

CUSTOM SEGMENTATION · A REAL SAMPLE · ZIP 99208, NORTH SPOKANE, WASHINGTON

Who in North Spokane goes out to dinner, *and where to find them.*

A sit-down restaurant asked one question: of the 23,479 households in ZIP 99208, which ones actually eat out, and how do I reach them? Market Narc sorted every household into one of sixty kinds and pulled out the kinds that go out to dinner far more than the average American home.

23,479

households in the ZIP

8,420

households in the target

36%

of the market, in 17 kinds

186

how much more they dine out (100 = average)

THE SHORT STORY

About one home in three here is a dining-out home. They are not scattered across all sixty kinds; they sit in seventeen, and those seventeen spend about **\$23.8 million a year** on sit-down restaurants, two thirds of everything the whole ZIP spends on them. Aim at the seventeen and the budget stops leaking.

The market

Median household income \$88,599 · 67% own their home · typical age 40 · 6,914 homes with kids.

The target

Every kind that dines out at least 20% more than the average American home and lives here: 17 kinds, 8,420 homes.

THE TARGET, KIND BY KIND

The seventeen kinds that go out to dinner.

Index 100 is the average American household. Index 298 means that kind spends nearly three times as much at sit-down restaurants.

8. Country-Club Families	406 homes · index 298 · Top income, kids at home, suburb
6. Uptown Families	406 homes · index 273 · Top income, kids at home, big city
7. Second-City Success	406 homes · index 266 · Top income, kids at home, small city
10. Rural Executives	406 homes · index 256 · Top income, kids at home, town and country
13. Grand Empty-Nesters	458 homes · index 199 · Top income, kids grown, suburb
11. Established Urbanites	458 homes · index 183 · Top income, kids grown, big city
23. Soccer & Schedules	567 homes · index 179 · Comfortable, kids at home, suburb
12. Small-City Estates	458 homes · index 178 · Top income, kids grown, small city
3. Suburban Singles Plus	514 homes · index 177 · Top income, younger, suburb

THE TARGET, CONTINUED

The rest of the seventeen.

15. Gentleman Ranchers	458 homes · index 171 · Top income, kids grown, town and country
21. Metro Parents	567 homes · index 164 · Comfortable, kids at home, big city
1. Penthouse Players	514 homes · index 163 · Top income, younger, big city
22. Main Street Families	567 homes · index 160 · Comfortable, kids at home, small city
2. Rising Small-City Pros	514 homes · index 159 · Top income, younger, small city
25. Big Sky Families	567 homes · index 154 · Comfortable, kids at home, town and country
5. Rural Rising	514 homes · index 153 · Top income, younger, town and country
28. Settled Suburbanites	640 homes · index 120 · Comfortable, kids grown, suburb

WHAT THE TARGET IS MADE OF

5,512

top-income homes

3,892

families with kids at home

2,472

older, kids grown

2,056

younger, no kids

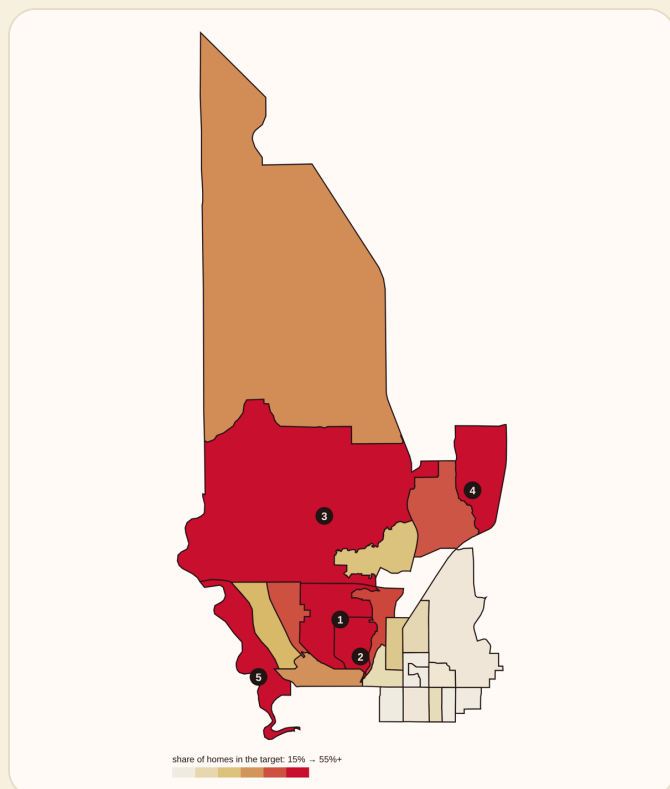
THE SURPRISE

The four biggest kinds in the ZIP (Creative Corridors, Move-Up Singles, Small-City Achievers, Country Move-Ups — 718 homes each) dine out at about the national rate or below. Size is not the same as appetite. A mailer to the biggest kinds would miss the people who actually book a table.

WHERE THEY LIVE

The heat map: where the target lives inside 99208.

Every census tract in the ZIP, colored by the share of its homes in the target. Red is more than half; the numbered five are the hottest.



- | | |
|-----------------|--|
| 1. Tract 107.02 | 73% target homes · Country-Club Families |
| 2. Tract 107.01 | 63% · Second-City Success |
| 3. Tract 105.08 | 58% · Rural Executives |
| 4. Tract 105.04 | 58% · Soccer & Schedules |
| 5. Tract 106.01 | 57% · Settled Suburbanites |

WHAT THE MAP SAYS

Four of every ten target homes sit in five tracts holding two of every ten homes in the ZIP. That is where the mail, the sign and the fenced social ads go.

40%

of the target lives in the five hottest tracts

22%

of the ZIP's homes are in those five

73%

of homes in the hottest tract are target homes

5

tracts to mail by carrier route

MEDIA MIX

Where to put the money, and why.

A recommended split for a sit-down restaurant going after these seventeen kinds in 99208. It follows where the target actually is: on Instagram and YouTube far more than average, at home with broadband, in five tracts you can mail by carrier route.

30%paid social — Instagram
and Facebook**25%**direct mail to the five hot
tracts**15%**

YouTube

15%

Google search and Maps

10%local — signs and print
near the hot tracts**5%**Reddit and community
groups**Paid social**

Instagram reaches 61% of this target (index 122) and Facebook 72%. Geofence the five hot tracts, run reels of the room and the plate, and book straight from the ad.

Direct mail

The five hot tracts hold 40% of the target in 22% of the homes. A carrier-route mailer there hits the right doors without buying the whole ZIP. An invitation, not a coupon.

YouTube

88% of the target is on it (index 104). Short pre-roll on local news, sports and home-and-garden channels in the evening.

Search and Maps

They look up where to eat on the phone (93% carry a smartphone). Own the dinner search in the ZIP: hours, photos, reviews, reservations.

Local

A sign on the arterial between tracts 107 and 105, and the local lifestyle print the comfortable and top-income kinds still read.

Reddit and groups

This target is on Reddit at one and a half times the national rate (index 152). Be present in the Spokane threads where people ask where to eat.

SOCIAL MEDIA

What they use, when to post, how to hit them.

Instagram	61% of the target · U.S. 50% · index 122. The lead channel. Food, the room, the people who work there.
Facebook	72% · U.S. 71% · index 101. Events, specials, the reservation link; the older half of the target lives here.
YouTube	88% · U.S. 84% · index 104. Pre-roll, and a short film of a night in the restaurant.
Reddit	40% · U.S. 26% · index 152. Answer the where-to-eat threads honestly; no ads needed.
WhatsApp · X	41% (index 128) · 26% (index 124). Group plans are made here; make the reservation link easy to forward.
TikTok	32% · U.S. 37% · index 86. Below average for this target. Post there last, not first.

1 When to post

This target works long days (206 minutes, above the U.S. 199) and has less free time than most (280 minutes, under the U.S. 310). Catch them at the lunch scroll (Tue–Thu, 11am–1pm), the dinner decision (4–6pm), Friday at 3pm for the weekend, and Sunday mid-morning when families plan the week.

2 How to hit them

They score highest on achievement, novelty and belonging. Show the occasion: the booth, the birthday, the table of eight. Novelty sells — the new dish, the chef's night. Never lead with a discount; lead with a reason to go.

3 What device

91% have home broadband (index 116), 93% a smartphone, and almost none are phone-only. Rich video plays fine; the booking has to work on a phone.

4 The family half

3,892 of the 8,420 target homes have kids. Early seating, a kids' plate that is not an afterthought, and Sunday posts land with them.

WHAT THEY ARE LIKE

What the target does, values and lives like.

1

What they do more than most

Wealth management and investing (186), premium travel and cruises (183), three or more streaming services (171), live theater and the arts (161), boutique fitness (160).

2

What they value

Achievement and status (208), experience and novelty (158), community and belonging (145). Sell the occasion and the room, not the discount.

3

How they spend the day

About 73 minutes a day eating and drinking, 198 working, 309 of free time, 156 watching TV. Evening and weekend is where the time is.

4

How they live (measured for this ZIP)

67% saw a dentist this year (index 109). 17% binge drink (106). 19% get no exercise outside work (74 — well under the national 25%). Only 7% have no health insurance.

WHAT TO DO ABOUT IT

- **Aim at the seventeen kinds, not the ZIP.** Thirty-six percent of the homes, two thirds of the restaurant dollars.
- **Lead with the four family kinds at the top.** Country-Club, Uptown, Second-City Success and Rural Executives dine out at two and a half to three times the national rate.
- **Talk occasions and experience, not price.** Achievement, novelty and belonging are what this target scores highest on.
- **Hand us your reservation list.** Every name comes back coded with its kind, so you see which of the seventeen you already have and go find more of them.

COUNTED

Households, income, ownership, age and kids are counted by the Census for this ZIP. The health and habits lines are the CDC's small-area estimates for 99208.

MODELED

The dining-out index, the behaviors, the social media reach and the time-of-day are modeled from which kinds live here (Pew Research Center 2025, BLS American Time Use Survey 2025, BLS Consumer Expenditure Survey). They point; they do not count. The media split is our recommendation.