

99208

the story of this market

PREPARED FOR

The short story

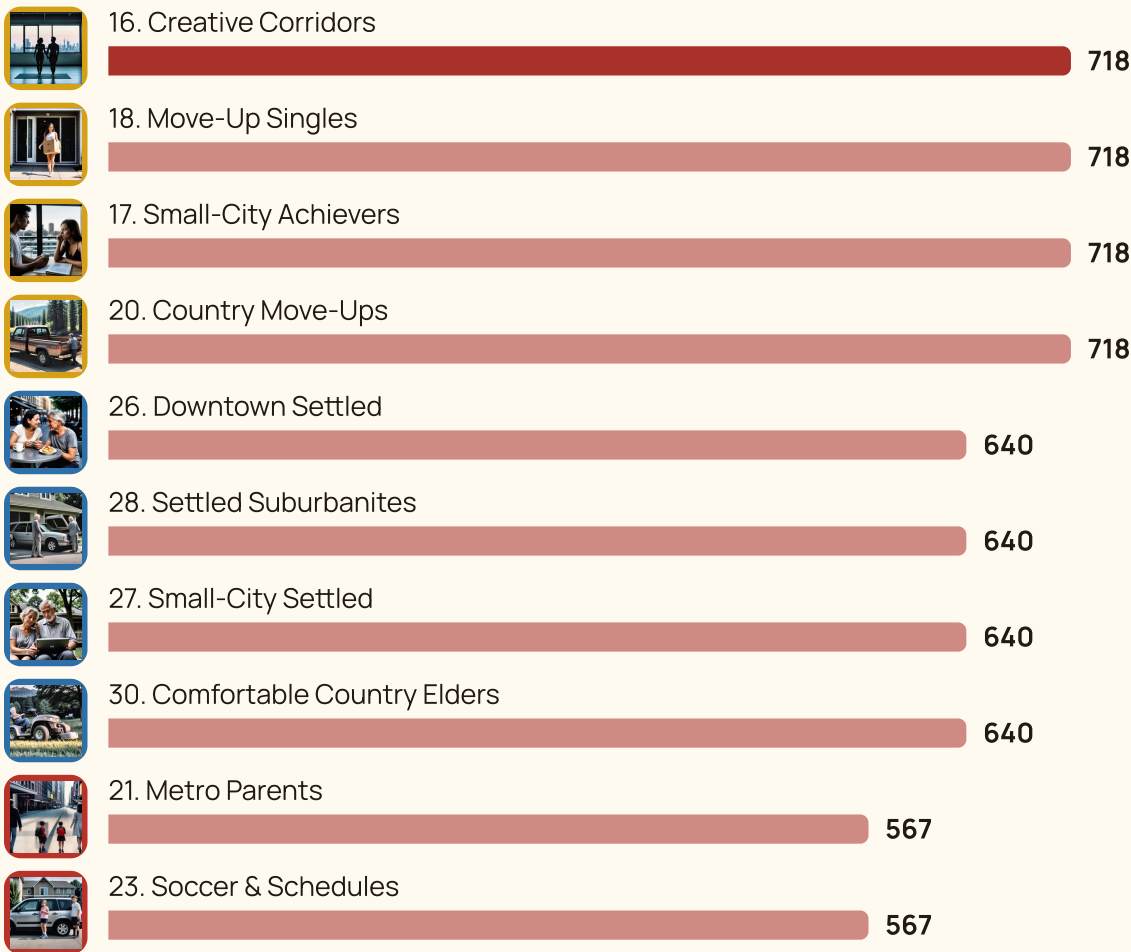
3% of every household here is one kind: Creative Corridors, number 16 on the chart. That is about one home in 33. COUNTED	9% of the 23,479 households sit in just three kinds. Spread that thin, a broad campaign wastes most of its money; aim at a slice. COUNTED
\$88,599 is the middle household income. 67% of homes are owned, not rented. COUNTED	25% of the households live out in town and country. COUNTED
29% of homes have kids in them. COUNTED	186 is how this market scores on wealth management & investing, where one hundred is the average American household. That is 86% above. MODELED
61% of the 6,221 businesses in ZIP 99208 have fewer than five people. Only 91 employ a hundred or more. COUNTED	31% of homes in ZIP 99208 have three or more vehicles parked at home. At least 165,291 vehicles in all. COUNTED

Who lives here

23,479 households live in 99208, and they fall into 48 of the sixty kinds Market Narc sorts every American household into. The biggest is Creative Corridors, then Move-Up Singles and Small-City Achievers.

The biggest kinds of household

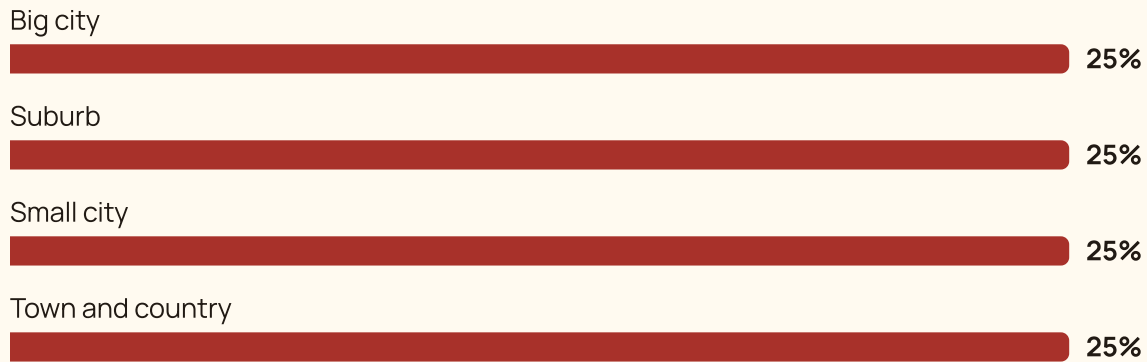
Households in each kind, with its number on the sixty-kinds chart



Source: U.S. Census Bureau, American Community Survey 5-year, via Census Reporter; kinds by accelerated DBM

What kind of place it is

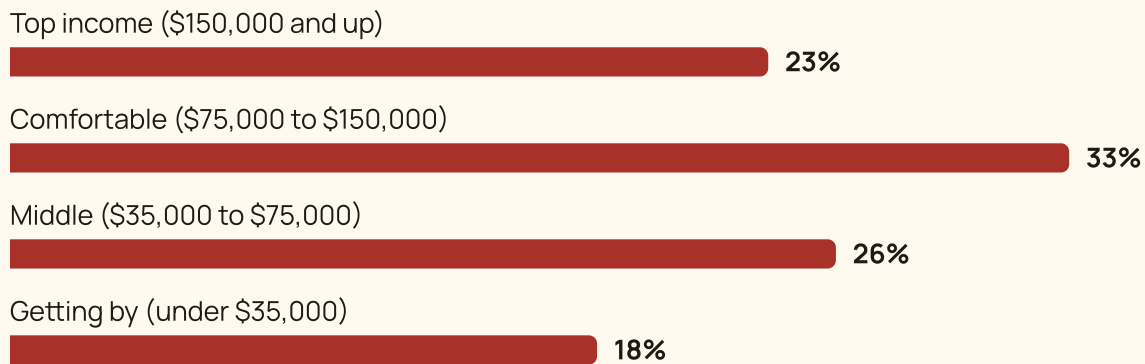
Households by how built-up their neighborhood is



Source: U.S. Census Bureau, ACS 5-year and TIGER land area; OMB metro delineation, July 2023

What they earn

Households by income tier



Source: U.S. Census Bureau, ACS 5-year, table B19001

Their stage of life

Younger with no kids, families with kids, and older homes



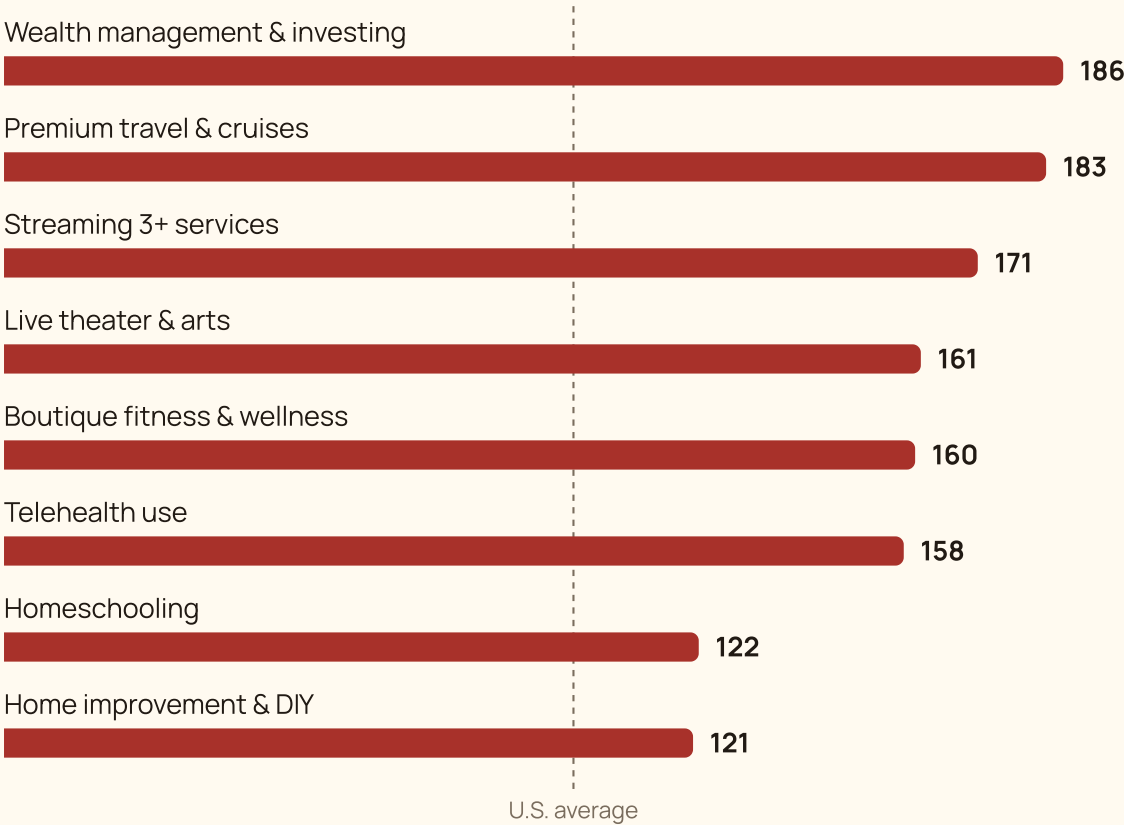
Source: U.S. Census Bureau, ACS 5-year, tables B11005 and B11007

What they do

Against the average American household, this market leans hardest toward wealth management & investing (186) and premium travel & cruises (183), and least toward full-size pickup / truck (99). One hundred is average.

What they are more likely to do

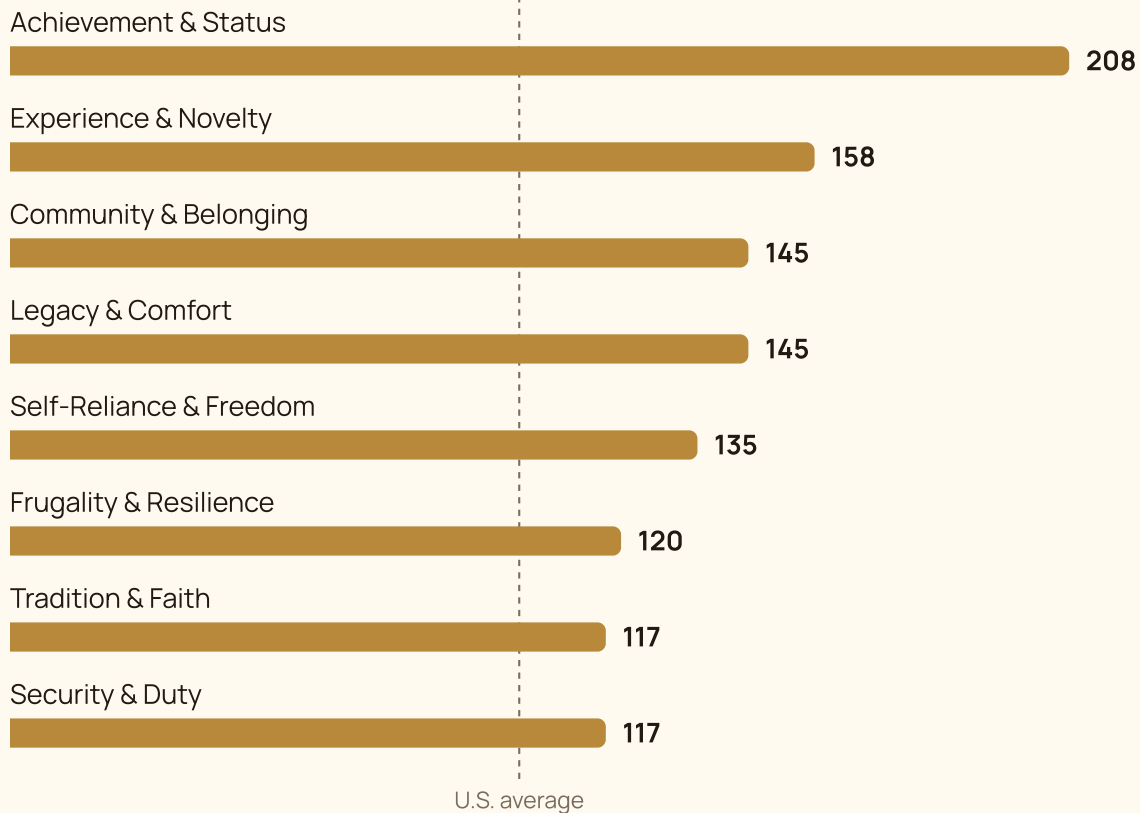
One hundred is the average American household



Source: Market Narc behavior model (modeled from Census place, income and life stage; eating out uses the BLS Consumer Expenditure Survey 2024)

What they value

One hundred is the average American household



Source: Market Narc values model (modeled from Census place, income and life stage)

Who already sells here

ZIP 99208 has 6,221 businesses with employees, 64,571 people on payroll and about \$3,449 million a year in wages. Most of them are small: 61% have fewer than five people.

How big the businesses are

ZIP 99208: businesses by headcount

Tiny (1–4 people)



Small (5–19)



Established (20–99)



Big (100 or more)



Source: U.S. Census Bureau, County Business Patterns 2023

What they drive

Vehicles at home

ZIP 99208: how many vehicles each home has

No vehicle



One



Two



Three



Four or more



Source: U.S. Census Bureau, ACS 2024 1-year, table B08201

How they live

Compared with the whole country, people here most stand out on have been told they have depression (index 119). That points to counselors and therapists. These are measured for this place by the CDC.

How people here live, against the country

100 is the national share

Have been told they have depression



Saw a dentist this year



Binge drink



Are seriously overweight



Feel down half the month or more



Saw a doctor for a checkup this year



Live with a disability



Sleep less than seven hours



Source: Centers for Disease Control and Prevention, PLACES: Local Data for Better Health, 2025 release (BRFSS small-area estimates)

How solid this read is: Solid. Homes 23,479 give or take 789; typical income \$88,599 give or take \$3,520.

How people here spend their day

Next to the average American, the homes here spend the most extra time on caring for family (index 103) and the least on games and computer for fun (index 98). Estimated from the national time survey, spread over the kinds that live here.

Minutes a day, against the country

100 is the American average

Caring for family



Housework and home upkeep



Shopping and errands



Church, clubs and volunteering



Eating and drinking



All free time



Watching TV



Sports and exercise



Reading



Working



Seeing friends and family



Games and computer for fun



Source: U.S. Bureau of Labor Statistics, American Time Use Survey, 2025 annual averages (Tables 3, 8A, 11A); estimated by accelerated DBM

How people here get online

Share of adults

Home broadband



Smartphone



Phone only, no home internet



Basic cellphone, no smartphone



Source: Pew Research Center, Internet/Broadband and Mobile Fact Sheets, 2025 survey of 5,022 adults; estimated by accelerated DBM

What to do about it

1. **Aim at: Creative Corridors.** 718 households, the biggest single kind in this market. (Counted)
2. **How hard: SCATTER.** Do not buy this market broad — most of a wide campaign lands on nobody. Go narrow on the rows above, or go somewhere else.. (Counted)

Sources and how this was built

- U.S. Census Bureau, American Community Survey 5-year estimates (households, income, tenure, age, children, vehicles), read through Census Reporter.
- U.S. Census Bureau, TIGER/Line boundaries and land area; ZIP-to-tract relationship file, 2020.
- Office of Management and Budget, metropolitan area delineation, July 2023 (the small-metro rule).
- U.S. Census Bureau, County Business Patterns and ZIP Code Business Patterns, 2023.
- Centers for Disease Control and Prevention, PLACES: Local Data for Better Health, 2025 release (BRFSS small-area estimates), read live from data.cdc.gov.
- U.S. Census Bureau, American Community Survey 2020–2024 5-year, margins of error (B11001, B19013). Reliability grade: coefficient of variation under 12% solid, 12–40% use with care, over 40% shaky.
- U.S. Bureau of Labor Statistics, American Time Use Survey, 2025 annual averages (Tables 3, 8A, 11A). Measured by age, children and earnings; combined for each kind by accelerated DBM — Estimated.
- Pew Research Center, Internet/Broadband and Mobile Fact Sheets, 2025 survey of 5,022 adults (NPORS, Feb–June 2025). Measured by age, income and community; combined for each kind by accelerated DBM — Estimated.
- Kinds of household, behavior and value scores: accelerated DBM, built with Market Narc from place, income tier and stage of life.
- Behavior and value scores: the accelerated DBM model in Market Narc, built from place, income tier and stage of life. Modeled, and labeled modeled wherever it appears. Household counts, business counts and registrations are counted.



Source: accelerated DBM · built with Market Narc

Accelerated Experiences LLC · Post Falls, Idaho · aexperiences.studio · October 16, 2026

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