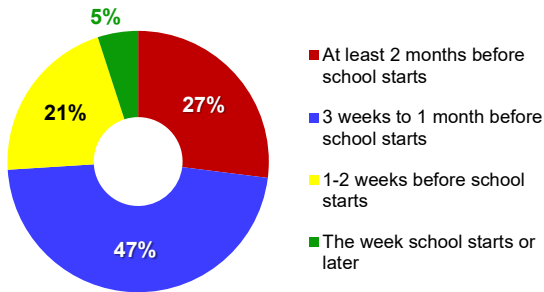


# TVB Insights

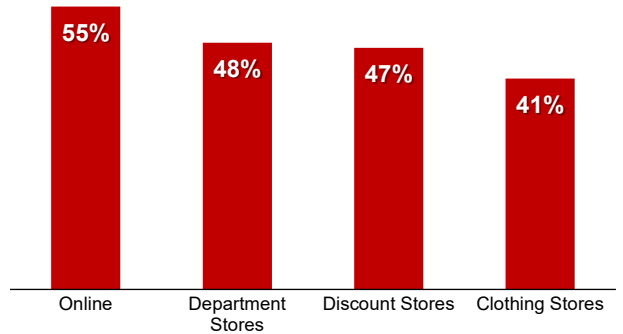
WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 39 (6/15-6/21/26)

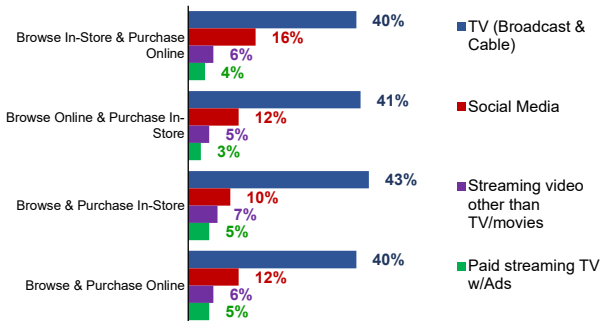
## When Consumers Shopped For Back-To-School In 2025



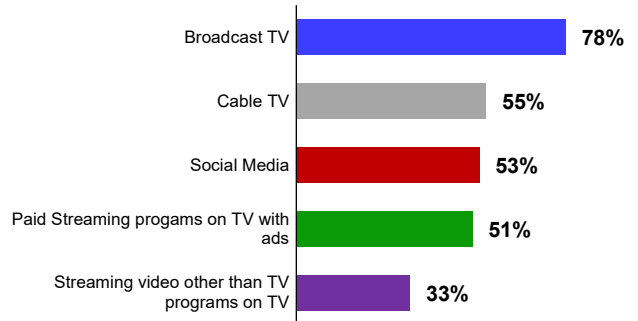
## Where Consumers Shopped For Back-To-School In 2025



## % A18+ Retail Shoppers Most Important Influence For Awareness



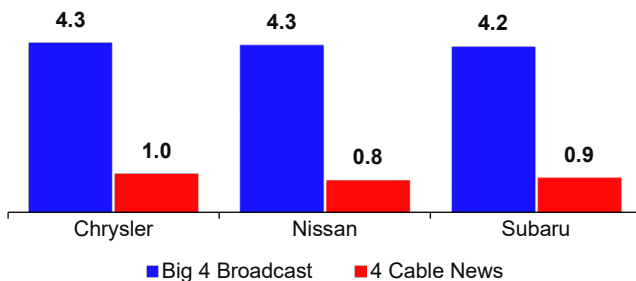
## % A18+ Reached Yesterday Retail Shoppers



## Market of the Week: Spokane, WA

### Auto Owners

Mon-Sun 5-6p Live – Average Monthly Ratings (Comscore)



### Top 5 Spot TV Advertisers from MediaRadar

Advertiser	Dols (000)
Northern Quest Resort & Casino	\$748.8
Coeur DALene Casino Resort Hotel	\$653.0
Findlay Local Dealer	\$507.3
Ford	\$505.5
BILLS HEATING & AC	\$422.6

# Market Close-Up: Spokane, WA

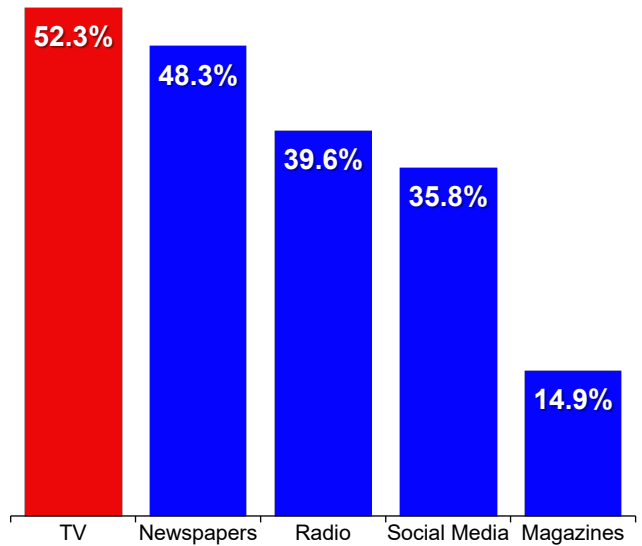
The Spokane market in the state of Washington has an estimated population of 1,325,949 in 2026. Some of the largest industries in this vast market include health and life sciences, aerospace, education, manufacturing, agribusiness and food processing, tourism and hospitality, transportation and distribution, government, and energy. Some of the largest employers in the area include Providence Inland Northwest Washington, Fairchild Air Force Base, MultiCare Health System, Spokane Public Schools, Washington State University, State of Washington, Avista Corporation, Amazon, Spokane County, Gonzaga University, STCU, Kaiser Aluminum, Walmart, Yoke's Foods Inc., Washington Trust Bank, and ENGIE Impact.

**Median HH Income**  
\$77,794

## TV stations serving the area of Spokane, WA

KAYU	Fox, Antenna TV, MyNetworkTV
KGPX	Ion Television, Bounce TV, Court TV, Ion Mystery, Ion Plus, Busted, Game Show Central, QVC2
KHQ	NBC, SWX Right Now, NonStop Local News
KREM	CBS, True Crime Network, Grit, The Nest, Shop LC, Great, Outlaw, Comet, Cozi TV
KSKN	The CW, Quest, Laff, 365BLK, Defy
KXLY	ABC, MeTV, Heroes & Icons, Start TV, QVC, HSN

## Reliance on Media to Stay Informed % Agree

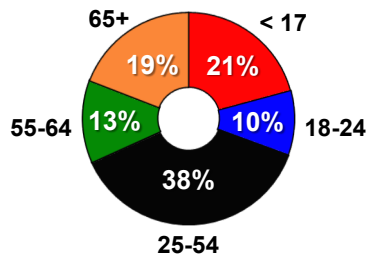


## Spokane, WA Interesting Facts

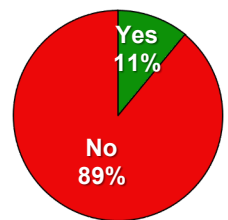
- Father's Day began in Spokane on June 19, 1910, when Sonora Smart Dodd honored her widowed Civil War veteran father, who raised six children alone.
- Spokane's Expo '74 was the world's first environmentally themed world's fair, helping transform a polluted industrial riverfront into what is now Riverfront Park.
- Within about two hours of Spokane are five ski resorts, including Mount Spokane Ski & Snowboard Park and Schweitzer Mountain Resort.
- Spokane hosts Hoopfest, the world's largest 3-on-3 basketball tournament that brings together over 6,000 teams and 25,000 players each year.

## Spokane, WA Demographic Overview

### Age



### Hispanic

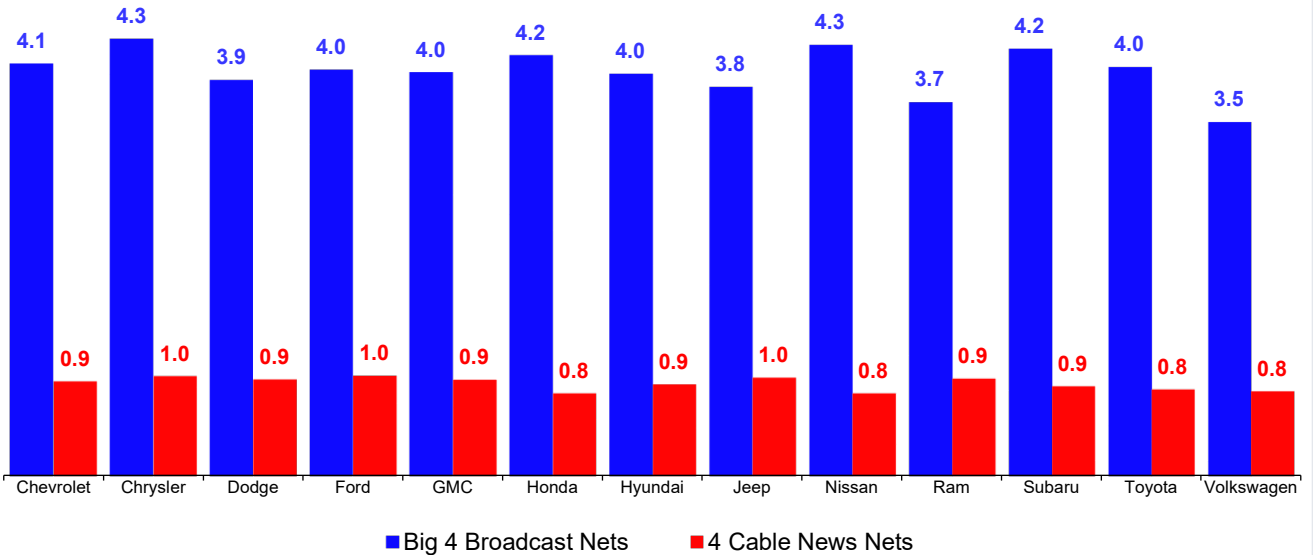


# 2025/26 Season Local Market Close-Up: **Spokane, WA**

Spokane, WA			Series Ranker (4/27/2026 - 5/31/2026)				
Rtg Rnk	Series	Station	# Eps	Day	Local Time	Run Time	P18+ Live+1 Rtg
1	KENTUCKY DERBY	KHQ (NBC)	1	S	3:32 PM	55	7.2
2	NBC NBA PLAYOFF WCF GM7	KHQ (NBC)	1	S	5:00 PM	168	6.7
3	NBC Nightly News	KHQ (NBC)	14	M, T, W, R, F, U	5:30 PM	30	6.5
4	ABC World News Tonight With David Muir	KXLY (ABC)	25	M, T, W, R, F	5:30 PM	30	6.4
5	ABC World News Tonight Sunday	KXLY (ABC)	5	U	5:30 PM	30	6.3
6	4 News Now at 5	KXLY (ABC)	3	M, T	4:59 PM	31	6.3
7	NonStop LOCAL @ 5	KHQ (NBC)	16	M, T, W, R, F, S	5:00 PM	30	6.1
8	Chicago Med	KHQ (NBC)	3	W	8:00 PM	60	5.9
9	NBC NBA PLAYOFF POST 2Q12	KHQ (NBC)	1	S	7:48 PM	16	5.8
10	60 Minutes	KREM (CBS)	5	U	7:00 PM	60	5.6
11	NonStop LOCAL @ 6	KHQ (NBC)	17	M, T, W, R, F, S	6:00 PM	30	5.6
12	NBC NIGHTLY NEWS-SAT	KHQ (NBC)	3	S	5:30 PM	30	5.5
13	CBS Weekend News	KREM (CBS)	8	S, U	5:30 PM	30	5.4
14	Tracker	KREM (CBS)	5	U	9:00 PM	60	5.4
15	NonStop Local @ 6:30	KHQ (NBC)	14	M, T, W, R, F	6:30 PM	30	5.2
16	Wake Up NonStop Local	KHQ (NBC)	9	S, U	7:00 AM	180	4.9
17	4 News Now at 6 PM	KXLY (ABC)	31	M, T, W, R, F, S, U	6:00 PM	30	4.8
18	NBC NBA PLAYOFF WCF GM5	KHQ (NBC)	1	T	5:25 PM	175	4.8
19	KREM 2 News at 5pm – Saturday	KREM (CBS)	3	S	5:00 PM	30	4.8
20	4 News Now at 5 PM	KXLY (ABC)	28	M, T, W, R, F, S, U	5:00 PM	31	4.7

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## Auto Ownership by Make (Comscore)



## Local Broadcast News Avg. vs. Cable Network News Avg. – P18+ Live+1 Ratings – May'26



## Data Sources:

### TVB Back-to-School and College Report 2026:

- NRF's Annual 2025 Back-to-School Spending Survey, conducted by Prosper Insights & Analytics
- GfK/NIQ TVB Purchase Funnel 2026 Retail Category A18+
- GfK/NIQ TVB Media Comparisons 2026 Study Retail Category A18+

**National Broadcast:** The Nielsen Company, NPOWER; Live+Same Day and Live+1 Day estimates

**Local Broadcast:** The Nielsen Company, Arianna, NLTV; Live+Same Day and Live+1 Day estimates

**Local Market At-A-Glance/Overview:** Claritas 360, GfK Catalyst

**Local Market Close-Up:** Comscore TV, MediaRadar

**Top 20:** P18+ Series Ranker All Day, Ranked on Plus 1 DVR Metrics

**Auto Ownership:** Comscore data. Mon-Sun 5-6p comparison of the monthly auto demo live ratings. Taking the averages of the top broadcast networks (ABC, CBS, FOX, NBC) versus the top 4 cable news networks (CNN, Fox News Channel, Headline News, MS NOW).

**Local News Strength:** All Day average of top 4 cable networks (CNN, Fox News, Headline News and MSNBC), standard and HD feeds vs. All Day Local Broadcast News average. Live+1 P18+ rating used from the latest available month.

**Nielsen DMA:** Spokane, WA

**Comscore Market:** Spokane, WA