

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

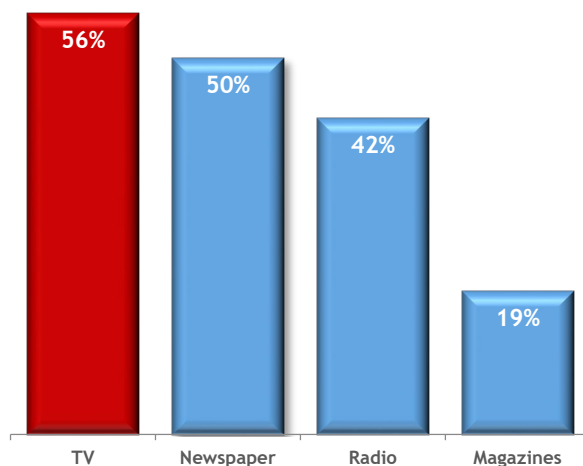
Spokane is the financial, cultural, and retail center for a large area of Washington, Idaho, and western Montana known as the “Inland Northwest.” The economy of agriculture, commerce, and industry is diverse and healthy, aided by a large migration for retirement and to escape more crowded and expensive 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
KGPX	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

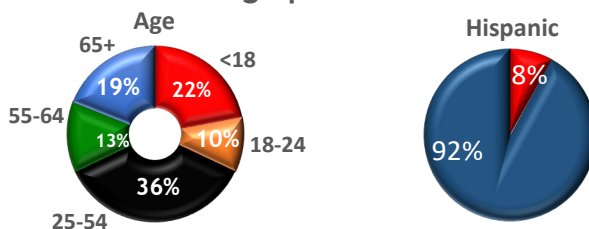
Reliance on Media to Stay Informed % Agree



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