

Spark's Tribune and Big Nickel readers are loyal to Sparks area businesses, have an eye for value and a need for a wide variety of personal and household goods and services.

How do we know? We've recently contracted with Media Audit of Houston, Texas for an extensive readership study that took a look at our readers, their buying habits and their future purchases.

Exactly who reads the Sparks Tribune and Big Nickel? People who want to know what's happening in the Sparks area -- People who want to be informed.

And they read the Sparks Tribune...

Because we are the best source for local Sparks area news, news of Sparks city government, local high school sports and local entertainment information.

With our local focus, your advertising message is read by people who are interested in our community -- people like you who want to make a difference in Sparks.

Source: Media Audit

Meet Our Readers

Our readers are homeowners with money to spend

- 22% are 55 years or older
- 45% are between 35 and 54 years old
- 51% have some college or a college degree
- 45% have household incomes over \$50,000
- 49% are married; 38% have children at home
- 25% are professional or managerial
- 60% own their own home
- 18% are retired

52% have a dog and 38% have a cat

24% are working women

40% do not read another daily newspaper

71% voted in the last election

70% shopped at a hardware or building supply store 3 or more times in the last 4 weeks

27% ate at a fast food restaurant 3 or more times in the past week

23% ate at a casino restaurant at least once in the past couple of weeks

70% spend over \$100 each week on groceries

74% own a cell phone

68% have access to the internet

In the next year...

21% plan to buy a vehicle

29% plan to buy a major appliance or new TV

21% plan to buy new furniture

22% plan to buy a different home within the next couple of years

Source: Media Audit