

Sit-down restaurant target, *ZCTA 99208.*

Geodemographic segmentation of ZCTA 99208 (23,479 HH, ACS 5-year, tract-weighted). Each household sits in one of sixty cells (5 urbanicity × 4 affluence × 3 life stage). Target: every cell with a full-service restaurant spend index ≥ 120 (CEX item 190500, U.S. HH = 100) and non-zero HH in the ZCTA.

23,479

HH, ZCTA 99208

8,420

HH in target

35.9%

of HH · 17 of 60 cells

186

HH-weighted spend index

EXECUTIVE SUMMARY

Target concentration 35.9% of households carrying an estimated **\$23.8M/yr** of full-service restaurant spend (66.6% of the ZCTA's \$35.7M pool at the national mean of \$1,522/HH). Market verdict for the ZCTA as a whole is SCATTER (confidence 36): leading cells are large but index at or under 100, so untargeted reach wastes most impressions.

Market detail (ACS)

Median HH income \$88,599 · owner rate 66.8% · median age 40.5 · HH with own children 6,914 · HH with 65+ 7,802.

Selection rule

Cell index ≥ 120 on CEX 190500, HH > 0 in ZCTA: 17 cells (all 12 elite cells, 4 of 5 comfortable×family, 1 comfortable×mature).

TARGET COMPOSITION

Cells, ranked by index.

Household count per cell is the ZCTA's tract-weighted estimate; index is the cell's CEX full-service restaurant spend relative to the U.S. household.

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

TARGET COMPOSITION, CONTINUED

Cells 10–17.

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

MIX

5,512

elite-tier HH

3,892

family life stage

2,472

mature life stage

2,056

younger life stage

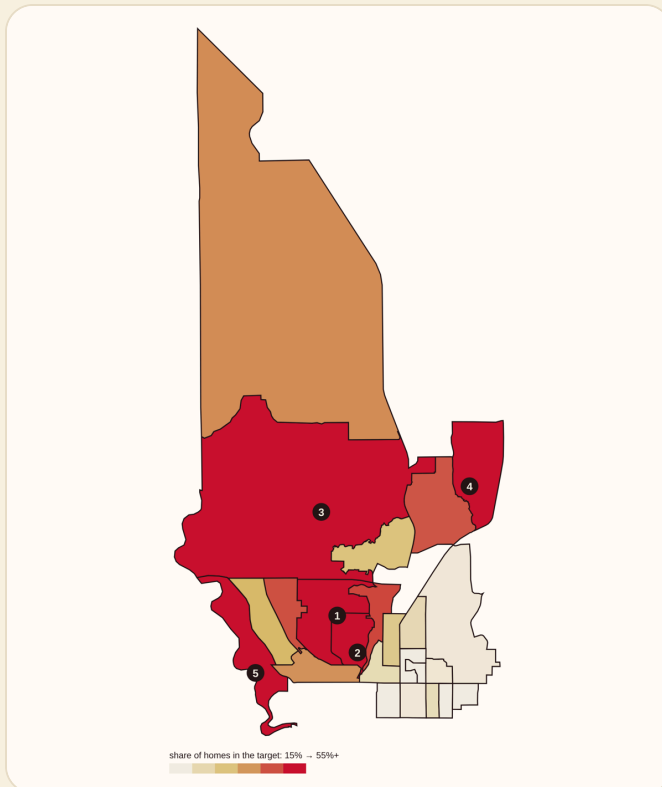
COUNTER-INTUITIVE FINDING

The modal cells in the ZCTA — 16 Creative Corridors, 18 Move-Up Singles, 17 Small-City Achievers, 20 Country Move-Ups, 718 HH each — index 92–107 on this category. Volume-ranked targeting selects the wrong cells; index-ranked targeting is required.

SPATIAL DISTRIBUTION

Target share by census tract, ZCTA 99208.

Choropleth of target share by tract (ACS 5-year cell counts, tract-weighted to the ZCTA). Numbered tracts are the top five by share.



- | | |
|-----------------|---|
| 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 |

READ

Concentration 1.8× in the top-5 tracts (40% of target HH on 22% of ZCTA HH). Geo-fence and carrier-route on these five; suppress the four low-share tracts in the southeast (2.01, 3.01, 111.03, 111.04).

40%

of target HH in top-5
tracts

22%

of ZCTA HH in those tracts

73%

peak tract target share
(107.02)

1.8×

concentration vs ZCTA

MEDIA MIX

Recommended allocation.

Allocation follows reach index by channel (Pew NPORS 2025, cell-weighted), spatial concentration (top-5 tracts) and category purchase behavior. Recommended; tune on first-month lift.

30%

paid social (IG + FB)

25%direct mail, carrier-route,
top-5 tracts**15%**

YouTube

15%

search + Maps

10%

OOH + local print

5%

Reddit / community

Paid social

Instagram 61.1% reach (index 122), Facebook 72.1% (101). Geo: polygon the five tracts. Objective: reservations; creative: reels, room and plate.

Direct mail

Top-5 tracts carry 40% of target HH in 22% of ZCTA HH. Carrier-route saturation in those tracts beats a ZCTA buy on cost per target HH by roughly 1.8x.

YouTube

87.7% reach (104). 6–15s pre-roll, local news / sports / home verticals, 6–10pm dayparts.

Search + Maps

93% smartphone penetration; own the local intent set: '[cuisine] near me', 'dinner [north Spokane]', Business Profile hygiene, reservation deep link.

OOH + print

Arterials between tracts 107 and 105; local lifestyle titles over-indexing on comfortable/elite mature cells.

**Reddit /
community**

Reddit reach 39.5% (152). Organic presence in r/Spokane dining threads; no paid.

SOCIAL AND DAYPARTING

Platform reach, posting windows, creative strategy.

Instagram	61.1% · U.S. 50 · idx 122 · primary
Facebook	72.1% · U.S. 71 · idx 101 · events, mature cells
YouTube	87.7% · U.S. 84 · idx 104 · pre-roll + brand film
Reddit	39.5% · U.S. 26 · idx 152 · organic only
WhatsApp · X	40.9% (128) · 26.2% (124) · shareable booking link
TikTok	31.9% · U.S. 37 · idx 86 · deprioritize

1 Dayparting (ATUS layer)

Working 206 min/day (U.S. 199); leisure 280 (U.S. 310); TV 140 (U.S. 157). Windows: Tue–Thu 11:00–13:00, 16:00–18:00 daily (decision window), Fri 15:00 (weekend booking), Sun 10:00 (family planning).

2 Creative strategy

Value indices: Achievement & Status 208, Experience & Novelty 158, Community & Belonging 145. Occasion-led, novelty-led; no price-led offers.

3 Device / delivery

Home broadband 90.6% (116), smartphone 93.0% (102), phone-only 4.8% (30). Video-safe; mobile-first booking path required.

4 Family cells

3,892 target HH in family life stage (46%). Early seating, children's menu, Sunday cadence.

PSYCHOGRAPHICS

Behavioral and value indices, CDC PLACES and ATUS layers.

1 Activity indices (HH-weighted, U.S. = 100)

Wealth management & investing 186 · premium travel & cruises 183 · streaming 3+ services 171 · live theater & arts 161 · boutique fitness & wellness 160 · telehealth use 158.

2 Value indices

Achievement & Status 208 · Experience & Novelty 158 · Community & Belonging 145 · Legacy & Comfort 145 · Self-Reliance & Freedom 135.

3 Time use (ATUS layer, min/day)

Working 198 · housework 120 · eating and drinking 73 · shopping 42 · all leisure 309 · TV 156 · socializing 35 · sports and exercise 20.

4 CDC PLACES 2025, ZCTA 99208 (index vs U.S. adults)

Dental visit past year 67.0% (109) · binge drinking 17.0% (106) · no leisure-time physical activity 18.8% (74) · uninsured 18–64 6.9% (62) · depression ever diagnosed 26.0% (119).

RECOMMENDATION

- **Suppress to the 17 cells** for list selection and paid social audiences; expected reach 8,420 HH at 66.6% of category dollars.
- **Tier the creative:** elite×family cells (index 256–298) lead; comfortable×family (154–179) second; mature elite (171–199) third.
- **Message to the value indices:** status, novelty, belonging — occasion-led creative, no price-led offers.
- **Customer file coding** (Market Narc My List): append cell to each reservation record, compute lift per cell, re-weight media to the over-performing cells.

COUNTED

ACS 5-year tables B25003, B11005, B11007, B01002, B19001; CDC PLACES 2025 BRFSS small-area estimates for the ZCTA.

MODELED

Cell assignment, spend index (CEX 2023, item 190500), activity and value indices, platform reach (Pew Social Media and NPORS Fact Sheets, 2025) and ATUS 2025 minutes are modeled from cell membership; labeled ESTIMATED in Market Narc. Media allocation is a recommendation.