75518.7%
\$25,000 - 34,999.....1,358.....14.5%
\$15,000-24,999.....1,353.....14.4%
\$0 - 15,000.....1,844.....19.6%

EDUCATION

Adult Population 25+ ... 16,023
University Deg. 4+2,51715.7%
Some University5,19332.4%
High School Diploma5,448.....34.0%
Some Grades 9-121,888.....11.8%
Less than Grade 9977 6.1%



CIRCULATION AREA

Zip	City	County	Households	Circulation			TMC (Reminder)
TOTAL	Tuesday Press Run 5,700	Press Run 5,500	Sunday Press Run 5,800	Tuesday- Friday 5,300 (includes Avg Single Copy)	Sunday 5,468	Sunday Classified TMC +4,041 zip 97058	Tuesday/TMC 10,162
OREGON				Daily Paid	M-F Single Copy	Sun. Single Copy	
97058	The Dalles	Wasco	7845	3,528	475	710	4,041
97063	Tygh Valley	Wasco	665	92	8	20	670
97040	Mosier	Wasco	632	67	15	15	1,145
97037	Maupin	Wasco	495	55	10	25	140
97823	Condon	Gilliam	540	5	0	0	0
97065	Wasco	Sherman	350	102	5	10	255
97812	Arlington	Gilliam	341	5	0	0	0
97039	Moro	Sherman	254	73	3	5	85
97021	Dufur	Wasco	510	160	28	60	365
97029	Grass Valley	Sherman	170	42	5	10	100
97050	Rufus	Sherman	300	45	30	40	150
99***	Misc. Oregon	Misc	0	294	20	20	0
97033	Kent	Sherman	45	13	0	0	0
97057	Shaniko	Wasco	37	2	0	0	0
WASHINGTON							
98628	Klickitat	Klickitat	287	7	0	0	0
98635	Lyle	Klickitat	824	17	0	0	1,121
98613	Centerville	Klickitat	165	2	0	0	0
98617	Dallesport	Klickitat	507	118	30	30	385
98620	Goldendale	Klickitat	2,111	24	0	0	1,525
98673	Wishram	Klickitat	200	20	5	5	180

Press runs The Dalles Chronicle: Monday, Wednesday, Thursday, Friday 5,500; Tuesday 5,700; Sunday 5,800
Press runs The Dalles Reminder: Tuesday 10,300

The Dalles Chronicle