

Spokane, WA

Spectrometer

Population Estimates

	Rank	Population 12+	
MSA	91	641,200	
DMA	66	1,132,200	
Hispanic	129	44,100	6.88%
Black	164	19,100	2.98%

Available Research

Service	Ethnic Type	Report Type	Available Reports
Nielsen	General Market	CDM	3mo Rolling Avg

	Contemporary	Rock	Adult Contemporary	Adult/Classic Hits	Oldies	Country	News/Talk/Info	Adult Music	Urban/Black/Gospel	Hispanic	Other/Foreign Language	Religion	Non-Commercial
AM		KJRB-CLR	KYOZ-CAC	KVNI-CLH			KGA-SPR KQNT-N/T KXLX-SPR KXLY-N/T	KTRW-AST	KZFS-URB			KFIO-REL KTTO-REL	
FM	KEZE-RHY KZBD-CHR KZZU-CHR	KFOO-AMR KHTQ-AMR KKZX-CLR KPND-AAR	KCDA-MAC KISC-SFT KJYR-CAC	KBBD-ADH KEYF-CLH	KPKL-ODS	KDRK-COU KICR-COU KXLY-COU						KSPO-REL	KAGU-EDU KEEH-NCL KEWU-EDU KMBI-NCL KPBX-NCL KSFC-NCL KTSL-NCL
DIGITAL						KISC-F2-COU							

Population Source: Nielsen Audio's Radio and Television Market Population Estimates; released annually

COMBOS (+ LMA's)

KCDA-FM, KFOO-FM, KISC-FM, KKZX-FM, KQNT-AM, KZFS-AM
 KEZE-FM, KHTQ-FM, KVNI-AM, KXLX-AM, KXLY-AM, KXLY-FM, KZZU-FM
 KSPO-FM, KTRW-AM
 KPBX-FM, KSFC-FM
 KBBD-FM, KDRK-FM, KEYF-FM, KGA-AM, KJRB-AM, KZBD-FM

iHeartMedia, Inc.
 Morgan Murphy Stations
 Read Broadcasting Network
 Spokane Public Radio Inc
 Stephens Media Group

LOCAL SPORTS COVERAGE

KHTQ-FM
 KXLX-AM
 F = Flagship
 Seattle Seahawks-Football
 Seattle Mariners-Baseball

Spokane, WA

SIMULCASTS (TOTAL WEEK)

KBBD-FM, KDRK-FM, KEYF-FM, KGA-AM, KJRB-AM, KZBD-FM
KCDA-FM, KFOO-FM, KISC-F2, KISC-FM, KKZX-FM, KQNT-AM, KZFS-AM
KEZE-FM, KHTQ-FM, KVNI-AM, KXLX-AM, KXLY-FM, KXLY-AM, KZZU-FM
KICR-FM, KJYR-FM, KPND-FM

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KDRK-FM	Country	99.3
KEEH-FM	Non-Commercial	94.9
KFIO-AM	Religion	97.7
KGA-AM	Sports	103.5
KISC-F2	Country	99.3
KJRB-AM	Classic Rock	94.1
KPBX-FM	Non-Commercial	90.7
KSFC-FM	Non-Commercial	100.3
KTRW-AM	Adult Standards	96.5
KTTO-AM	Religion	106.1
KVNI-AM	Classic Hits	92.5
KXLX-AM	Sports	105.3
KXLY-FM	Country	103.9
KXLY-AM	News/Talk	100.7
KYOZ-AM	Christian AC	95.7
KZFS-AM	Urban Contemporary	101.5

KRG-Christal
iHeartMedia
KRG-Katz
Tach