

## Market Close-Up: **Spokane, WA**

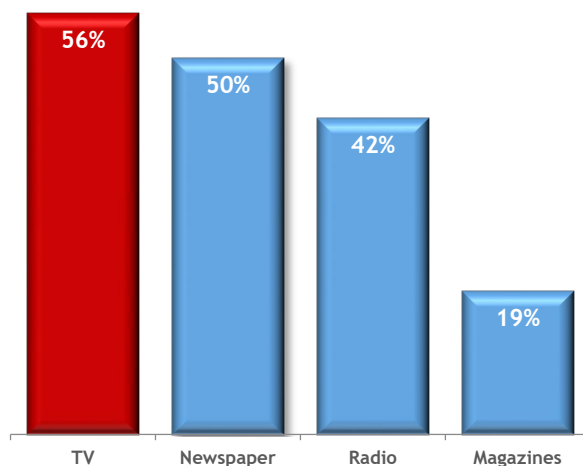
Spokane is the financial, cultural, and retail center for a large area of Washington, Idaho, and western Montana known as the “Inland Northwest.” The economy of agriculture, commerce, and industry is diverse and healthy, aided by a large migration for retirement and to escape more crowded and expensive coastal cities. Nearby outdoor and mountain recreation are excellent. The downtown area is clean, lively, and popular with attractive new and restored buildings. The town is highlighted by several notorious parks and natural sights including Manito Park, Spokane Falls, and Centennial Trail.

Average Income	SRDS Total Retail Sales (\$000)
\$45,682	\$1,907,731

### TV stations serving the area of Spokane, WA:

KAYU	Fox, MyNetworkTV, Antenna TV
KGFX	Ion, Qubo, Ion Plus, Ion Shop, QVC, HSN
KHQ	NBC, SWX Right Now
KLEW	CBS, Charge!, Comet TV
KSKN	The CW, Laff, Quest
KXLY	ABC, MeTV, Heroes & Icons, Start TV, Dabl

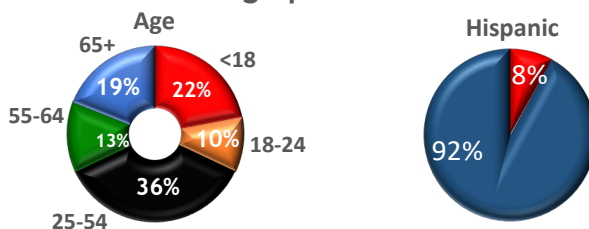
### Reliance on Media to Stay Informed % Agree



### Spokane, WA Interesting Facts

- Spokane hosted the 1974 World’s Fair which highlighted many brand new technologies including the IMAX Movie Theatre.
- The town was the birthplace of Father’s day which began at the Spokane YMCA in 1910 by a woman named Sonora Smart Dodd.
- Spokane hosts the world’s largest footrace known as Bloomsday. At its peak, the race hosted over 60,000 runners on the 12 km course!

### Spokane, WA Demographic Overview



**46%** loyal to vehicle brand

**2019/20 Season**  
**Local Market Close-Up:**  
**Spokane, WA**

Market: Spokane, WA							Series Ranker (Week of 03/02/20 - 03/08/20)	
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	HH Live+1 Rtg	
1	The Voice	KHQ (NBC)	1	M	8:00 PM	121	11.3	
2	60 Minutes	KREM (CBS)	1	U	7:00 PM	60	10.1	
3	NBC Nightly News	KHQ (NBC)	5	M T W R F	5:30 PM	30	10.5	
4	Chicago Med	KHQ (NBC)	1	W	8:00 PM	60	8.3	
5	American Idol	KXLY (ABC)	1	U	8:00 PM	120	8.0	
6	Jeopardy!	KHQ (NBC)	4	M W R F	7:00 PM	30	10.0	
7	Chicago Fire	KHQ (NBC)	1	W	9:00 PM	60	7.5	
8	KHQ Saturday Wake Up Show	KHQ (NBC)	1	S	7:00 AM	150	10.4	
9	NBC News Special: 2020 Super Tuesday Coveraę	KHQ (NBC)	1	T	7:00 PM	60	10.1	
10	NBC NIGHTLY NEWS-SAT.	KHQ (NBC)	1	S	5:30 PM	30	9.6	
11	Local News @ 5:00	KHQ (NBC)	7	M T W R F S U	5:00 PM	30	9.8	
12	NBC NIGHTLY NEWS-SUN	KHQ (NBC)	1	U	5:30 PM	30	9.0	
13	Wheel of Fortune	KHQ (NBC)	4	M W R F	7:30 PM	30	9.5	
14	The Rookie	KXLY (ABC)	1	U	10:00 PM	60	5.7	
15	Manifest	KHQ (NBC)	1	M	10:01 PM	59	6.4	
16	KHQ Wake Up Show 6 AM	KHQ (NBC)	5	M T W R F	6:00 AM	60	9.3	
17	Local News @ 6:00	KHQ (NBC)	7	M T W R F S U	6:00 PM	30	9.0	
18	Chicago P.D.	KHQ (NBC)	1	W	10:00 PM	60	6.2	
19	NCIS: Los Angeles	KREM (CBS)	1	U	9:00 PM	60	7.1	
20	ABC World News Tonight with David Muir	KXLY (ABC)	4	M W R F	5:30 PM	29	7.7	

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