

2.0 Analytics Findings

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Parameters

Background

Data is presented for population, customers, non customers, and checkouts.

Population is for 2014 current year estimate of population.

Population, customers, and non customers are those located in selected census block groups that best match the city's boundary. Some block groups overlap or underlap city boundaries. These block groups have been selected to be match the city's current year estimate of population. The map on the next page displays block groups overlaid with city boundaries.

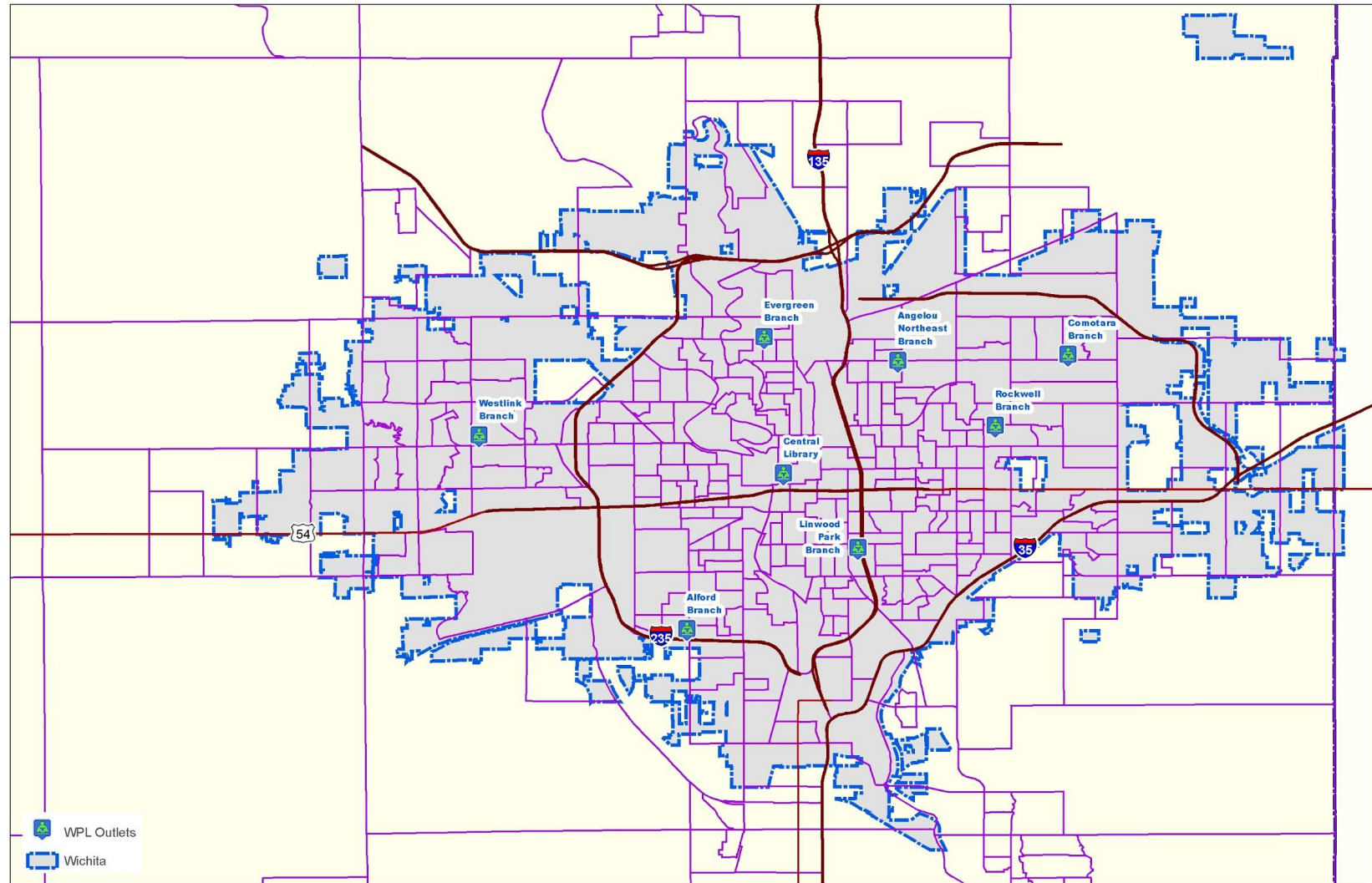
Data Organization

Customer addresses are 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 isn't recognized, street direction (e.g., north, south, east, west) is not recognized, or street suffix (e.g., street should be avenue or place should be boulevard) is not correct.

Non customers = population minus customers. This includes multiple family members including children.

Checkouts are from geocoded customers for the period June 3, 2016 to August 8, 2016. Checkouts are not from outlets; they are attributes of the geocoded customer. If a customer is not geocoded their checkouts are not included.

Parameters: Block Groups



Block Groups Compared to City Boundaries

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Abstract

Population*

408,418

Customers**

122,551

30% market share

Non Customers***

285,867

70% market potential

Segments

47

Checkouts^

947,936

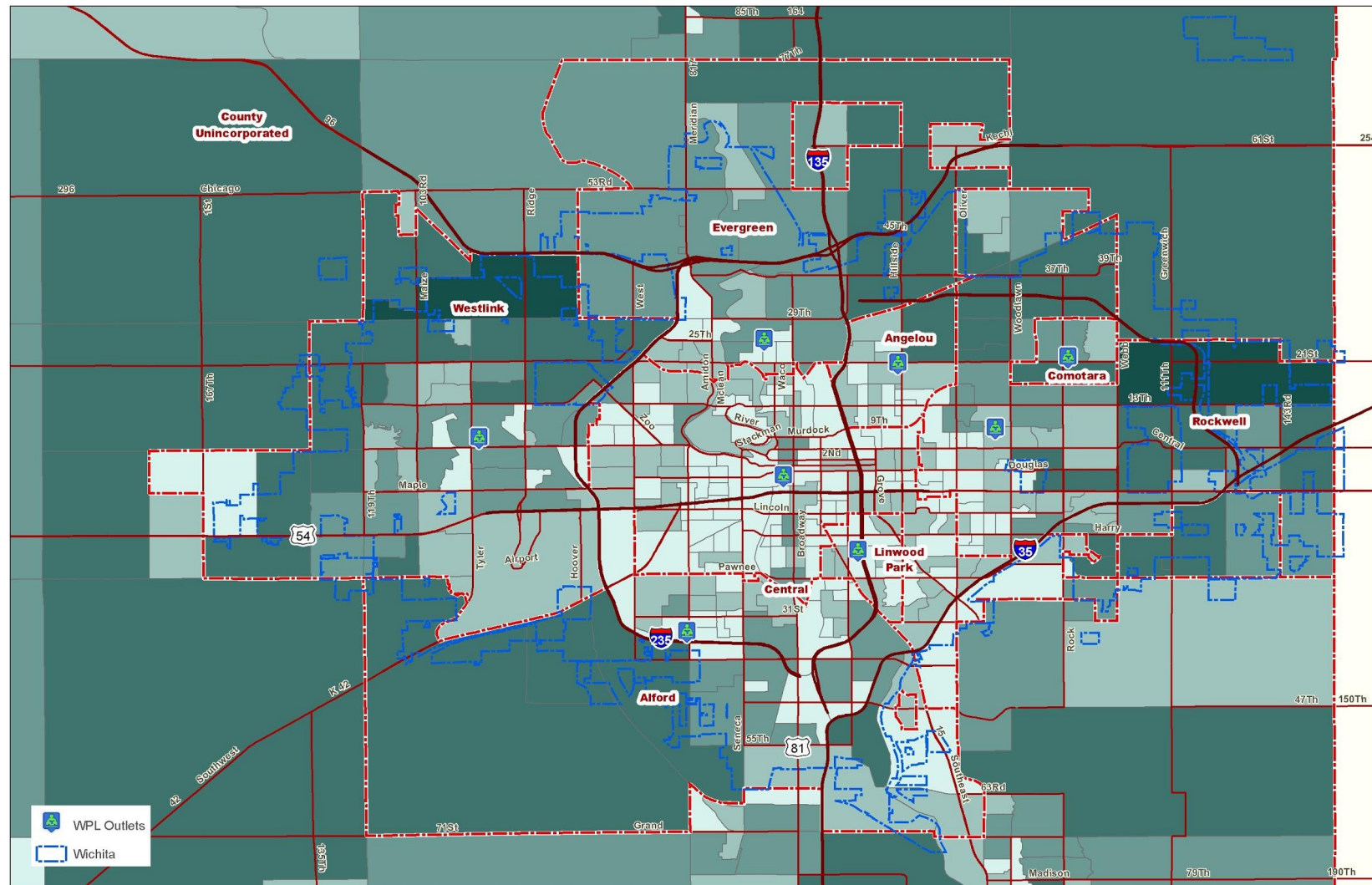
* Population is a current year estimate for 2014 for the selected block groups

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

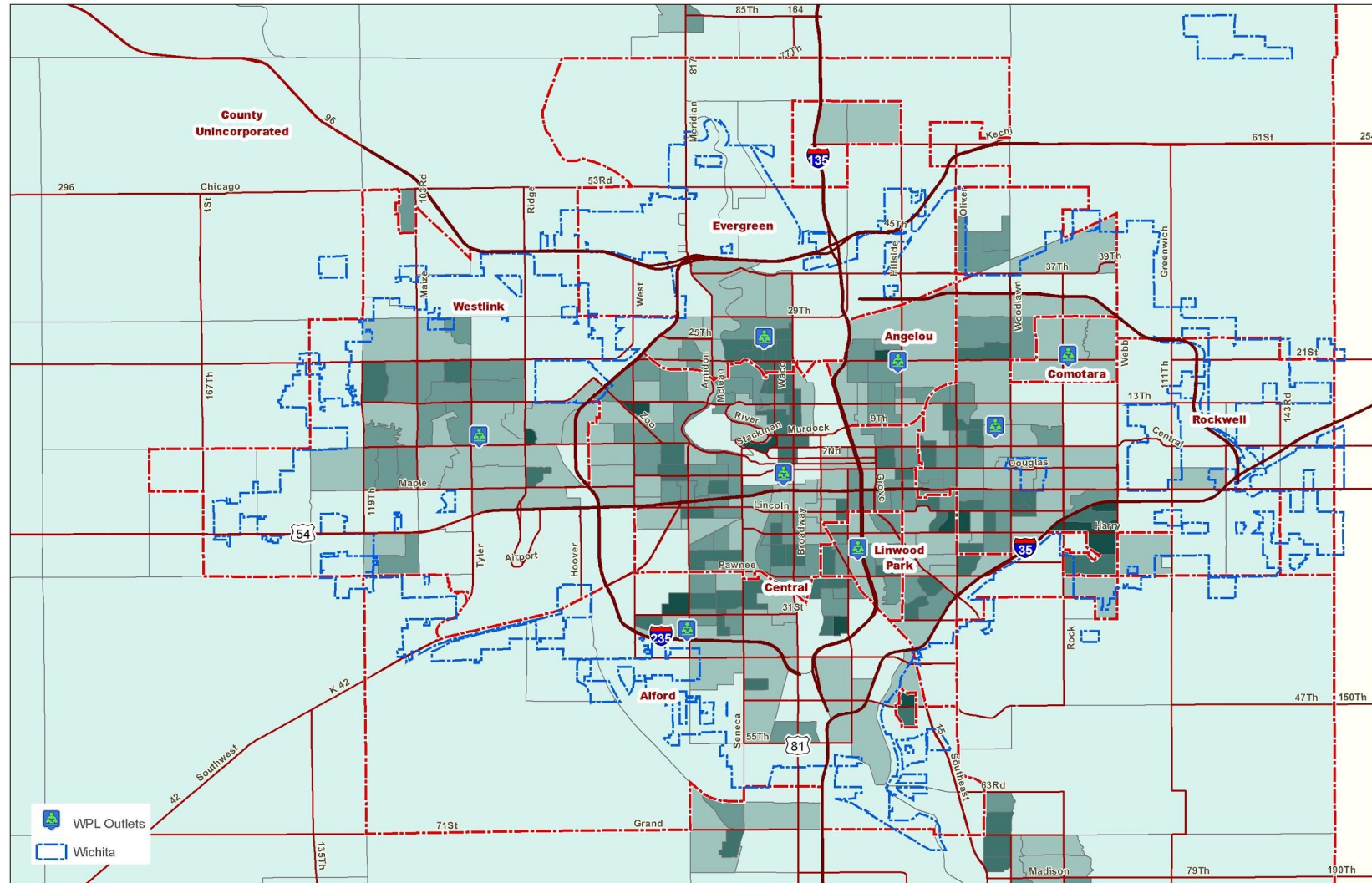
*** Non Customers are population minus Customers, in the selected block groups

^ Checkouts are from geocoded customers only for the period June 3, 2016 to August 1, 2016

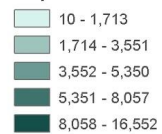
Map of Population



Map of Population Density



Population Density



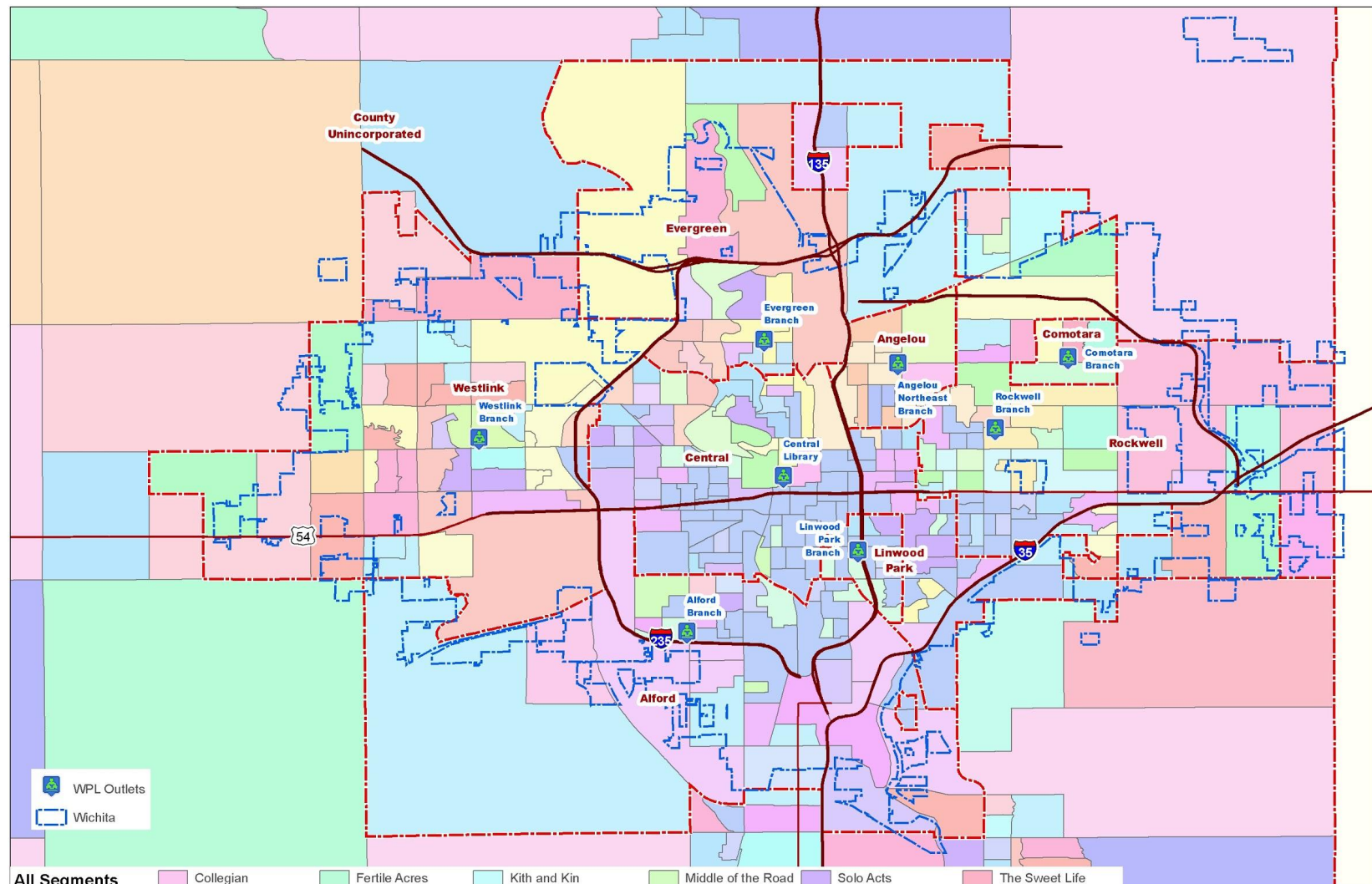
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Map of All Segments



All Segments

Apprentices	Collegian	Fertile Acres	Kith and Kin	Middle of the Road	Solo Acts	The Sweet Life
Apron Strings	Cornucopia	Gainfully employed	Land Barons	Nest Builders	Stately Suburbs	Thriving
Between jobs	Country Villas	Gray Eminence	Los Padres	Pastoral Vistas	Stock in Trade	Urban Moms & Dads
Blue Collar Starts	Couples with Capital	Great Generations	Making Ends Meet	Proud Parent	Stocks and Scholars	Urban Squires
Centurions	Doublewides	Group Quarters	Managing Business	Regents	Strapped	White Collar Status
Charmed Life	Educated Earners	Hard Act to Follow	Marmalade and Money	S* Seeks S*	Sublime Suburbia	Wizards
City Core	Empire Builders	Hard Workers	Marquis Class	Sitting Pretty	Suburban Singles	Young Families
	Fall Years	Kindred Spirit	Metro Strivers	Social Whirls	The Singles	

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Population by Segment: Findings

Population: largest, smallest, and in between

Largest: **Urban Moms & Dads** with 69,855 people or 17.1% of the population

Smallest: **Wizards** with 845 people or 0.02% of the population

Average size: **8,690** people per segment

Median (half above/half below): **6,816** people per segment

Population by Segment: Findings

Top segment distribution

There's a huge gap between the 1st and 2nd segments and they account for a quarter of the population:

Urban Moms & Dads	69,855	17.1%
Sitting Pretty	29,466	7.2%

The next 7 segments account for another quarter of the population:

Educated Earners	18,680	4.6%
Sublime Suburbia	17,031	4.2%
S* Seeks S*	16,292	4.0%
Charmed Life	14,635	3.6%
Great Generations	14,211	3.5%
Kindred Spirit	13,410	3.3%
Solo Acts	12,337	3.0%

Overall distribution

The top 9 segments account for half of the population or about 206,000 people

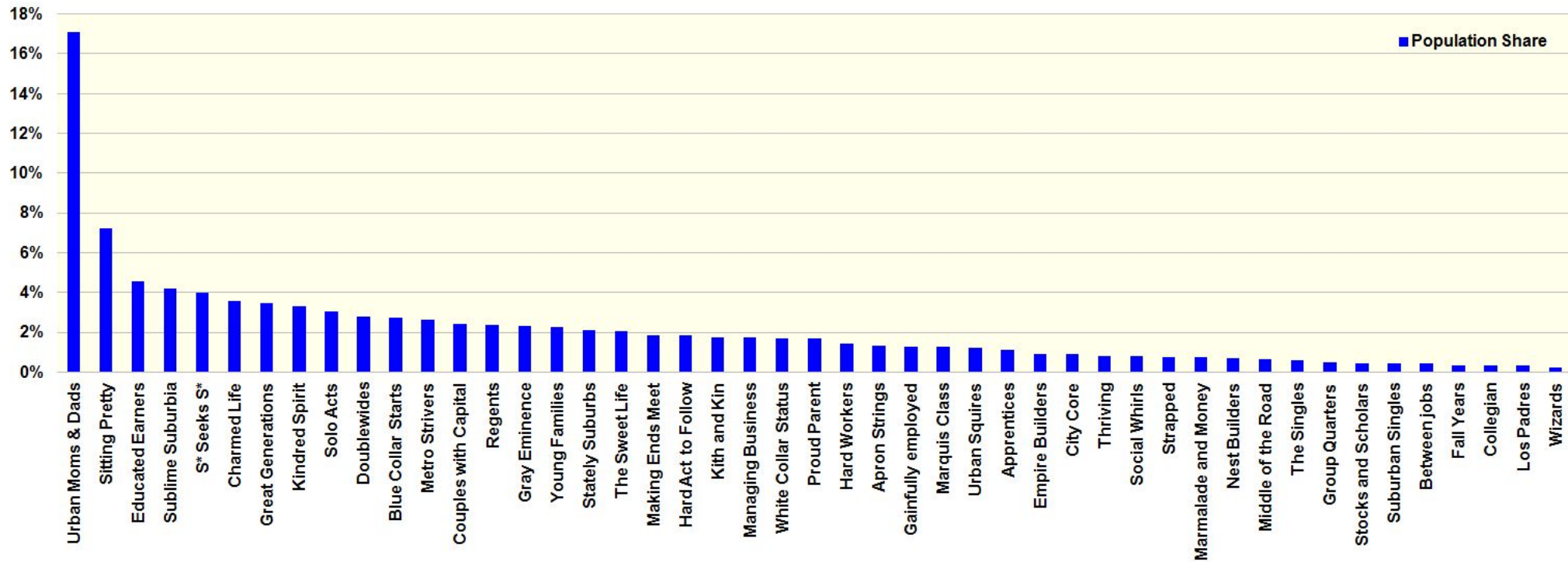
The bottom 38 segments account for about half of the population -- 203,000 or about 5,300 people per segment (1.2% per each segment)

Population by Segment

No.	Segment	Population	Population Share	Population Cumulative Share	Population Cumulative Number
1	Urban Moms & Dads	69,855	17.1%	17.1%	69,855
2	Sitting Pretty	29,466	7.2%	24.3%	99,321
3	Educated Earners	18,680	4.6%	28.9%	118,001
4	Sublime Suburbia	17,031	4.2%	33.1%	135,032
5	S* Seeks S*	16,292	4.0%	37.1%	151,324
6	Charmed Life	14,635	3.6%	40.6%	165,959
7	Great Generations	14,211	3.5%	44.1%	180,170
8	Kindred Spirit	13,410	3.3%	47.4%	193,580
9	Solo Acts	12,337	3.0%	50.4%	205,917
10	Doublewides	11,370	2.8%	53.2%	217,287
11	Blue Collar Starts	11,163	2.7%	55.9%	228,450
12	Metro Strivers	10,802	2.6%	58.6%	239,252
13	Couples with Capital	9,815	2.4%	61.0%	249,067
14	Regents	9,628	2.4%	63.3%	258,695
15	Gray Eminence	9,357	2.3%	65.6%	268,052
16	Young Families	9,246	2.3%	67.9%	277,298
17	Stately Suburbs	8,591	2.1%	70.0%	285,889
18	The Sweet Life	8,466	2.1%	72.1%	294,355
19	Making Ends Meet	7,626	1.9%	73.9%	301,981
20	Hard Act to Follow	7,498	1.8%	75.8%	309,479
21	Kith and Kin	7,143	1.7%	77.5%	316,622
22	Managing Business	7,066	1.7%	79.3%	323,688
23	White Collar Status	6,823	1.7%	80.9%	330,511
24	Proud Parent	6,816	1.7%	82.6%	337,327
25	Hard Workers	5,874	1.4%	84.0%	343,201
26	Apron Strings	5,382	1.3%	85.3%	348,583
27	Gainfully employed	5,175	1.3%	86.6%	353,758
28	Marquis Class	5,113	1.3%	87.9%	358,871
29	Urban Squires	4,962	1.2%	89.1%	363,833
30	Apprentices	4,652	1.1%	90.2%	368,485
31	Empire Builders	3,787	0.9%	91.1%	372,272
32	City Core	3,625	0.9%	92.0%	375,897
33	Thriving	3,230	0.8%	92.8%	379,127
34	Social Whirls	3,164	0.8%	93.6%	382,291
35	Strapped	2,989	0.7%	94.3%	385,280
36	Marmalade and Money	2,987	0.7%	95.1%	388,267
37	Nest Builders	2,885	0.7%	95.8%	391,152
38	Middle of the Road	2,690	0.7%	96.4%	393,842
39	The Singles	2,457	0.6%	97.0%	396,299
40	Group Quarters	1,925	0.5%	97.5%	398,224
41	Stocks and Scholars	1,831	0.4%	98.0%	400,055
42	Suburban Singles	1,703	0.4%	98.4%	401,758
43	Between jobs	1,689	0.4%	98.8%	403,447
44	Fall Years	1,446	0.4%	99.1%	404,893
45	Collegian	1,363	0.3%	99.5%	406,256
46	Los Padres	1,317	0.3%	99.8%	407,573
47	Wizards	845	0.2%	100.0%	408,418
Grand Total		408,418	100.0%		
Average		8,690			
Median		6,816			

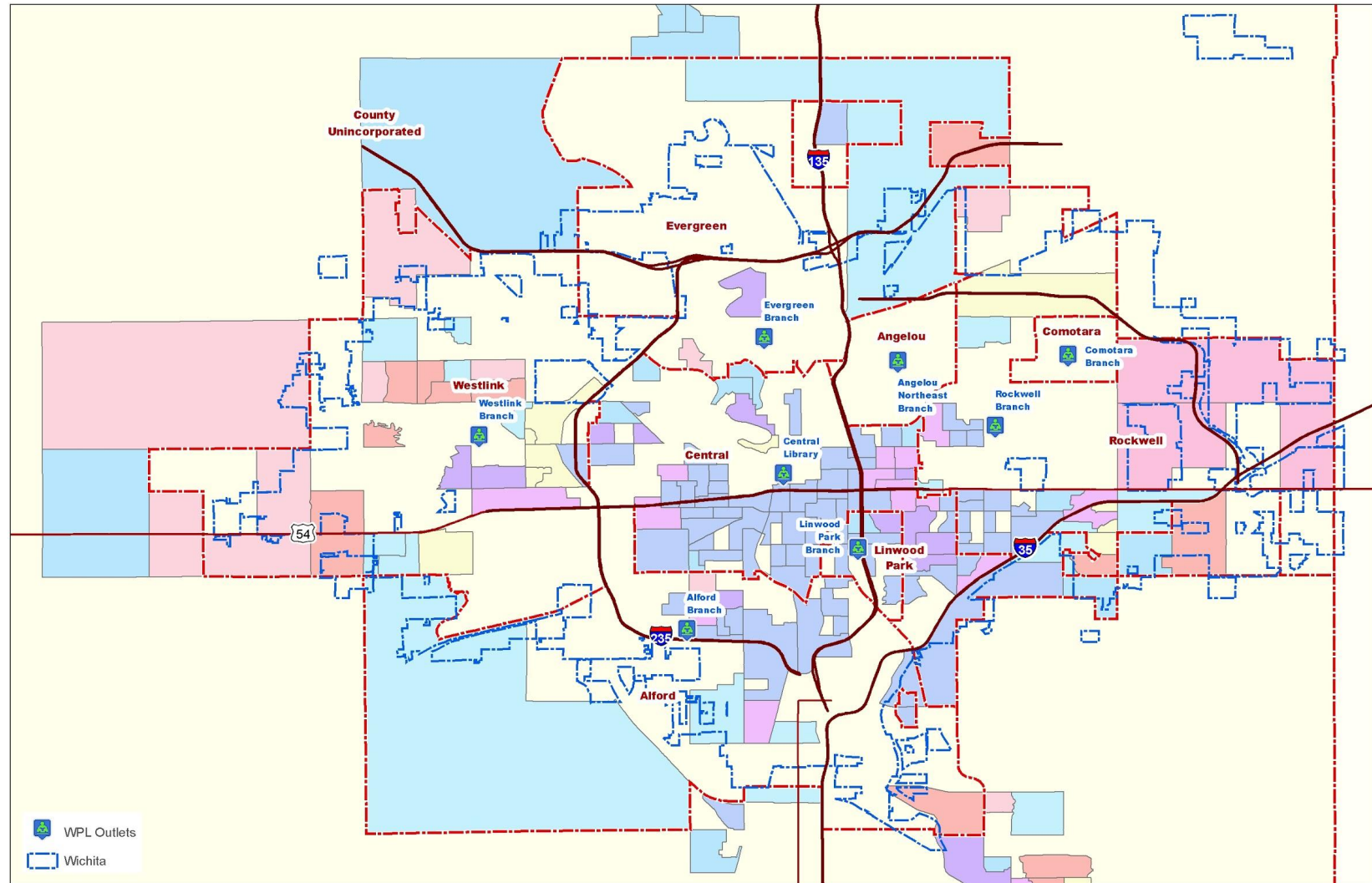
Share:
percentage of
the population
for each
segment.
Divide each
segment's
population by
the total
population.

Population Share by Segment



Share: percentage of the population for each segment. Divide each segment's population by the total population.

Segment Map: Top 9 Segments



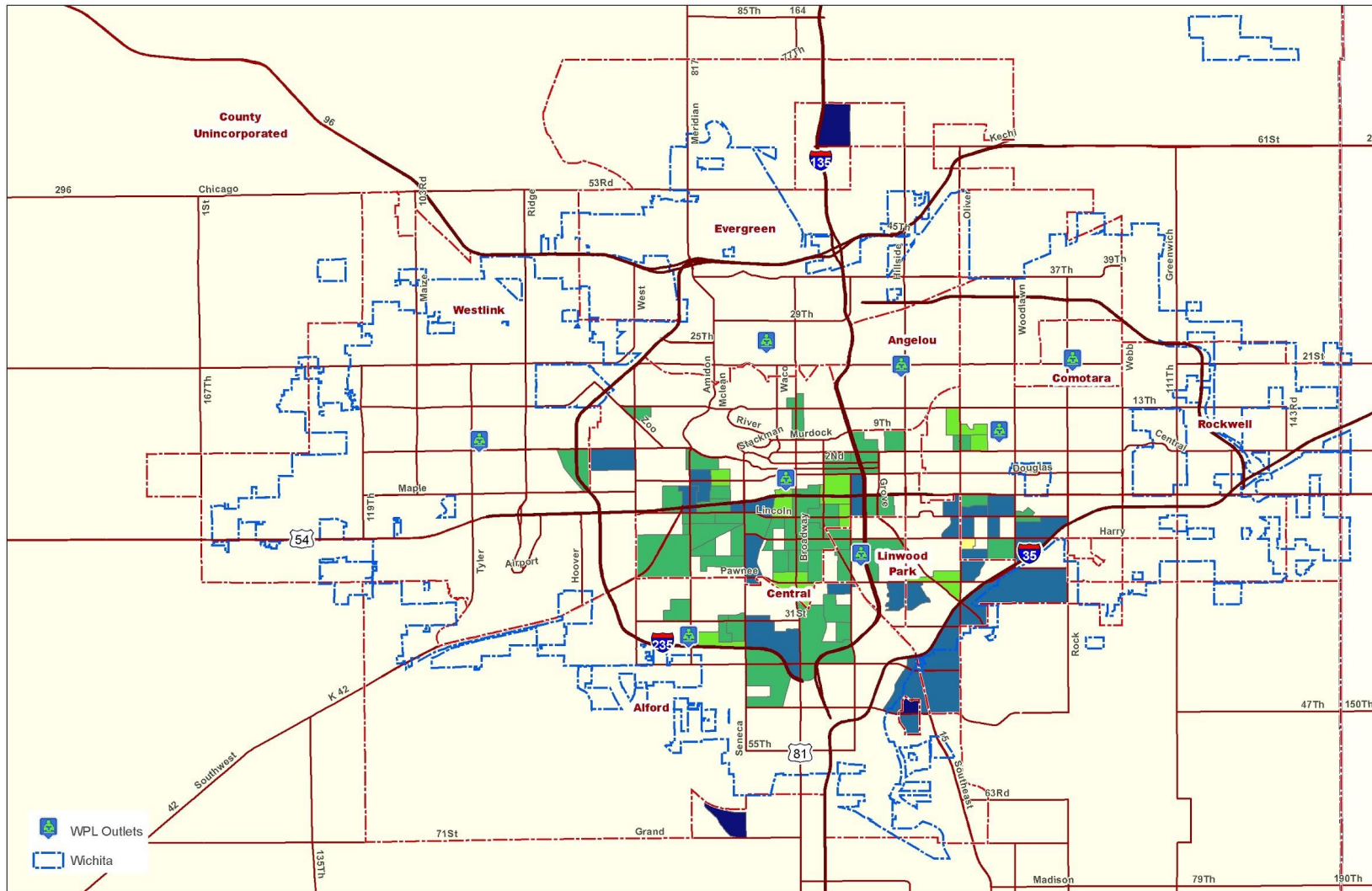
Top 9 Segments

Great Generations	Solo Acts
Charmed Life	Kindred Spirit
Educated Earners	S* Seeks S*
	Sitting Pretty
	Sublime Suburbia
	Urban Moms & Dads

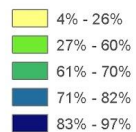
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Segment Map #1: Urban Moms & Dads Market Potential



#1 Urban Moms and Dads Market Potential



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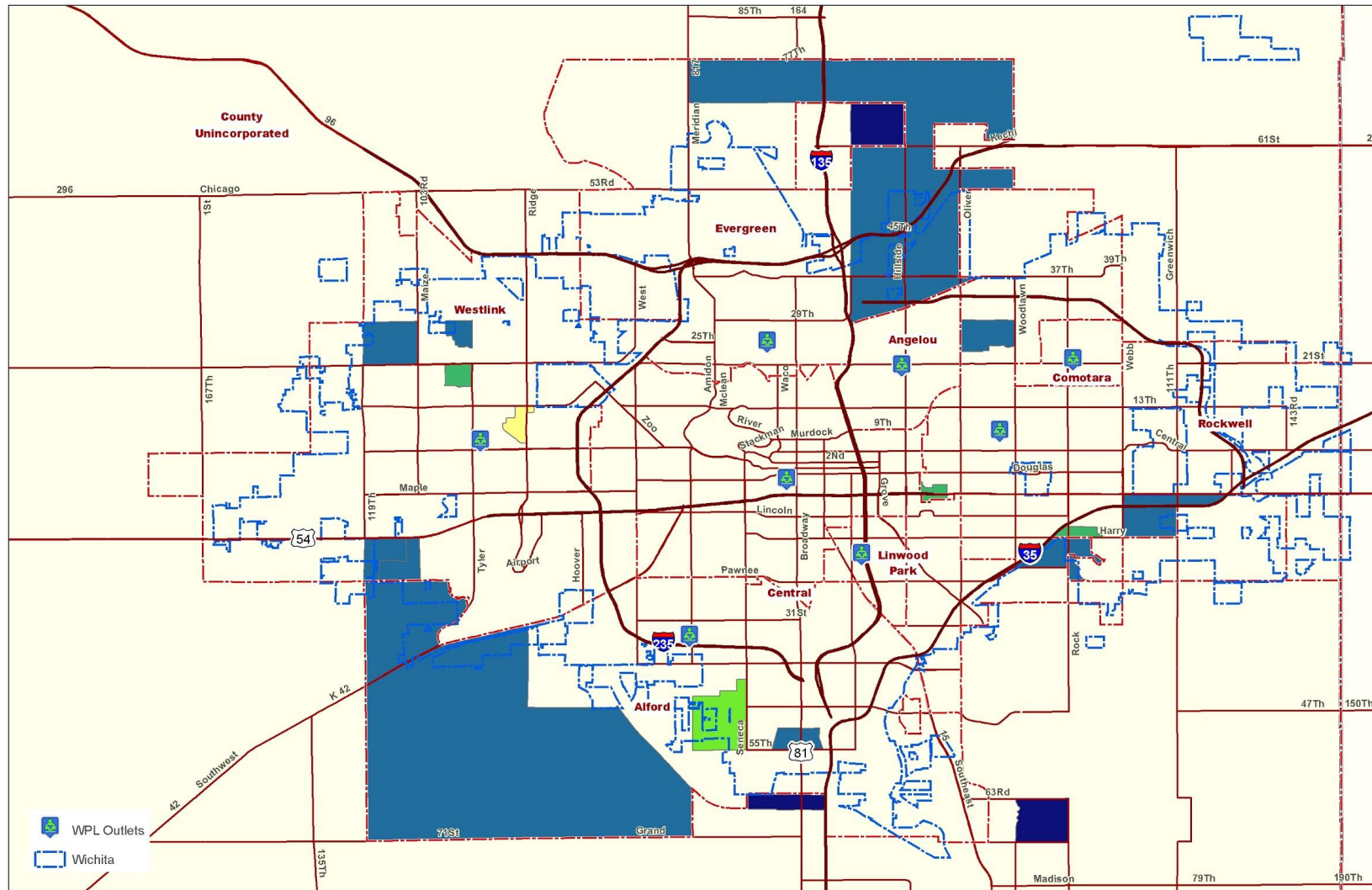
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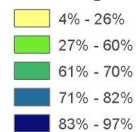
Market potential: non customers divided by population

The dark blue blue block groups represent more non customers and therefore higher growth potential

Segment Map #2: Sitting Pretty Market Potential



#2 Sitting Pretty Market Potential



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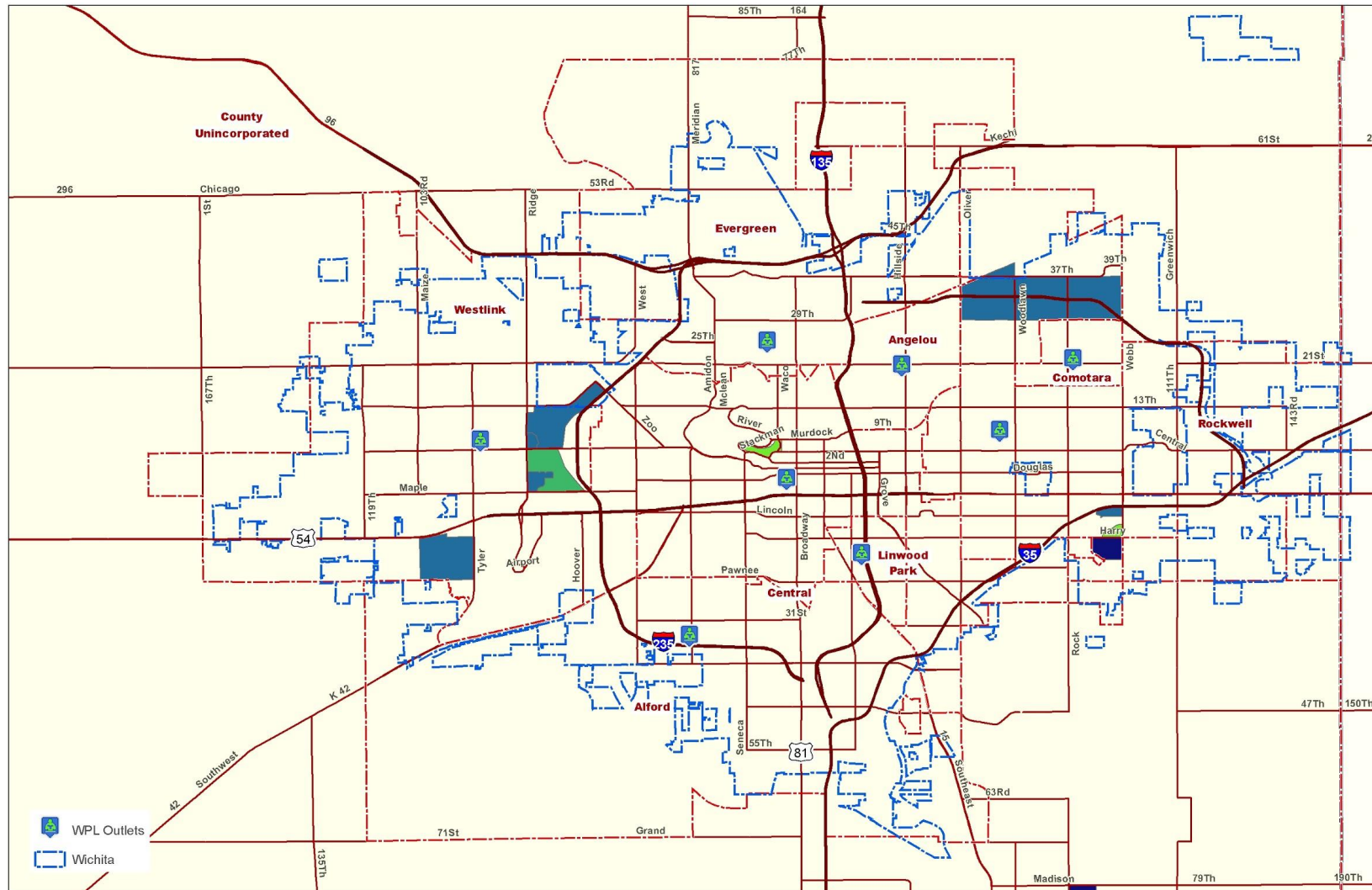
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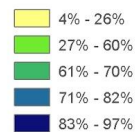
Market potential: non customers divided by population

The dark blue blue block groups represent more non customers and therefore higher growth potential

Segment Map #3: Educated Earners Market Potential



#3 Educated Earners Market Potential



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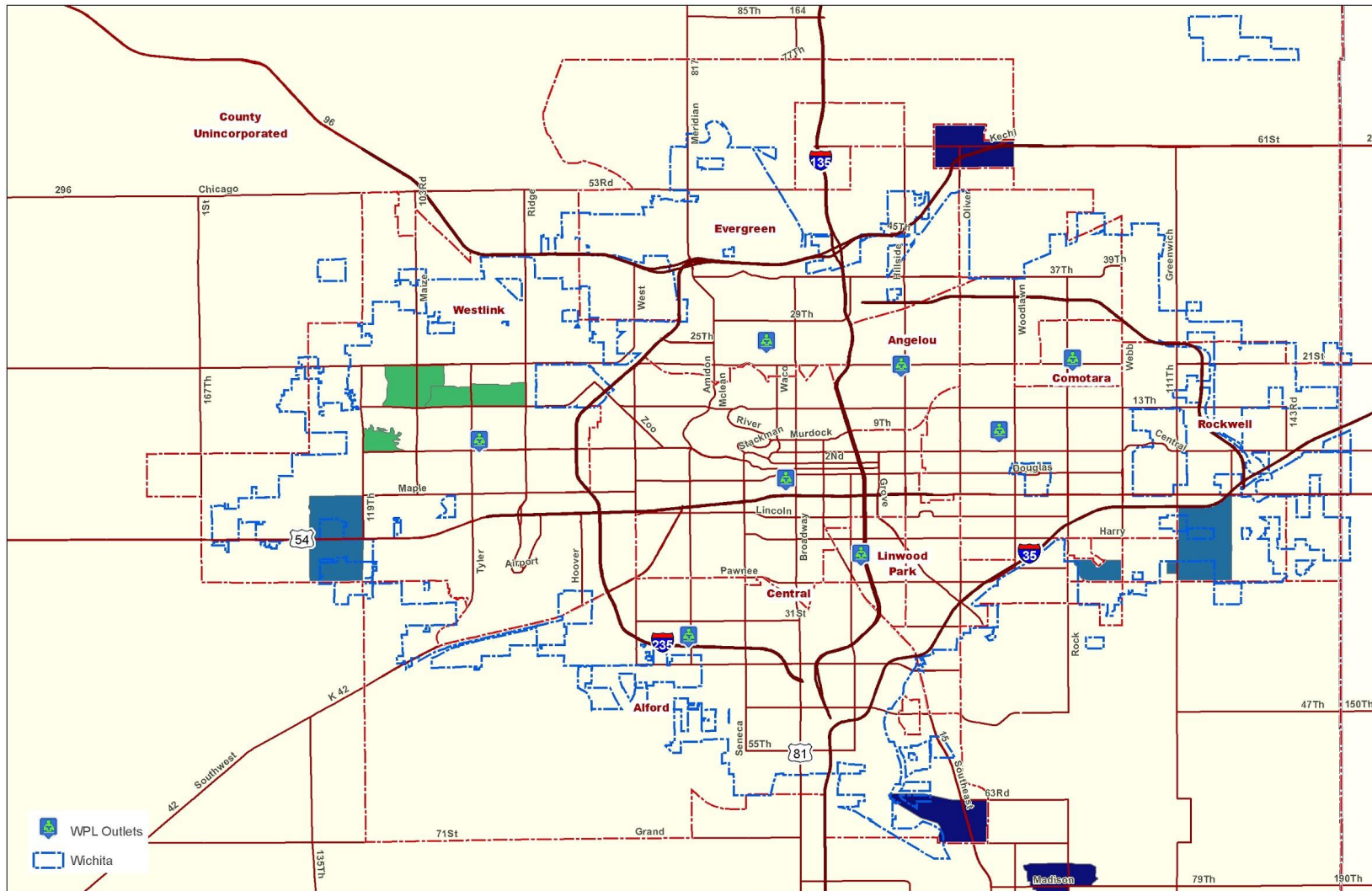
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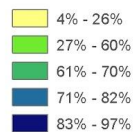
Market potential: non customers divided by population

The dark blue blue block groups represent more non customers and therefore higher growth potential

Segment Map #4: Sublime Suburbia Market Potential



#4 Sublime Suburbia Market Potential



Market potential: non customers divided by population

The dark blue blue block groups represent more non customers and therefore higher growth potential

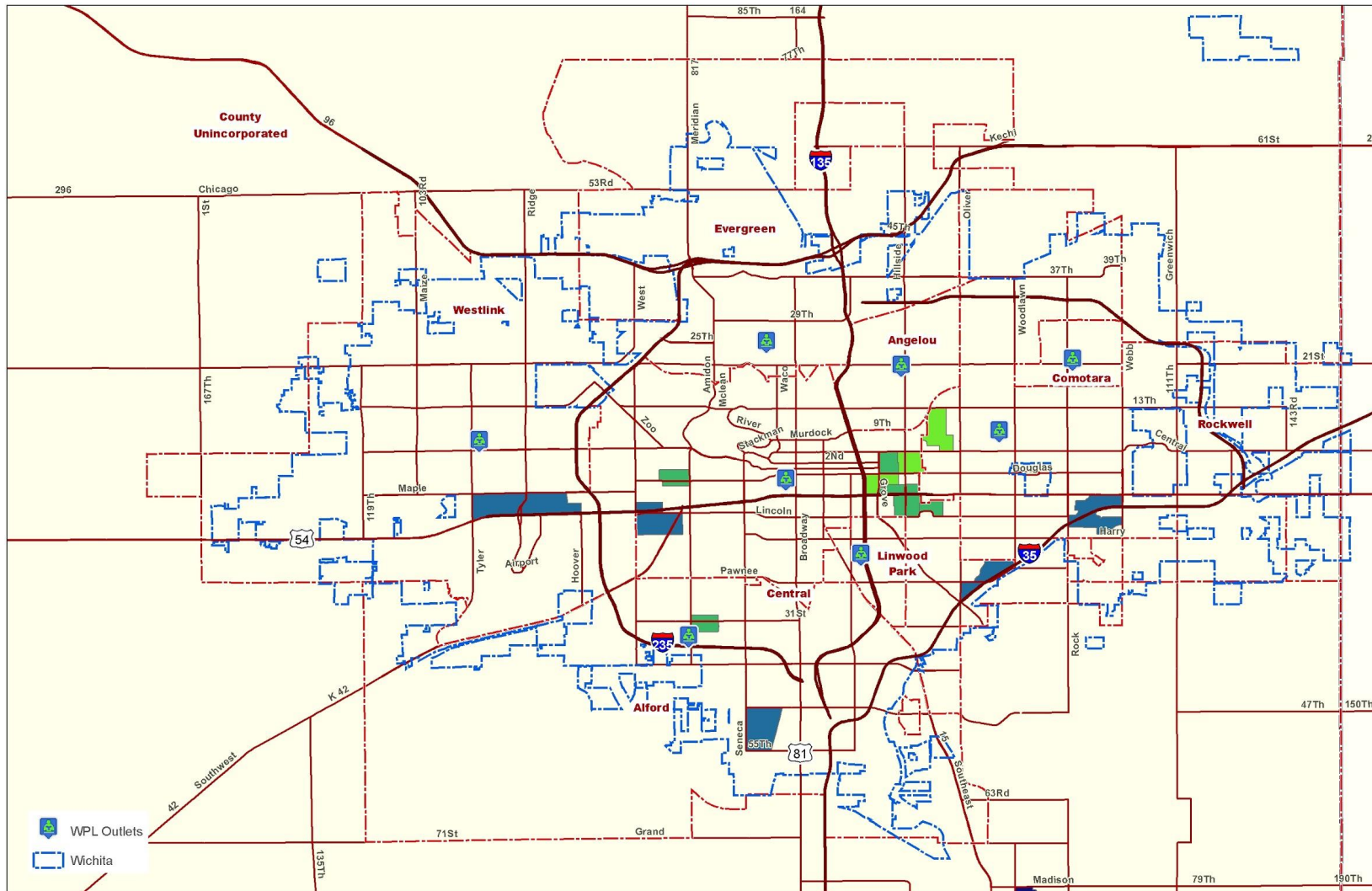
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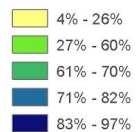
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Segment Map #5: S* Seeks S* Market Potential



#5 S* Seeks S* Market Potential



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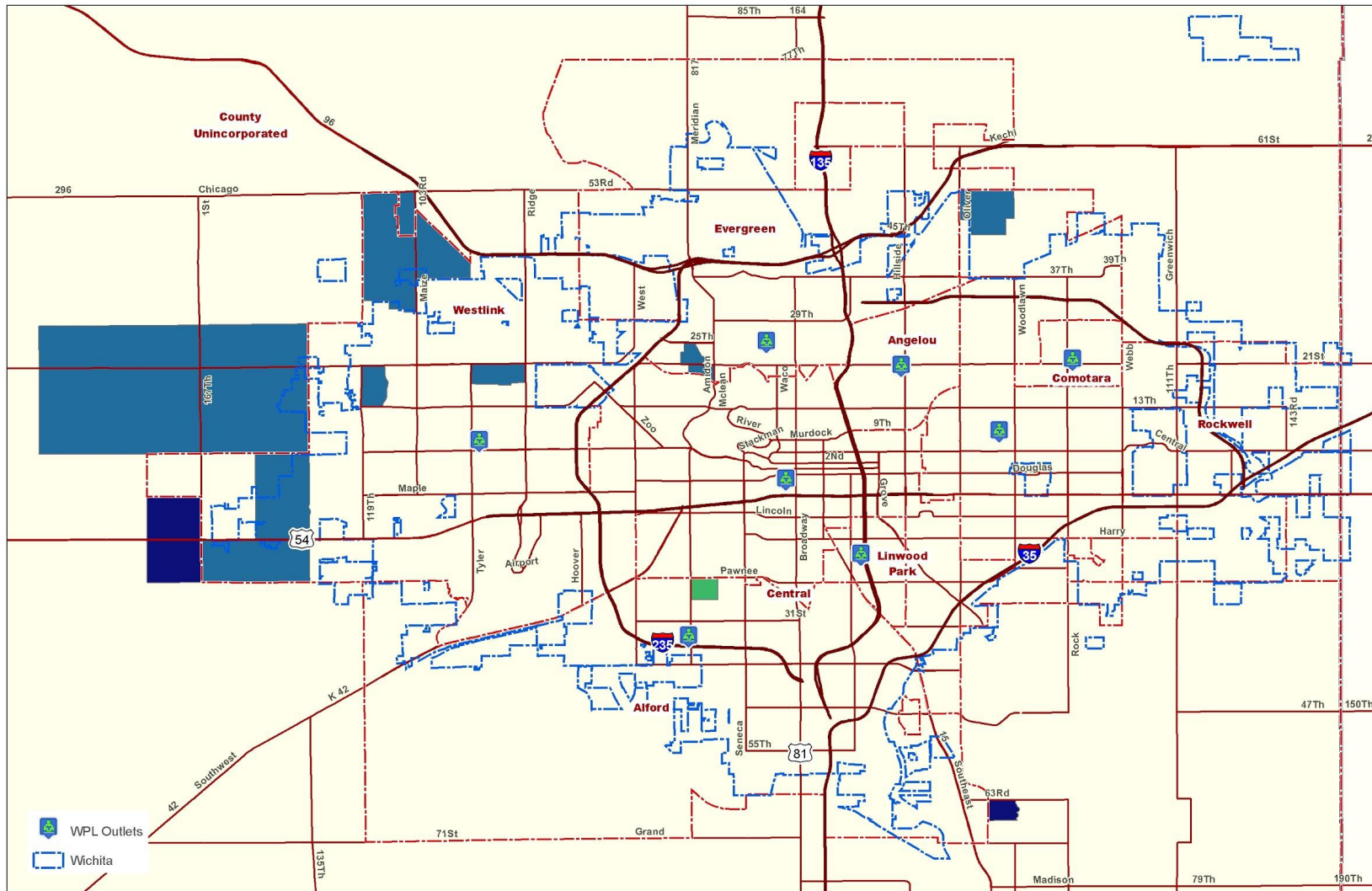
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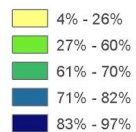
Market potential: non customers divided by population

The dark blue blue block groups represent more non customers and therefore higher growth potential

Segment Map #6: Charmed Life Market Potential



#6 Charmed Life Market Potential



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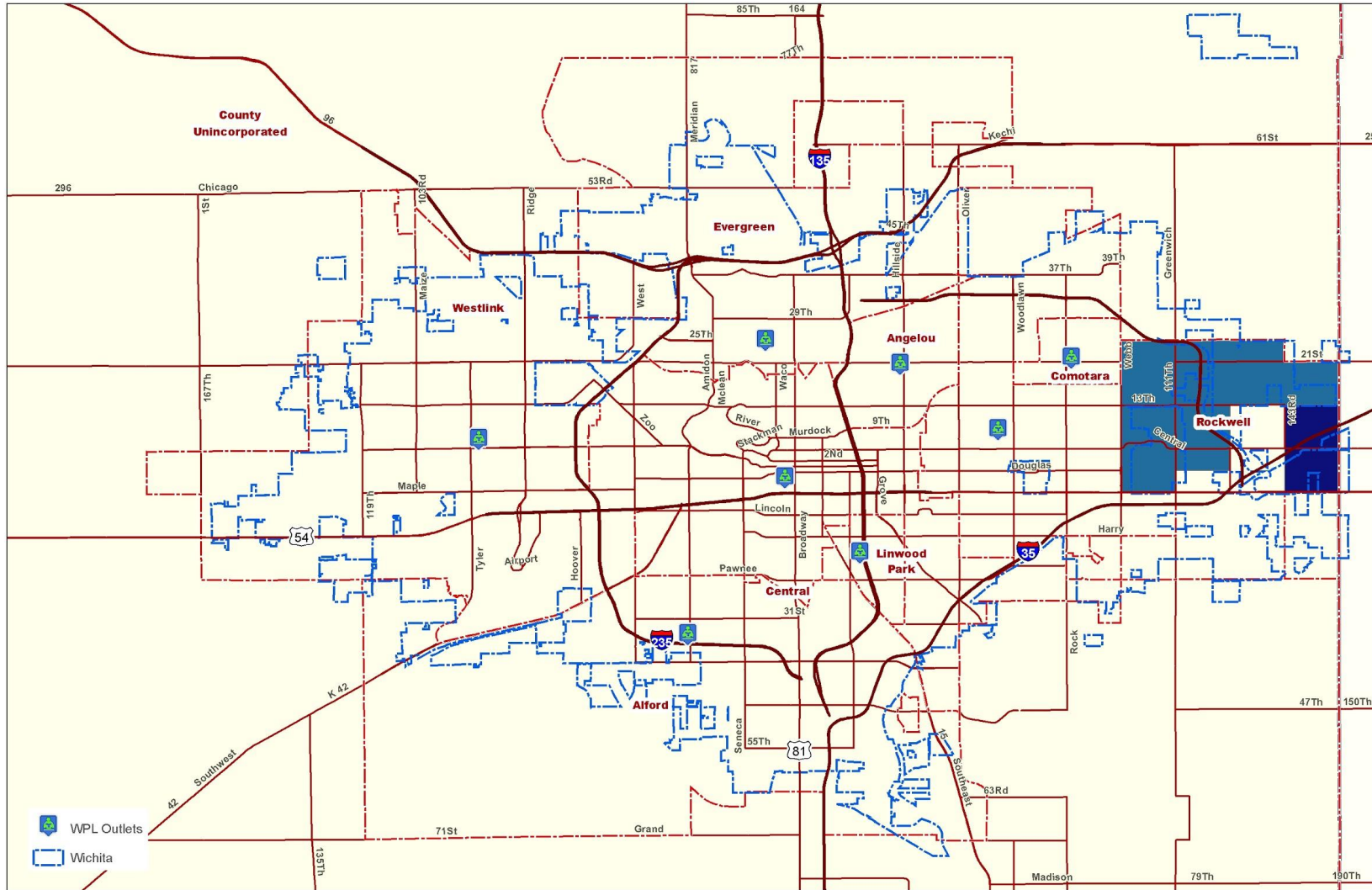
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Market potential: non customers divided by population

The dark blue blue block groups represent more non customers and therefore higher growth potential

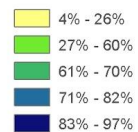
Segment Map #7: Great Generations Market Potential



Market potential: non customers divided by population

The dark blue
blue block
groups
represent more
non customers
and therefore
higher growth
potential

#7 Great Generations Market Potential



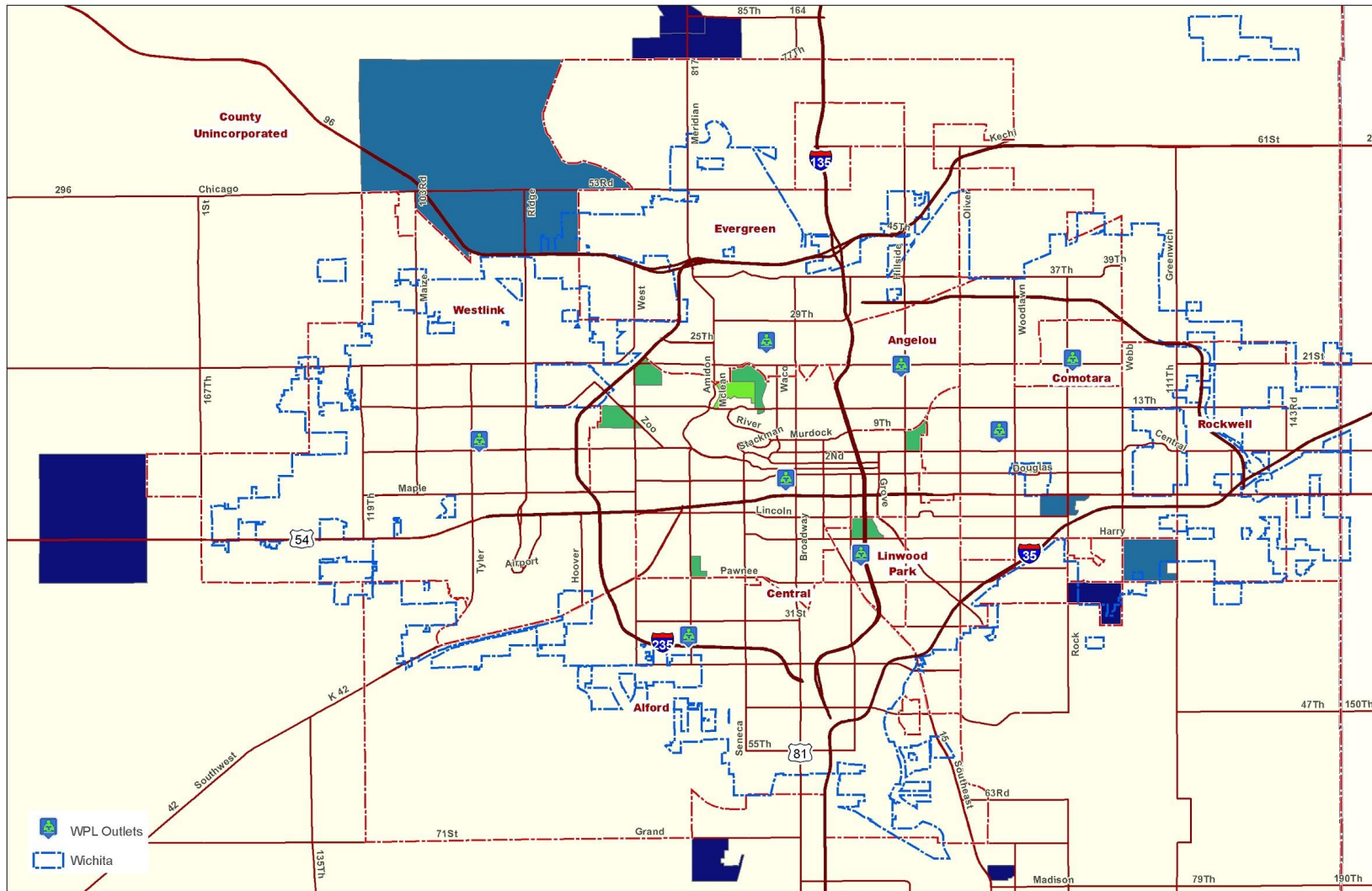
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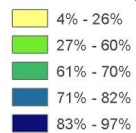
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Segment Map #8: Kindred Spirit Market Potential



#8 Kindred Spirit Market Potential



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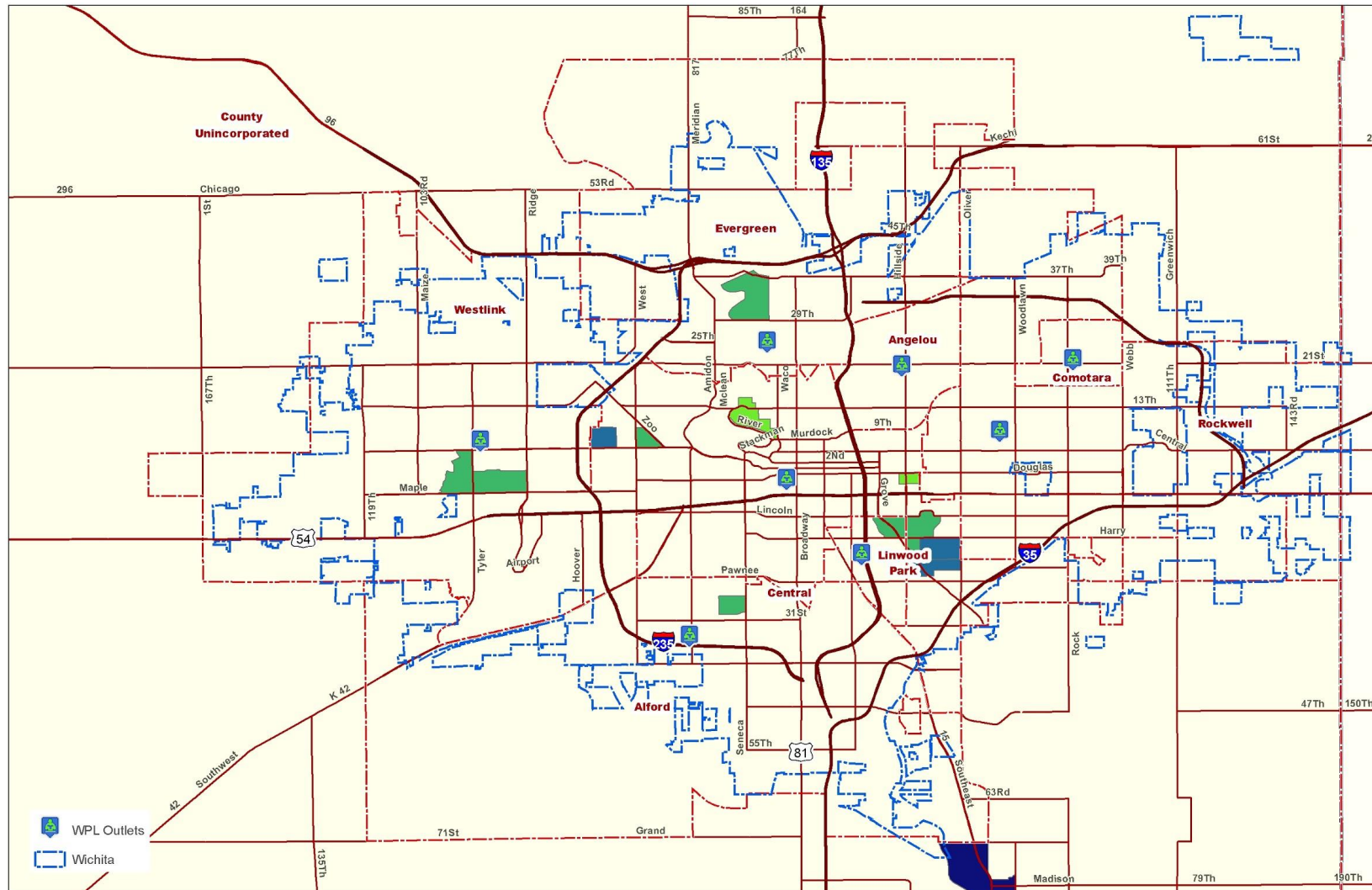
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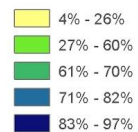
Market potential: non customers divided by population

The dark blue blue block groups represent more non customers and therefore higher growth potential

Segment Map #9: Solo Acts Market Potential



#9 Solo Acts Market Potential



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Market potential: non customers divided by population

The dark blue blue block groups represent more non customers and therefore higher growth potential

Customer and Non Customer Summary

Customers

Largest: **Urban Moms & Dads** **23,463**
19.1%

Followed by:

Sitting Pretty	8,391	6.8%
Educated Earners	4,997	4.1%
S* Seeks S*	4,822	3.9%
Sublime Suburbia	4,379	3.6%
Solo Acts	4,309	3.5%
Charmed Life	3,750	3.1%
Kindred Spirit	3,743	3.1%
Great Generations	2,677	2.2%

These top 9 customer segments account for nearly half of customers

Non Customers

Largest: **Urban Moms & Dads** **46,392**
16.2%

Followed by:

Sitting Pretty	21,075	7.4%
Educated Earners	13,683	4.8%
Sublime Suburbia	12,652	4.4%
Great Generations	11,534	4.0%
S* Seeks S*	11,470	4.0%
Charmed Life	10,885	3.8%
Kindred Spirit	9,667	3.4%
Solo Acts	8,028	2.8%

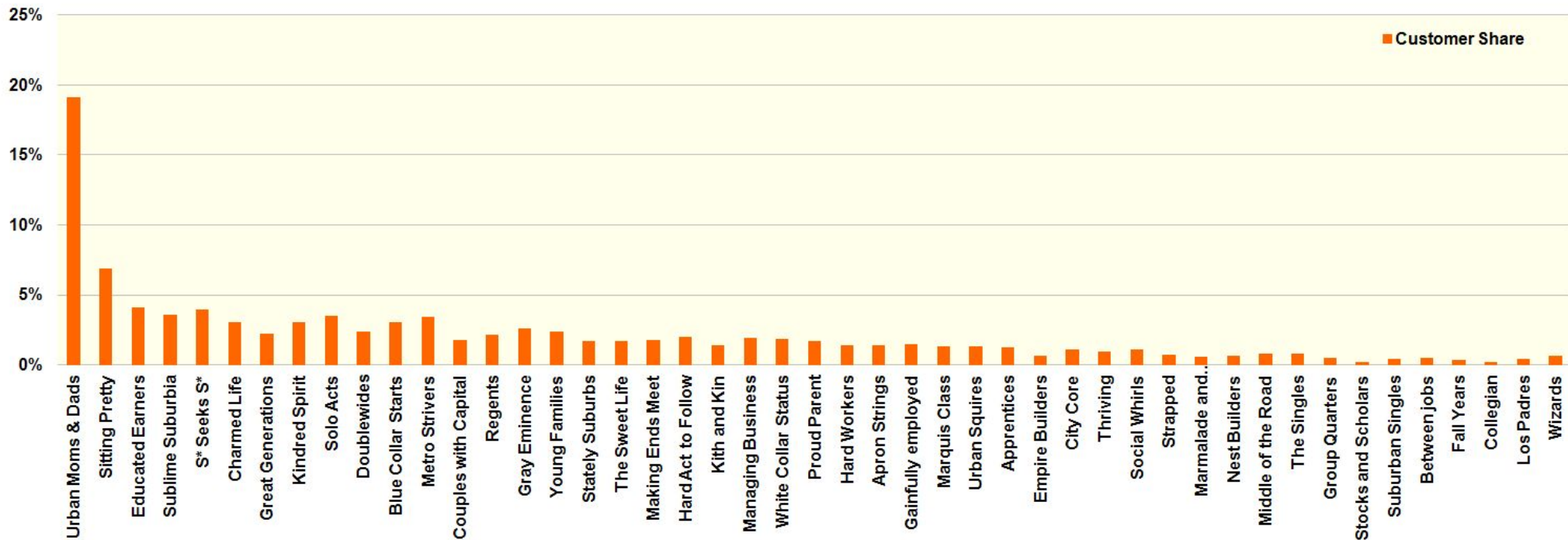
These top 9 customer segments account for just over half of customers

Customer and Non Customer 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	Urban Moms & Dads	23,463	19.1%	19.1%	23,463	46,392	16.2%	16.2%	46,392
2	Sitting Pretty	8,391	6.8%	26.0%	31,854	21,075	7.4%	23.6%	67,467
3	Educated Earners	4,997	4.1%	30.1%	36,851	13,683	4.8%	28.4%	81,150
4	Sublime Suburbia	4,379	3.6%	33.6%	41,230	12,652	4.4%	32.8%	93,802
5	S* Seeks S*	4,822	3.9%	37.6%	46,052	11,470	4.0%	36.8%	105,272
6	Charmed Life	3,750	3.1%	40.6%	49,802	10,885	3.8%	40.6%	116,157
7	Great Generations	2,677	2.2%	42.8%	52,479	11,534	4.0%	44.7%	127,691
8	Kindred Spirit	3,743	3.1%	45.9%	56,222	9,667	3.4%	48.0%	137,358
9	Solo Acts	4,309	3.5%	49.4%	60,531	8,028	2.8%	50.9%	145,386
10	Doublewides	2,935	2.4%	51.8%	63,466	8,435	3.0%	53.8%	153,821
11	Blue Collar Starts	3,754	3.1%	54.9%	67,220	7,409	2.6%	56.4%	161,230
12	Metro Strivers	4,172	3.4%	58.3%	71,392	6,630	2.3%	58.7%	167,860
13	Couples with Capital	2,183	1.8%	60.0%	73,575	7,632	2.7%	61.4%	175,492
14	Regents	2,639	2.2%	62.2%	76,214	6,989	2.4%	63.8%	182,481
15	Gray Eminence	3,169	2.6%	64.8%	79,383	6,188	2.2%	66.0%	188,669
16	Young Families	2,905	2.4%	67.1%	82,288	6,341	2.2%	68.2%	195,010
17	Stately Suburbs	2,105	1.7%	68.9%	84,393	6,486	2.3%	70.5%	201,496
18	The Sweet Life	2,117	1.7%	70.6%	86,510	6,349	2.2%	72.7%	207,845
19	Making Ends Meet	2,144	1.7%	72.3%	88,654	5,482	1.9%	74.6%	213,327
20	Hard Act to Follow	2,451	2.0%	74.3%	91,105	5,047	1.8%	76.4%	218,374
21	Kith and Kin	1,752	1.4%	75.8%	92,857	5,391	1.9%	78.3%	223,765
22	Managing Business	2,363	1.9%	77.7%	95,220	4,703	1.6%	79.9%	228,468
23	White Collar Status	2,254	1.8%	79.5%	97,474	4,569	1.6%	81.5%	233,037
24	Proud Parent	2,117	1.7%	81.3%	99,591	4,699	1.6%	83.2%	237,736
25	Hard Workers	1,748	1.4%	82.7%	101,339	4,126	1.4%	84.6%	241,862
26	Apron Strings	1,687	1.4%	84.1%	103,026	3,695	1.3%	85.9%	245,557
27	Gainfully employed	1,761	1.4%	85.5%	104,787	3,414	1.2%	87.1%	248,971
28	Marquis Class	1,640	1.3%	86.8%	106,427	3,473	1.2%	88.3%	252,444
29	Urban Squires	1,581	1.3%	88.1%	108,008	3,381	1.2%	89.5%	255,825
30	Apprentices	1,552	1.3%	89.4%	109,560	3,100	1.1%	90.6%	258,925
31	Empire Builders	818	0.7%	90.1%	110,378	2,969	1.0%	91.6%	261,894
32	City Core	1,361	1.1%	91.2%	111,739	2,264	0.8%	92.4%	264,158
33	Thriving	1,167	1.0%	92.1%	112,906	2,063	0.7%	93.1%	266,221
34	Social Whirls	1,384	1.1%	93.3%	114,290	1,780	0.6%	93.8%	268,001
35	Strapped	855	0.7%	94.0%	115,145	2,134	0.7%	94.5%	270,135
36	Marmalade and Money	717	0.6%	94.5%	115,862	2,270	0.8%	95.3%	272,405
37	Nest Builders	743	0.6%	95.1%	116,605	2,142	0.7%	96.0%	274,547
38	Middle of the Road	967	0.8%	95.9%	117,572	1,723	0.6%	96.6%	276,270
39	The Singles	987	0.8%	96.7%	118,559	1,470	0.5%	97.2%	277,740
40	Group Quarters	623	0.5%	97.3%	119,182	1,302	0.5%	97.6%	279,042
41	Stocks and Scholars	264	0.2%	97.5%	119,446	1,567	0.5%	98.2%	280,609
42	Suburban Singles	515	0.4%	97.9%	119,961	1,188	0.4%	98.6%	281,797
43	Between jobs	623	0.5%	98.4%	120,584	1,066	0.4%	98.9%	282,863
44	Fall Years	419	0.3%	98.7%	121,003	1,027	0.4%	99.3%	283,890
45	Collegian	236	0.2%	98.9%	121,239	1,127	0.4%	99.7%	285,017
46	Los Padres	505	0.4%	99.3%	121,744	812	0.3%	100.0%	285,829
47	Wizards	807	0.7%	100.0%	122,551	38	0.0%	100.0%	285,867
Grand Total		122,551	100.0%			285,867	100.0%		
Average		2,607				6,082			
Median		1,761				4,569			

Share:
percentage of
the customers
or non
customers for
each segment.
Divide each
segment's
customers or
non customers
by the total
population.

Customer Share by Segment



Share: percentage of the customers for each segment. Divide each segment's number of customers population by the total number of customers.

This map displays the service area for WPL Outlets, which includes the City of Wichita and several unincorporated areas in Sedgewick County. The outlets are marked with green icons and labeled: Westlink, Evergreen, Angelou, Comotara, Rockwell, Linwood Park, Central, Alford, and Rock. The map also shows major highways (I-135, I-235, I-35, US-54, US-81, KS-42), city streets, and unincorporated areas. A legend in the bottom left corner identifies the green icon as 'WPL Outlets' and the blue outline as 'Wichita'.

13 - 129
 130 - 243
 244 - 386
 387 - 702
 703 - 1,371

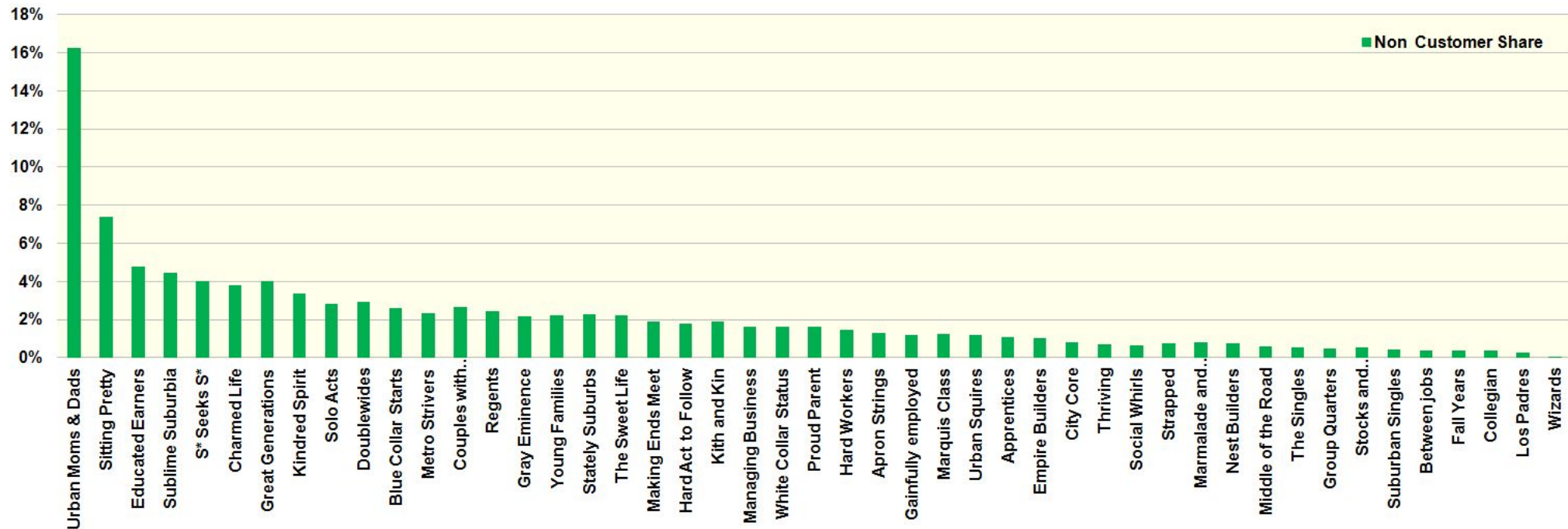
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Number Density

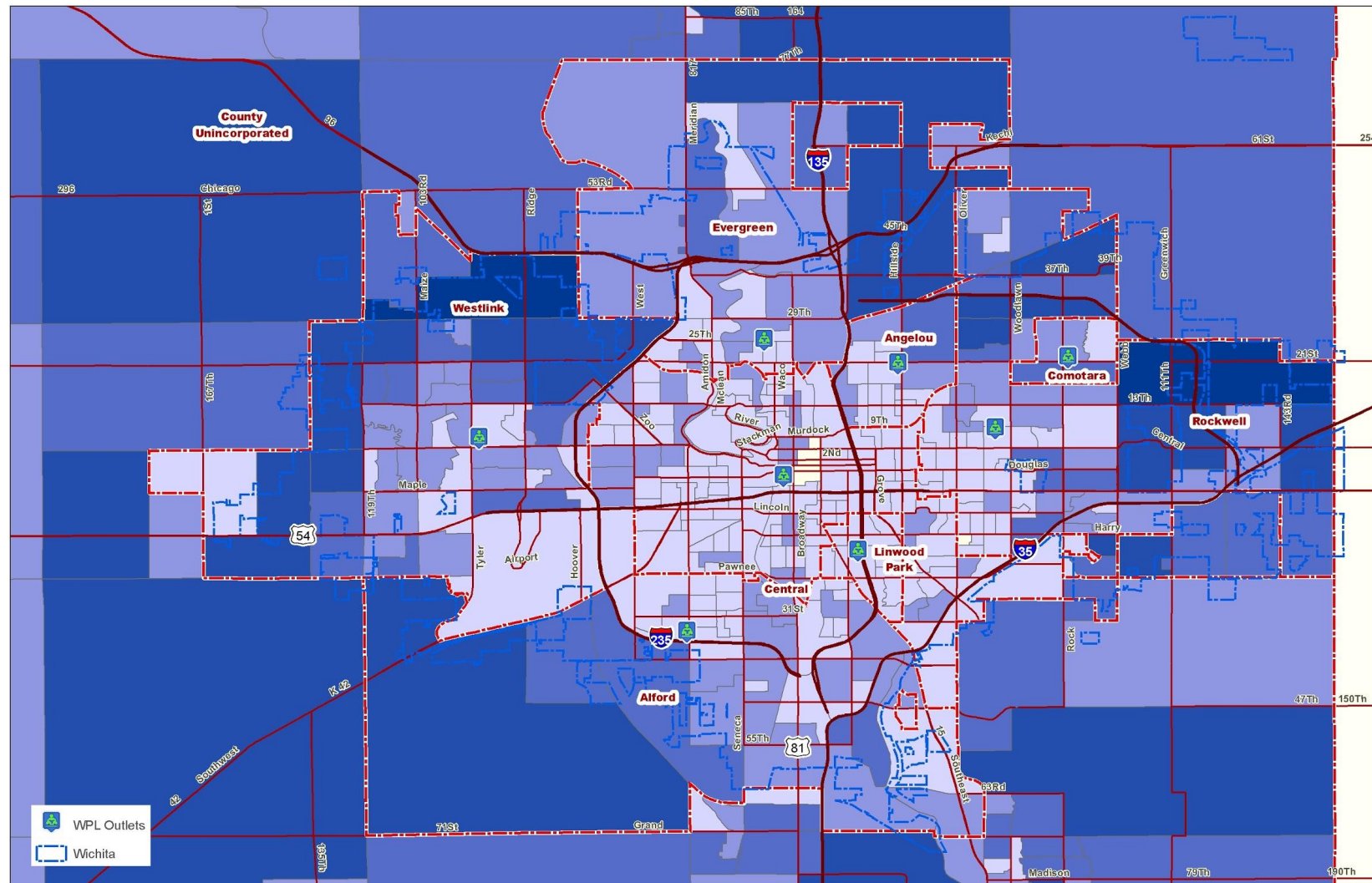


Non Customer Share by Segment

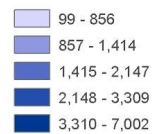


Share: percentage of the non customers for each segment. Divide each segment's number of non customers by the total number of non customers.

Map of Non Customers



Non Customers



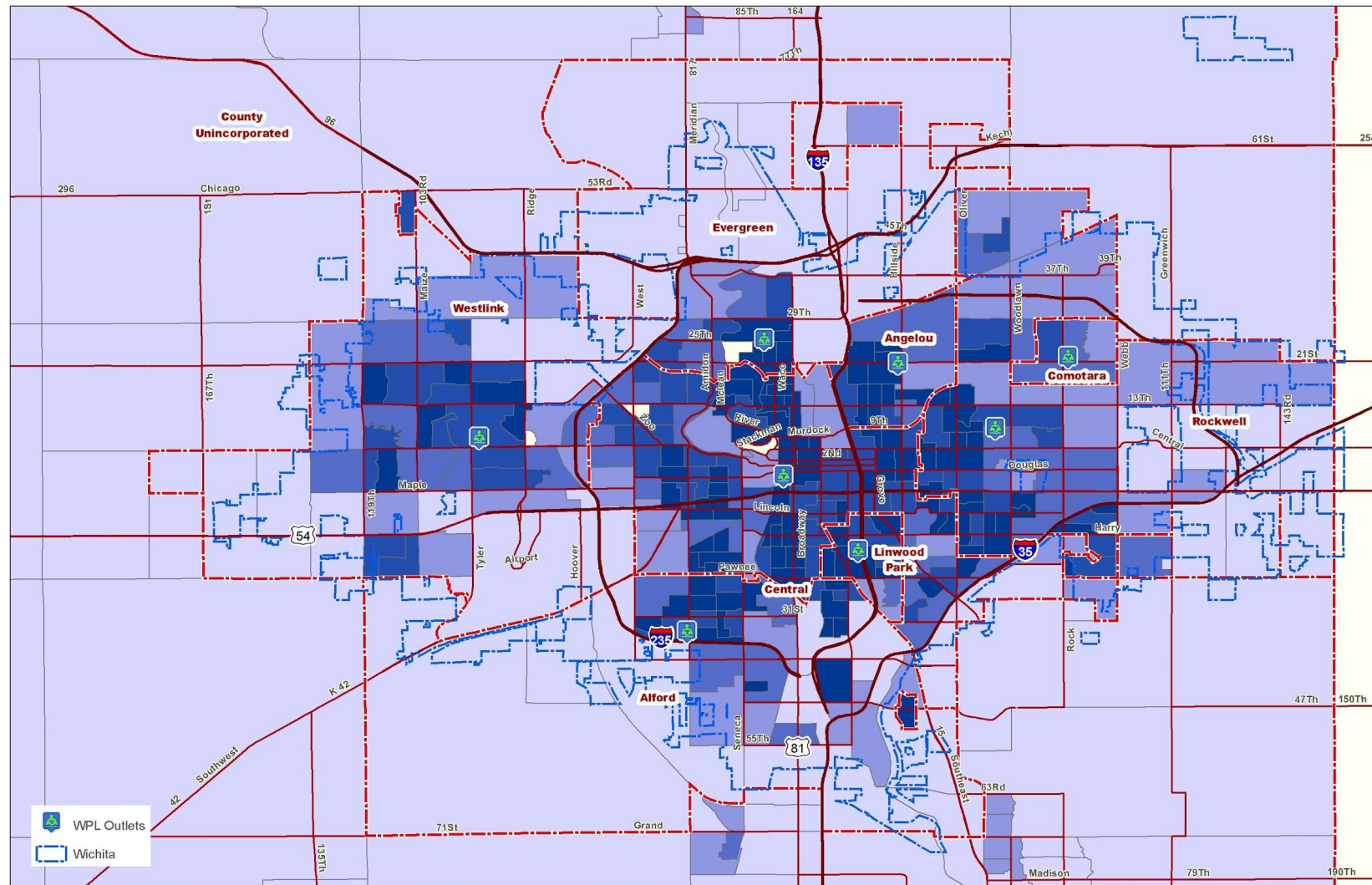
Library Service Areas

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Map of Non Customer Density



Library Service Areas

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Checkout Summary

Checkouts

Largest: Urban Moms & Dads with 140,846 checkouts or 14.9% of total checkouts

Followed by:

Sitting Pretty	79,839	8.4%
S* Seeks S*	45,303	4.8%
Sublime Suburbia	44,042	4.6%
Charmed Life	43,623	4.6%
Educated Earners	35,483	3.7%
Kindred Spirit	32,861	3.5%
Solo Acts	23,086	3.0%
Great Generations	27,395	2.9%

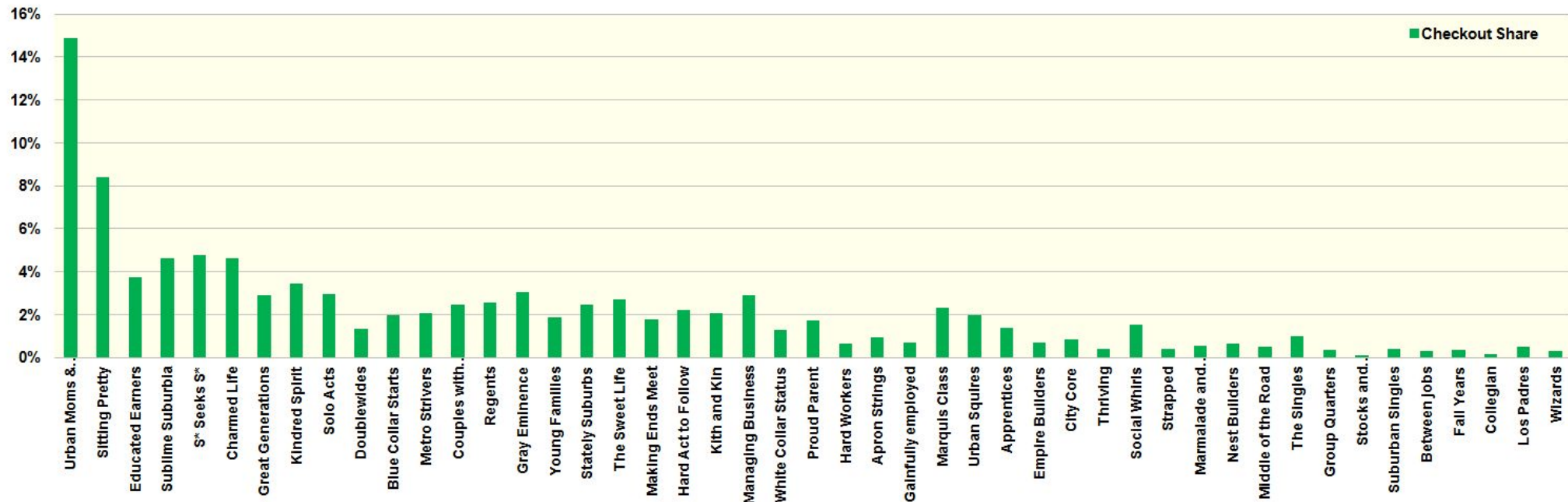
These top 9 segments account for 50.4% of checkouts

Checkouts by Segment

No.	Segment	Checkouts	Checkout Share	Checkout Cumulative Share	Checkout Cumulative Number
1	Urban Moms & Dads	140,846	14.9%	14.9%	140,846
2	Sitting Pretty	79,839	8.4%	23.3%	220,685
3	Educated Earners	35,483	3.7%	27.0%	256,168
4	Sublime Suburbia	44,042	4.6%	31.7%	300,210
5	S* Seeks S*	45,303	4.8%	36.4%	345,513
6	Charmed Life	43,623	4.6%	41.1%	389,136
7	Great Generations	27,395	2.9%	43.9%	416,531
8	Kindred Spirit	32,861	3.5%	47.4%	449,392
9	Solo Acts	28,086	3.0%	50.4%	477,478
10	Doublewides	12,907	1.4%	51.7%	490,385
11	Blue Collar Starts	18,799	2.0%	53.7%	509,184
12	Metro Strivers	19,843	2.1%	55.8%	529,027
13	Couples with Capital	23,279	2.5%	58.3%	552,306
14	Regents	24,199	2.6%	60.8%	576,505
15	Gray Eminence	29,185	3.1%	63.9%	605,690
16	Young Families	17,642	1.9%	65.8%	623,332
17	Stately Suburbs	23,228	2.5%	68.2%	646,560
18	The Sweet Life	25,566	2.7%	70.9%	672,126
19	Making Ends Meet	17,066	1.8%	72.7%	689,192
20	Hard Act to Follow	21,214	2.2%	74.9%	710,406
21	Kith and Kin	19,849	2.1%	77.0%	730,255
22	Managing Business	27,611	2.9%	79.9%	757,866
23	White Collar Status	12,247	1.3%	81.2%	770,113
24	Proud Parent	16,320	1.7%	83.0%	786,433
25	Hard Workers	6,084	0.6%	83.6%	792,517
26	Apron Strings	9,075	1.0%	84.6%	801,592
27	Gainfully employed	6,734	0.7%	85.3%	808,326
28	Marquis Class	21,956	2.3%	87.6%	830,282
29	Urban Squires	18,546	2.0%	89.5%	848,828
30	Apprentices	13,322	1.4%	91.0%	862,150
31	Empire Builders	6,510	0.7%	91.6%	868,660
32	City Core	7,896	0.8%	92.5%	876,556
33	Thriving	3,645	0.4%	92.9%	880,201
34	Social Whirls	14,314	1.5%	94.4%	894,515
35	Strapped	4,069	0.4%	94.8%	898,584
36	Marmalade and Money	5,057	0.5%	95.3%	903,641
37	Nest Builders	6,213	0.7%	96.0%	909,854
38	Middle of the Road	4,717	0.5%	96.5%	914,571
39	The Singles	9,445	1.0%	97.5%	924,016
40	Group Quarters	3,519	0.4%	97.8%	927,535
41	Stocks and Scholars	1,214	0.1%	98.0%	928,749
42	Suburban Singles	3,706	0.4%	98.4%	932,455
43	Between jobs	2,754	0.3%	98.7%	935,209
44	Fall Years	3,521	0.4%	99.0%	938,730
45	Collegian	1,557	0.2%	99.2%	940,287
46	Los Padres	4,749	0.5%	99.7%	945,036
47	Wizards	2,900	0.3%	100.0%	947,936
Grand Total		947,936	100.0%		
Average		20,169			
Median		16,320			

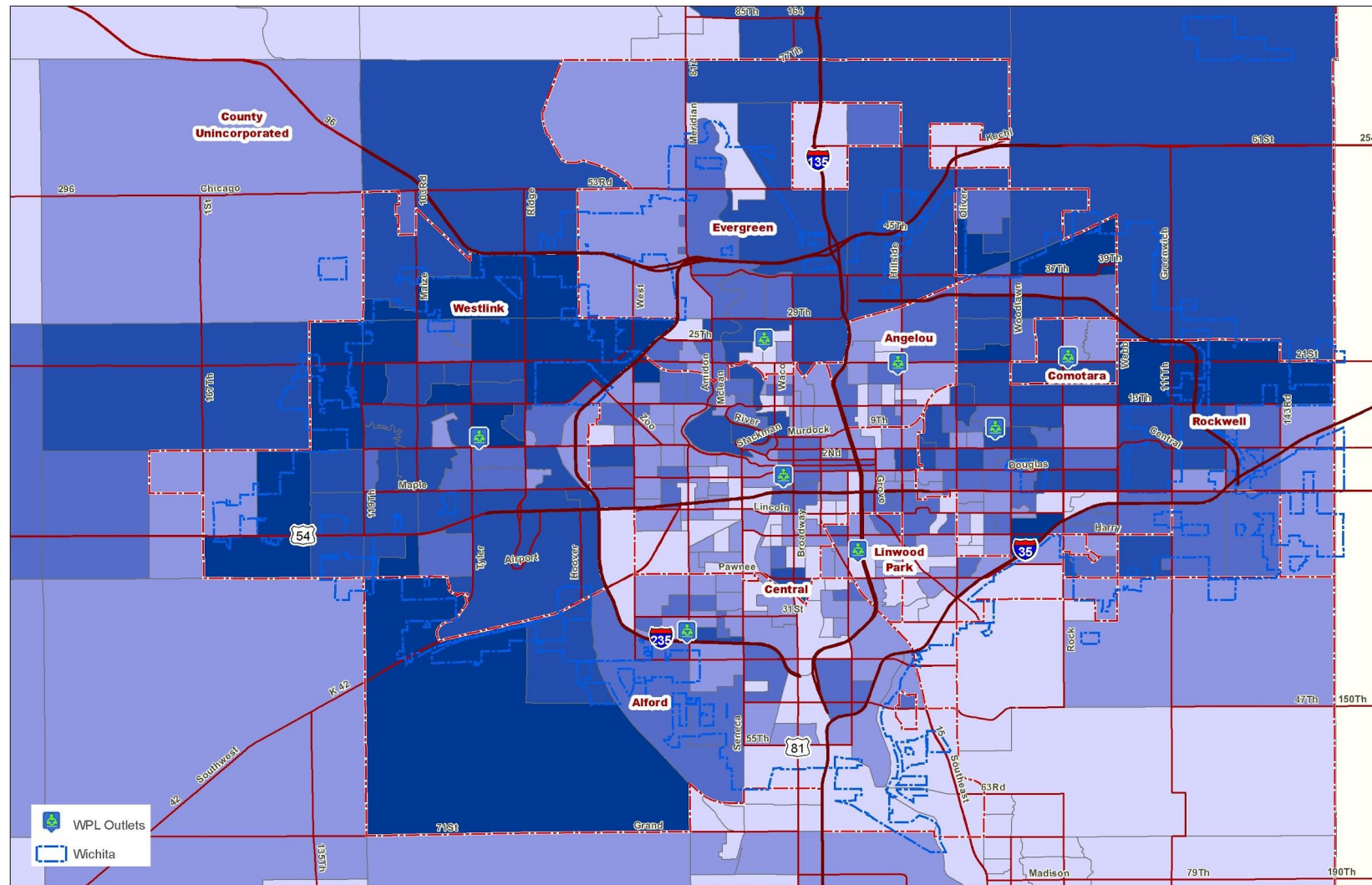
Share:
percentage of
the checkouts
for each
segment.
Divide each
segment's
checkouts by
the total
checkouts.

Checkout Share by Segment

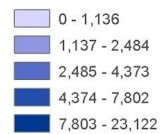


Share: percentage of checkouts for each segment. Divide each segment's checkouts by the total checkouts.

Map of Checkouts



Checkouts



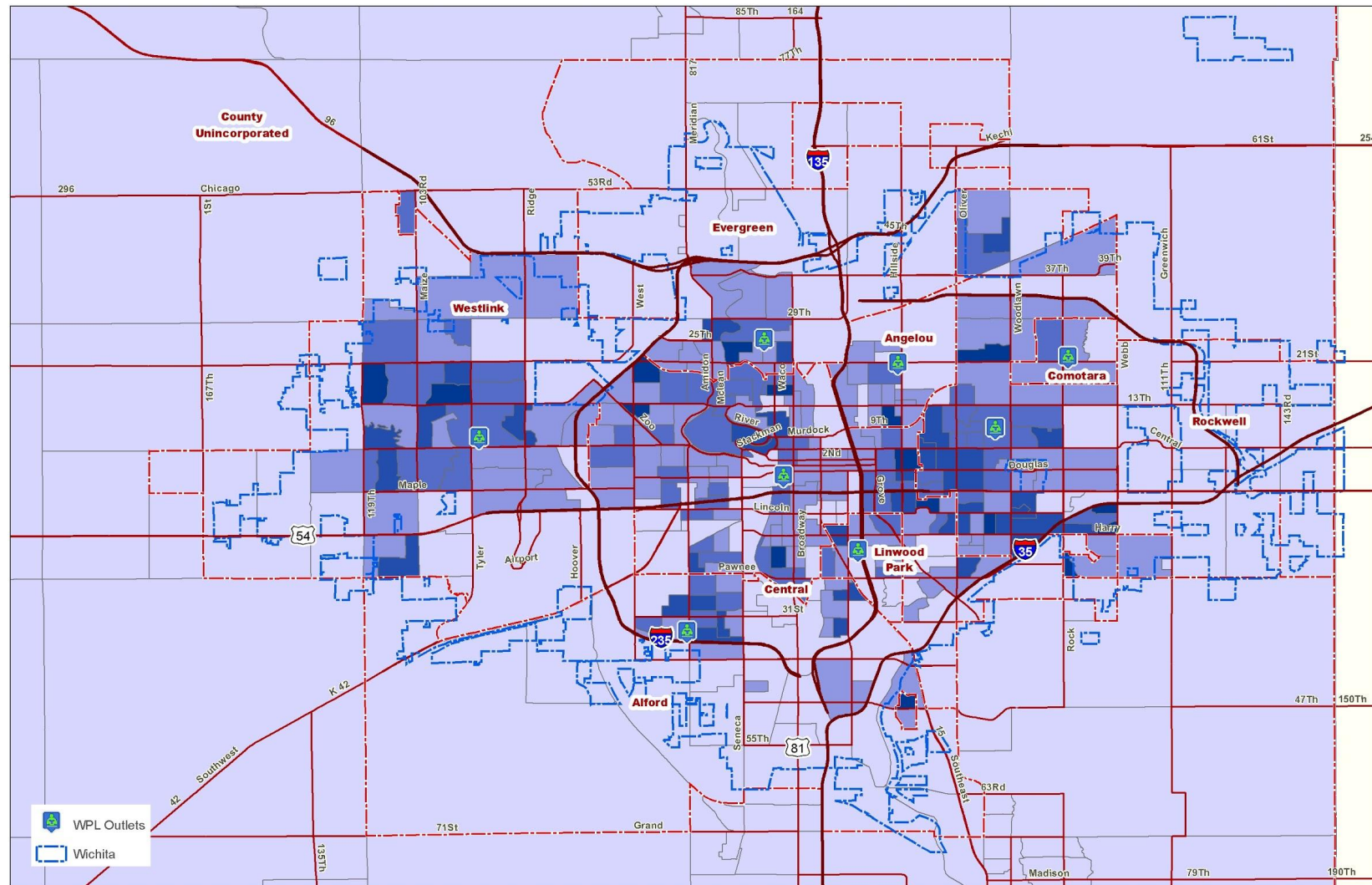
Library Service Areas

Wichita Public Library

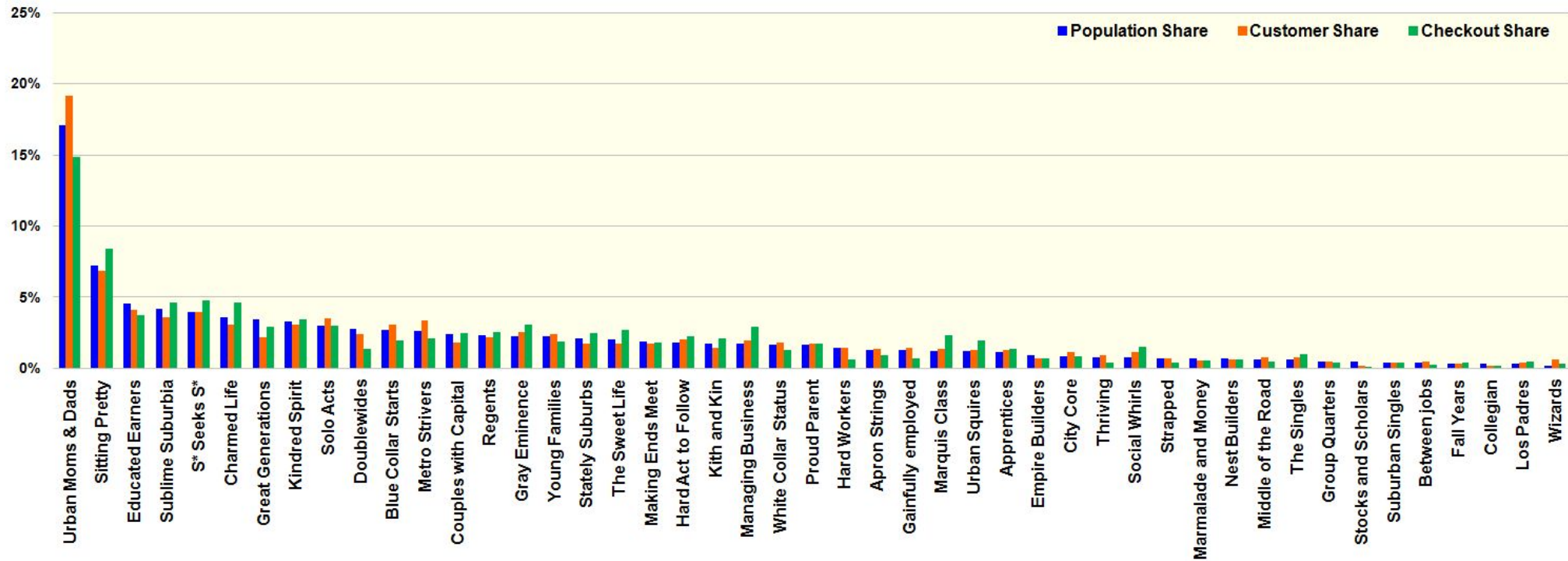
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Map of Checkout Density



Population, Customer, and Checkout Share



Market Share/Market Potential Summary

Market Share/Market Potential

Average:		30% / 70%
Largest Share:	Wizards	95.5% / 4.5%
Largest Potential:	Stocks and Scholars	14.4% / 85.6%

Distribution of *market potential*:

3	segments between	80% and 100%
6	segments between	75% and 80%
13	segments between	70% and 75%
16	segment between	65% and 70%
9	segments between	0% and 65%

Definition

Market share:
customers as a percent
of the population.

Market potential: non
customers as a percent
of the population.

Market share and
market potential add to
the total population.

Market Share and Market Potential by Segment

No.	Segment	Market Share	Market Potential	Market Performance (see note)
1	Urban Moms & Dads	33.6%	66.4%	High market performance
2	Sitting Pretty	28.5%	71.5%	Low market performance
3	Educated Earners	26.8%	73.2%	Low market performance
4	Sublime Suburbia	25.7%	74.3%	Low market performance
5	S* Seeks S*	29.6%	70.4%	Low market performance
6	Charmed Life	25.6%	74.4%	Low market performance
7	Great Generations	18.8%	81.2%	Low market performance
8	Kindred Spirit	27.9%	72.1%	Low market performance
9	Solo Acts	34.9%	65.1%	High market performance
10	Doublewides	25.8%	74.2%	Low market performance
11	Blue Collar Starts	33.6%	66.4%	High market performance
12	Metro Strivers	38.6%	61.4%	High market performance
13	Couples with Capital	22.2%	77.8%	Low market performance
14	Regents	27.4%	72.6%	Low market performance
15	Gray Eminence	33.9%	66.1%	High market performance
16	Young Families	31.4%	68.6%	High market performance
17	Stately Suburbs	24.5%	75.5%	Low market performance
18	The Sweet Life	25.0%	75.0%	Low market performance
19	Making Ends Meet	28.1%	71.9%	Low market performance
20	Hard Act to Follow	32.7%	67.3%	High market performance
21	Kith and Kin	24.5%	75.5%	Low market performance
22	Managing Business	33.4%	66.6%	High market performance
23	White Collar Status	33.0%	67.0%	High market performance
24	Proud Parent	31.1%	68.9%	High market performance
25	Hard Workers	29.8%	70.2%	Low market performance
26	Apron Strings	31.3%	68.7%	High market performance
27	Gainfully employed	34.0%	66.0%	High market performance
28	Marquis Class	32.1%	67.9%	High market performance
29	Urban Squires	31.9%	68.1%	High market performance
30	Apprentices	33.4%	66.6%	High market performance
31	Empire Builders	21.6%	78.4%	Low market performance
32	City Core	37.5%	62.5%	High market performance
33	Thriving	36.1%	63.9%	High market performance
34	Social Whirls	43.7%	56.3%	High market performance
35	Strapped	28.6%	71.4%	Low market performance
36	Marmalade and Money	24.0%	76.0%	Low market performance
37	Nest Builders	25.8%	74.2%	Low market performance
38	Middle of the Road	35.9%	64.1%	High market performance
39	The Singles	40.2%	59.8%	High market performance
40	Group Quarters	32.4%	67.6%	High market performance
41	Stocks and Scholars	14.4%	85.6%	Low market performance
42	Suburban Singles	30.2%	69.8%	High market performance
43	Between jobs	36.9%	63.1%	High market performance
44	Fall Years	29.0%	71.0%	Low market performance
45	Collegian	17.3%	82.7%	Low market performance
46	Los Padres	38.3%	61.7%	High market performance
47	Wizards	95.5%	4.5%	High market performance
Average		30.0%	70.0%	

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

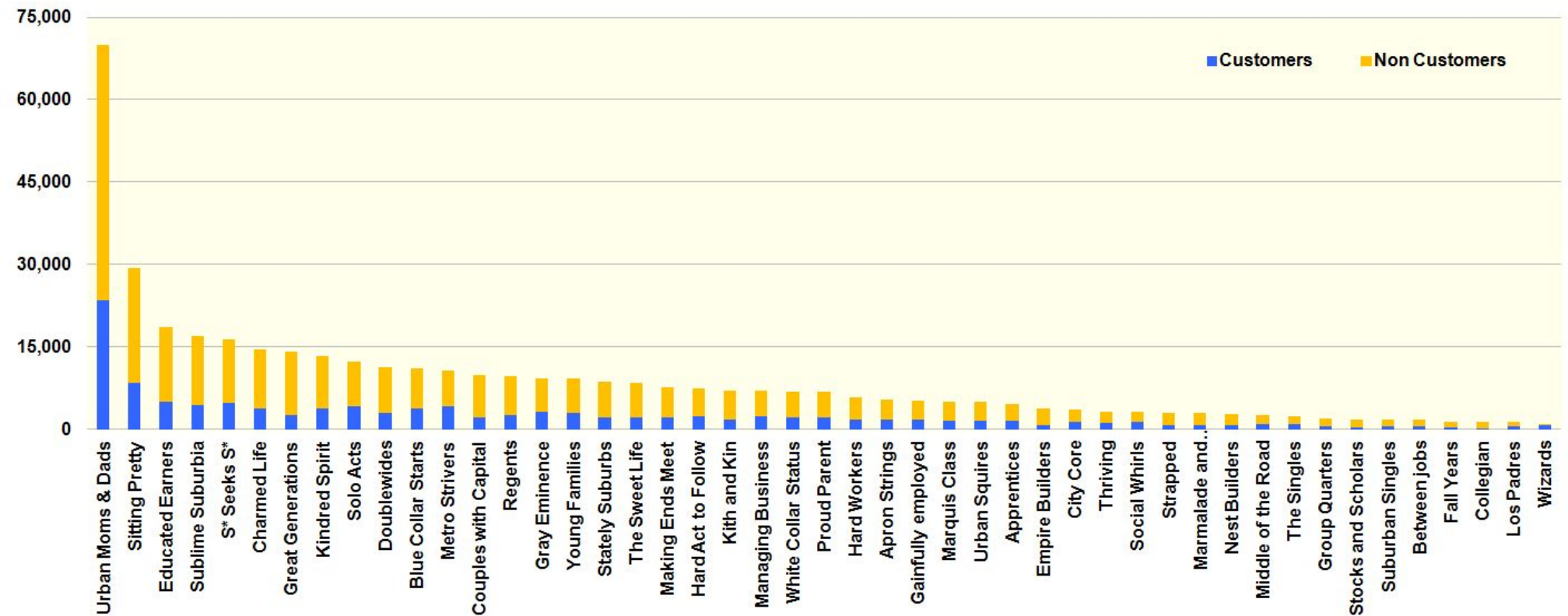
Definition

Market share:
customers as a percent
of the population.

Market potential: non
customers as a percent
of the population.

Market share and
market potential add to
the total population.

Market Share and Market Potential



Customer Growth Potential Summary

Customer Growth Potential

	Index
Median:	11.2
Highest: Urban Moms & Dads	113.6
Followed by:	
Sitting Pretty	51.6
Educated Earners	33.5
Sublime Suburbia	31.0
Great Generations	28.2
S* Seeks S*	28.1

Definition

Customer Growth Potential is an index that describes the opportunity for customer growth by comparing one segment to another segment

The higher the index number the higher the growth potential

The bigger the gap between numbers, the bigger the opportunity to grow the segment with the higher index number

Customer Growth Potential by Segment

No.	Segment	Customer Potential Index	Customer Potential Performance	Customer Potential Rank
1	Urban Moms & Dads	113.6	High customer potential	1
2	Sitting Pretty	51.6	High customer potential	2
3	Educated Earners	33.5	High customer potential	3
4	Sublime Suburbia	31.0	High customer potential	4
5	S* Seeks S*	28.1	High customer potential	6
6	Charmed Life	26.7	High customer potential	7
7	Great Generations	28.2	High customer potential	5
8	Kindred Spirit	23.7	High customer potential	8
9	Solo Acts	19.7	High customer potential	10
10	Doublewides	20.7	High customer potential	9
11	Blue Collar Starts	18.1	High customer potential	12
12	Metro Strivers	16.2	High customer potential	14
13	Couples with Capital	18.7	High customer potential	11
14	Regents	17.1	High customer potential	13
15	Gray Eminence	15.2	High customer potential	18
16	Young Families	15.5	High customer potential	17
17	Stately Suburbs	15.9	High customer potential	15
18	The Sweet Life	15.5	High customer potential	16
19	Making Ends Meet	13.4	High customer potential	19
20	Hard Act to Follow	12.4	High customer potential	21
21	Kith and Kin	13.2	High customer potential	20
22	Managing Business	11.5	High customer potential	22
23	White Collar Status	11.2	Low customer potential	24
24	Proud Parent	11.5	High customer potential	23
25	Hard Workers	10.1	Low customer potential	25
26	Apron Strings	9.0	Low customer potential	26
27	Gainfully employed	8.4	Low customer potential	28
28	Marquis Class	8.5	Low customer potential	27
29	Urban Squires	8.3	Low customer potential	29
30	Apprentices	7.6	Low customer potential	30
31	Empire Builders	7.3	Low customer potential	31
32	City Core	5.5	Low customer potential	33
33	Thriving	5.1	Low customer potential	36
34	Social Whirls	4.4	Low customer potential	37
35	Strapped	5.2	Low customer potential	35
36	Marmalade and Money	5.6	Low customer potential	32
37	Nest Builders	5.2	Low customer potential	34
38	Middle of the Road	4.2	Low customer potential	38
39	The Singles	3.6	Low customer potential	40
40	Group Quarters	3.2	Low customer potential	41
41	Stocks and Scholars	3.8	Low customer potential	39
42	Suburban Singles	2.9	Low customer potential	42
43	Between jobs	2.6	Low customer potential	44
44	Fall Years	2.5	Low customer potential	45
45	Collegian	2.8	Low customer potential	43
46	Los Padres	2.0	Low customer potential	46
47	Wizards	0.1	Low customer potential	47
		11.2	Median	

Note: "low" customer potential is when the segment's customer potential is below the Library's median customer potential.

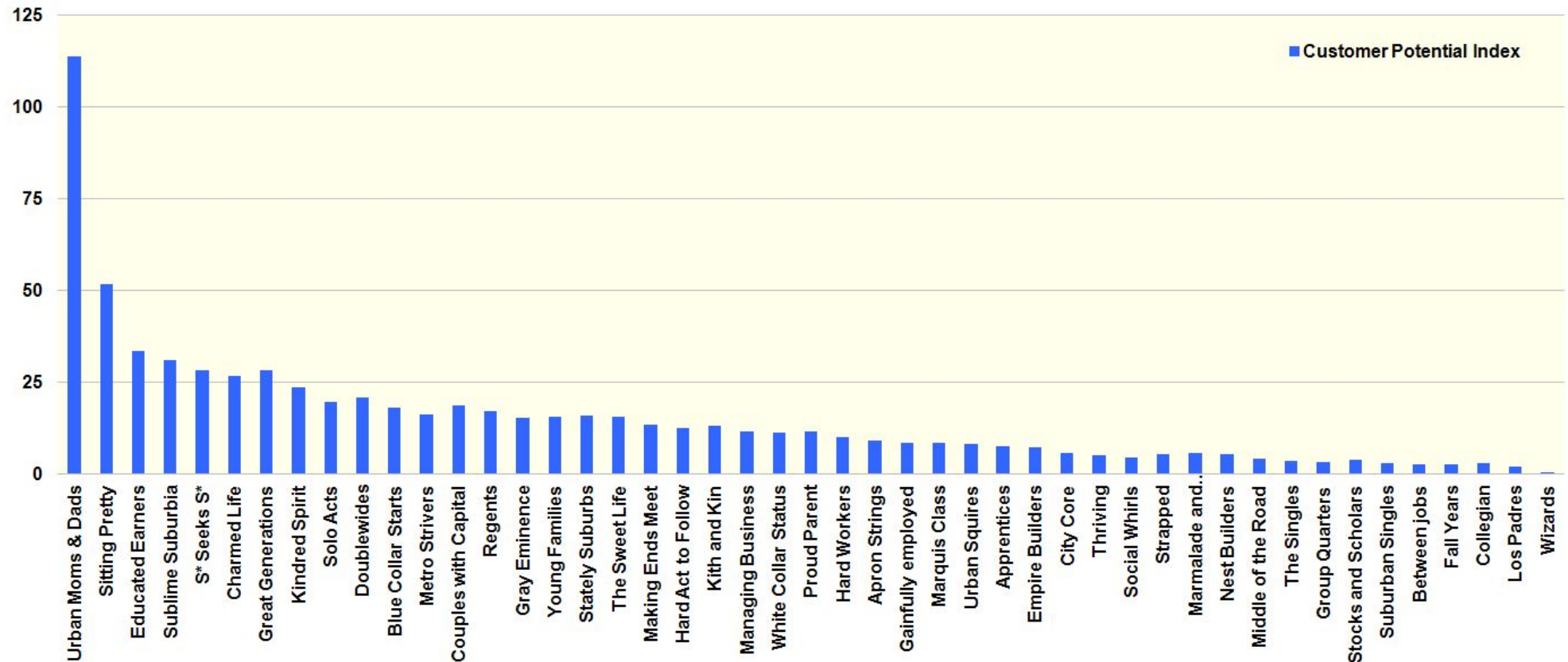
Definition

Customer Growth Potential is an index that describes the opportunity for customer growth by comparing one segment to another segment

The higher the index number the higher the growth potential

The bigger the gap between numbers, the bigger the opportunity between segments

Customer Growth Potential by Segment



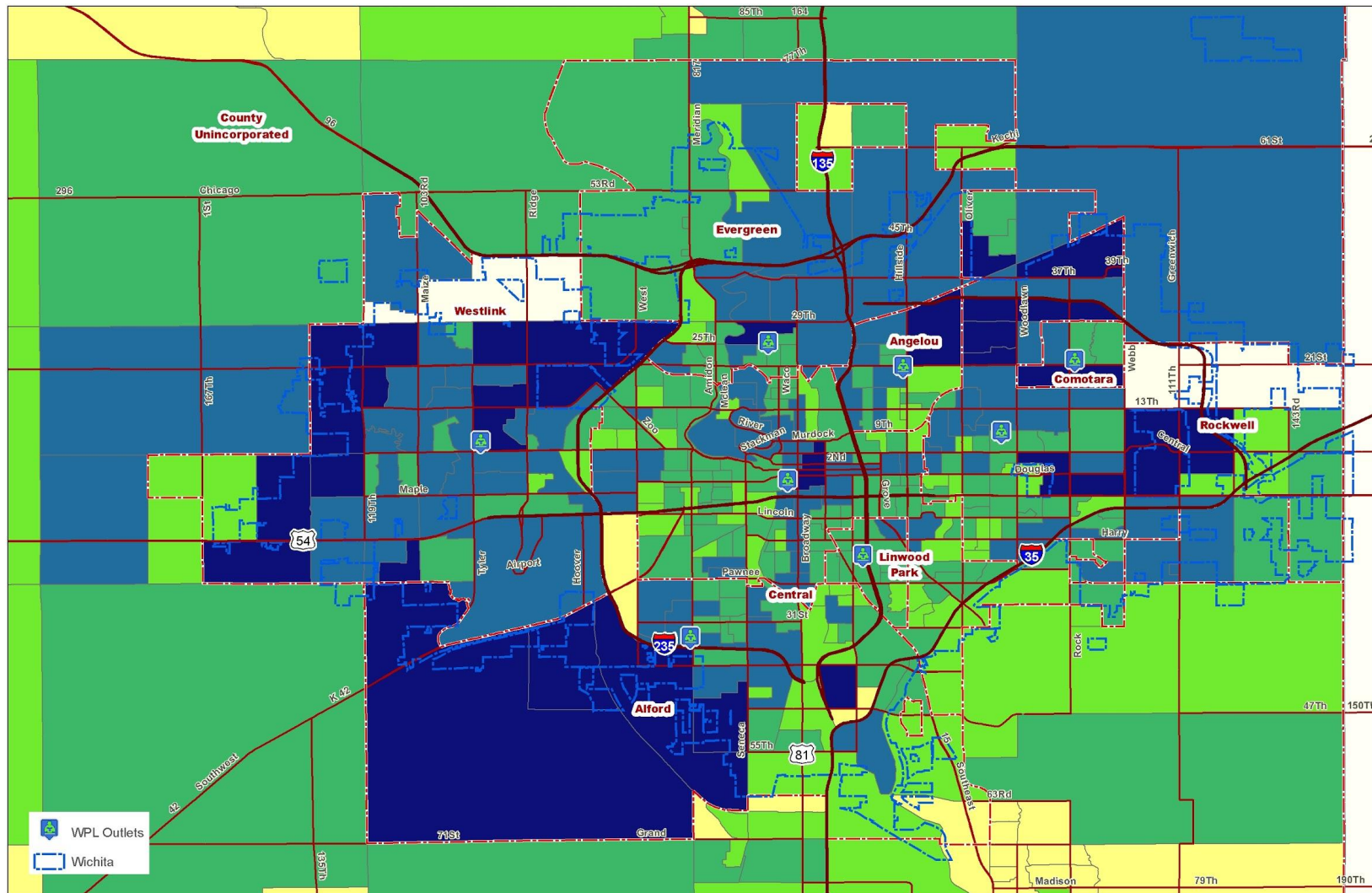
Definition

Customer Growth Potential is an index that describes the opportunity for customer growth by comparing one segment to another segment

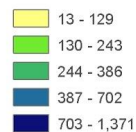
The higher the index number the higher the growth potential

The bigger the gap between numbers, the bigger the opportunity between segments

Map of Customer Growth Potential



Growth Potential



Library Service Areas

Wichita Public Library

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Definition

Customer Growth Potential is an index that describes the opportunity for customer growth by comparing one segment to another segment

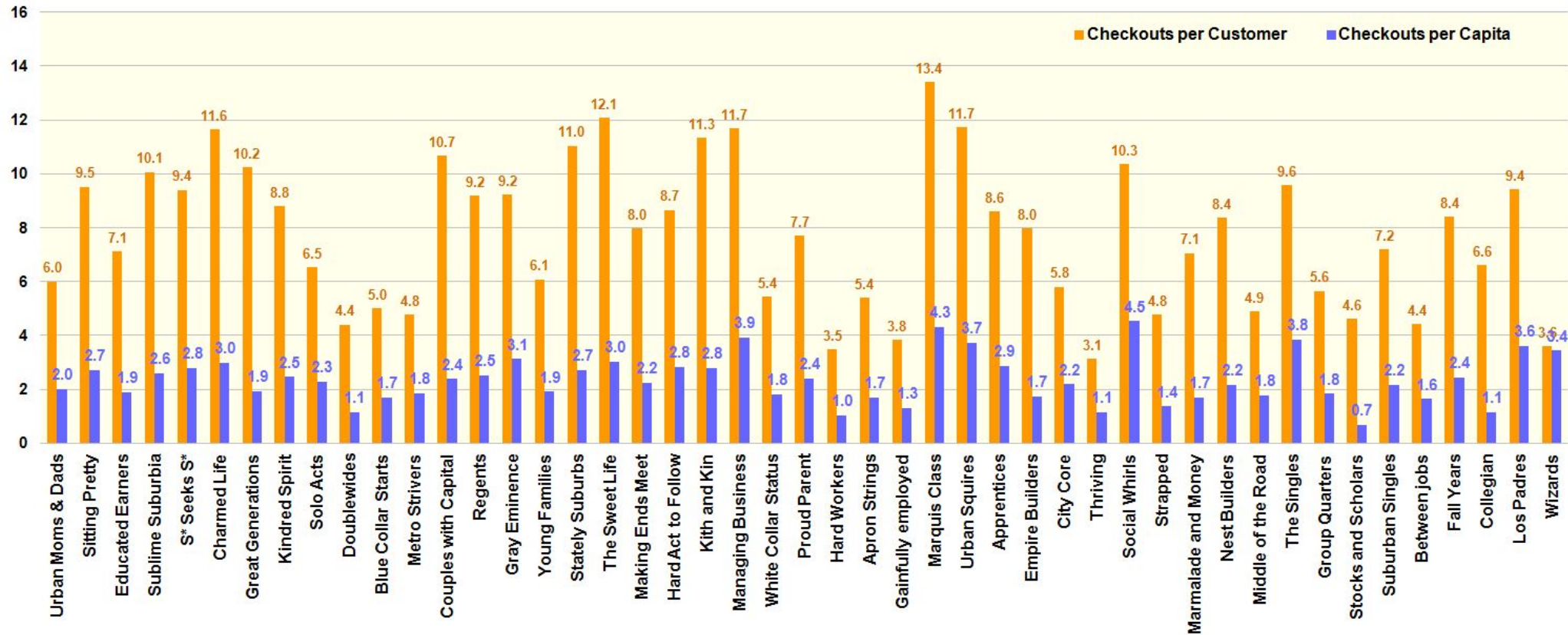
The higher the index number the higher the growth potential

The bigger the gap between numbers, the bigger the opportunity between segments

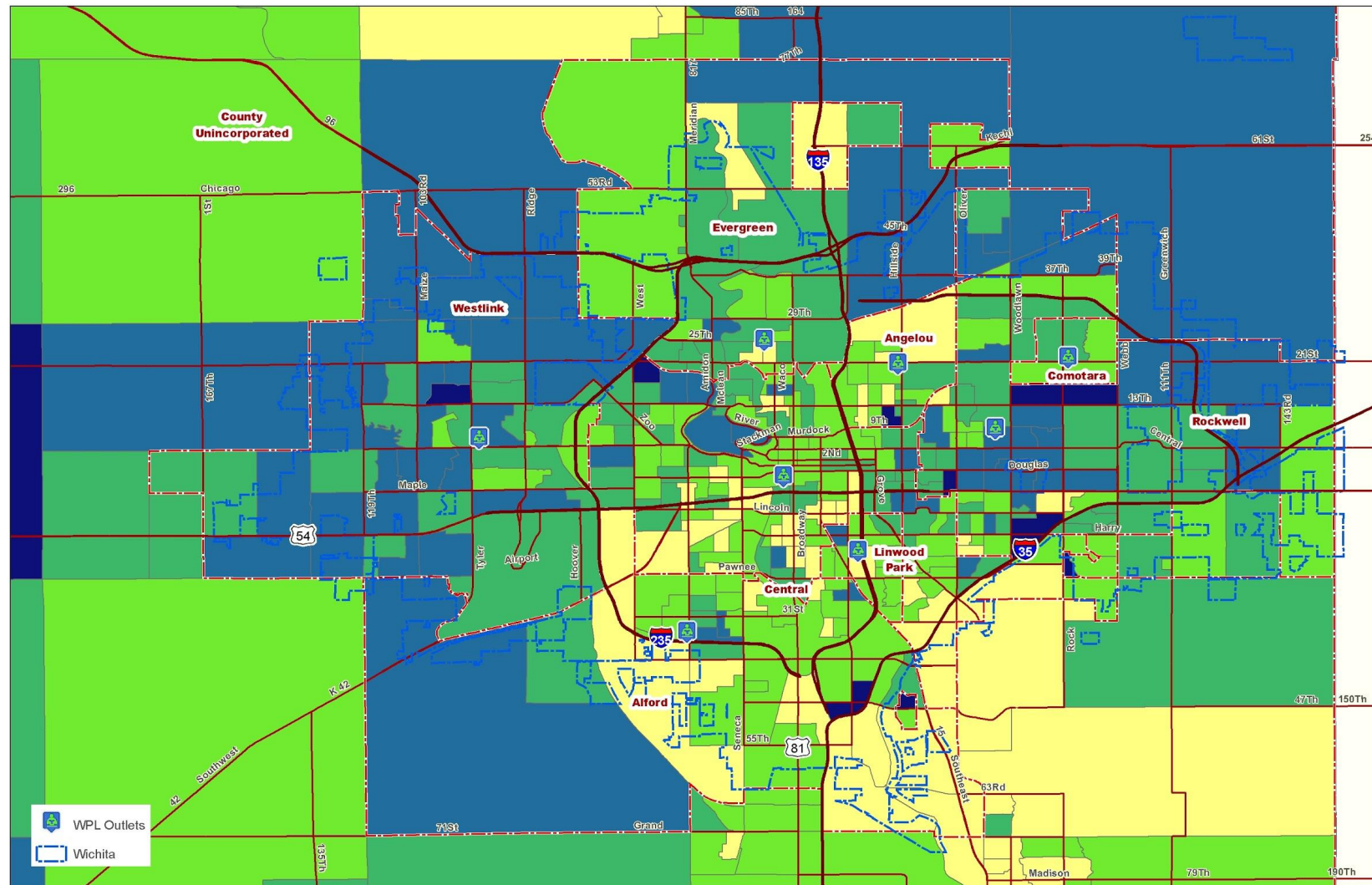
Checkouts per Customer and per Capita

No.	Segment	Checkouts per Customer	Checkouts per Capita
1	Urban Moms & Dads	6.0	2.0
2	Sitting Pretty	9.5	2.7
3	Educated Earners	7.1	1.9
4	Sublime Suburbia	10.1	2.6
5	S* Seeks S*	9.4	2.8
6	Charmed Life	11.6	3.0
7	Great Generations	10.2	1.9
8	Kindred Spirit	8.8	2.5
9	Solo Acts	6.5	2.3
10	Doublewides	4.4	1.1
11	Blue Collar Starts	5.0	1.7
12	Metro Strivers	4.8	1.8
13	Couples with Capital	10.7	2.4
14	Regents	9.2	2.5
15	Gray Eminence	9.2	3.1
16	Young Families	6.1	1.9
17	Stately Suburbs	11.0	2.7
18	The Sweet Life	12.1	3.0
19	Making Ends Meet	8.0	2.2
20	Hard Act to Follow	8.7	2.8
21	Kith and Kin	11.3	2.8
22	Managing Business	11.7	3.9
23	White Collar Status	5.4	1.8
24	Proud Parent	7.7	2.4
25	Hard Workers	3.5	1.0
26	Apron Strings	5.4	1.7
27	Gainfully employed	3.8	1.3
28	Marquis Class	13.4	4.3
29	Urban Squires	11.7	3.7
30	Apprentices	8.6	2.9
31	Empire Builders	8.0	1.7
32	City Core	5.8	2.2
33	Thriving	3.1	1.1
34	Social Whirls	10.3	4.5
35	Strapped	4.8	1.4
36	Marmalade and Money	7.1	1.7
37	Nest Builders	8.4	2.2
38	Middle of the Road	4.9	1.8
39	The Singles	9.6	3.8
40	Group Quarters	5.6	1.8
41	Stocks and Scholars	4.6	0.7
42	Suburban Singles	7.2	2.2
43	Between jobs	4.4	1.6
44	Fall Years	8.4	2.4
45	Collegian	6.6	1.1
46	Los Padres	9.4	3.6
47	Wizards	3.6	3.4
	Average	7.7	2.3

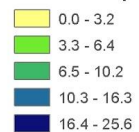
Checkouts per Customer and per Capita



Map of Checkouts per Customer



Checkouts per Customer



Library Service Areas

Wichita Public Library

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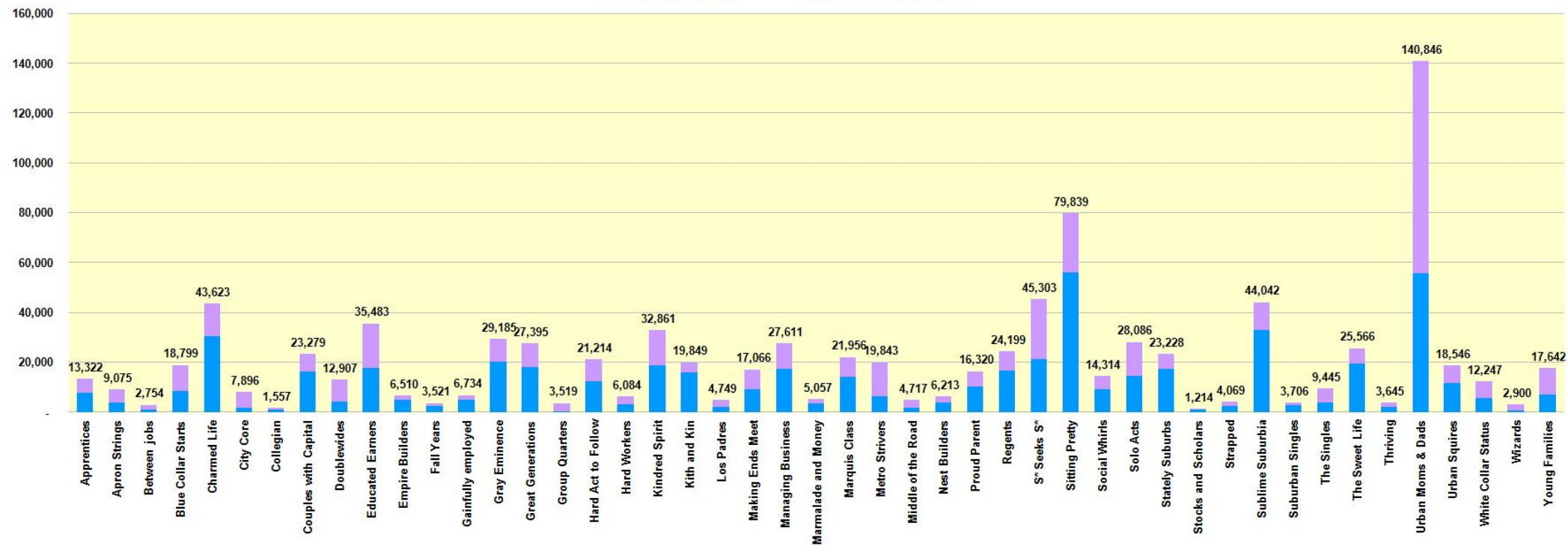
Checkouts: Print and Nonprint

No.	Segment	Total Checkouts	Print Checkouts	NonPrint Checkouts	Print Checkout Share	NonPrint Checkout Share
1	Apprentices	13,322	7,678	5,644	57.6%	42.4%
2	Apron Strings	9,075	3,701	5,374	40.8%	59.2%
3	Between jobs	2,754	733	2,021	26.6%	73.4%
4	Blue Collar Starts	18,799	8,330	10,469	44.3%	55.7%
5	Charmed Life	43,623	30,265	13,358	69.4%	30.6%
6	City Core	7,896	1,737	6,159	22.0%	78.0%
7	Collegian	1,557	887	670	57.0%	43.0%
8	Couples with Capital	23,279	16,082	7,197	69.1%	30.9%
9	Doublewides	12,907	4,005	8,902	31.0%	69.0%
10	Educated Earners	35,483	17,746	17,737	50.0%	50.0%
11	Empire Builders	6,510	4,739	1,771	72.8%	27.2%
12	Fall Years	3,521	2,435	1,086	69.2%	30.8%
13	Gainfully employed	6,734	4,652	2,082	69.1%	30.9%
14	Gray Eminence	29,185	20,213	8,972	69.3%	30.7%
15	Great Generations	27,395	17,932	9,463	65.5%	34.5%
16	Group Quarters	3,519	35	3,484	1.0%	99.0%
17	Hard Act to Follow	21,214	12,220	8,994	57.6%	42.4%
18	Hard Workers	6,084	3,099	2,985	50.9%	49.1%
19	Kindred Spirit	32,861	18,677	14,184	56.8%	43.2%
20	Kith and Kin	19,849	15,758	4,091	79.4%	20.6%
21	Los Padres	4,749	2,105	2,644	44.3%	55.7%
22	Making Ends Meet	17,066	9,085	7,981	53.2%	46.8%
23	Managing Business	27,611	17,237	10,374	62.4%	37.6%
24	Marmalade and Money	5,057	3,448	1,609	68.2%	31.8%
25	Marquis Class	21,956	14,029	7,927	63.9%	36.1%
26	Metro Strivers	19,843	6,398	13,445	32.2%	67.8%
27	Middle of the Road	4,717	1,519	3,198	32.2%	67.8%
28	Nest Builders	6,213	3,809	2,404	61.3%	38.7%
29	Proud Parent	16,320	10,200	6,120	62.5%	37.5%
30	Regents	24,199	16,558	7,641	68.4%	31.6%
31	S* Seeks S*	45,303	21,113	24,190	46.6%	53.4%
32	Sitting Pretty	79,839	55,915	23,924	70.0%	30.0%
33	Social Whirls	14,314	9,220	5,094	64.4%	35.6%
34	Solo Acts	28,086	14,308	13,778	50.9%	49.1%
35	Stately Suburbs	23,228	17,218	6,010	74.1%	25.9%
36	Stocks and Scholars	1,214	826	388	68.0%	32.0%
37	Strapped	4,069	2,247	1,822	55.2%	44.8%
38	Sublime Suburbia	44,042	32,734	11,308	74.3%	25.7%
39	Suburban Singles	3,706	2,555	1,151	68.9%	31.1%
40	The Singles	9,445	3,602	5,843	38.1%	61.9%
41	The Sweet Life	25,566	19,347	6,219	75.7%	24.3%
42	Thriving	3,645	1,846	1,799	50.6%	49.4%
43	Urban Moms & Dads	140,846	55,546	85,300	39.4%	60.6%
44	Urban Squires	18,546	11,457	7,089	61.8%	38.2%
45	White Collar Status	12,247	5,616	6,631	45.9%	54.1%
46	Wizards	2,900	595	2,305	20.5%	79.5%
47	Young Families	17,642	7,122	10,520	40.4%	59.6%
Grand Total		947,936	536,579	411,357	56.6%	43.4%

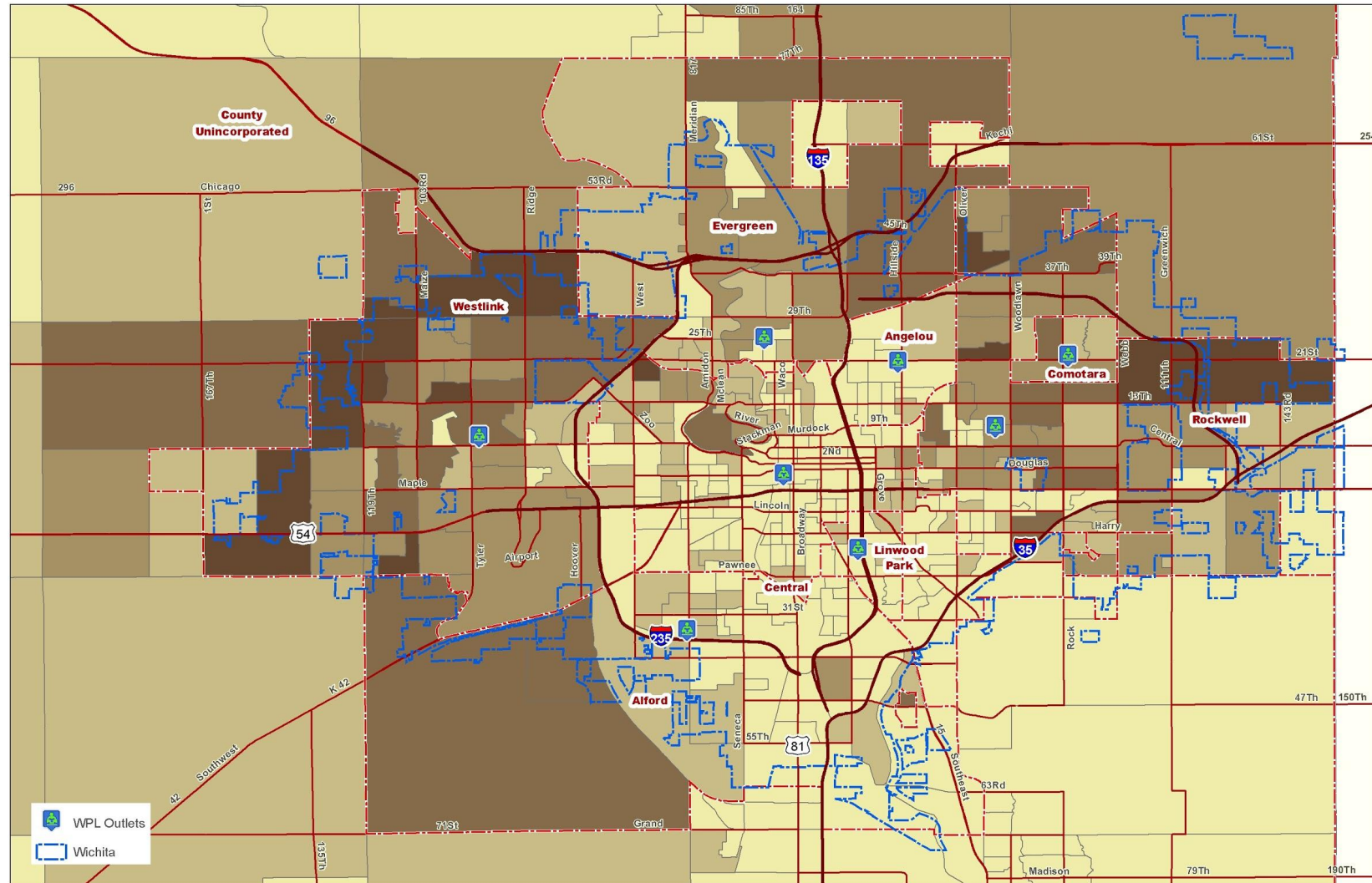
Checkouts: Print and Nonprint

Print / NonPrint Checkouts (number of checkouts by segment)

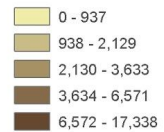
■ Print Checkouts ■ NonPrint Checkouts



Map of Checkouts: Print



Print Checkouts



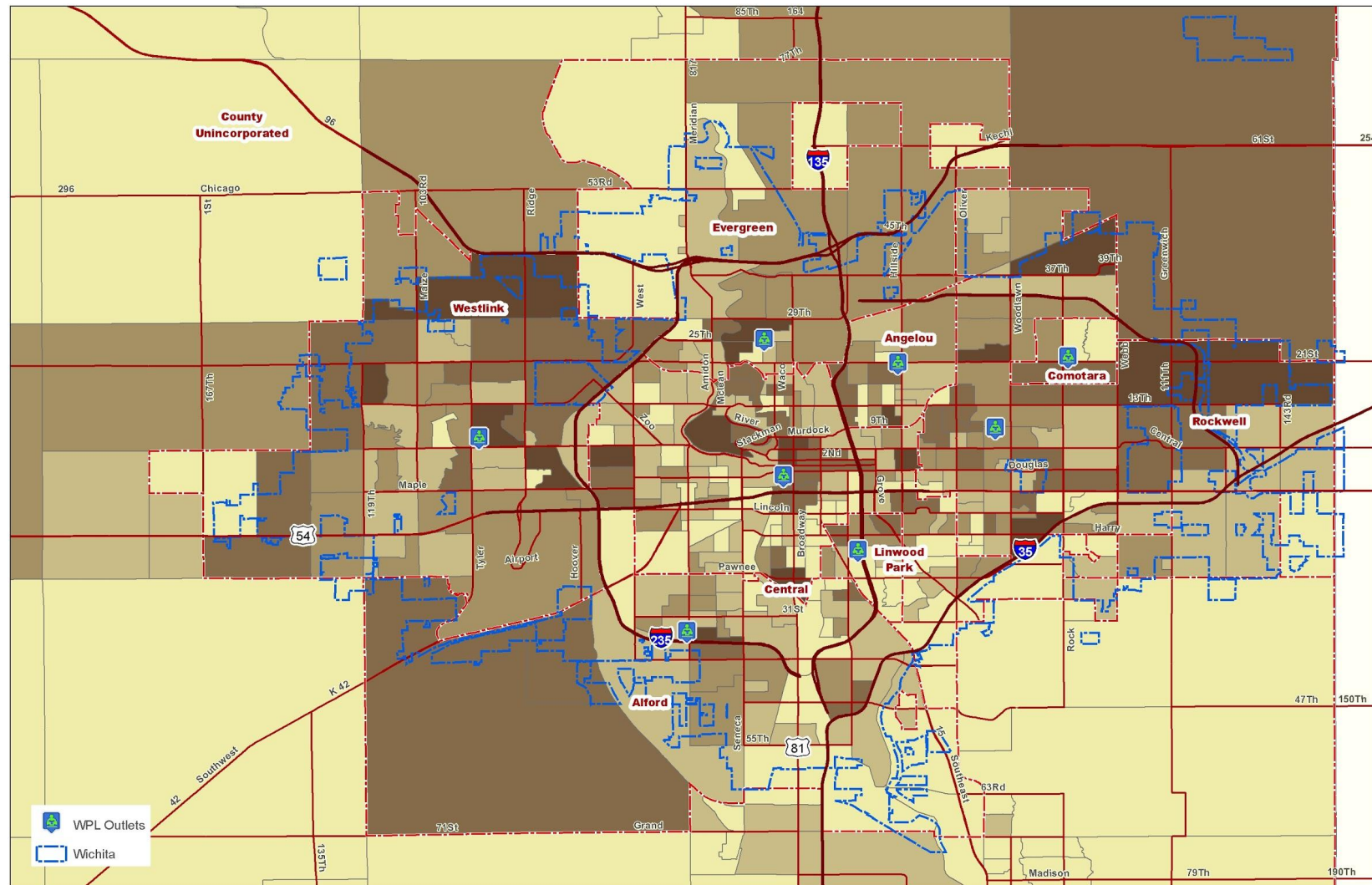
Library Service Areas

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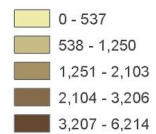
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Map of Checkouts: Nonprint



NonPrint Checkouts



Library Service Areas

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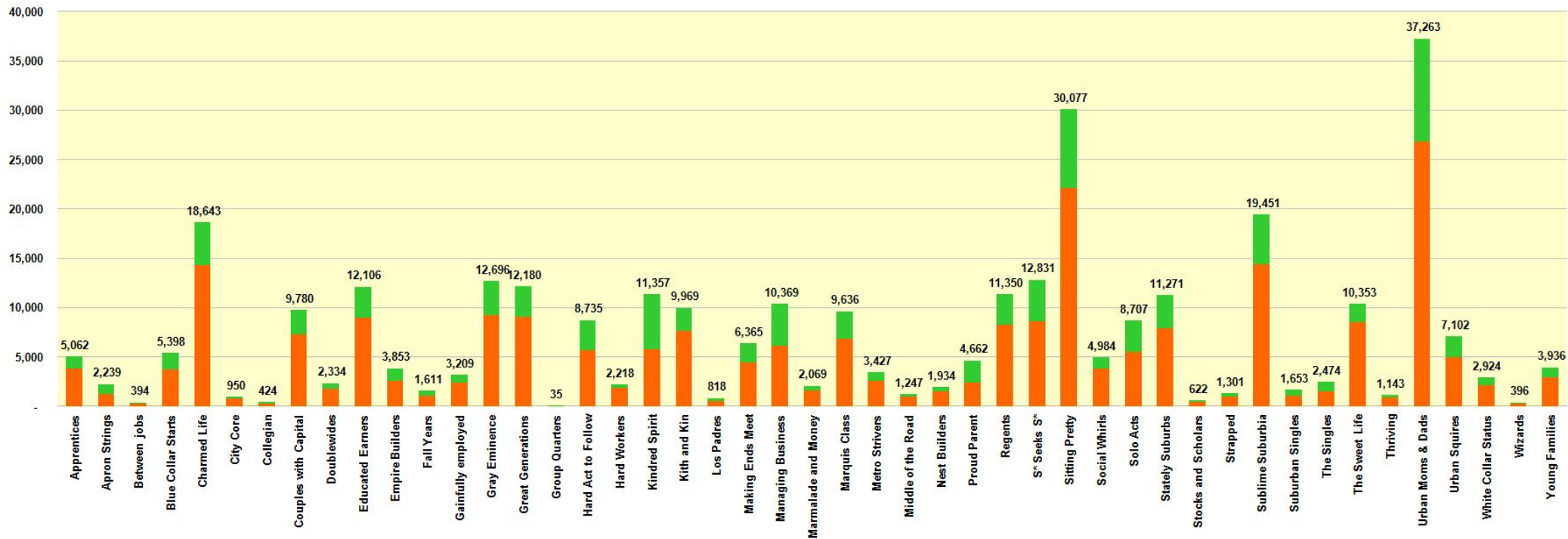
Checkouts: Fiction and Nonfiction

No.	Segment	Total Checkouts	Fiction Checkouts	NonFiction Checkouts	Fiction Checkout Share	Nonfiction Checkout Share
1	Apprentices	5,062	3,824	1,238	75.5%	24.5%
2	Apron Strings	2,239	1,266	973	56.5%	43.5%
3	Between jobs	394	227	167	57.6%	42.4%
4	Blue Collar Starts	5,398	3,690	1,708	68.4%	31.6%
5	Charmed Life	18,643	14,305	4,338	76.7%	23.3%
6	City Core	950	799	151	84.1%	15.9%
7	Collegian	424	241	183	56.8%	43.2%
8	Couples with Capital	9,780	7,241	2,539	74.0%	26.0%
9	Doublewides	2,334	1,753	581	75.1%	24.9%
10	Educated Earners	12,106	9,008	3,098	74.4%	25.6%
11	Empire Builders	3,853	2,605	1,248	67.6%	32.4%
12	Fall Years	1,611	1,090	521	67.7%	32.3%
13	Gainfully employed	3,209	2,385	824	74.3%	25.7%
14	Gray Eminence	12,696	9,224	3,472	72.7%	27.3%
15	Great Generations	12,180	9,049	3,131	74.3%	25.7%
16	Group Quarters	35	12	23	34.3%	65.7%
17	Hard Act to Follow	8,735	5,730	3,005	65.6%	34.4%
18	Hard Workers	2,218	1,900	318	85.7%	14.3%
19	Kindred Spirit	11,357	5,772	5,585	50.8%	49.2%
20	Kith and Kin	9,969	7,680	2,289	77.0%	23.0%
21	Los Padres	818	493	325	60.3%	39.7%
22	Making Ends Meet	6,365	4,429	1,936	69.6%	30.4%
23	Managing Business	10,369	6,158	4,211	59.4%	40.6%
24	Marmalade and Money	2,069	1,640	429	79.3%	20.7%
25	Marquis Class	9,636	6,853	2,783	71.1%	28.9%
26	Metro Strivers	3,427	2,563	864	74.8%	25.2%
27	Middle of the Road	1,247	999	248	80.1%	19.9%
28	Nest Builders	1,934	1,468	466	75.9%	24.1%
29	Proud Parent	4,662	2,409	2,253	51.7%	48.3%
30	Regents	11,350	8,255	3,095	72.7%	27.3%
31	S* Seeks S*	12,831	8,590	4,241	66.9%	33.1%
32	Sitting Pretty	30,077	22,154	7,923	73.7%	26.3%
33	Social Whirls	4,984	3,791	1,193	76.1%	23.9%
34	Solo Acts	8,707	5,537	3,170	63.6%	36.4%
35	Stately Suburbs	11,271	7,878	3,393	69.9%	30.1%
36	Stocks and Scholars	622	422	200	67.8%	32.2%
37	Strapped	1,301	1,018	283	78.2%	21.8%
38	Sublime Suburbia	19,451	14,366	5,085	73.9%	26.1%
39	Suburban Singles	1,653	1,052	601	63.6%	36.4%
40	The Singles	2,474	1,490	984	60.2%	39.8%
41	The Sweet Life	10,353	8,542	1,811	82.5%	17.5%
42	Thriving	1,143	867	276	75.9%	24.1%
43	Urban Moms & Dads	37,263	26,864	10,399	72.1%	27.9%
44	Urban Squires	7,102	4,966	2,136	69.9%	30.1%
45	White Collar Status	2,924	2,128	796	72.8%	27.2%
46	Wizards	396	245	151	61.9%	38.1%
47	Young Families	3,936	2,971	965	75.5%	24.5%
Grand Total		331,558	235,949	95,609	71.2%	28.8%

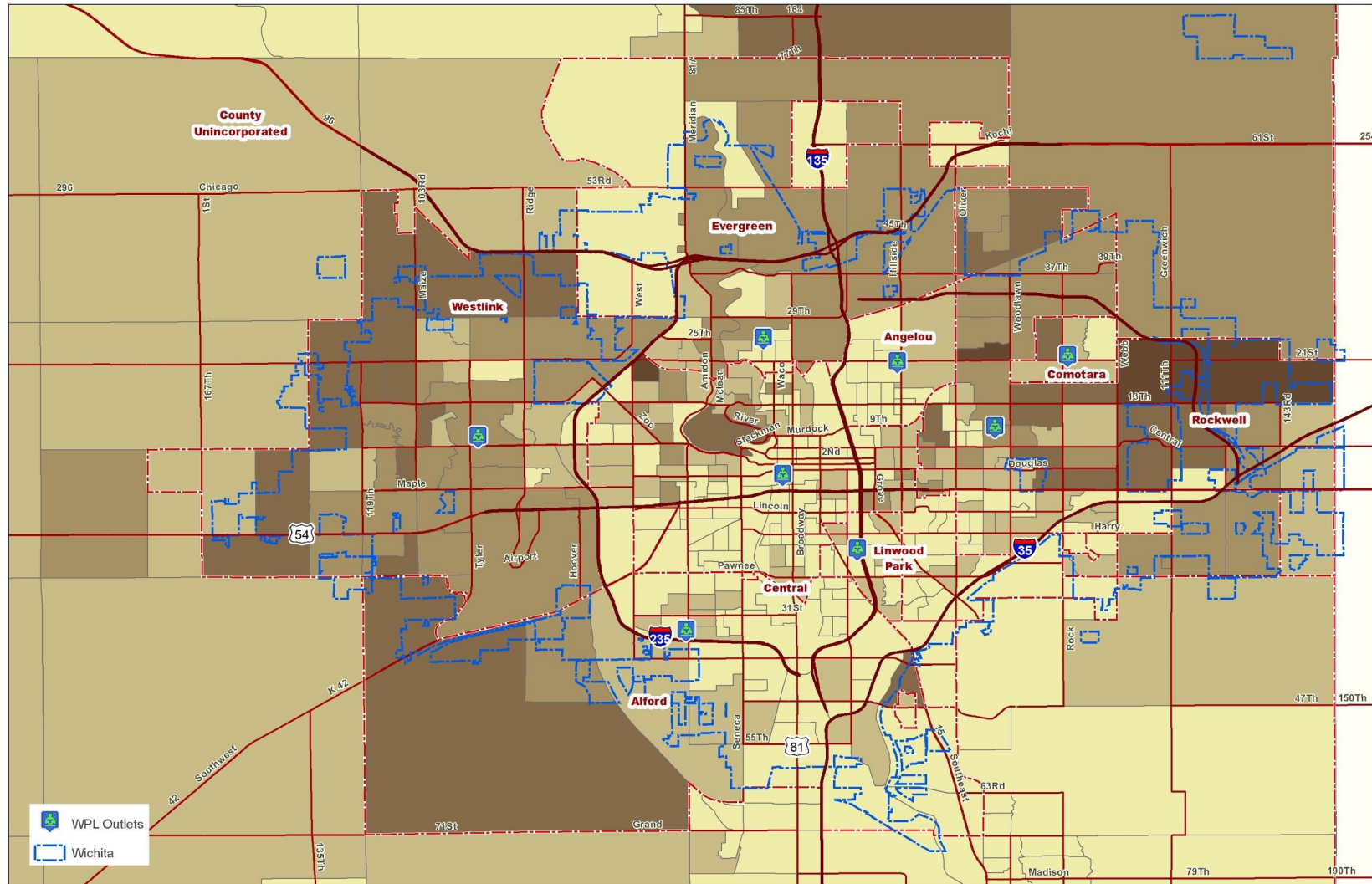
Checkouts: Fiction and Nonfiction

Fiction / Nonfiction (number of checkouts by segment)

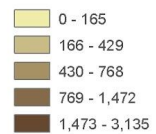
■ Fiction Checkouts ■ NonFiction Checkouts



Map of Checkouts: Nonfiction



Nonfiction Checkouts



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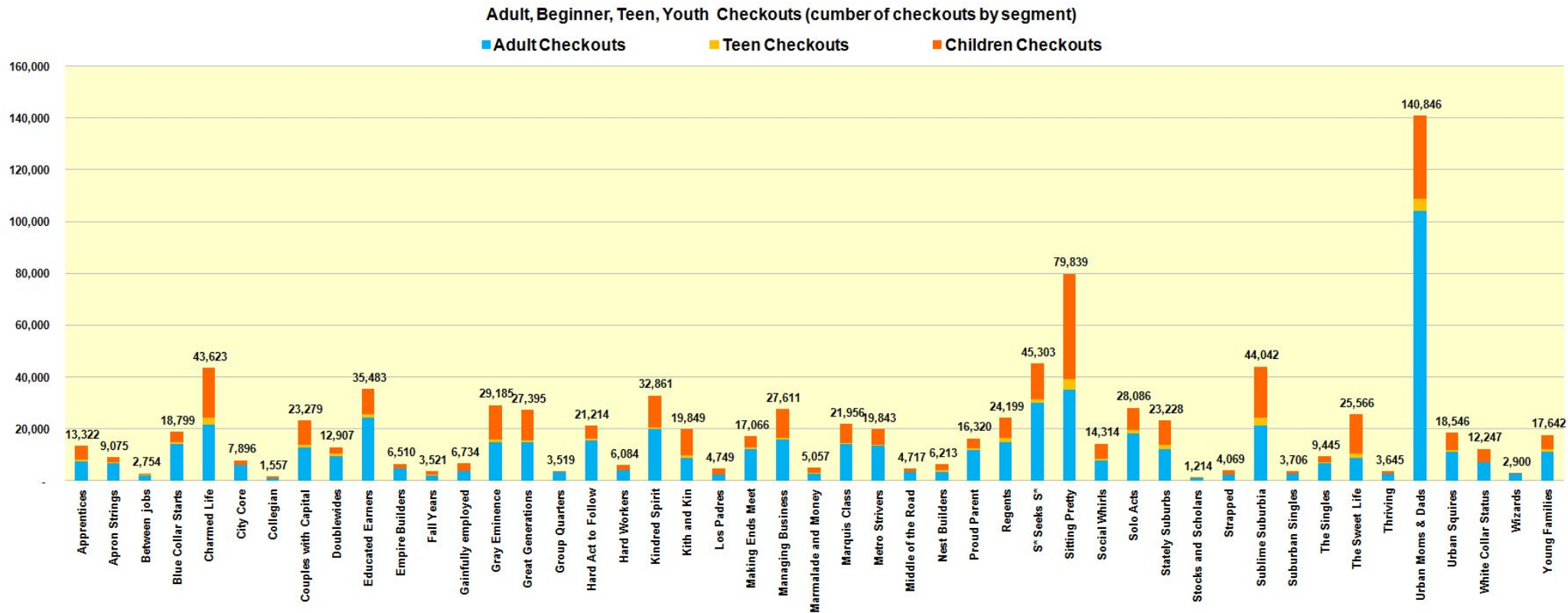
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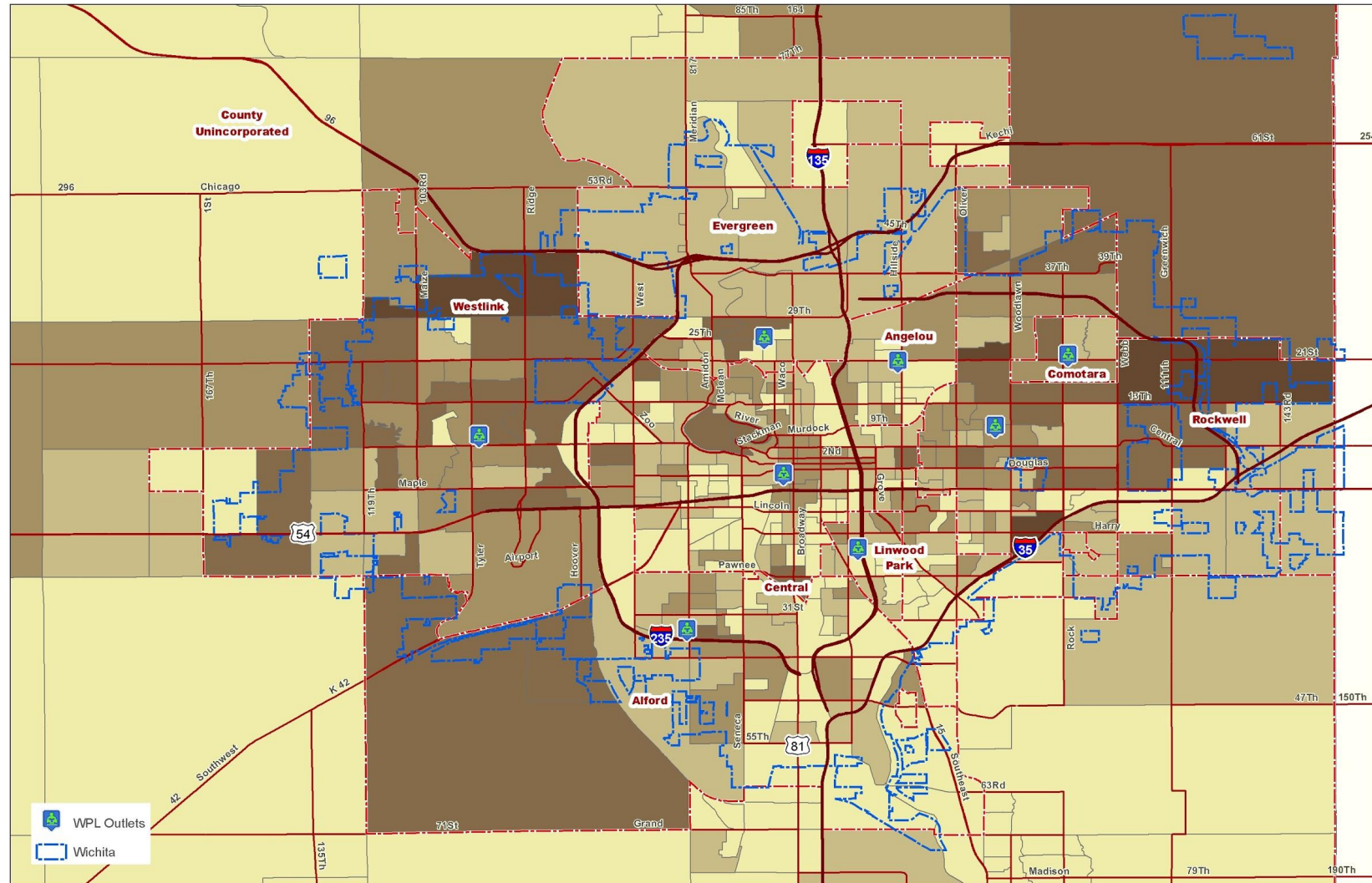
Checkouts: Audience by Segment

No.	Segment	Total Checkouts	Adult Checkouts	Teen Checkouts	Children Checkouts	Adult Checkout Share	Teen Checkout Share	Children Checkout Share
1	Apprentices	13,322	7,561	388	5,373	56.8%	2.9%	40.3%
2	Apron Strings	9,075	6,588	305	2,182	72.6%	3.4%	24.0%
3	Between jobs	2,754	2,059	136	559	74.8%	4.9%	20.3%
4	Blue Collar Starts	18,799	14,163	673	3,963	75.3%	3.6%	21.1%
5	Charmed Life	43,623	21,703	2,473	19,447	49.8%	5.7%	44.6%
6	City Core	7,896	6,055	111	1,730	76.7%	1.4%	21.9%
7	Collegian	1,557	907	12	638	58.3%	0.8%	41.0%
8	Couples with Capital	23,279	12,723	1,110	9,446	54.7%	4.8%	40.6%
9	Doublewides	12,907	9,374	905	2,628	72.6%	7.0%	20.4%
10	Educated Earners	35,483	24,427	1,165	9,891	68.8%	3.3%	27.9%
11	Empire Builders	6,510	4,589	119	1,802	70.5%	1.8%	27.7%
12	Fall Years	3,521	2,124	269	1,128	60.3%	7.6%	32.0%
13	Gainfully employed	6,734	3,526	191	3,017	52.4%	2.8%	44.8%
14	Gray Eminence	29,185	14,842	1,043	13,300	50.9%	3.6%	45.6%
15	Great Generations	27,395	14,748	885	11,762	53.8%	3.2%	42.9%
16	Group Quarters	3,519	3,300	-	219	93.8%	0.0%	6.2%
17	Hard Act to Follow	21,214	15,485	575	5,154	73.0%	2.7%	24.3%
18	Hard Workers	6,084	3,914	104	2,066	64.3%	1.7%	34.0%
19	Kindred Spirit	32,861	19,825	836	12,200	60.3%	2.5%	37.1%
20	Kith and Kin	19,849	8,779	1,139	9,931	44.2%	5.7%	50.0%
21	Los Padres	4,749	2,255	70	2,424	47.5%	1.5%	51.0%
22	Making Ends Meet	17,066	12,247	475	4,344	71.8%	2.8%	25.5%
23	Managing Business	27,611	15,731	896	10,984	57.0%	3.2%	39.8%
24	Marmalade and Money	5,057	2,774	217	2,066	54.9%	4.3%	40.9%
25	Marquis Class	21,956	14,139	438	7,379	64.4%	2.0%	33.6%
26	Metro Strivers	19,843	13,521	264	6,058	68.1%	1.3%	30.5%
27	Middle of the Road	4,717	3,319	47	1,351	70.4%	1.0%	28.6%
28	Nest Builders	6,213	3,364	594	2,255	54.1%	9.6%	36.3%
29	Proud Parent	16,320	11,810	695	3,815	72.4%	4.3%	23.4%
30	Regents	24,199	14,691	1,957	7,551	60.7%	8.1%	31.2%
31	S* Seeks S*	45,303	30,109	1,282	13,912	66.5%	2.8%	30.7%
32	Sitting Pretty	79,839	35,183	3,911	40,745	44.1%	4.9%	51.0%
33	Social Whirls	14,314	7,717	781	5,816	53.9%	5.5%	40.6%
34	Solo Acts	28,086	18,299	1,344	8,443	65.2%	4.8%	30.1%
35	Stately Suburbs	23,228	12,214	1,652	9,362	52.6%	7.1%	40.3%
36	Stocks and Scholars	1,214	950	64	200	78.3%	5.3%	16.5%
37	Strapped	4,069	2,334	147	1,588	57.4%	3.6%	39.0%
38	Sublime Suburbia	44,042	21,276	3,009	19,757	48.3%	6.8%	44.9%
39	Suburban Singles	3,706	2,520	7	1,179	68.0%	0.2%	31.8%
40	The Singles	9,445	6,791	345	2,309	71.9%	3.7%	24.4%
41	The Sweet Life	25,566	8,602	1,680	15,284	33.6%	6.6%	59.8%
42	Thriving	3,645	2,556	164	925	70.1%	4.5%	25.4%
43	Urban Moms & Dads	140,846	104,194	4,572	32,080	74.0%	3.2%	22.8%
44	Urban Squires	18,546	11,168	561	6,817	60.2%	3.0%	36.8%
45	White Collar Status	12,247	6,954	255	5,038	56.8%	2.1%	41.1%
46	Wizards	2,900	2,647	28	225	91.3%	1.0%	7.8%
47	Young Families	17,642	11,238	821	5,583	63.7%	4.7%	31.6%
	Grand Total	947,936	575,295	38,715	333,926	60.7%	4.1%	35.2%

Checkouts: Audience by Segment



Map of Checkouts: Adults



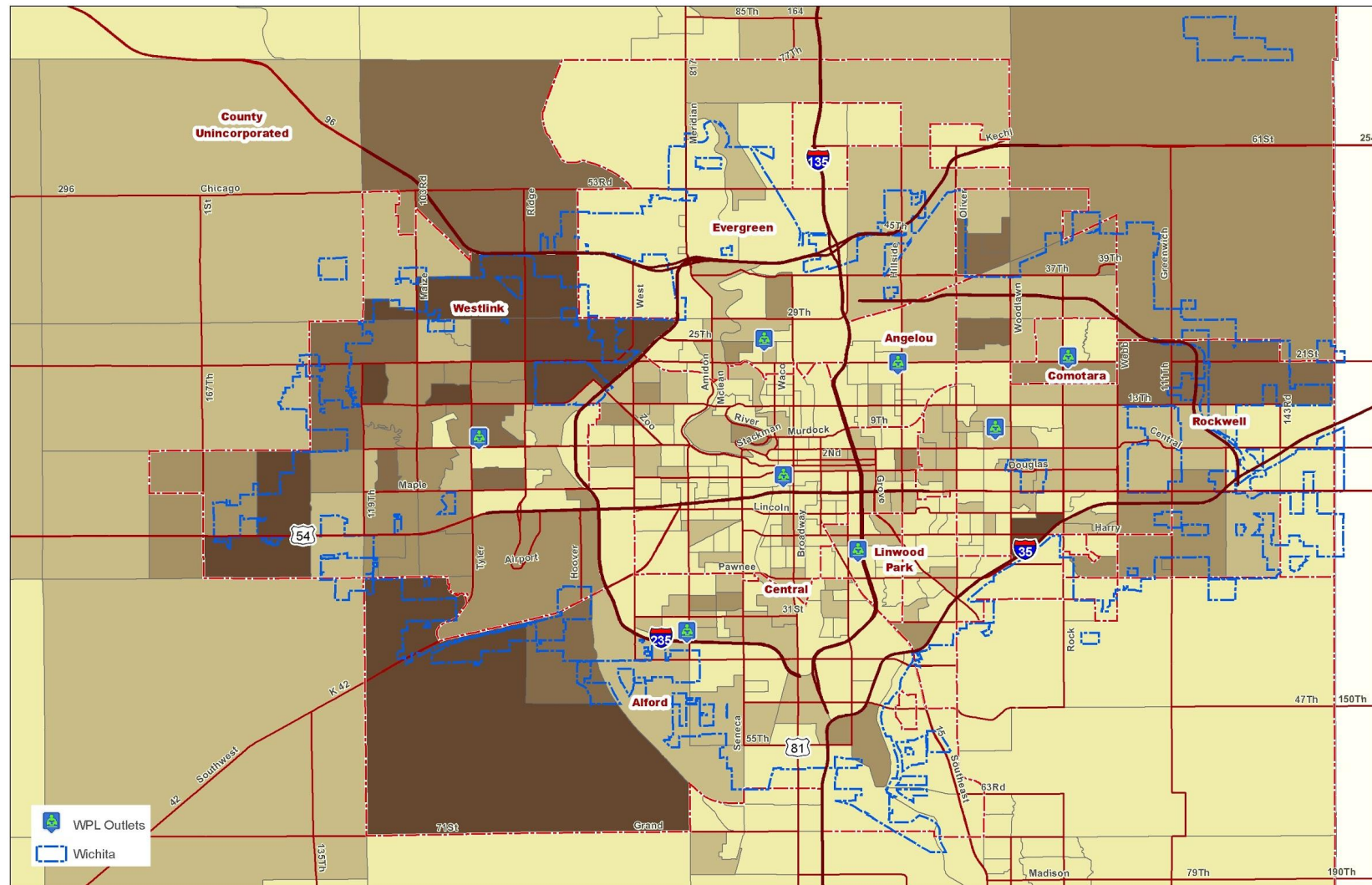
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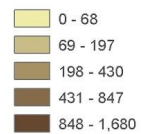
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Map of Checkouts: Juvenile



Juvenile Collection Checkouts



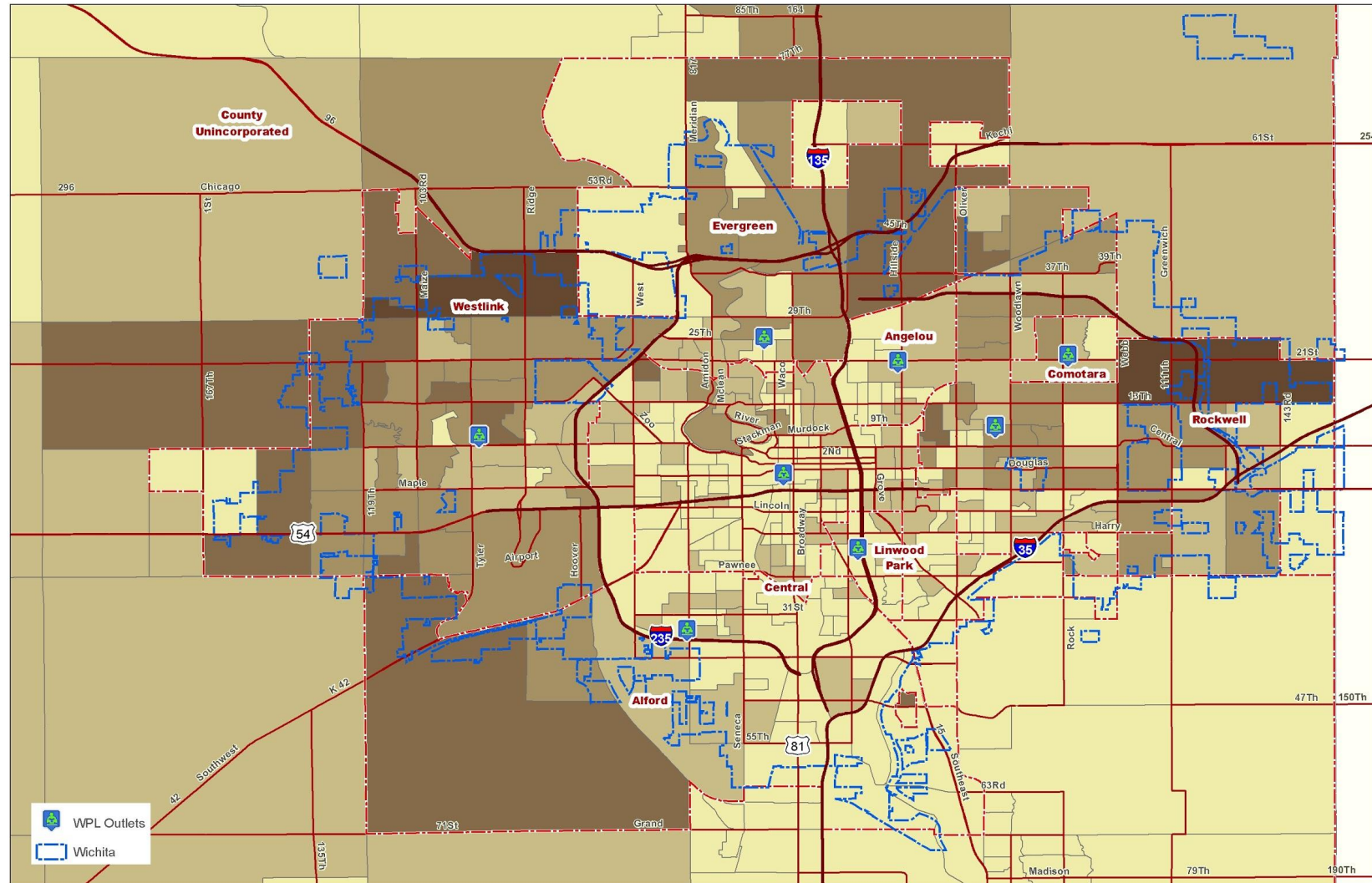
Library Service Areas

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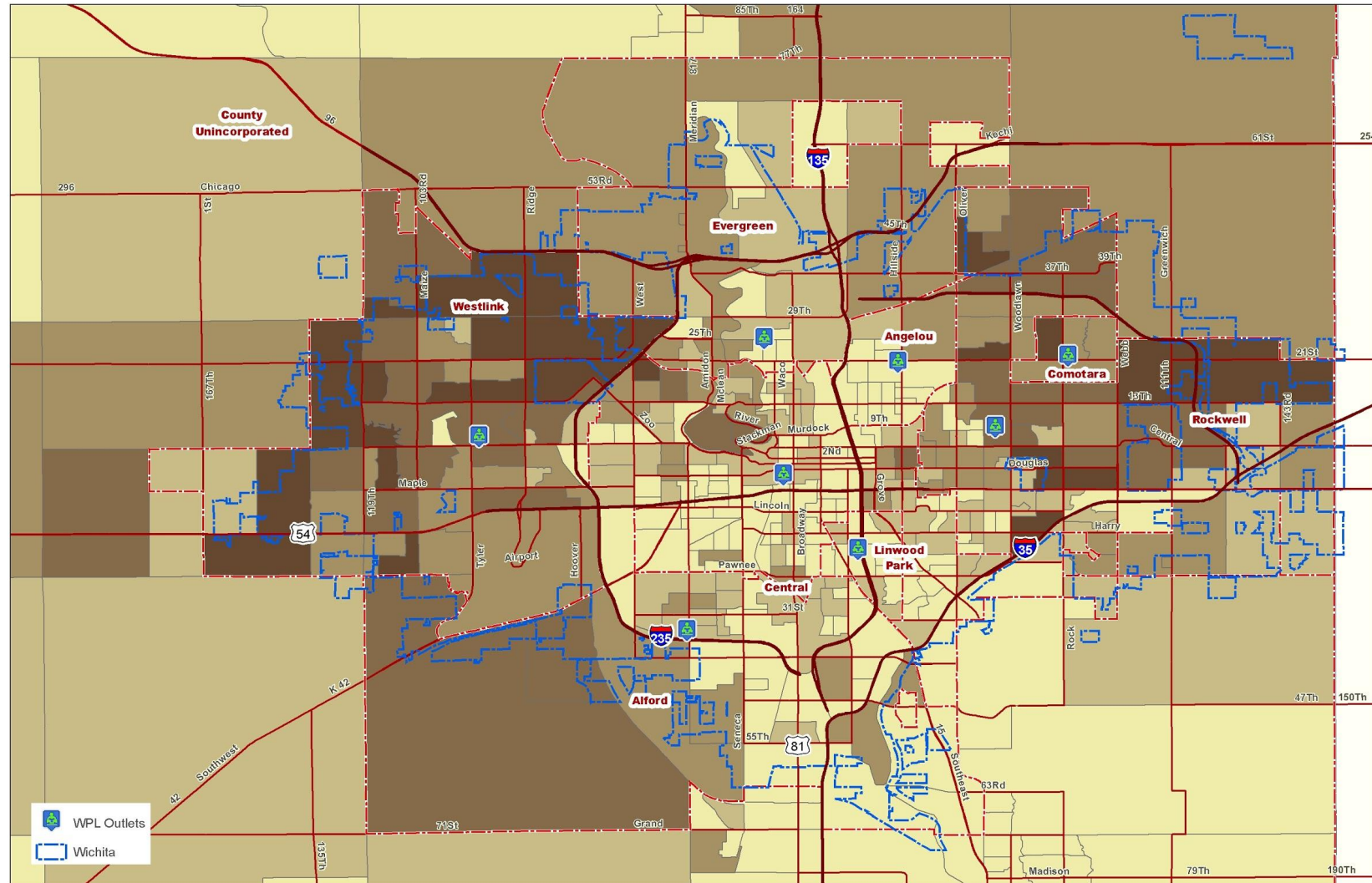
Map of Checkouts: Children



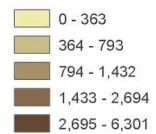
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Map of Checkouts: Adult Teen Print



Adult Teen Print Collection Checkouts



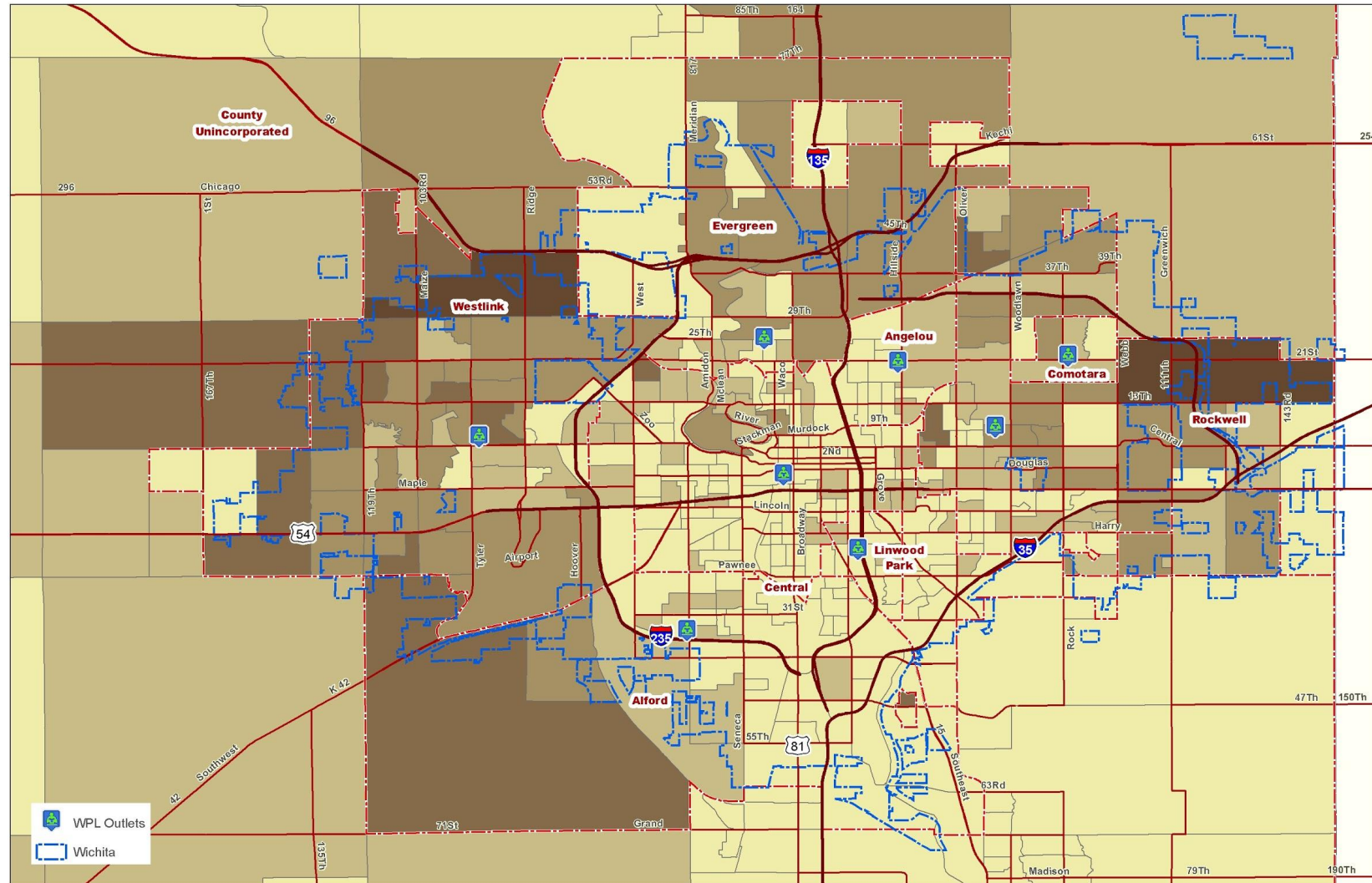
Library Service Areas

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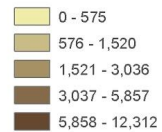
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Map of Checkouts: Juvenile Print



Juvenile Print Collection Checkouts



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Checkouts: Special Type

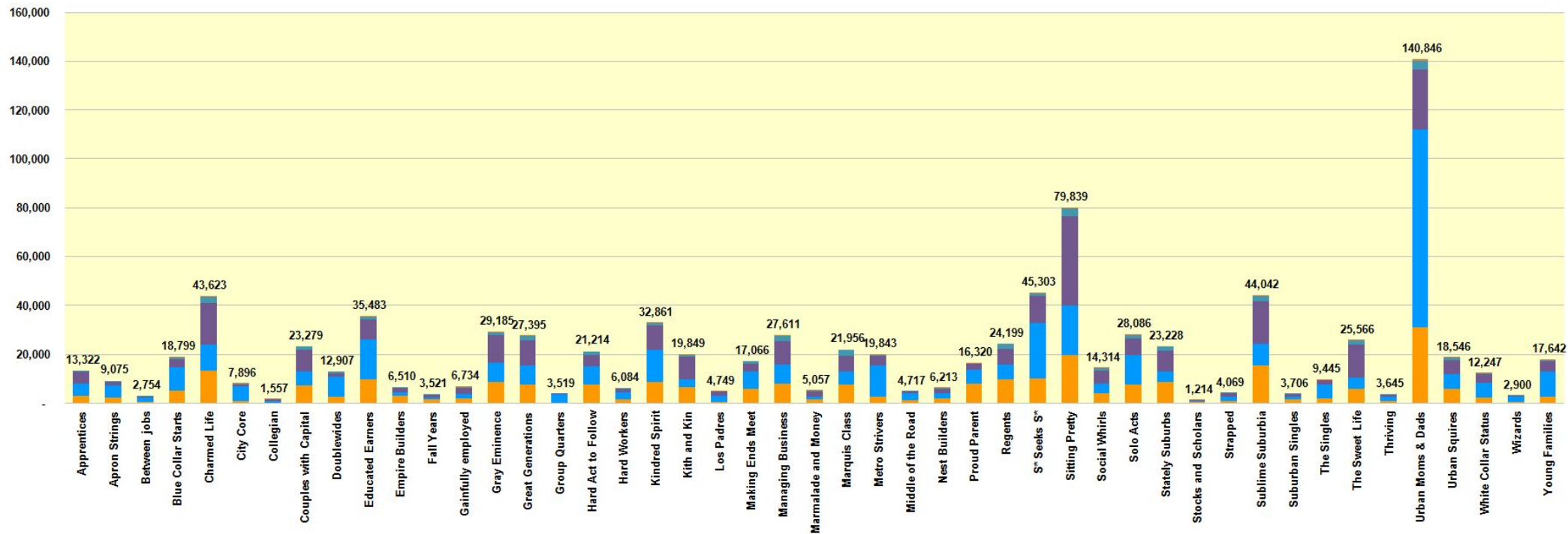
No.	Segment	Total Checkouts	Adult and Teen Print Checkouts	Music and Film Checkouts	Juvenile Print Checkouts	Spoken and Media Checkouts	Other Checkouts	Adult and Teen Print Checkout Share	Music and Film Checkout Share	Juvenile Print Checkout Share	Spoken and Media Checkout Share	Other Checkout Share
1	Apprentices	13,322	2,834	5,104	4,844	540	-	21.3%	38.3%	36.4%	4.1%	0.0%
2	Apron Strings	9,075	2,102	5,093	1,599	281	-	23.2%	56.1%	17.6%	3.1%	0.0%
3	Between jobs	2,754	319	1,997	414	24	-	11.6%	72.5%	15.0%	0.9%	0.0%
4	Blue Collar Starts	18,799	5,143	9,699	3,187	720	50	27.4%	51.6%	17.0%	3.8%	0.3%
5	Charmed Life	43,623	13,250	10,709	17,018	2,583	63	30.4%	24.5%	39.0%	5.9%	0.1%
6	City Core	7,896	999	5,932	738	183	44	12.7%	75.1%	9.3%	2.3%	0.6%
7	Collegian	1,557	249	640	638	-	30	16.0%	41.1%	41.0%	0.0%	1.9%
8	Couples with Capital	23,279	7,049	5,797	9,033	1,400	-	30.3%	24.9%	38.8%	6.0%	0.0%
9	Doublewides	12,907	2,461	8,337	1,544	565	-	19.1%	64.6%	12.0%	4.4%	0.0%
10	Educated Earners	35,483	9,747	16,445	7,995	1,257	39	27.5%	46.3%	22.5%	3.5%	0.1%
11	Empire Builders	6,510	3,032	1,346	1,707	425	-	46.6%	20.7%	26.2%	6.5%	0.0%
12	Fall Years	3,521	1,387	882	1,048	204	-	39.4%	25.0%	29.8%	5.8%	0.0%
13	Gainfully employed	6,734	1,883	1,635	2,760	387	69	28.0%	24.3%	41.0%	5.7%	1.0%
14	Gray Eminence	29,185	8,593	7,775	11,620	1,091	106	29.4%	26.6%	39.8%	3.7%	0.4%
15	Great Generations	27,395	7,718	7,685	10,214	1,700	78	28.2%	28.1%	37.3%	6.2%	0.3%
16	Group Quarters	3,519	32	3,484	3	-	-	0.9%	99.0%	0.1%	0.0%	0.0%
17	Hard Act to Follow	21,214	7,519	7,419	4,701	1,575	-	35.4%	35.0%	22.2%	7.4%	0.0%
18	Hard Workers	6,084	1,495	2,830	1,604	155	-	24.6%	46.5%	26.4%	2.5%	0.0%
19	Kindred Spirit	32,861	8,794	12,904	9,879	1,134	150	26.8%	39.3%	30.1%	3.5%	0.5%
20	Kith and Kin	19,849	6,352	3,259	9,406	791	41	32.0%	16.4%	47.4%	4.0%	0.2%
21	Los Padres	4,749	373	2,548	1,732	42	54	7.9%	53.7%	36.5%	0.9%	1.1%
22	Making Ends Meet	17,066	5,793	7,023	3,292	958	-	33.9%	41.2%	19.3%	5.6%	0.0%
23	Managing Business	27,611	7,831	8,003	9,406	2,296	75	28.4%	29.0%	34.1%	8.3%	0.3%
24	Marmalade and Money	5,057	1,536	1,176	1,912	309	124	30.4%	23.3%	37.8%	6.1%	2.5%
25	Marquis Class	21,956	7,649	5,401	6,380	2,526	-	34.8%	24.6%	29.1%	11.5%	0.0%
26	Metro Strivers	19,843	2,508	12,989	3,866	365	115	12.6%	65.5%	19.5%	1.8%	0.6%
27	Middle of the Road	4,717	1,028	3,157	491	41	-	21.8%	66.9%	10.4%	0.9%	0.0%
28	Nest Builders	6,213	1,896	2,032	1,913	328	44	30.5%	32.7%	30.8%	5.3%	0.7%
29	Proud Parent	16,320	7,921	5,777	2,349	85	188	48.5%	35.4%	14.4%	0.5%	1.2%
30	Regents	24,199	9,865	5,718	6,704	1,912	-	40.8%	23.6%	27.7%	7.9%	0.0%
31	S* Seeks S*	45,303	10,156	22,760	10,967	1,121	299	22.4%	50.2%	24.2%	2.5%	0.7%
32	Sitting Pretty	79,839	19,614	20,456	36,301	3,310	158	24.6%	25.6%	45.5%	4.1%	0.2%
33	Social Whirls	14,314	4,003	3,941	5,213	1,027	130	28.0%	27.5%	36.4%	7.2%	0.9%
34	Solo Acts	28,086	7,513	11,987	6,773	1,731	82	26.7%	42.7%	24.1%	6.2%	0.3%
35	Stately Suburbs	23,228	8,591	4,380	8,627	1,630	-	37.0%	18.9%	37.1%	7.0%	0.0%
36	Stocks and Scholars	1,214	621	356	200	32	5	51.2%	29.3%	16.5%	2.6%	0.4%
37	Strapped	4,069	964	1,754	1,283	68	-	23.7%	43.1%	31.5%	1.7%	0.0%
38	Sublime Suburbia	44,042	15,444	8,923	17,294	2,273	108	35.1%	20.3%	39.3%	5.2%	0.2%
39	Suburban Singles	3,706	1,560	1,021	995	130	-	42.1%	27.5%	26.8%	3.5%	0.0%
40	The Singles	9,445	1,921	5,651	1,681	172	20	20.3%	59.8%	17.8%	1.8%	0.2%
41	The Sweet Life	25,566	5,860	4,532	13,485	1,687	2	22.9%	17.7%	52.7%	6.6%	0.0%
42	Thriving	3,645	1,003	1,511	843	288	-	27.5%	41.5%	23.1%	7.9%	0.0%
43	Urban Moms & Dads	140,846	31,085	80,993	24,476	3,661	631	22.1%	57.5%	17.4%	2.6%	0.4%
44	Urban Squires	18,546	5,736	5,950	5,718	1,029	113	30.9%	32.1%	30.8%	5.5%	0.6%
45	White Collar Status	12,247	2,189	6,266	3,427	348	17	17.9%	51.2%	28.0%	2.8%	0.1%
46	Wizards	2,900	465	2,297	130	8	-	16.0%	79.2%	4.5%	0.3%	0.0%
47	Young Families	17,642	2,665	10,147	4,457	321	52	15.1%	57.5%	25.3%	1.8%	0.3%
Grand Total		947,936	256,748	365,721	279,867	42,713	2,887	27.1%	38.6%	29.5%	4.5%	0.3%

Special type checkout classes do not add to 100% of checkouts

Checkouts: Special Type

Special Type Checkouts(number of checkouts by segment)

■ Adult and Teen Print Checkouts
 ■ Music and Film Checkouts
 ■ Juvenile Print Checkouts
 ■ Spoken and Media Checkouts
 ■ Other Checkouts



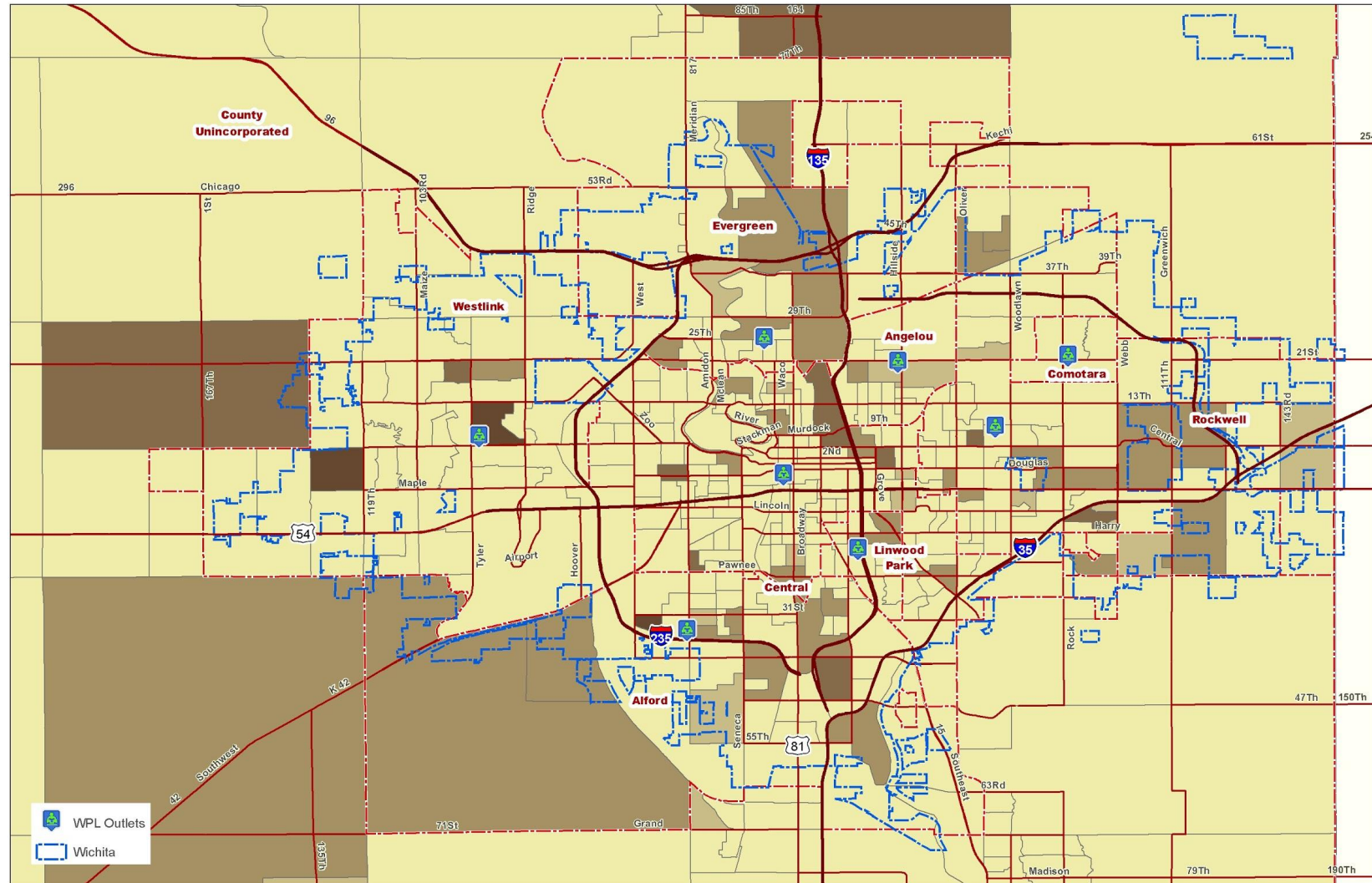
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82 - 211
212 - 406
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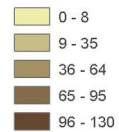
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Map of Checkouts: Other



Other Collection Checkouts



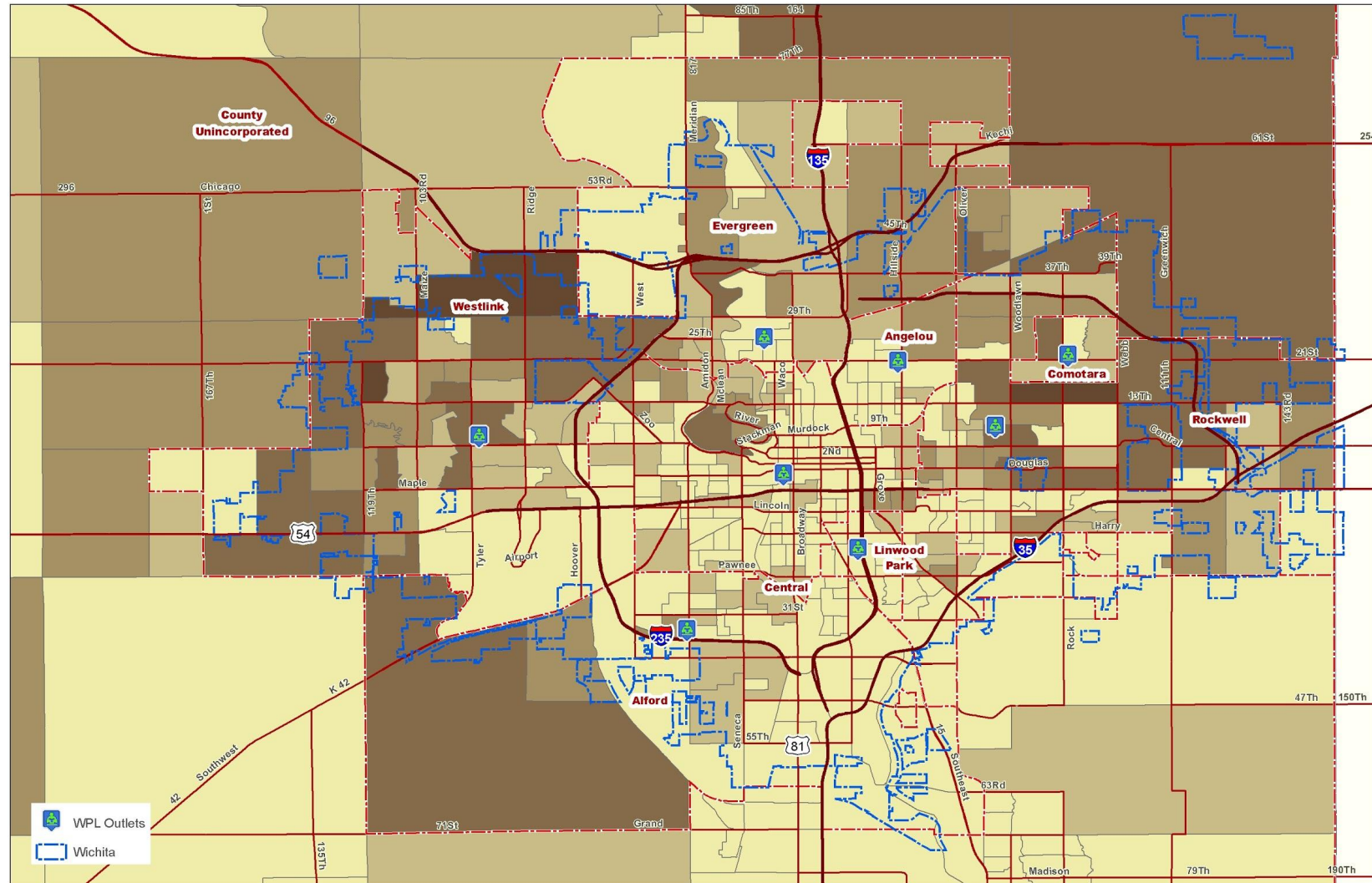
Library Service Areas

Wichita Public Library

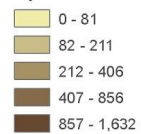
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Map of Checkouts: Music and Film



Spoken Media Collection Checkouts



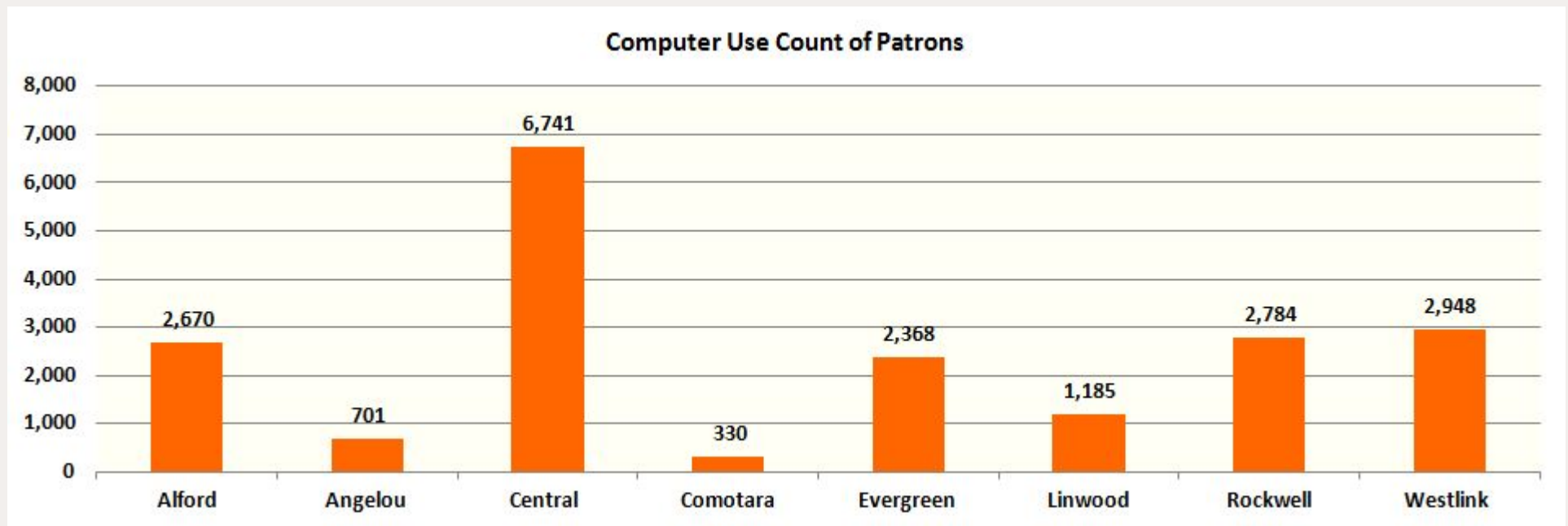
Library Service Areas

Wichita Public Library

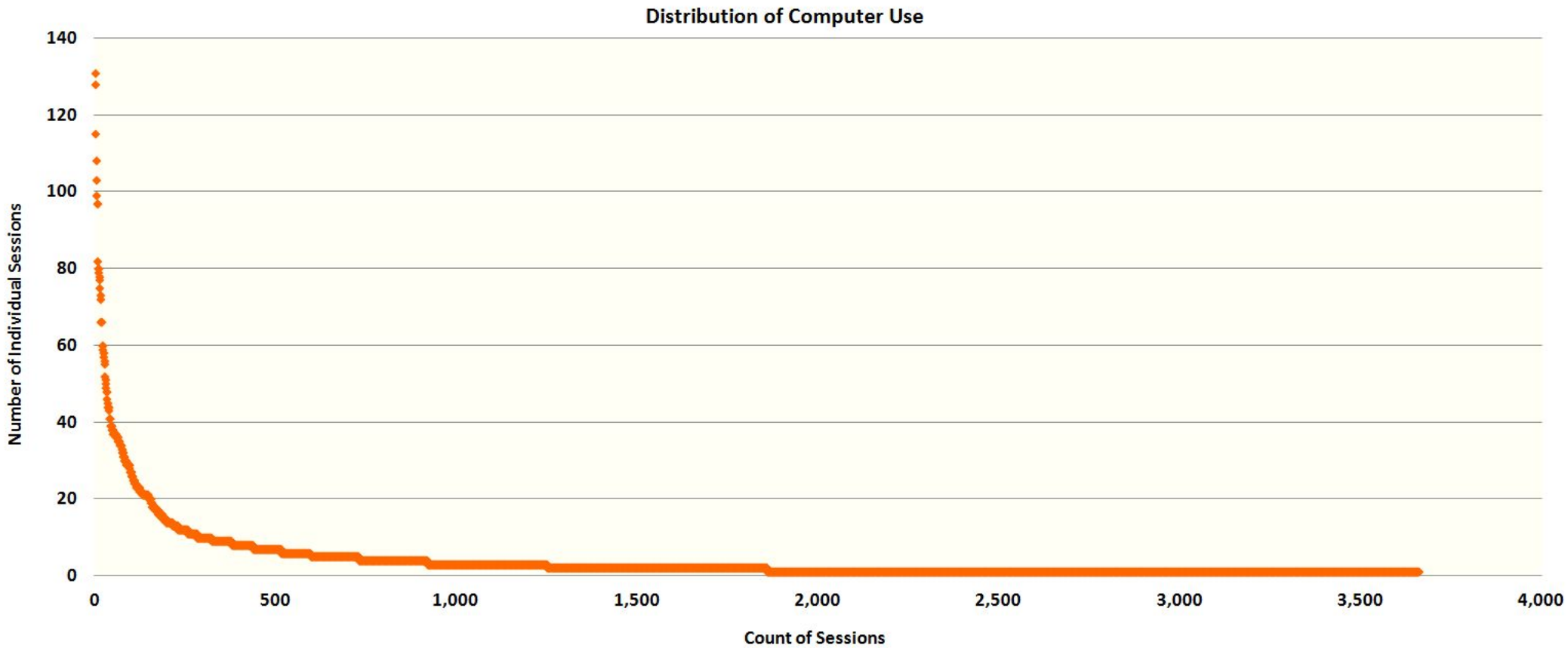
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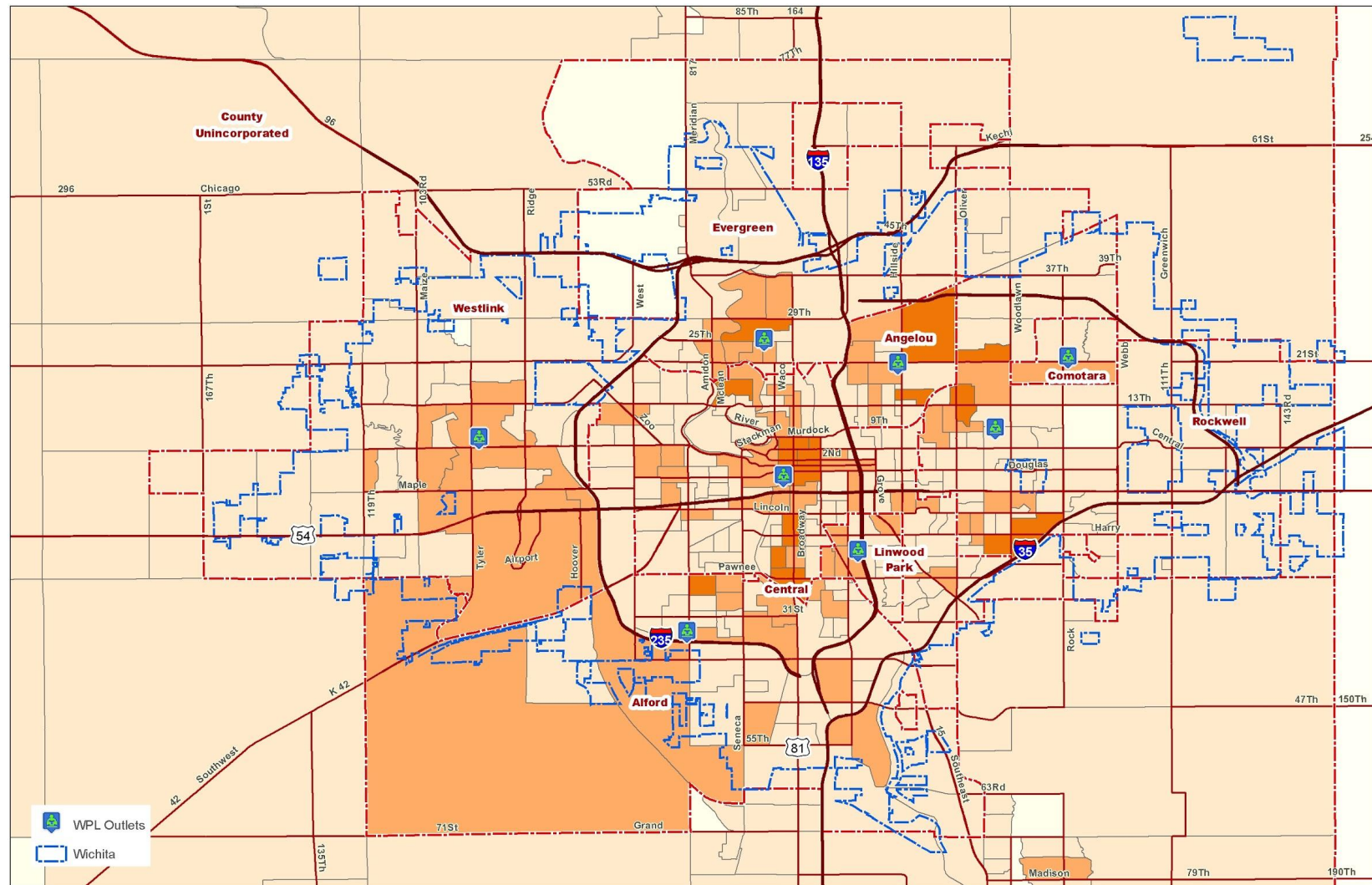
Computer Use: Count of Customers by Outlet



Computer Use: Number of Individual Computer Sessions



Map of Computer Use: Total



Total Computer Use



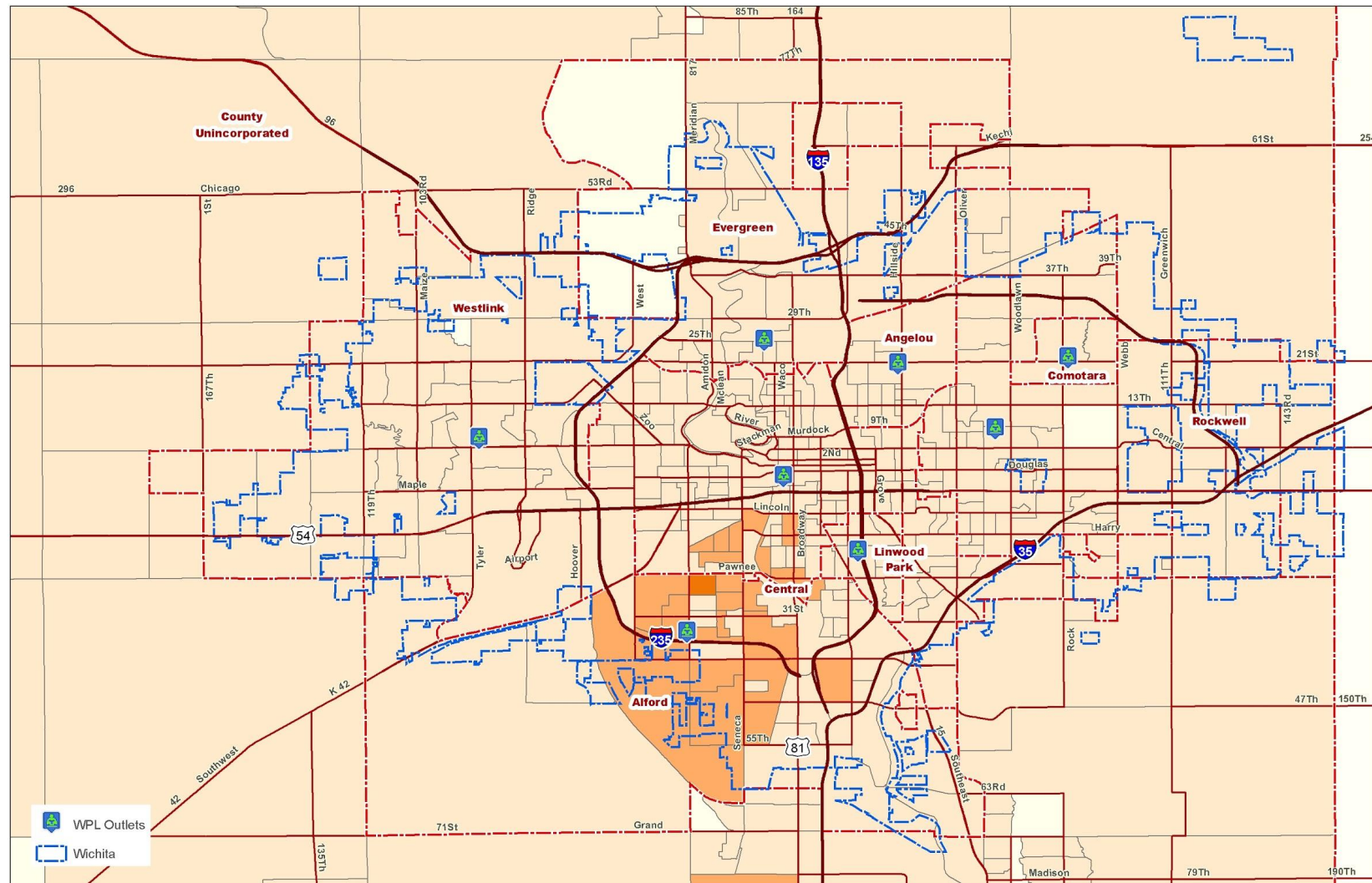
Library Service Areas

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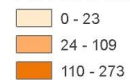
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Map of Computer Use: Alford



Alford Computer Use



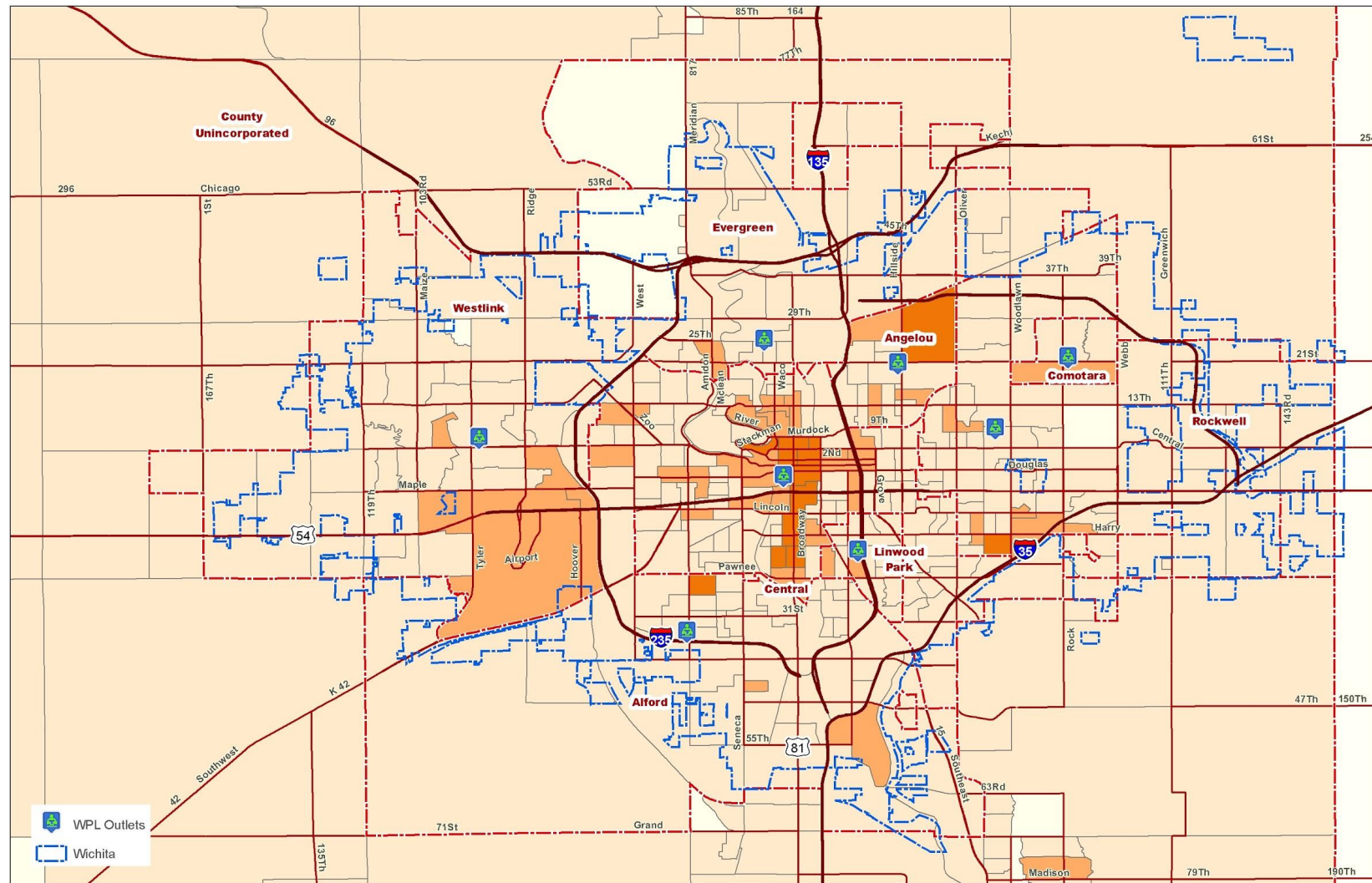
Library Service Areas

Wichita Public Library

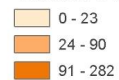
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Map of Computer Use: Central



Central Computer Use



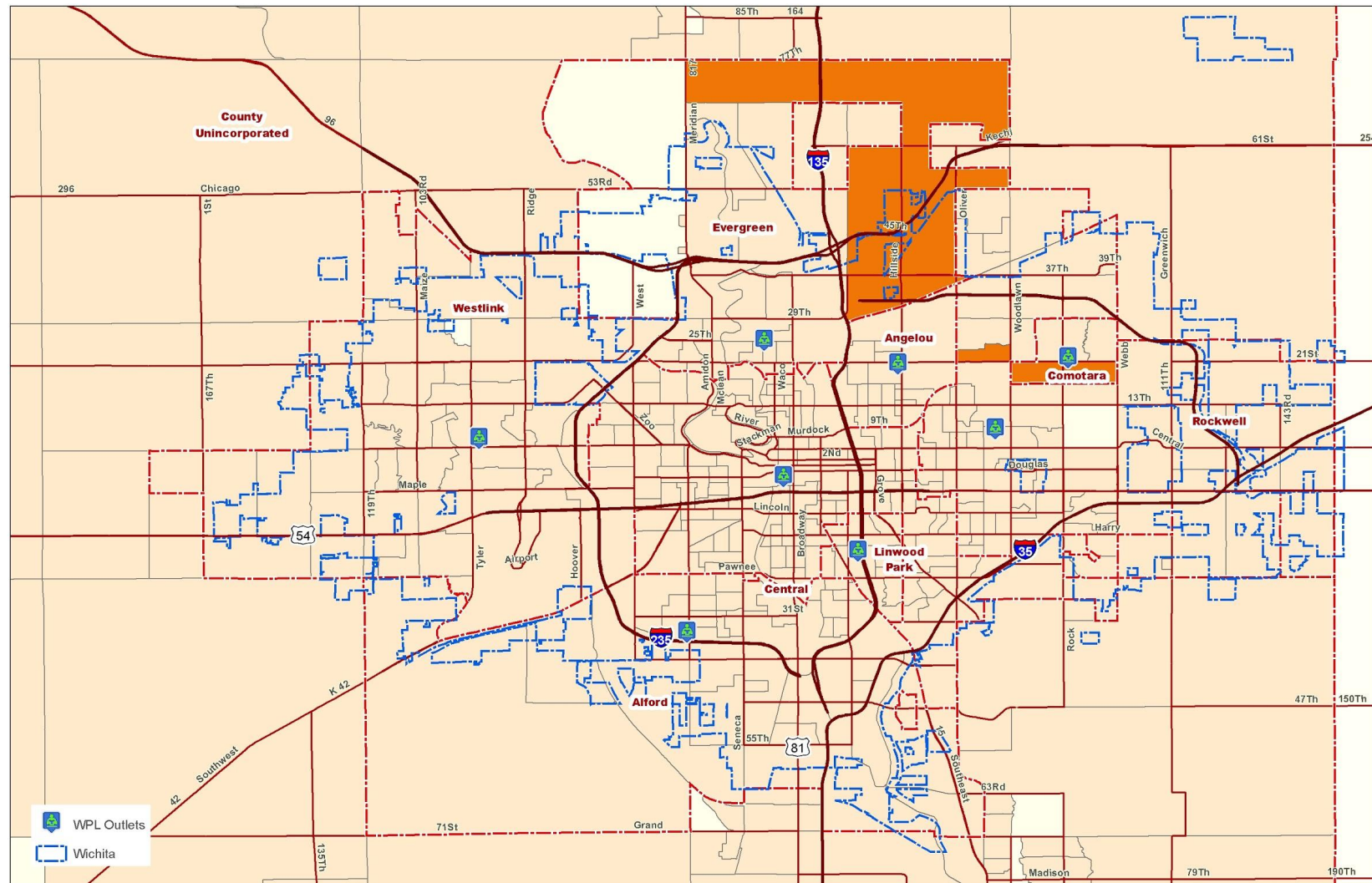
Library Service Areas

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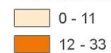
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Map of Computer Use: Comotara



Comotara Computer Use



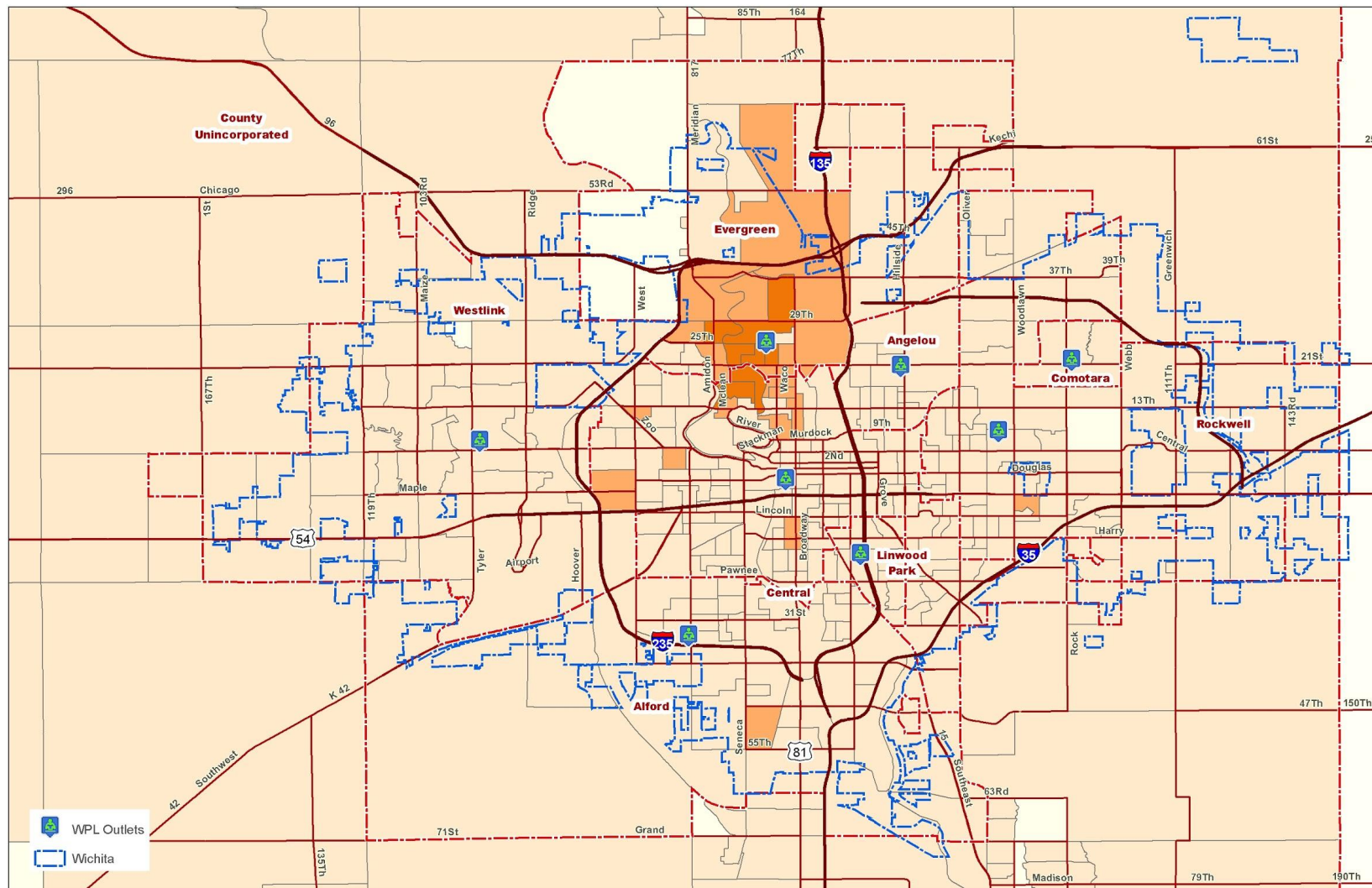
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Map of Computer Use: Evergreen



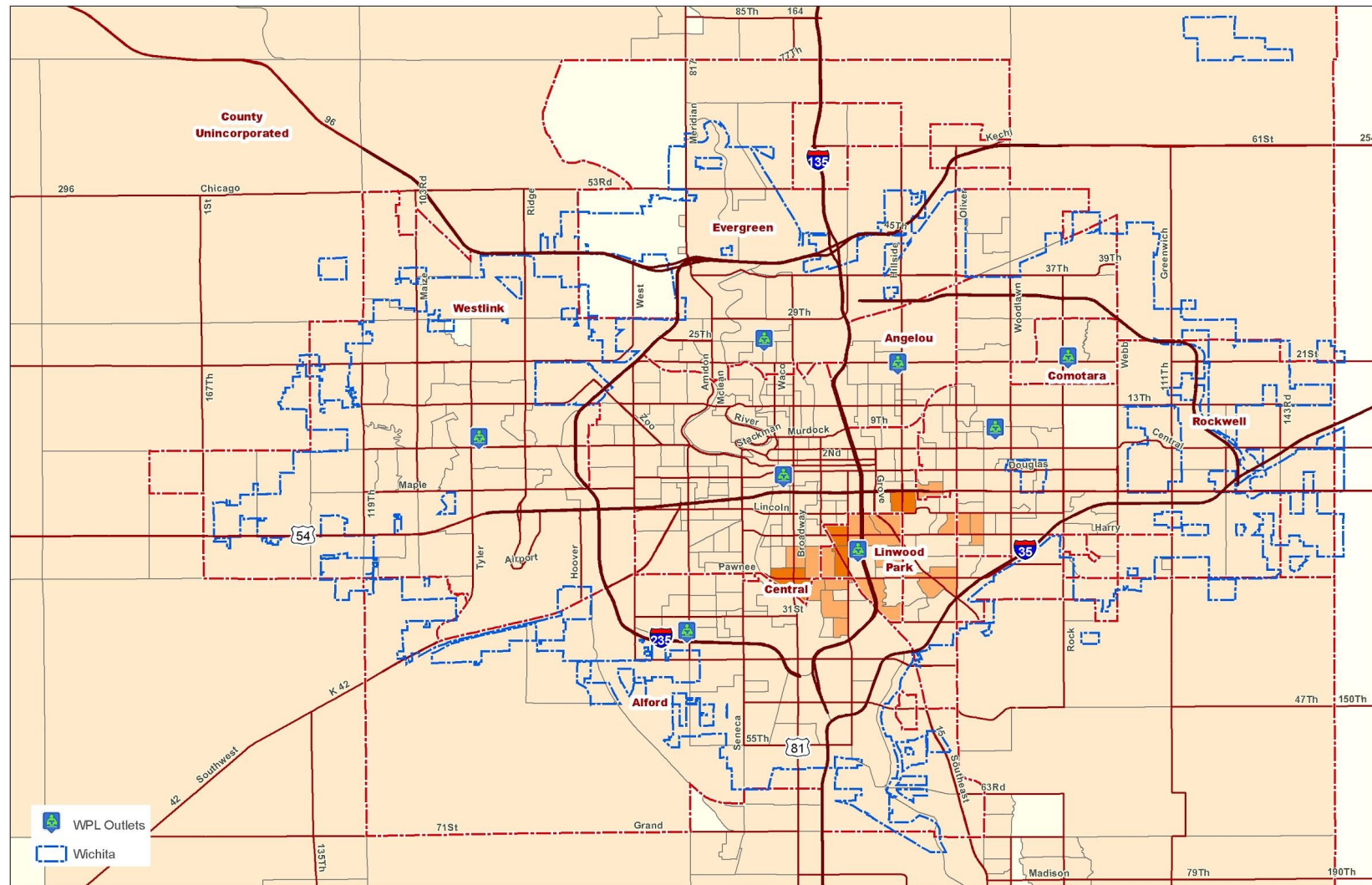
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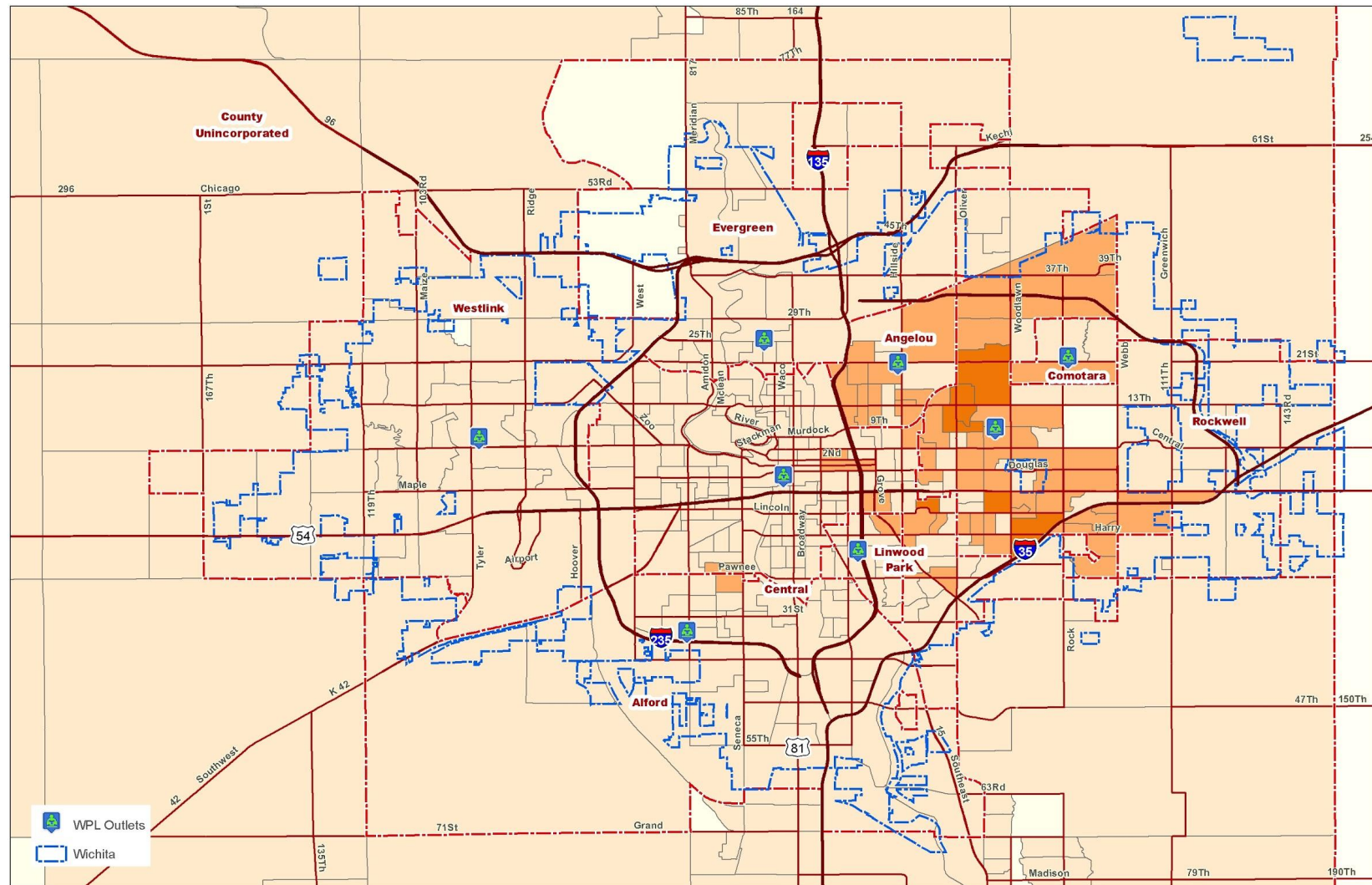
Map of Computer Use: Linwood Park



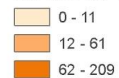
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Map of Computer Use: Rockwell



Rockwell Computer Use



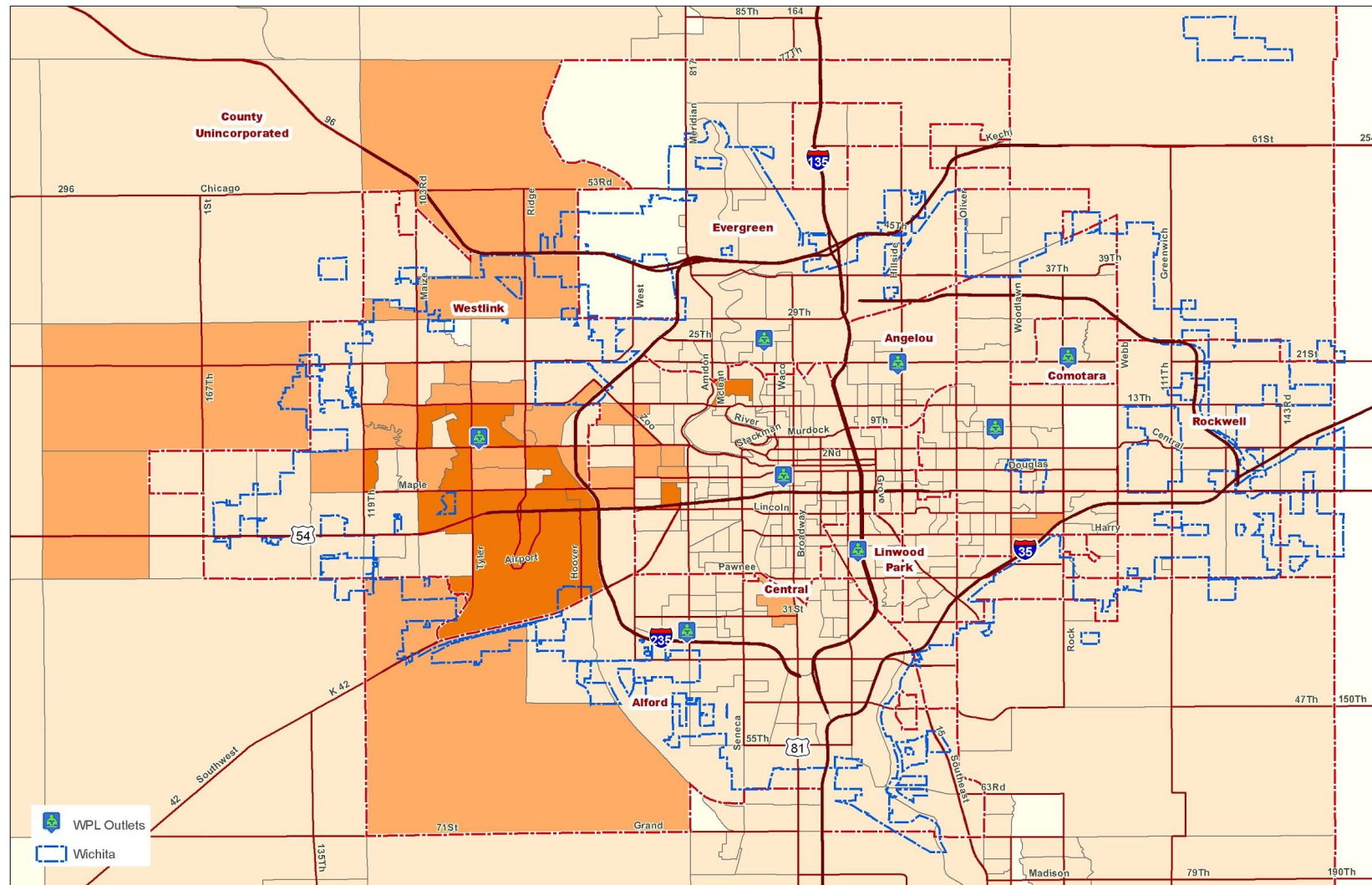
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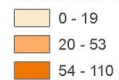
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Map of Computer Use: Westlink



Westlink Computer Use



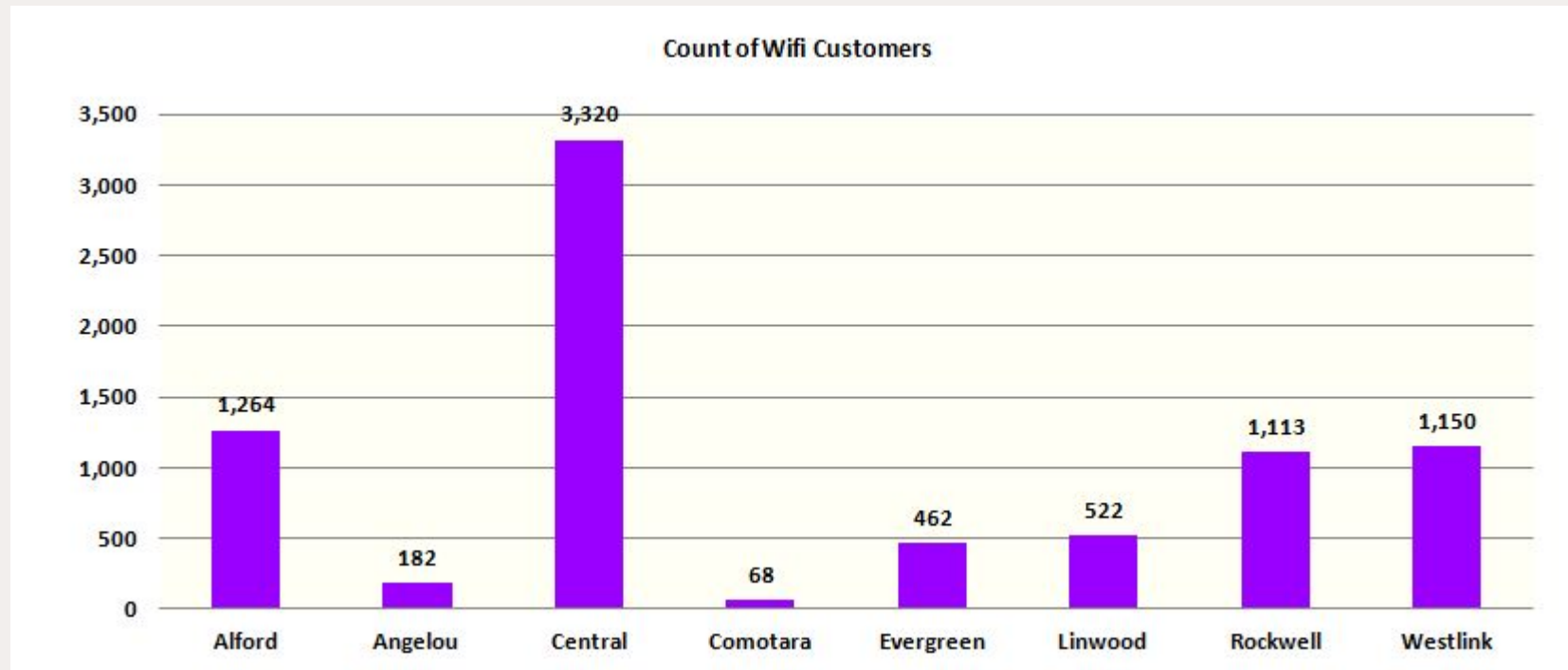
Library Service Areas

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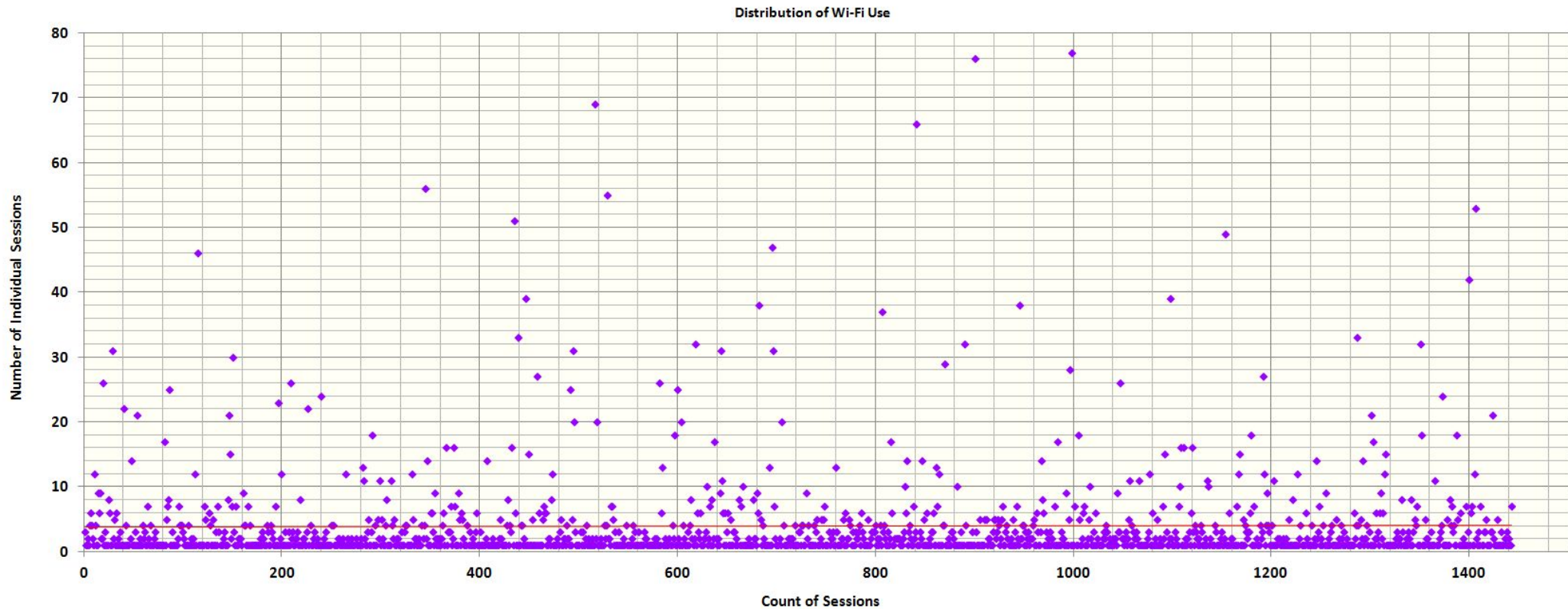
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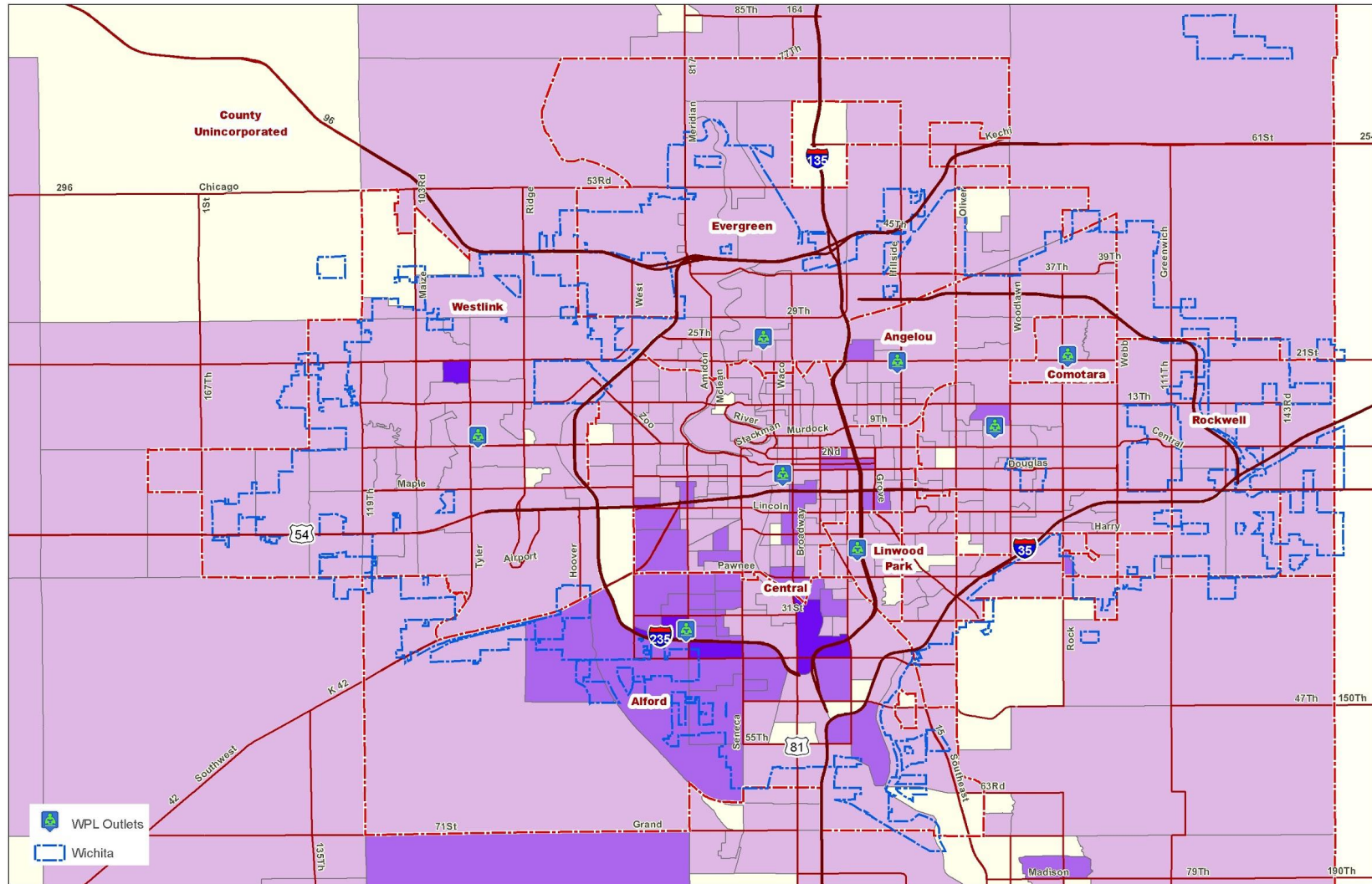
WiFi: Count of WiFi Customers by Outlet



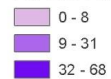
WiFi: Number of Individual WiFi Sessions



Map of WiFi Use: Alford



Alford Wifi Use



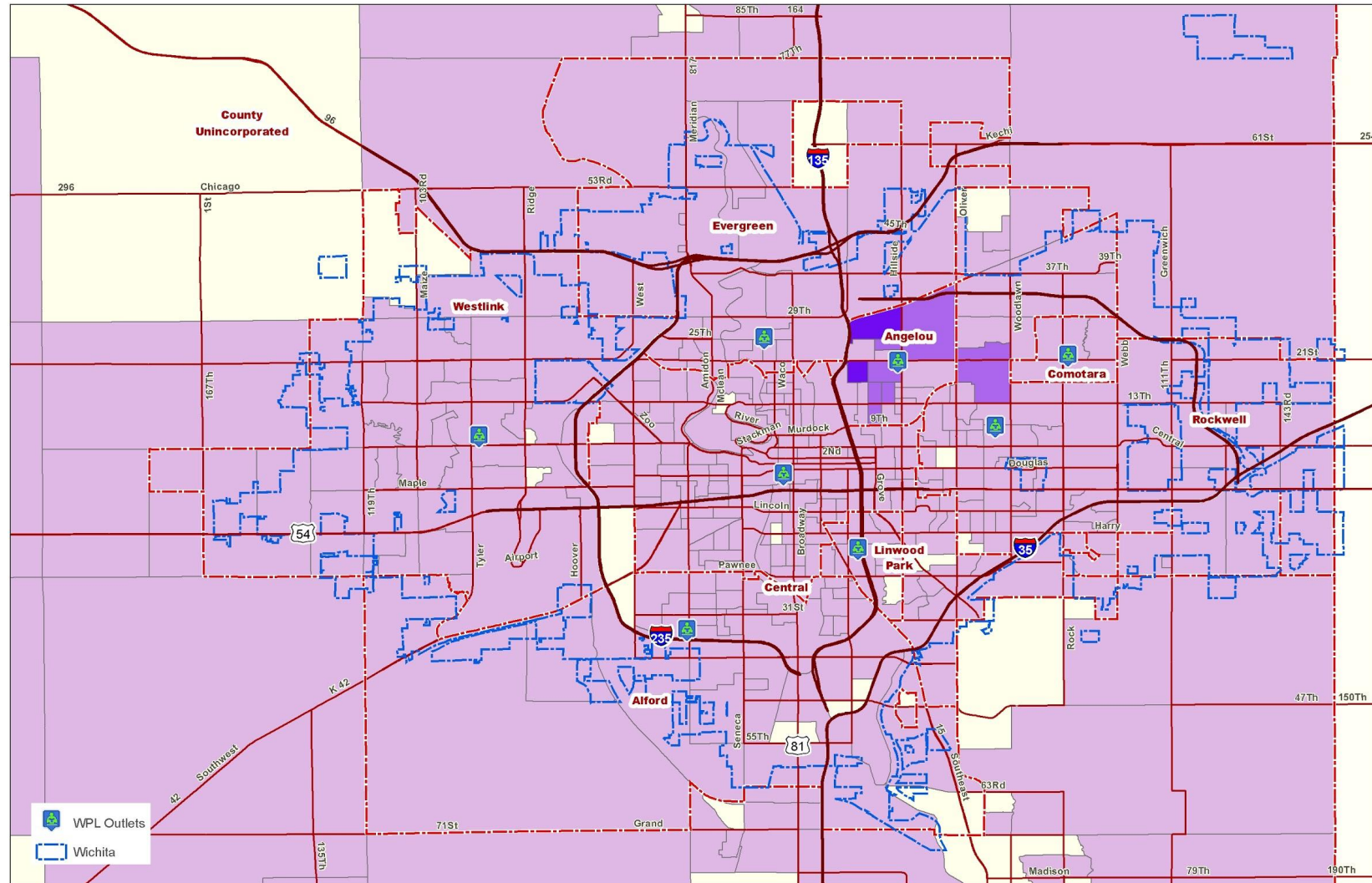
Library Service Areas

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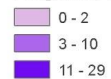
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Map of WiFi Use: Angelou



Angelou Wifi Use



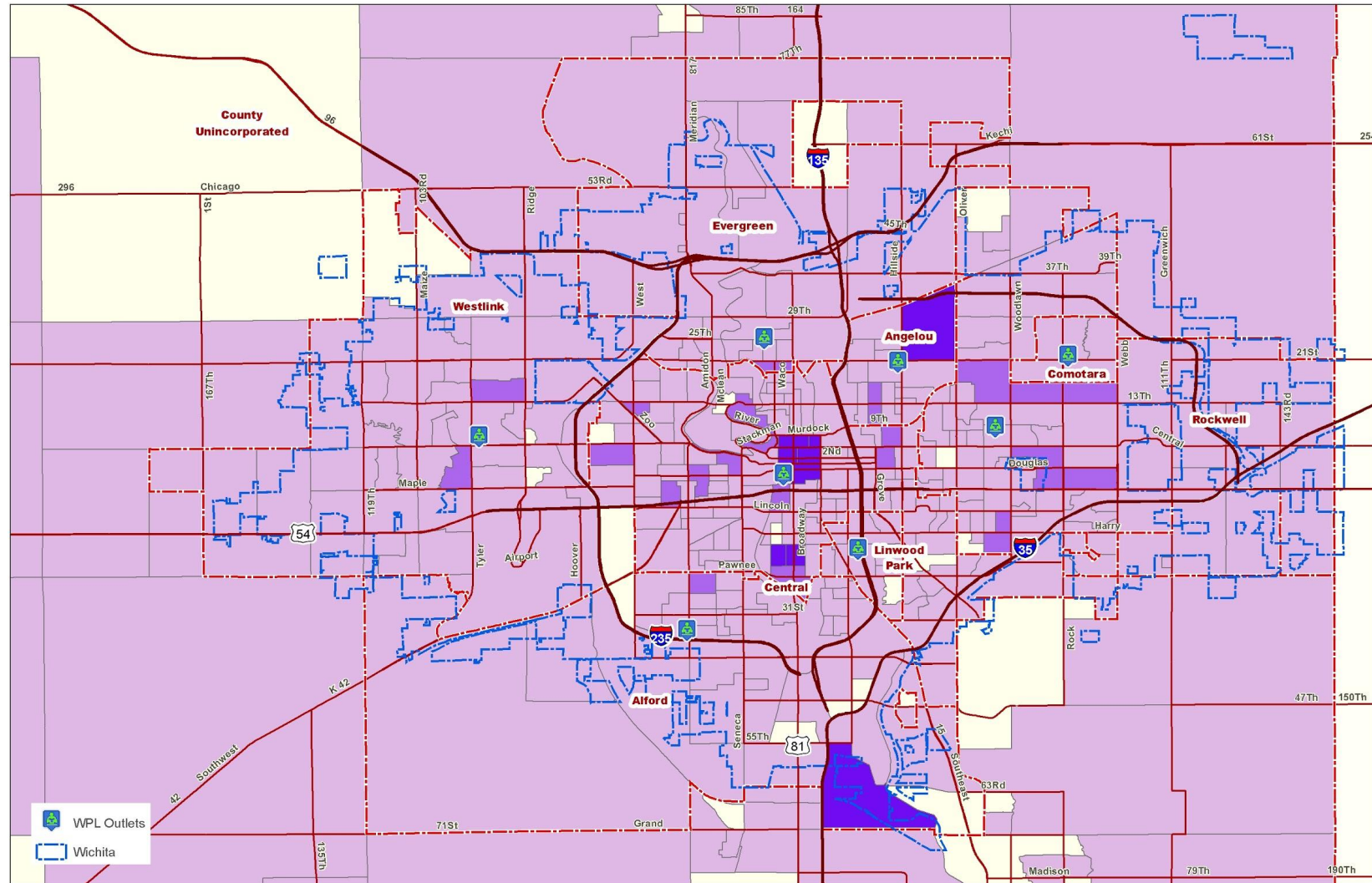
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Map of WiFi Use: Central



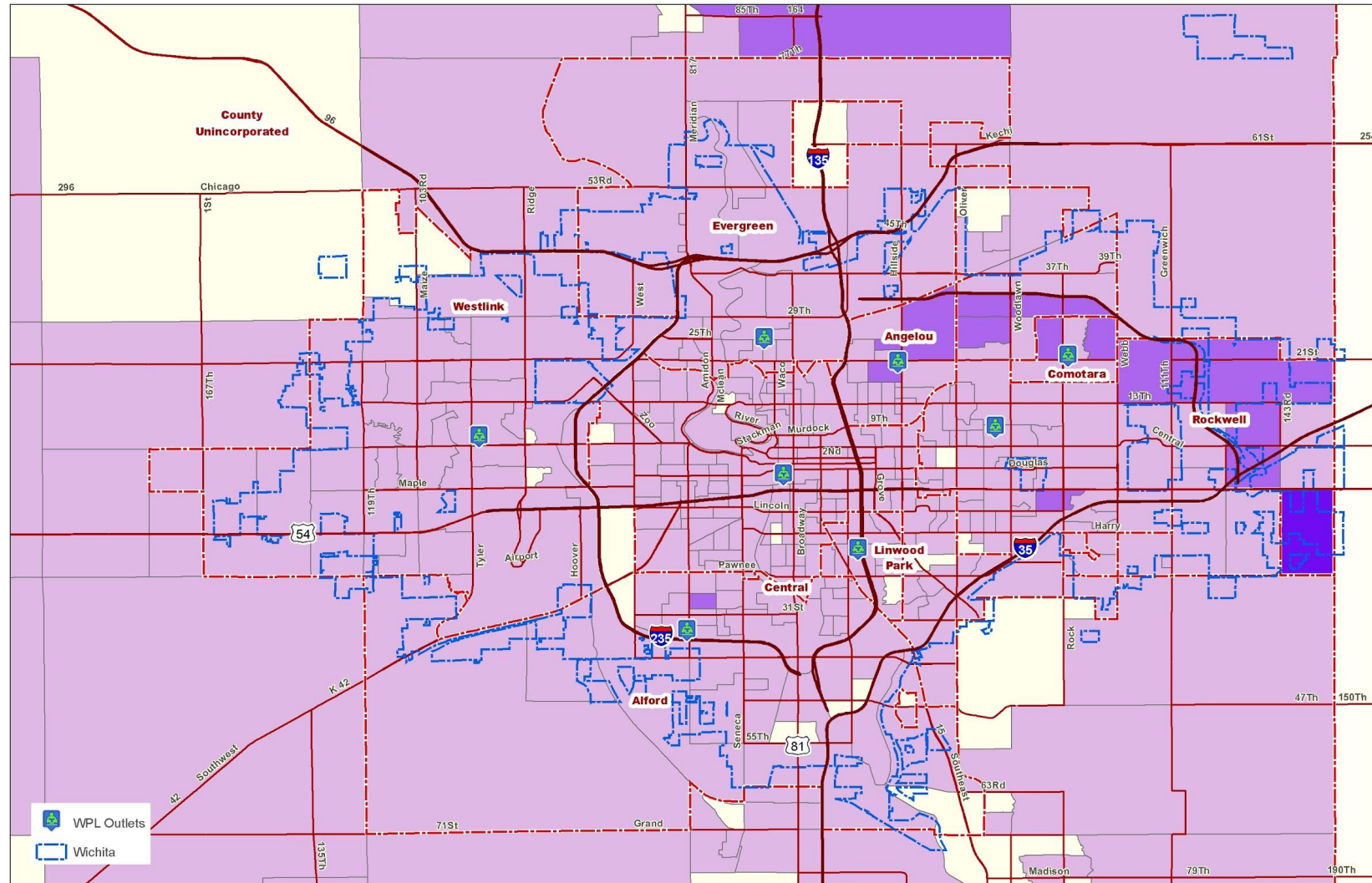
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Map of WiFi Use: Comotara



Comotara Wifi Use



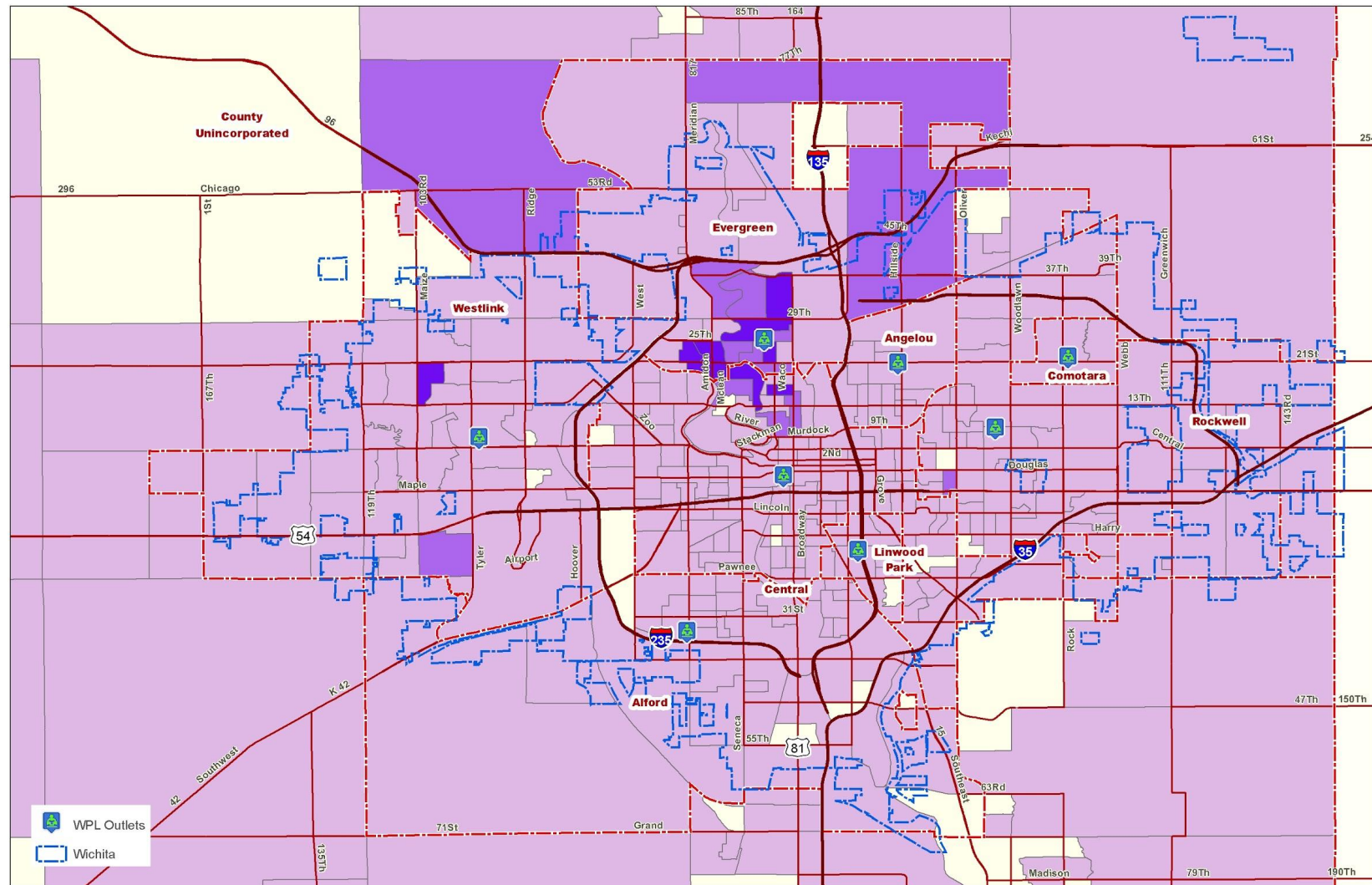
Library Service Areas

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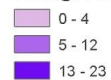
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Map of WiFi Use: Evergreen



Evergreen Wifi Use



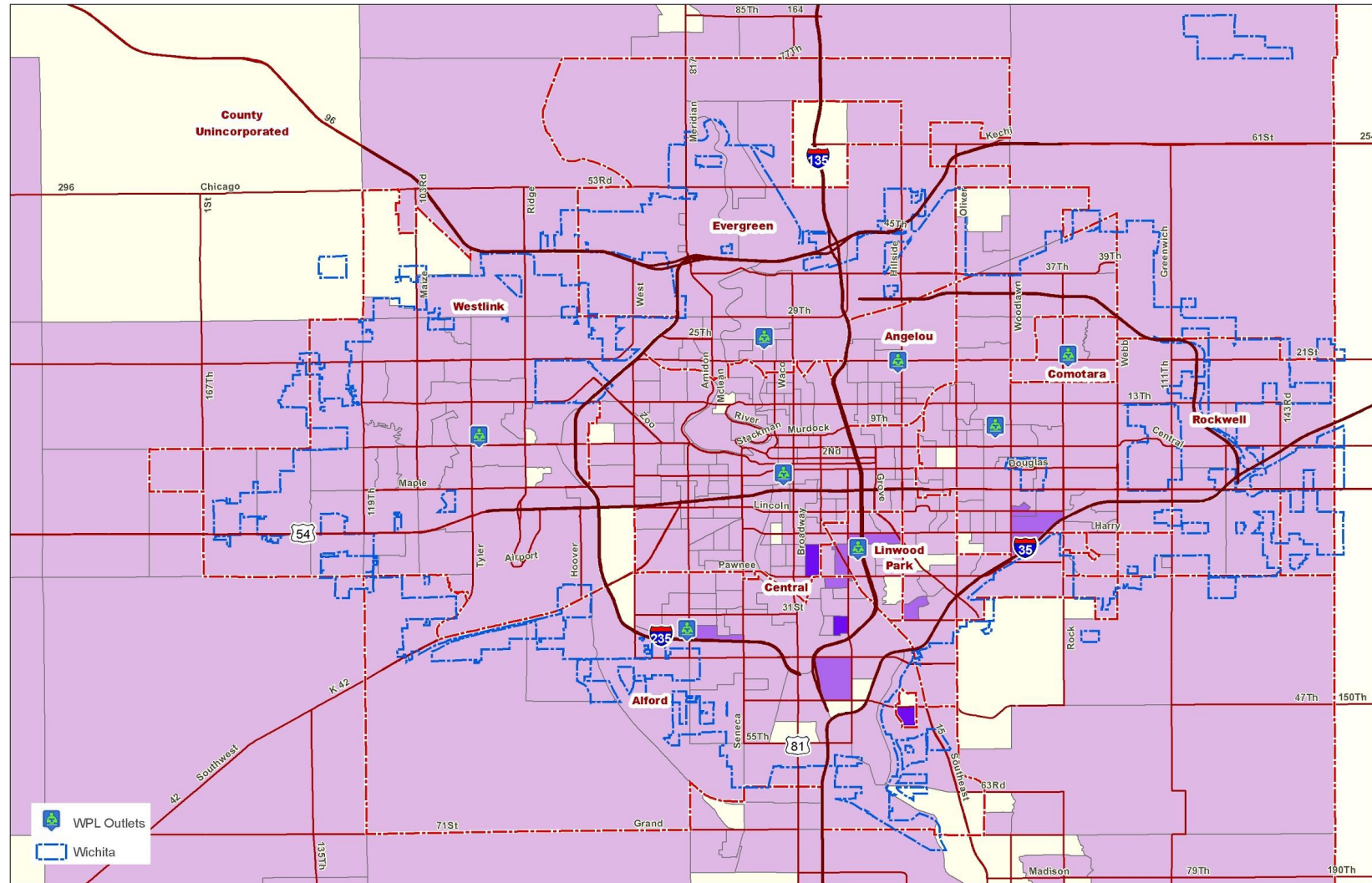
Library Service Areas

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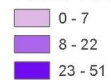
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Map of WiFi Use: Linwood Park



Linwood Wifi Use



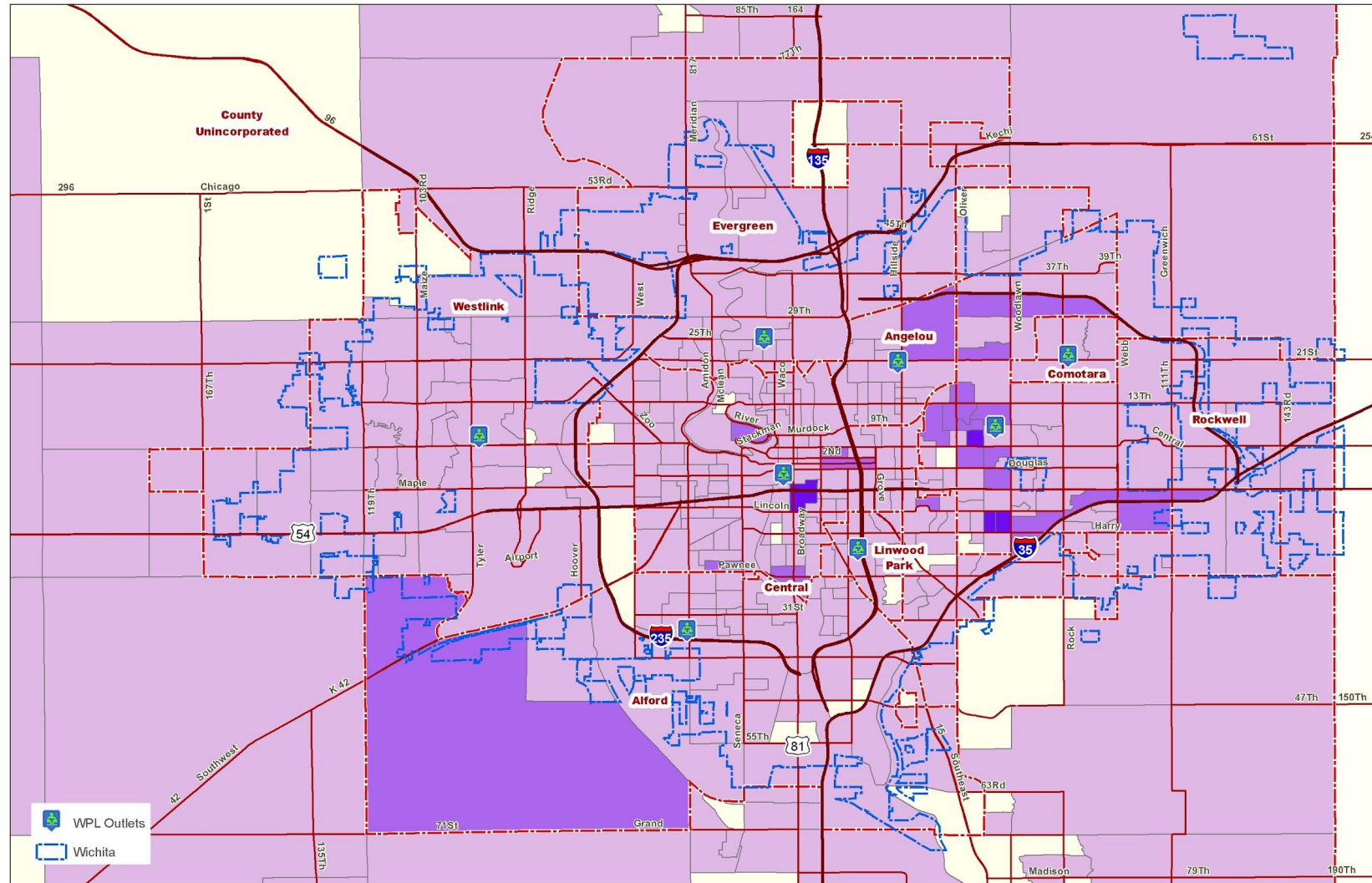
Library Service Areas

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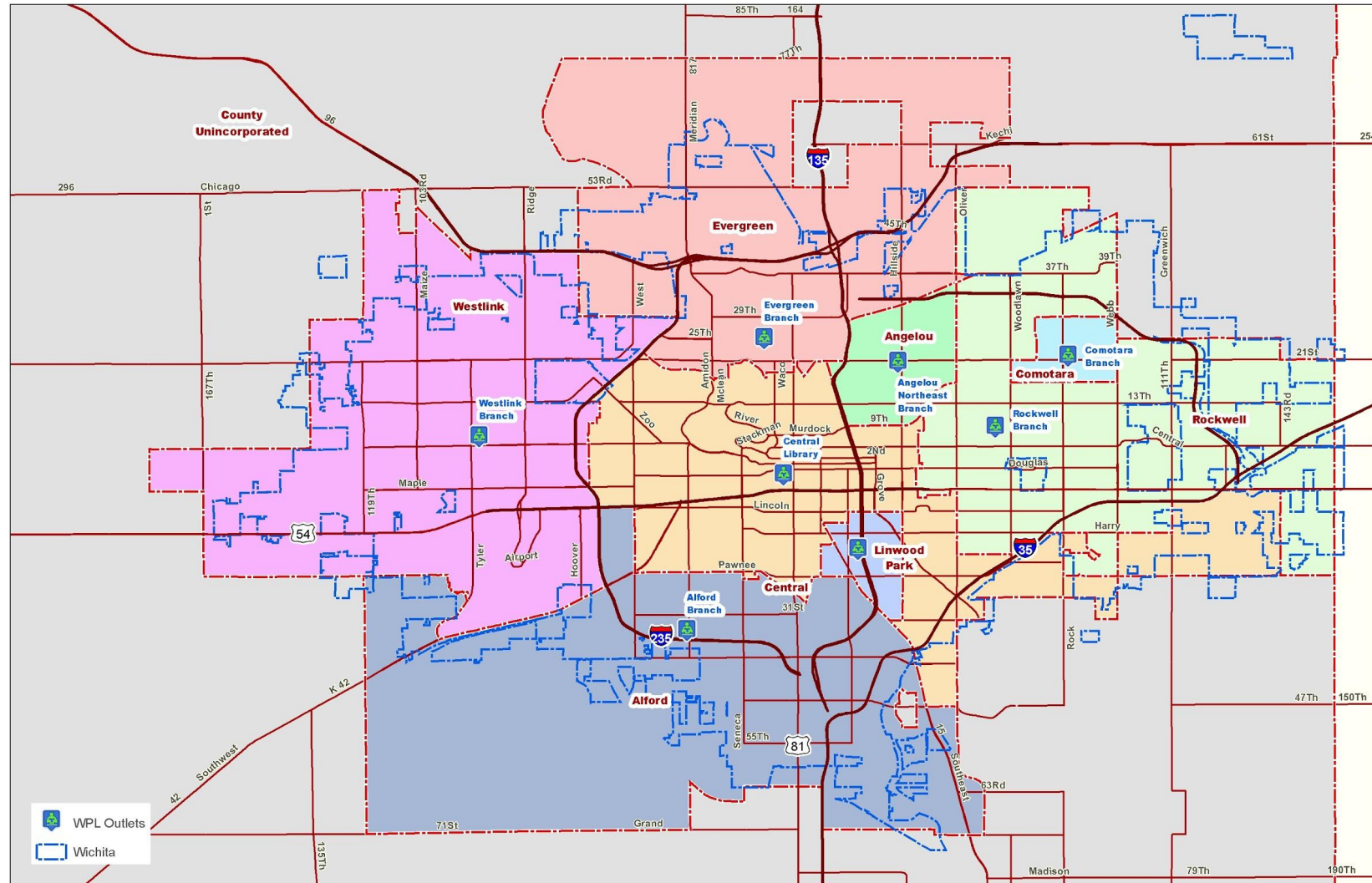
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Map of WiFi Use: Rockwell



Map of Service Areas



[illegible]

Library Service Areas

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Analytics 89

Alford Service Area: Tables

	Segment	Population	Population Share Percent	Population Cumulative Number	Customers	Customer Share Percent	Customer Cumulative Number	Non Customers	Customer Share Percent	Customer Cumulative Number	Checkouts	Checkout Share Percent	Checkout Cumulative Number
1	Urban Moms & Dads	12,579	22.7%	22.7%	4,109	24.6%	24.6%	8,470	21.9%	21.9%	26,030	28.2%	28.2%
2	Doublewides	9,304	16.8%	39.5%	2,544	15.2%	39.8%	6,760	17.5%	17.5%	11,088	12.0%	40.2%
3	Sitting Pretty	6,332	11.4%	50.9%	1,879	11.2%	51.0%	4,453	11.5%	11.5%	14,458	15.7%	55.9%
4	Blue Collar Starts	4,836	8.7%	59.6%	1,784	10.7%	61.6%	3,052	7.9%	7.9%	10,236	11.1%	67.0%
5	Proud Parent	4,317	7.8%	67.4%	1,307	7.8%	69.4%	3,010	7.8%	7.8%	5,202	5.6%	72.6%
6	Gainfully employed	3,463	6.2%	73.7%	1,162	6.9%	76.4%	2,301	5.9%	5.9%	4,158	4.5%	77.1%
7	Nest Builders	2,885	5.2%	78.9%	743	4.4%	80.8%	2,142	5.5%	5.5%	6,213	6.7%	83.8%
8	S* Seeks S*	2,302	4.2%	83.0%	558	3.3%	84.2%	1,744	4.5%	4.5%	3,951	4.3%	88.1%
9	White Collar Status	2,142	3.9%	86.9%	607	3.6%	87.8%	1,535	4.0%	4.0%	979	1.1%	89.2%
10	Strapped	1,938	3.5%	90.4%	526	3.1%	90.9%	1,412	3.7%	3.7%	2,260	2.4%	91.6%
11	Middle of the Road	1,875	3.4%	93.8%	708	4.2%	95.2%	1,167	3.0%	3.0%	2,896	3.1%	94.8%
12	Charmed Life	1,168	2.1%	95.9%	374	2.2%	97.4%	794	2.1%	2.1%	2,337	2.5%	97.3%
13	Sublime Suburbia	1,154	2.1%	98.0%	72	0.4%	97.8%	1,082	2.8%	2.8%	159	0.2%	97.5%
14	Solo Acts	1,117	2.0%	100.0%	364	2.2%	100.0%	753	1.9%	1.9%	2,331	2.5%	100.0%
	Grand Total	55,412	100.0%		16,737	100%		38,675	100%		92,298	100%	

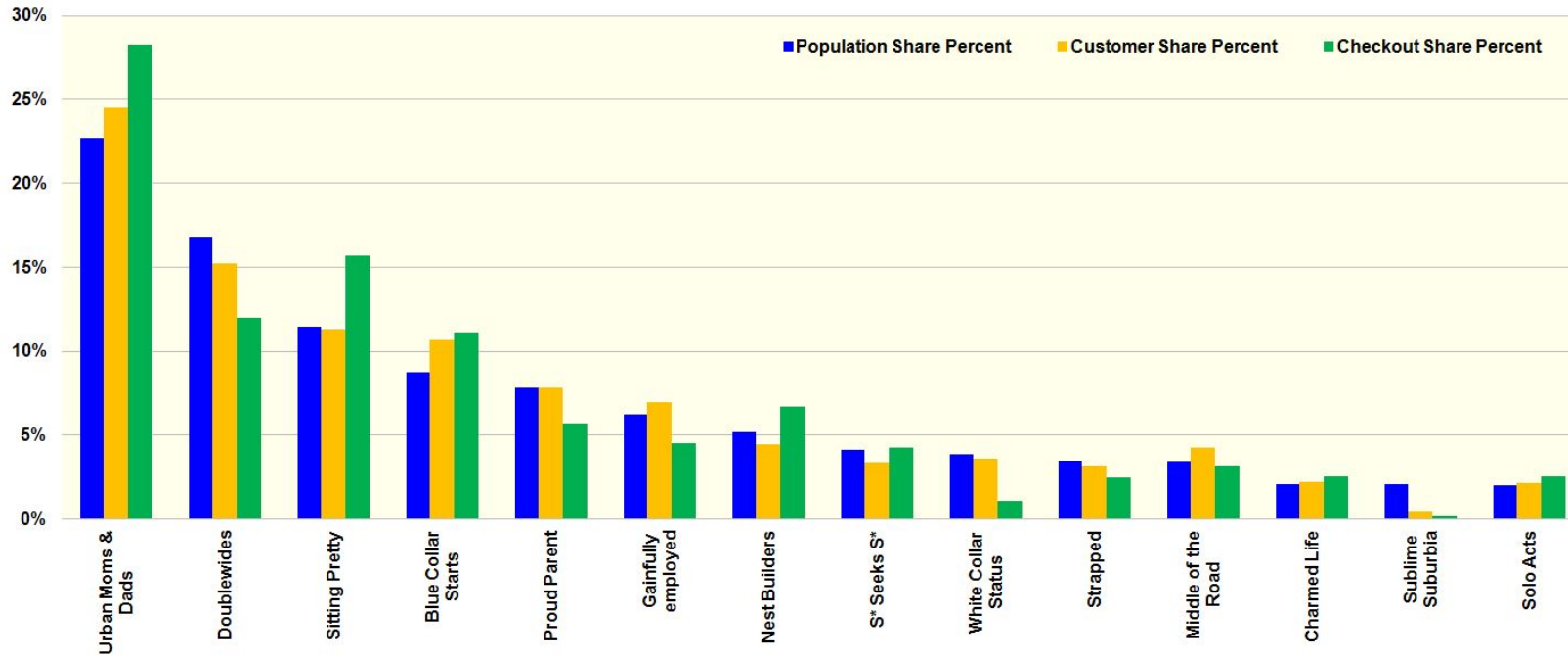
	Segment	Market Share	Market Potential	Market Performance (note 1)	Customer Potential	Customer Potential Performance (note 2)	Customer Potential Rank
1	Urban Moms & Dads	32.7%	67.3%	High market potential	152.9	High customer potential	1
2	Doublewides	27.3%	72.7%	Low market potential	122.0	High customer potential	2
3	Sitting Pretty	29.7%	70.3%	Low market potential	80.4	High customer potential	3
4	Blue Collar Starts	36.9%	63.1%	High market potential	55.1	High customer potential	4
5	Proud Parent	30.3%	69.7%	High market potential	54.3	High customer potential	5
6	Gainfully employed	33.6%	66.4%	High market potential	41.5	High customer potential	6
7	Nest Builders	25.8%	74.2%	Low market potential	38.7	High customer potential	7
8	S* Seeks S*	24.2%	75.8%	Low market potential	31.5	Low customer potential	8
9	White Collar Status	28.3%	71.7%	Low market potential	27.7	Low customer potential	9
10	Strapped	27.1%	72.9%	Low market potential	25.5	Low customer potential	10
11	Middle of the Road	37.8%	62.2%	High market potential	21.1	Low customer potential	11
12	Charmed Life	32.0%	68.0%	High market potential	14.3	Low customer potential	13
13	Sublime Suburbia	6.2%	93.8%	Low market potential	19.5	Low customer potential	12
14	Solo Acts	32.6%	67.4%	High market potential	13.6	Low customer potential	14
		30.2%	69.8%		35.1	Median	

Note 1: "Low" market performance is when the segment's market share is below the District's average market share.

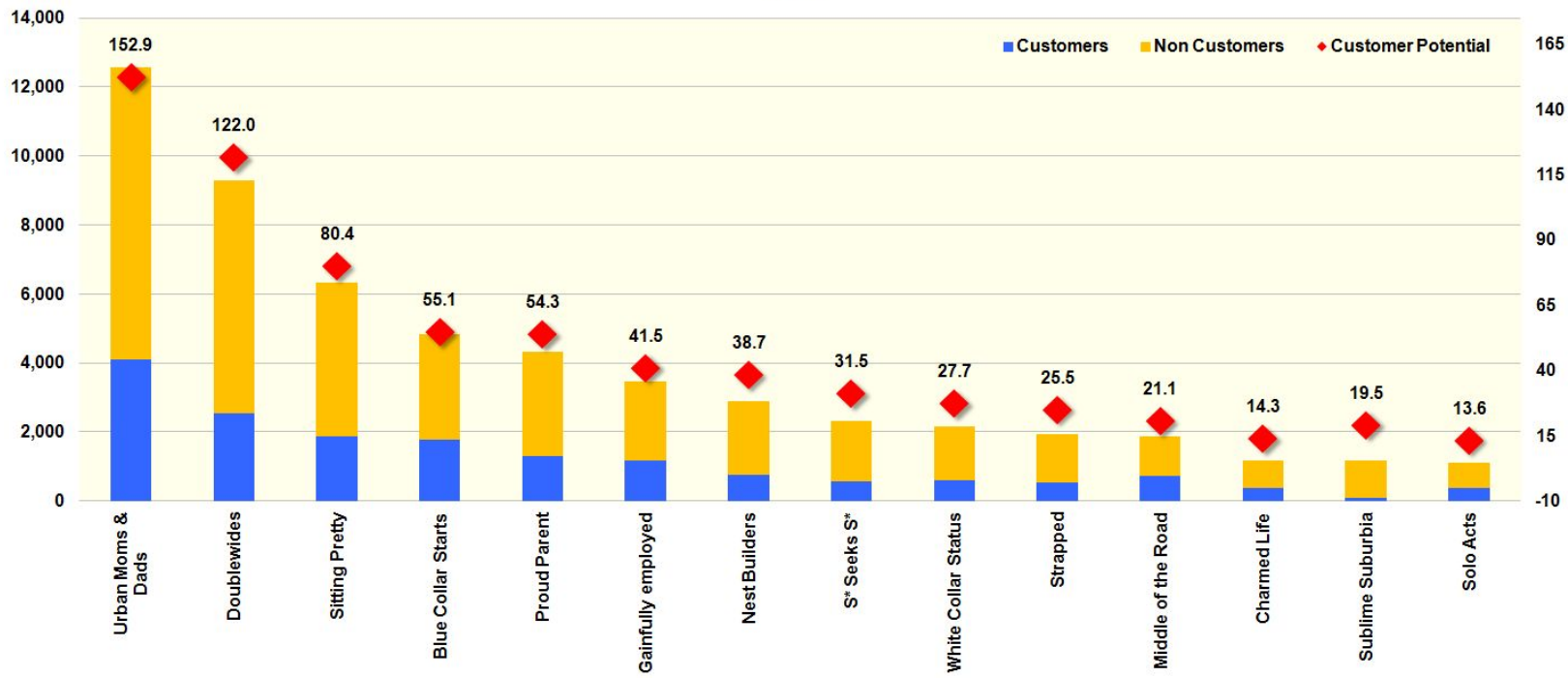
Note 2: "Low" customer potential is when the segment's customer potential is below the District's median customer potential.

Alford Service Area: Figures

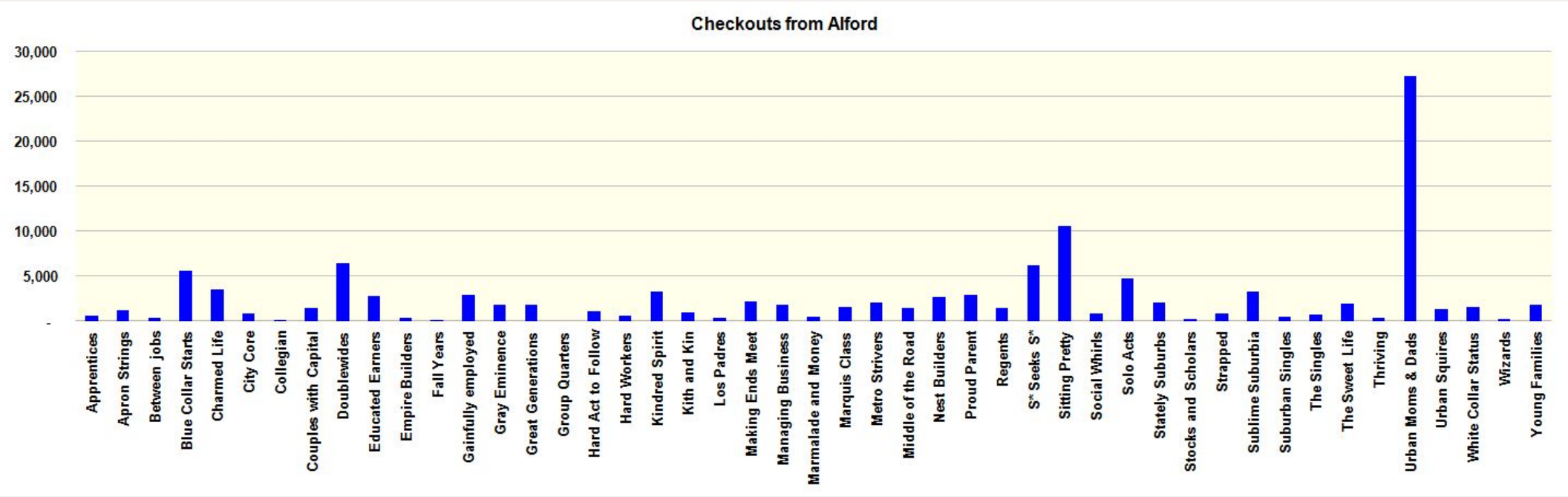
Alford



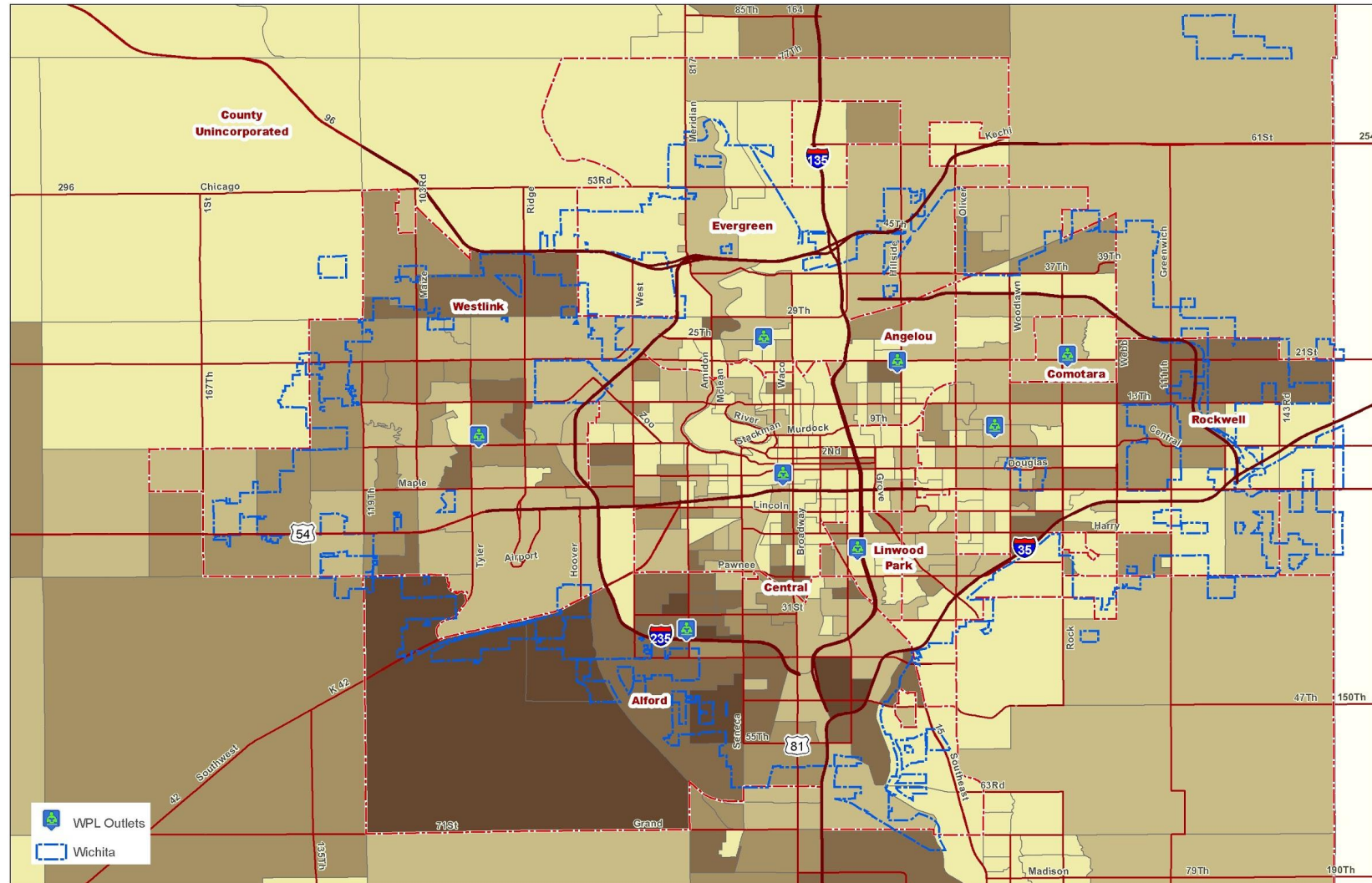
Alford



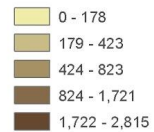
Alford Checkouts by Outlet



Alford Map of Checkouts by Block Group



Alford Checkout Distribution



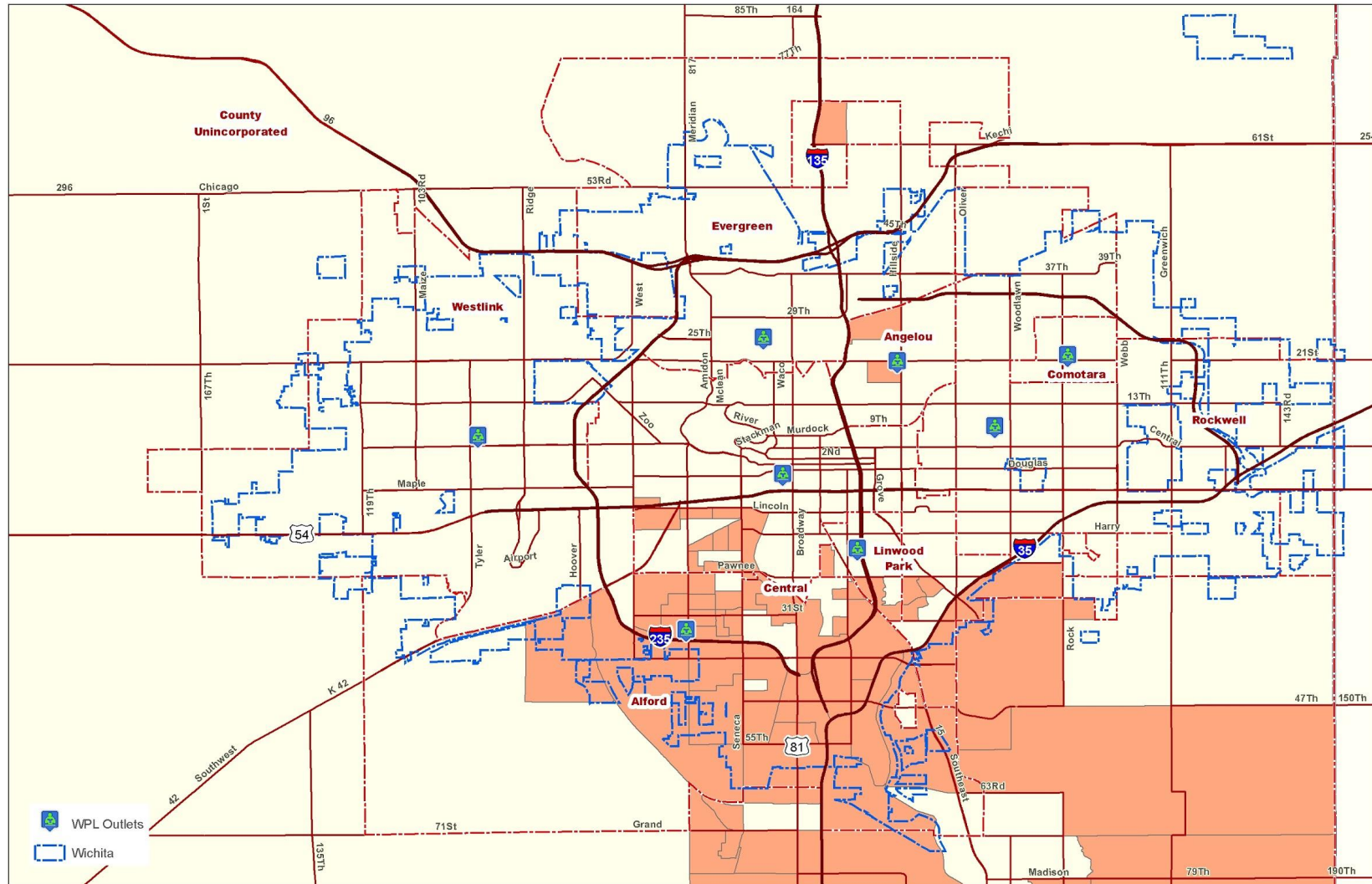
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Alford Map of Highest Checkout Block Groups

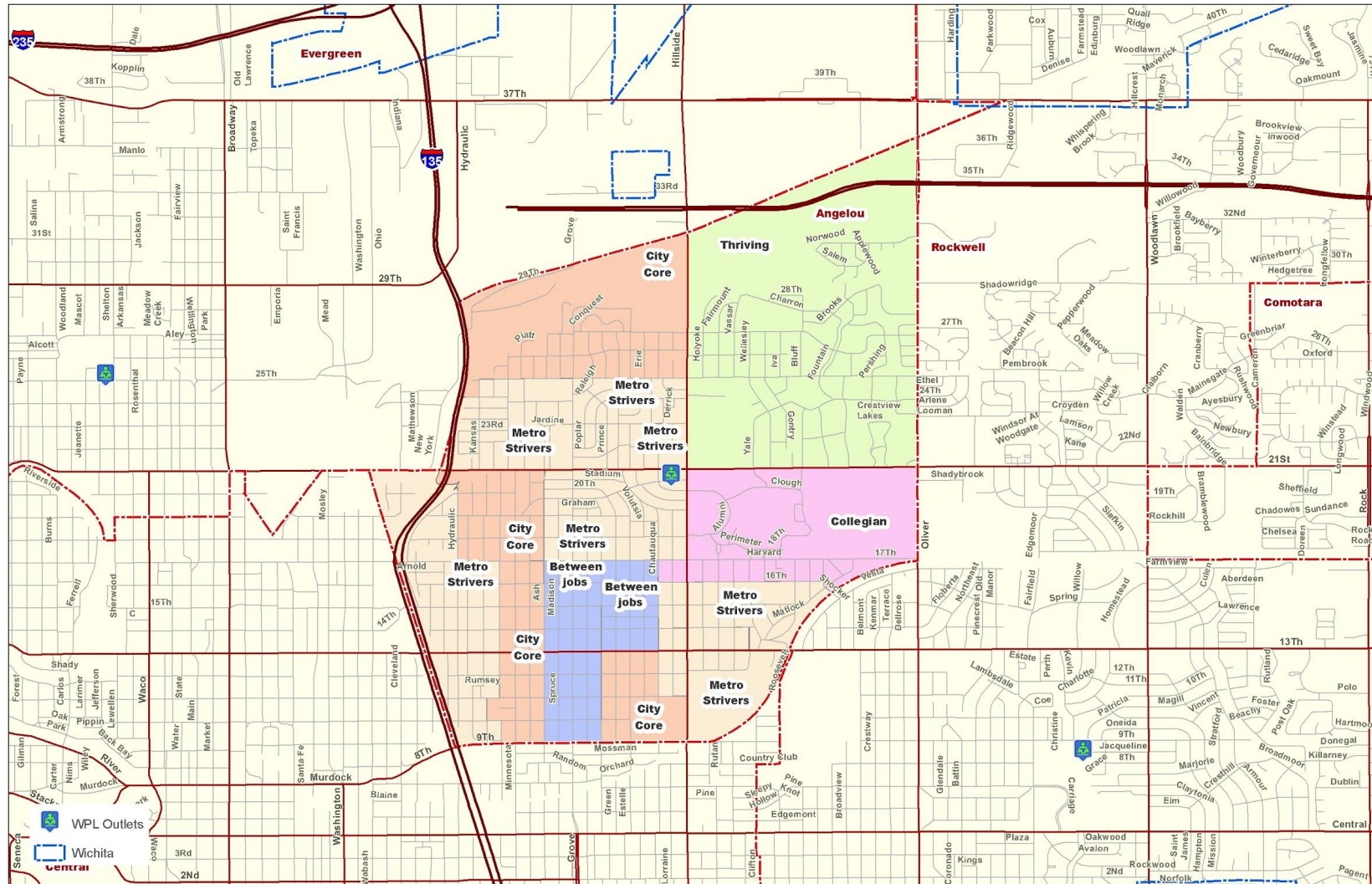


Alford Most Cko from...
Most Checkouts from Alford

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Angelou Service Area: Map of Segments



Comotara Service Area Segments

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Angelou Service Area: Tables

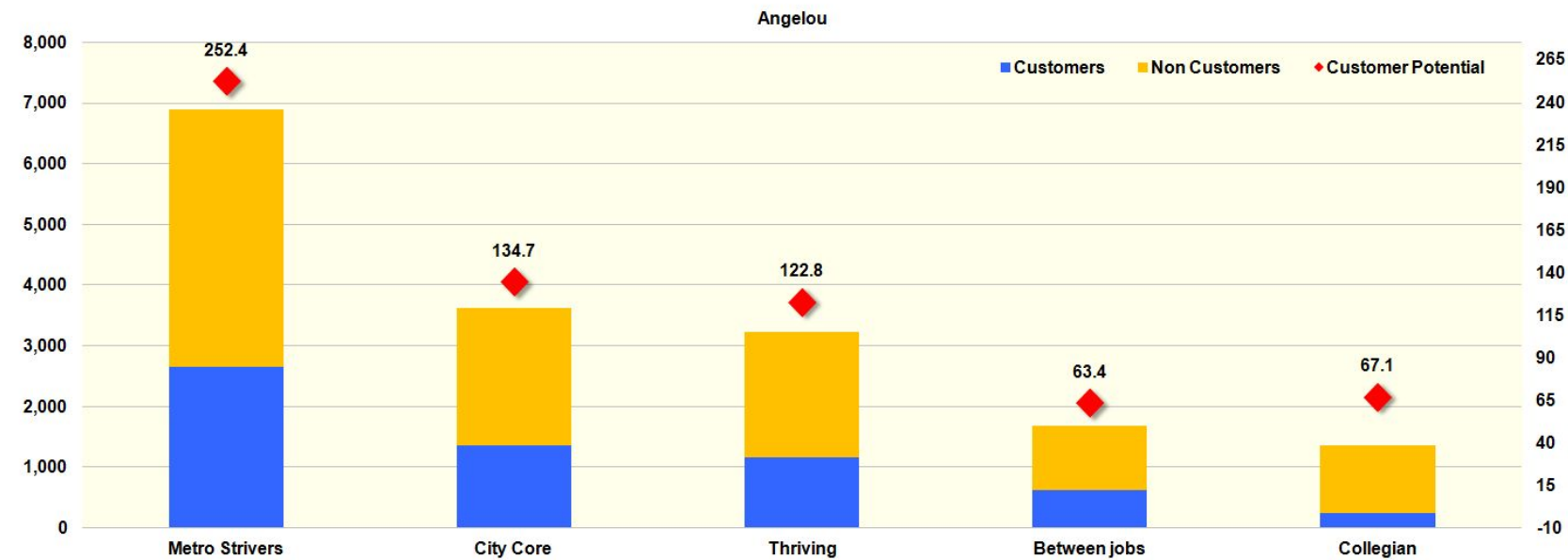
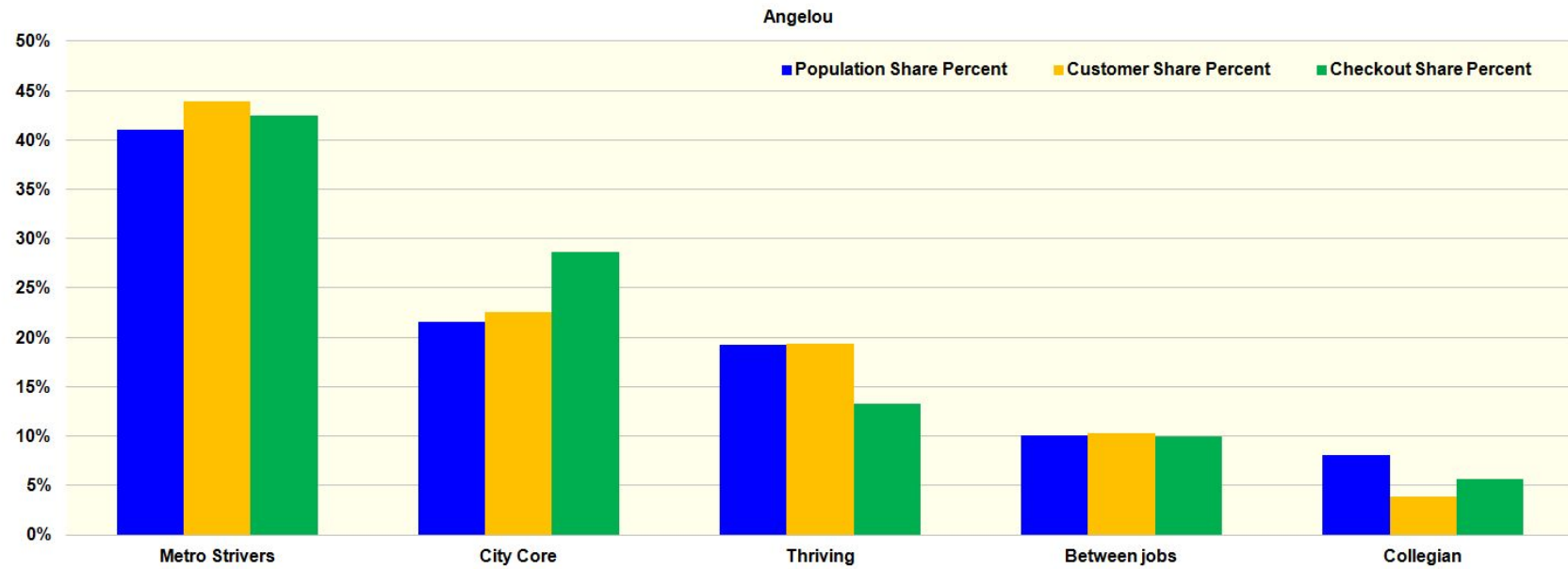
	Segment	Population	Population Share Percent	Population Cumulative Number	Customers	Customer Share Percent	Customer Cumulative Number	Non Customers	Customer Share Percent	Customer Cumulative Number	Checkouts	Checkout Share Percent	Checkout Cumulative Number
1	Metro Strivers	6,897	41.0%	41.0%	2,656	44.0%	44.0%	4,241	39.4%	39.4%	11,681	42.4%	42.4%
2	City Core	3,625	21.6%	62.6%	1,361	22.5%	66.5%	2,264	21.0%	60.4%	7,896	28.7%	71.1%
3	Thriving	3,230	19.2%	81.8%	1,167	19.3%	85.8%	2,063	19.2%	79.6%	3,645	13.2%	84.3%
4	Between jobs	1,689	10.1%	91.9%	623	10.3%	96.1%	1,066	9.9%	89.5%	2,754	10.0%	94.3%
5	Collegian	1,363	8.1%	100.0%	236	3.9%	100.0%	1,127	10.5%	100.0%	1,557	5.7%	100.0%
	Grand Total	16,804	100.0%		6,043	100%		10,761	100%		27,533	100%	

	Segment	Market Share	Market Potential	Market Performance (note 1)	Customer Potential	Customer Potential Performance (note 2)	Customer Potential Rank
1	Metro Strivers	38.5%	61.5%	High market potential	252.4	High customer potential	1
2	City Core	37.5%	62.5%	High market potential	134.7	High customer potential	2
3	Thriving	36.1%	63.9%	High market potential	122.8	Low customer potential	3
4	Between jobs	36.9%	63.1%	High market potential	63.4	Low customer potential	5
5	Collegian	17.3%	82.7%	Low market potential	67.1	Low customer potential	4
		36.0%	64.0%		122.8	Median	

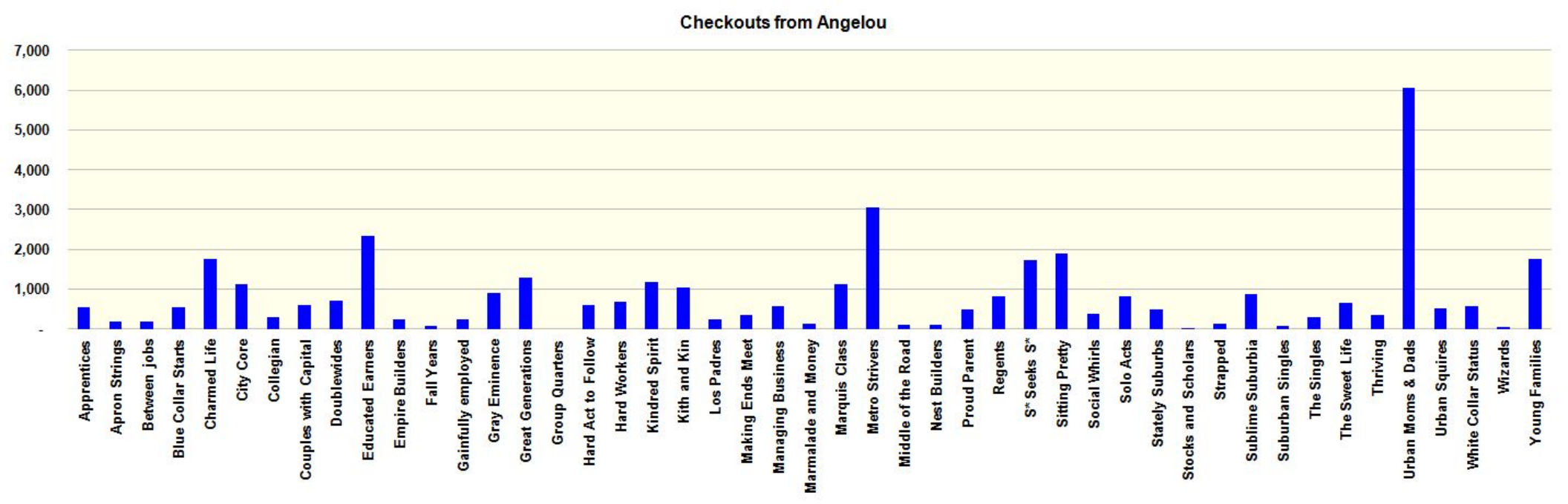
Note 1: "Low" market performance is when the segment's market share is below the District's average market share.

Note 2: "Low" customer potential is when the segment's customer potential is below the District's median customer potential.

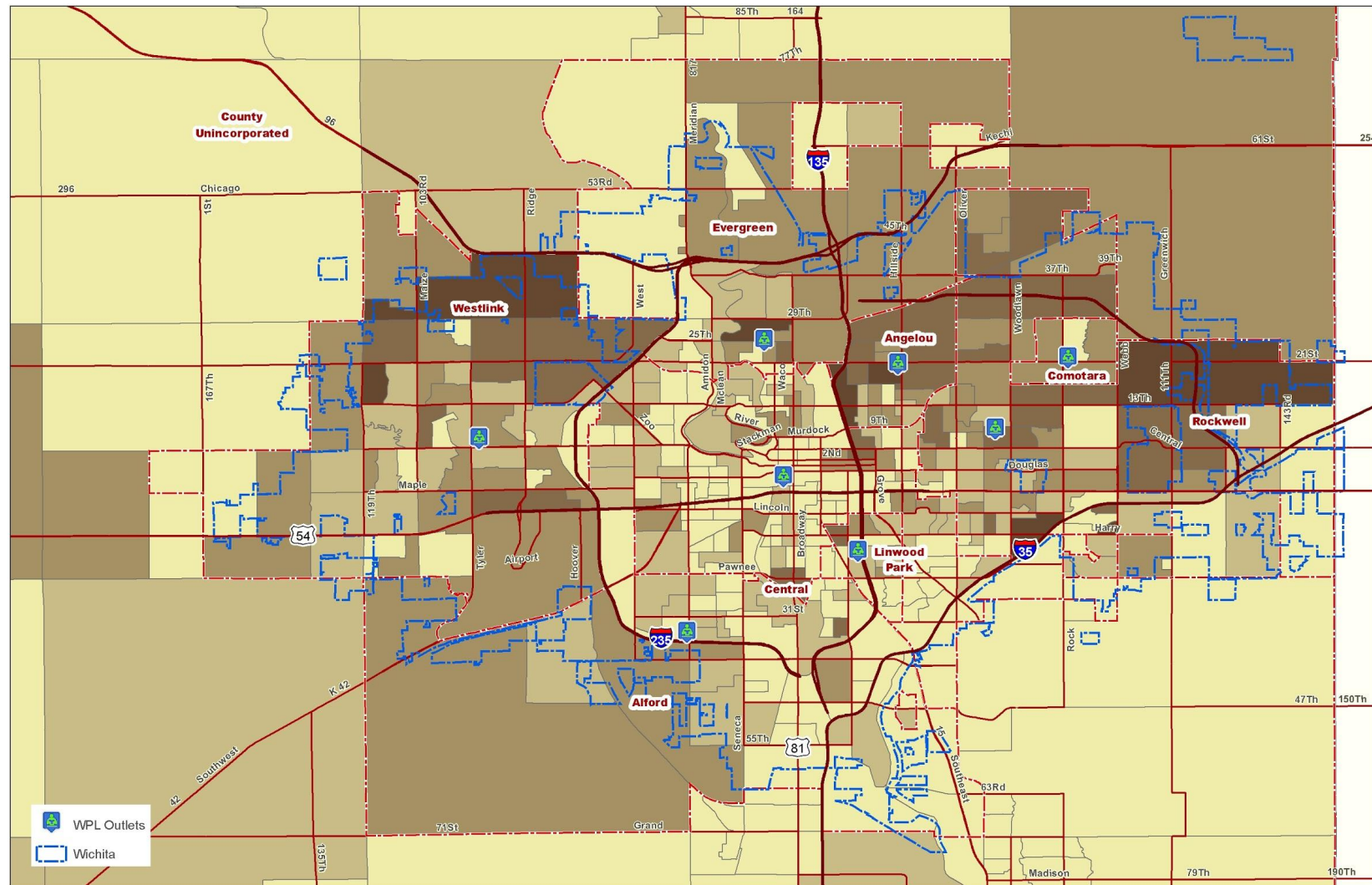
Angelou Service Area: Figures



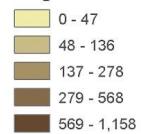
Angelou Checkouts by Outlet



Angelou Map of Checkouts by Block Group



Angelou Checkout Distribution



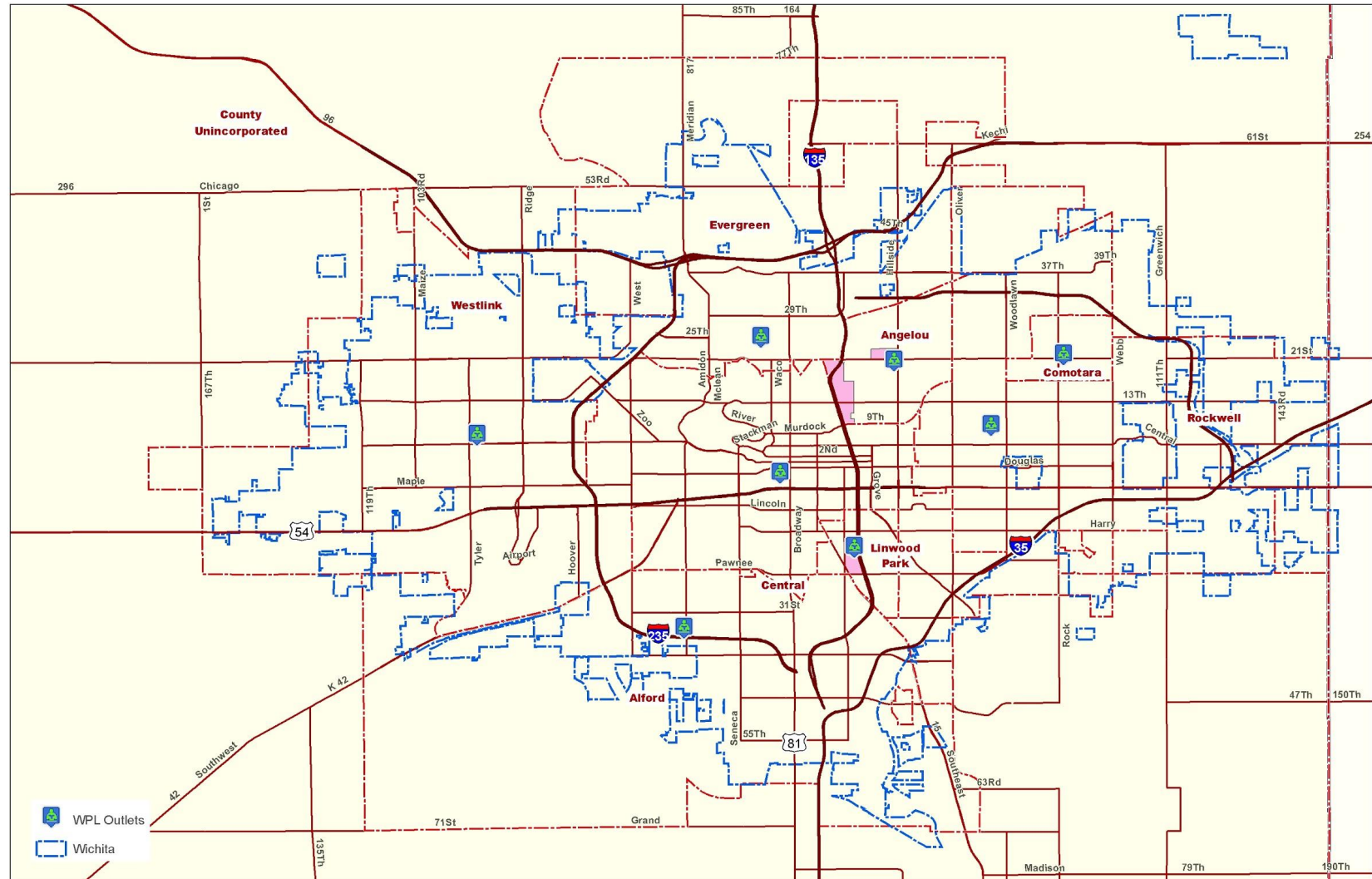
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Angelou Map of Highest Checkout Block Groups

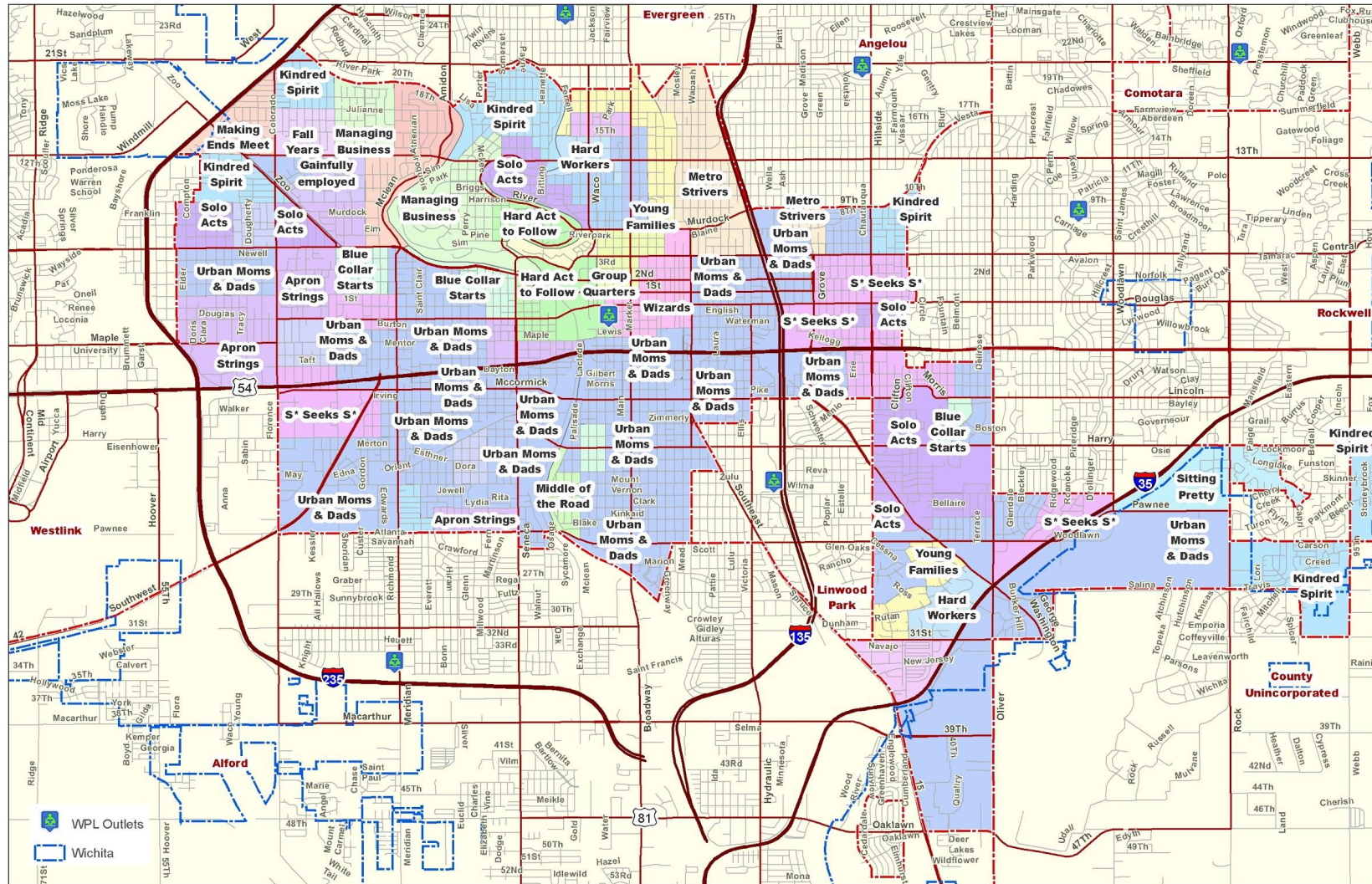


Angelou Most Cko from...
Most Checkouts from Angelou

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Central Service Area: Map of Segments



Central Service Area Segments

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Central Service Area: Tables

Segment		Population	Population Share Percent	Population Cumulative Number	Customers	Customer Share Percent	Customer Cumulative Number	Non Customers	Customer Share Percent	Customer Cumulative Number	Checkouts	Checkout Share Percent	Checkout Cumulative Number
1	Urban Moms & Dads	39,562	36.3%	36.3%	13,513	38.7%	38.7%	26,049	35.1%	35.1%	72128	31.6%	31.6%
2	Kindred Spirit	11,491	10.5%	46.8%	3,220	9.2%	47.9%	8,271	11.2%	46.3%	30689	13.5%	45.1%
3	S* Seeks S*	8,536	7.8%	54.6%	2,902	8.3%	56.2%	5,634	7.6%	53.9%	26426	11.6%	56.7%
4	Solo Acts	6,149	5.6%	60.2%	2,028	5.8%	62.0%	4,121	5.6%	59.4%	11912	5.2%	61.9%
5	Apron Strings	5,382	4.9%	65.2%	1,687	4.8%	66.8%	3,695	5.0%	64.4%	9075	4.0%	65.9%
6	Young Families	4,280	3.9%	69.1%	1,029	2.9%	69.7%	3,251	4.4%	68.8%	6336	2.8%	68.7%
7	Blue Collar Starts	3,579	3.3%	72.4%	1091	3.1%	72.9%	2,488	3.4%	72.2%	5185	2.3%	70.9%
8	Making Ends Meet	3,051	2.8%	75.2%	627	1.8%	74.6%	2,424	3.3%	75.4%	3610	1.6%	72.5%
9	Managing Business	2,990	2.7%	77.9%	1077	3.1%	77.7%	1,913	2.6%	78.0%	13581	6.0%	78.5%
10	Sublime Suburbia	2,492	2.3%	80.2%	507	1.5%	79.2%	1,985	2.7%	80.7%	2539	1.1%	79.6%
11	Hard Workers	2,256	2.1%	82.3%	517	1.5%	80.7%	1,739	2.3%	83.0%	898	0.4%	80.0%
12	Couples with Capital	2,170	2.0%	84.3%	349	1.0%	81.7%	1,821	2.5%	85.5%	3405	1.5%	81.5%
13	White Collar Status	2,097	1.9%	86.2%	743	2.1%	83.8%	1,354	1.8%	87.3%	4123	1.8%	83.3%
14	Group Quarters	1,925	1.8%	87.9%	623	1.8%	85.6%	1,302	1.8%	89.1%	3519	1.5%	84.8%
15	Hard Act to Follow	1,719	1.6%	89.5%	749	2.1%	87.7%	970	1.3%	90.4%	6993	3.1%	87.9%
16	Metro Strivers	1,340	1.2%	90.7%	552	1.6%	89.3%	788	1.1%	91.4%	2414	1.1%	89.0%
17	Los Padres	1,317	1.2%	92.0%	505	1.4%	90.7%	812	1.1%	92.5%	4749	2.1%	91.0%
18	Educated Earners	1,279	1.2%	93.1%	534	1.5%	92.3%	745	1.0%	93.5%	2567	1.1%	92.2%
19	Gray Eminence	1,195	1.1%	94.2%	363	1.0%	93.3%	832	1.1%	94.7%	3812	1.7%	93.8%
20	Sitting Pretty	1,104	1.0%	95.2%	256	0.7%	94.0%	848	1.1%	95.8%	1500	0.7%	94.5%
21	Doublewides	1,034	0.9%	96.2%	245	0.7%	94.7%	789	1.1%	96.9%	509	0.2%	94.7%
22	Gainfully employed	887	0.8%	97.0%	282	0.8%	95.5%	605	0.8%	97.7%	1343	0.6%	95.3%
23	Wizards	845	0.8%	97.8%	807	2.3%	97.8%	38	0.1%	97.7%	2900	1.3%	96.6%
24	Fall Years	816	0.7%	98.5%	204	0.6%	98.4%	612	0.8%	98.6%	2090	0.9%	97.5%
25	Middle of the Road	815	0.7%	99.3%	259	0.7%	99.2%	556	0.7%	99.3%	1821	0.8%	98.3%
26	The Singles	801	0.7%	100.0%	292	0.8%	100.0%	509	0.7%	100.0%	3864	1.7%	100.0%
Grand Total		109,112	100.0%		34,961	100%		74,151	100%		227,988	100%	

Central Service Area: Tables

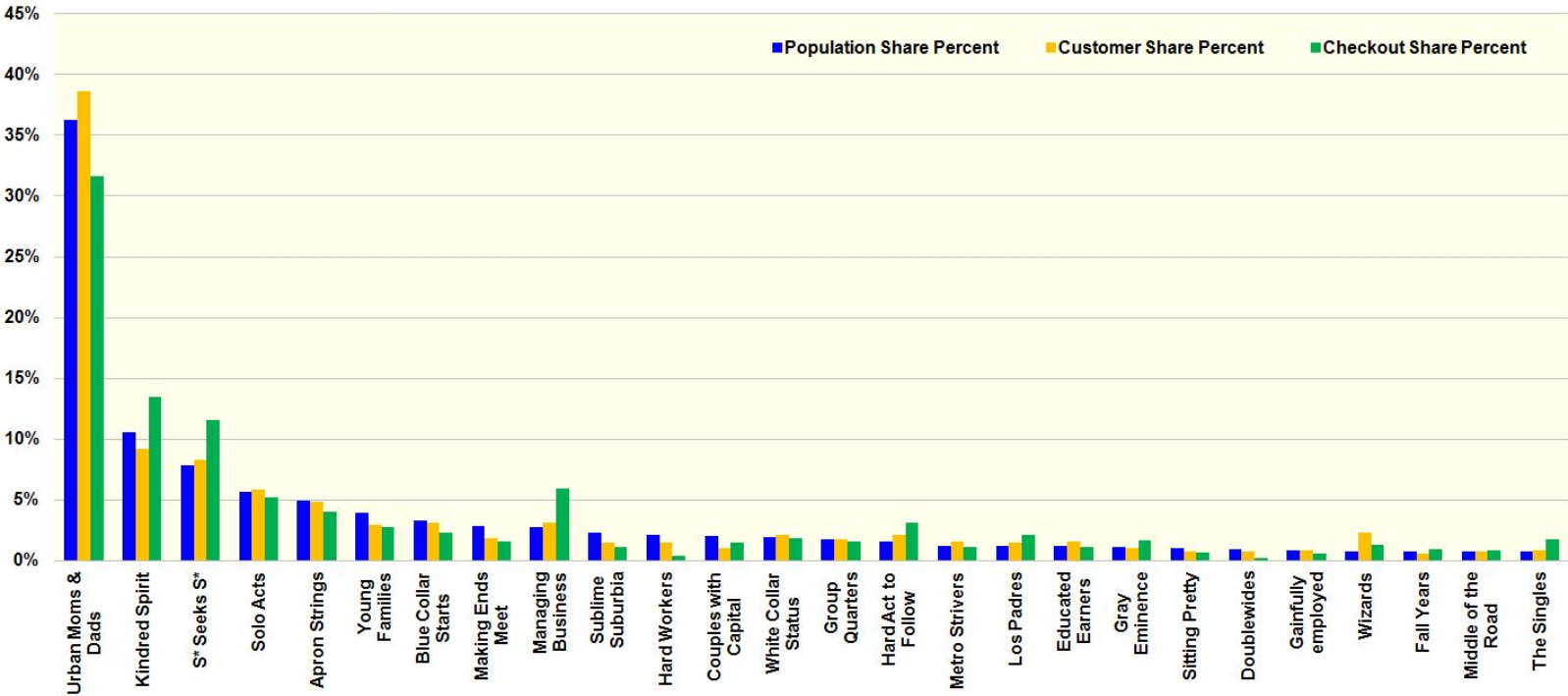
	Segment	Market Share	Market Potential	Market Performance (note 1)	Customer Potential	Customer Potential Performance (note 2)	Customer Potential Rank
1	Urban Moms & Dads	34.2%	65.8%	High market potential	238.7	High customer potential	1
2	Kindred Spirit	28.0%	72.0%	Low market potential	75.8	High customer potential	2
3	S* Seeks S*	34.0%	66.0%	High market potential	51.6	High customer potential	3
4	Solo Acts	33.0%	67.0%	High market potential	37.8	High customer potential	4
5	Apron Strings	31.3%	68.7%	Low market potential	33.9	High customer potential	5
6	Young Families	24.0%	76.0%	Low market potential	29.8	High customer potential	6
7	Blue Collar Starts	30.5%	69.5%	Low market potential	22.8	High customer potential	7
8	Making Ends Meet	20.6%	79.4%	Low market potential	22.2	High customer potential	8
9	Managing Business	36.0%	64.0%	High market potential	17.5	High customer potential	10
10	Sublime Suburbia	20.3%	79.7%	Low market potential	18.2	High customer potential	9
11	Hard Workers	22.9%	77.1%	Low market potential	15.9	High customer potential	12
12	Couples with Capital	16.1%	83.9%	Low market potential	16.7	High customer potential	11
13	White Collar Status	35.4%	64.6%	High market potential	12.4	High customer potential	13
14	Group Quarters	32.4%	67.6%	High market potential	11.9	Low customer potential	14
15	Hard Act to Follow	43.6%	56.4%	High market potential	8.9	Low customer potential	15
16	Metro Strivers	41.2%	58.8%	High market potential	7.2	Low customer potential	20
17	Los Padres	38.3%	61.7%	High market potential	7.4	Low customer potential	18
18	Educated Earners	41.8%	58.2%	High market potential	6.8	Low customer potential	21
19	Gray Eminence	30.4%	69.6%	Low market potential	7.6	Low customer potential	17
20	Sitting Pretty	23.2%	76.8%	Low market potential	7.8	Low customer potential	16
21	Doublewides	23.7%	76.3%	Low market potential	7.2	Low customer potential	19
22	Gainfully employed	31.8%	68.2%	Low market potential	5.5	Low customer potential	23
23	Wizards	95.5%	4.5%	High market potential	0.3	Low customer potential	26
24	Fall Years	25.0%	75.0%	Low market potential	5.6	Low customer potential	22
25	Middle of the Road	31.8%	68.2%	Low market potential	5.1	Low customer potential	24
26	The Singles	36.5%	63.5%	High market potential	4.7	Low customer potential	25
		32.0%	68.0%		12.2	Median	

Note 1: "Low" market performance is when the segment's market share is below the District's average market share.

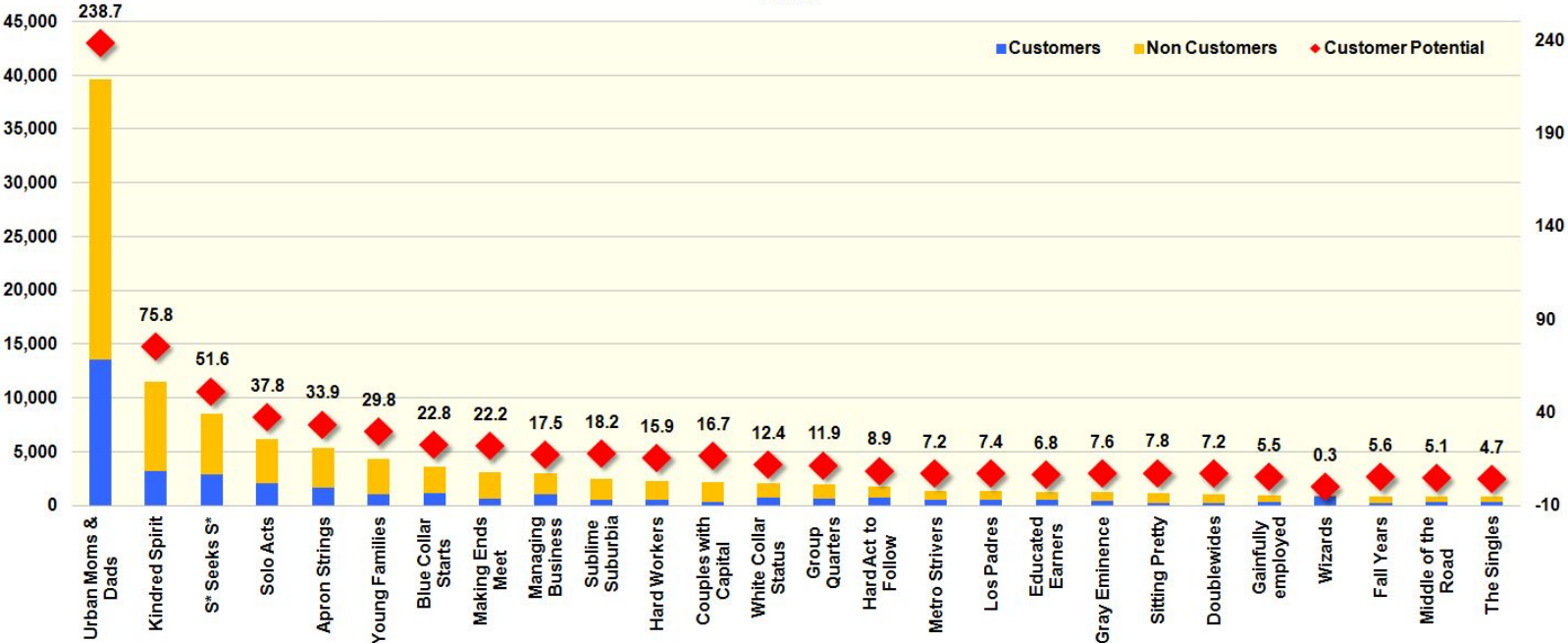
Note 2: "Low" customer potential is when the segment's customer potential is below the District's median customer potential.

Central Service Area: Figures

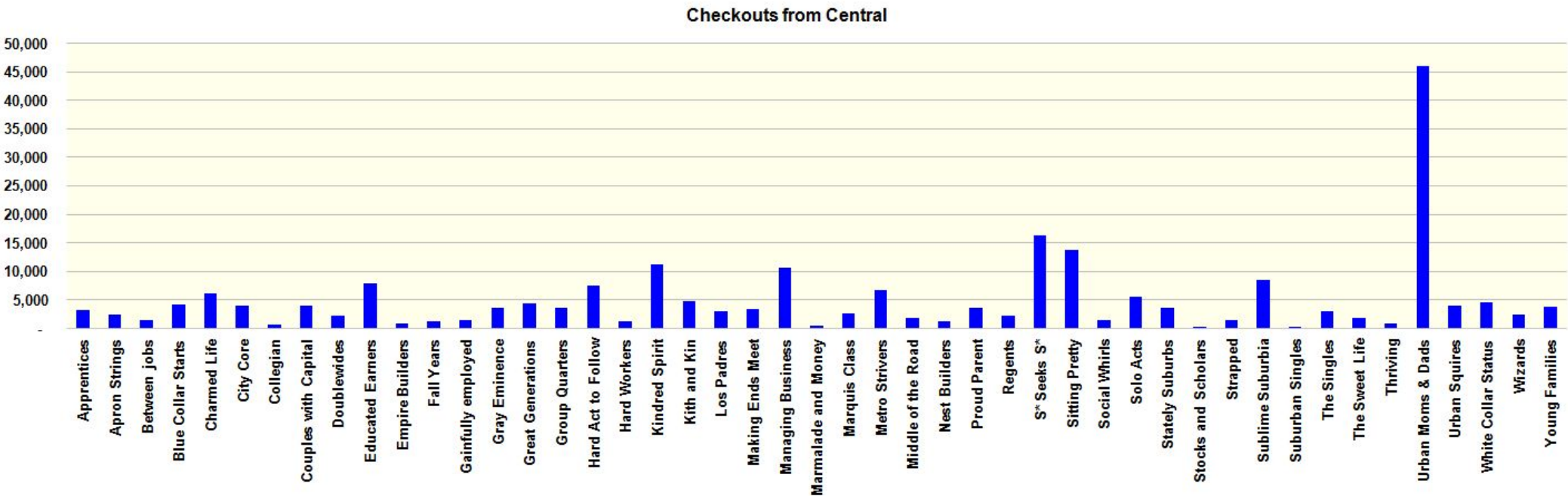
Central



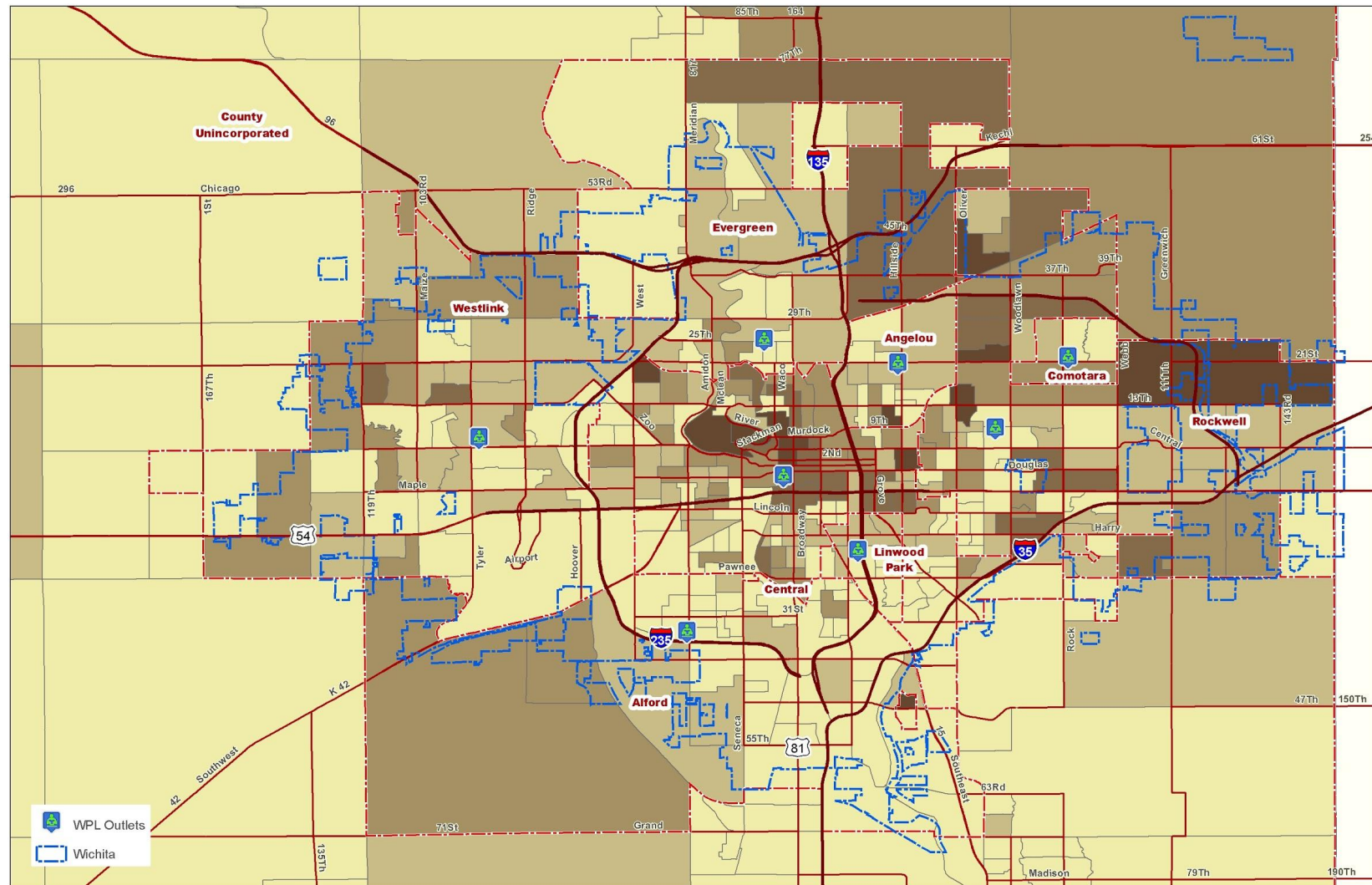
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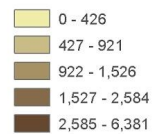
Central Checkouts by Outlet



Central Map of Checkouts by Block Group



Central Checkout Distribution



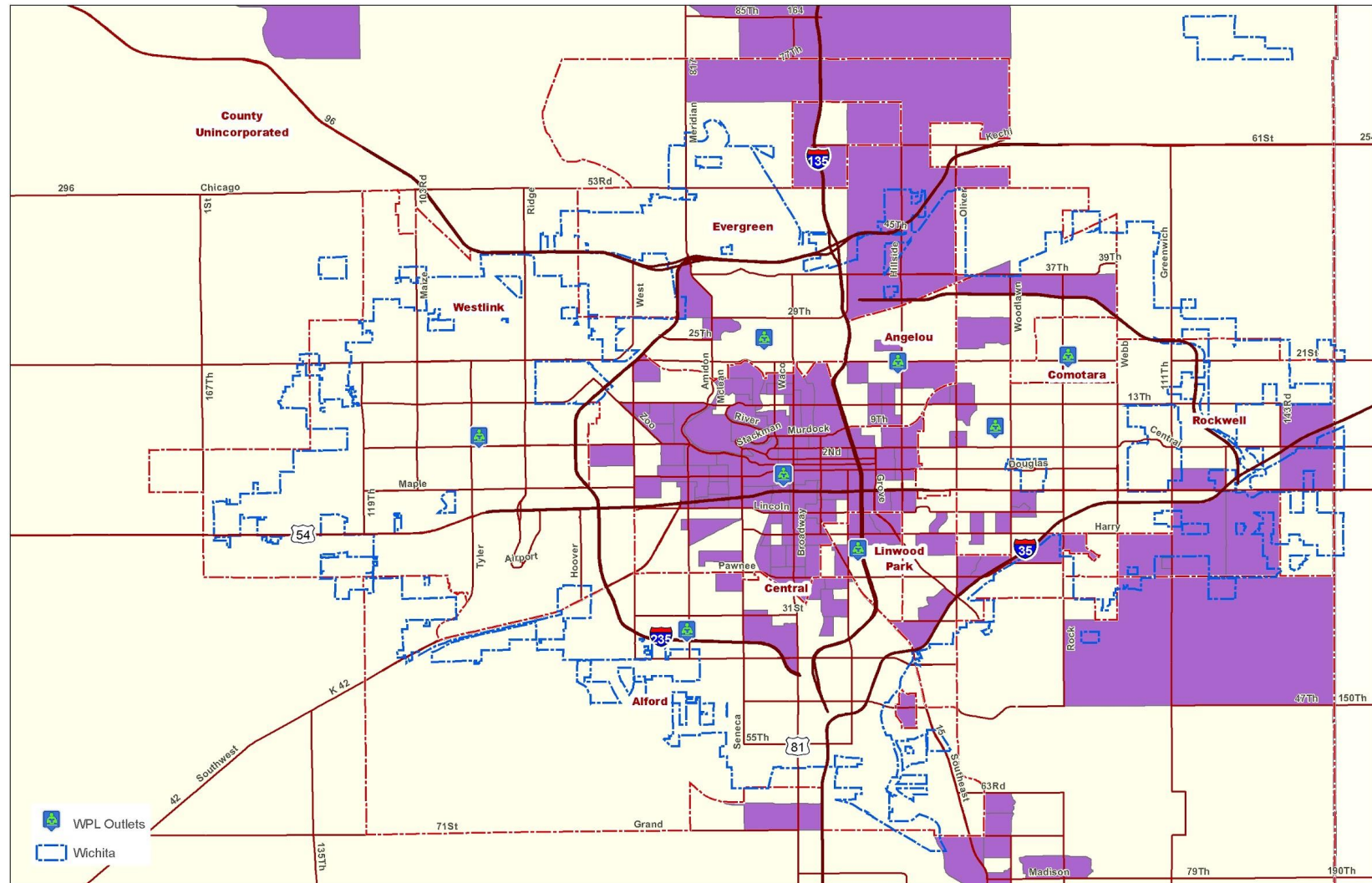
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Central Map of Highest Checkout Block Groups



Central Most Cko from...

Most Checkouts from Central

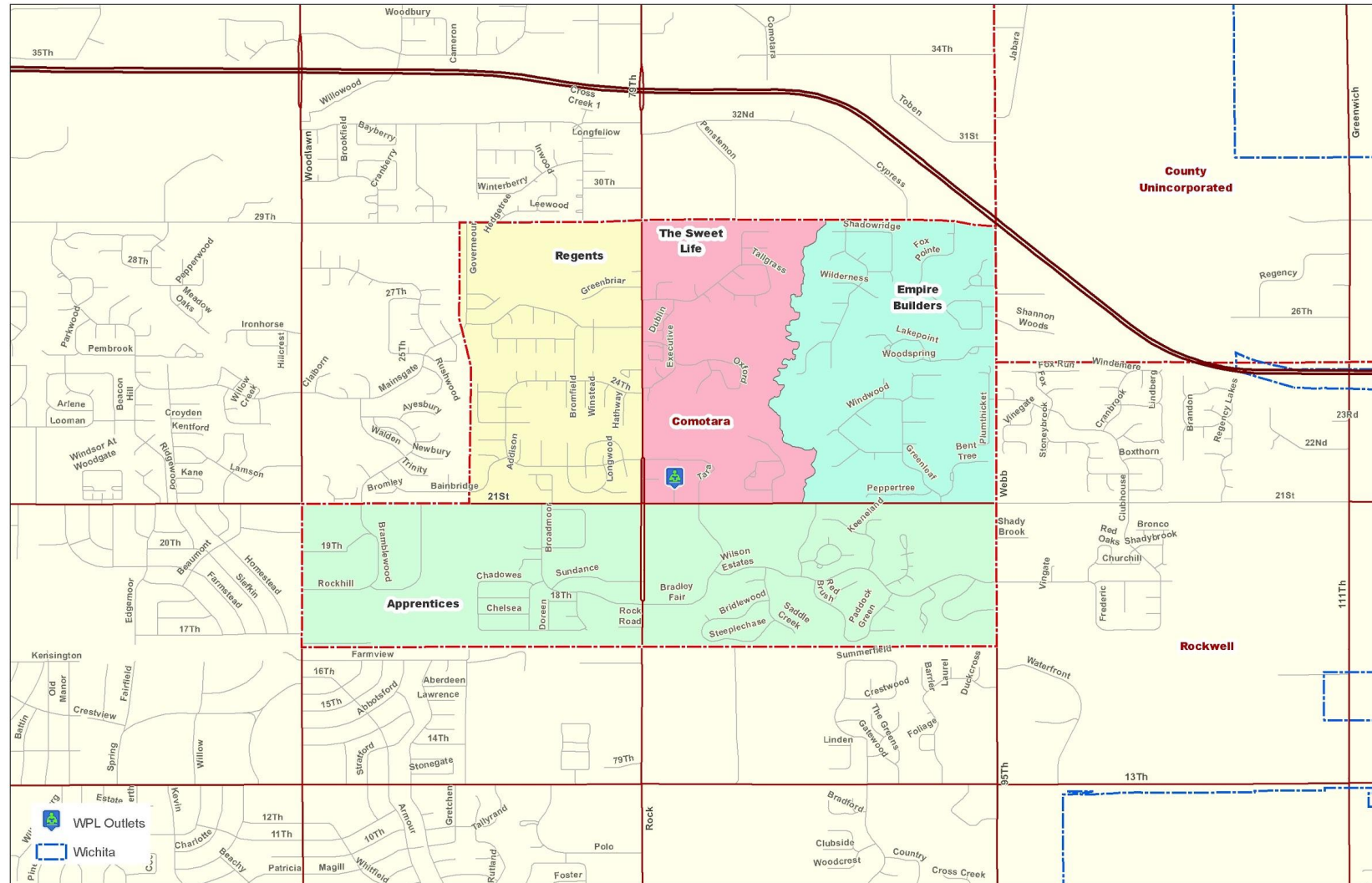
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Comotara Service Area: Map of Segments



Comotara Service Area Segments

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Comotara Service Area: Tables

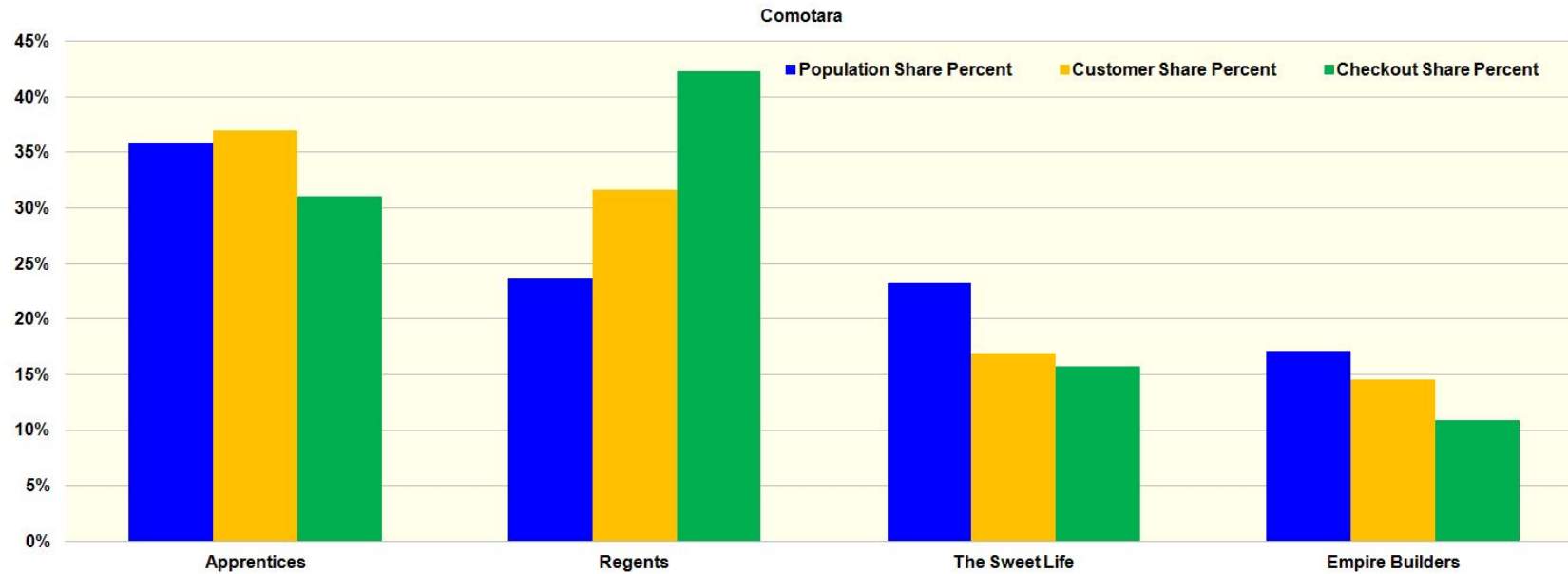
	Segment	Population	Population Share Percent	Population Cumulative Number	Customers	Customer Share Percent	Customer Cumulative Number	Non Customers	Customer Share Percent	Customer Cumulative Number	Checkouts	Checkout Share Percent	Checkout Cumulative Number
1	Apprentices	2,370	35.9%	35.9%	759	36.9%	36.9%	1,611	35.5%	35.5%	4,816	31.0%	31.0%
2	Regents	1,561	23.7%	59.6%	650	31.6%	68.5%	911	20.0%	20.0%	6,572	42.3%	73.3%
3	The Sweet Life	1,537	23.3%	82.8%	348	16.9%	85.5%	1,189	26.2%	26.2%	2,444	15.7%	89.1%
4	Empire Builders	1,132	17.2%	100.0%	299	14.5%	100.0%	833	18.3%	18.3%	1,698	10.9%	100.0%
	Grand Total	6,600	100.0%		2,056	100%		4,544	100%		15,530	100%	

	Segment	Market Share	Market Potential	Market Performance (note 1)	Customer Potential	Customer Potential Performance (note 2)	Customer Potential Rank
1	Apprentices	32.0%	68.0%	High market potential	244.1	High customer potential	1
2	Regents	41.6%	58.4%	High market potential	138.0	Low customer potential	3
3	The Sweet Life	22.6%	77.4%	Low market potential	180.2	High customer potential	2
4	Empire Builders	26.4%	73.6%	Low market potential	126.2	Low customer potential	4
		31.2%	68.8%		159.1	Median	

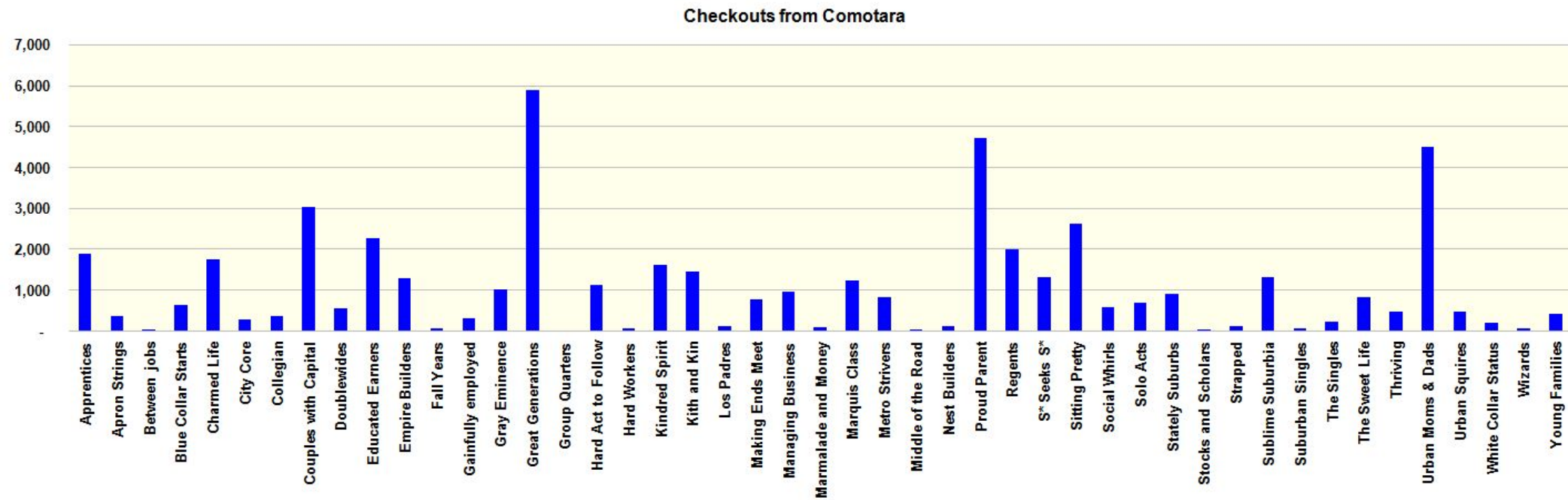
Note 1: "Low" market performance is when the segment's market share is below the District's average market share.

Note 2: "Low" customer potential is when the segment's customer potential is below the District's median customer potential.

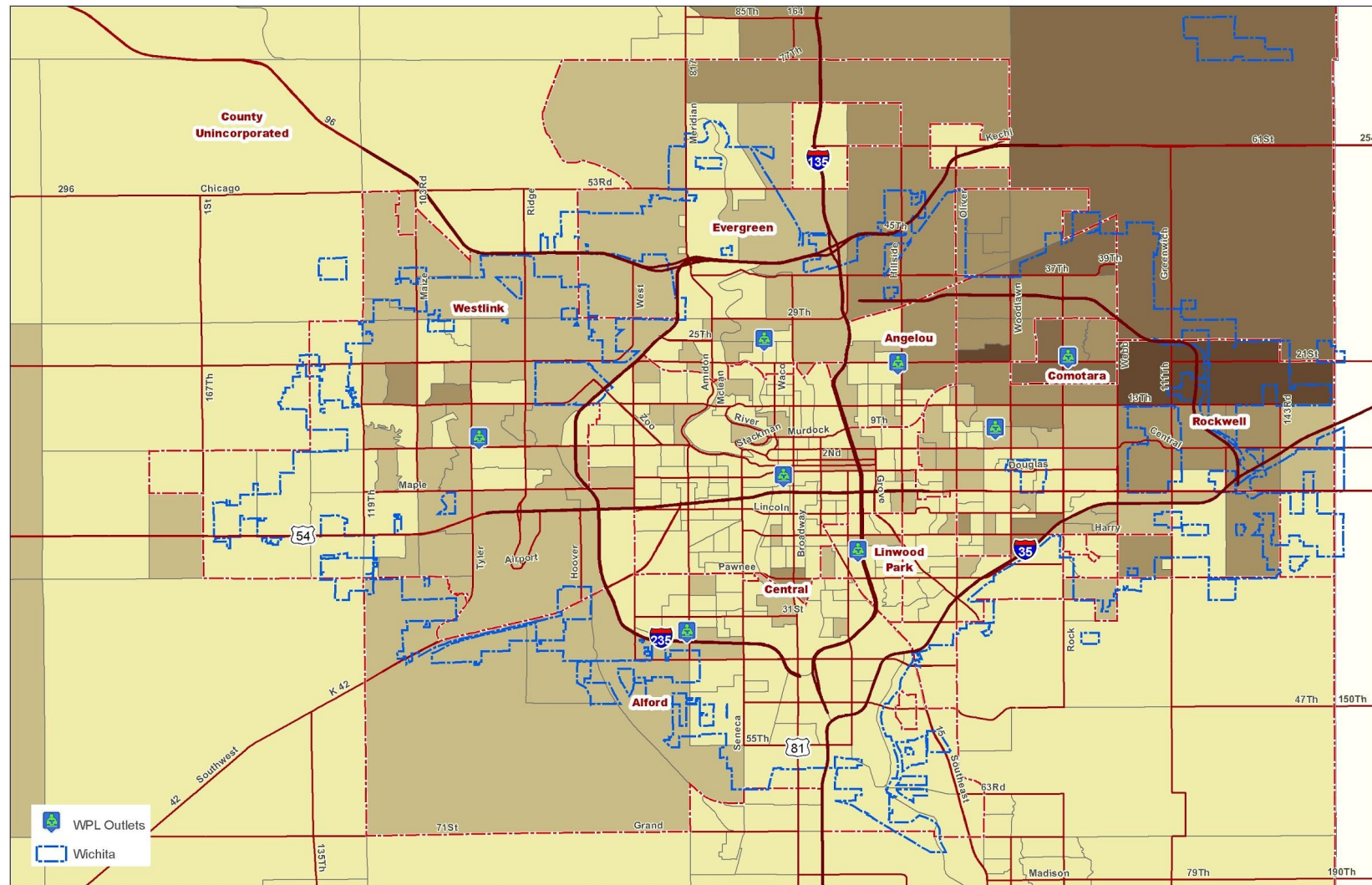
Comotara Service Area: Figures



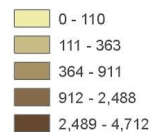
Comotara Checkouts by Outlet



Comotara Map of Checkouts by Block Group



Comotara Checkout Distribution



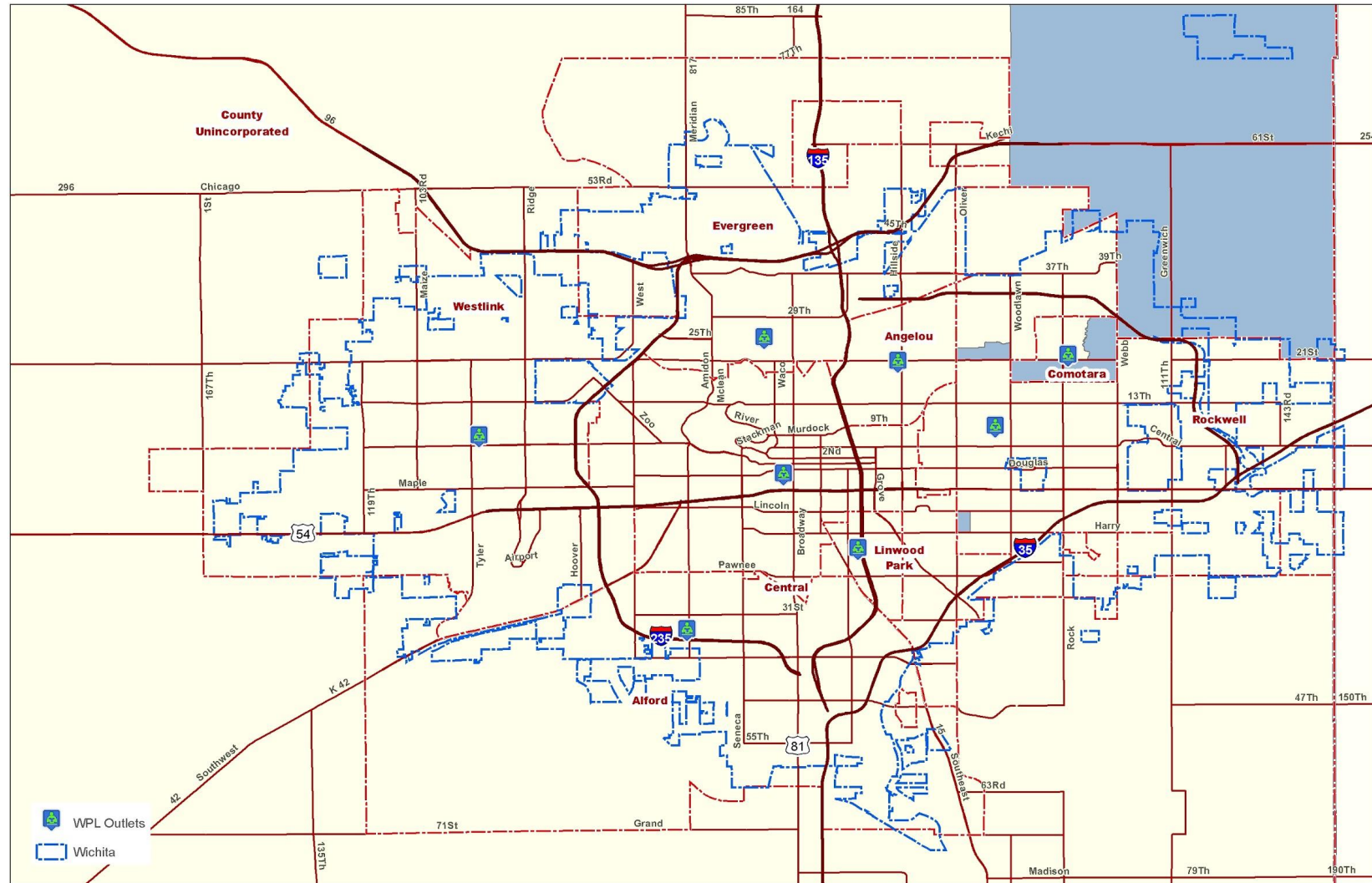
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Comotara Map of Highest Checkout Block Groups



Comotara Most Cko from...

Most Checkouts from Comotara

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This map of Wichita, Kansas, displays a variety of neighborhoods, each assigned a unique color. The city is bounded by major highways, including I-135 and I-235. Surrounding areas are labeled as 'County Unincorporated' and 'Comotara'. A legend in the bottom left corner indicates that green squares represent 'WPL Outlets' and blue outlines represent the 'Wichita' city limits. The map is densely packed with neighborhood names, such as 'Regents', 'Evergreen', 'Gray Eminence', 'Stately Suburbs', 'Managing Business', 'Solo Acts', 'Young Families', 'Fall Years', 'Gray Eminence', 'Making Ends Meet', 'The Singles', 'Hard Workers', 'Angelou', 'Rockwell', 'Comotara', and 'Central'. The map also shows major roads like 73rd, 71st, 77th, 69th, 67th, 66th, 65th, 64th, 63rd, 62nd, 61st, 60th, 59th, 58th, 57th, 56th, 55th, 54th, 53rd, 52nd, 51st, 50th, 49th, 48th, 47th, 46th, 45th, 44th, 43rd, 42nd, 41st, 40th, 39th, 38th, 37th, 36th, 35th, 34th, 33rd, 32nd, 31st, 30th, 29th, 28th, 27th, 26th, 25th, 24th, 23rd, 22nd, 21st, 20th, 19th, 18th, 17th, 16th, 15th, 14th, 13th, 12th, 11th, 10th, 9th, 8th, 7th, 6th, 5th, 4th, 3rd, 2nd, 1st, and 0th.

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Evergreen Service Area: Tables

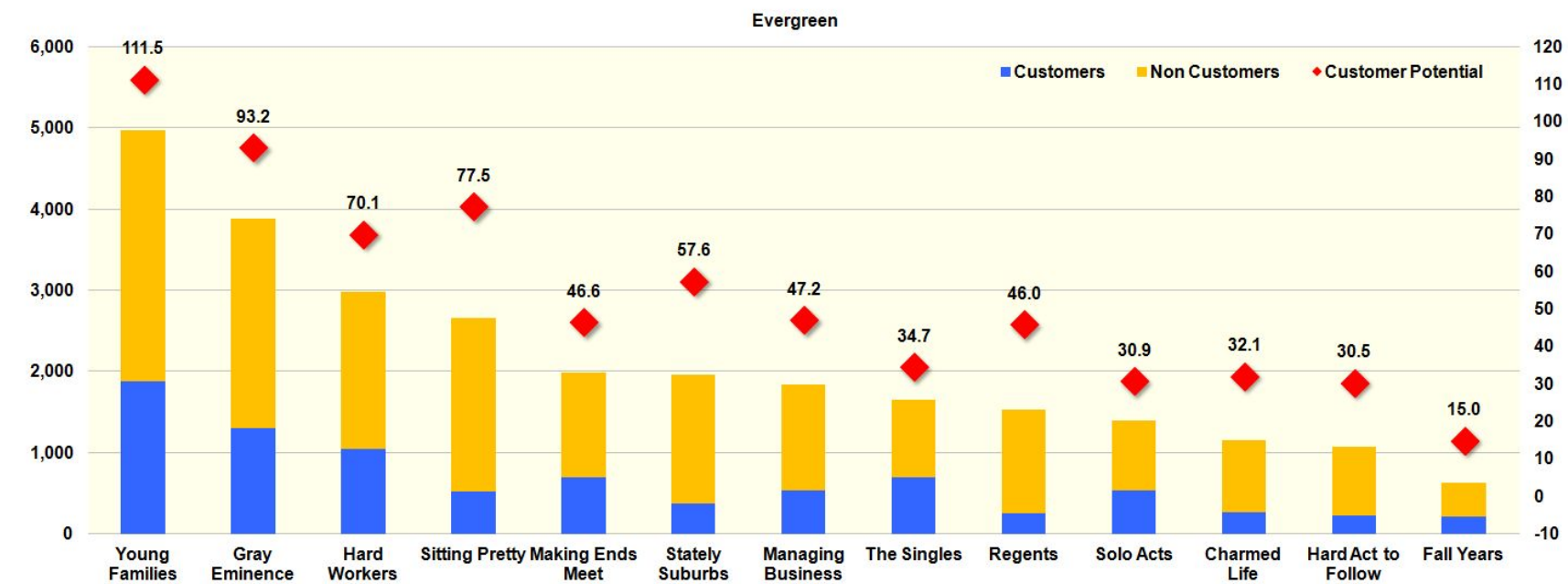
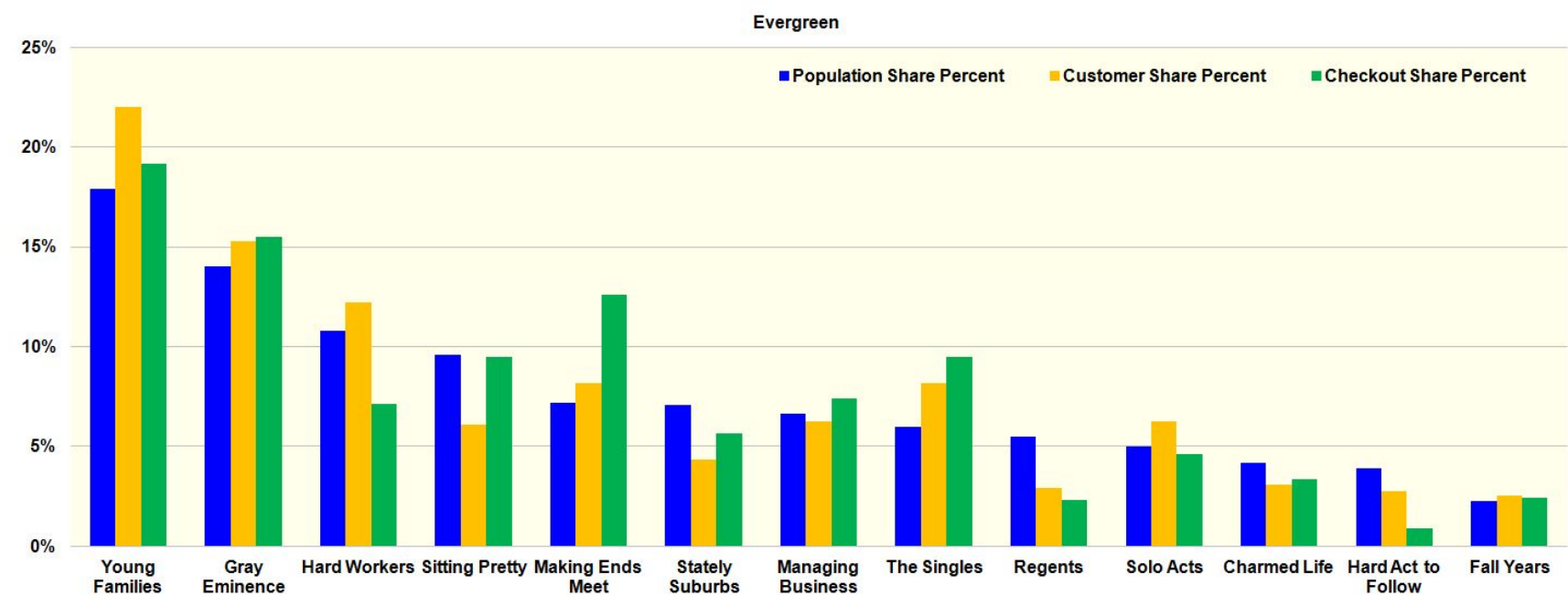
	Segment	Population	Population Share Percent	Population Cumulative Number	Customers	Customer Share Percent	Customer Cumulative Number	Non Customers	Customer Share Percent	Customer Cumulative Number	Checkouts	Checkout Share Percent	Checkout Cumulative Number
1	Young Families	4,966	17.9%	17.9%	1,876	22.0%	22.0%	3,090	16.1%	16.1%	11,306	19.2%	19.2%
2	Gray Eminence	3,885	14.0%	31.9%	1,302	15.3%	37.3%	2,583	13.5%	13.5%	9,127	15.5%	34.7%
3	Hard Workers	2,985	10.8%	42.7%	1,042	12.2%	49.6%	1,943	10.1%	10.1%	4,213	7.1%	41.8%
4	Sitting Pretty	2,664	9.6%	52.3%	516	6.1%	55.6%	2,148	11.2%	11.2%	5,587	9.5%	51.3%
5	Making Ends Meet	1,985	7.2%	59.5%	694	8.2%	63.8%	1,291	6.7%	6.7%	7,437	12.6%	63.9%
6	Stately Suburbs	1,963	7.1%	66.6%	367	4.3%	68.1%	1,596	8.3%	8.3%	3,339	5.7%	69.6%
7	Managing Business	1,838	6.6%	73.2%	531	6.2%	74.3%	1,307	6.8%	6.8%	4,373	7.4%	77.0%
8	The Singles	1,656	6.0%	79.2%	695	8.2%	82.5%	961	5.0%	5.0%	5,581	9.5%	86.4%
9	Regents	1,526	5.5%	84.7%	250	2.9%	85.4%	1,276	6.6%	6.6%	1,357	2.3%	88.7%
10	Solo Acts	1,390	5.0%	89.7%	534	6.3%	91.7%	856	4.5%	4.5%	2,714	4.6%	93.3%
11	Charmed Life	1,152	4.2%	93.8%	261	3.1%	94.8%	891	4.6%	4.6%	1,959	3.3%	96.7%
12	Hard Act to Follow	1,076	3.9%	97.7%	232	2.7%	97.5%	844	4.4%	4.4%	536	0.9%	97.6%
13	Fall Years	630	2.3%	100.0%	215	2.5%	100.0%	415	2.2%	2.2%	1,431	2.4%	100.0%
	Grand Total	27,716	100.0%		8,515	100%		19,201	100%		58,960	100%	

	Segment	Market Share	Market Potential	Market Performance (note 1)	Customer Potential	Customer Potential Performance (note 2)	Customer Potential Rank
1	Young Families	37.8%	62.2%	High market potential	111.5	High customer potential	1
2	Gray Eminence	33.5%	66.5%	High market potential	93.2	High customer potential	2
3	Hard Workers	34.9%	65.1%	High market potential	70.1	High customer potential	4
4	Sitting Pretty	19.4%	80.6%	Low market potential	77.5	High customer potential	3
5	Making Ends Meet	35.0%	65.0%	High market potential	46.6	Low customer potential	7
6	Stately Suburbs	18.7%	81.3%	Low market potential	57.6	High customer potential	5
7	Managing Business	28.9%	71.1%	Low market potential	47.2	High customer potential	6
8	The Singles	42.0%	58.0%	High market potential	34.7	Low customer potential	9
9	Regents	16.4%	83.6%	Low market potential	46.0	Low customer potential	8
10	Solo Acts	38.4%	61.6%	High market potential	30.9	Low customer potential	11
11	Charmed Life	22.7%	77.3%	Low market potential	32.1	Low customer potential	10
12	Hard Act to Follow	21.6%	78.4%	Low market potential	30.5	Low customer potential	12
13	Fall Years	34.1%	65.9%	High market potential	15.0	Low customer potential	13
		30.7%	69.3%		46.6	Median	

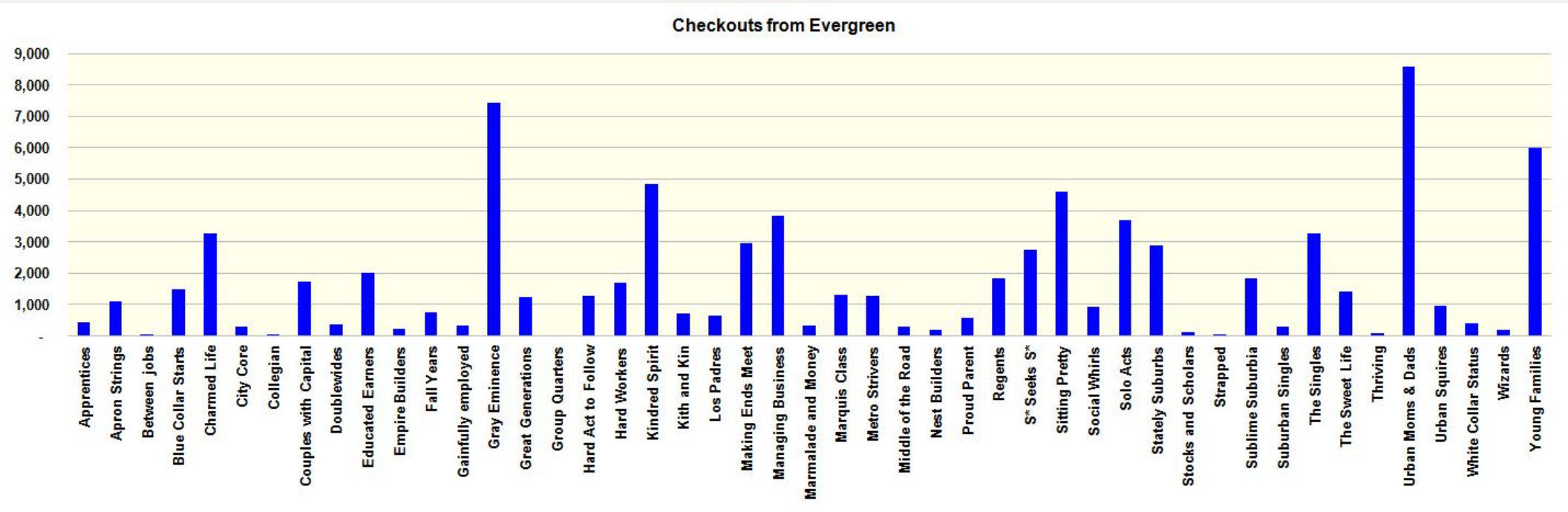
Note 1: "Low" market performance is when the segment's market share is below the District's average market share.

Note 2: "Low" customer potential is when the segment's customer potential is below the District's median customer potential.

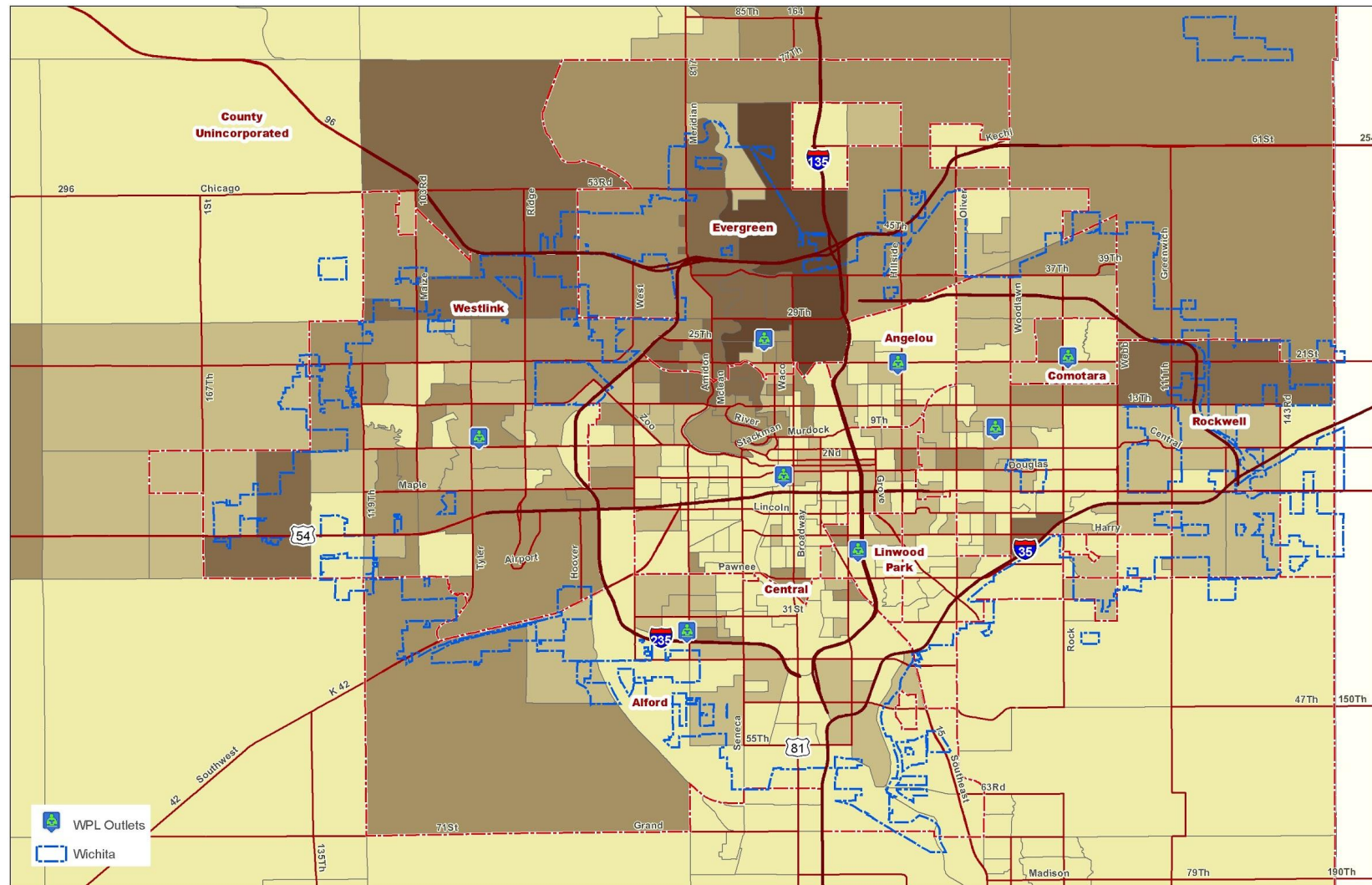
Evergreen Service Area: Figures



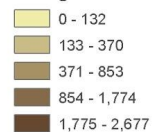
Evergreen Checkouts by Outlet



Evergreen Map of Checkouts by Block Group



Evergreen Checkout Distribution



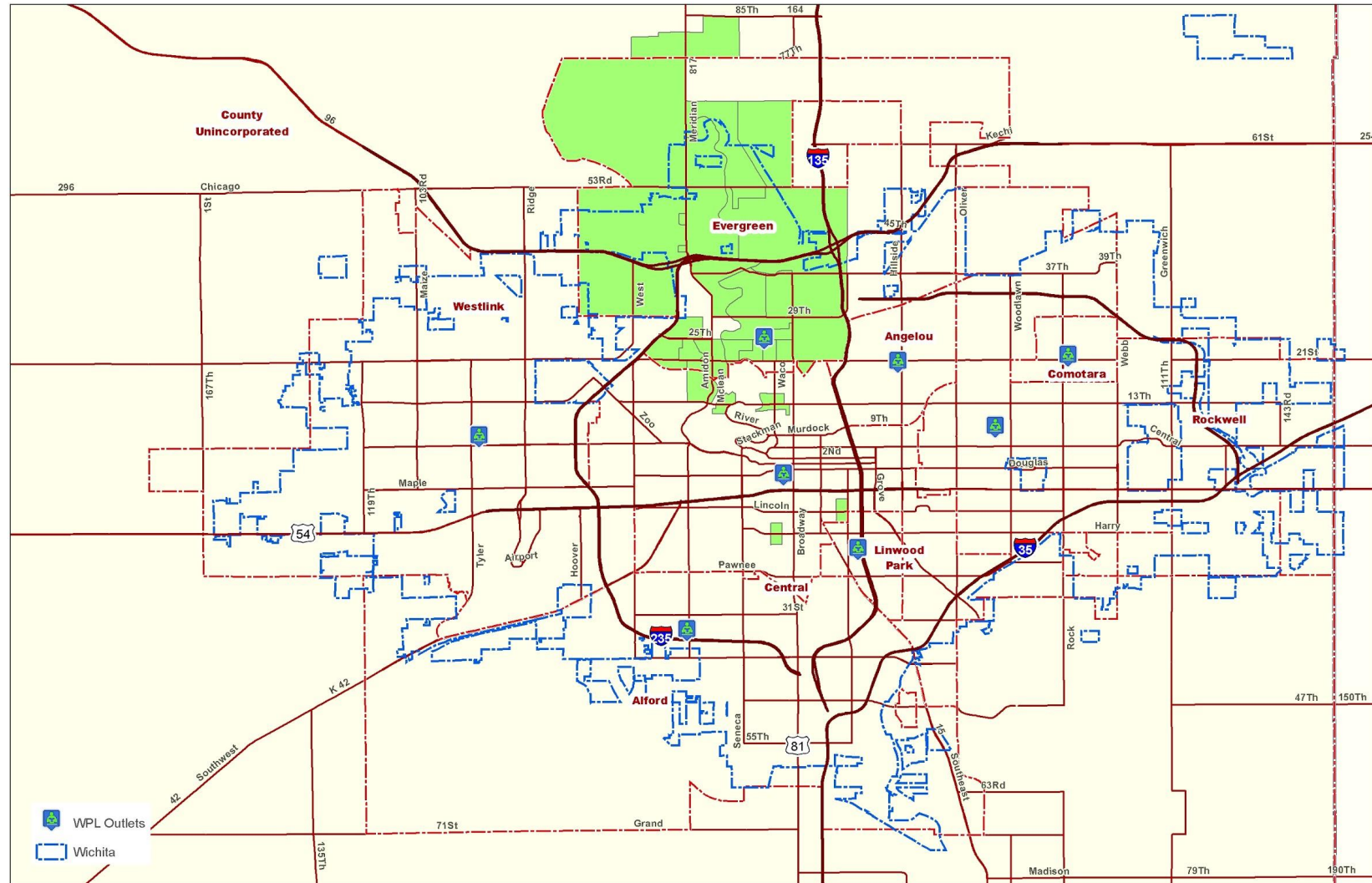
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Evergreen Map of Highest Checkout Block Groups



Evergreen Most Cko from...

Most Checkouts from Evergreen

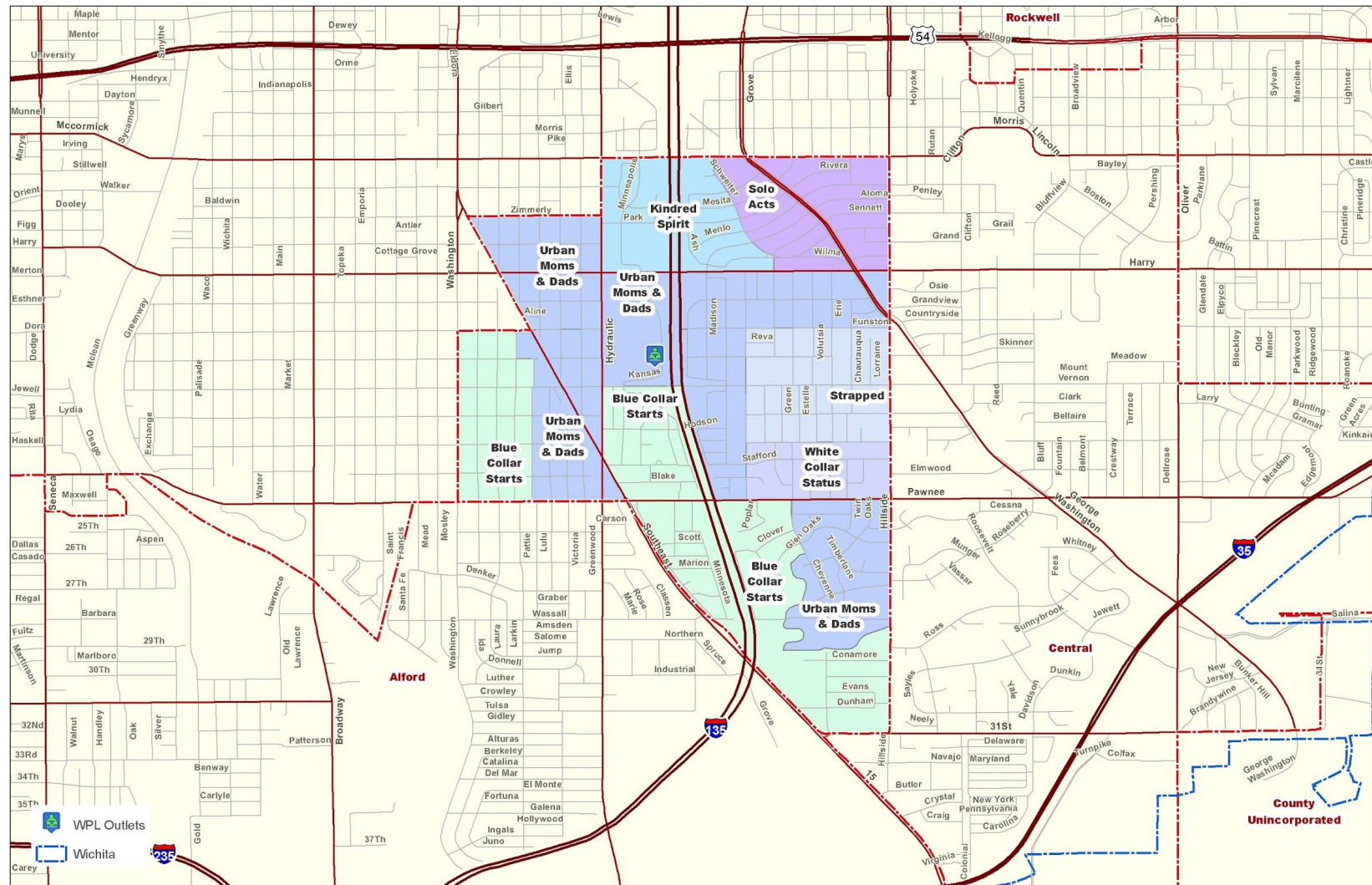
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Linwood Park Service Area: Map of Segments



Linwood Park Service Area Segments

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Linwood Park Service Area: Tables

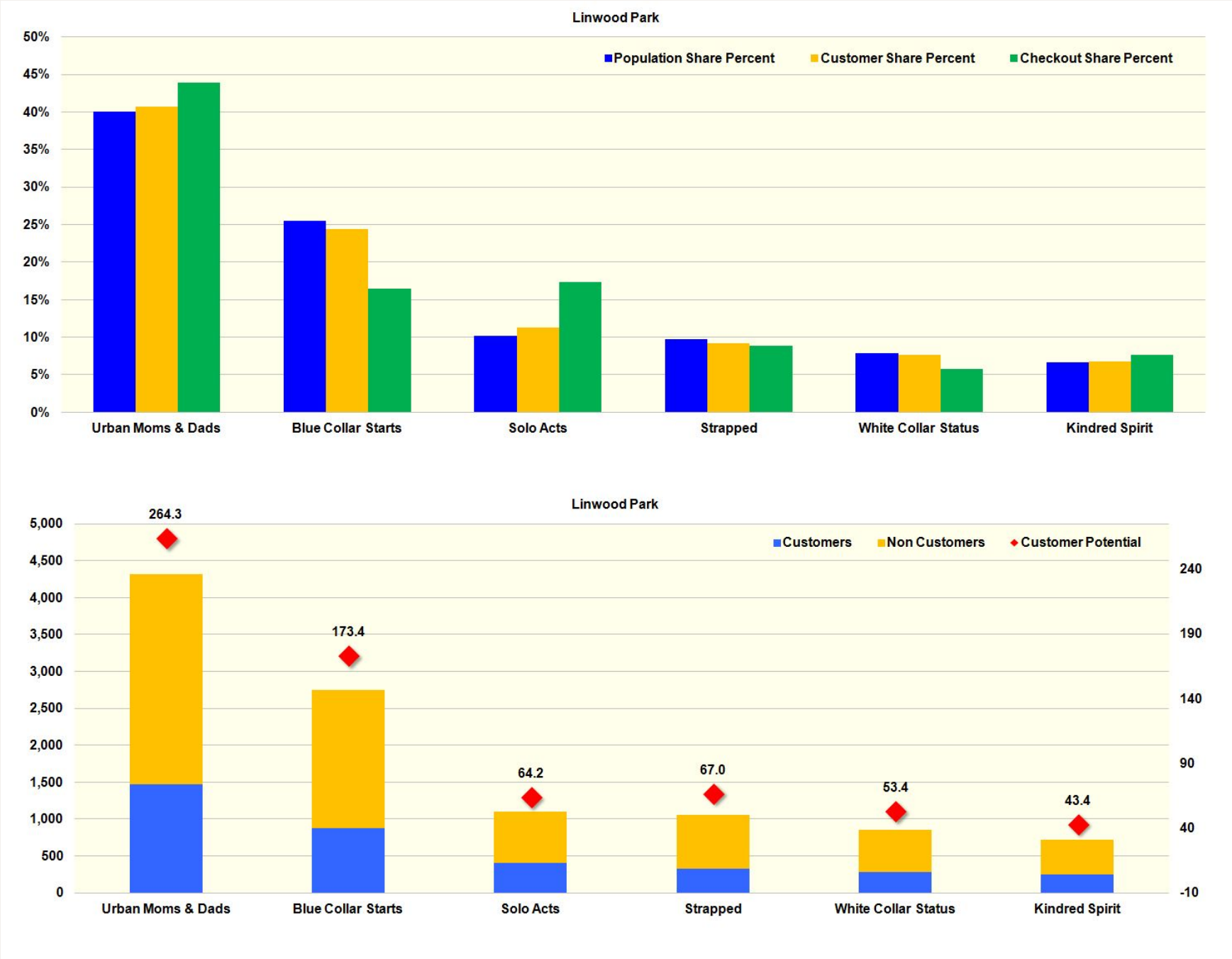
	Segment	Population	Population Share Percent	Population Cumulative Number	Customers	Customer Share Percent	Customer Cumulative Number	Non Customers	Customer Share Percent	Customer Cumulative Number	Checkouts	Checkout Share Percent	Checkout Cumulative Number
1	Urban Moms & Dads	4,314	40.0%	40.0%	1,466	40.7%	40.7%	2,848	39.7%	39.7%	9,003	43.9%	43.9%
2	Blue Collar Starts	2,748	25.5%	65.5%	879	24.4%	65.1%	1,869	26.1%	65.8%	3,378	16.5%	60.4%
3	Solo Acts	1,098	10.2%	75.7%	406	11.3%	76.4%	692	9.6%	75.4%	3,556	17.4%	77.8%
4	Strapped	1,051	9.8%	85.5%	329	9.1%	85.5%	722	10.1%	85.5%	1,809	8.8%	86.6%
5	White Collar Status	852	7.9%	93.4%	277	7.7%	93.2%	575	8.0%	93.5%	1,187	5.8%	92.4%
6	Kindred Spirit	713	6.6%	100.0%	245	6.8%	100.0%	468	6.5%	100.0%	1,554	7.6%	100.0%
	Grand Total	10,776	100.0%		3,602	100%		7,174	100%		20,487	100%	

	Segment	Market Share	Market Potential	Market Performance (note 1)	Customer Potential	Customer Potential Performance (note 2)	Customer Potential Rank
1	Urban Moms & Dads	34.0%	66.0%	High market potential	264.3	High customer potential	1
2	Blue Collar Starts	32.0%	68.0%	Low market potential	173.4	High customer potential	2
3	Solo Acts	37.0%	63.0%	High market potential	64.2	Low customer potential	4
4	Strapped	31.3%	68.7%	Low market potential	67.0	High customer potential	3
5	White Collar Status	32.5%	67.5%	Low market potential	53.4	Low customer potential	5
6	Kindred Spirit	34.4%	65.6%	High market potential	43.4	Low customer potential	6
		33.4%	66.6%		65.6	Median	

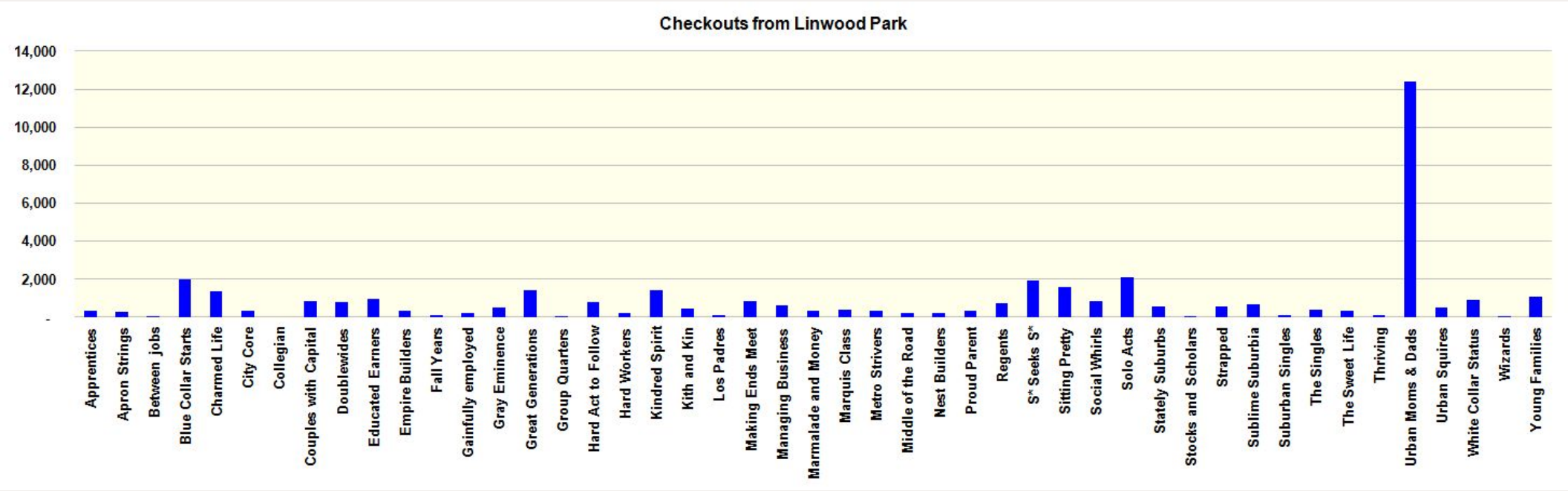
Note 1: "Low" market performance is when the segment's market share is below the District's average market share.

Note 2: "Low" customer potential is when the segment's customer potential is below the District's median customer potential.

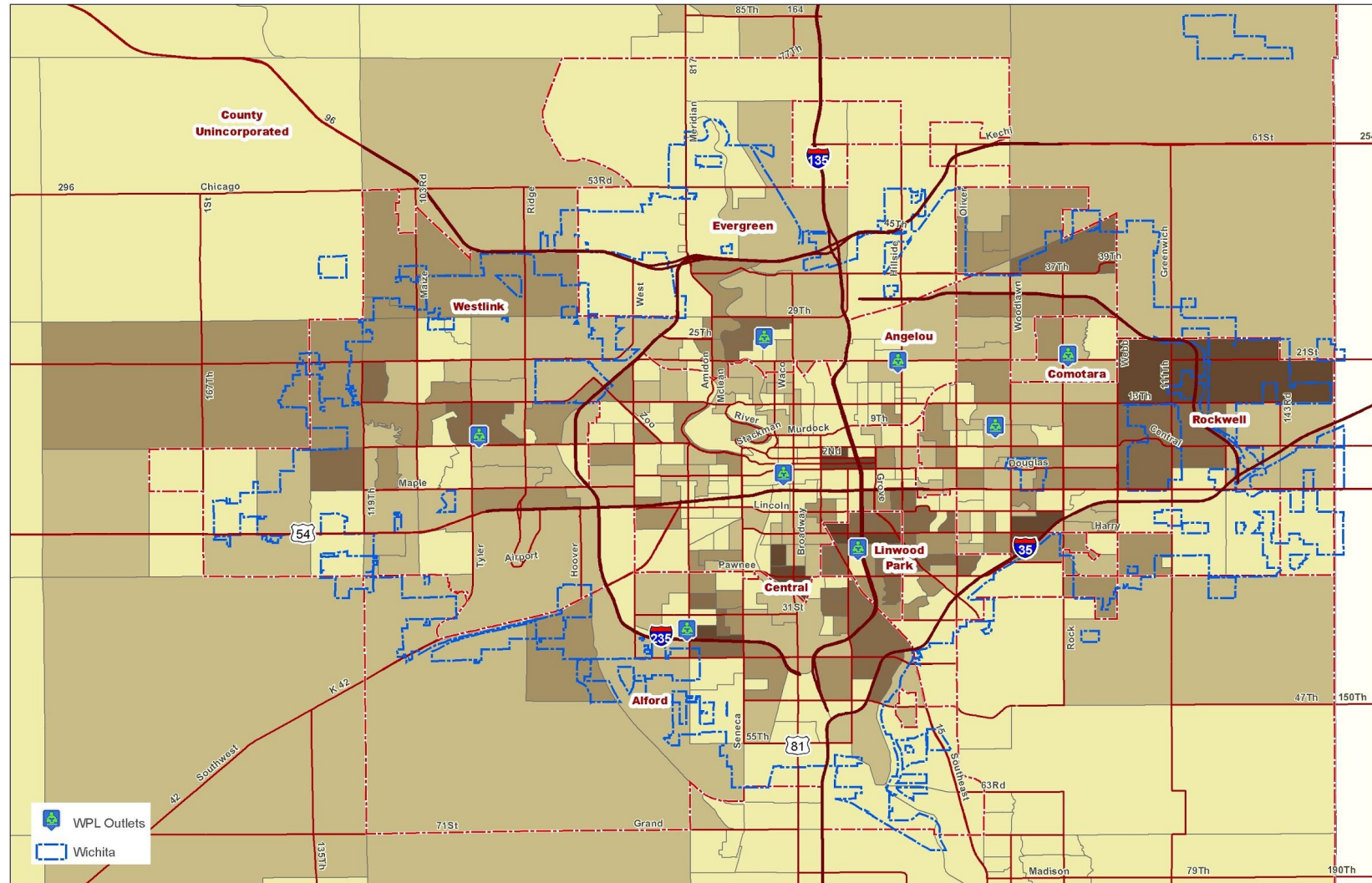
Linwood Park Service Area: Figures



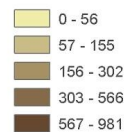
Linwood Park Checkouts by Outlet



Linwood Park Map of Checkouts by Block Group



Linwood Checkout Distribution



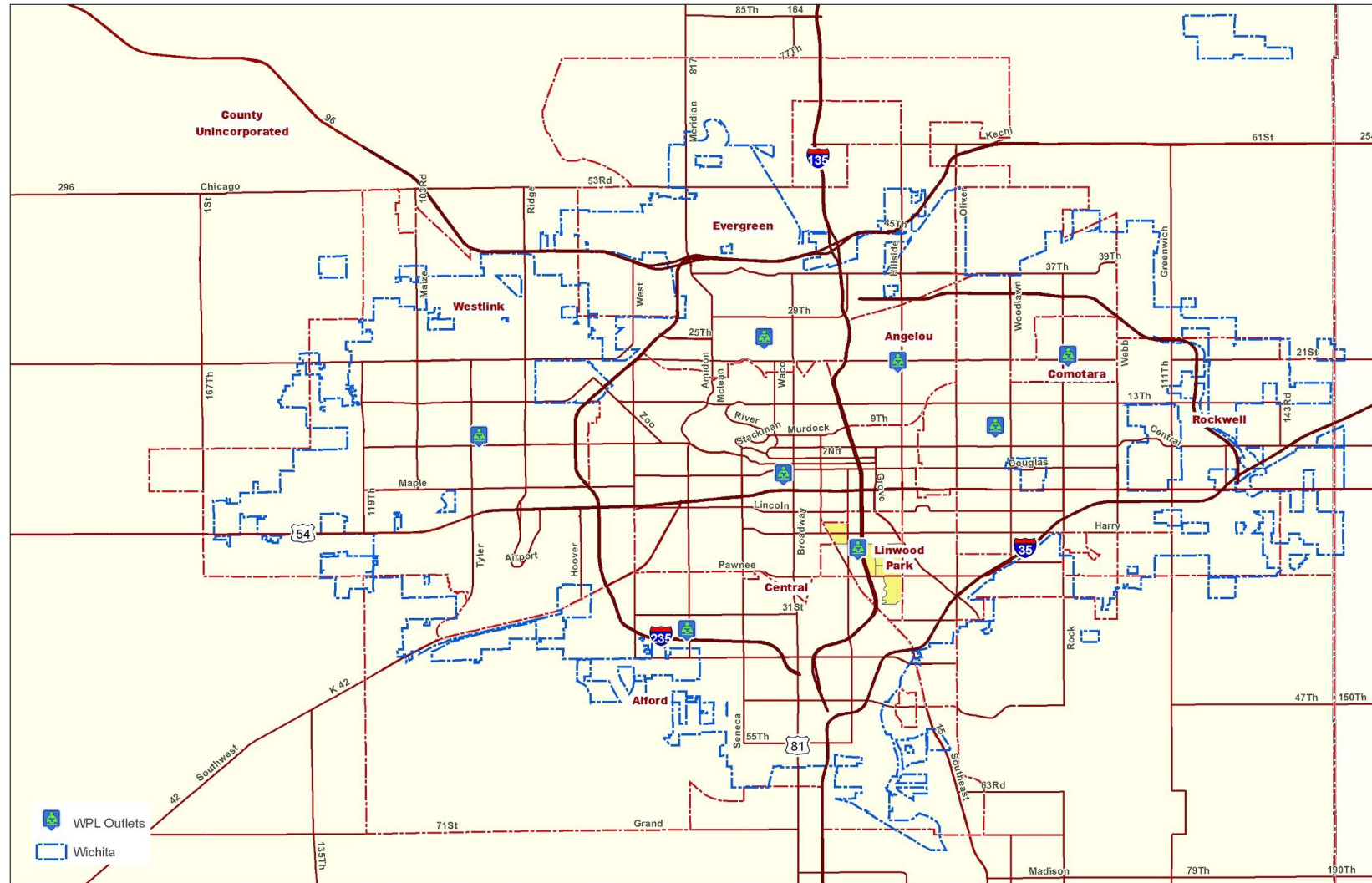
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Linwood Park Map of Highest Checkout Block Groups



Linwood Most Cko from...

Most Checkouts from Linwood

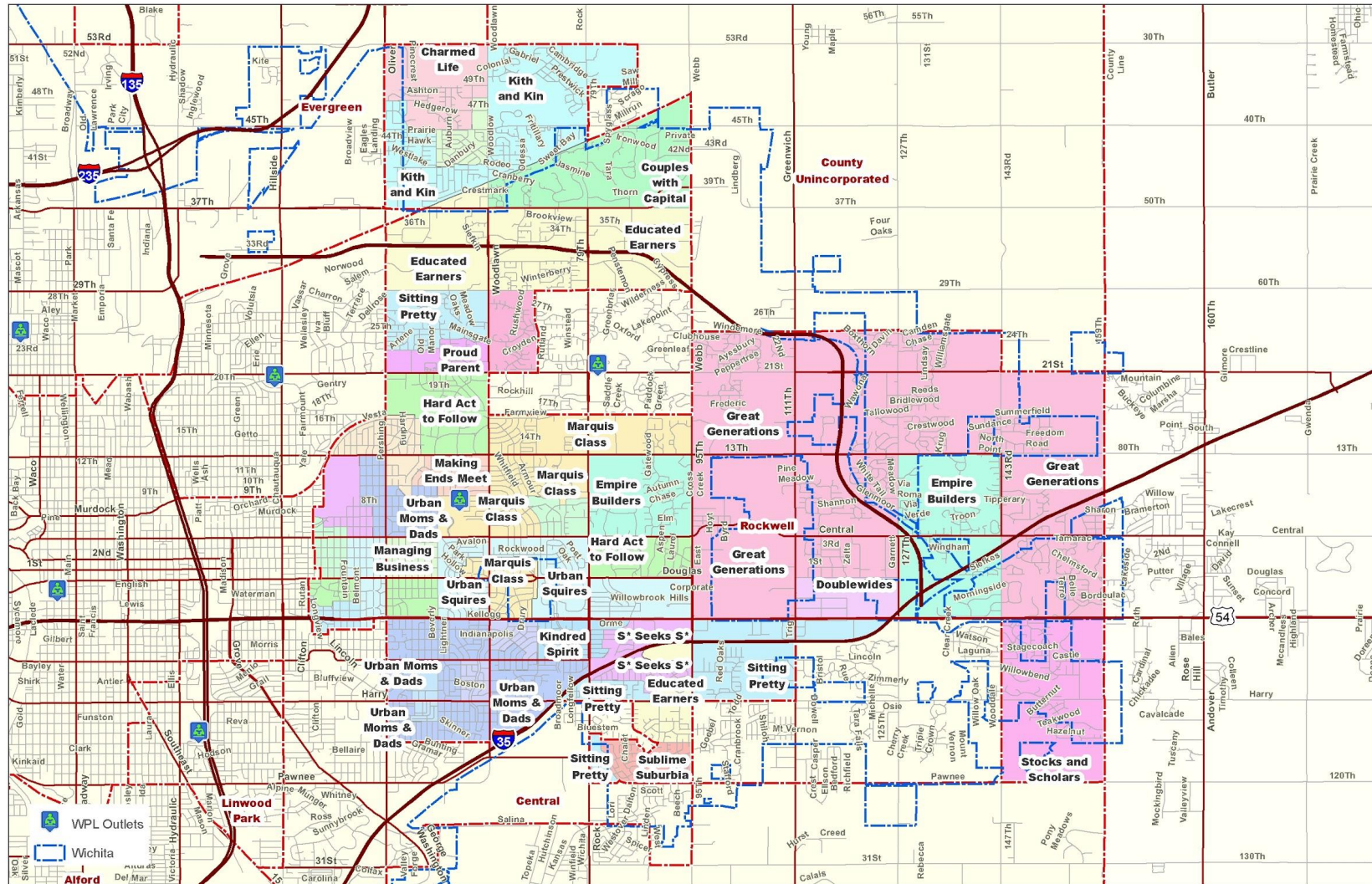
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Rockwell Service Area: Map of Segments



Rockwell Service Area Segments

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Rockwell Service Area: Tables

	Segment	Population	Population Share Percent	Population Cumulative Number	Customers	Customer Share Percent	Customer Cumulative Number	Non Customers	Customer Share Percent	Customer Cumulative Number	Checkouts	Checkout Share Percent	Checkout Cumulative Number
1	Great Generations	14,211	14.6%	14.6%	2,677	10.2%	10.2%	11,534	16.3%	16.3%	27,395	11.0%	11.0%
2	Urban Moms & Dads	12,723	13.1%	27.7%	4,144	15.7%	25.9%	8,579	12.1%	28.4%	32,501	13.1%	24.1%
3	Educated Earners	10,472	10.8%	38.5%	2,531	9.6%	35.5%	7,941	11.2%	39.6%	17,148	6.9%	30.9%
4	Sitting Pretty	8,109	8.3%	46.8%	2,205	8.4%	43.9%	5,904	8.3%	47.9%	18,134	7.3%	38.2%
5	Marquis Class	5,113	5.3%	52.1%	1,640	6.2%	50.1%	3,473	4.9%	52.8%	21,956	8.8%	47.0%
6	Urban Squires	4,962	5.1%	57.2%	1,581	6.0%	56.1%	3,381	4.8%	57.6%	18,546	7.4%	54.5%
7	Kith and Kin	4,781	4.9%	62.1%	1,225	4.7%	60.8%	3,556	5.0%	62.6%	16,747	6.7%	61.2%
8	Hard Act to Follow	4,703	4.8%	67.0%	1,470	5.6%	66.4%	3,233	4.6%	67.2%	13,685	5.5%	66.7%
9	S* Seeks S*	3,661	3.8%	70.7%	1,015	3.9%	70.2%	2,646	3.7%	70.9%	10,413	4.2%	70.9%
10	Couples with Capital	3,354	3.5%	74.2%	753	2.9%	73.1%	2,601	3.7%	74.6%	8,678	3.5%	74.4%
11	Empire Builders	2,655	2.7%	76.9%	519	2.0%	75.1%	2,136	3.0%	77.6%	4,812	1.9%	76.3%
12	Metro Strivers	2,565	2.6%	79.6%	964	3.7%	78.7%	1,601	2.3%	79.9%	5,748	2.3%	78.6%
13	Proud Parent	2,499	2.6%	82.1%	810	3.1%	81.8%	1,689	2.4%	82.3%	11,118	4.5%	83.1%
14	Sublime Suburbia	2,303	2.4%	84.5%	508	1.9%	83.7%	1,795	2.5%	84.8%	2,823	1.1%	84.2%
15	Apprentices	2,282	2.3%	86.9%	793	3.0%	86.7%	1,489	2.1%	86.9%	8,506	3.4%	87.6%
16	Managing Business	2,238	2.3%	89.2%	755	2.9%	89.6%	1,483	2.1%	89.0%	9,657	3.9%	91.5%
17	Stocks and Scholars	1,831	1.9%	91.0%	264	1.0%	90.6%	1,567	2.2%	91.2%	1,214	0.5%	92.0%
18	White Collar Status	1,732	1.8%	92.8%	627	2.4%	93.0%	1,105	1.6%	92.8%	5,958	2.4%	94.4%
19	Stately Suburbs	1,701	1.8%	94.6%	408	1.5%	94.5%	1,293	1.8%	94.6%	3,571	1.4%	95.8%
20	Charmed Life	1,363	1.4%	96.0%	357	1.4%	95.9%	1,006	1.4%	96.0%	3,634	1.5%	97.3%
21	Kindred Spirit	1,206	1.2%	97.2%	278	1.1%	97.0%	928	1.3%	97.3%	618	0.2%	97.5%
22	Doublewides	1,032	1.1%	98.3%	146	0.6%	97.5%	886	1.3%	98.6%	1,310	0.5%	98.1%
23	Making Ends Meet	1,032	1.1%	99.3%	467	1.8%	99.3%	565	0.8%	99.4%	3,850	1.5%	99.6%
24	Hard Workers	633	0.7%	100.0%	189	0.7%	100.0%	444	0.6%	100.0%	973	0.4%	100.0%
	Grand Total	97,161	100.0%		26,326	50%		70,835	53%		248,995	47%	

Rockwell Service Area: Tables

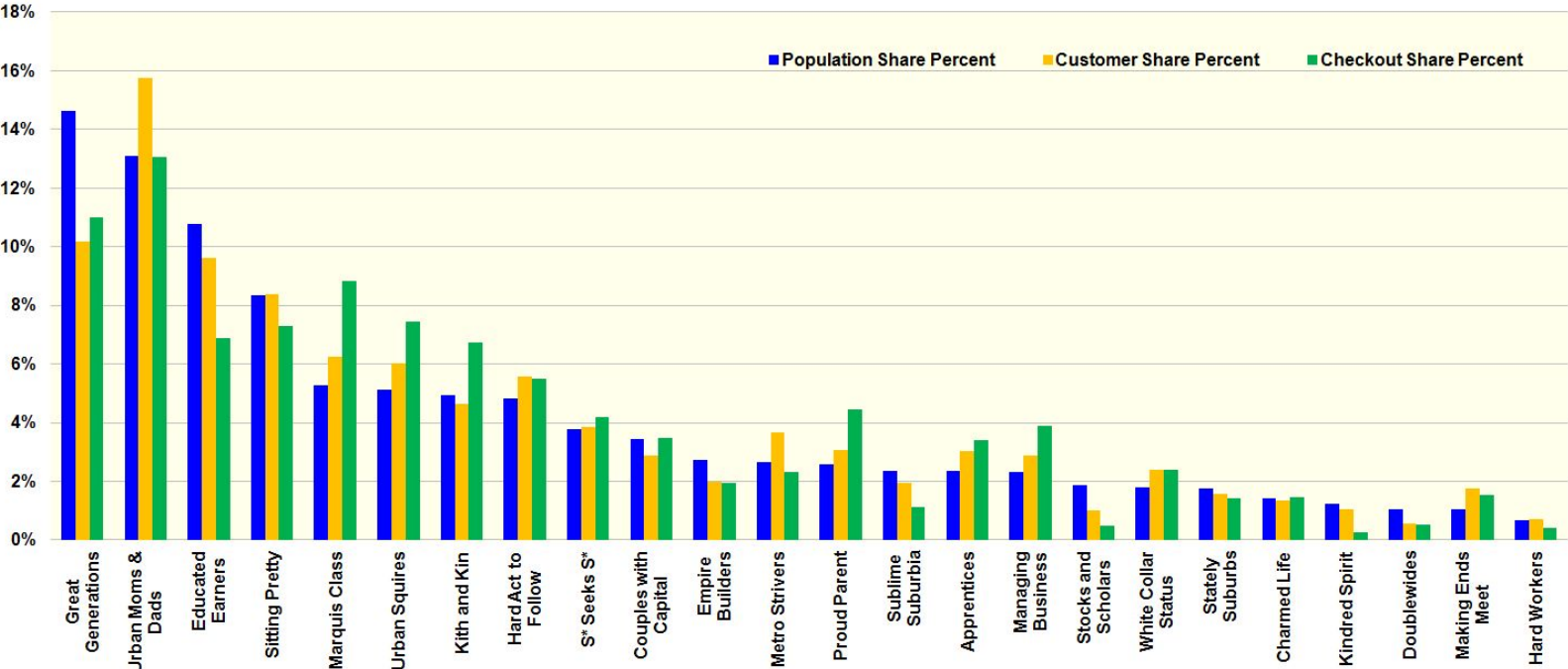
	Segment	Market Share	Market Potential	Market Performance (note 1)	Customer Potential	Customer Potential Performance (note 2)	Customer Potential Rank
1	Great Generations	18.8%	81.2%	Low market potential	118.7	High customer potential	1
2	Urban Moms & Dads	32.6%	67.4%	High market potential	88.3	High customer potential	2
3	Educated Earners	24.2%	75.8%	Low market potential	81.7	High customer potential	3
4	Sitting Pretty	27.2%	72.8%	High market potential	60.8	High customer potential	4
5	Marquis Class	32.1%	67.9%	High market potential	35.7	High customer potential	6
6	Urban Squires	31.9%	68.1%	High market potential	34.8	High customer potential	7
7	Kith and Kin	25.6%	74.4%	Low market potential	36.6	High customer potential	5
8	Hard Act to Follow	31.3%	68.7%	High market potential	33.3	High customer potential	8
9	S* Seeks S*	27.7%	72.3%	High market potential	27.2	High customer potential	9
10	Couples with Capital	22.5%	77.5%	Low market potential	26.8	High customer potential	10
11	Empire Builders	19.5%	80.5%	Low market potential	22.0	High customer potential	11
12	Metro Strivers	37.6%	62.4%	High market potential	16.5	Low customer potential	14
13	Proud Parent	32.4%	67.6%	High market potential	17.4	Low customer potential	13
14	Sublime Suburbia	22.1%	77.9%	Low market potential	18.5	High customer potential	12
15	Apprentices	34.8%	65.2%	High market potential	15.3	Low customer potential	16
16	Managing Business	33.7%	66.3%	High market potential	15.3	Low customer potential	17
17	Stocks and Scholars	14.4%	85.6%	Low market potential	16.1	Low customer potential	15
18	White Collar Status	36.2%	63.8%	High market potential	11.4	Low customer potential	19
19	Stately Suburbs	24.0%	76.0%	Low market potential	13.3	Low customer potential	18
20	Charmed Life	26.2%	73.8%	Low market potential	10.4	Low customer potential	20
21	Kindred Spirit	23.1%	76.9%	Low market potential	9.6	Low customer potential	21
22	Doublewides	14.1%	85.9%	Low market potential	9.1	Low customer potential	22
23	Making Ends Meet	45.3%	54.7%	High market potential	5.8	Low customer potential	23
24	Hard Workers	29.9%	70.1%	High market potential	4.6	Low customer potential	24
		27.1%	72.9%		17.9	Median	

Note 1: "Low" market performance is when the segment's market share is below the District's average market share.

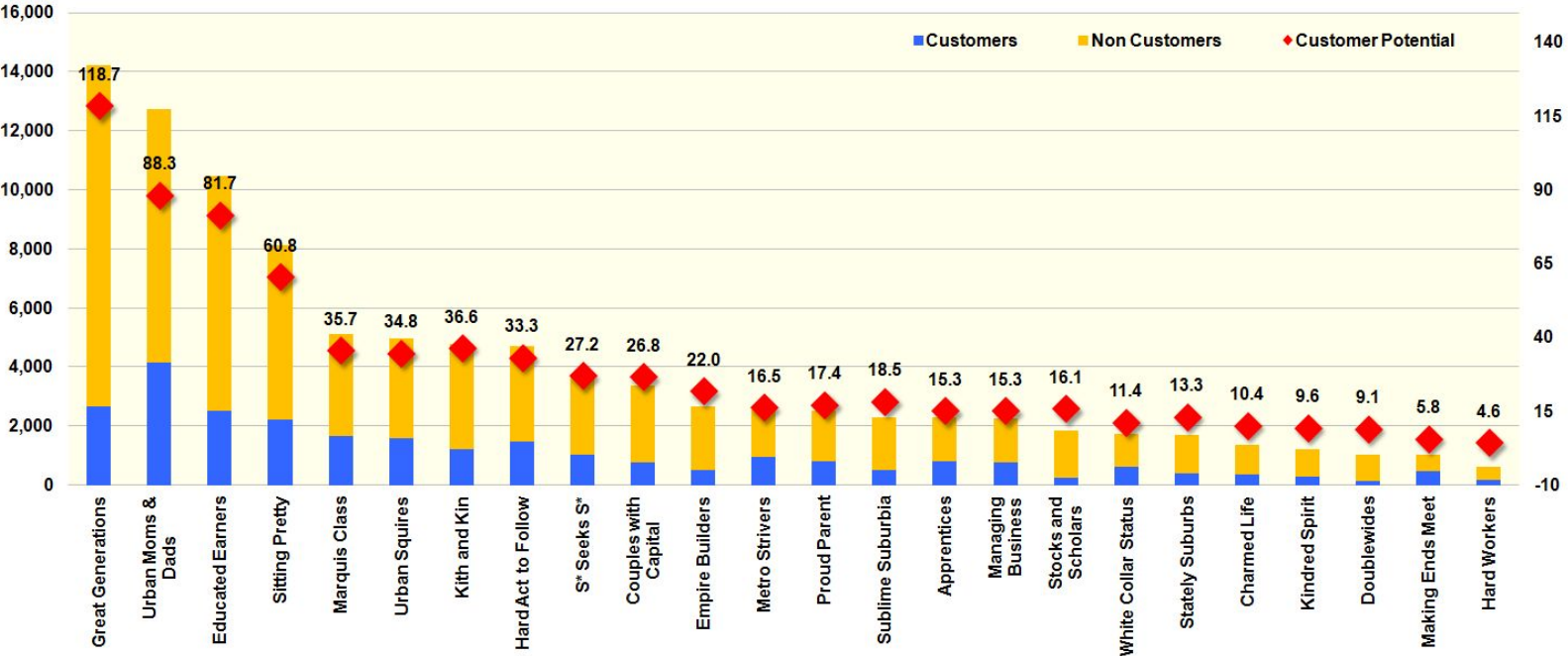
Note 2: "Low" customer potential is when the segment's customer potential is below the District's median customer potential.

Rockwell Service Area: Figures

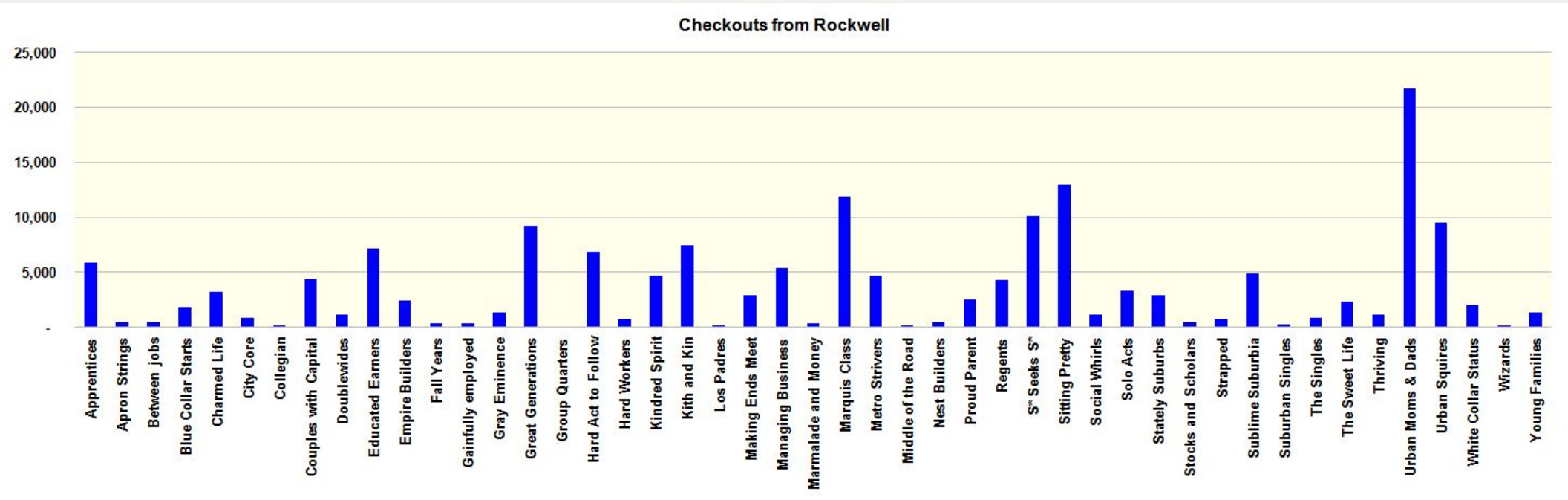
Rockwell



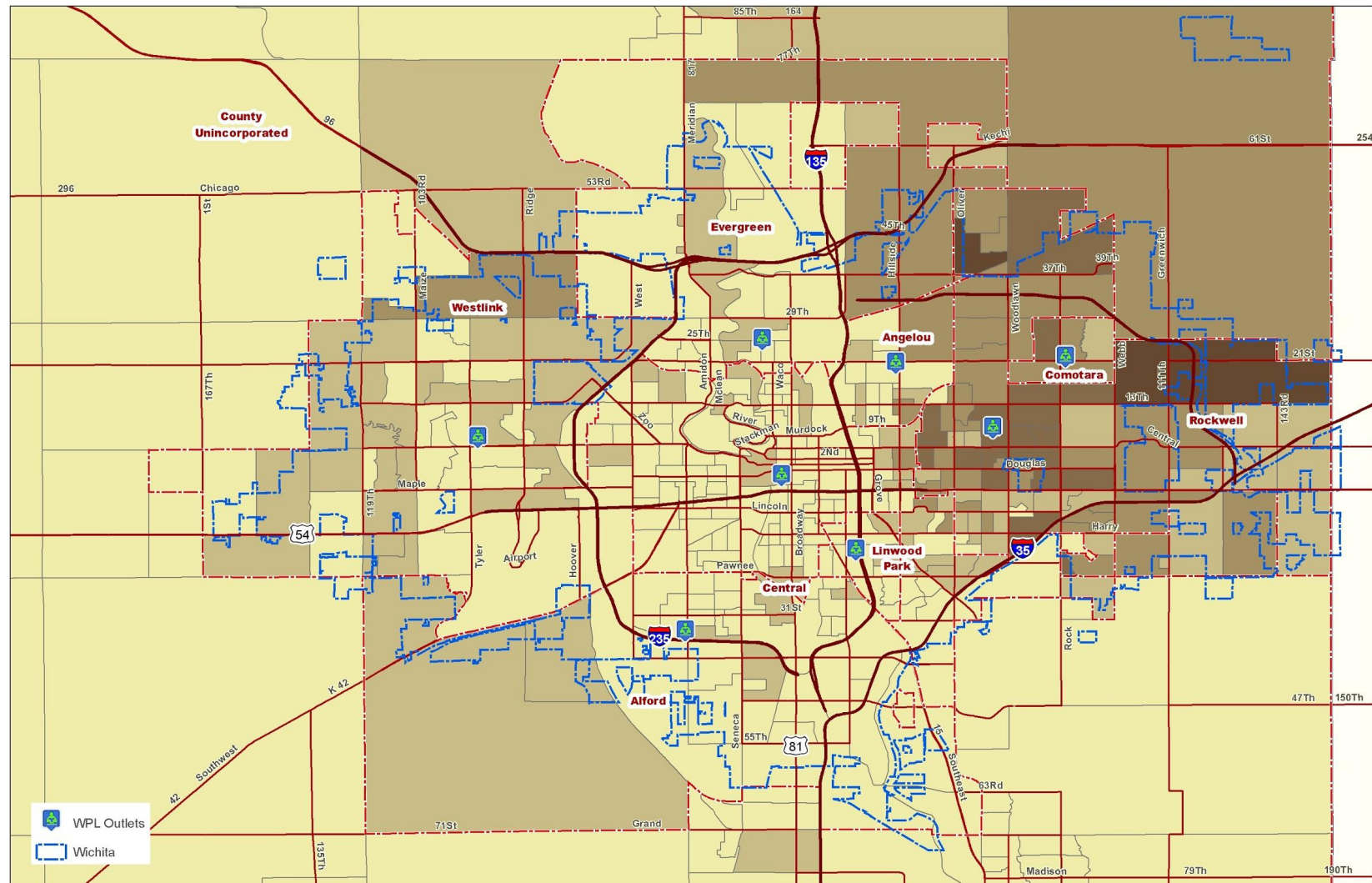
Rockwell



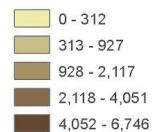
Rockwell Checkouts by Outlet



Rockwell Map of Checkouts by Block Group



Rockwell Checkout Distribution



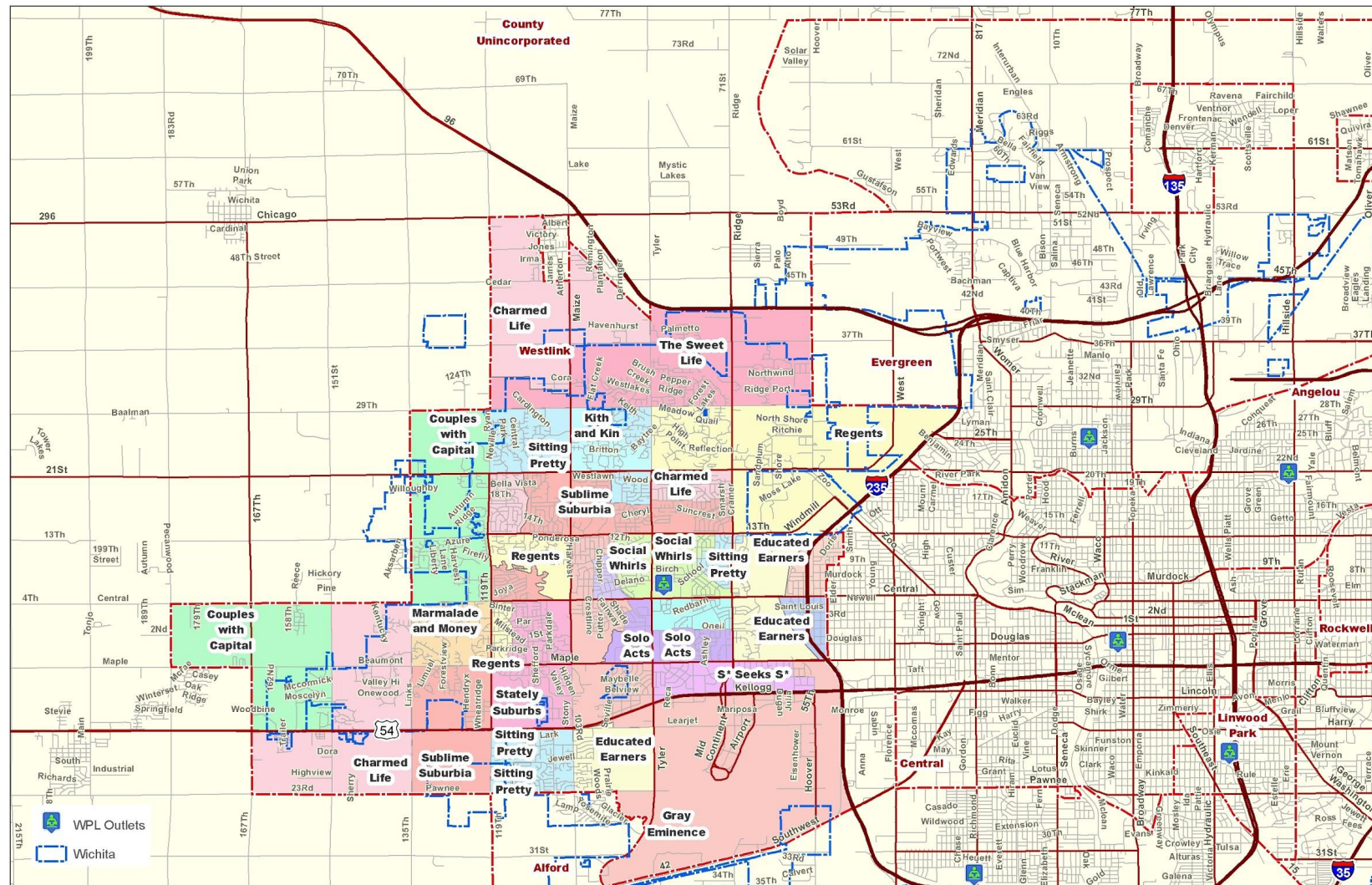
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Westlink Service Area: Map of Segments



Westlink Service Area Segments

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Westlink Service Area: Tables

Segment	Population	Population Share Percent	Population Cumulative Number	Customers	Customer Share Percent	Customer Cumulative Number	Non Customer s	Customer Share Percent	Customer Cumulative Number	Checkouts	Checkout Share Percent	Checkout Cumulative Number
1 Sitting Pretty	11,257	13.3%	13.3%	3,535	14.5%	14.5%	7,722	12.8%	12.8%	40,160	15.7%	15.7%
2 Sublime Suburbia	11,082	13.1%	26.3%	3,292	13.5%	28.1%	7,790	12.9%	25.6%	38,521	15.0%	30.7%
3 Charmed Life	10,952	12.9%	39.2%	2,758	11.3%	39.4%	8,194	13.5%	39.2%	35,693	13.9%	44.7%
4 Educated Earners	6,929	8.2%	47.4%	1,932	7.9%	47.4%	4,997	8.3%	47.4%	15,768	6.2%	50.8%
5 The Sweet Life	6,929	8.2%	55.6%	1,769	7.3%	54.7%	5,160	8.5%	55.9%	23,122	9.0%	59.8%
6 Regents	6,541	7.7%	63.3%	1,739	7.2%	61.8%	4,802	7.9%	63.9%	16,270	6.4%	66.2%
7 Stately Suburbs	4,927	5.8%	69.1%	1330	5.5%	67.3%	3,597	5.9%	69.8%	16,318	6.4%	72.6%
8 Couples with Capital	4,291	5.1%	74.2%	1081	4.4%	71.7%	3,210	5.3%	75.1%	11,196	4.4%	76.9%
9 Gray Eminence	4,277	5.0%	79.2%	1504	6.2%	77.9%	2,773	4.6%	79.7%	16,246	6.3%	83.3%
10 Social Whirls	3,164	3.7%	82.9%	1384	5.7%	83.6%	1,780	2.9%	82.7%	14,314	5.6%	88.9%
11 Marmalade and Money	2,987	3.5%	86.4%	717	2.9%	86.5%	2,270	3.8%	86.4%	5,057	2.0%	90.8%
12 Solo Acts	2,583	3.0%	89.5%	977	4.0%	90.6%	1,606	2.7%	89.1%	7,573	3.0%	93.8%
13 Kith and Kin	2,362	2.8%	92.3%	527	2.2%	92.7%	1,835	3.0%	92.1%	3,102	1.2%	95.0%
14 S* Seeks S*	1,793	2.1%	94.4%	347	1.4%	94.2%	1,446	2.4%	94.5%	4,513	1.8%	96.8%
15 Suburban Singles	1,703	2.0%	96.4%	515	2.1%	96.3%	1,188	2.0%	96.4%	3,706	1.4%	98.2%
16 Making Ends Meet	1,558	1.8%	98.2%	356	1.5%	97.7%	1,202	2.0%	98.4%	2,169	0.8%	99.1%
17 Gainfully employed	825	1.0%	99.2%	317	1.3%	99.0%	508	0.8%	99.3%	1,233	0.5%	99.5%
18 Urban Moms & Dads	677	0.8%	100.0%	231	1.0%	100.0%	446	0.7%	100.0%	1,184	0.5%	100.0%
Grand Total	84,837	100.0%		24,311	100%		60,526	100%		256,145	100%	

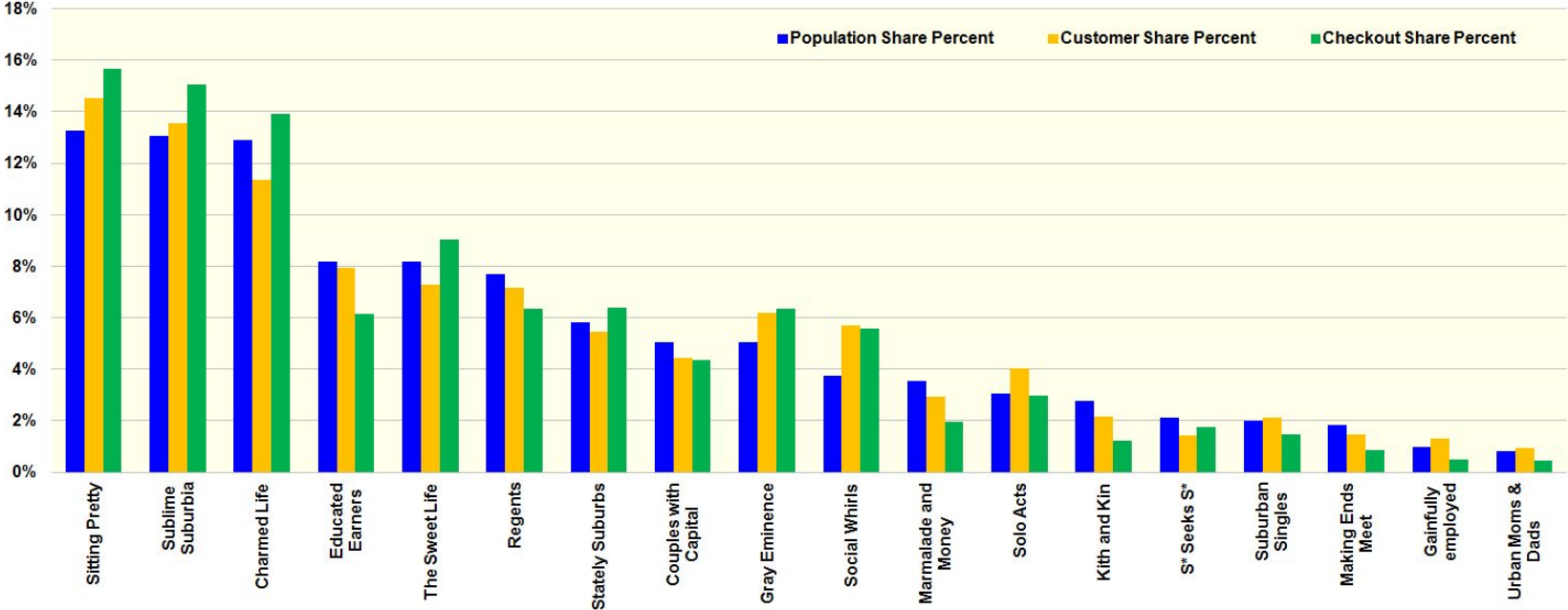
Segment	Market Share	Market Potential	Market Performance (note 1)	Customer Potential	Customer Potential Performance (note 2)	Customer Potential Rank
1 Sitting Pretty	31.4%	68.6%	Low market potential	91.0	High customer potential	3
2 Sublime Suburbia	29.7%	70.3%	Low market potential	91.8	High customer potential	2
3 Charmed Life	25.2%	74.8%	Low market potential	96.6	High customer potential	1
4 Educated Earners	27.9%	72.1%	Low market potential	58.9	High customer potential	5
5 The Sweet Life	25.5%	74.5%	Low market potential	60.8	High customer potential	4
6 Regents	26.6%	73.4%	Low market potential	56.6	High customer potential	6
7 Stately Suburbs	27.0%	73.0%	Low market potential	42.4	High customer potential	7
8 Couples with Capital	25.2%	74.8%	Low market potential	37.8	High customer potential	8
9 Gray Eminence	35.2%	64.8%	Low market potential	32.7	High customer potential	9
10 Social Whirls	43.7%	56.3%	Low market potential	21.0	Low customer potential	12
11 Marmalade and Money	24.0%	76.0%	Low market potential	26.8	Low customer potential	10
12 Solo Acts	37.8%	62.2%	Low market potential	18.9	Low customer potential	13
13 Kith and Kin	22.3%	77.7%	Low market potential	21.6	Low customer potential	11
14 S* Seeks S*	19.4%	80.6%	Low market potential	17.0	Low customer potential	14
15 Suburban Singles	30.2%	69.8%	Low market potential	14.0	Low customer potential	16
16 Making Ends Meet	22.8%	77.2%	Low market potential	14.2	Low customer potential	15
17 Gainfully employed	38.4%	61.6%	Low market potential	6.0	Low customer potential	17
18 Urban Moms & Dads	34.1%	65.9%	Low market potential	5.3	Low customer potential	18
	28.7%	71.3%		29.7	Median	

Note 1: "Low" market performance is when the segment's market share is below the District's average market share.

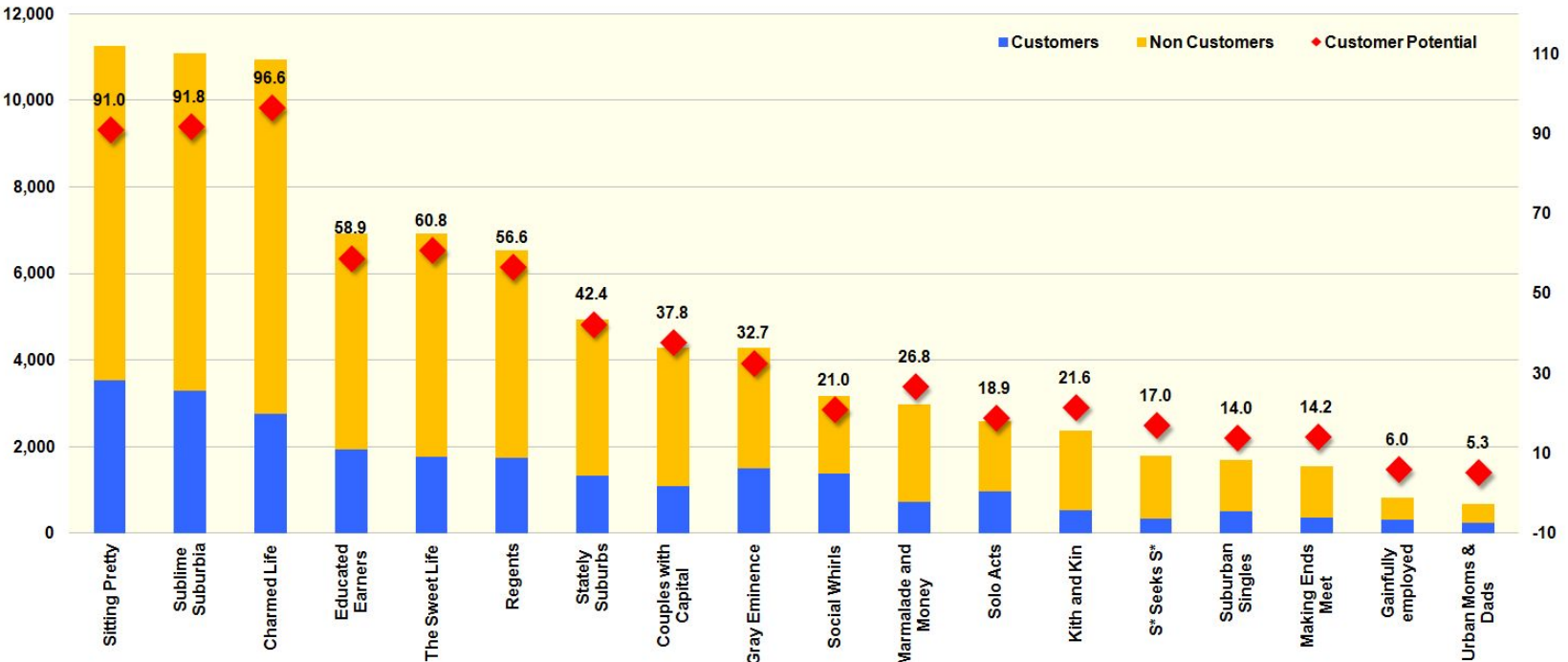
Note 2: "Low" customer potential is when the segment's customer potential is below the District's median customer potential.

Westlink Service Area: Figures

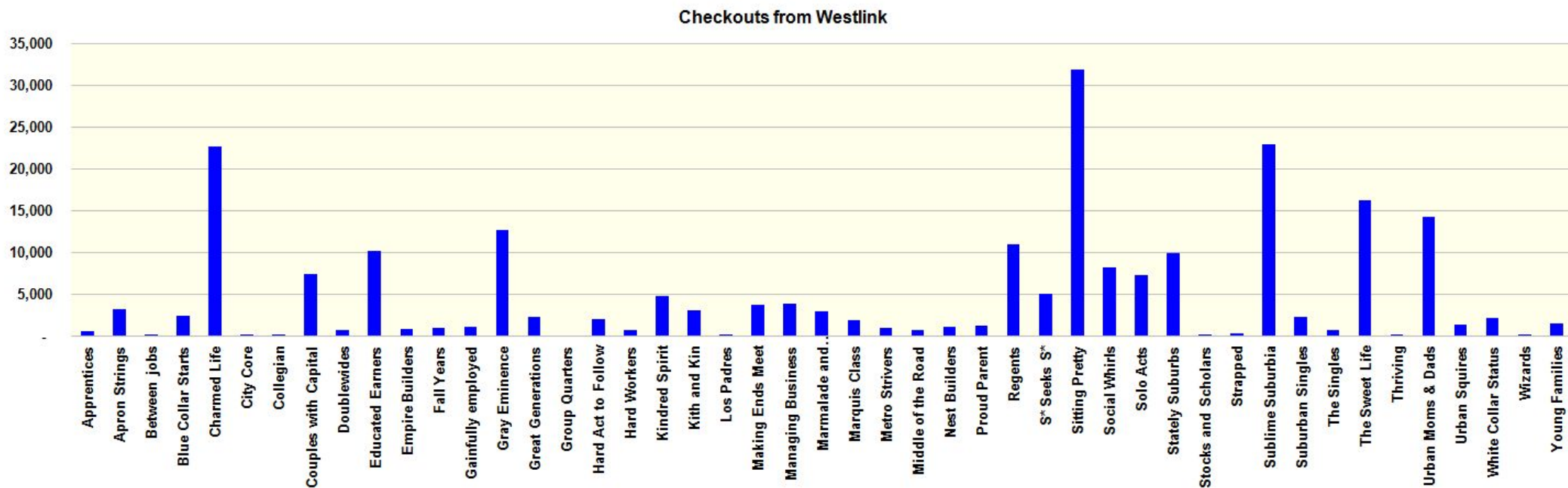
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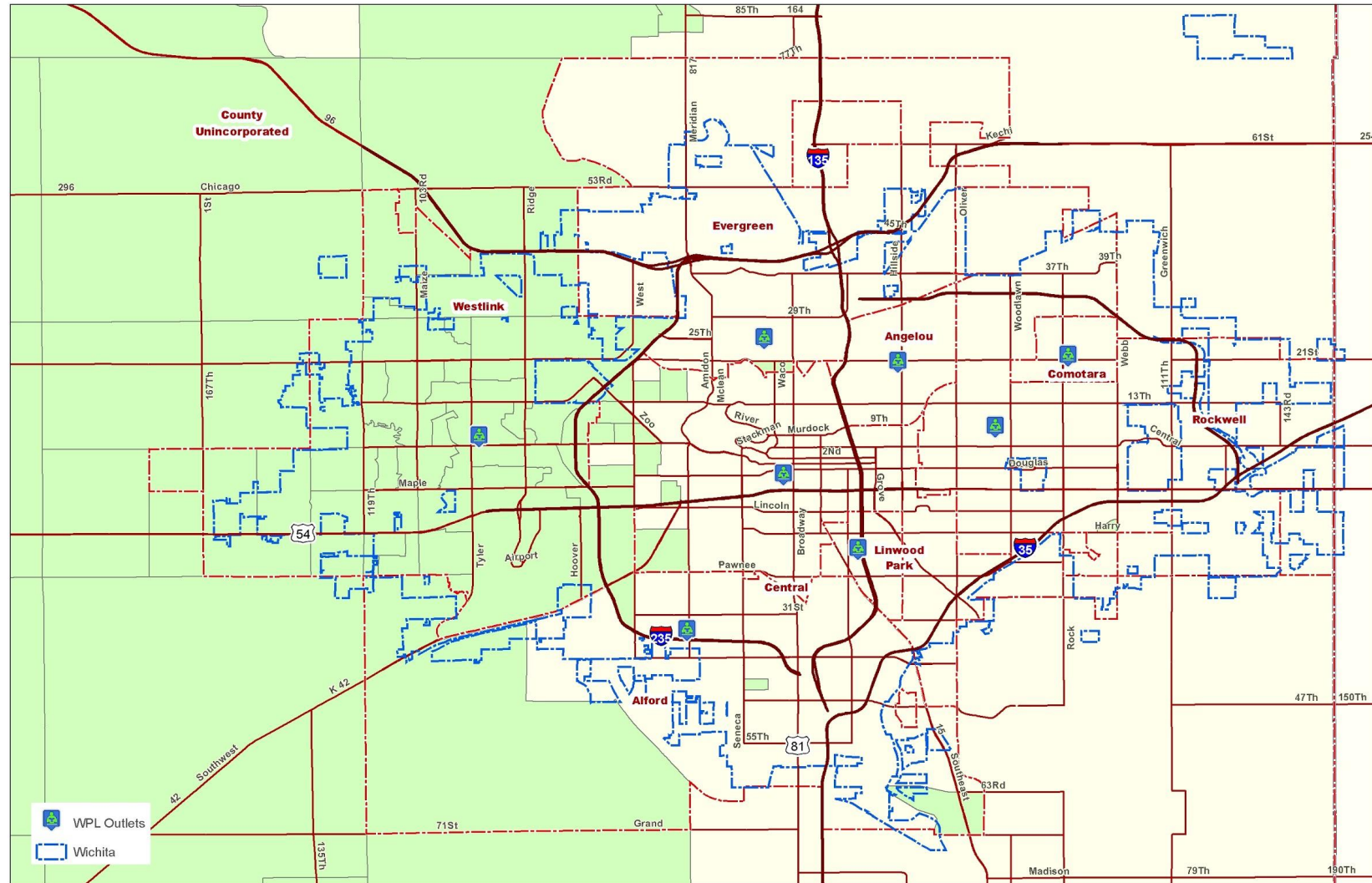
Westlink



Westlink Checkouts by Outlet



Westlink Map of Highest Checkout Block Groups



Westlink Most Cko from...

Most Checkouts from Westlink

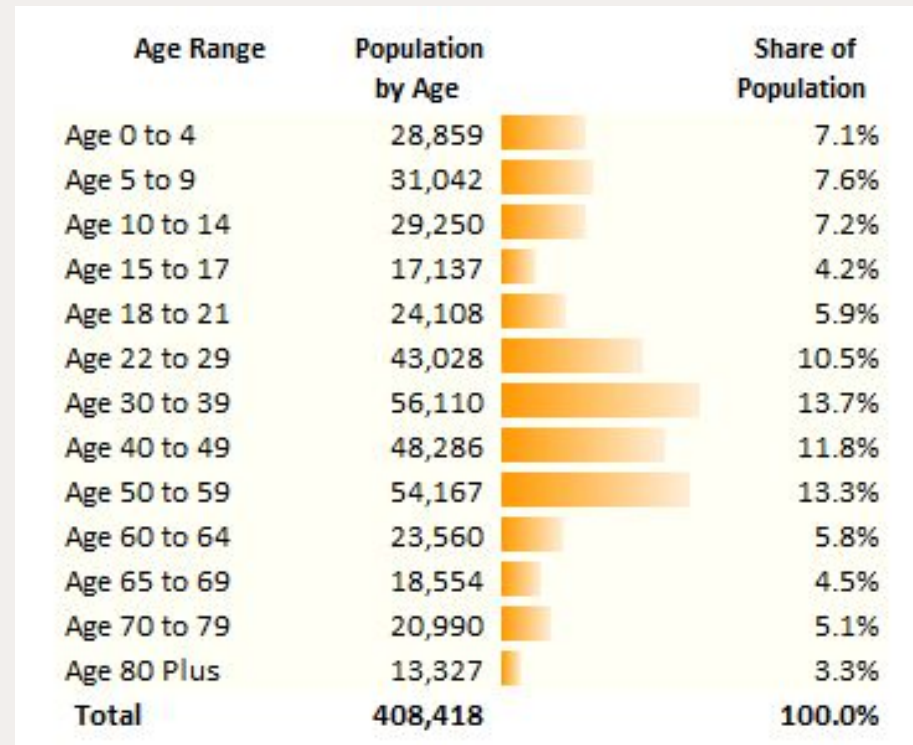
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Demographics: Distribution by Age Group



Demographics: Distribution by Age Group

Distribution by age group

Relatively high number of kids -- nearly a quarter

26% -- one in four -- age 0 to 17

Relatively few college age and 20-somethings

16% -- one in six -- age 18 to 29

Relative high the parental years and empty nesters

55% -- six in ten -- between age 30 and 64

Relatively few seniors

13% -- one in eight -- age 65 +

Demographics: Segments by Median Age

Segment	Average Median Age
Collegian	23.0
Young Families	26.5
Hard Workers	26.8
Thriving	28.0
Metro Strivers	29.5
City Core	30.2
Educated Earners	30.2
Los Padres	31.3
Proud Parent	32.2
The Singles	32.5
Urban Moms & Dads	32.5
S* Seeks S*	32.7
White Collar Status	32.7
Between jobs	32.8
Blue Collar Starts	33.6
Sitting Pretty	33.9
Doublewides	34.1
The Sweet Life	34.2
Kindred Spirit	34.4
Middle of the Road	34.6
Apprentices	34.7
Group Quarters	34.8
Suburban Singles	34.9
Charmed Life	35.1
Nest Builders	37.4
Apron Strings	37.8
Kith and Kin	37.8
Wizards	38.8
Strapped	38.9
Solo Acts	39.3
Gainfully employed	39.4
Great Generations	39.6
Sublime Suburbia	40.1
Social Whirls	40.3
Hard Act to Follow	40.5
Managing Business	40.9
Couples with Capital	41.0
Urban Squires	41.5
Marmalade and Mon	45.5
Fall Years	45.6
Making Ends Meet	46.0
Stately Suburbs	46.9
Stocks and Scholars	47.0
Gray Eminence	47.4
Regents	50.0
Marquis Class	53.1
Empire Builders	54.4
Average Median Age	35.1

Demographics: Age Findings by Segment

Distribution by segment

Average age = 35.1

5 segments under 30

18 segment between 30 and 35

9 segment between 35 and 40

6 segments between 40 and 45

9 segments over 45

Distribution by segment

Most youthful segments:

Collegian

Young Families

Hard Workers

Thriving

Metro Strivers

City Core

Oldest segments:

Empire Builders

Marquis Class

Regents

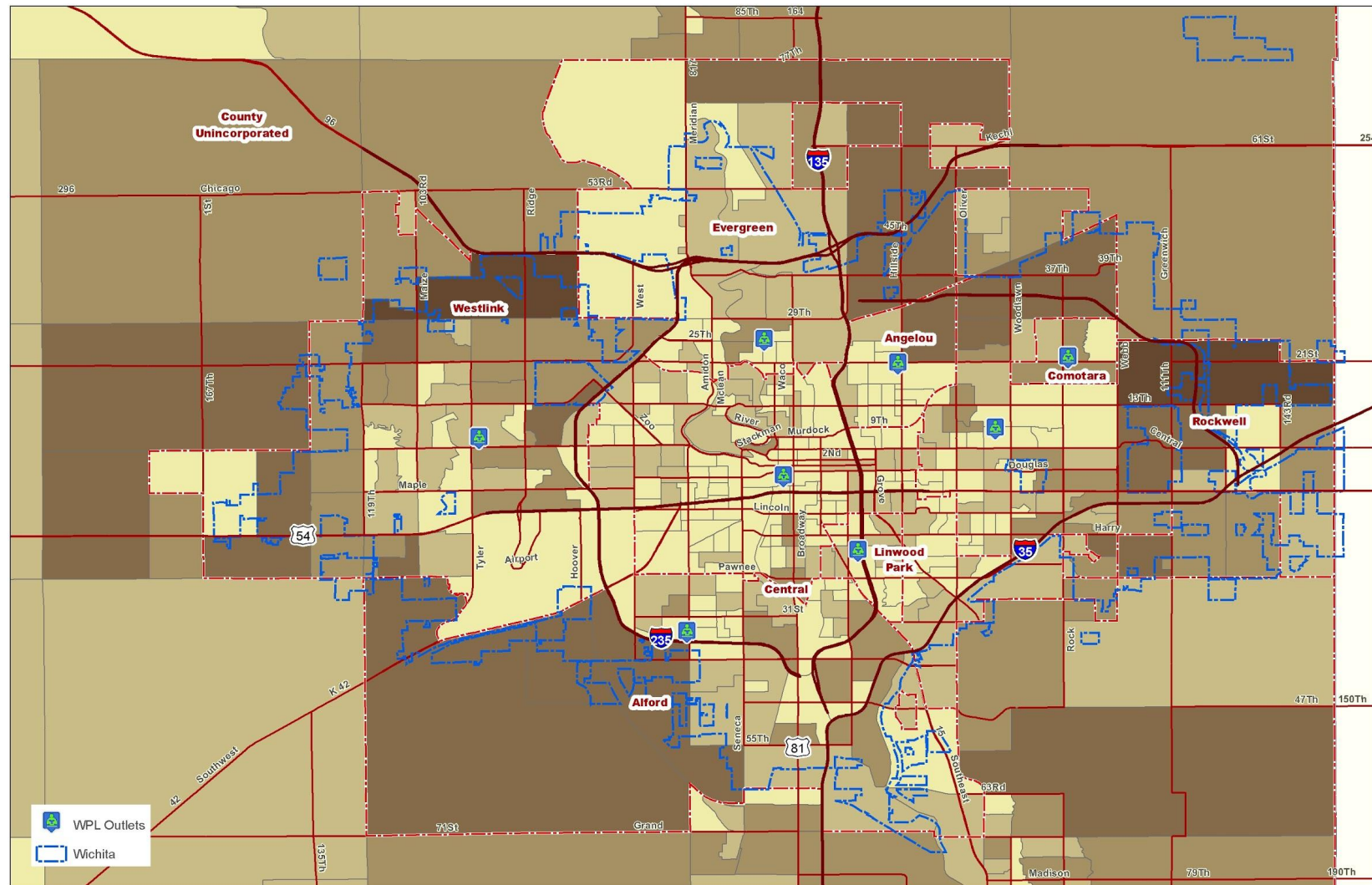
Gray Eminence

Stocks and Scholars

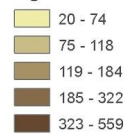
Demographics: Segments by Age Distribution

Segment	Age 0 to 4	Age 5 to 9	Age 10 to 14	Age 15 to 17	Age 18 to 21	Age 22 to 29	Age 30 to 39	Age 40 to 49	Age 50 to 59	Age 60 to 64	Age 65 to 69	Age 70 to 79	Age 80 Plus
Apprentices	341	253	246	148	188	844	645	471	575	268	241	250	182
Apron Strings	365	351	384	191	236	542	787	591	749	310	259	302	315
Between jobs	113	158	134	67	115	184	197	146	207	95	77	101	95
Blue Collar Starts	811	1,002	871	427	533	1,306	1,629	1,334	1,359	569	426	507	389
Charmed Life	1,063	1,151	1,194	752	1,043	1,144	1,903	2,009	2,084	805	559	612	316
City Core	264	375	332	184	247	403	393	375	399	169	159	198	127
Collegian	28	22	15	17	530	383	194	58	53	21	10	25	7
Couples with Capital	595	487	627	543	790	804	945	1,252	1,625	782	551	626	188
Doublewides	841	1,037	969	499	573	1,216	1,573	1,394	1,350	591	482	600	245
Educated Earners	1,755	1,396	1,026	499	851	3,269	3,844	1,954	1,890	757	628	582	229
Empire Builders	132	153	196	183	273	167	166	353	668	384	391	464	257
Fall Years	87	71	98	46	59	106	163	173	210	92	90	143	108
Gainfully employed	349	337	380	231	282	414	642	638	764	355	281	317	185
Gray Eminence	511	428	527	338	529	707	945	994	1,400	717	670	908	683
Great Generations	903	1,069	1,163	892	1,132	804	1,382	2,134	2,343	914	662	551	262
Group Quarters	53	30	26	12	146	494	407	380	288	51	18	18	2
Hard Act to Follow	492	377	367	217	294	867	1,058	839	1,105	563	482	524	313
Hard Workers	436	690	576	337	397	684	859	749	555	201	144	172	74
Kindred Spirit	1,054	1,137	996	544	689	1,298	2,149	1,643	1,722	718	549	577	334
Kith and Kin	467	514	506	371	531	569	806	968	1,165	436	314	307	189
Los Padres	95	131	121	63	78	148	191	193	150	54	42	33	18
Making Ends Meet	456	416	382	217	275	678	945	751	1,077	542	455	659	773
Managing Business	510	416	410	235	283	650	969	724	1,014	559	443	503	350
Marmalade and Mon	134	126	206	216	309	169	130	434	576	217	206	187	77
Marquis Class	226	226	278	190	270	267	370	513	788	495	435	550	505
Metro Strivers	699	1,008	946	481	1,102	1,397	1,202	1,068	1,244	491	374	511	279
Middle of the Road	199	222	224	113	144	270	380	362	338	166	114	99	59
Nest Builders	195	167	227	171	227	212	341	397	458	169	134	139	48
Proud Parent	477	482	500	273	961	451	1,087	691	768	325	257	330	214
Regents	419	407	514	435	670	719	684	1,007	1,731	900	797	758	587
S* Seeks S*	1,269	1,382	1,151	564	737	2,182	2,775	1,699	1,889	863	637	722	422
Sitting Pretty	2,426	2,330	2,320	1,352	1,720	2,969	4,644	4,083	3,629	1,384	1,043	1,046	520
Social Whirls	193	234	196	118	192	263	389	359	407	210	181	229	193
Solo Acts	836	791	759	401	512	1,242	1,752	1,312	1,737	846	646	817	686
Stately Suburbs	437	402	505	375	550	651	728	951	1,490	753	681	693	375
Stocks and Scholars	92	90	126	75	124	117	145	216	317	179	144	137	69
Strapped	206	226	207	111	139	246	395	325	429	164	155	221	165
Sublime Suburbia	1,090	1,079	1,137	765	1,157	1,390	1,975	2,071	2,579	1,257	1,024	1,039	468
Suburban Singles	138	87	74	36	52	294	301	172	244	87	75	81	62
The Singles	178	242	202	114	128	267	346	286	279	101	92	118	104
The Sweet Life	684	734	759	519	524	579	1,157	1,340	1,129	348	272	273	148
Thriving	212	125	152	103	174	855	288	291	362	186	136	226	120
Urban Moms & Dads	5,389	6,606	5,509	2,751	3,192	8,366	10,990	8,031	8,405	3,427	2,421	2,822	1,946
Urban Squires	325	282	287	169	219	447	635	520	759	358	291	404	266
White Collar Status	551	670	514	255	276	841	1,092	757	839	302	236	298	192
Wizards	69	19	1	1	2	108	245	124	152	58	39	22	5
Young Families	694	1,104	910	536	653	1,045	1,267	1,154	866	321	231	289	176
Total	28,859	31,042	29,250	17,137	24,108	43,028	56,110	48,286	54,167	23,560	18,554	20,990	13,327

Demographic Map: Age 0 to 4



Age 0 to 4



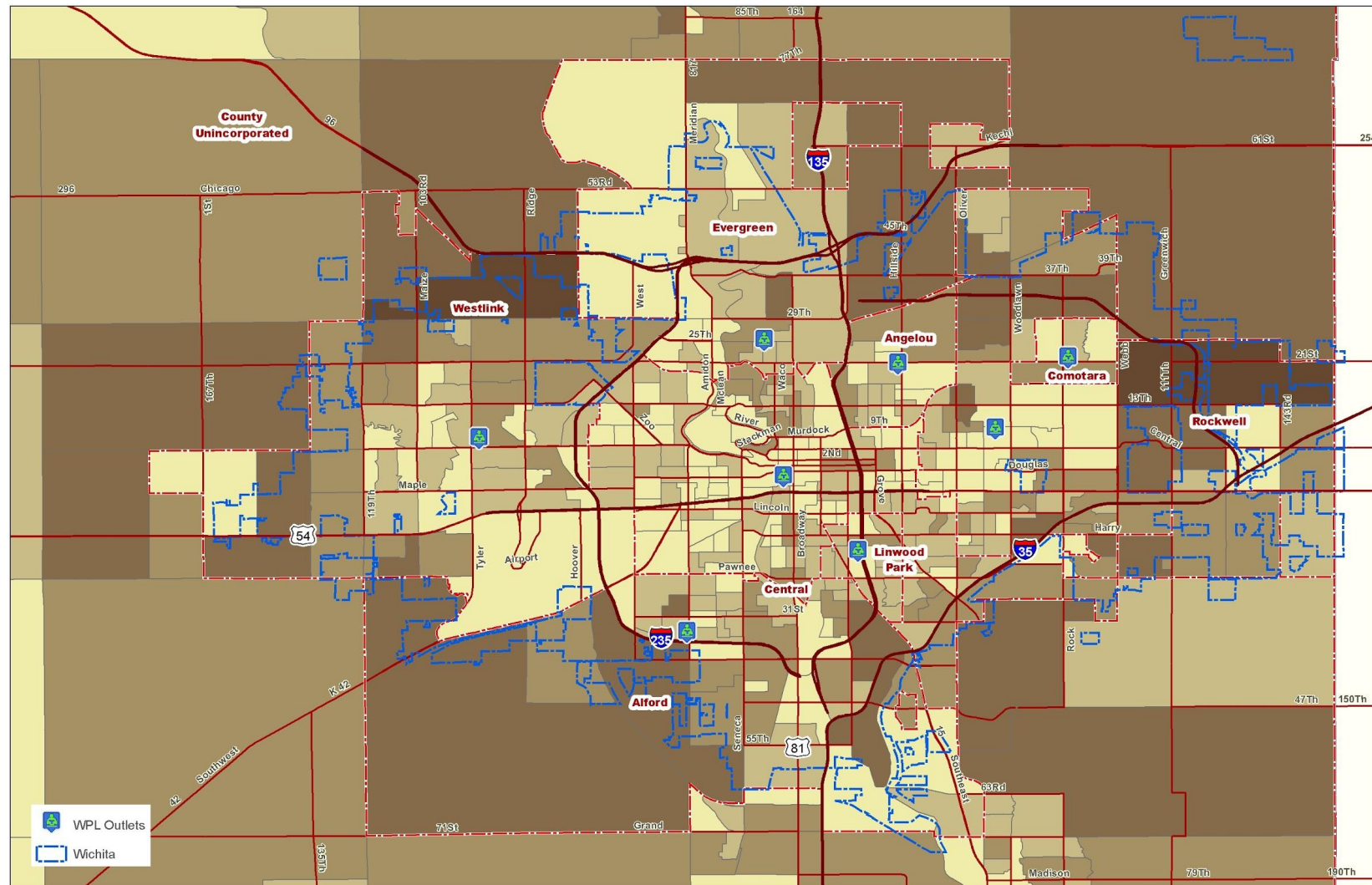
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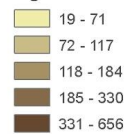
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Demographic Map: Age 5 to 9



Age 5 to 9



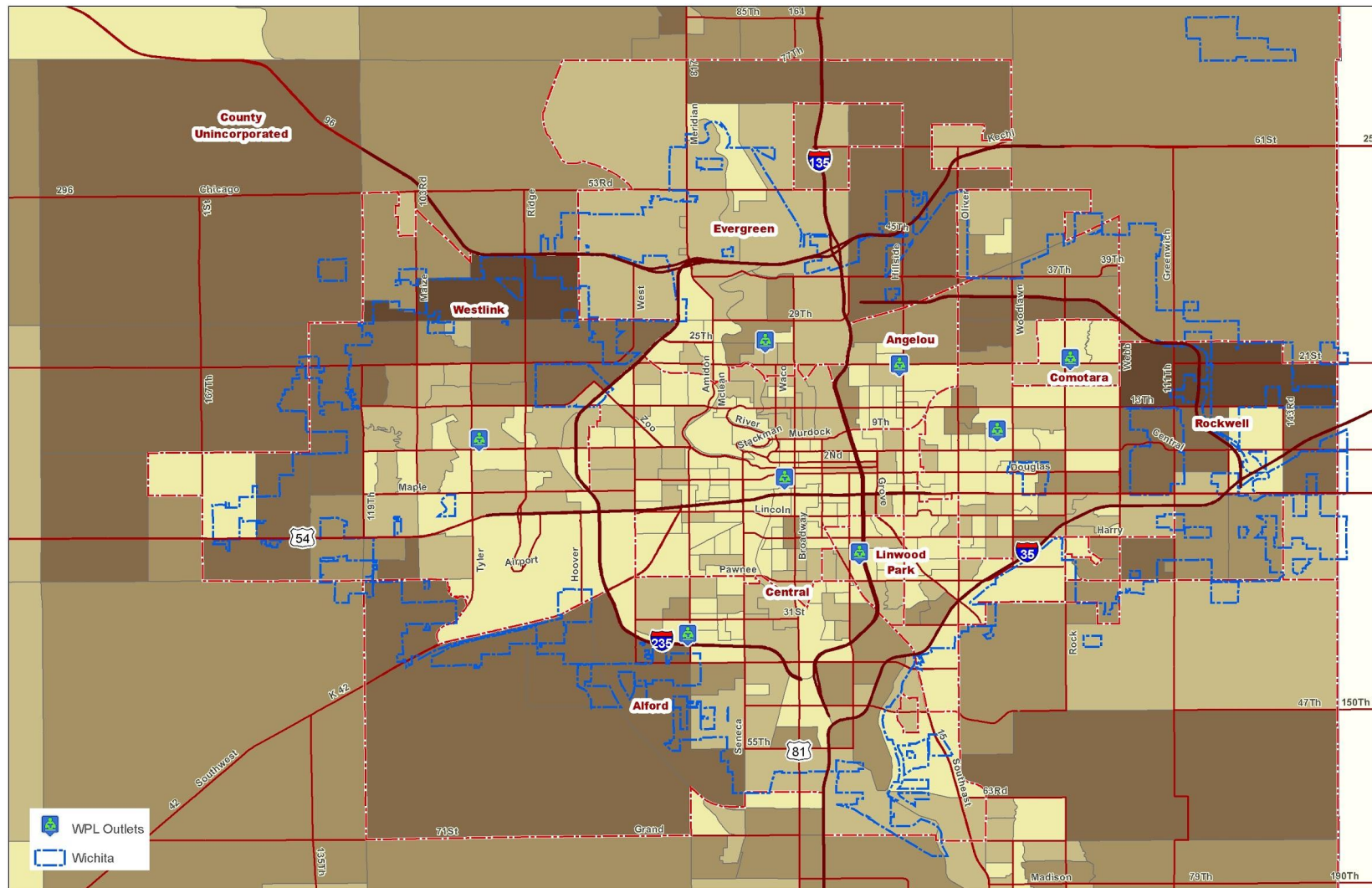
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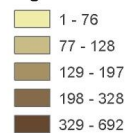
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Demographic Map: Age 10 to 14



Age 10 to 14



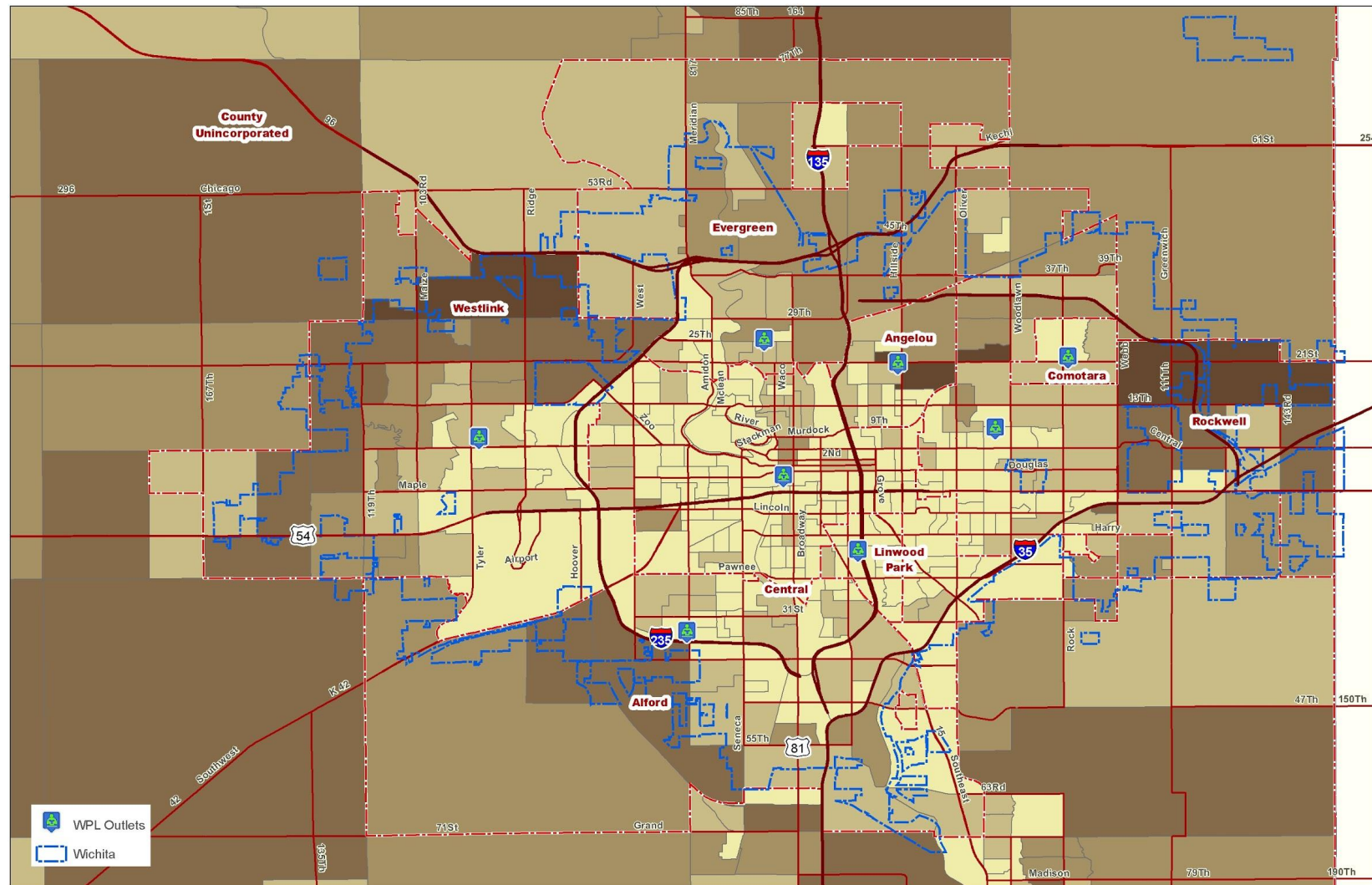
Library Service Areas

Wichita Public Library

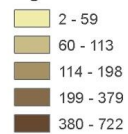
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Demographic Map: Age 18 to 21



Age 18 to 21



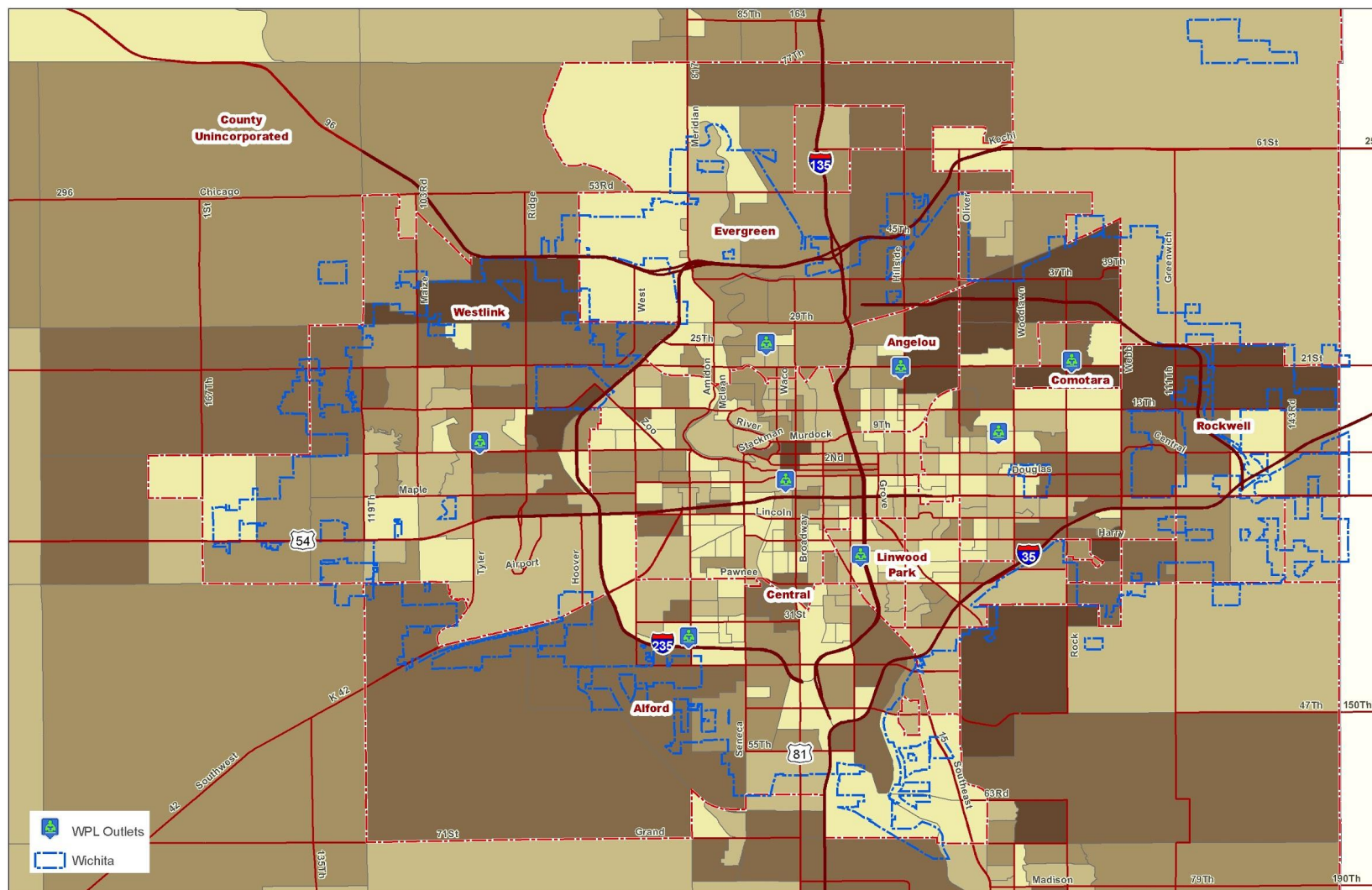
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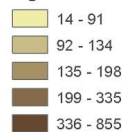
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Demographic Map: Age 22 to 29



Age 22 to 29



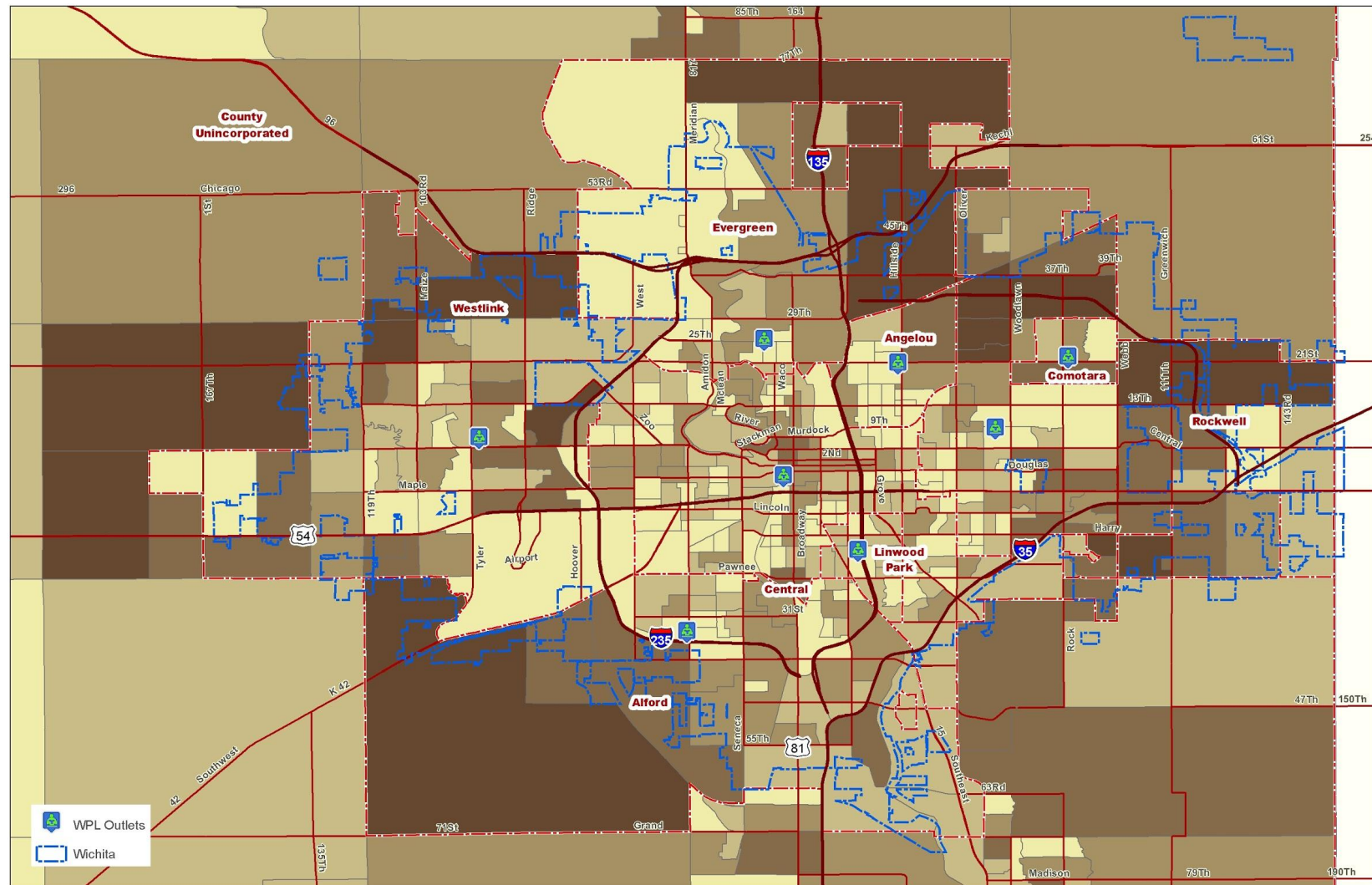
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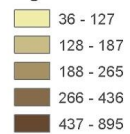
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Demographic Map: Age 30 to 39



Age 30 to 39



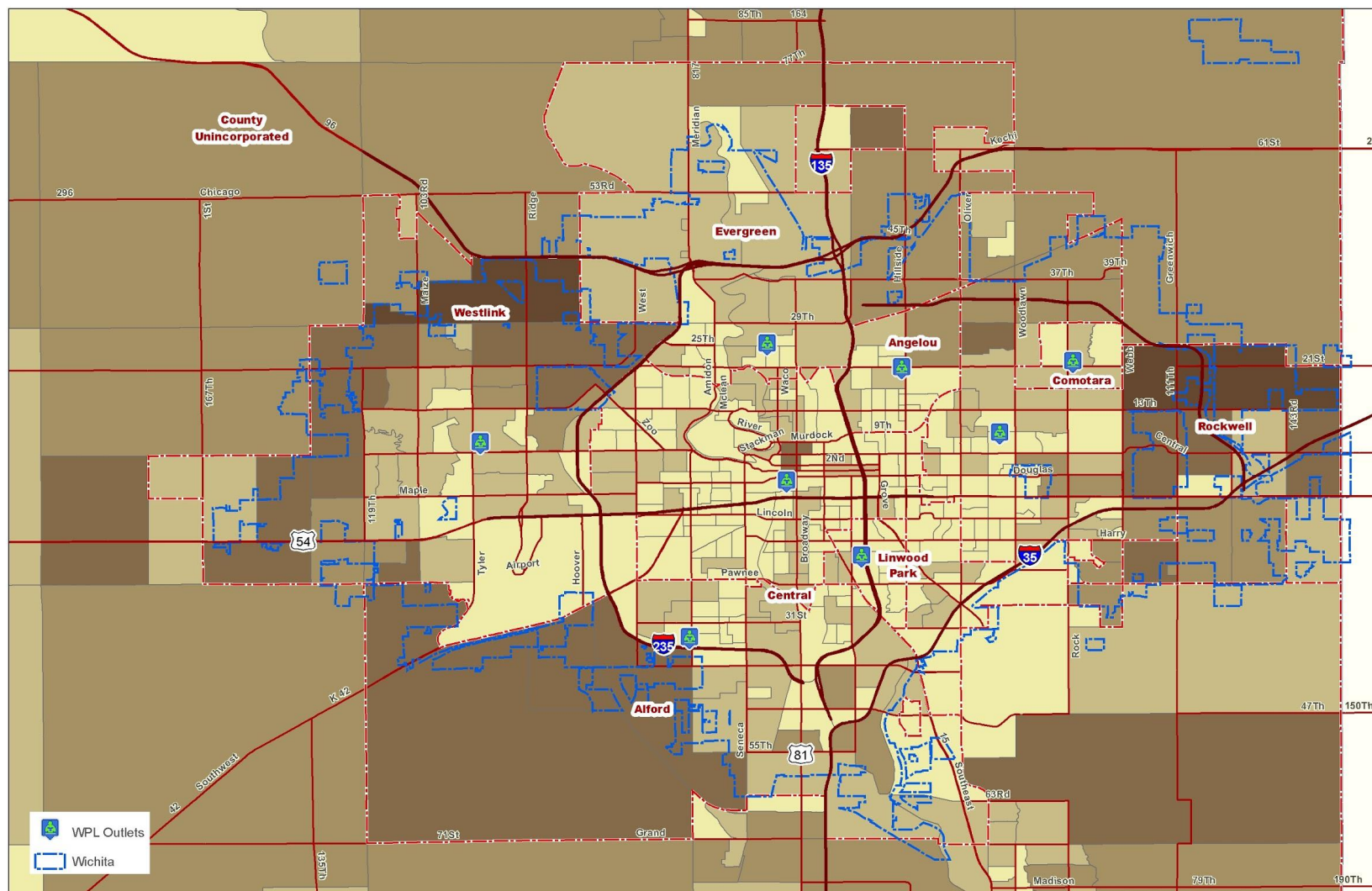
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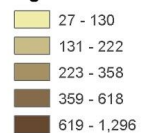
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Demographic Map: Age 40 to 49



Age 40 to 49



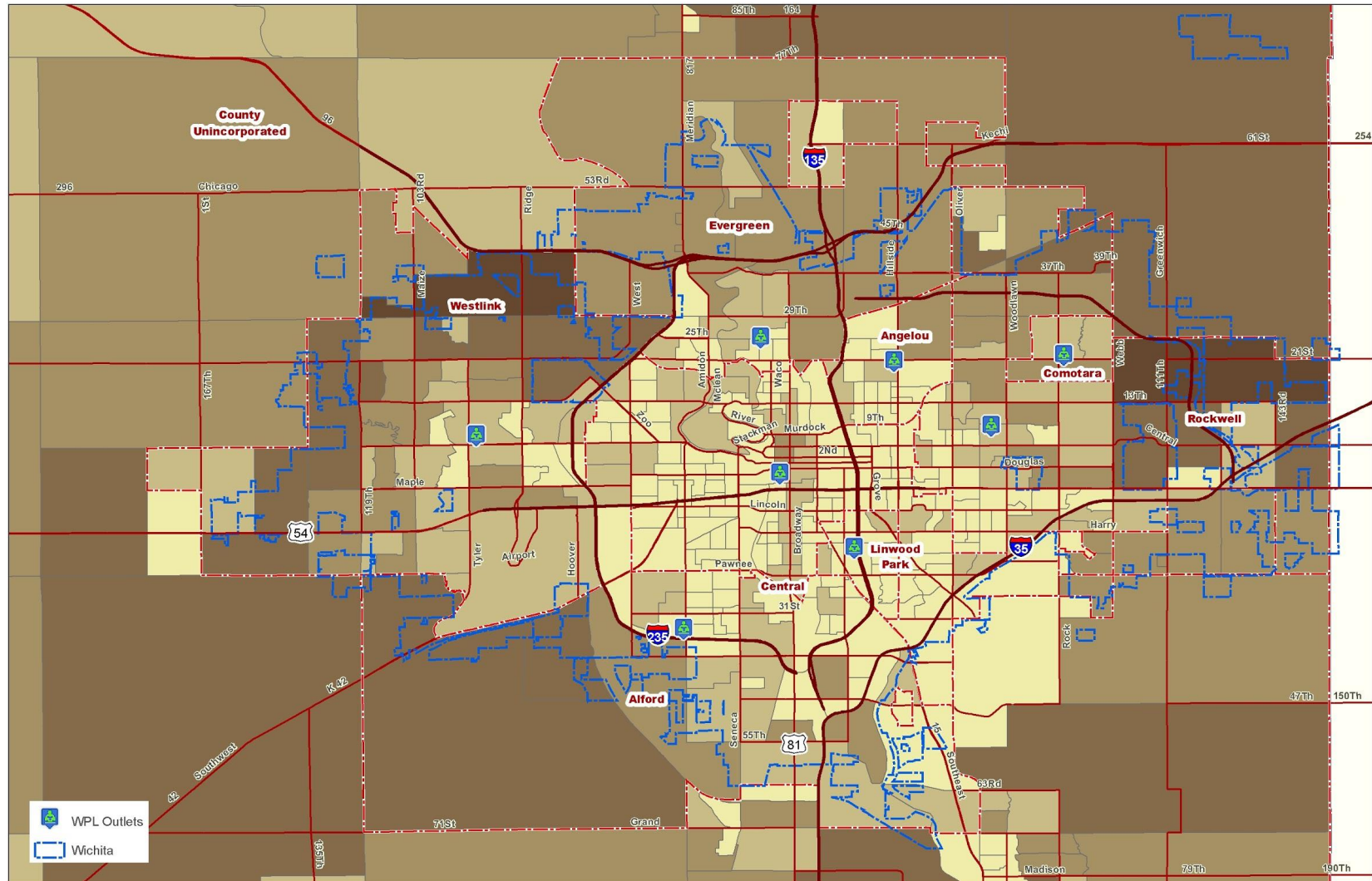
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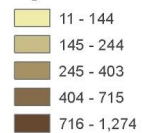
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Demographic Map: Age 50 to 59



Age 50 to 59



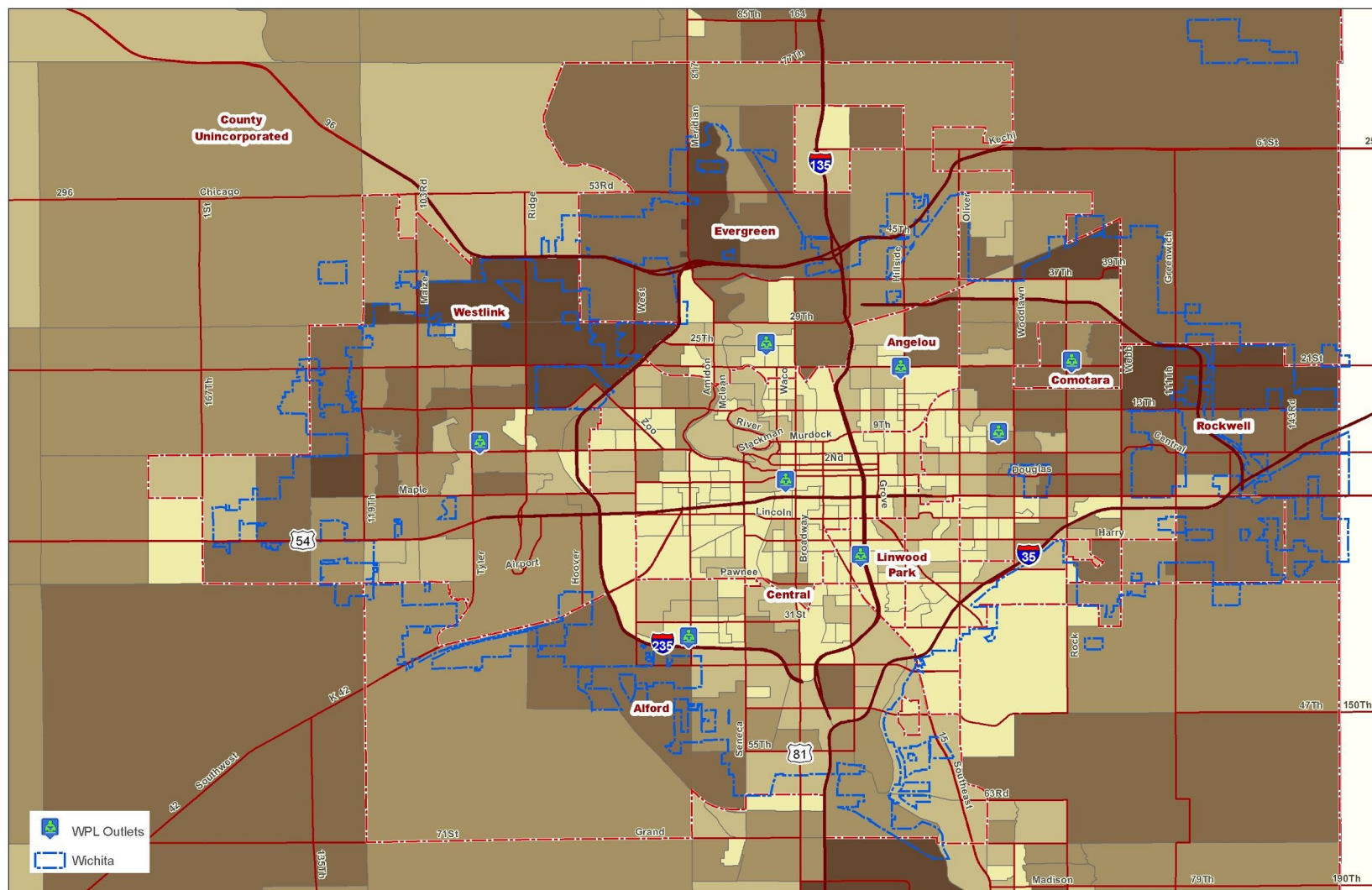
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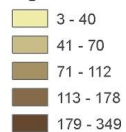
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Demographic Map: Age 65 to 69



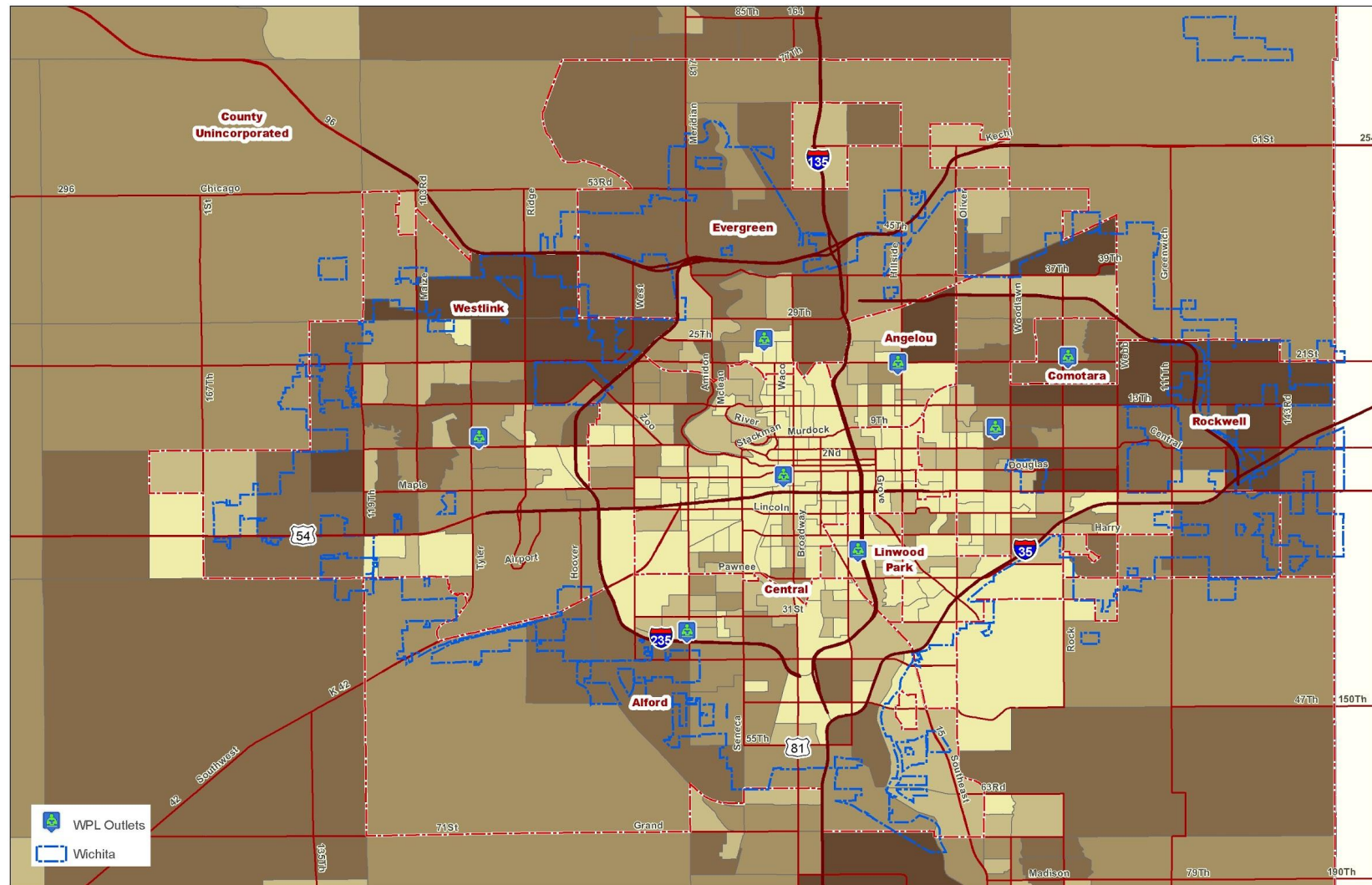
Age 65 to 69



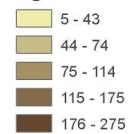
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Demographic Map: Age 70 to 79



Age 70 to 79



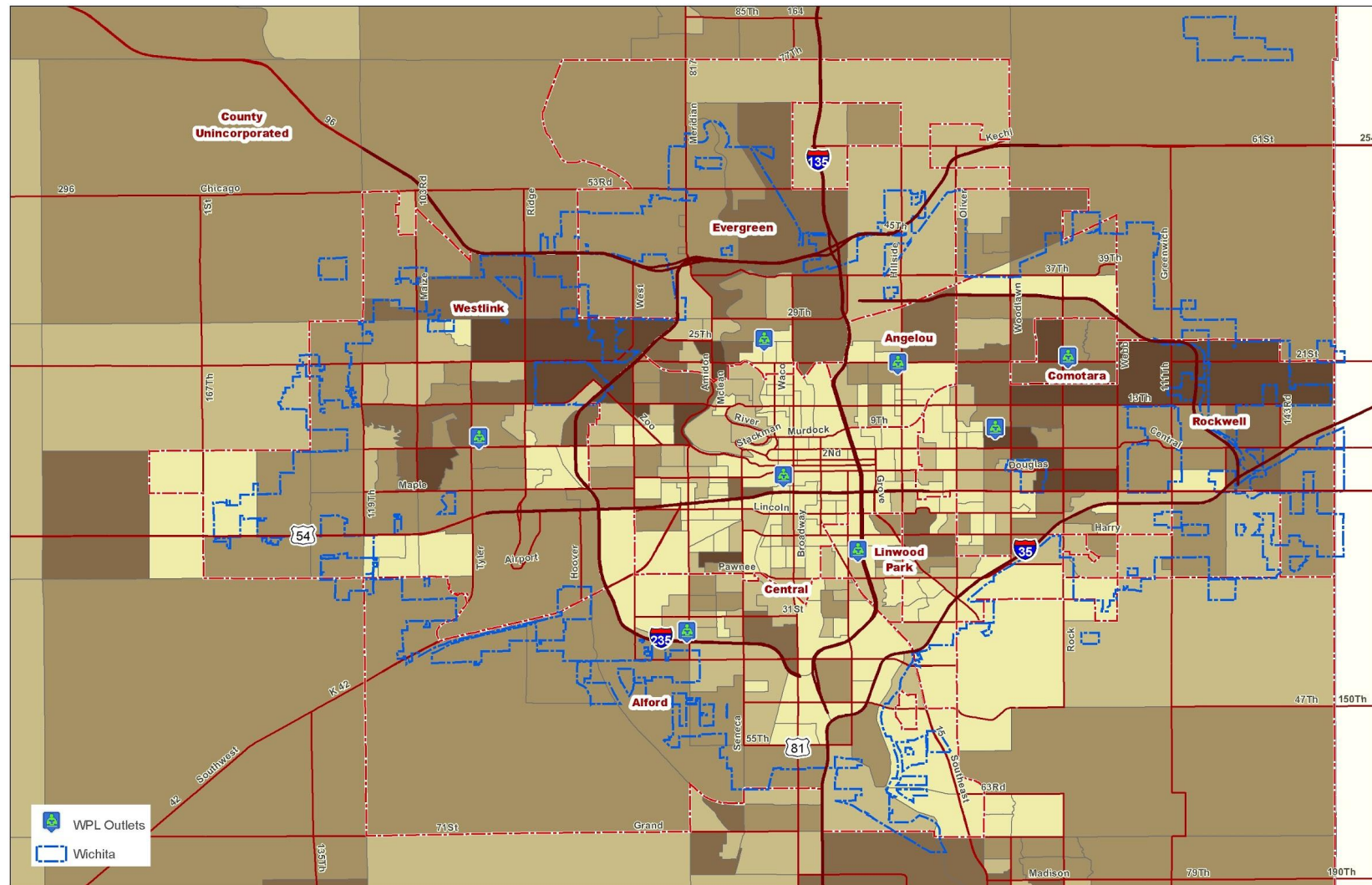
Library Service Areas

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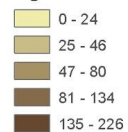
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Demographic Map: Age 80 Plus



Age 80 Plus



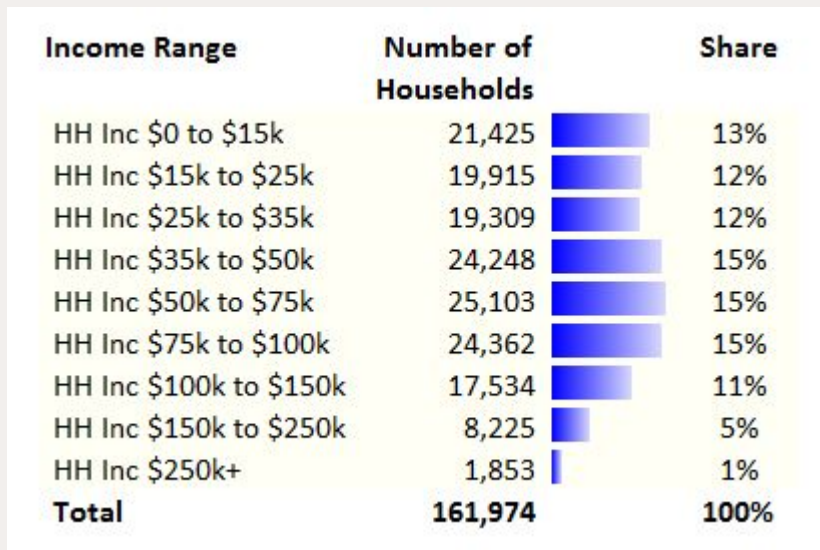
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Demographics: Income Distribution by Group



Demographic: Findings by Income Group

Distribution by income groups (by household)

25%...under \$25,000 household income

12%...between \$25,000 and \$35,000 household income

15%...between \$35,000 and \$50,000 household income

15%...between \$50,000 and \$75,000 household income

15%...between \$75,000 and \$100,000 household income

11%...between \$100,000 and \$150,000 household income

6%...over \$150,000 household income

Demographics: Segments by Average HH Income

Segment	Ave Household Income
Between jobs	\$ 26,132
Collegian	\$ 26,187
Los Padres	\$ 28,942
Metro Strivers	\$ 29,978
City Core	\$ 30,174
Young Families	\$ 34,149
Hard Workers	\$ 35,252
The Singles	\$ 35,353
Urban Moms & Dads	\$ 36,413
Apron Strings	\$ 37,340
Blue Collar Starts	\$ 38,975
Doublewides	\$ 39,389
Suburban Singles	\$ 41,983
White Collar Status	\$ 44,135
Educated Earners	\$ 49,311
Proud Parent	\$ 49,998
S* Seeks S*	\$ 50,419
Group Quarters	\$ 52,284
Wizards	\$ 52,480
Thriving	\$ 53,021
Making Ends Meet	\$ 53,290
Middle of the Road	\$ 54,349
Kindred Spirit	\$ 55,472
Solo Acts	\$ 55,747
Gainfully employed	\$ 55,931
Fall Years	\$ 56,281
Strapped	\$ 59,270
Hard Act to Follow	\$ 64,938
Social Whirls	\$ 65,096
Managing Business	\$ 66,454
Gray Eminence	\$ 69,740
Nest Builders	\$ 72,622
Sitting Pretty	\$ 73,320
Stately Suburbs	\$ 83,961
Charmed Life	\$ 86,032
Sublime Suburbia	\$ 87,408
Kith and Kin	\$ 89,797
Apprentices	\$ 94,080
The Sweet Life	\$ 99,288
Urban Squires	\$ 102,545
Stocks and Scholars	\$ 105,286
Regents	\$ 105,653
Marmalade and Money	\$ 106,688
Couples with Capital	\$ 107,551
Marquis Class	\$ 120,782
Great Generations	\$ 135,631
Empire Builders	\$ 207,475
Average	\$ 66,523

Demographics: Findings Income by Segment

Distribution by average household income by segment

4 segments: under \$30,000 average household income

8 segments: between \$30,000 and \$40,000

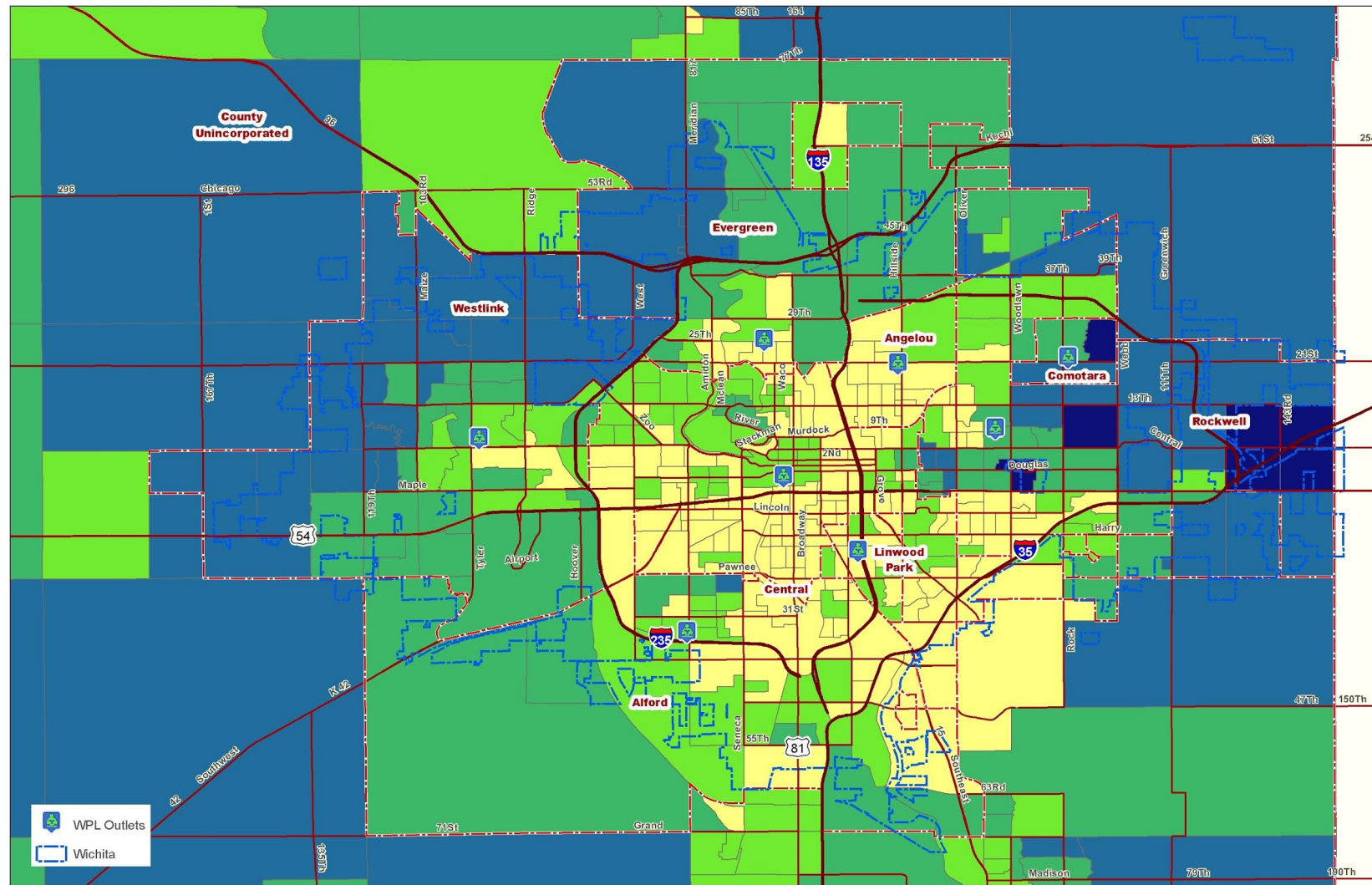
4 segments: between \$40,000 and \$50,000

11 segments: between \$50,000 and \$60,000

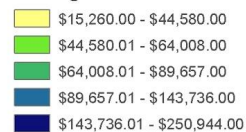
12 segments: between \$60,000 and \$100,000

8 segments: over \$100,000

Demographic Map: Average Household Income



Average Household Income



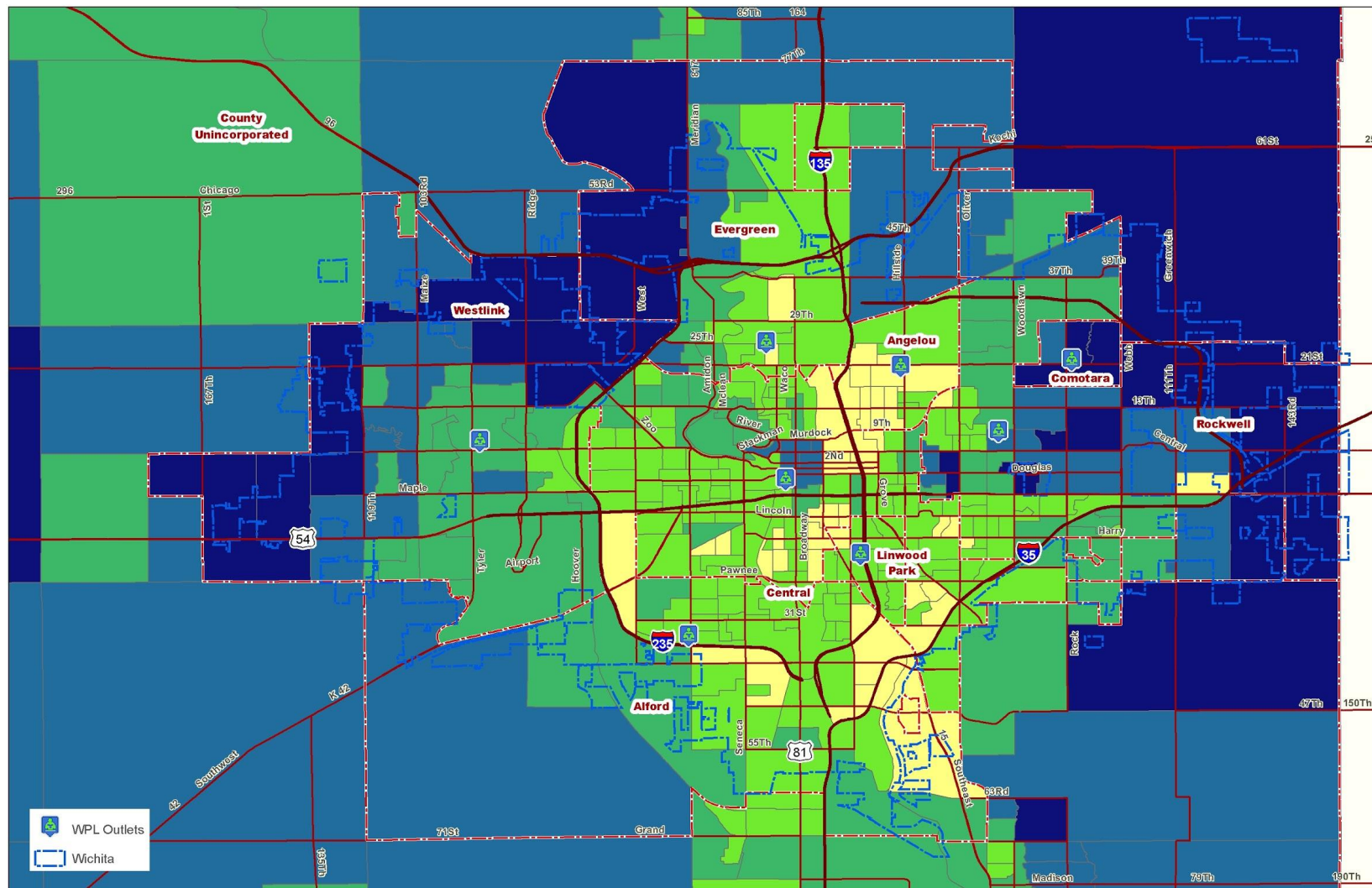
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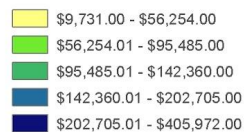
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Demographic Map: Median Home Value



Median Home Value



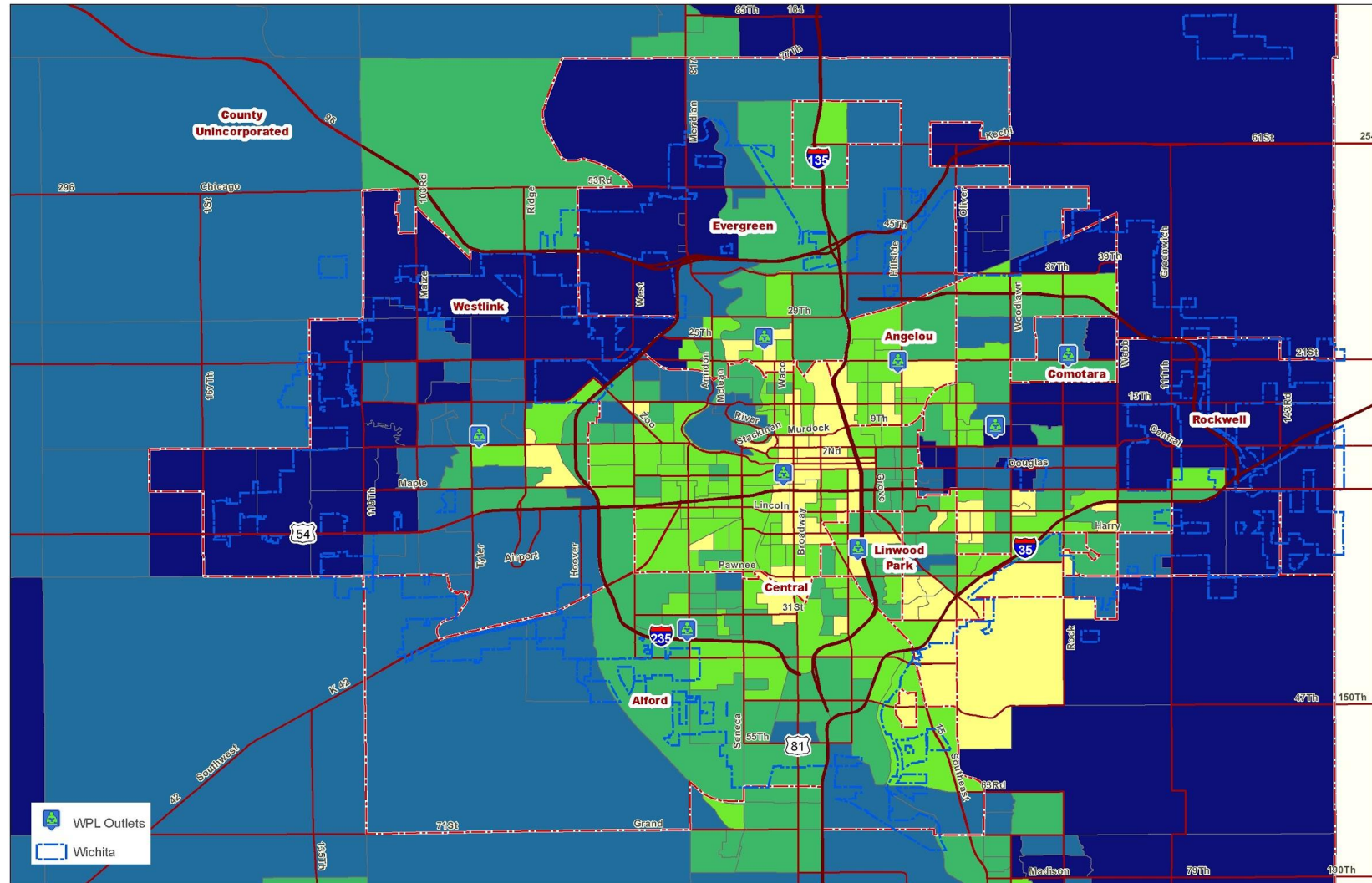
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Demographic Map: Average Household Wealth



Average Household Wealth



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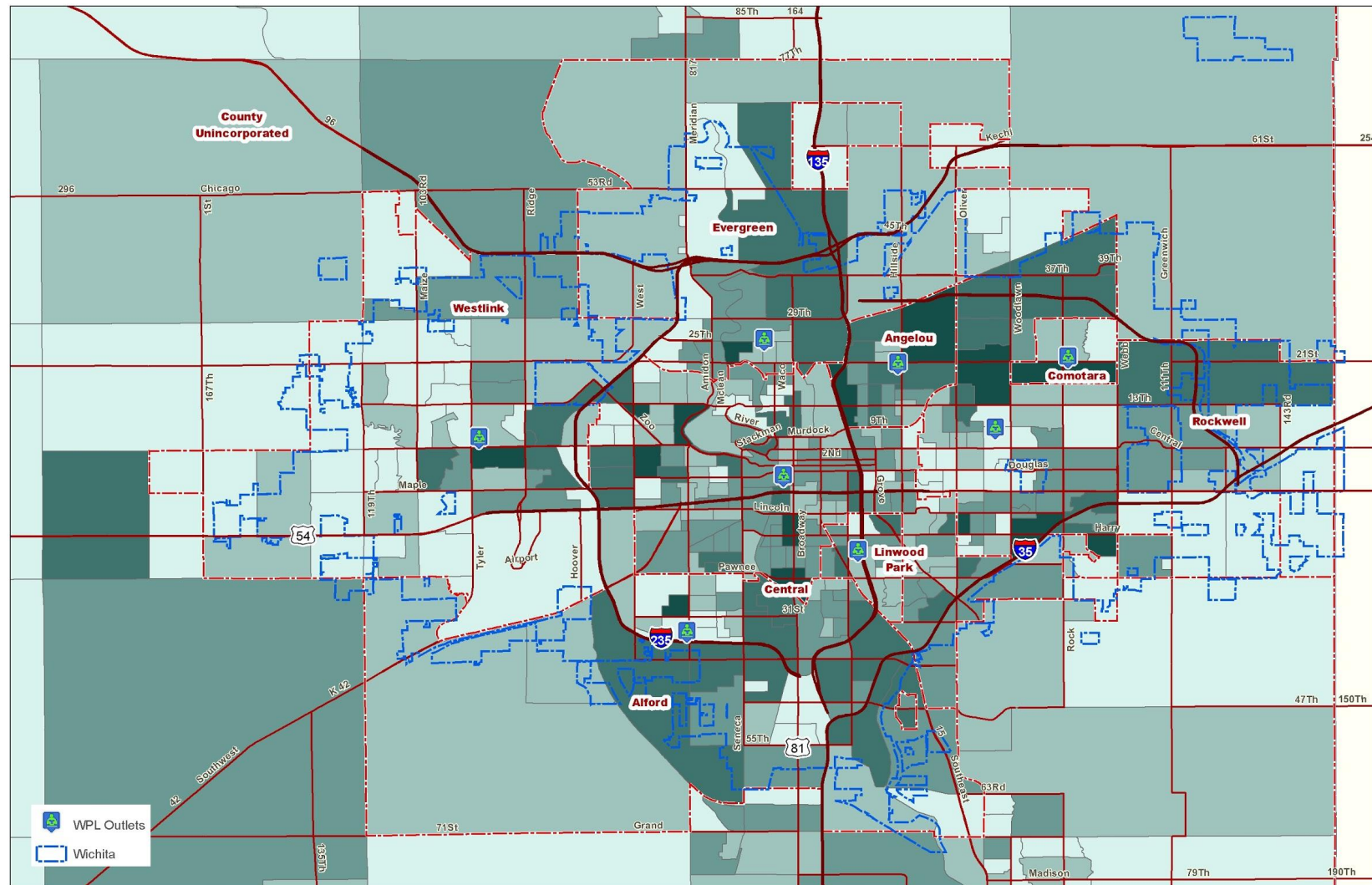
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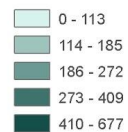
Demographics: Segments by HH Income Group

Segment	HH Inc \$0 to	HH Inc \$15k to	HH Inc \$25k to	HH Inc \$35k to	HH Inc \$50k to	HH Inc \$75k to	HH Inc \$100k to	HH Inc \$150k to	HH Inc \$250k+
Apprentices	283	277	199	237	273	319	283	203	130
Apron Strings	437	390	603	415	252	237	47	2	-
Between jobs	325	107	152	55	53	16	25	-	-
Blue Collar Starts	842	905	594	787	605	480	169	-	1
Charmed Life	276	235	448	533	745	1,186	1,079	589	64
City Core	474	222	273	249	83	68	48	1	-
Collegian	151	40	97	4	23	45	-	-	-
Couples with Capital	147	164	187	301	466	651	897	621	84
Doublewides	623	857	788	877	570	450	181	-	-
Educated Earners	1,142	1,136	1,270	1,848	1,562	1,527	709	101	12
Empire Builders	87	56	55	116	84	149	317	472	219
Fall Years	63	62	85	127	132	85	84	-	-
Gainfully employed	189	243	278	312	507	320	108	79	-
Gray Eminence	257	374	410	468	1,006	741	543	170	16
Great Generations	238	203	130	553	489	744	860	1,105	487
Group Quarters	69	50	37	31	33	66	42	-	1
Hard Act to Follow	535	456	366	427	661	499	410	188	53
Hard Workers	353	353	467	268	161	199	15	-	-
Kindred Spirit	309	615	646	808	1,066	1,074	420	121	7
Kith and Kin	119	93	90	415	378	509	743	197	34
Los Padres	231	91	40	35	62	11	28	0	0
Making Ends Meet	484	533	396	681	646	522	286	78	13
Managing Business	167	262	338	366	689	650	480	110	13
Marmalade and Money	26	27	50	83	146	206	280	195	10
Marquis Class	111	170	145	215	330	460	395	337	112
Metro Strivers	1242	764	558	576	337	255	55	2	3
Middle of the Road	74	121	172	158	230	89	112	46	0
Nest Builders	56	28	62	154	199	256	167	40	0
Proud Parent	386	422	392	414	533	438	213	3	0
Regents	184	129	343	356	416	720	876	603	226
S* Seeks S*	953	984	857	1178	1227	926	514	125	21
Sitting Pretty	672	715	965	1579	1968	2325	1932	740	52
Social Whirls	87	108	75	210	220	346	152	36	0
Solo Acts	678	777	743	845	998	817	430	180	35
Stately Suburbs	94	227	251	435	614	831	612	261	25
Stocks and Scholars	9	41	16	41	83	136	206	122	13
Strapped	82	240	244	197	230	140	24	28	36
Sublime Suburbia	158	284	272	855	1158	1595	1354	531	23
Suburban Singles	203	123	117	199	134	131	35	3	0
The Singles	376	137	174	140	85	46	7	0	0
The Sweet Life	80	110	189	247	346	606	848	508	43
Thriving	214	194	63	326	231	155	139	44	2
Urban Moms & Dads	6748	5152	4473	4777	3814	2305	822	106	39
Urban Squires	128	138	154	306	390	388	393	247	67
White Collar Status	476	516	380	547	429	336	86	13	6
Wizards	79	65	83	87	175	99	33	16	2
Young Families	508	719	582	410	264	208	75	2	4
Total	21,425	19,915	19,309	24,248	25,103	24,362	17,534	8,225	1,853

Demographic Map: Low Income (\$0 to \$35k)



Low Income (\$0 to \$35k)



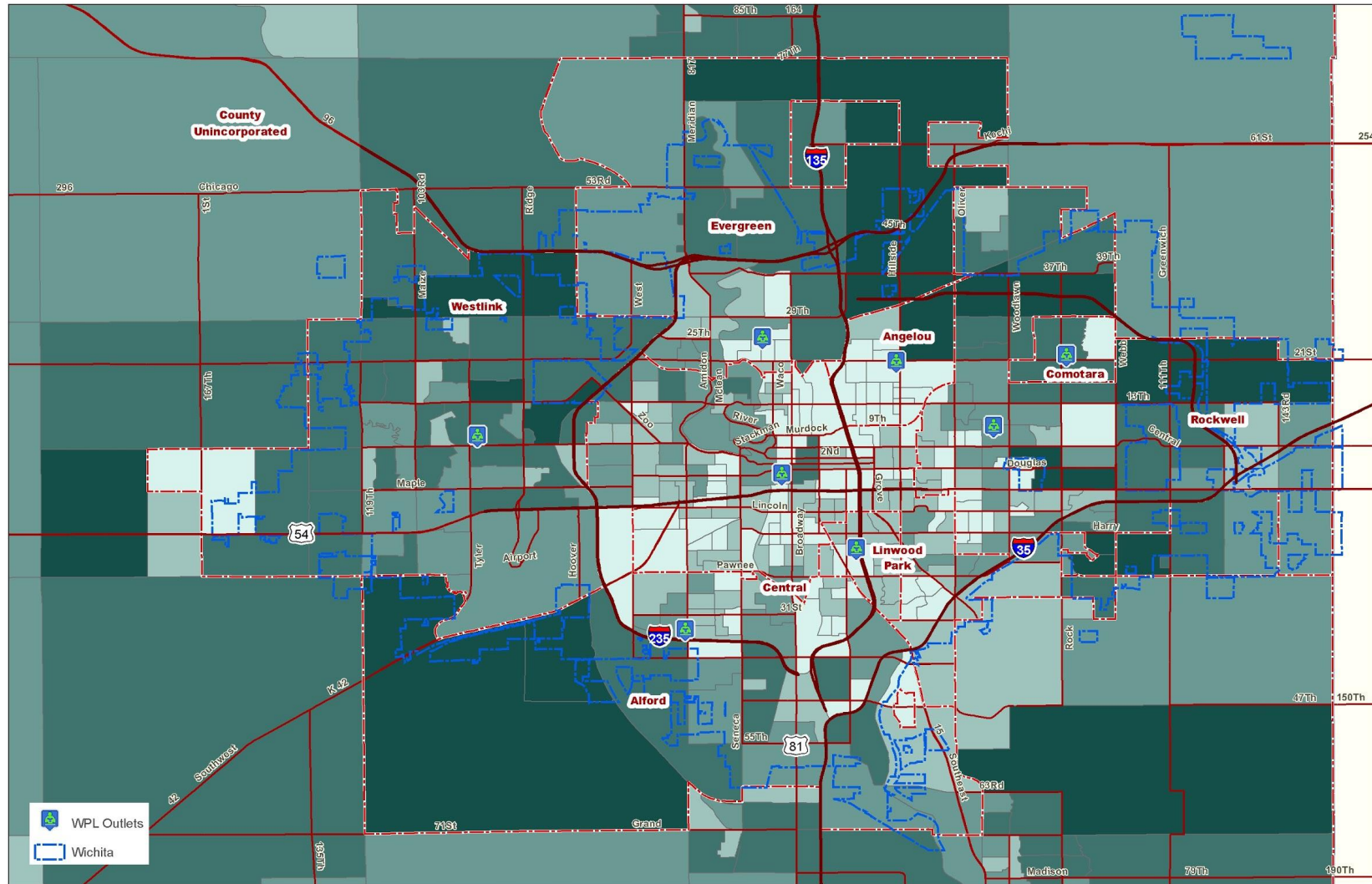
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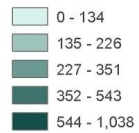
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Demographic Map: Middle Income (\$35k to \$100k)



Middle Income (\$35k to \$100k)



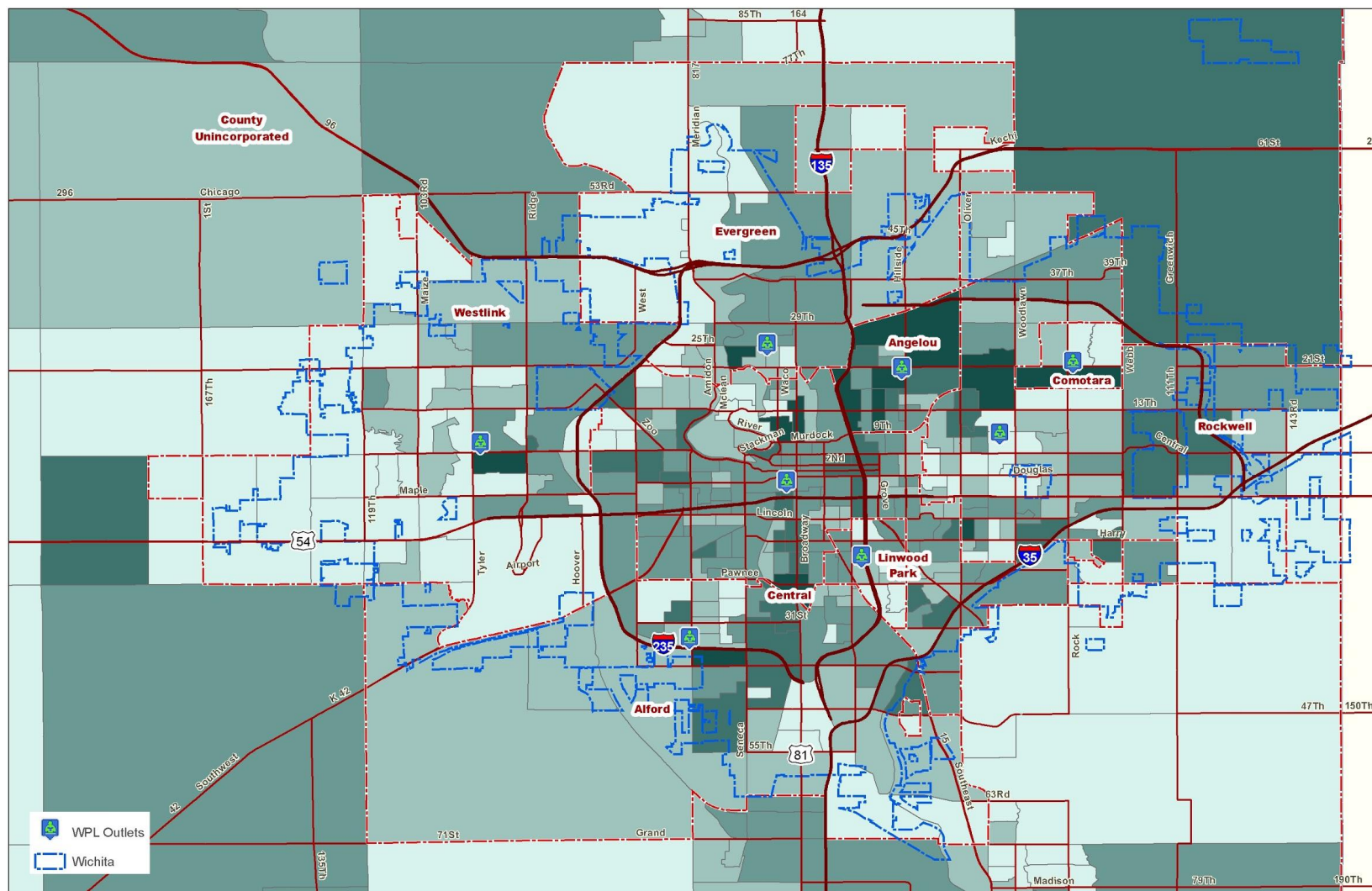
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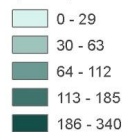
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Demographic Map: \$0-\$15k HH Income



\$0 to \$15k HH Income



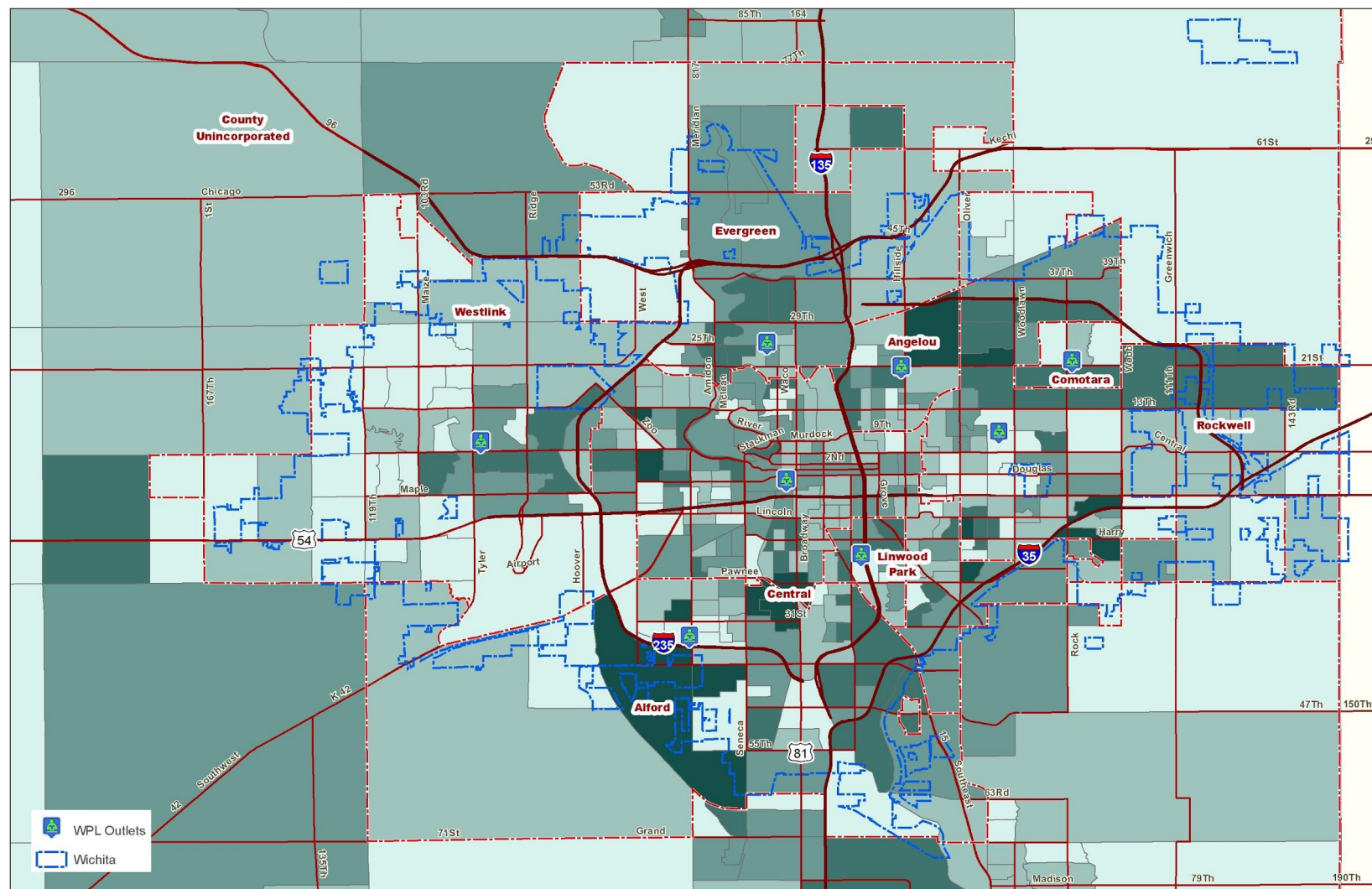
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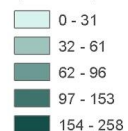
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Demographic Map: \$15k to \$25k HH Income



\$15k to \$25k HH Income



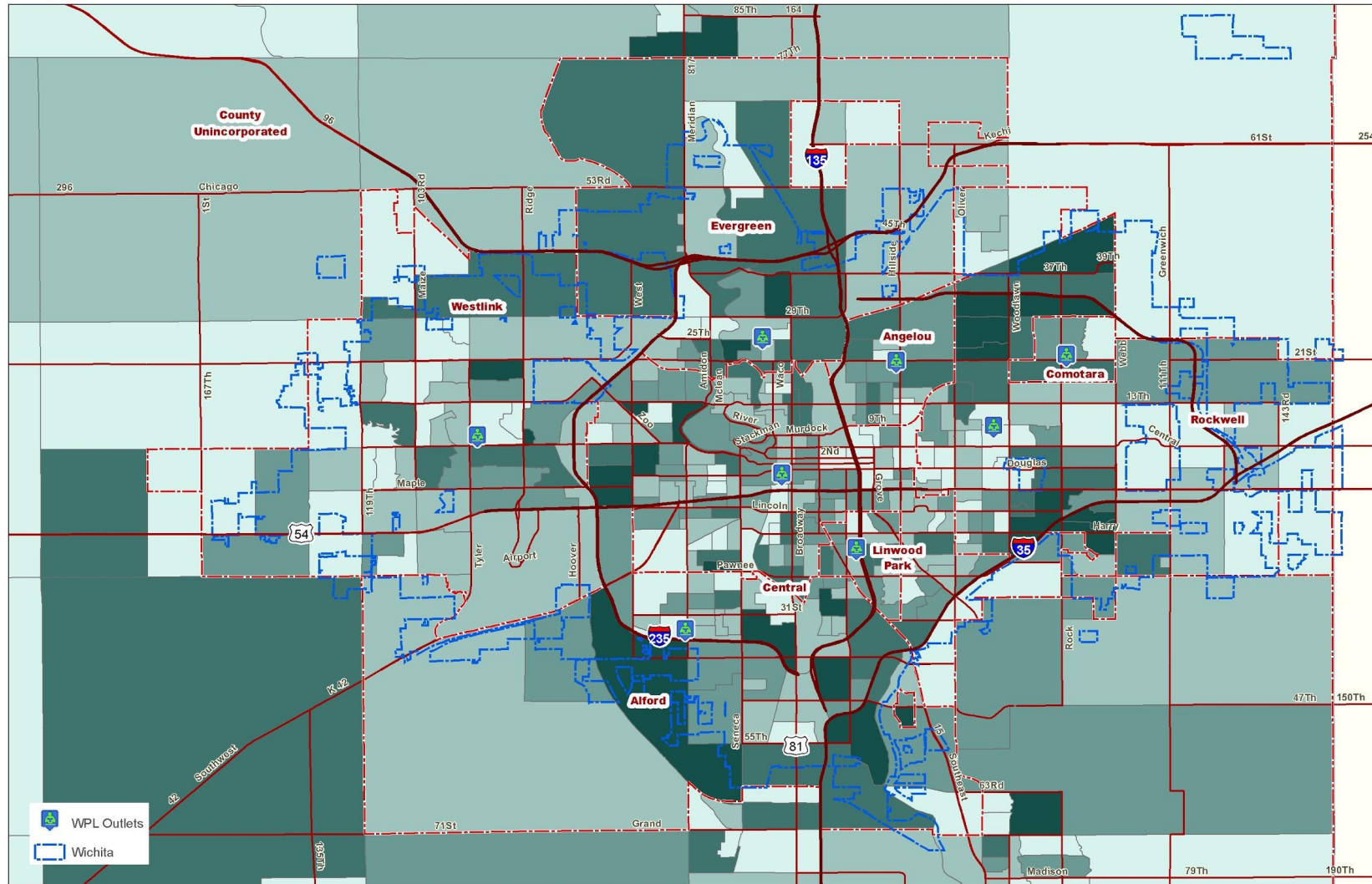
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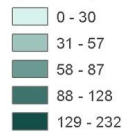
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Demographic Map: \$25k to \$35k HH Income



\$25k to \$35k HH Income



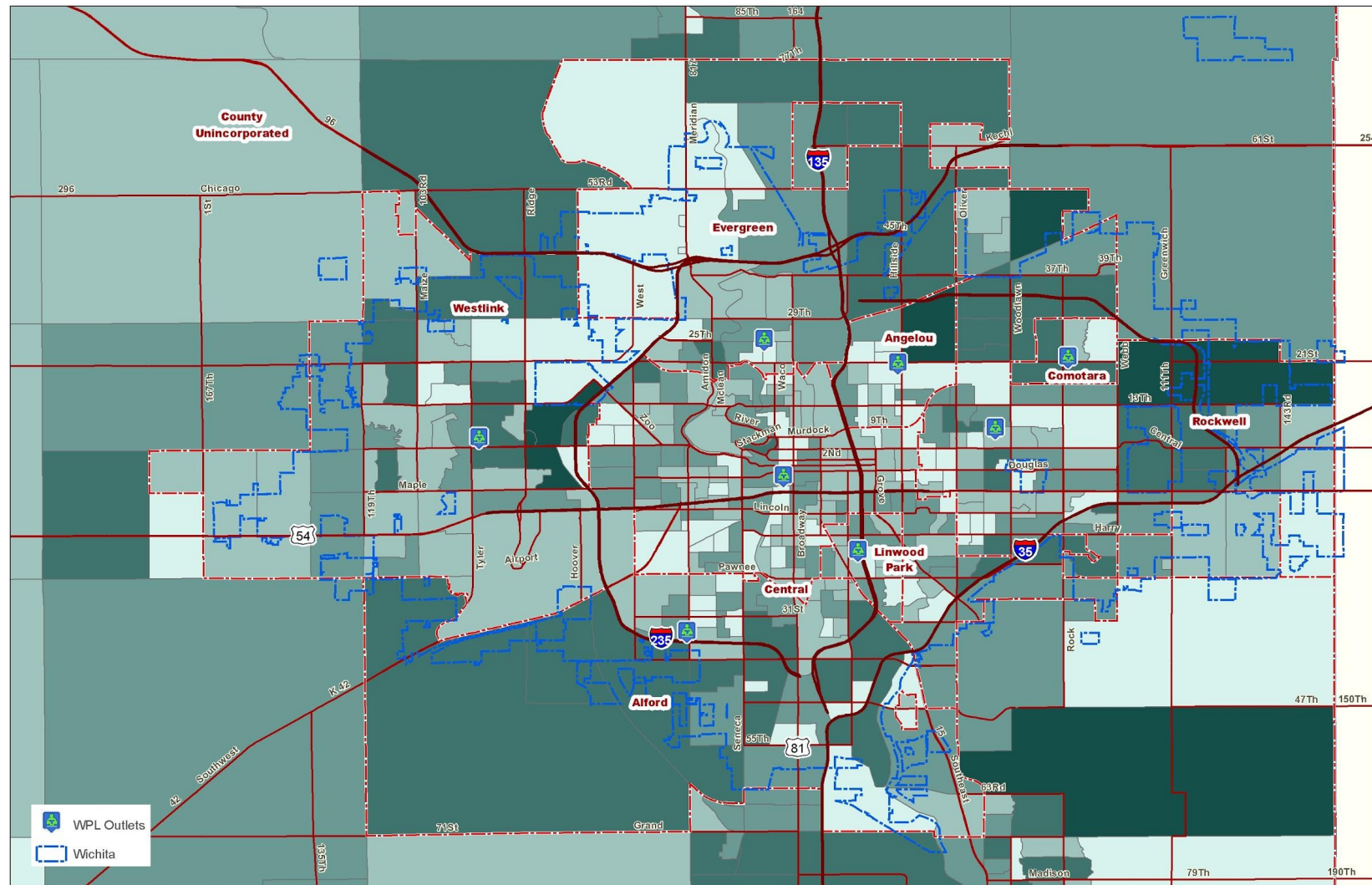
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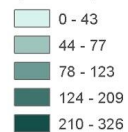
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Demographic Map: \$35k to \$50k HH Income



\$35k to \$50k HH Income



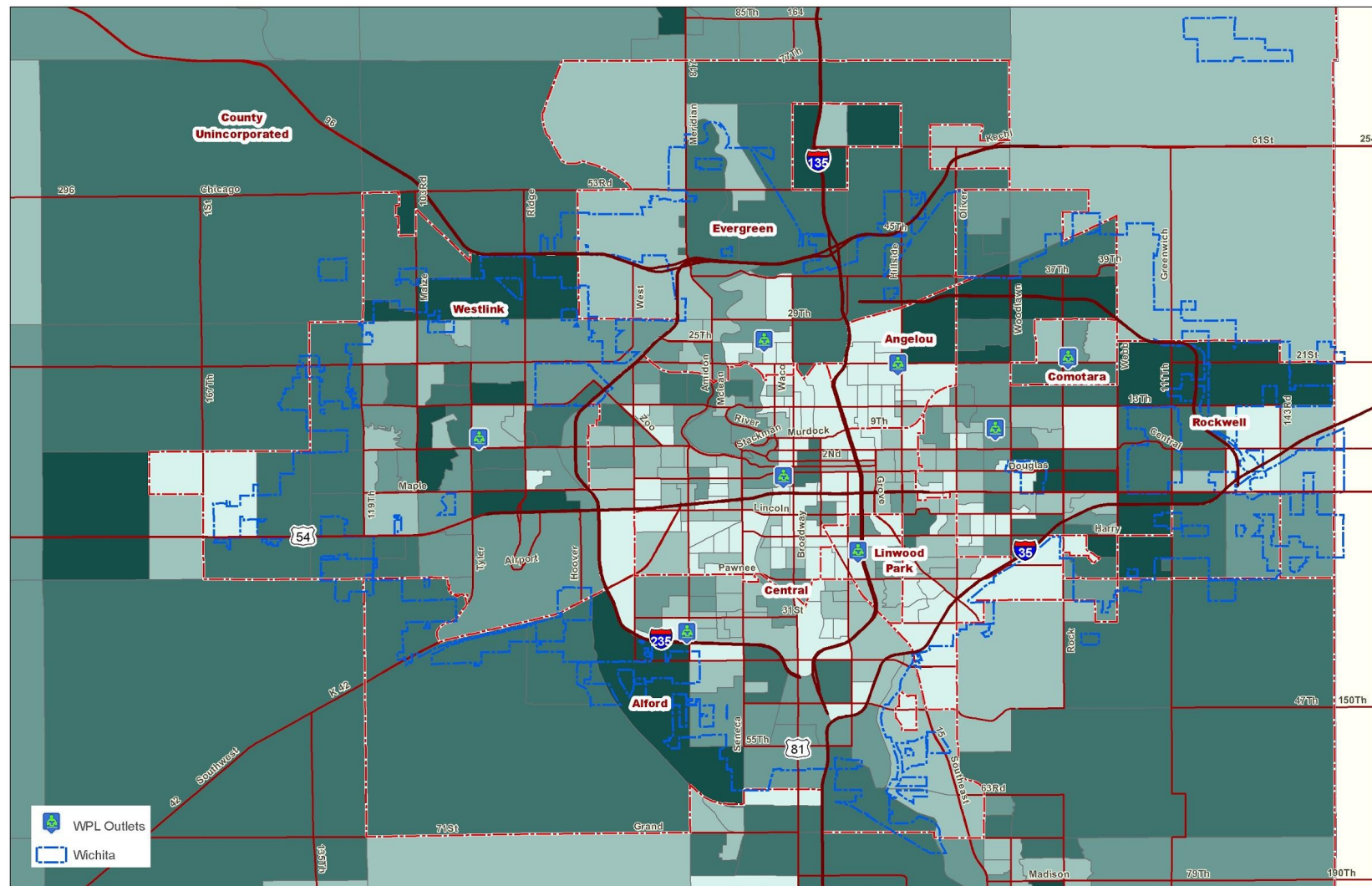
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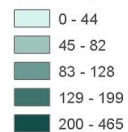
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Demographic Map: \$50k to \$75k HH Income



\$50k to \$75k HH Income



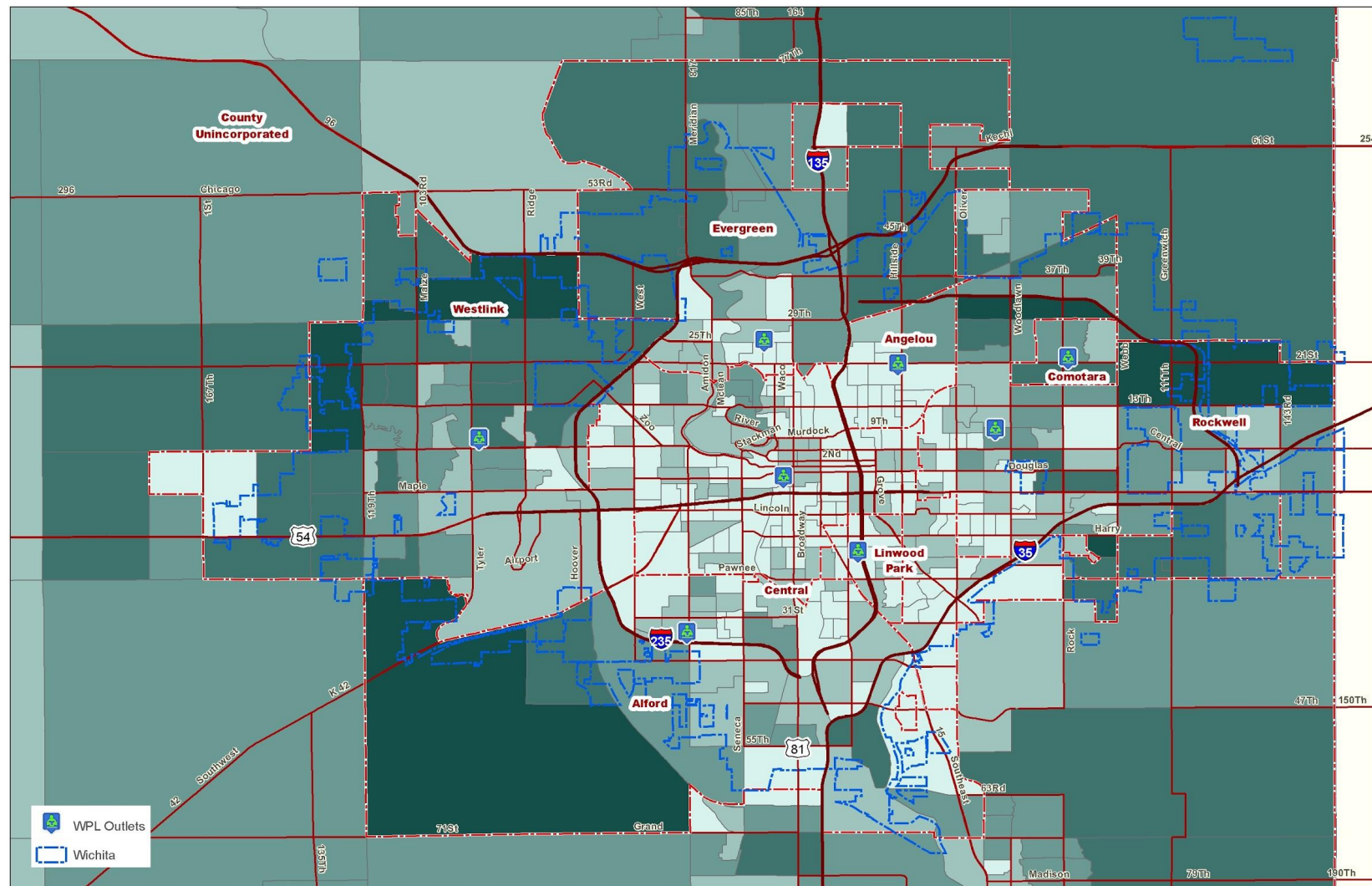
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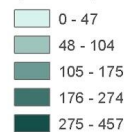
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Demographic Map: \$75k to \$100k HH Income



\$75k to \$100k HH Income



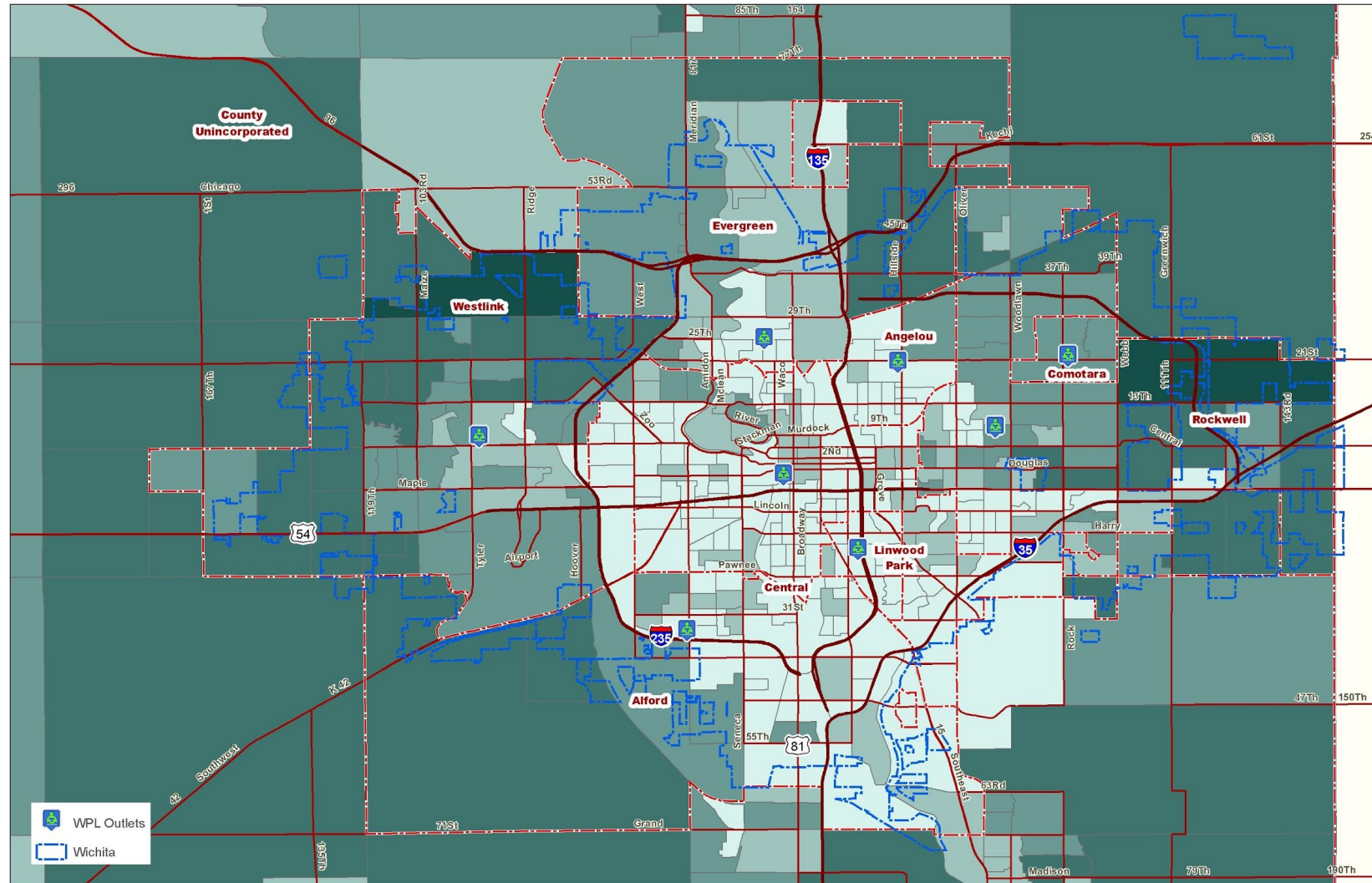
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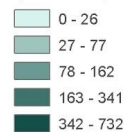
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Demographic Map: \$100k to \$150k HH Income



\$100k to \$150k HH Income



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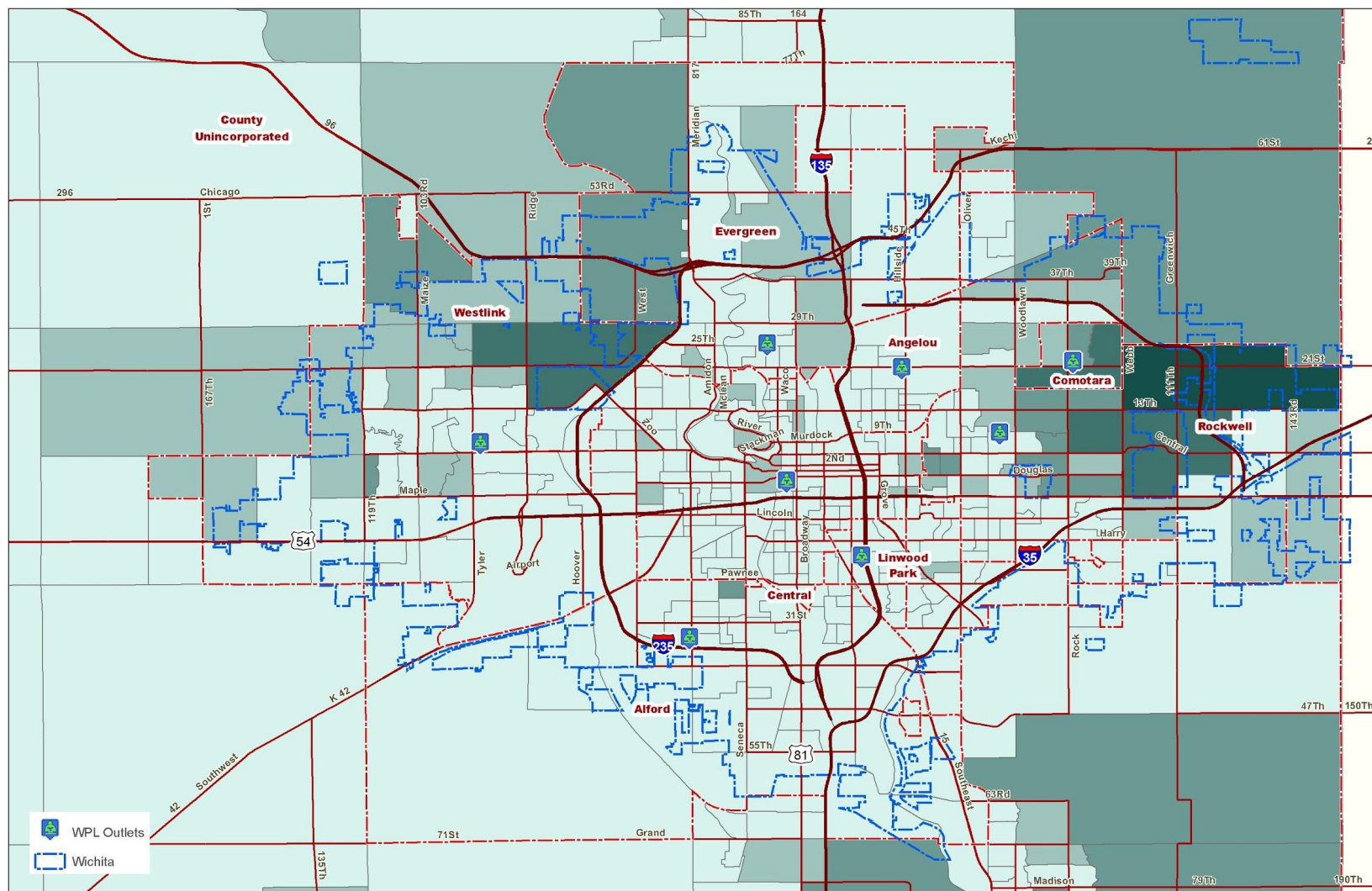
This map displays the service areas for WPL Outlets in the Wichita region. The map includes major highways such as I-135, I-35, and US-54. Various neighborhoods and areas are labeled, including Westlink, Angelou, Comotara, Rockwell, Linwood Park, Central, Alford, and Evergreen. The map also shows the locations of WPL Outlets, marked with a green icon, and the boundaries of the Wichita area, marked with a blue outline. A legend in the bottom left corner identifies the symbols used for WPL Outlets and the Wichita area.

0 - 13
14 - 41
42 - 95
96 - 237
238 - 619

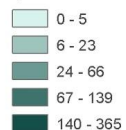
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Demographic Map: \$250k Plus Household Income



\$250k Plus HH Income







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Demographics: Population by Race

Race	Population		Share
White	297,087		73%
Black	45,524		11%
Asian	19,421		5%
Other	46,386		11%
Total	408,418		100%

Demographic Findings: Race and Ethnicity

Distribution by race

Three-quarters are white: **76%**

Nearly one in ten are Asian: **9%**

The rest -- **15%** -- are black, Pacific Islander, American Indian, two or more races, or other race

Demographics: Diversity Index

Segment	Diversity Index
Collegian	31
Group Quarters	36
Thriving	41
Los Padres	41
White Collar Status	42
Urban Moms & Dads	42
Blue Collar Starts	43
The Singles	45
Proud Parent	46
Kindred Spirit	46
Educated Earners	48
Middle of the Road	49
Young Families	51
S* Seeks S*	51
Doublewides	52
Metro Strivers	53
Apron Strings	54
Wizards	55
Hard Workers	56
Sitting Pretty	57
Solo Acts	59
Strapped	60
Making Ends Meet	62
Apprentices	62
Kith and Kin	64
Suburban Singles	64
Hard Act to Follow	65
Fall Years	66
City Core	66
Nest Builders	66
Stocks and Scholars	66
Charmed Life	66
The Sweet Life	67
Gainfully employed	67
Sublime Suburbia	67
Great Generations	68
Couples with Capital	69
Between jobs	70
Managing Business	71
Gray Eminence	72
Stately Suburbs	72
Social Whirls	73
Urban Squires	76
Regents	77
Marmalade and Moni	80
Marquis Class	81
Empire Builders	82
Average	59

Diversity index is the probability of two or more people being from different racial or ethnic backgrounds

50 is the US average

A lower number represents a higher diversity index

A higher number represents a lower diversity index

Demographic Findings: Race and Ethnicity

Diversity index

The average is 59 -- well over the U.S. average

75% (35 of 47) segments are over the U.S. average

12 of 47 segments are below the U.S. norm

10 of 47 segments are within five points of the U.S. norm

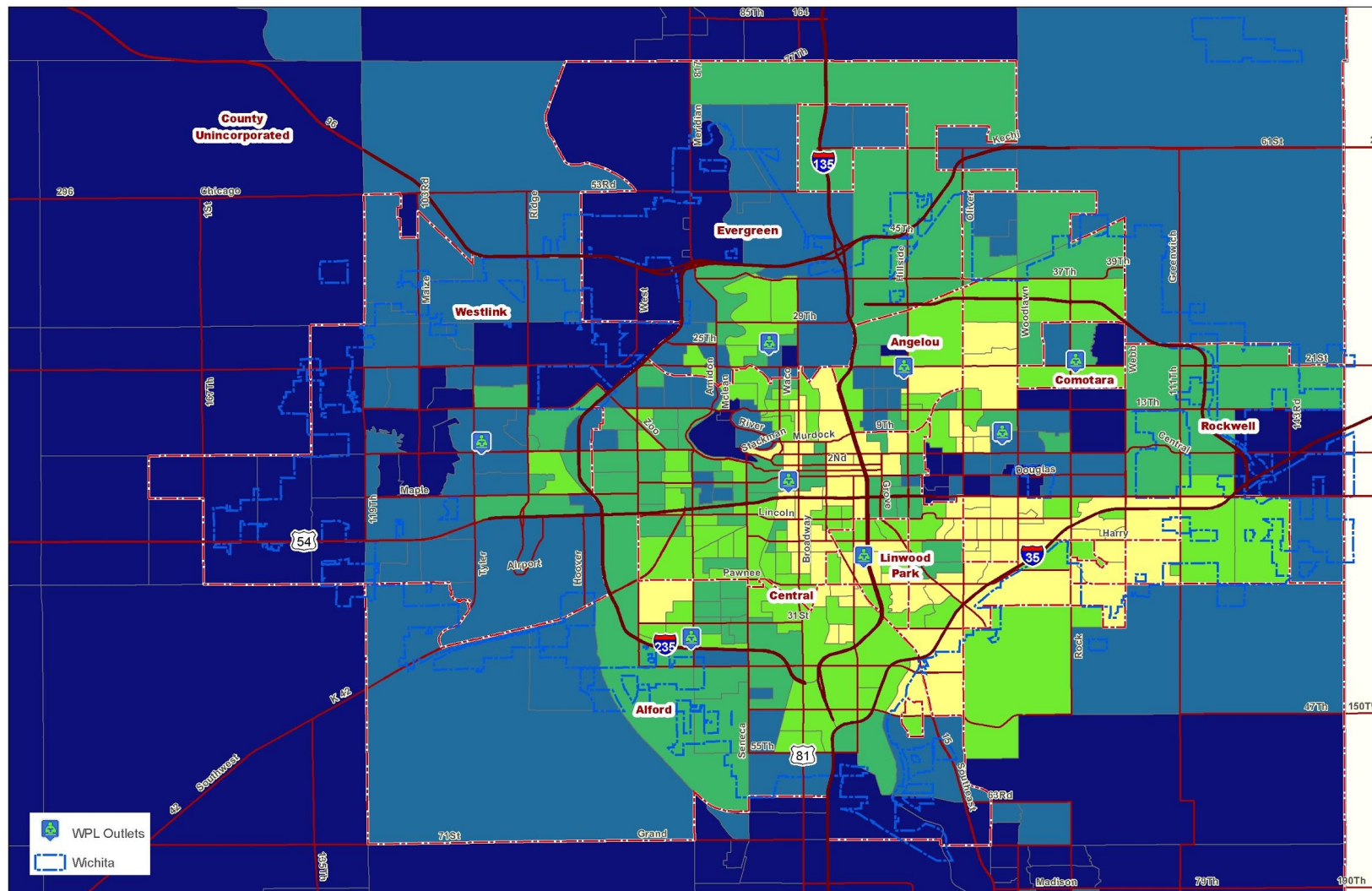
Diversity index is the probability of two or more people being from different racial or ethnic backgrounds

50 is the US average

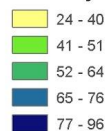
A lower number represents a higher diversity index

A higher number represents a lower diversity index

Demographic Map: Diversity Index



Diversity Index



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Diversity index is the probability of two or more people being from different racial or ethnic backgrounds

50 is the US average

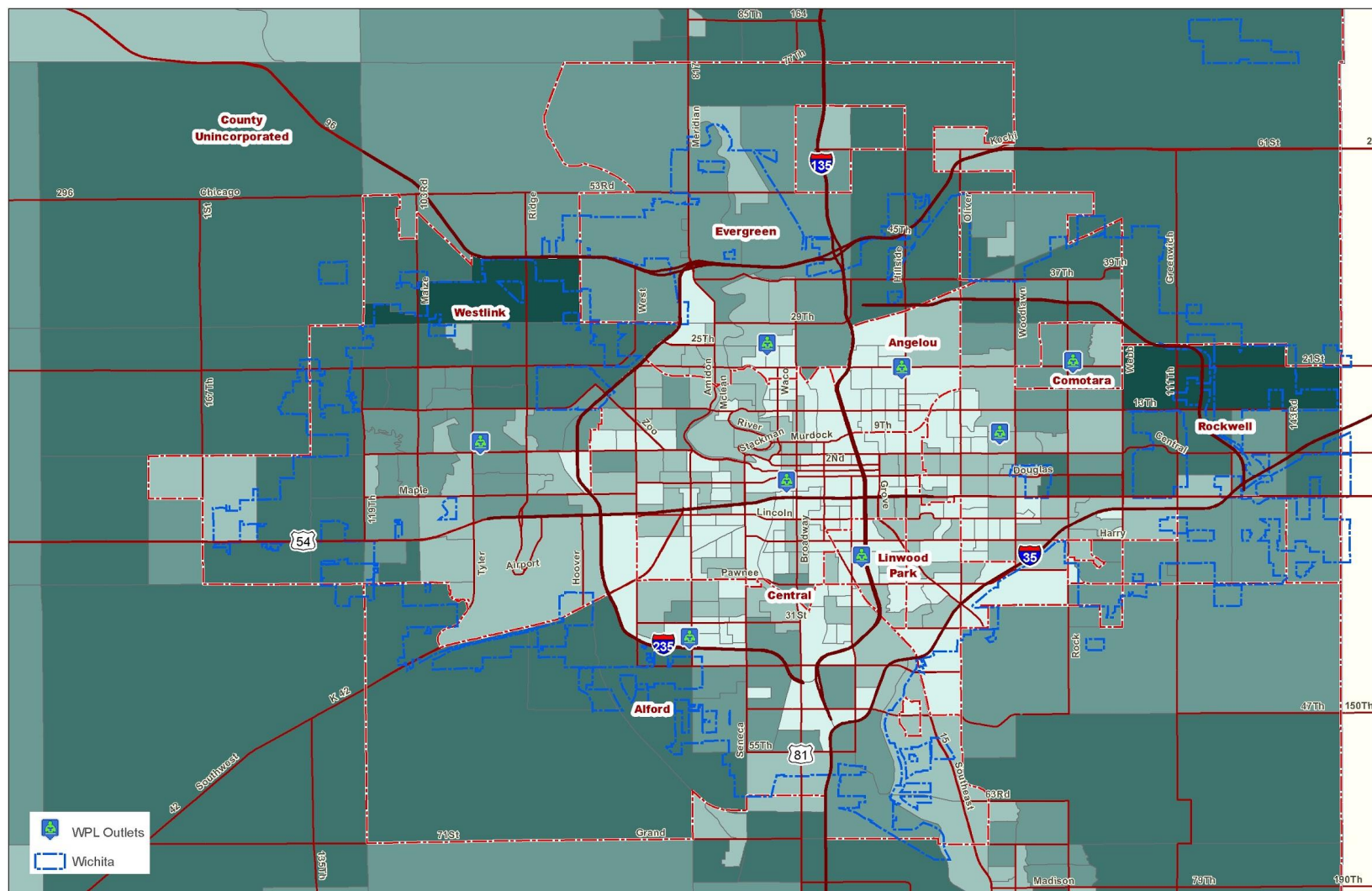
A lower number represents a higher diversity index

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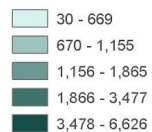
Demographics: Segment by Race

Segment	White	Black	Asian	Other
Apprentices	3,538	637	248	229
Apron Strings	4,338	298	89	657
Between jobs	145	1,420	13	111
Blue Collar Starts	7,867	878	581	1,837
Charmed Life	12,848	435	328	1,024
City Core	309	2,920	41	355
Collegian	559	321	432	51
Couples with Capita	8,133	429	835	418
Doublewides	8,639	564	434	1,733
Educated Earners	12,971	2,703	1,157	1,849
Empire Builders	3,460	99	147	81
Fall Years	1,273	41	19	113
Gainfully employed	4,349	207	156	463
Gray Eminence	8,351	227	135	644
Great Generations	11,776	523	1,365	547
Group Quarters	1,117	603	19	186
Hard Act to Follow	5,817	891	286	504
Hard Workers	2,854	351	232	2,437
Kindred Spirit	8,875	1,256	1,411	1,868
Kith and Kin	5,844	476	382	441
Los Padres	736	125	29	427
Making Ends Meet	6,371	460	149	646
Managing Business	6,150	336	112	468
Marmalade and Moi	2,774	28	69	116
Marquis Class	4,650	197	113	153
Metro Strivers	2,090	7,322	186	1,204
Middle of the Road	1,869	171	187	463
Nest Builders	2,426	50	250	159
Proud Parent	4,445	1,061	474	836
Regents	8,716	210	365	337
S* Seeks S*	12,191	1,820	432	1,849
Sitting Pretty	22,201	2,792	2,266	2,207
Social Whirls	2,830	87	39	208
Solo Acts	9,888	698	353	1,398
Stately Suburbs	7,537	359	315	380
Stocks and Scholars	1,521	67	139	104
Strapped	2,453	157	96	283
Sublime Suburbia	13,896	788	1,315	1,032
Suburban Singles	1,458	89	26	130
The Singles	1,365	116	50	926
The Sweet Life	7,358	206	482	420
Thriving	1,135	1,767	90	238
Urban Moms & Dad:	45,413	9,758	2,661	12,023
Urban Squires	4,379	251	121	211
White Collar Status	4,636	794	256	1,137
Wizards	647	105	19	74
Young Families	4,889	431	517	3,409
Average	297,087	45,524	19,421	46,386

Demographic Map: White



Race: White



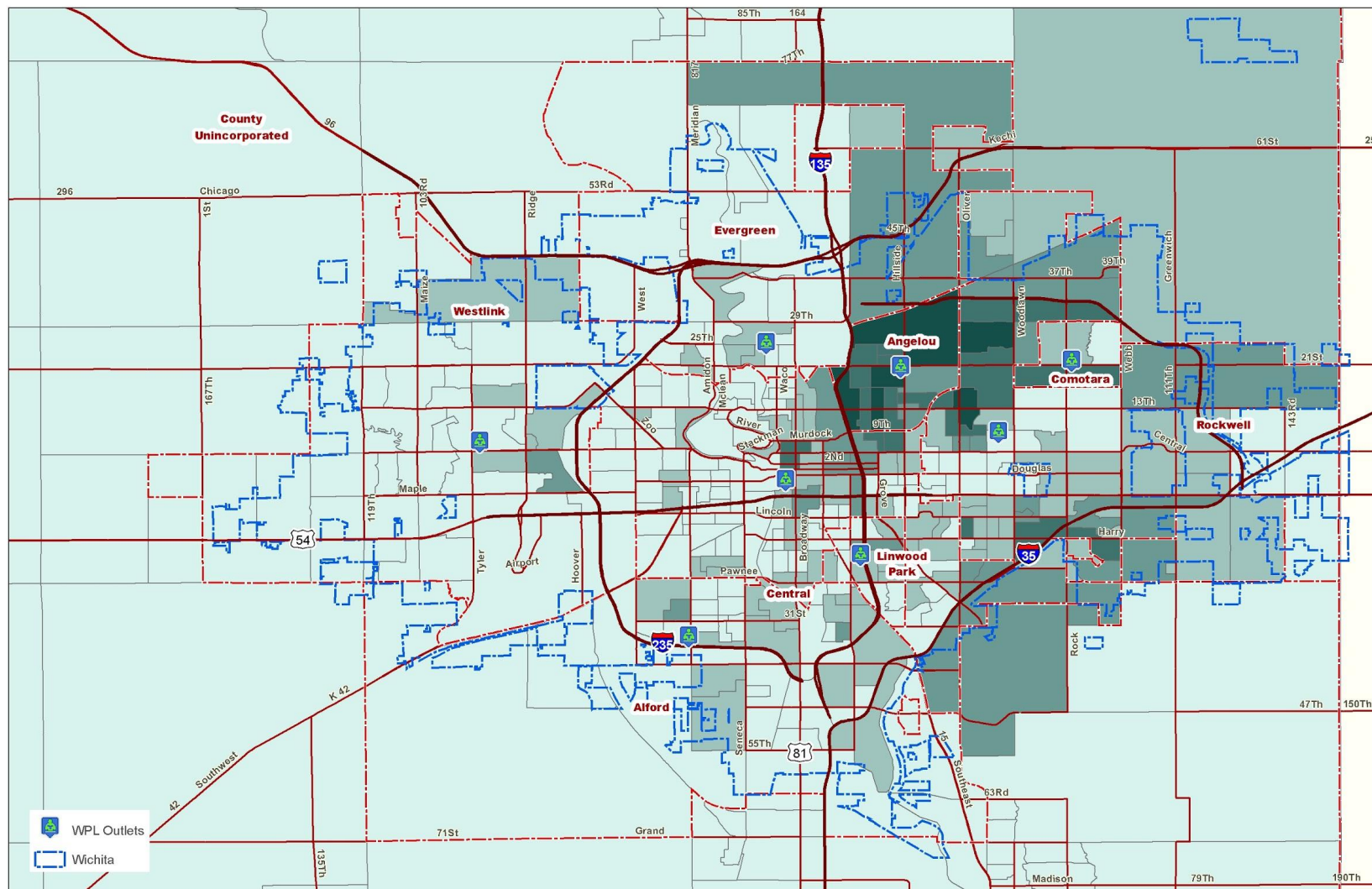
Library Service Areas

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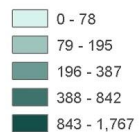
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Demographic Map: Black



Race: Black



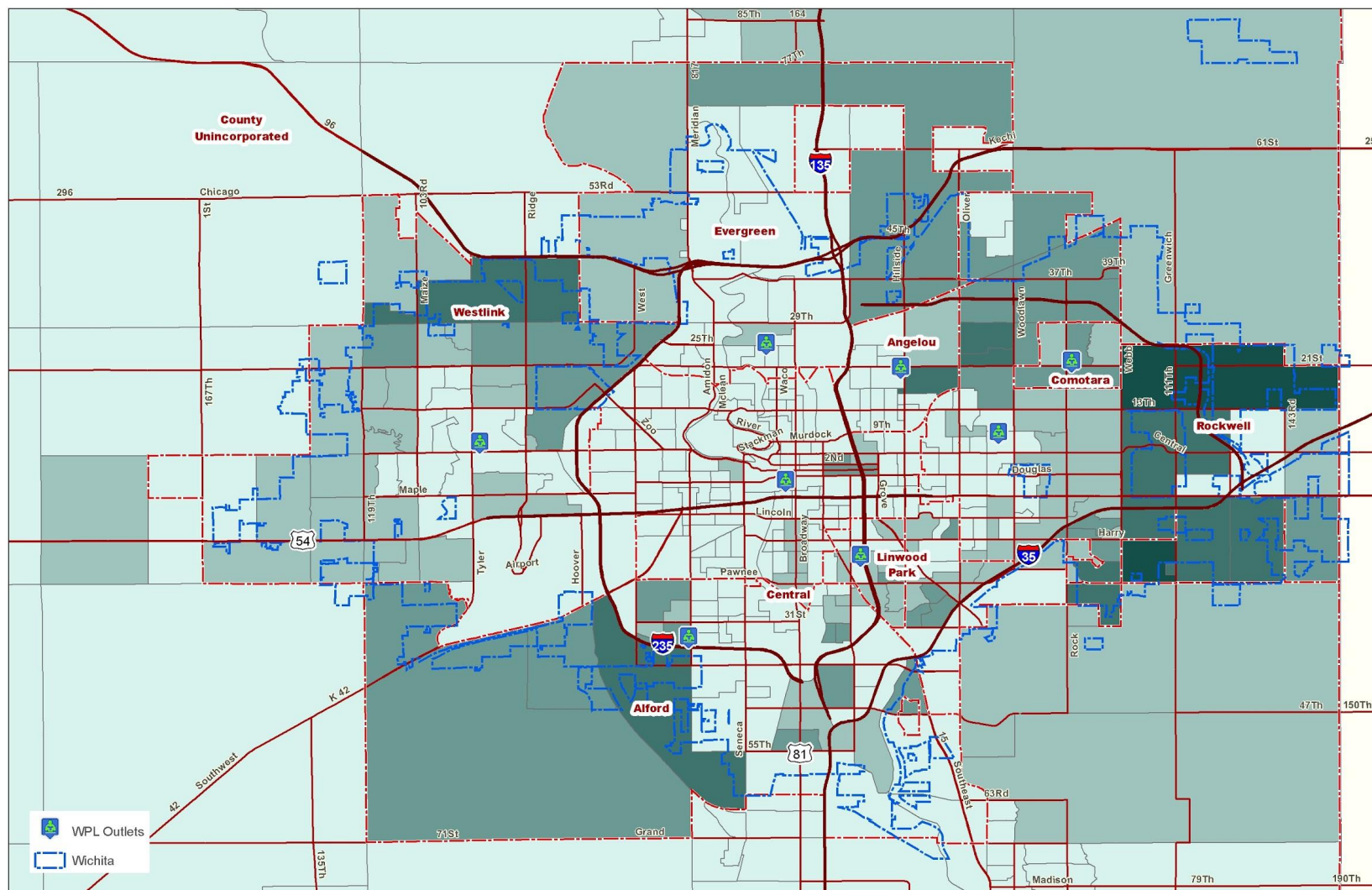
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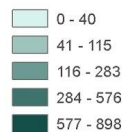
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Demographic Map: Asian



Race: Asian



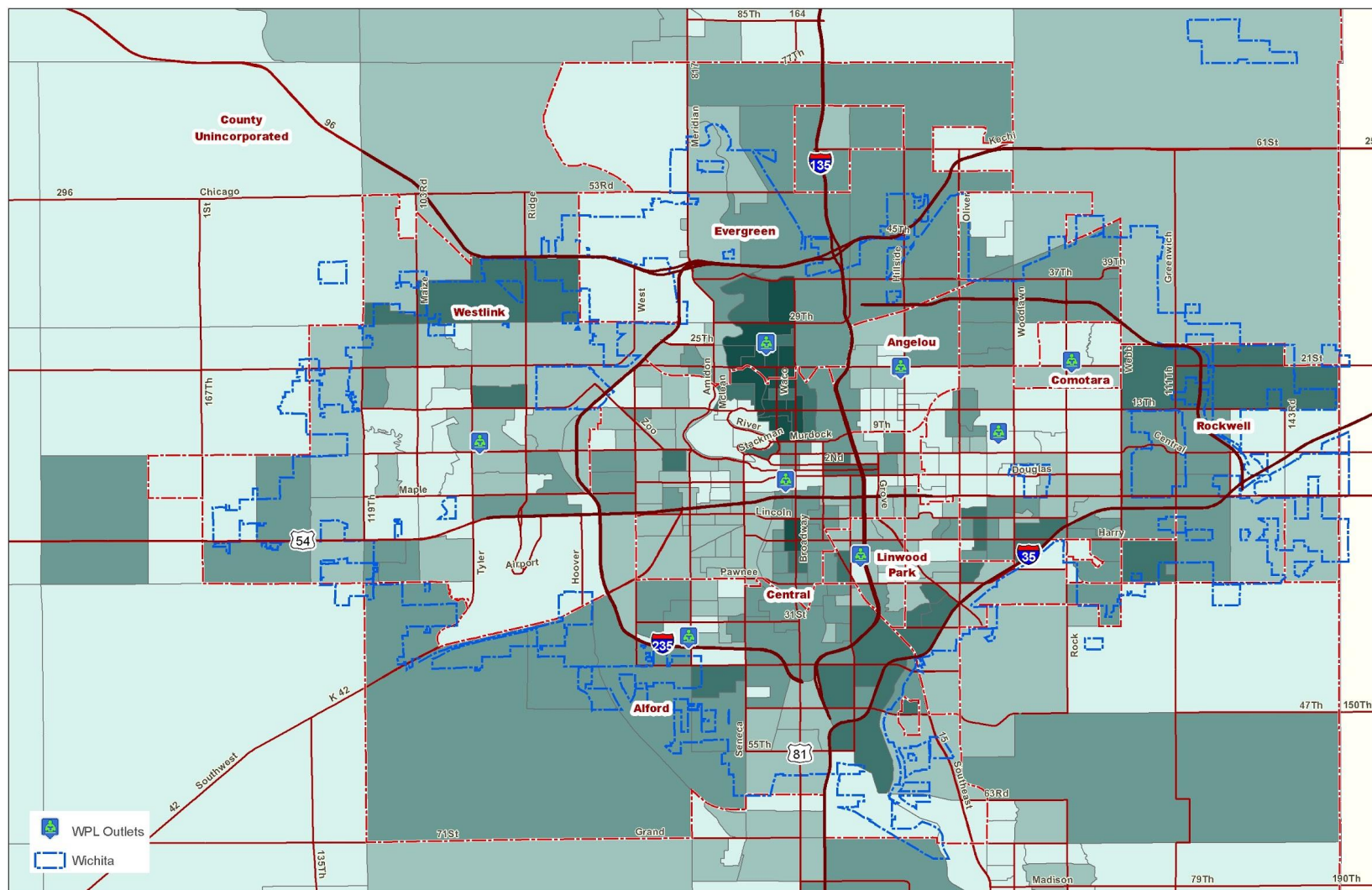
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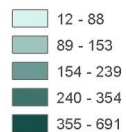
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Demographic Map: All Other Races



Race: Other



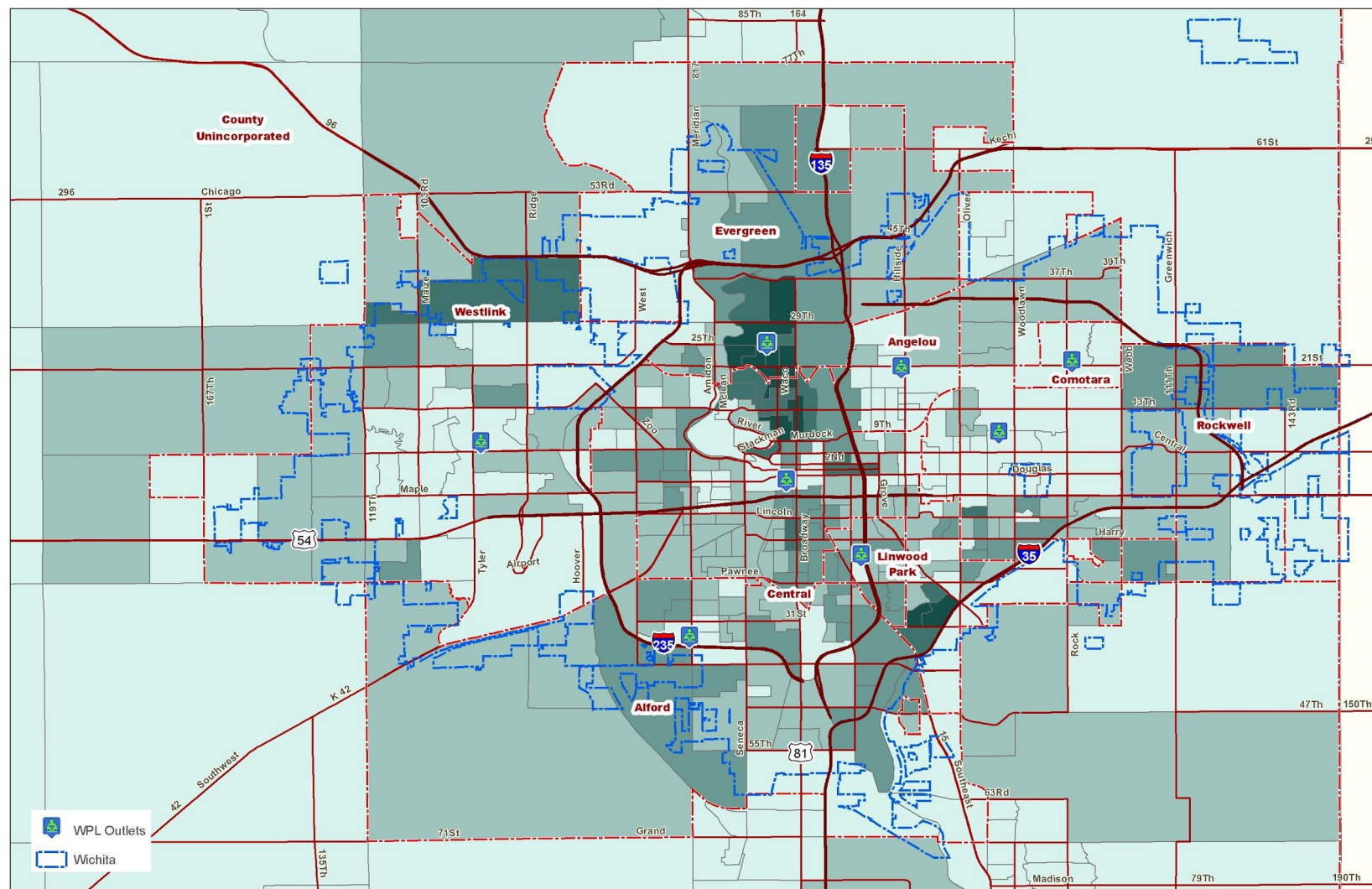
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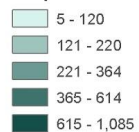
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Demographics: Segment by Hispanic Ethnicity



Hispanic Ethnicity



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Demographic Map: Hispanic Ethnicity

Segment	Hispanic Ethnicity	Share by Segment	Total Population	Hispanic Share of Total Pop
Apprentices	253	5.4%	4,652	0.4%
Apron Strings	897	16.7%	5,382	1.5%
Between jobs	129	7.6%	1,689	0.2%
Blue Collar Starts	2,395	21.5%	11,163	4.0%
Charmed Life	1,301	8.9%	14,635	2.2%
City Core	257	7.1%	3,625	0.4%
Collegian	37	2.7%	1,363	0.1%
Couples with Capital	438	4.5%	9,815	0.7%
Doublewides	1,971	17.3%	11,370	3.3%
Educated Earners	1,979	10.6%	18,680	3.3%
Empire Builders	67	1.8%	3,787	0.1%
Fall Years	197	13.6%	1,446	0.3%
Gainfully employed	534	10.3%	5,175	0.9%
Gray Eminence	854	9.1%	9,357	1.4%
Great Generations	628	4.4%	14,211	1.1%
Group Quarters	265	13.8%	1,925	0.4%
Hard Act to Follow	527	7.0%	7,498	0.9%
Hard Workers	4,180	71.2%	5,874	7.0%
Kindred Spirit	2,384	17.8%	13,410	4.0%
Kith and Kin	361	5.1%	7,143	0.6%
Los Padres	733	55.7%	1,317	1.2%
Making Ends Meet	961	12.6%	7,626	1.6%
Managing Business	622	8.8%	7,066	1.0%
Marmalade and Money	155	5.2%	2,987	0.3%
Marquis Class	157	3.1%	5,113	0.3%
Metro Strivers	1,346	12.5%	10,802	2.3%
Middle of the Road	499	18.6%	2,690	0.8%
Nest Builders	206	7.1%	2,885	0.3%
Proud Parent	840	12.3%	6,816	1.4%
Regents	379	3.9%	9,628	0.6%
S* Seeks S*	2,177	13.4%	16,292	3.7%
Sitting Pretty	2,416	8.2%	29,466	4.1%
Social Whirls	219	6.9%	3,164	0.4%
Solo Acts	1,789	14.5%	12,337	3.0%
Stately Suburbs	488	5.7%	8,591	0.8%
Stocks and Scholars	79	4.3%	1,831	0.1%
Strapped	356	11.9%	2,989	0.6%
Sublime Suburbia	1,194	7.0%	17,031	2.0%
Suburban Singles	170	10.0%	1,703	0.3%
The Singles	1,412	57.5%	2,457	2.4%
The Sweet Life	538	6.4%	8,466	0.9%
Thriving	152	4.7%	3,230	0.3%
Urban Moms & Dads	15,242	21.8%	69,855	25.6%
Urban Squires	229	4.6%	4,962	0.4%
White Collar Status	1,430	21.0%	6,823	2.4%
Wizards	68	8.0%	845	0.1%
Young Families	6,016	65.1%	9,246	10.1%
Total	59,527	14.6%	408,418	

Demographics: Findings About Hispanic Ethnicity

Hispanic population distribution

14.6% of the population -- 59,527 people -- are Hispanic ethnicity across all races

Largest Hispanic segments

Urban Moms & Dads:	15,242 people / 25.6% of the total population
Young Families:	6,016 people / 10.1 % of the total population
Hard Workers:	4,180 people / 7.0% of the total population
Sitting Pretty:	2,416 people / 4.1% of the total population
Blue Collar Starts:	2,395 people / 4.0% of the total population
Kindred Spirits:	2,384 people / 4.0% of the total population