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.

<table>
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<th>Average Income</th>
<th>SRDS Total Retail Sales (S000)</th>
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<td>$45,682</td>
<td>$1,907,731</td>
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### 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

- **TV**: 56% agree
- **Newspaper**: 50% agree
- **Radio**: 42% agree
- **Magazines**: 19% 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!