

THE MEDIA AUDIT

RANKER REPORT
Cume Ratings



Page 1

REPORT MARKET: SPOKANE, WA (SPOKANE AND KOOTENAI COUNTIES)
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: NOV-DEC 2010
 TARGET: ADULTS AGE 18+

BASE POPULATION: 467,392

% IN TARGET: 100.0%

TARGET PERSONS: 467,392

RANK	MEDIA	CUME PERSONS	CUME RATINGS	0	15	30	45
1	THE INLANDER	209,779	44.9				
2	EARLY NEWS*KHQ C 6	194,486	41.6				
3	EARLY NEWS*KREM C 2	180,403	38.6				
4	SPK.-R*WD*SECTION 1	157,693	33.7				
5	SPK.-R*SN*SECTION 1	153,185	32.8				
6	EARLY NEWS*KXLY C 4	127,169	27.2				
7	MORN NEWS*KHQ C 6	100,380	21.5				
8	WHEEL DEALS	91,738	19.6				
9	SPOKANE CDA. LIVING	90,789	19.4				
10	MORN NEWS*KREM C 2	89,663	19.2				
11	SPK.-R*WD*SPORTS SEC	86,124	18.4				
12	SPK.-R*SN*SPORTS SEC	85,409	18.3				
13	INHEALTH-NW MAGAZINE	71,464	15.3				
14	LATE NEWS*KREM C 2	70,564	15.1				
15	JOURNAL OF BUSINESS	67,225	14.4				
16	MORN NEWS*KXLY C 4	66,648	14.3				
17	LATE NEWS*KHQ C 6	60,784	13.0				
18	SPK.-R*SN*MOVIE/ENT.	60,049	12.8				
19	SPK.-R*WD*MOVIE/ENT.	59,133	12.7				
20	KKZX-FM	58,126	12.4				
21	KZZU-FM	54,579	11.7				
22	LATE NEWS*KXLY C 4	50,600	10.8				
23	KZBD-FM	50,267	10.8				
24	KDRK-FM	42,179	9.0				
25	CDA P.*WD*SECTION 1	39,835	8.5				
26	KQNT-AM	37,085	7.9				
27	KISC-FM	36,791	7.9				
28	KHTQ-FM	36,274	7.8				
29	KXLY-FM	36,040	7.7				
30	KEEH-FM	35,476	7.6				
31	CDA P.*SN*SECTION 1	34,877	7.5				
32	KXLY-AM	34,677	7.4				
33	KIXZ-FM	34,519	7.4				
34	KEYF-FM	31,623	6.8				
35	PRIME NEWS*KAYU C 28	31,010	6.6				
36	KCDA-FM	30,029	6.4				
37	OUT THERE MONTHLY	29,360	6.3				
38	KPBX-FM	26,165	5.6				
39	KEZE-FM	25,262	5.4				
40	KTSL-FM	24,625	5.3				
41	KBBD-FM	20,432	4.4				
42	KMBI-FM	18,866	4.0				
43	PRIME	17,121	3.7				
44	KXLX-AM	15,306	3.3				
45	KGA-AM	14,653	3.1				
46	PRIME NEWS*KSKN C 22	13,652	2.9				
47	KSFC-FM	12,698	2.7				
48	CATALYST	10,553	2.3				
49	KICR-FM	10,538	2.3				
50	KGZG-FM	9,796	2.1				
51	KAGU-FM	9,395	2.0				
52	KJRB-AM	9,231	2.0				
53	KEYF-AM	9,224	2.0				
54	KVNI-AM	7,264	1.6				

[RADIO = 7-DAY CUME] [DAILY NEWSPAPER = 5-DAY CUME] [OTHER PRINT MEDIA = 4-EDITION CUME] [TV NEWS = 7-DAY CUME]

BASED ON 660 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 660 BASE # OF RESPONDENTS

Information is Subject to All Limitations and Restrictions as Stated in the original Survey.
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 10333 RICHMOND AVE. SUITE 200 - HOUSTON, TX 77042 713/626-0333 [2/10/2011]
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55	KPND-FM	6,622	1.4	■			
56	KSPO-FM	5,468	1.2	■			
57	KPTQ-AM	3,985	0.9	■			

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