

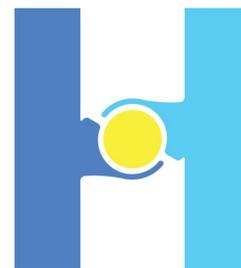
Appendix 5:

# Market Segmentation Findings

February 13, 2019

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# *Introduction*

# Strategic plan documents

*Appendices are under separate cover.*

Appendix 1: Market Strategies Logic Models

Appendix 2: Organizational and Staff Development Strategies Logic Models

Appendix 3: Partnership Strategies Logic Models

Appendix 4: Community Assessment Findings

Appendix 5: Market Segmentation Findings

Appendix 6: Organizational and Staff Assessment Findings

This study includes data for population, customers, non customers, and checkouts for census block groups that are within or cross over the City of Henderson boundaries.

Population is 2018 current year estimate of population.

Data about population, customers, noncustomers, and checkouts are organized by census block group. Checkouts are from customers who made the checkouts, not the outlet from which they were borrowed, unless otherwise noted.

Checkouts dates are for the last few years.

Customers are counted as individuals, not households. Multiple individual customers can reside at the same address. Children are individuals with or without their own cards.

Each customer's address was geocoded. Some customer records cannot be geocoded due to non standard addresses (e.g., PO Boxes, General Delivery), bad data entry (e.g., address number is missing or address number doesn't fit the address range), bad street direction (e.g., missing or wrong north, south, east, west), or bad street suffix (e.g., missing or wrong -- "street" should be "avenue" or "place" should be "boulevard").

If a customer was not geocoded then their checkouts are not included.

Please see the FAQ for other definitions.

Please note that non customers equal the population minus customers. Children without cards are noncustomers.

No data from LVCCLD block groups is included in this presentation. We'll include that data at a later time.

# *Segment Overview*

# Segmentation data

*Data sourced from STI, Austin  
Texas -- a leading national data  
provider to top businesses  
across multiple industries*

*Market segmentation answers questions like:*

***Who are our best customers?***

***What are they like?***

***How do we communicate with  
them?***

***Where can we find more like  
them?***

# Market segmentation basics

## *Market segmentation is a model of reality*

Categorizes existing and potential customers into groups based upon common characteristics such as age, gender, income, and geography relating to consumption behavior.

Combines cluster analysis with latest data mining techniques.

Utilizes data from STI, U.S. Census Bureau, and consumer market surveys.

72 segments are organized in 15 groups nationally



# Market segmentation basics

How people look

How people act

	Demographics	Lifestage	Needs	Attitudes
	Married couple Household income \$125,000	Two kids under 10 Both parents work	Looks for new menu ideas Value oriented menus Cooking club member	Value shopper Prefers low fat products Enjoys cooking
	Married couple Household income \$125,000	Two kids under 10 Both parents work	Ready-to-eat products Pre-cooked entrees Home grocery deliver services	Convenience shopper Prefers organic foods Doesn't enjoy cooking

# Market segment descriptions

## LandScape Groups and Segments Overview

### LandScape's 15 Groups and 72 Segments

**A**

#### Crème de la Crème

Urban neighborhoods with residents that measure far above average in all traditional classifications, including income and education.

- A1 Empire Builders
- A2 Grand Masters
- A3 Marquis Class
- A4 American Knights
- A5 Urban Squires
- A6 Regents

**B**

#### Urban Cliff Climbers

Urban neighborhoods with residents that represent the definitive "working class," and are young and in pursuit of their individual American dreams.

- B1 Charmed Life
- B2 Sitting Pretty
- B3 Kindred Spirits
- B4 Middle of the Road
- B5 White-Collar Status
- B6 Blue-Collar Starts

**C**

#### Urban Cliff Dwellers

Urban neighborhoods with 30-somethings pursuing a comfortable, classically American, working-class lifestyle.

- C1 Social Whirls
- C2 Managing Business
- C3 Nest Builders
- C4 Gainfully Employed
- C5 Strapped

**D**

#### Seasoned Urban Dwellers

Urban neighborhoods predominately home to working-class, mid-to-late-40-somethings, plus a high percent of residents who are 65-plus.

- D1 Gray Eminence
- D2 Fall Years
- D3 Still in the Game

**B1**

### Urban Cliff Climbers **Charmed Life**

#### Consumption Examples

##### Household

Automatic thermostats  
Water softeners  
Fireplaces  
Ceramic tile floors  
Hardwood floors

##### Personal Life

Clothing: \$2,000+  
Volkswagens  
Baby clothing  
Personal computers  
Vacation/weekend homes

##### Leisure Activities

Downhill skiing  
Mountain biking  
Bowling  
Backpacking/hiking  
Flew Delta domestic

##### Media Selections

CNET.com  
FOXnews.com  
Disney.com  
Sports radio  
Alternative radio

#### Demographic Overview

Married. 20- to 30-something-years-old. Children of all ages. Some college education. Incomes between \$50,000 and \$60,000. White-collar jobs in management, sales, and personal care industries. Based on these fundamental demographics, it's clear that the residents of Charmed Life neighborhood segments are a cross-section of young, working Americana. It's easy to imagine these neighborhoods filled with middle-class cars, toys, and home furnishings—all of the merchandise that helps keep commerce humming at a pleasant pace across the United States. Positioned at the high-end of the Urban Cliff Climbers category, Charmed Life areas are home to Norman Rockwell-esque family images—hard-working citizens, who are in the full swing of their children-rearing years: housing, schooling, and entertaining children ranging from babies to teenagers.

Median Age  
**20s/low 30s**

Family Status  
**Married**

Household Income  
**\$50k - \$60k**

Urbanization  
**Urban**

Education  
**Some College**

Occupation  
**White Collar**

#### Preference Overview

From traveling widely to playing video games at home, this Urban Cliff Climber segment is indeed living a charmed life. They are home to the biggest above-average spenders and most active segments in this category. They have the income and youth to enjoy life to the fullest, including affording many trips domestically and abroad, a wide range of computer equipment. Their above-the-national-average spending in many categories directly reflects these Charmed Life segments' higher-than-average earning capacity. Since they are also relatively young and in the prime of their lives, they are also above-the-national-average in many leisure activities—from flying kites, to visiting museums, to picnicking. Above-average purchases of business clothing speak to their white-collar-job status. Meanwhile above-average purchases of children's items show that there are kids at home. The highest-ranking item of the Charmed Life segment, at two-and-three-quarters-time-the-national-average, is shopping at the Cub Foods grocery store. Their media choices represent a cross-section of culture, including Disney.com, FOX Sports News, and alternative radio. Most daytime TV segments rank low for these active members of society.

# *Segment Findings*

# Usage summary

---

Population\*

**307,713**

Customers\*\*

**159,661**

52% market share

Non Customers\*\*\*

**148,052**

48% market potential

Segments

**32**

Checkouts^

**5,097,408**

\* Population is the current year estimate for 2018 for the selected block groups.

\*\* Customers are “all customers.” Customers have been geocoded; they live within the selected block groups.

\*\*\* Non Customers are population minus Customers; they live within the selected block groups.

^ Checkouts are from geocoded customers only for a multiyear period.

# Population segment data summary

## Families with Children

156,516

51% share

18 segments

## Singles, Couples

(few kids)

117,571

38% share

9 segments

## Seniors

33,626

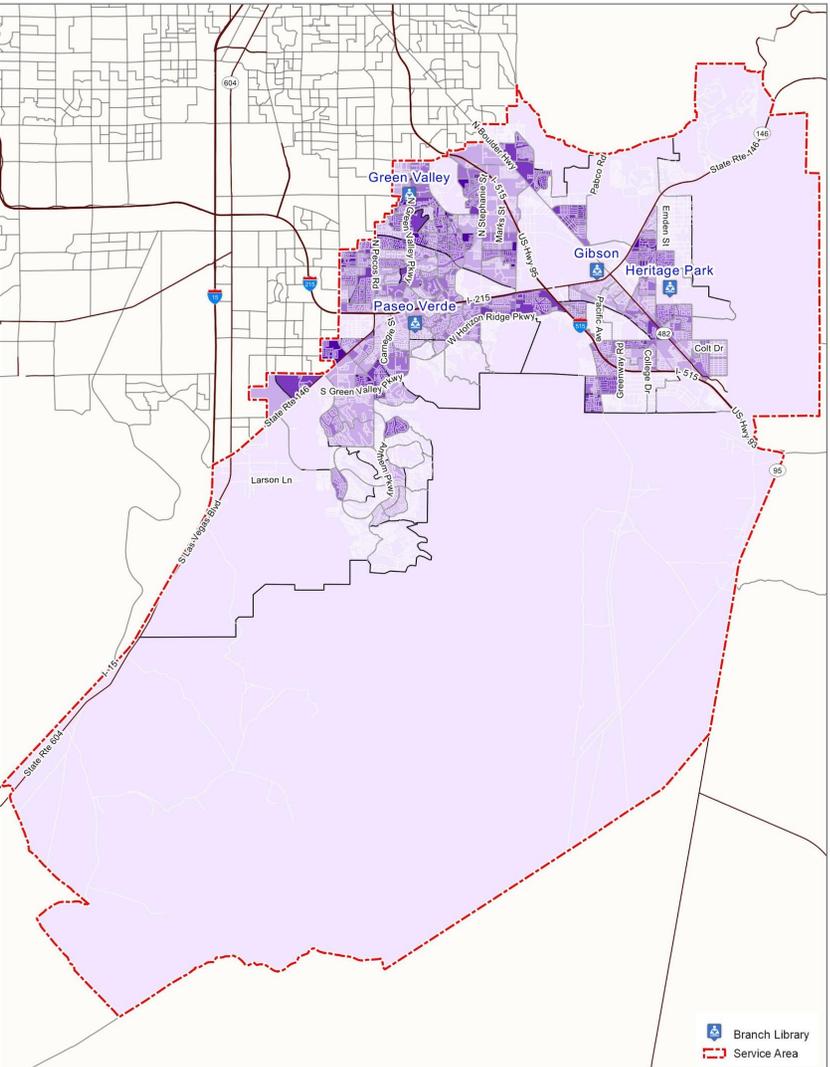
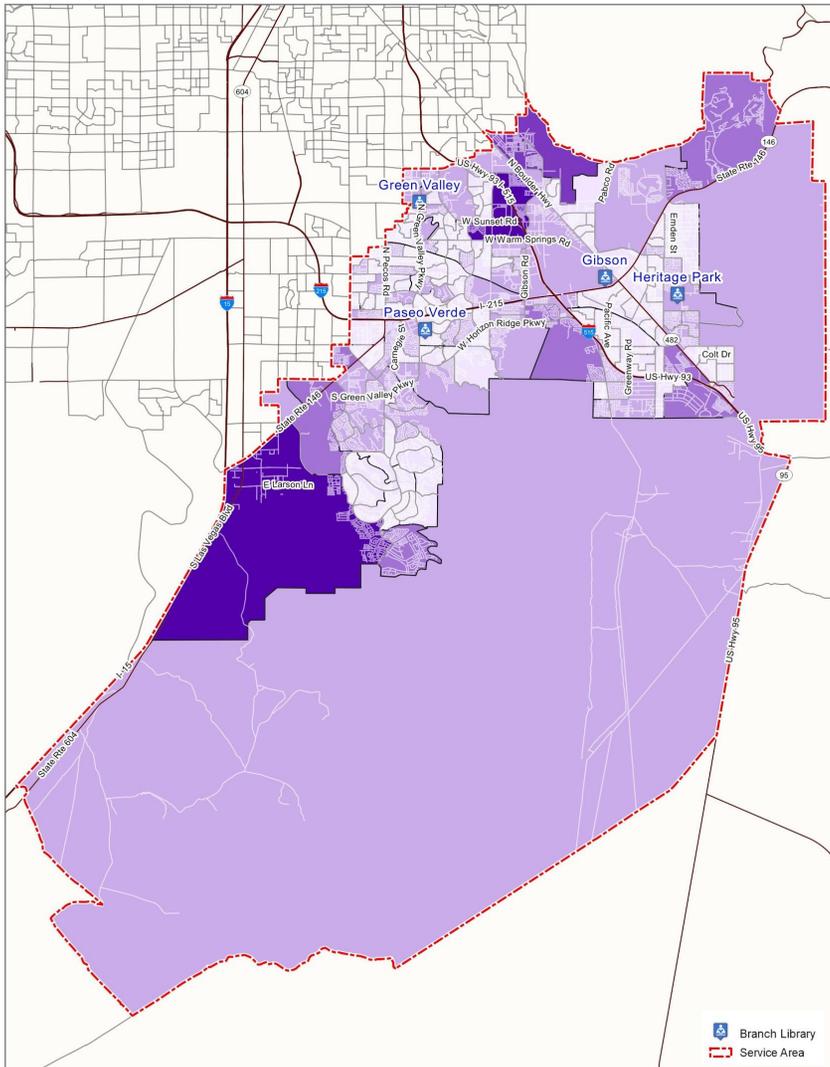
11% share

5 segments

<b>Families with Children</b>	<b>156,516</b>	<b>50.9%</b>
Educated Earners	25,462	16.3%
Sitting Pretty	22,884	14.6%
Suburban Singles	13,587	8.7%
Regents	13,184	8.4%
The Sweet Life	10,913	7.0%
Kith and Kin	10,181	6.5%
Proud Parent	9,811	6.3%
Great Generations	8,053	5.1%
Urban Squires	7,314	4.7%
White Collar Status	6,361	4.1%
Charmed Life	6,135	3.9%
Empire Builders	5,241	3.3%
Apron Strings and Hard Hats	4,966	3.2%
Kindred Spirit	4,723	3.0%
Middle of the Road	2,879	1.8%
Urban Moms and Dads	2,671	1.7%
Making Ends Meet	1,403	0.9%
Doublewides	748	0.5%

<b>Singles, Couples, No Kids</b>	<b>117,571</b>	<b>38.2%</b>
Sublime Suburbia	36,417	31.0%
Couples with Capital	16,645	14.2%
Wizards	16,096	13.7%
Solo Acts	13,274	11.3%
S* Seeks S*	10,750	9.1%
Hard Act to Follow	10,743	9.1%
Gainfully employed	6,992	5.9%
Gurus	3,999	3.4%
Apprentices	2,655	2.3%

<b>Seniors</b>	<b>33,626</b>	<b>10.9%</b>
Stately Suburbs	12,241	36.4%
Legacy Years	8,839	26.3%
Golden Heritage	8,804	26.2%
Marmalade and Money	2,358	7.0%
Stocks and Scholars	1,384	4.1%



**Population**

- 467 - 1,682
- 1,682 - 2,898
- 2,898 - 4,113
- 4,113 - 5,329
- 5,329 - 6,544

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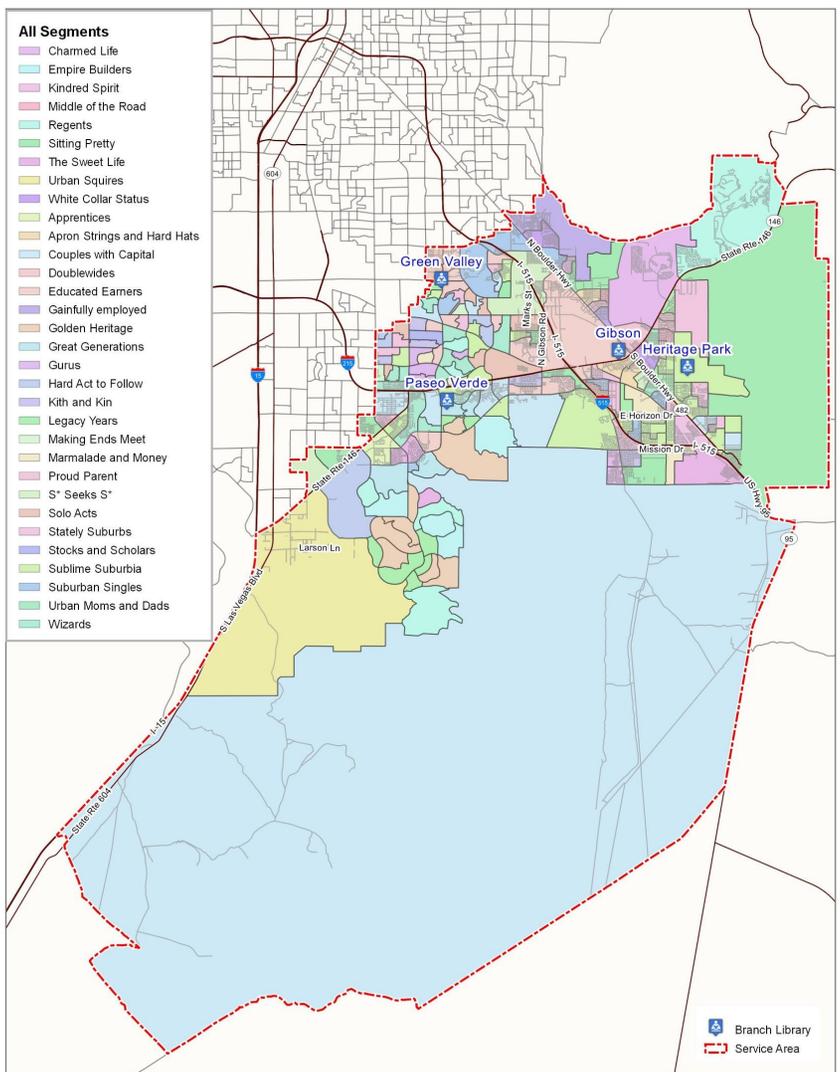
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**2018 Population Density**

- 0 - 2,600
- 2,600 - 4,600
- 4,600 - 7,000
- 7,000 - 10,100
- 10,100 - 17,400

**Henderson District Public Library**

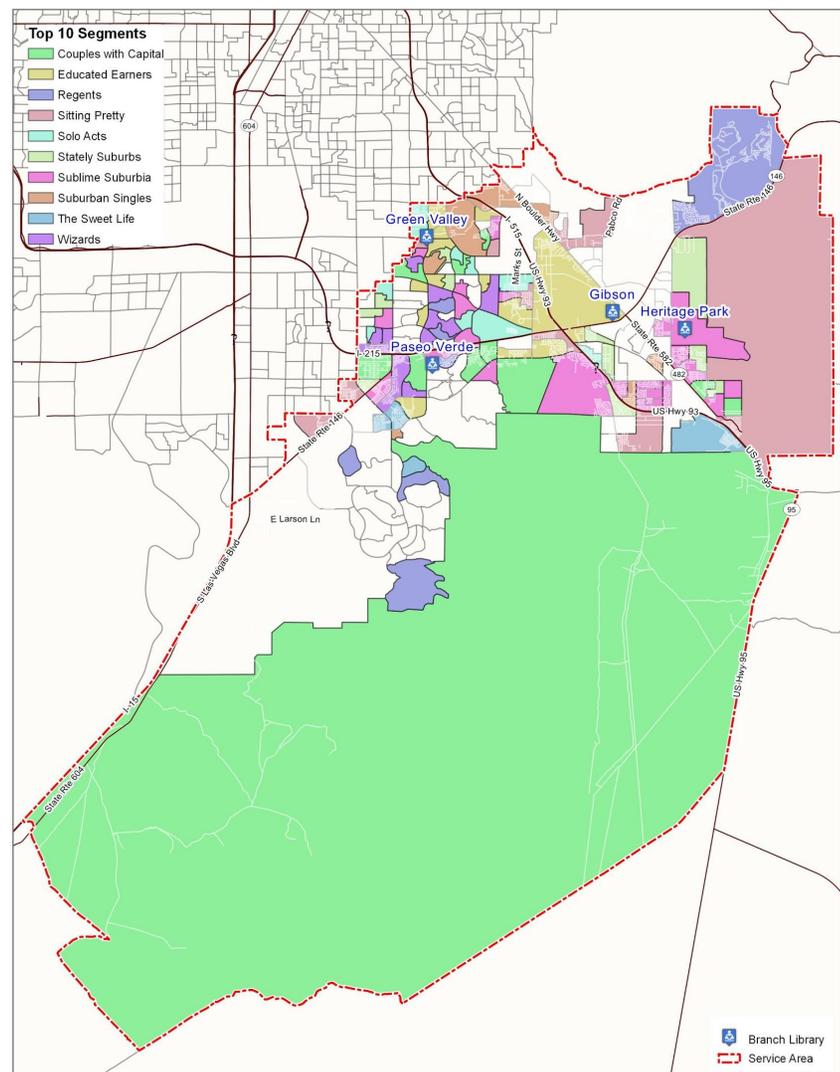
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All Segments

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Top 10 Segments

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# Population by segment

No.	Segment	Population	Population Share	Population Cumulative Share	Population Cumulative Number
1	Sublime Suburbia	36,417	11.8%	11.8%	36,417
2	Educated Earners	25,462	8.3%	20.1%	61,879
3	Sitting Pretty	22,884	7.4%	27.5%	84,763
4	Couples with Capital	16,645	5.4%	33.0%	101,408
5	Wizards	16,096	5.2%	38.2%	117,504
6	Suburban Singles	13,587	4.4%	42.6%	131,091
7	Solo Acts	13,274	4.3%	46.9%	144,365
8	Regents	13,184	4.3%	51.2%	157,549
9	Stately Suburbs	12,241	4.0%	55.2%	169,790
10	The Sweet Life	10,913	3.5%	58.7%	180,703
11	S* Seeks S*	10,750	3.5%	62.2%	191,453
12	Hard Act to Follow	10,743	3.5%	65.7%	202,196
13	Kith and Kin	10,181	3.3%	69.0%	212,377
14	Proud Parent	9,811	3.2%	72.2%	222,188
15	Legacy Years	8,839	2.9%	75.1%	231,027
16	Golden Heritage	8,804	2.9%	77.9%	239,831
17	Great Generations	8,053	2.6%	80.6%	247,884
18	Urban Squires	7,314	2.4%	82.9%	255,198
19	Gainfully Employed	6,992	2.3%	85.2%	262,190
20	White Collar Status	6,361	2.1%	87.3%	268,551
21	Charmed Life	6,135	2.0%	89.3%	274,686
22	Empire Builders	5,241	1.7%	91.0%	279,927
23	Apron Strings and Hard Hats	4,966	1.6%	92.6%	284,893
24	Kindred Spirit	4,723	1.5%	94.1%	289,616
25	Gurus	3,999	1.3%	95.4%	293,615
26	Middle of the Road	2,879	0.9%	96.4%	296,494
27	Urban Moms and Dads	2,671	0.9%	97.2%	299,165
28	Apprentices	2,655	0.9%	98.1%	301,820
29	Marmalade and Money	2,358	0.8%	98.9%	304,178
30	Making Ends Meet	1,403	0.5%	99.3%	305,581
31	Stocks and Scholars	1,384	0.4%	99.8%	306,965
32	Doublewides	748	0.2%	100.0%	307,713
<b>Grand Total</b>		<b>307,713</b>	<b>100.0%</b>		
<b>Average</b>		<b>9,616</b>			
<b>Median</b>		<b>8,429</b>			

Largest: Sublime Suburbia: 36,417 people  
11.8% of the population

Smallest: Doublewides: 748 people or 0.2%  
of the population

Average size: 9,616 people per segment

Median: 8,429 people per segment

Note: population share is the percentage of  
the population for each segment.

Formula: the segment's population divided  
by the total population.

# Segment population distribution

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## Top segment distribution

There are 32 segments

The top two segments account for just under one in five people -- 61,879 people (20.1%)

The top 8 segments account half of the population -- 157,549 people (51.2%)

The top 12 segments account for two-thirds of the population -- 202,196 people (65.7%)

## Bottom segment distribution

The bottom 20 segments account for one-third of the population -- 105,517 people

That's about 5,276 people per segment or 0.4% per each segment

# Customers and noncustomers by segment

No.	Segment	Customers	Customer Share	Customer Cumulative Share	Customer Cumulative Number	Non Customers	Non Customer Share	Non Customer Cumulative Share	Non Customer Cumulative Number
1	Sublime Suburbia	20,101	12.6%	12.6%	20,101	16,316	11.0%	11.0%	16,316
2	Educated Earners	16,837	10.5%	23.1%	36,938	8,625	5.8%	16.8%	24,941
3	Sitting Pretty	8,553	5.4%	28.5%	45,491	14,331	9.7%	26.5%	39,272
4	Couples with Capital	8,965	5.6%	34.1%	54,456	7,680	5.2%	31.7%	46,952
5	Wizards	9,703	6.1%	40.2%	64,159	6,393	4.3%	36.0%	53,345
6	Suburban Singles	6,216	3.9%	44.1%	70,375	7,371	5.0%	41.0%	60,716
7	Solo Acts	7,046	4.4%	48.5%	77,421	6,228	4.2%	45.2%	66,944
8	Regents	7,026	4.4%	52.9%	84,447	6,158	4.2%	49.4%	73,102
9	Stately Suburbs	6,084	3.8%	56.7%	90,531	6,157	4.2%	53.5%	79,259
10	The Sweet Life	5,511	3.5%	60.2%	96,042	5,402	3.6%	57.2%	84,661
11	S* Seeks S*	4,096	2.6%	62.7%	100,138	6,654	4.5%	61.7%	91,315
12	Hard Act to Follow	5,527	3.5%	66.2%	105,665	5,216	3.5%	65.2%	96,531
13	Kith and Kin	4,869	3.0%	69.2%	110,534	5,312	3.6%	68.8%	101,843
14	Proud Parent	6,800	4.3%	73.5%	117,334	3,011	2.0%	70.8%	104,854
15	Legacy Years	4,166	2.6%	76.1%	121,500	4,673	3.2%	74.0%	109,527
16	Golden Heritage	4,285	2.7%	78.8%	125,785	4,519	3.1%	77.0%	114,046
17	Great Generations	4,596	2.9%	81.7%	130,381	3,457	2.3%	79.4%	117,503
18	Urban Squires	3,798	2.4%	84.0%	134,179	3,516	2.4%	81.7%	121,019
19	Gainfully employed	888	0.6%	84.6%	135,067	6,104	4.1%	85.9%	127,123
20	White Collar Status	1,352	0.8%	85.4%	136,419	5,009	3.4%	89.2%	132,132
21	Charmed Life	3,646	2.3%	87.7%	140,065	2,489	1.7%	90.9%	134,621
22	Empire Builders	2,151	1.3%	89.1%	142,216	3,090	2.1%	93.0%	137,711
23	Apron Strings and Hard F	3,805	2.4%	91.5%	146,021	1,161	0.8%	93.8%	138,872
24	Kindred Spirit	2,661	1.7%	93.1%	148,682	2,062	1.4%	95.2%	140,934
25	Gurus	2,395	1.5%	94.6%	151,077	1,604	1.1%	96.3%	142,538
26	Middle of the Road	1,999	1.3%	95.9%	153,076	880	0.6%	96.9%	143,418
27	Urban Moms and Dads	1,801	1.1%	97.0%	154,877	870	0.6%	97.5%	144,288
28	Apprentices	1,929	1.2%	98.2%	156,806	726	0.5%	97.9%	145,014
29	Marmalade and Money	1,099	0.7%	98.9%	157,905	1,259	0.9%	98.8%	146,273
30	Making Ends Meet	634	0.4%	99.3%	158,539	769	0.5%	99.3%	147,042
31	Stocks and Scholars	565	0.4%	99.7%	159,104	819	0.6%	99.9%	147,861
32	Doublewides	557	0.3%	100.0%	159,661	191	0.1%	100.0%	148,052
<b>Grand Total</b>		<b>159,661</b>	<b>100.0%</b>			<b>148,052</b>	<b>100.0%</b>		
<b>Average</b>		<b>4,989</b>				<b>4,627</b>			
<b>Median</b>		<b>4,131</b>				<b>4,596</b>			

Customer share is the percent of customers for each segment.

Noncustomer share is the percent of noncustomers for each segment.

Formulas:

Customers -- the segment's number of customers divided by the total number of customers.

Noncustomers -- the segment's number of noncustomers divided by the total number of noncustomers.

# Customers and noncustomer distribution

## Customers

Largest: Sublime Suburbia	20,101	12.6%
Followed by:		
Educated Earners	16,837	10.5%
Wizards	9,703	6.1%
Sitting Pretty	8,553	5.4%
Couples with Capital	8,965	5.6%
Solo Acts	7,046	4.4%
Regents	7,026	4.4%

Top 8: 53% of customers

Top 12: 66% of customers

Bottom 18: 25% of customers

## Non Customers

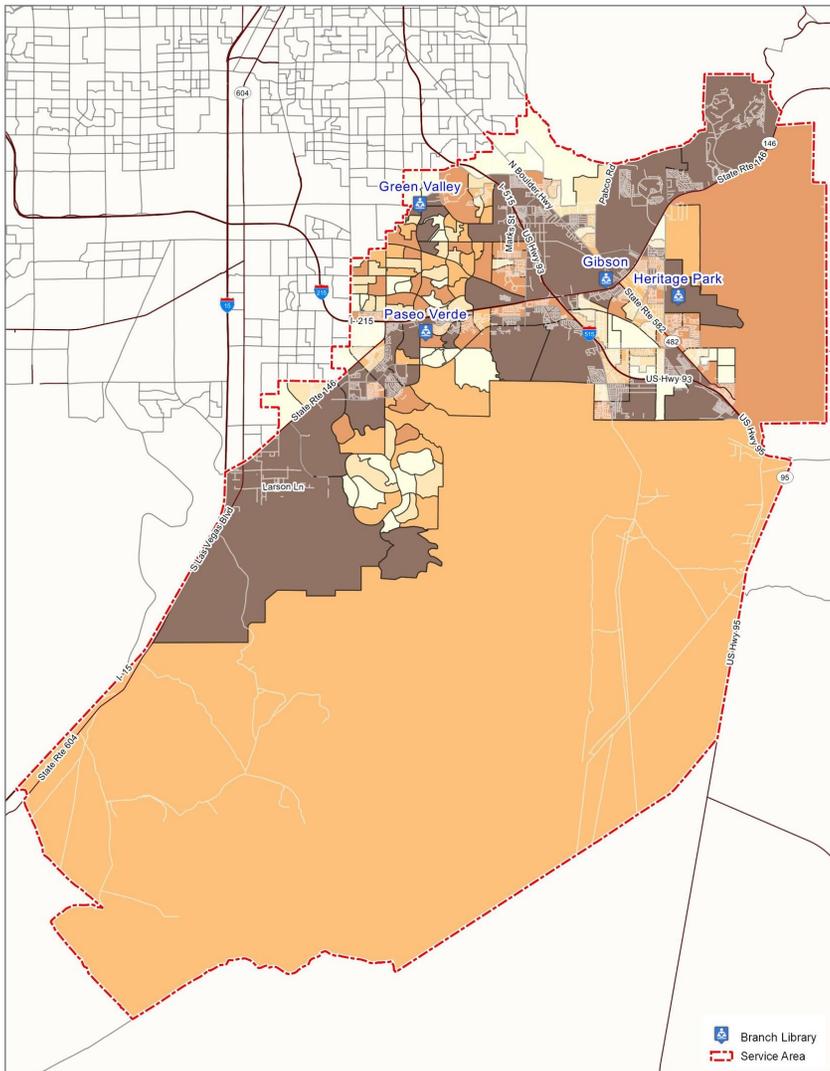
Largest: Sublime Suburbia	16,316	11.0%
Followed by:		
Sitting Pretty	14,331	9.7%
Educated Earners	8,625	5.8%
Couples with Capital	7,680	5.2%
Suburban Singles	7,371	5.0%
S* Seeks S*	6,654	4.5%
Wizards	6,393	4.3%

Top 8: 49% of customers

Top 12: 65% of customers

Bottom 18: 26% of customers

# Customer and noncustomer maps

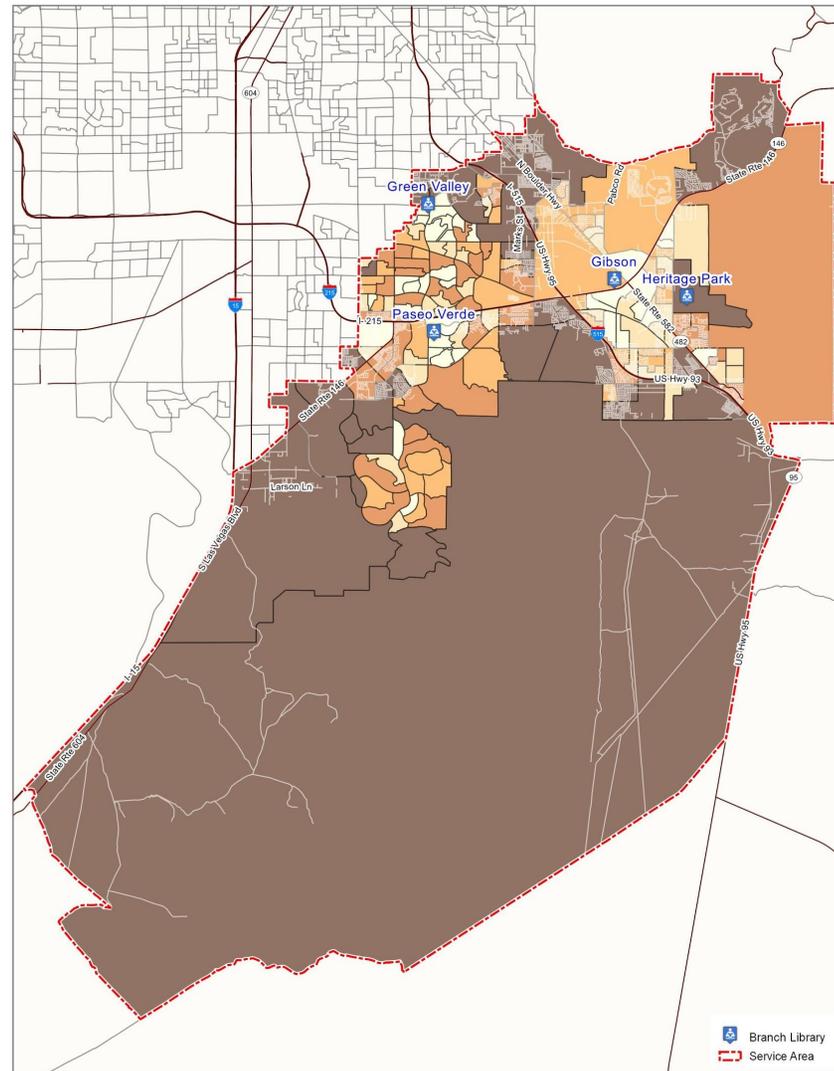


**Customers**

- 200 - 500
- 500 - 600
- 600 - 900
- 900 - 1,200
- 1,200 - 3,300

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**Non Customers**

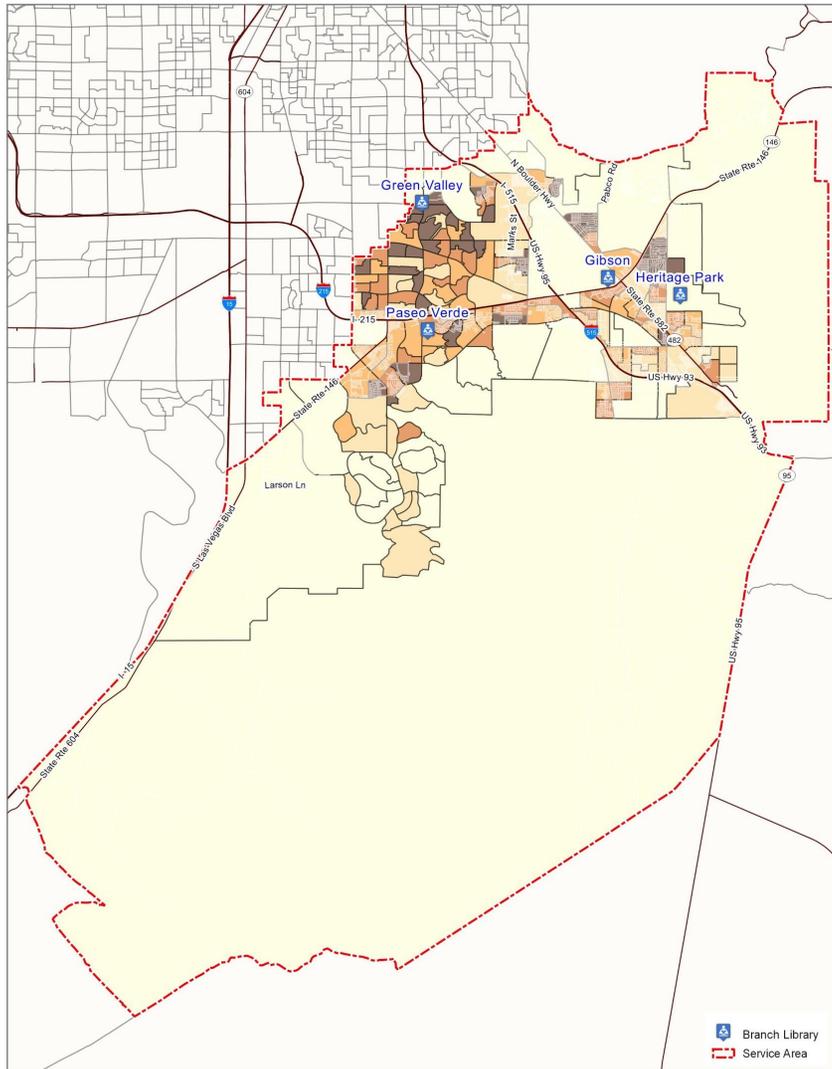
- 0 - 350
- 350 - 541
- 541 - 692
- 692 - 1,022
- 1,022 - 5,601

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All customers include those with and without checkouts.

# Customer and noncustomer density maps

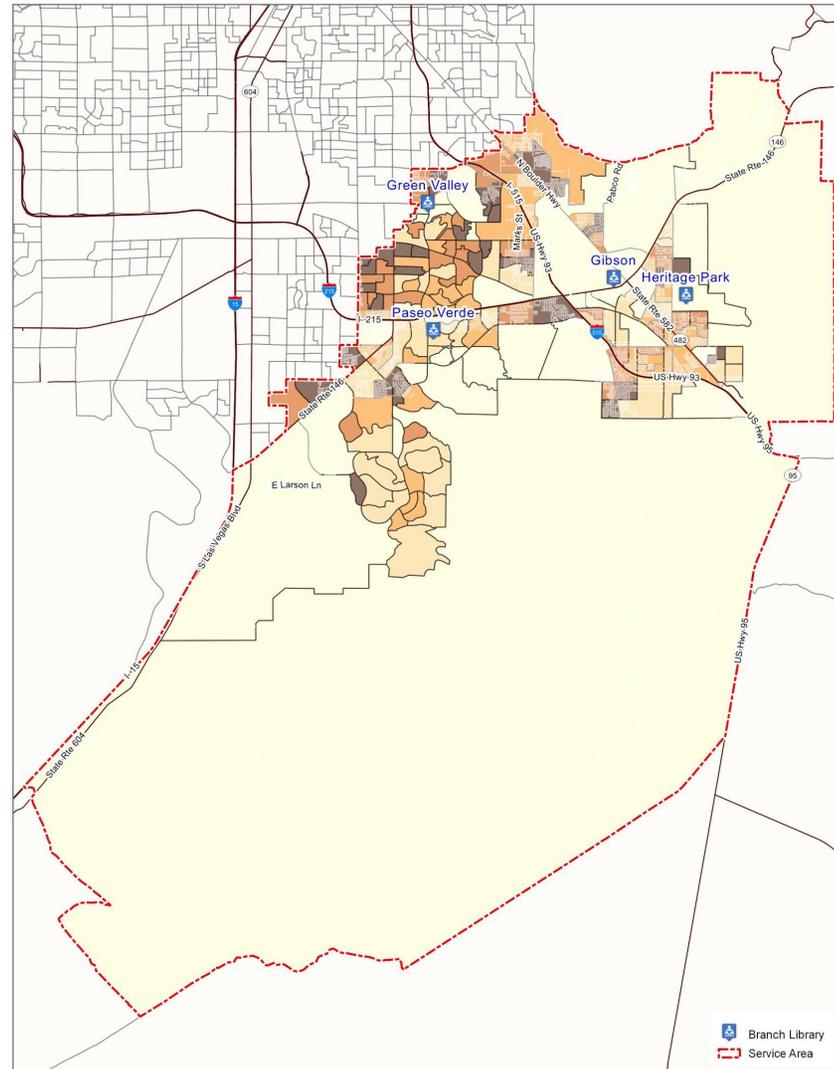


**Customer Density**

- 0 - 179
- 179 - 365
- 365 - 508
- 508 - 689
- 689 - 1,860

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**Non Customers Density**

- 0 - 140
- 140 - 267
- 267 - 417
- 417 - 560
- 560 - 1,432

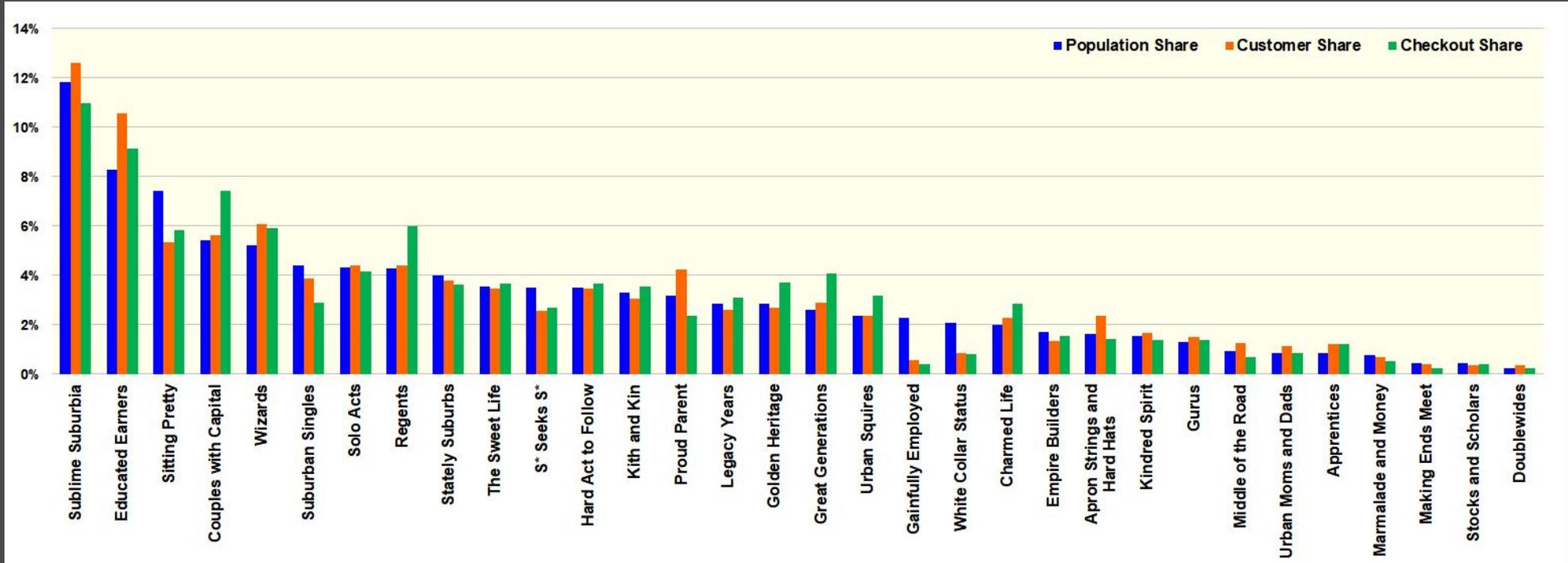
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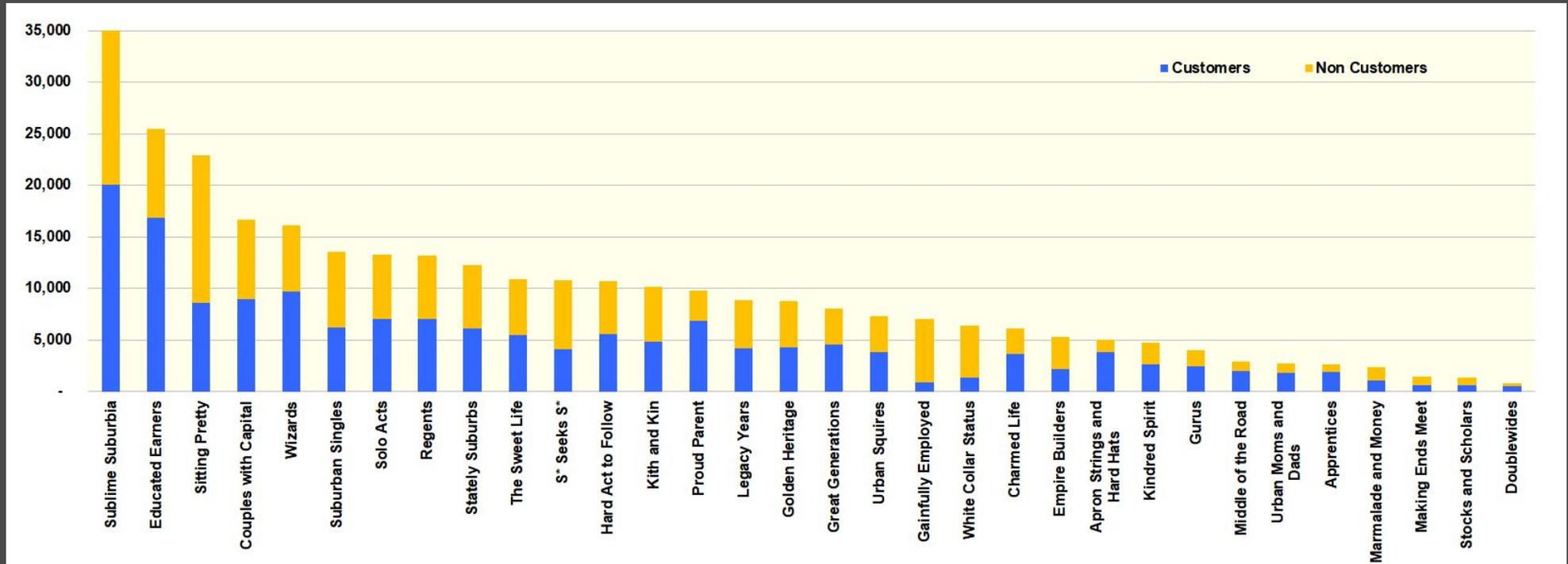
All customers include those with and without checkouts.

Density is the population per square mile displayed by block group.

# Population, customer, checkout share by segment



# Customers and noncustomers by segment



# Market share and market potential by segment

No.	Segment	Market Share	Market Potential	Market Performance (see note)
1	Sublime Suburbia	55.2%	44.8%	High market performance
2	Educated Earners	66.1%	33.9%	High market performance
3	Sitting Pretty	37.4%	62.6%	Low market performance
4	Couples with Capital	53.9%	46.1%	High market performance
5	Wizards	60.3%	39.7%	High market performance
6	Suburban Singles	45.7%	54.3%	Low market performance
7	Solo Acts	53.1%	46.9%	High market performance
8	Regents	53.3%	46.7%	High market performance
9	Stately Suburbs	49.7%	50.3%	Low market performance
10	The Sweet Life	50.5%	49.5%	Low market performance
11	S* Seeks S*	38.1%	61.9%	Low market performance
12	Hard Act to Follow	51.4%	48.6%	Low market performance
13	Kith and Kin	47.8%	52.2%	Low market performance
14	Proud Parent	69.3%	30.7%	High market performance
15	Legacy Years	47.1%	52.9%	Low market performance
16	Golden Heritage	48.7%	51.3%	Low market performance
17	Great Generations	57.1%	42.9%	High market performance
18	Urban Squires	51.9%	48.1%	High market performance
19	Gainfully Employed	12.7%	87.3%	Low market performance
20	White Collar Status	21.3%	78.7%	Low market performance
21	Charmed Life	59.4%	40.6%	High market performance
22	Empire Builders	41.0%	59.0%	Low market performance
23	Apron Strings and Hard Hats	76.6%	23.4%	High market performance
24	Kindred Spirit	56.3%	43.7%	High market performance
25	Gurus	59.9%	40.1%	High market performance
26	Middle of the Road	69.4%	30.6%	High market performance
27	Urban Moms and Dads	67.4%	32.6%	High market performance
28	Apprentices	72.7%	27.3%	High market performance
29	Marmalade and Money	46.6%	53.4%	Low market performance
30	Making Ends Meet	45.2%	54.8%	Low market performance
31	Stocks and Scholars	40.8%	59.2%	Low market performance
32	Doublewides	74.5%	25.5%	High market performance
<b>Average</b>		<b>51.9%</b>	<b>48.1%</b>	

Note: "low" market performance is when the segment's market share is below the Library's average market share.

Market share is customers as a percent of the population.

Market potential is noncustomers as a percent of the population.

Market share and market potential add to the total population.

# Market share and market potential distribution

---

Average: 52% / 48%

Largest *Share*: Apron Strings/Hard Hats 77% / 23%

Largest *Potential*: Gainfully Employed 13% / 87%

Distribution of *market potential*:

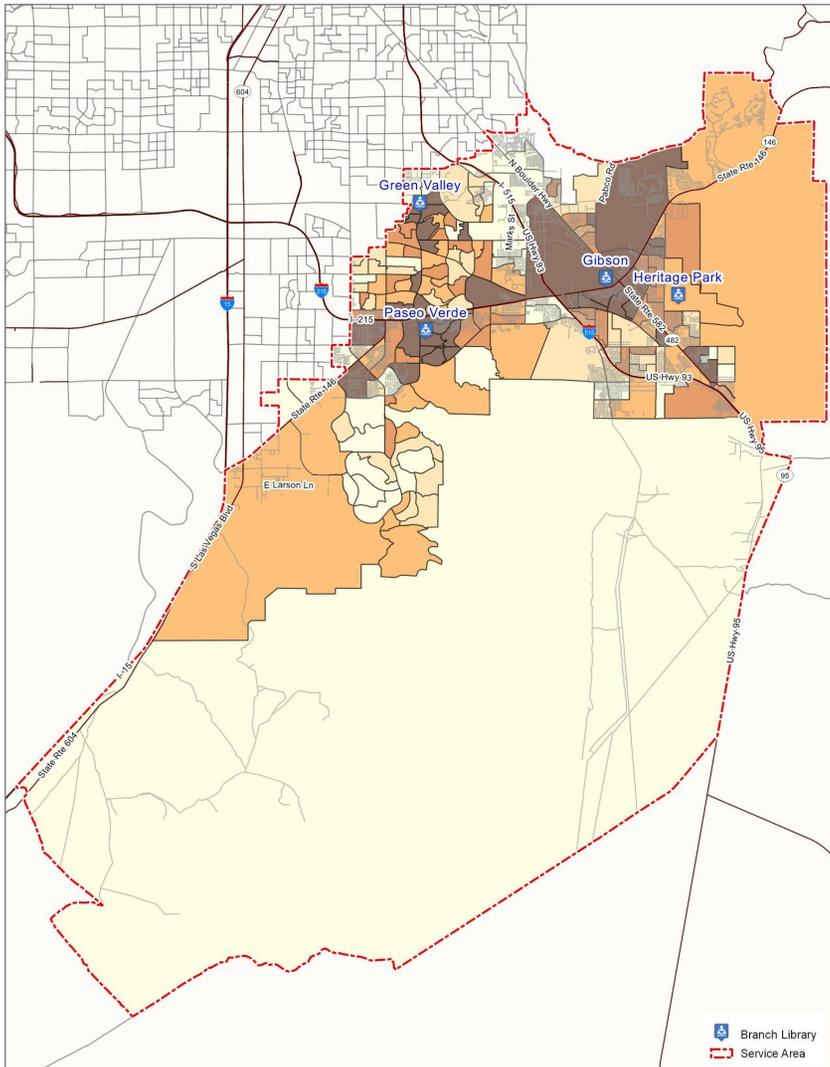
13 segments between 50% and 100%

11 segments between 40% and 50%

5 segments between 30% and 40%

3 segments between 0% and 30%

# Market share and market potential maps

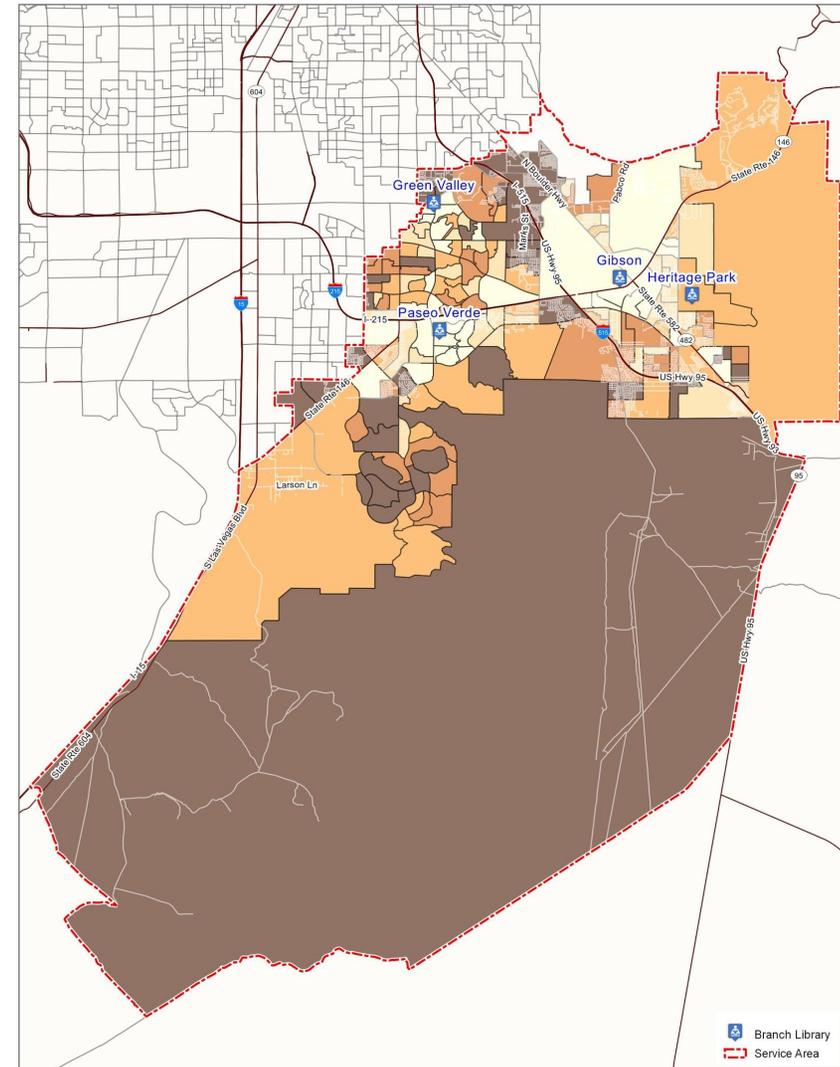


**Market Share**

- 3% - 45%
- 45% - 50%
- 50% - 57%
- 57% - 68%
- 68% - 170%

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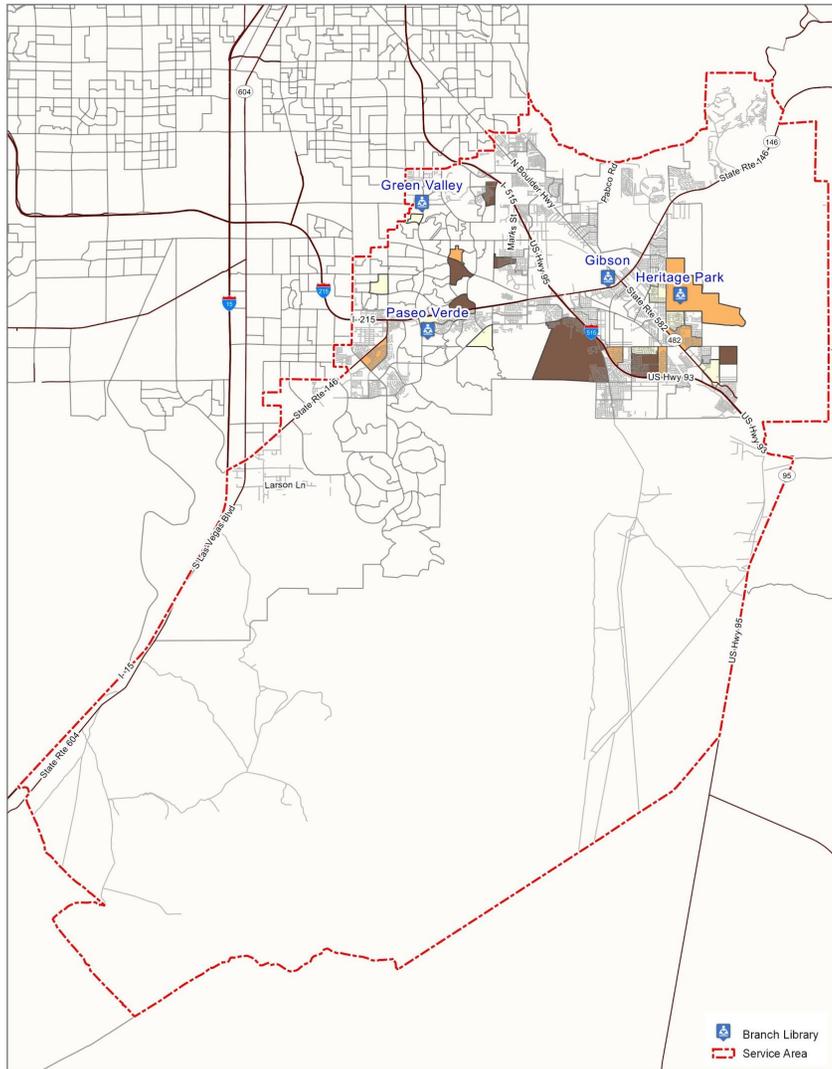
**Market Potential**

- 70% - 32%
- 32% - 43%
- 43% - 50%
- 50% - 55%
- 55% - 97%

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# Two segments by market potential maps

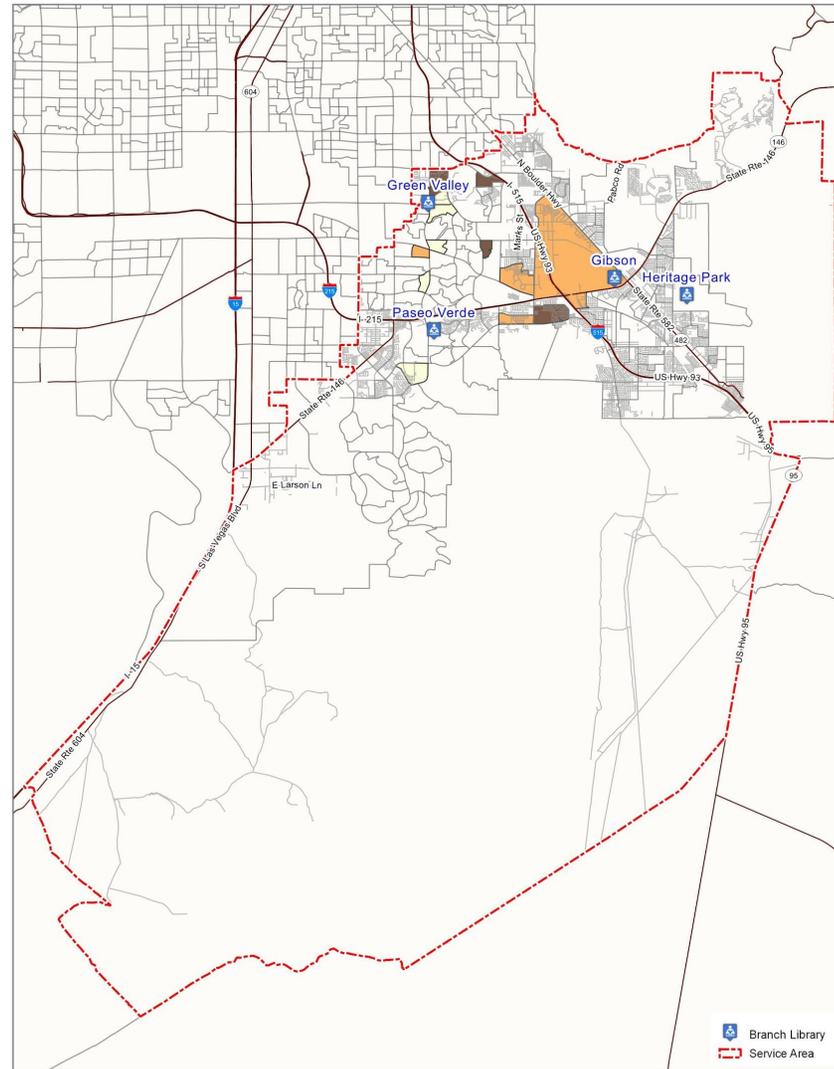


**Sublime Suburbia Market Potential**

- 2% - 45%
- 45% - 51%
- 51% - 57%

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**Educated Earners Market Potential**

- 70% - 19%
- 19% - 46%
- 46% - 84%

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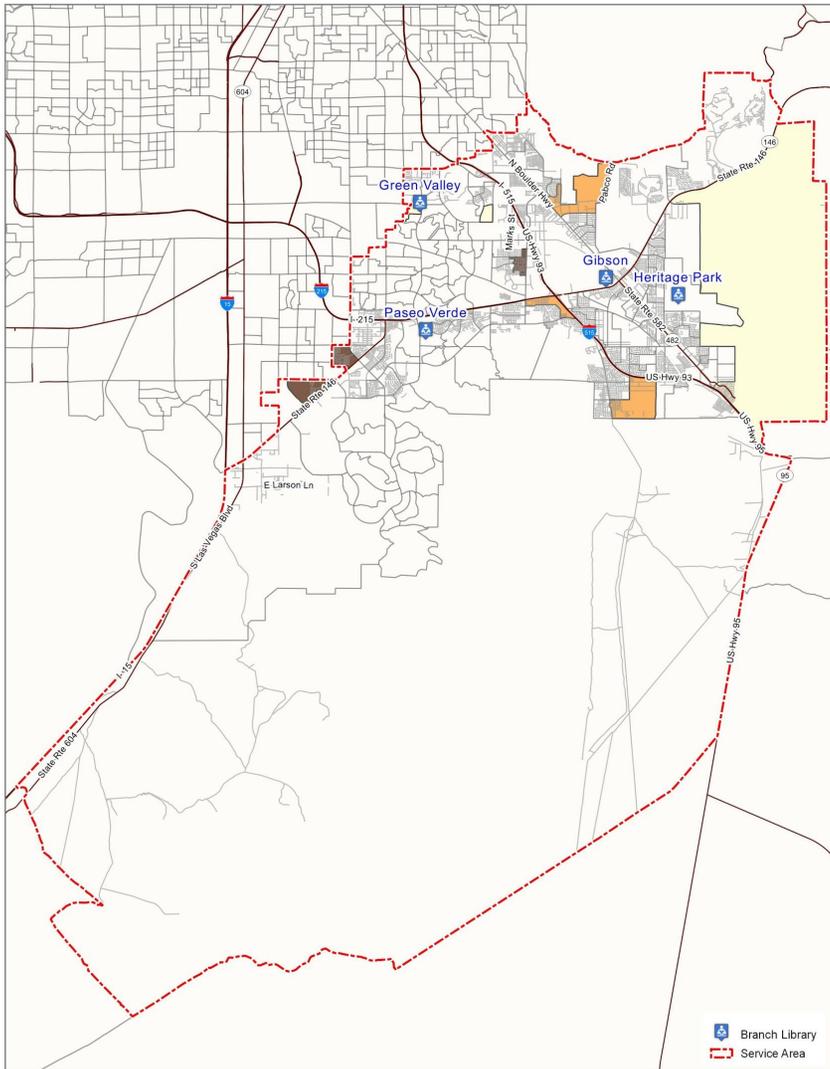
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Market potential is noncustomers as a percent of the population.

The dark brown block groups represent more noncustomers and therefore higher customer growth potential.

The yellow block groups represent fewer noncustomers and therefore lower customer growth potential.

# Two more segments by market potential maps

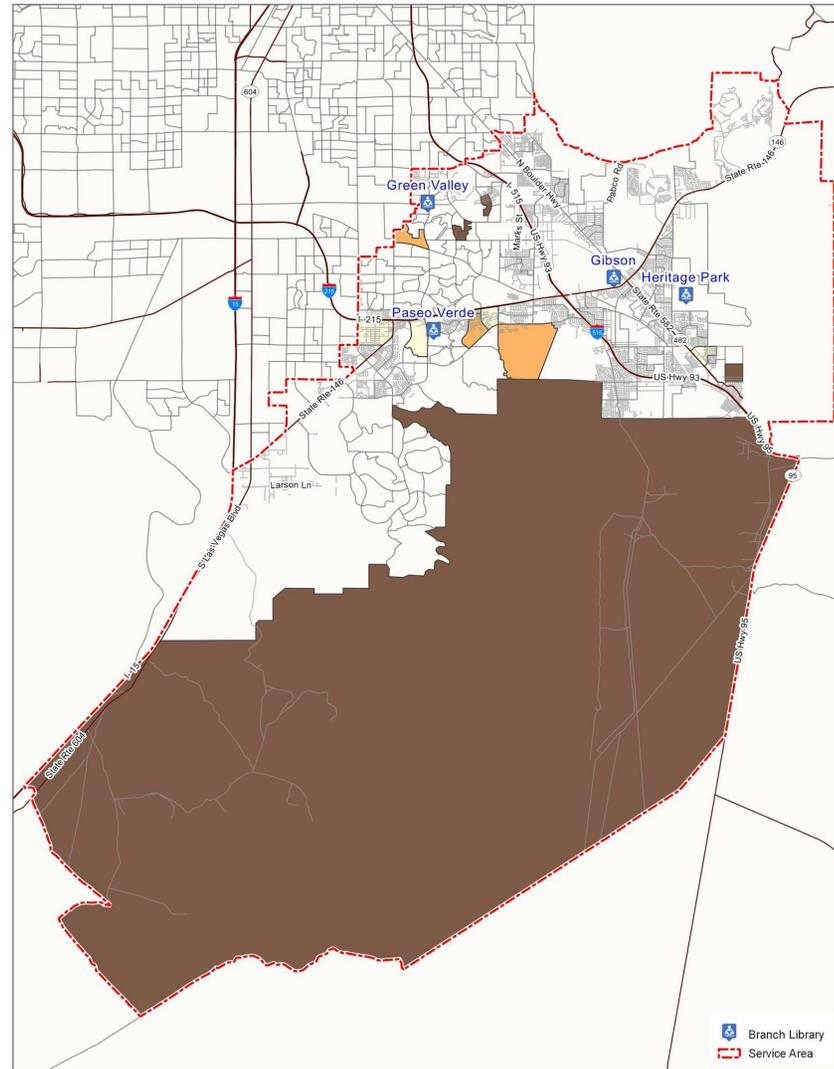


**Sitting Pretty Market Potential**

- 8% - 48%
- 48% - 58%
- 58% - 91%

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**Couples with Capital Market Potential**

- 28% - 35%
- 35% - 49%
- 49% - 73%

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Market potential is noncustomers as a percent of the population.

The dark brown block groups represent more noncustomers and therefore higher customer growth potential.

The yellow block groups represent fewer noncustomers and therefore lower customer growth potential.

Largest: Sublime Suburbia with 560,000 checkouts or 11%

Followed by:

Educated Earners	465,000	9%
Couples with Capital	377,000	7%
Regents	306,000	6%
Wizards	301,000	6%
Sitting Pretty	297,000	6%
Solo Acts	211,000	4%

The top 10 segments account for over six in 10 (61%) of checkouts

# Checkouts by segment

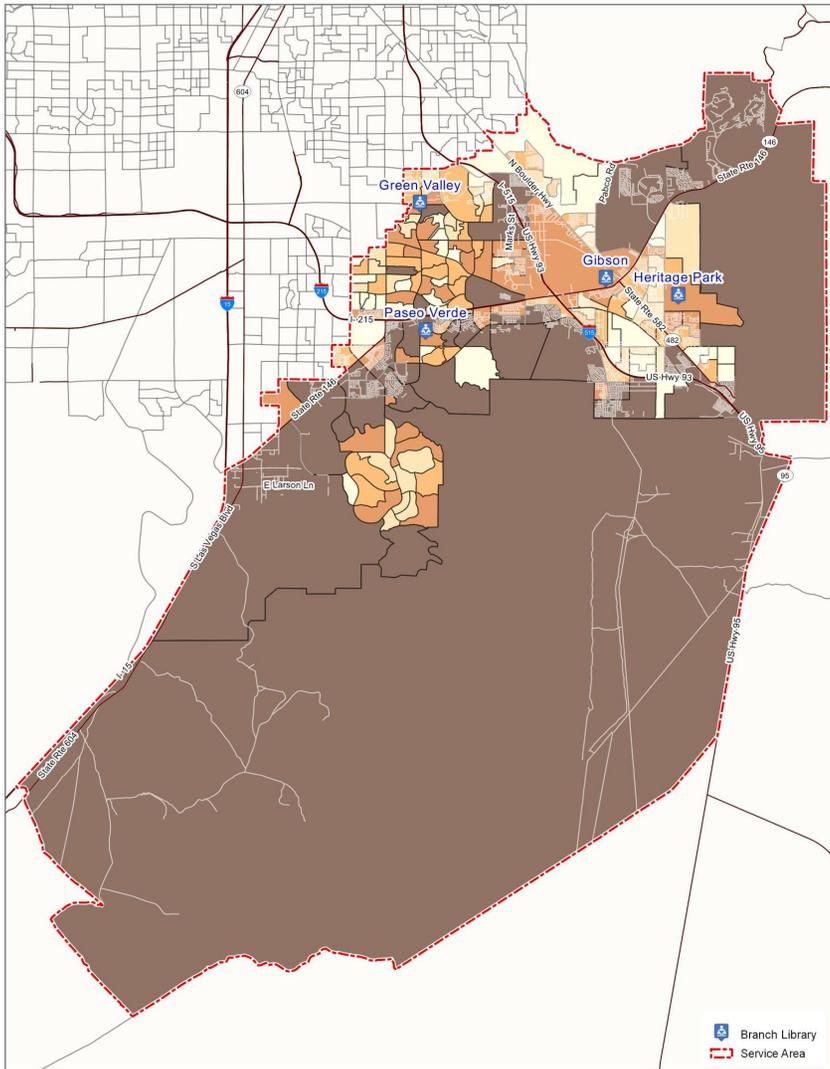
No.	Segment	Checkouts	Checkout Share	Checkout Cumulative Share	Checkout Cumulative Number
1	Sublime Suburbia	559,668	11.0%	11.0%	559,668
2	Educated Earners	465,107	9.1%	20.1%	1,024,775
3	Sitting Pretty	297,199	5.8%	25.9%	1,321,974
4	Couples with Capital	377,398	7.4%	33.3%	1,699,372
5	Wizards	301,353	5.9%	39.2%	2,000,725
6	Suburban Singles	148,338	2.9%	42.2%	2,149,063
7	Solo Acts	211,231	4.1%	46.3%	2,360,294
8	Regents	306,375	6.0%	52.3%	2,666,669
9	Stately Suburbs	185,358	3.6%	56.0%	2,852,027
10	The Sweet Life	186,167	3.7%	59.6%	3,038,194
11	S* Seeks S*	136,795	2.7%	62.3%	3,174,989
12	Hard Act to Follow	186,161	3.7%	65.9%	3,361,150
13	Kith and Kin	181,097	3.6%	69.5%	3,542,247
14	Proud Parent	120,611	2.4%	71.9%	3,662,858
15	Legacy Years	157,850	3.1%	75.0%	3,820,708
16	Golden Heritage	188,670	3.7%	78.7%	4,009,378
17	Great Generations	207,434	4.1%	82.7%	4,216,812
18	Urban Squires	162,147	3.2%	85.9%	4,378,959
19	Gainfully Employed	20,902	0.4%	86.3%	4,399,861
20	White Collar Status	40,783	0.8%	87.1%	4,440,644
21	Charmed Life	145,751	2.9%	90.0%	4,586,395
22	Empire Builders	79,394	1.6%	91.5%	4,665,789
23	Apron Strings and Hard Hats	73,718	1.4%	93.0%	4,739,507
24	Kindred Spirit	70,425	1.4%	94.4%	4,809,932
25	Gurus	71,347	1.4%	95.8%	4,881,279
26	Middle of the Road	35,594	0.7%	96.5%	4,916,873
27	Urban Moms and Dads	43,278	0.8%	97.3%	4,960,151
28	Apprentices	63,318	1.2%	98.5%	5,023,469
29	Marmalade and Money	26,787	0.5%	99.1%	5,050,256
30	Making Ends Meet	12,974	0.3%	99.3%	5,063,230
31	Stocks and Scholars	21,684	0.4%	99.8%	5,084,914
32	Doublewides	12,494	0.2%	100.0%	5,097,408
<b>Grand Total</b>		<b>5,097,408</b>	<b>100.0%</b>		
<b>Average</b>		<b>159,294</b>			
<b>Median</b>		<b>147,045</b>			

Checkouts are from geocoded cardholders, not by branch.

Checkout share is the percent of the checkouts for each segment.

Formula: each segment's checkouts divided by the total checkouts.

# Checkouts and checkout density maps

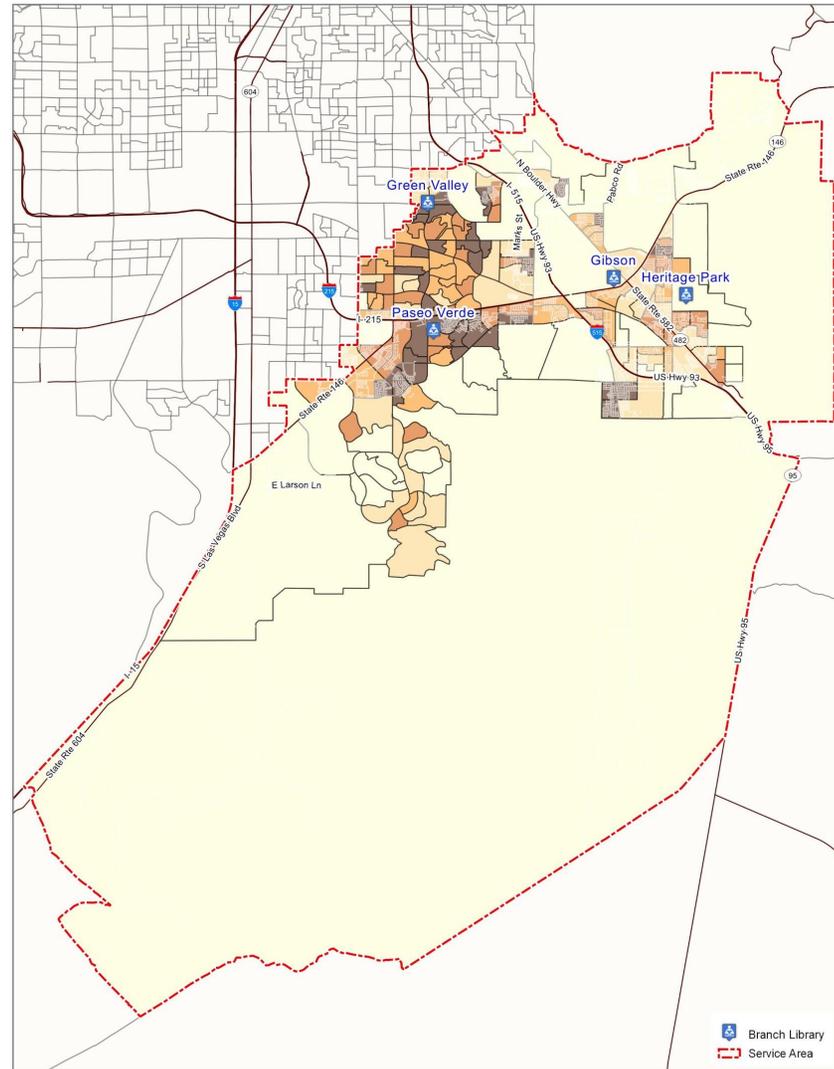


**Checkouts**

- 3,420 - 13,602
- 13,602 - 20,057
- 20,057 - 27,021
- 27,021 - 40,697
- 40,697 - 146,669

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**Checkout Density**

- 44 - 6,459
- 6,459 - 10,562
- 10,562 - 14,486
- 14,486 - 21,204
- 21,204 - 70,024

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# *Sample Segment Descriptions*

# Sublime Suburbia

## Example segment description

### 15 Married in the Suburbs Sublime Suburbia

#### Consumption Examples

##### Household

- Barbeque equipment
- Ground coffee: Starbucks
- Baking chocolate
- Olives
- Kitchen remodels

##### Personal Life

- Women's evening dresses
- Men's swimsuits
- SUVs
- Motorcycles
- Veterinarian visits: 3

##### Leisure Activities

- Foreign cruise ships
- Country music performances
- Word games
- Adult education courses
- Ice hockey: attends

##### Media Selections

- Foxnews.com
- Self-help books
- Speed Channel
- Adult contemporary radio
- Religious radio

#### Demographic Overview

Household incomes go farther when there is no children to clothe, house, educate, and entertain. For a glimpse of suburban lifestyles with predominately married 30-year-olds earning \$50,000s and \$60,000s and with no children to support, take a drive through Sublime Suburbia segments. You're likely to find very comfortable homes on average-size lots, because residents in these areas are able to maintain a solid average level of the American dream by working hard and investing moderately. These segments are the most average in the Married in the Suburbs category — including average rankings in married-households, college educations, and employment in jobs such as management, food preparation, personal care, sales, office administration, and the repair industry. These segments are also earning a slightly above-average level of investment income, which speaks to their comfortable lifestyle. They show a slightly above-average level of retirement income, which indicates a patchwork of 65-plus residents among the 30-somethings.

- Median Age **30s**
- Family Status **Married**
- Household Income **\$50k - \$70k**
- Urbanization **Suburban**
- Education **High School**
- Occupation **White Collar**

#### Preference Overview

Sublime Suburbia segments prove that being fairly average in America doesn't mean the residents are easy to pigeonhole. The residents in these neighborhoods demographically rank as the most average in the Married in the Suburbs category. Yet their lifestyles speak to a wide range of interests. For example they are equally likely to purchase an SUV as a motorcycle. Similarly, they are just as likely to go bird watching as they are NASCAR watching. They are also home-conscious, yet frequent travelers on both foreign and domestic journeys. Pride in their homes includes frequent remodeling projects, including everything from faucets, to carpeting, to exterior painting. Their cupboards are well stocked with favorites, such as ground coffee, baking chocolate, and olives. Their highest-ranking item is grocery shopping at Fred Meyer at two-times-the-national-average. They also enjoy frequent meals out at family and fast food restaurants. Preferred leisure activities include country music performances, power boating, and attending ice hockey and football games. They spend generously on computer equipment, and often track their many investments online. Their media selections range widely from Foxnews.com, to the Speed Channel and Bravo, to self-help books and mysteries, to all-news and religious radio.

# Educated Earners

## *Example segment description*



Single in the Suburbs

## Educated Earners

### Consumption Examples

#### Household

Metal cookware  
Cutlery  
Super premium domestic beer  
Tequila  
Sports drinks

#### Personal Life

Canvas shoes  
Two-door coupe vehicles  
Compact cars  
DVD drives  
Aftershave lotions

#### Leisure Activities

Foreign plane trips  
Domestic travel: Western U.S.  
Movies  
Billiards/pool  
Play musical instruments

#### Media Selections

CNN.com  
ESPN.com  
Video/computer magazines  
Books: 7+  
Downloaded music

### Demographic Overview

Residents of Educated Earners segments are an anomaly: They have a relatively high level of college education (50-percent-above-average) and are employed in a slightly above-average level of professional, white-collar jobs; yet their annual income is only in the \$30,000s and \$40,000s. Contributing to this relatively low-income level could be their young age, which is in the 20s and low-30s. However, they could also be held down by their relatively high rate of single-parent households. This Single in the Suburbs segment has a 50-percent-higher-than-average level of single parents (both male and female) with children, especially kids under six years old. Some of the singles have never been married (50-percent-above-average). Overall, there is a slightly lower divorce rate. One could easily presume that because these suburbanites have a 50-percent-above-average level of college education and an average level of employment in fields such as management, sales, and office support, they may one day work their way into higher income levels. However, reaching that goal may mean moving out of the suburbs and into a city, where there are more job opportunities.

Median Age  
**20s/low 30s**

Family Status  
**Single**

Household Income  
**\$30k - \$50k**

Urbanization  
**Suburban**

Education  
**College**

Occupation  
**White Collar**

### Preference Overview

Whether at home or away, Educated Earners are an active group. At home they are likely to be found online using their well-equipped computers to perform a wide range of activities — from reading news websites and online blogs, to looking for jobs, shopping, or visiting chat rooms, which is their highest ranking line-item at over two-and-a-quarter-times-the-national-average. When away from home you are likely to find Educated

Earners at the movies, attending music performances, and traveling both domestically and internationally. Their leisure pursuits also run the gamut from playing pool, to playing musical instruments, to weightlifting. They also attend college basketball, go to movies, and watch motorcycle racing on TV. And they enjoy eating out at several family and fast food restaurant chains for burgers, Italian, Mexican, and donuts. At home, they enjoy a variety of media, including reading computer and women's fashion magazines, reading books, listening to alternative radio, and watching a wide range of television, from Discovery Health to VH1. They are likely to drive to and from home, work, and their activities in compact-size vehicles, which they maintain at auto repair chain stores.

# *Segment Category Findings*

# Segment category distribution

---

## Population summary

Largest: Married in the Suburbs: 71,296 people 23% of the population

Smallest: Urban Cliff Dwellers: 6,992 people or 2.3% of the population

Average size: 30,771 people per category

Median: 29,460 people per category

## Top category distribution

There are 10 categories

The top two categories account for just under one in four people -- 120,156 people (39.0%)

The top 4 categories account two-thirds of the population -- 199,790 people (64.9%)

## Bottom category distribution

The bottom 6 categories account for one-third of the population -- 54,580 people

That's about 9,097 people per segment or 5.7% per each segment

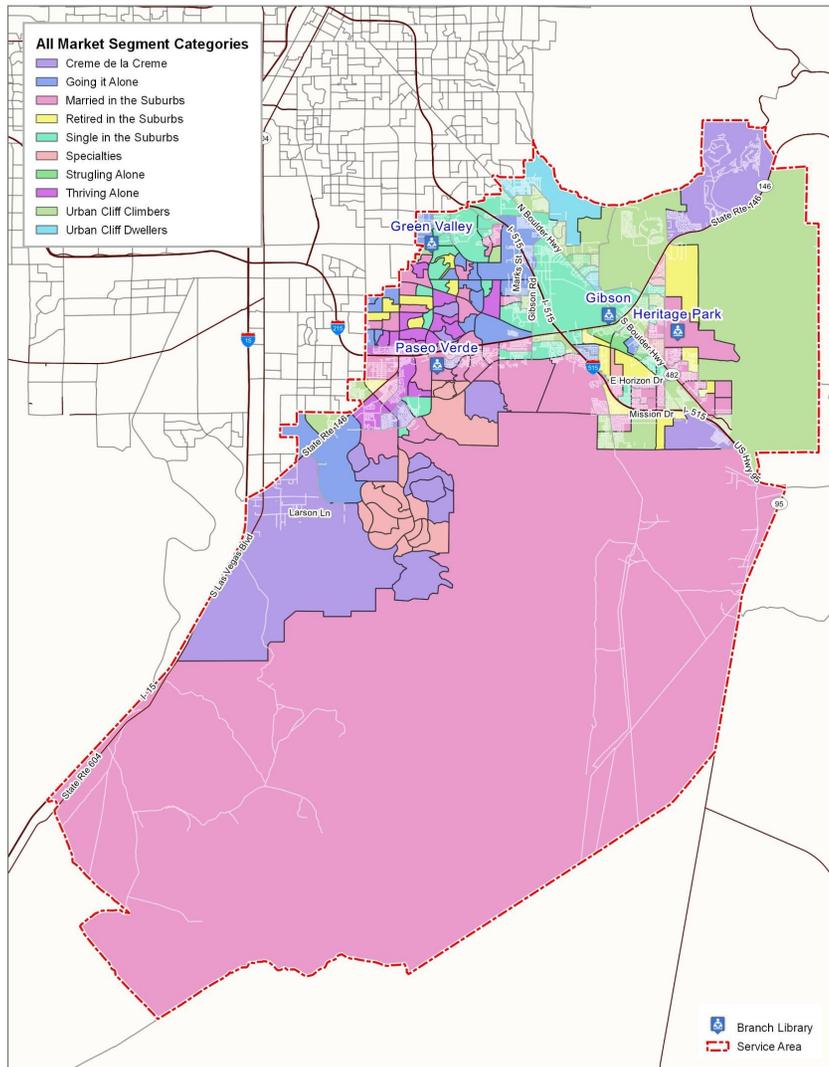
# Population by segment group

No.	Segment	Population	Population Share	Population Cumulative Share	Population Cumulative Number
1	Married in the Suburbs	71,296	23.2%	23.2%	71,296
2	Single in the Suburbs	48,860	15.9%	39.0%	120,156
3	Urban Cliff Climbers	42,982	14.0%	53.0%	163,138
4	Creme de la Creme	36,652	11.9%	64.9%	199,790
5	Going it Alone	36,170	11.8%	76.7%	235,960
6	Thriving Alone	22,750	7.4%	84.1%	258,710
7	Specialties	18,391	6.0%	90.1%	277,101
8	Retired in the Suburbs	15,983	5.2%	95.2%	293,084
9	Struggling Alone	7,637	2.5%	97.7%	300,721
10	Urban Cliff Dwellers	6,992	2.3%	100.0%	307,713
<b>Grand Total</b>		<b>307,713</b>	<b>100.0%</b>		
<b>Average</b>		<b>30,771</b>			
<b>Median</b>		<b>29,460</b>			

Population share is the percent of population for each category.

Formula: each category population divided by the total population.

# Market segment category map



All Market Segment Categories

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# Segment/category crosswalk

Category and Segment	Population	Share
<b>Married in the Suburbs</b>	<b>71,296</b>	<b>100.0%</b>
Couples with Capital	16,645	23.3%
Great Generations	8,053	11.3%
Kith and Kin	10,181	14.3%
Sublime Suburbia	36,417	51.1%

Category and Segment	Population	Share
<b>Single in the Suburbs</b>	<b>48,860</b>	<b>100.0%</b>
Educated Earners	25,462	52.1%
Proud Parent	9,811	20.1%
Suburban Singles	13,587	27.8%

Category and Segment	Population	Share
<b>Urban Cliff Climbers</b>	<b>42,982</b>	<b>100.0%</b>
Charmed Life	6,135	14.3%
Kindred Spirit	4,723	11.0%
Middle of the Road	2,879	6.7%
Sitting Pretty	22,884	53.2%
White Collar Status	6,361	14.8%

Category and Segment	Population	Share
<b>Creme de la Creme</b>	<b>36,652</b>	<b>100.0%</b>
Empire Builders	5,241	14.3%
Regents	13,184	36.0%
The Sweet Life	10,913	29.8%
Urban Squires	7,314	20.0%

Category and Segment	Population	Share
<b>Going it Alone</b>	<b>36,170</b>	<b>100.0%</b>
Hard Act to Follow	10,743	29.7%
Making Ends Meet	1,403	3.9%
S* Seeks S*	10,750	29.7%
Solo Acts	13,274	36.7%

Category and Segment	Population	Share
<b>Thriving Alone</b>	<b>22,750</b>	<b>100.0%</b>
Apprentices	2,655	11.7%
Gurus	3,999	17.6%
Wizards	16,096	70.8%

Category and Segment	Population	Share
<b>Specialties</b>	<b>18,391</b>	<b>100.0%</b>
Doublewides	748	4.1%
Golden Heritage	8,804	47.9%
Legacy Years	8,839	48.1%

Category and Segment	Population	Share
<b>Retired in the Suburbs</b>	<b>15,983</b>	<b>100.0%</b>
Marmalade and Money	2,358	14.8%
Stately Suburbs	12,241	76.6%
Stocks and Scholars	1,384	8.7%

Category and Segment	Population	Share
<b>Struggling Alone</b>	<b>7,637</b>	<b>100.0%</b>
Apron Strings and Hard Hats	4,966	65.0%
Urban Moms and Dads	2,671	35.0%

Category and Segment	Population	Share
<b>Urban Cliff Dwellers</b>	<b>6,992</b>	<b>100.0%</b>
Gainfully employed	6,992	100.0%

# Customers and noncustomer by segment category

No.	Segment	Customers	Customer Share	Customer Cumulative Share	Customer Cumulative Number	Non Customers	Non Customer Share	Non Customer Cumulative Share	Non Customer Cumulative Number
1	Married in the Suburbs	38,531	24.1%	24.1%	38,531	32,765	22.1%	22.1%	32,765
2	Single in the Suburbs	29,853	18.7%	42.8%	68,384	19,007	12.8%	35.0%	51,772
3	Urban Cliff Climbers	18,211	11.4%	54.2%	86,595	24,771	16.7%	51.7%	76,543
4	Creme de la Creme	18,486	11.6%	65.8%	105,081	18,166	12.3%	64.0%	94,709
5	Going it Alone	17,303	10.8%	76.7%	122,384	18,867	12.7%	76.7%	113,576
6	Thriving Alone	14,027	8.8%	85.4%	136,411	8,723	5.9%	82.6%	122,299
7	Specialties	9,008	5.6%	91.1%	145,419	9,383	6.3%	88.9%	131,682
8	Retired in the Suburbs	7,748	4.9%	95.9%	153,167	8,235	5.6%	94.5%	139,917
9	Struggling Alone	5,606	3.5%	99.4%	158,773	2,031	1.4%	95.9%	141,948
10	Urban Cliff Dwellers	888	0.6%	100.0%	159,661	6,104	4.1%	100.0%	148,052
<b>Grand Total</b>		<b>159,661</b>	<b>100.0%</b>			<b>148,052</b>	<b>100.0%</b>		
<b>Average</b>		<b>15,966</b>				<b>14,805</b>			
<b>Median</b>		<b>15,665</b>				<b>13,775</b>			

Customer share is the percent of customers for each category.

Noncustomer share is the percent of noncustomers for each category.

Formulas:

Customers -- the category's number of customers divided by the total number of customers.

Noncustomers -- the category's number of noncustomers divided by the total number of noncustomers.

# Customers and noncustomers by segment category distribution

## Customers

Largest: Married in the Suburbs

38,531 24.1%

Followed by:

Single in the Suburbs 29,853 18.7%

Creme de la Creme 18,486 11.6%

Urban Cliff Climbers 18,211 11.4%

Top 2: 43% of customers

Top 5: 76% of customers

## Non Customers

Largest: Married in the Suburbs

32,765 22.1%

Followed by:

Urban Cliff Climbers 24,771 16.7%

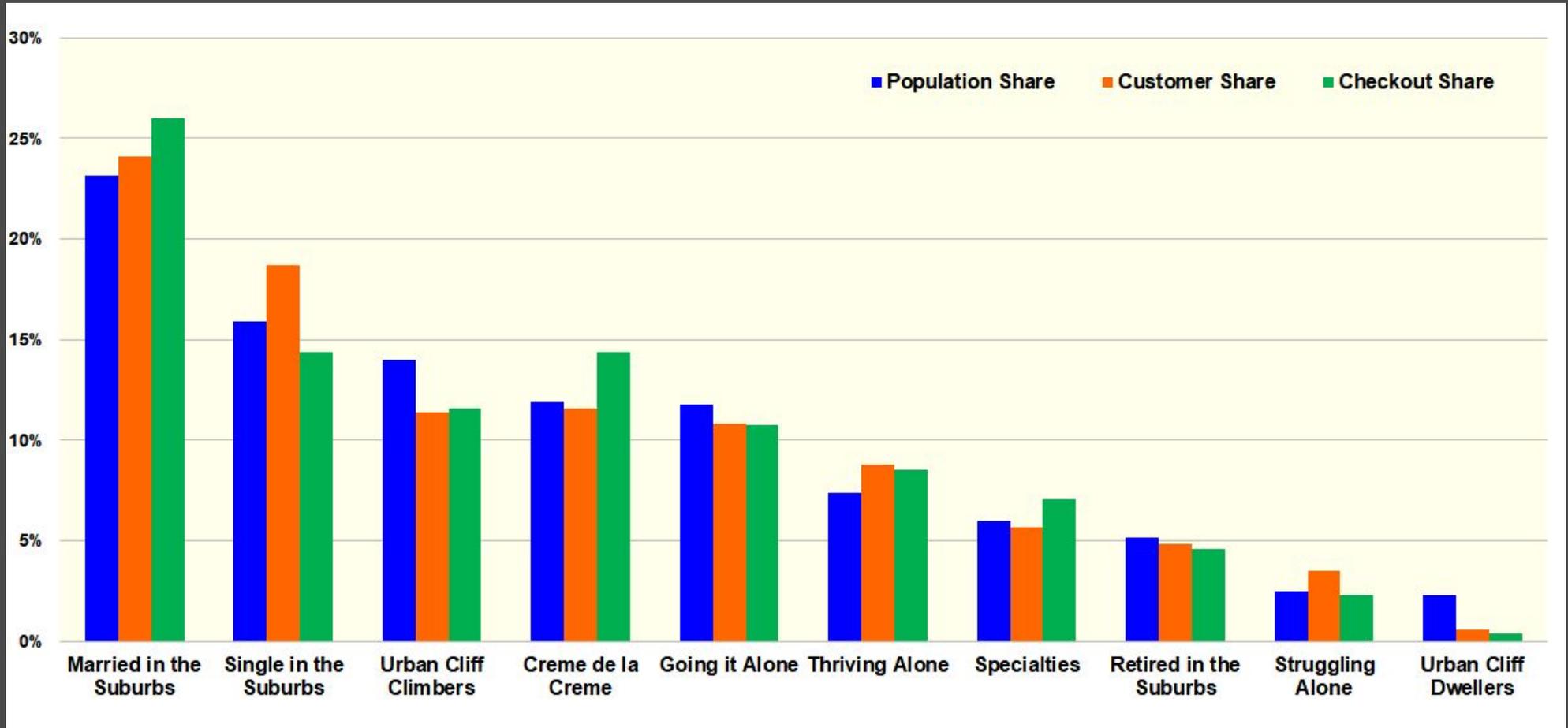
Single in the Suburbs 19,007 12.8%

Going it Alone 18,867 12.7%

Top 2: 35% of customers

Top 5: 76% of customers

# Population, customer, checkout share by segment group



# Market share and market potential

No.	Segment	Market Share	Market Potential	Market Performance (see note)
1	Married in the Suburbs	54.0%	46.0%	High market performance
2	Single in the Suburbs	61.1%	38.9%	High market performance
3	Urban Cliff Climbers	42.4%	57.6%	Low market performance
4	Creme de la Creme	50.4%	49.6%	Low market performance
5	Going it Alone	47.8%	52.2%	Low market performance
6	Thriving Alone	61.7%	38.3%	High market performance
7	Specialties	49.0%	51.0%	Low market performance
8	Retired in the Suburbs	48.5%	51.5%	Low market performance
9	Struggling Alone	73.4%	26.6%	High market performance
10	Urban Cliff Dwellers	12.7%	87.3%	Low market performance
<b>Average</b>		<b>51.9%</b>	<b>48.1%</b>	

Note: "low" market performance is when the segment's market share is below the Library's average market share.

**Average:** **52% / 48%**

*Largest Share:* Struggling Alone **73% / 27%**

*Largest Potential:* Urban Cliff Dwellers **13% / 87%**

## Distribution of *market potential*:

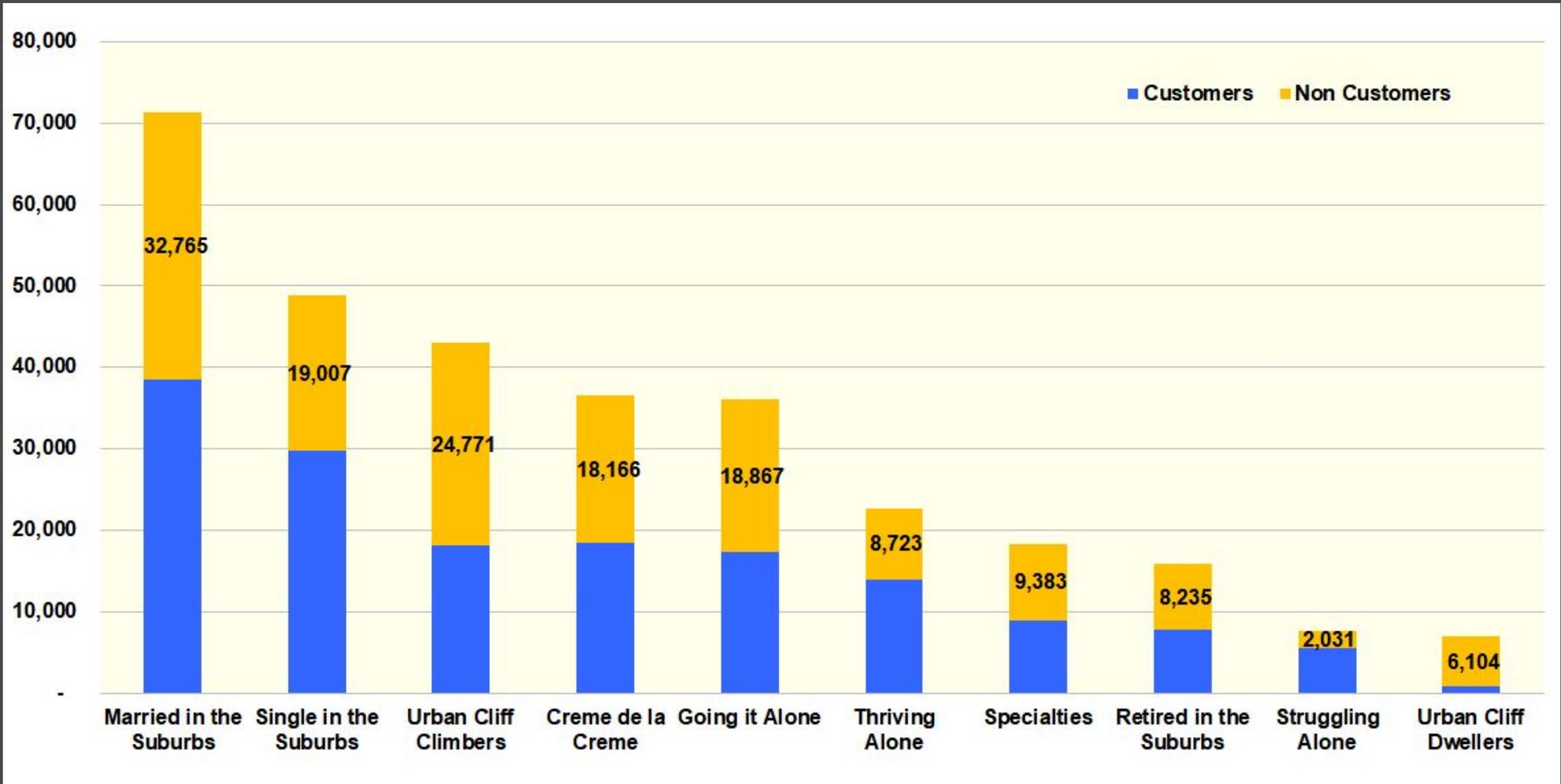
3 categories between **60% and 80%**

2 categories between **50% and 60%**

4 categories between **40% and 50%**

1 category between **0% and 40%**

# Customers and noncustomer comparison



# Checkout distribution

No.	Segment	Checkouts	Checkout Share	Checkout Cumulative Share	Checkout Cumulative Number
1	Married in the Suburbs	1,325,597	26.0%	26.0%	1,325,597
2	Single in the Suburbs	734,056	14.4%	40.4%	2,059,653
3	Urban Cliff Climbers	589,752	11.6%	52.0%	2,649,405
4	Creme de la Creme	734,083	14.4%	66.4%	3,383,488
5	Going it Alone	547,161	10.7%	77.1%	3,930,649
6	Thriving Alone	436,018	8.6%	85.7%	4,366,667
7	Specialties	359,014	7.0%	92.7%	4,725,681
8	Retired in the Suburbs	233,829	4.6%	97.3%	4,959,510
9	Struggling Alone	116,996	2.3%	99.6%	5,076,506
10	Urban Cliff Dwellers	20,902	0.4%	100.0%	5,097,408
<b>Grand Total</b>		<b>5,097,408</b>	<b>100.0%</b>		
<b>Average</b>		<b>509,741</b>			
<b>Median</b>		<b>491,590</b>			

Largest: Married in the Suburbs with 1,326,000 checkouts or 26%

Followed by:

Creme de la Creme	734,000	14%
Single in the Suburbs	734,000	14%
Urban Cliff Climbers	590,000	12%
Going it Alone	547,000	11%

Checkouts are from geocoded cardholders, not by branch.

Checkout share is the percent of checkouts for each category.

Formula: the checkouts from each category divided by the total checkouts.

# *Demographic Findings*

Segment	Median Age
Proud Parent	30.0
Urban Moms and Dads	30.3
Kindred Spirit	31.7
S* Seeks S*	33.7
Charmed Life	33.8
White Collar Status	33.9
Middle of the Road	34.0
The Sweet Life	34.5
Gainfully employed	35.9
Stocks and Scholars	35.9
Sitting Pretty	36.0
Suburban Singles	36.2
Educated Earners	36.5
Doublewides	37.2
Hard Act to Follow	37.2
Kith and Kin	37.4
Apron Strings and Hard Hats	37.8
Sublime Suburbia	38.1
Great Generations	38.3
Urban Squires	38.4
Wizards	38.7
Couples with Capital	40.4
Apprentices	40.7
Stately Suburbs	40.9
Empire Builders	41.1
Solo Acts	41.7
Gurus	41.7
Marmalade and Money	42.0
Regents	44.8
Making Ends Meet	49.1
Legacy Years	61.5
Golden Heritage	66.9
<b>Average</b>	<b>39.2</b>

Relatively high number of kids and teens -- nearly 3 in 10

28% -- age 0 to 19

Few college age and 20-somethings

12% -- age 20 to 29

Modest parental years and empty nesters

42% between age 30 and 64

19% between 50 and 54

High number of seniors

19% -- nearly one in five -- age 65 +

## Average age = 39

- 2 segments under ave age 30
- 6 segments between ave age 30 and 35
- 13 segments between ave age 35 and 40
- 8 segments between ave age 40 and 49
- 0 segments between ave age 50 and 60
- 2 segments over ave age 60

## Distribution by segment

### Most youthful segments:

Proud Parent	30 average age
Urban Moms & Dads	30
Kindred Spirit	32
S* Seeks S*	34
Charmed Life	34
White Collar Status	34

### Oldest segments:

Golden Heritage	67
Legacy Years	62
Making Ends Meet	49
Regents	48
Marmalade & Money	42

Segment	Average Household Income
Apron Strings and H	\$ 43,633
Doublewides	\$ 43,927
Proud Parent	\$ 45,597
White Collar Status	\$ 49,080
Gainfully Employed	\$ 51,941
Suburban Singles	\$ 55,861
Urban Moms and Da	\$ 59,684
Kindred Spirit	\$ 60,914
Educated Earners	\$ 61,623
Solo Acts	\$ 71,413
Legacy Years	\$ 71,770
Sitting Pretty	\$ 73,678
S* Seeks S*	\$ 77,517
Making Ends Meet	\$ 78,609
Middle of the Road	\$ 79,849
Golden Heritage	\$ 80,504
Apprentices	\$ 82,610
Hard Act to Follow	\$ 83,178
Sublime Suburbia	\$ 85,714
Stately Suburbs	\$ 88,846
Kith and Kin	\$ 90,274
Wizards	\$ 97,388
The Sweet Life	\$ 99,004
Couples with Capita	\$ 99,090
Urban Squires	\$ 102,053
Charmed Life	\$ 103,691
Gurus	\$ 105,631
Great Generations	\$ 109,964
Stocks and Scholar	\$ 112,785
Regents	\$ 114,441
Marmalade and Mon	\$ 139,752
Empire Builders	\$ 174,012
<b>Average</b>	<b>\$ 84,188</b>

## Distribution by average household income

4 segments under \$50,000 average household income

8 segments between \$50,000 and \$75,000

12 segments between \$75,000 and \$100,000

6 segments between \$100,000 and \$150,000

2 segments over \$150,000

## Distribution by income groups (by household)

14% under \$25,000 household income

8% between \$25,000 and \$35,000

13% between \$35,000 and \$50,000

21% between \$50,000 and \$75,000

26% between \$75,000 and \$125,000

13% between \$125,000 and \$200,000

4% over \$200,000

# Race and ethnicity distribution

## Distribution by race

Three-quarters are white	76%
1 in 10 are 2 or more races	4%
Fewer than 1 in 10 Asian	8%
One in 20 are black	5%
The rest are Pacific Islander and American Indian	

## Hispanic population distribution

19% of the population -- 58,445 people -- are Hispanic ethnicity across all races

## Largest number of Hispanic ethnicity by segment

Educated Earners: 6,282 people / 24.7% of this segment's population

Sublime Suburbia: 6,009 people / 16.5% of this segment's population

Sitting Pretty: 5,263 people / 23.0% of this segment's population

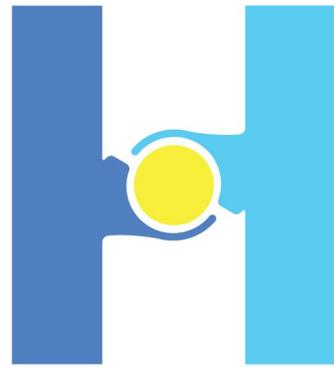
Suburban Singles: 3,909 people / 28.8% of this segment's population

Proud Parents: 3,145 people / 32.1% of this segment's population

# Race and ethnicity distribution

Segment	White	Black	Asian	Pacific Islander	Native American	Two or More
Apprentices	1,757	176	408	-	-	314
Apron Strings and Hard Hats	3,873	173	10	5	10	895
Charmed Life	4,762	177	649	8	2	537
Couples with Capital	13,554	492	1,316	37	13	1,233
Doublewides	656	-	-	-	11	81
Educated Earners	17,621	1,907	2,130	91	115	3,598
Empire Builders	4,239	102	600	-	9	291
Gainfully Employed	4,248	501	691	20	11	1,521
Golden Heritage	8,099	62	629	-	-	14
Great Generations	6,482	132	835	45	-	559
Gurus	3,309	173	346	-	-	171
Hard Act to Follow	8,373	526	759	53	7	1,025
Kindred Spirit	3,886	160	278	-	-	399
Kith and Kin	8,294	287	571	30	2	997
Legacy Years	7,877	98	619	-	-	245
Making Ends Meet	1,251	36	59	1	-	56
Marmalade and Money	2,148	28	134	-	10	38
Middle of the Road	2,020	208	73	3	-	575
Proud Parent	6,050	1,446	299	75	52	1,889
Regents	11,128	267	1,212	4	4	569
S* Seeks S*	6,768	1,023	1,158	2	9	1,790
Sitting Pretty	15,063	1,593	2,480	163	54	3,531
Solo Acts	10,415	565	881	9	5	1,399
Stately Suburbs	10,850	215	402	5	42	727
Stocks and Scholars	1,200	28	70	-	-	86
Sublime Suburbia	30,513	925	1,827	55	14	3,083
Suburban Singles	8,686	1,382	965	55	39	2,460
The Sweet Life	8,633	354	820	15	11	1,080
Urban Moms and Dads	2,067	64	1	8	10	521
Urban Squires	5,554	218	1,070	-	12	460
White Collar Status	3,100	947	803	22	11	1,478
Wizards	12,757	556	1,258	16	-	1,509
<b>Average</b>	<b>235,233</b>	<b>14,821</b>	<b>23,353</b>	<b>722</b>	<b>453</b>	<b>33,131</b>
	<b>76.4%</b>	<b>4.8%</b>	<b>7.6%</b>	<b>0.2%</b>	<b>0.1%</b>	<b>10.8%</b>

Segment	Hispanic Ethnicity	Share by Segment
Apprentices	535	20.2%
Apron Strings and Hard Hats	1,693	34.1%
Charmed Life	1,038	16.9%
Couples with Capital	2,168	13.0%
Doublewides	130	17.4%
Educated Earners	6,282	24.7%
Empire Builders	476	9.1%
Gainfully Employed	2,606	37.3%
Golden Heritage	74	0.8%
Great Generations	1,072	13.3%
Gurus	458	11.5%
Hard Act to Follow	2,094	19.5%
Kindred Spirit	847	17.9%
Kith and Kin	1,814	17.8%
Legacy Years	497	5.6%
Making Ends Meet	131	9.3%
Marmalade and Money	154	6.5%
Middle of the Road	916	31.8%
Proud Parent	3,145	32.1%
Regents	991	7.5%
S* Seeks S*	2,974	27.7%
Sitting Pretty	5,263	23.0%
Solo Acts	2,646	19.9%
Stately Suburbs	1,643	13.4%
Stocks and Scholars	197	14.2%
Sublime Suburbia	6,009	16.5%
Suburban Singles	3,909	28.8%
The Sweet Life	1,962	18.0%
Urban Moms and Dads	828	31.0%
Urban Squires	737	10.1%
White Collar Status	2,394	37.6%
Wizards	2,762	17.2%
<b>Total</b>	<b>58,445</b>	<b>19.0%</b>



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