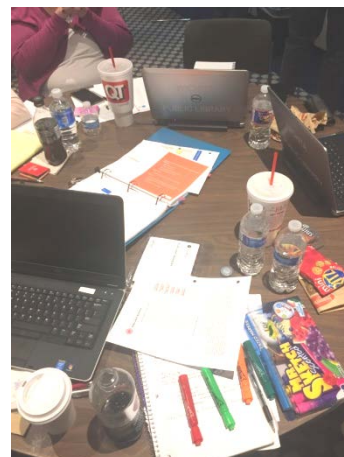




# Market Segmentation Workshop

November 17 and 18, 2016

## WORKBOOK



**CIVIC**Technologies

# Workbook

Market Segmentation Workshop  
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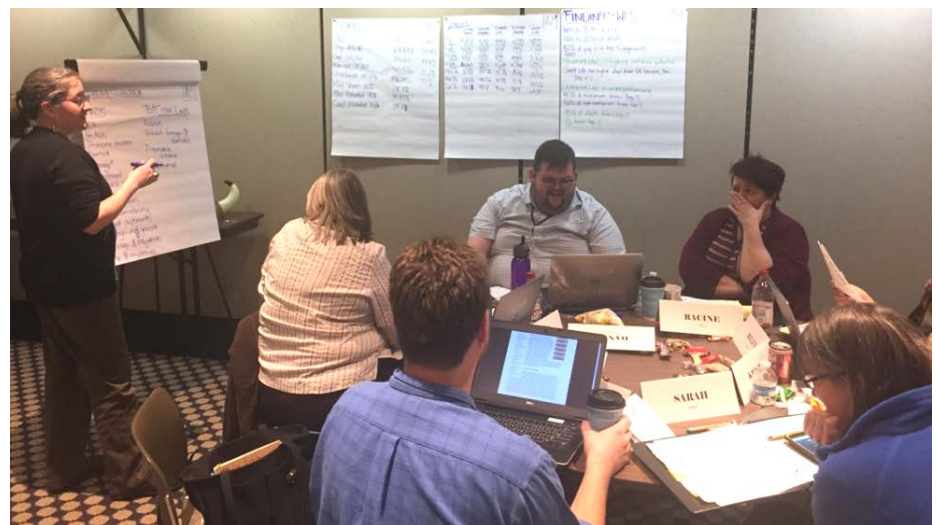
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### 1.0 Alford

	<u>CITY</u>	<u>ALF</u>	<u>Share</u>
Population	408,418	55,412	13.5%
Customers	122,551	16,737	13.7%
Non Customers	285,867	38,675	13.5%
Checkouts	947,936	92,298	9.7%
Market Share	30.0%	30.2%	
Market Potential	70.0%	69.8%	
Customer Potential		35.1%	



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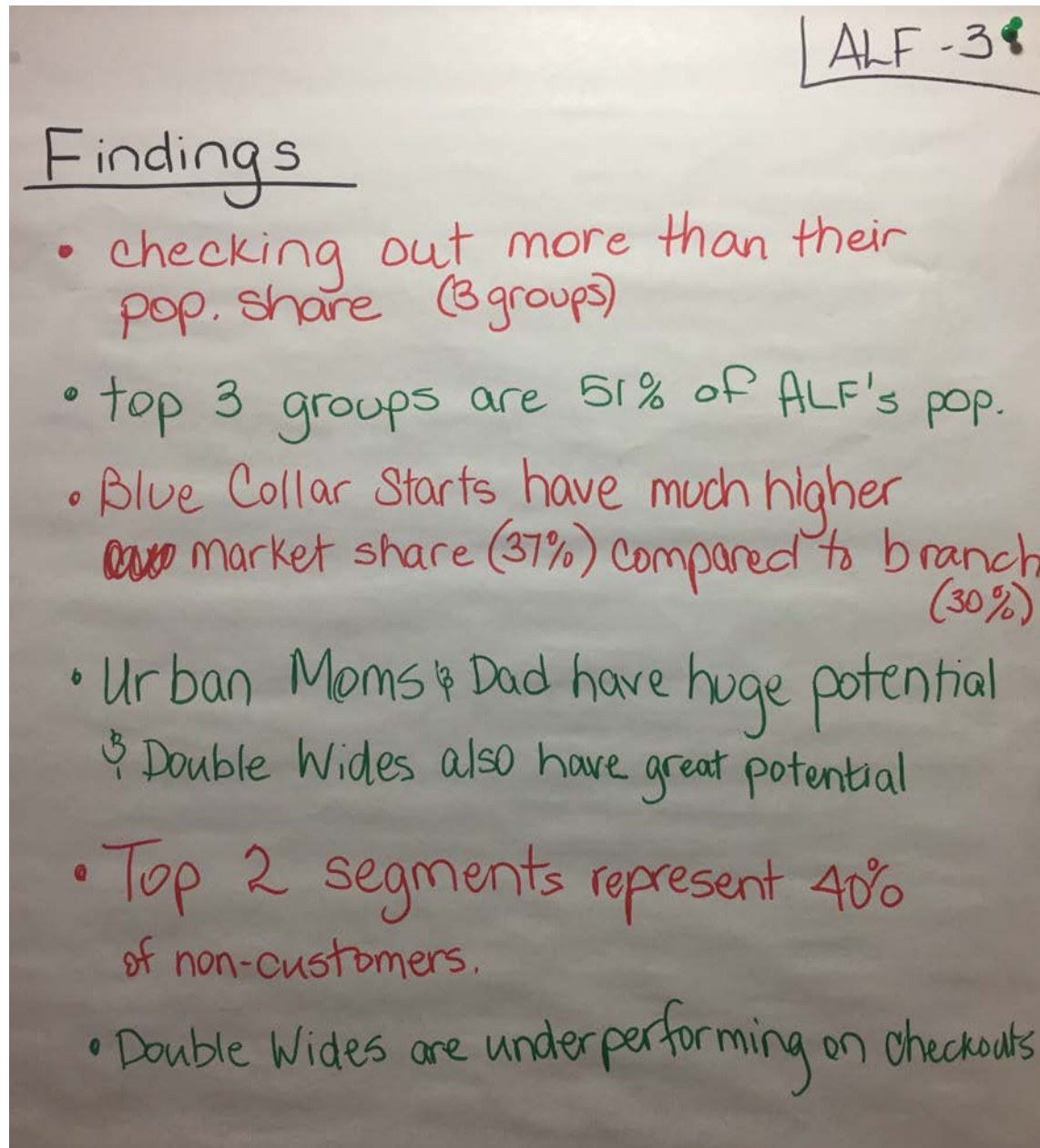
Page 5

	Pop	Cust	NonCust	Checkouts	Mkt Share	ALF-2	
						Mkt Pot.	Cust Pot.
Urban Moms & Dads	12,579 22.7%	4,109 24.6%	8,470 21.9%	26,030 28.2%	32.7%	67.3%	152.9
Double Wides	9,304 16.8%	2,544 15.2%	6,760 17.5%	11,088 12.0%	27.3%	72.7%	122.0
Sitting Pretty	6,332 11.4%	1,879 11.2%	4,453 11.5%	14,458 15.7%	29.7%	70.3%	80.4
Blue Collar Starts	4,836 8.7%	1,784 10.7%	3,052 7.9%	10,236 11.1%	36.9%	63.1%	55.1
Proud Parent	4,317 7.8%	1,307 7.8%	3,010 7.8%	5,202 5.6%	30.3%	69.7%	54.3

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ALF - 3

### Findings

- checking out more than their pop. share (3 groups)
- top 3 groups are 51% of ALF's pop.
- Blue Collar Starts have much higher ~~pop~~ market share (37%) compared to branch (30%)
- Urban Moms & Dad have huge potential  
& Double Wides also have great potential
- Top 2 segments represent 40% of non-customers.
- Double Wides are underperforming on checkouts

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ALF-4

### Urban Moms & Dads

FACTS:

age: 20s & 30s

single w/ yg. children  
(never married/div.)

income: < \$30k

high school or less

blue collar jobs

↑ public assistance

still enjoy comforts  
(video games, food  
home deliv., prem. beer)

foodies: cornish hen,  
espresso, Food Mag.

convenience food

try to save money  
(DIY auto repair)

buy: kids clothes & stuff  
like basketball, video games

Between the lines:

living beyond means  
in debt (credit cards?)

paycheck to paycheck

food stamps

not tech savvy

Spend a lot(%) on kids

few opportunities (↓ educ)

little time = convenience

living "in the now"

MTV, scifi, horror



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ALF-5

### Double Wides

04 FACTS:

- age: 30s
- Married
- income: \$30k-\$50k
- high school ~~etc~~ or less
- White & blue collar jobs
- live in mobile home parks
- Public assistance ↑
- ~~blacks~~ more yg. children than older kids
- single fathers
- cost conscious
- convenience, low cost food
- some personal computer, TV
- fishing, hunting, automotive, country music
- self sufficient DIY auto maint.
- likely to have Medicare (? kids)

Between the lines:

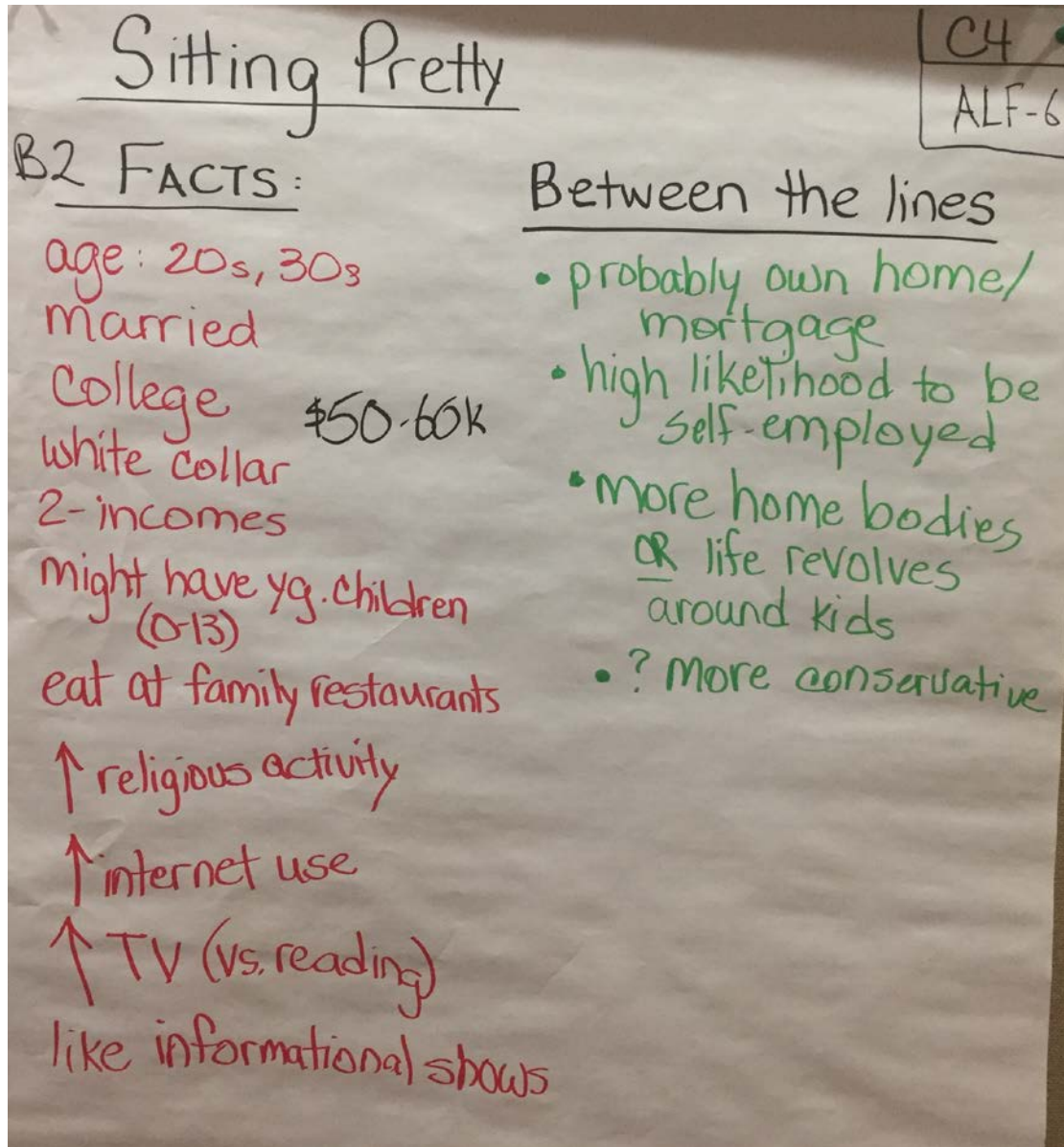
- could have health issues
- must include some elderly
- manual laborers
- could have visitation with kids on weekends only
- conservative
- save \$ by self reliance
- Simple pleasures
- DIY
- like to re-locate (mobile home) or may NEED to
- ↑ on disability



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Sitting Pretty

C4  
ALF-6

B2 FACTS:

- age: 20s, 30s
- married
- College \$50-60k
- white collar
- 2-incomes
- might have yg. children (0-13)
- eat at family restaurants
- ↑ religious activity
- ↑ internet use
- ↑ TV (vs. reading)
- like informational shows

Between the lines

- probably own home/mortgage
- high likelihood to be self-employed
- more home bodies OR life revolves around kids
- ? More conservative

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ALF - 7

### Blue Collar Starts

**Bb** FACTS:

- age: 20s - low 30s
- married / divorced - single
- income: < \$30k
- Some high school (few finished)
- blue collar jobs (construction, maint.)
- public assistance
- convenient, low-cost foods & fast food
- could have yg. children
- fishing, small travel (nat'l pk)
- NASCAR
- country radio, sci fi channel
- buy: clunker car
- bank on their phones (no computer)
- little free time
- ↓ internet use

Between the lines:

- not ~~as~~ many job prospects
- work with their hands, manual labor
- ? make things (crafters)
- like outdoors - ? camp
- hard workers
- handy work (self or others)
- ? Some debt
- not much \$ for extras
- hard life
- prob. watch DVDs (not bks.)

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### Proud Parents

43 FACTS:

- ages 20s-low 30s
- mixed married/singles
- income < \$30k
- suburban
- high school or less
- blue collar jobs  
(food prep, bldg maint., health support)
- lots of single parents
- lots of kids under 6
- shift work - home during day
- could have SAHM
- convenience/fast food
- ↑ daytime TV progs. <sup>13x mo.</sup>
- don't have home computers
- Black Ent. TV (BET),
- Urban radio (2.5x natl avg)
- spend: kids stuff

### ALF-8

Between the lines:

- ↑ African Am. or other minority
- mixed race marriages
- really struggling financially
- life revolves around doing best for their kids
- no time to make improvements.
- daytime = child care for their ysg. kids (life meaning)
- not looking to future
- high school moms
- ↑ dropout rate
- lowest income neighbors
- may not have transport.



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### Similarities

all in 20s & 30s  
poor (\$30k or less)  
low education levels  
↑ public assistance  
all tend to have yg kids  
4 are blue collar  
little tech. use  
mostly convenience foods  
little leisure time  
care about taking care  
of kids  
Walmart/Dollar shoppers  
Wichita-bound (little mobility)  
mostly conservative  
heavy TV watchers

### Differences

ALF-9

Sitting Pretty is outlier:  
income, educ. level

Urban Moms & Dads:  
? living beyond means (XBox)  
cornish hens, espresso

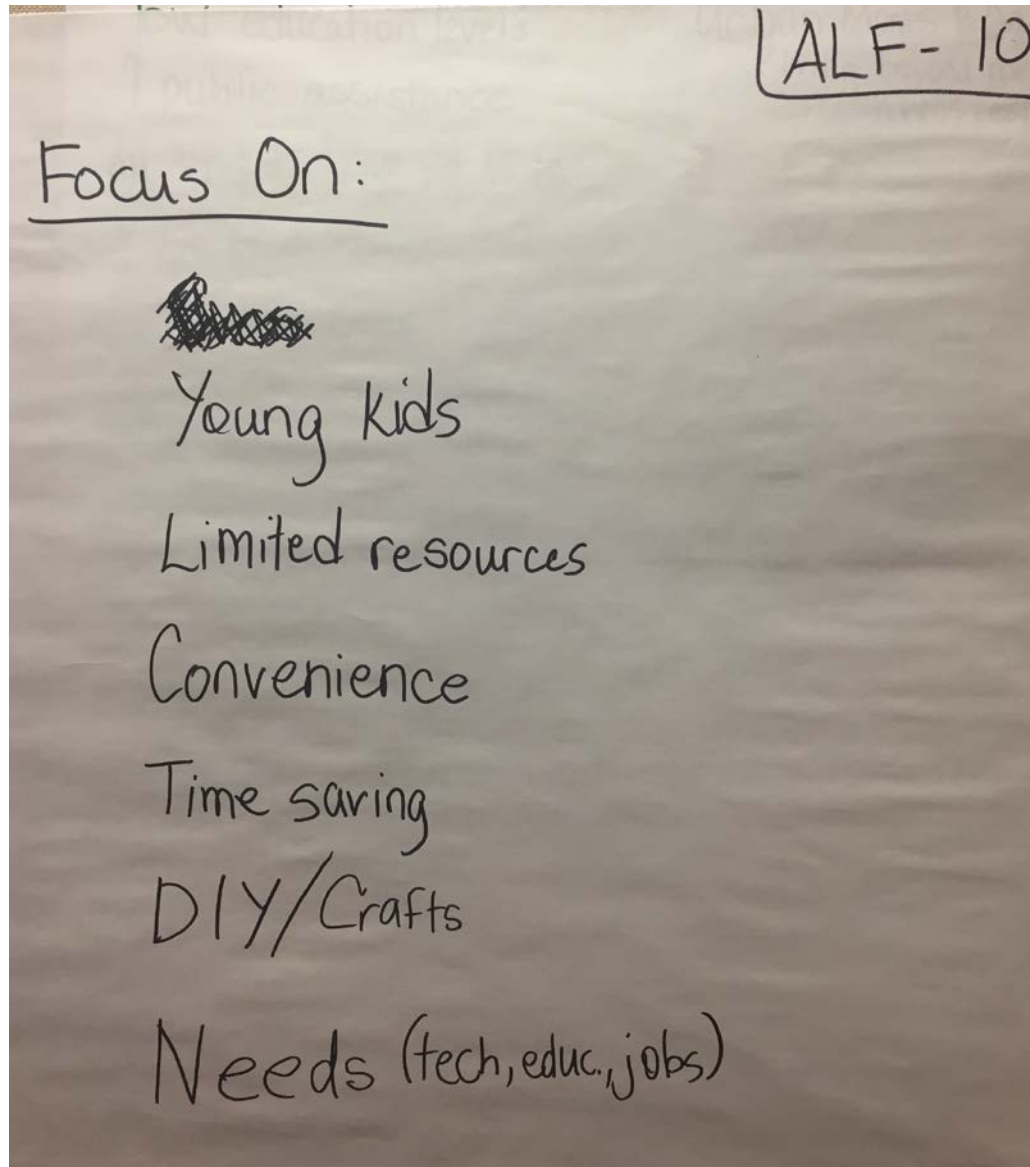
Proud Parents seemed  
~~not~~ ethnically diverse



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Thematic Statemt.

fulfilling needs  
hope for more @ ALF  
fast, easy, convenient  
"free" ?fires, holds  
toolbox (lib. as toolbox)  
entertainment  
Stress relief  
enjoy life  
oasis / escape idea  
simple life  
fun  
Crafting  
Survive & thrive

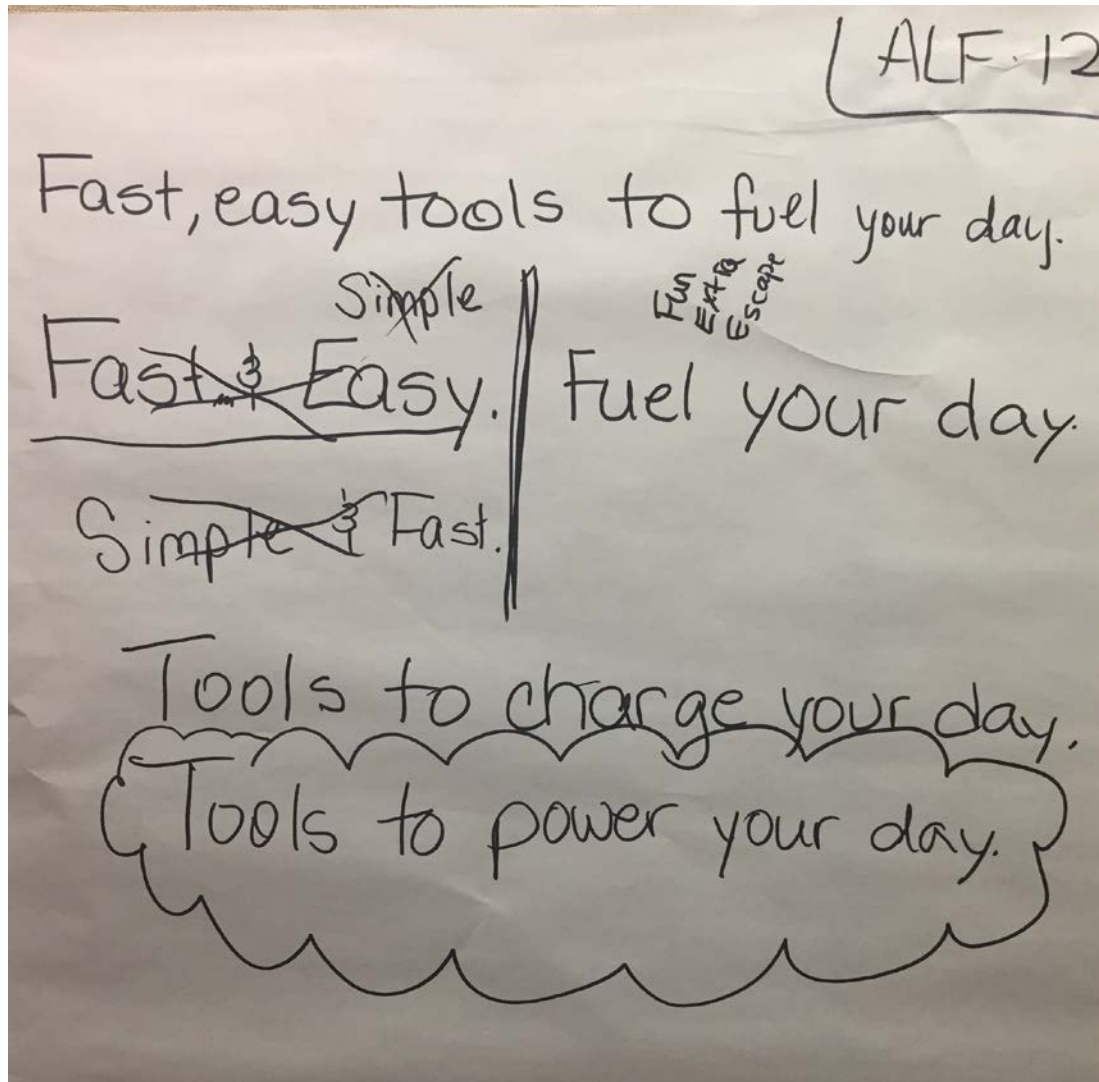
ALF - II

Your toolbox for  
~~a~~ crafting ~~(a better life)~~  
Fun, free, & easy:  
crafting your  
\_\_\_\_\_ future.  
Free, easy, and \_\_\_\_\_:  
craft your ~~future~~  
Tools to get  
through the day.  
Tools to survive  
~~and thrive~~,  
boost your day  
Fuel (up) / your day

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ALF. B

Service Domain	Priority	Reason
Customer Developmt. *	High	underutilized
Staff Alignment	Moderate	enough staff skill to meet needs <del>↑ King, on understudy</del> <del>community</del>
Checkout/Coll. Dev.	Moderate	Can always improve but still used
Programs *	Moderate	need to review strategy ↑ want ↓ attends
Facilities	Low	Already have a great building.
Partnerships	Low	Not in a lot of organizations— not very "connected"
Marketing ***	High	don't know what we can do for them
Consumer Tech *	Moderate	have some resources but don't want cutting edge



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### 2.0 Angelou

<u>FACTS</u>		ANG 1
<u>COW</u>	<u>ANG</u>	
pop 408,418	16,804	4.1%
cust 122,551	6,043	4.9%
✓ auto 947,936	27,533	6.74%
mkt share 30%	36%	
mkt pot. 70%	64% <del>100%</del>	
	122.8	

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Avg <

	metro shiners	city core	thriving
pop	6897 <sub>41%</sub>	3625 <sub>21.6</sub>	3,230 <sub>19.2</sub>
cust #	2656 <sub>44%</sub>	1361 <sub>28.8</sub>	1,167 <sub>19.3</sub>
√outs	11,681 <sub>19.2</sub>	7,896 <sub>28.7</sub>	3,645 <sub>13.2</sub>
mkt share	38.5%	37.5%	36.1%
mkt pot	61.5%	62.5%	63.9%
cust pot	252.4	134.7	122.8

**Small moves  
Big impact**

**RIDONK**

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PAGE 3

### metro strivers

<u>facts</u>	<u>bet. the lines</u>
<p><b>AA.</b></p> <p>20s-low 30s</p> <p>single sports</p> <p>\$ less than 30k</p> <p>2x rate public auct.</p> <p>white collar</p> <p>↑ lack of HS dip.</p> <p>↑↑ kids; ↑ never married</p> <p>Cornish game hen/cognac</p> <p>jobs? pop ups</p>	<p>when \$; live it ↑</p> <p>treat yourself</p> <p>moving between lifestyles—have \$, spend it</p> <p>CNAs, med aides</p> <p>looking to improve—trendo</p> <p>renters? pub transport</p> <p>phone 4 internet</p>

*BE Gospel Urban*

*home perms*

*babysit*



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ANGY

City core

facts African Am.  
20s-30s Am.  
\$30/k  
blue collar  
prepared dinner  
spouts / BB  
BET  
3x pb. asst  
home pun

bet. the lines

same as  
metro strivers  
exc. blue  
collar -  
const.  
janitorial  
bus driver  
maint



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ANG 5

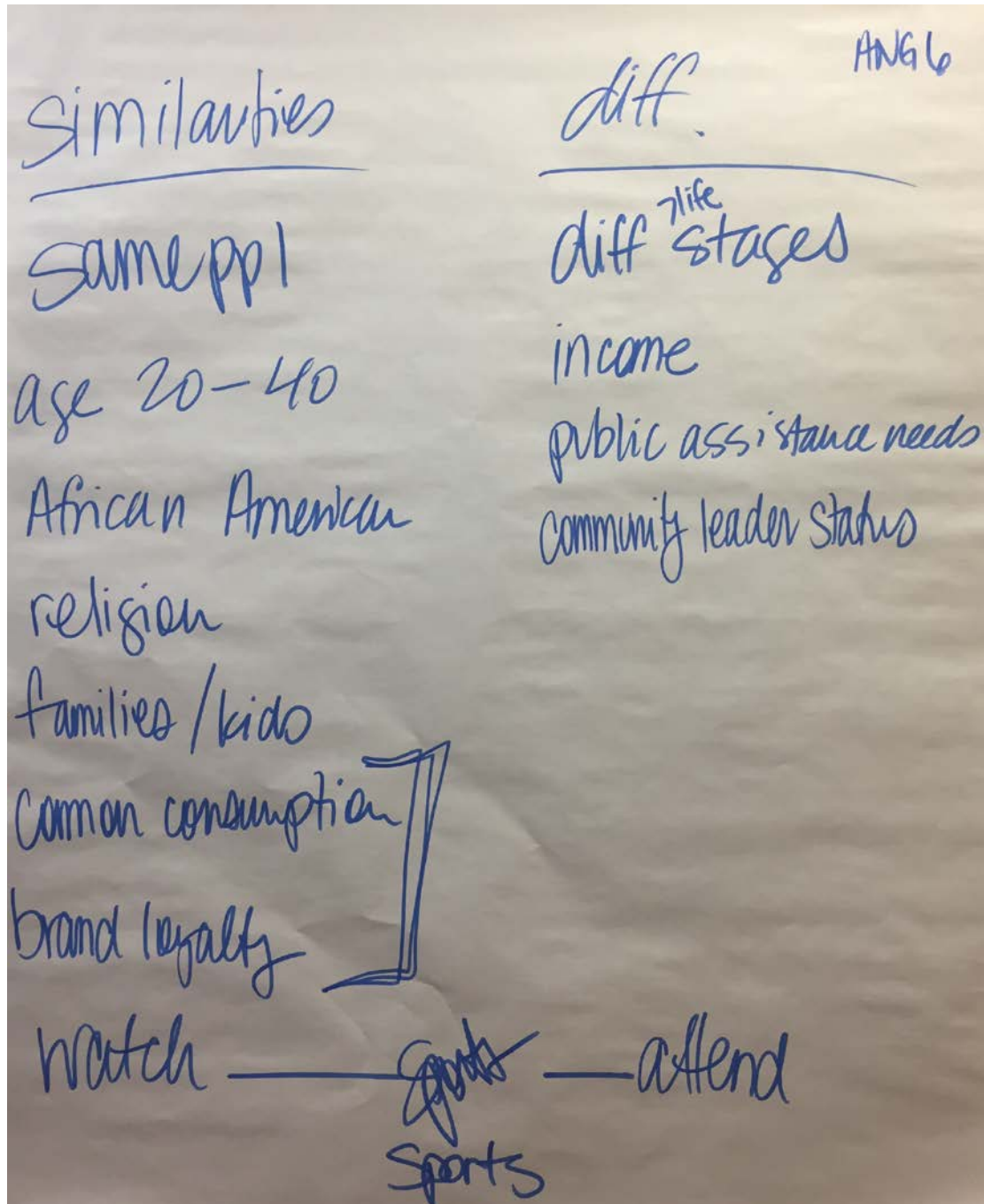
# Thriving

<u>Facts</u>	<u>bet. the lines</u>
African American <sup>hair tonic</sup>	more exp. income
White/blue collar <sup>Church</sup>	appearance
Secret./police <sup>adult ed.</sup>	treat yourself
<30-50 <sup>Cosmo</sup>	older metro strikers
mid 30s <sup>Conix</sup>	religious
Single ♀ parents <sup>clothes design</sup>	more tech savvy <sup>staying informed</sup>
2nd ↓ pb asst.	Stepping into comm. leader positions
leisure - travel	Self-improvement
gamble - AC	
dance - pro BB	
sports	

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Similarities

- same ppl
- age 20-40
- African American
- religion
- families/kids
- common consumption
- brand loyalty

diff. ANG 6

- diff. <sup>life</sup> stages
- income
- public assistance needs
- community leader status

watch — ~~sports~~ — attend  
Sports

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ANG 7

Focus

job search - self improvement - appearance

2. kid care - single parents

homework - computers  
tutoring

white collar - CNA's <sup>LPN</sup> → CMA  
RN

---

THEME treat yo self @ ANG

improve your life

Step up w/ ANG



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	RANK	PERSON AND
Cust dev	HIGH	connect to metro str. White collar peeps
Vouts + coll dev	LOW	
Staff align	LOW	
Consumer tech	MOD	
pgms	HIGH	GED/JOB HELP
fac. ★	HIGH	HOURS
partners.	MOD	get into community
mkt.	MOD	

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### 3.0 Comotara

COM FACTS	FCT	Com	<u>ALL</u> Share
Pop.	408,418	6,600	<del>0.16%</del> 1.6%
Cust	12,551	2,056	<del>1.6%</del> 1.7%
Non-Cust	285,867	4,544	<del>1.5%</del> 1.6%
Views	947,936	15,530	1.6%
Mkt Share	30%	31.2%	
Mkt. Potential	78%	688%	
Cust. Pot.	N/A	159.1	

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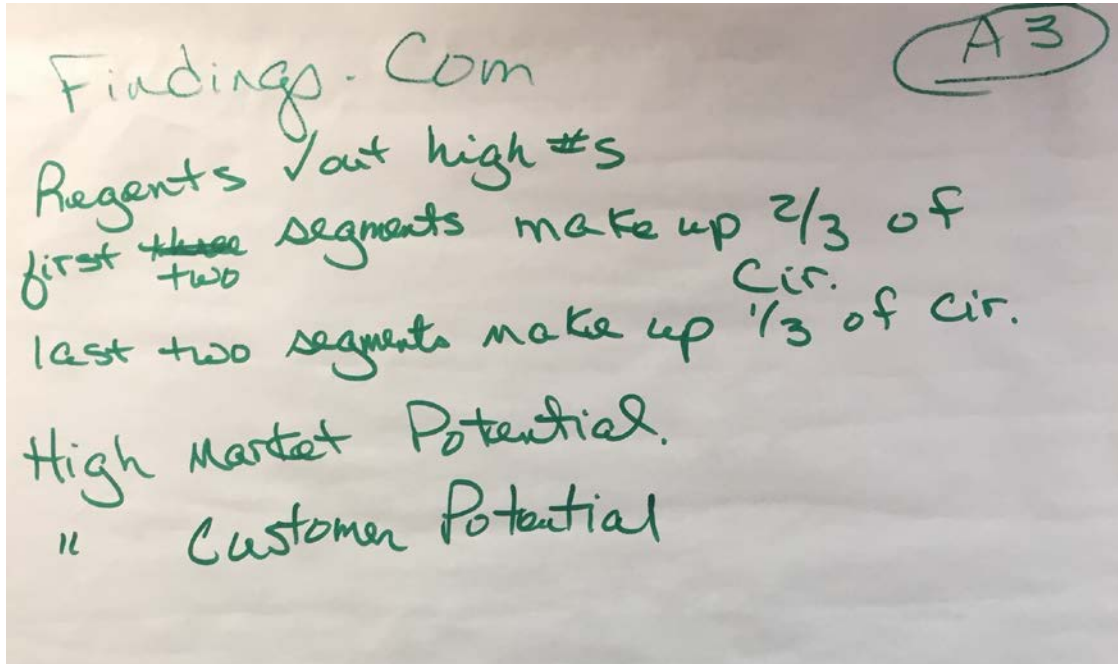
Segments	Com			
	Apprentices	Regents	Sweet Life	AZ Empire Builders
Pop	2,370	1,561	1,537	1,132
cust	758	650	348	299
n-cust	1,611	911	1,189	833
✓outs	4,816	6,572	2,444	1,698
Mkt Share	32%	41.6%	22.6%	26.4%
Mkt Po.	68%	58.4%	77.4%	73.6%
Cust Po.	2448	138	180	126



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Findings - Com (A3)

Regents ✓ out high #s

first ~~three~~ <sup>two</sup> segments make up  $\frac{2}{3}$  of

last two segments make up  $\frac{1}{3}$  of Cir.

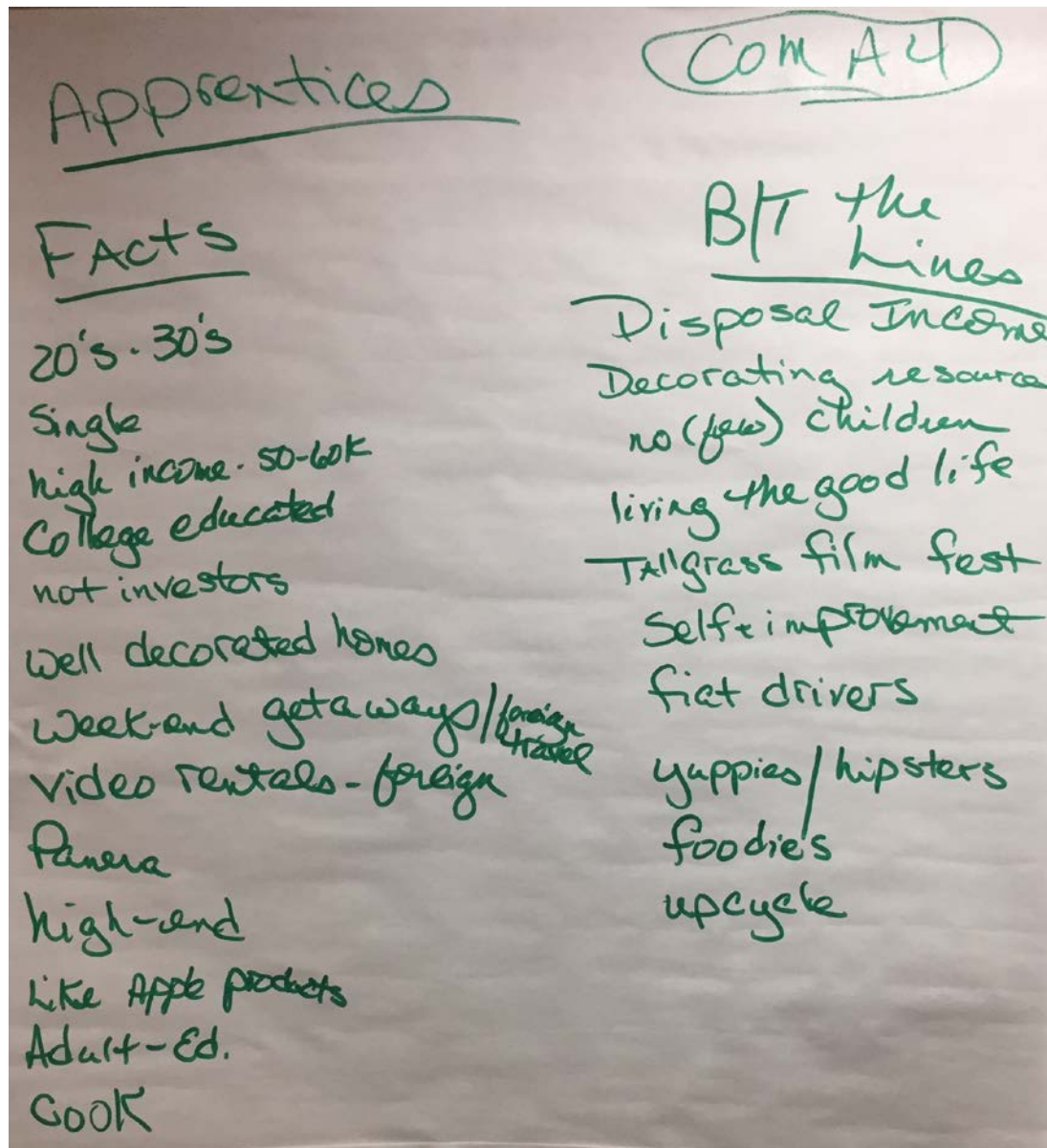
High Market Potential.

" Customer Potential

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Apprentices

FACTS

- 20's - 30's
- Single
- high income - 50-60K
- College educated
- not investors
- well decorated homes
- Week-end getaways / foreign travel
- Video rentals - foreign
- Panera
- high-end
- Like Apple products
- Adult - Ed.
- COOK

COM A4

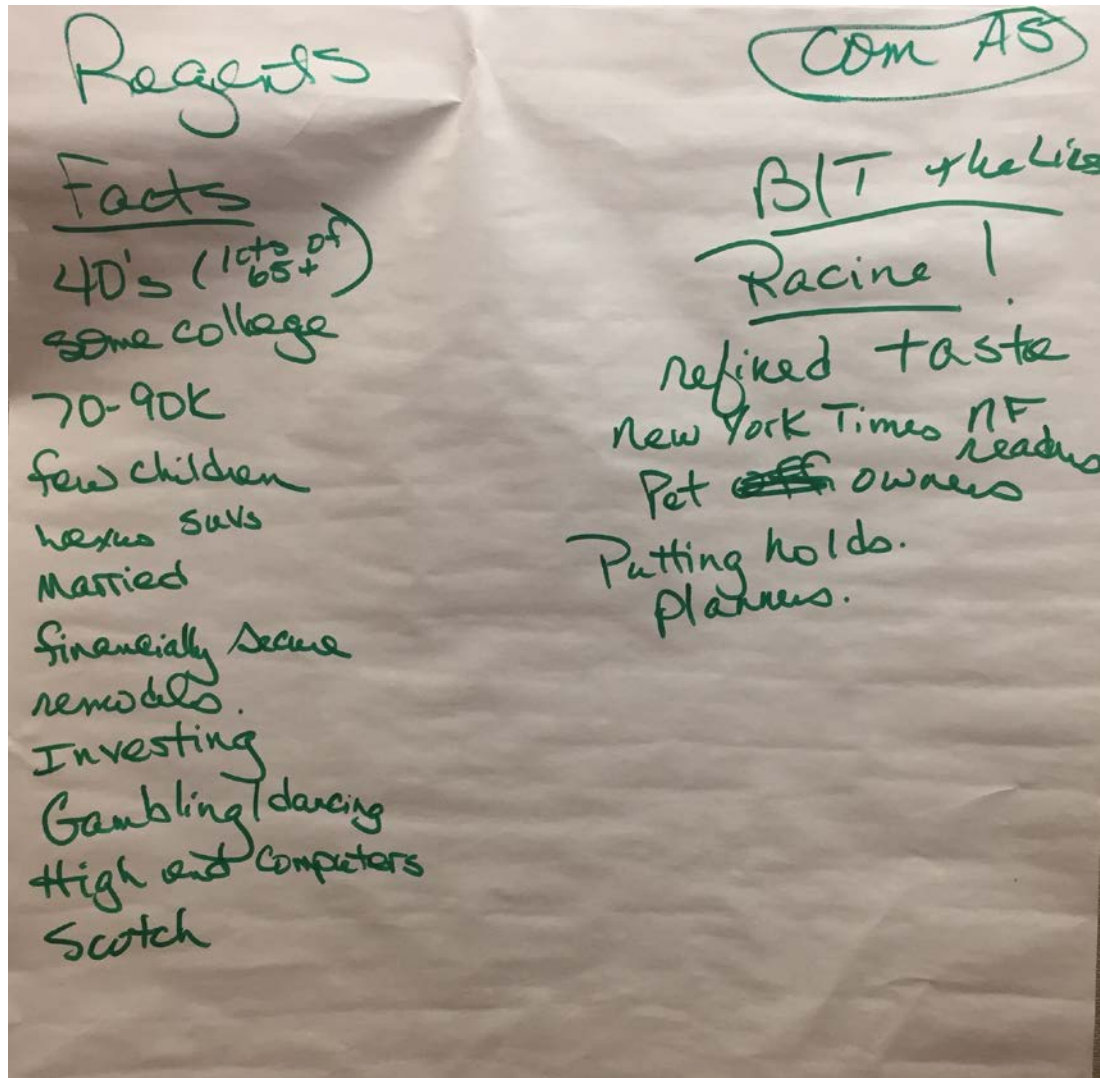
B/T the Lines

- Disposal Income
- Decorating resources
- no (few) children
- living the good life
- Tallgrass film fest
- Self-improvement
- Fict drivers
- yuppies / hipsters
- foodies
- upcycle

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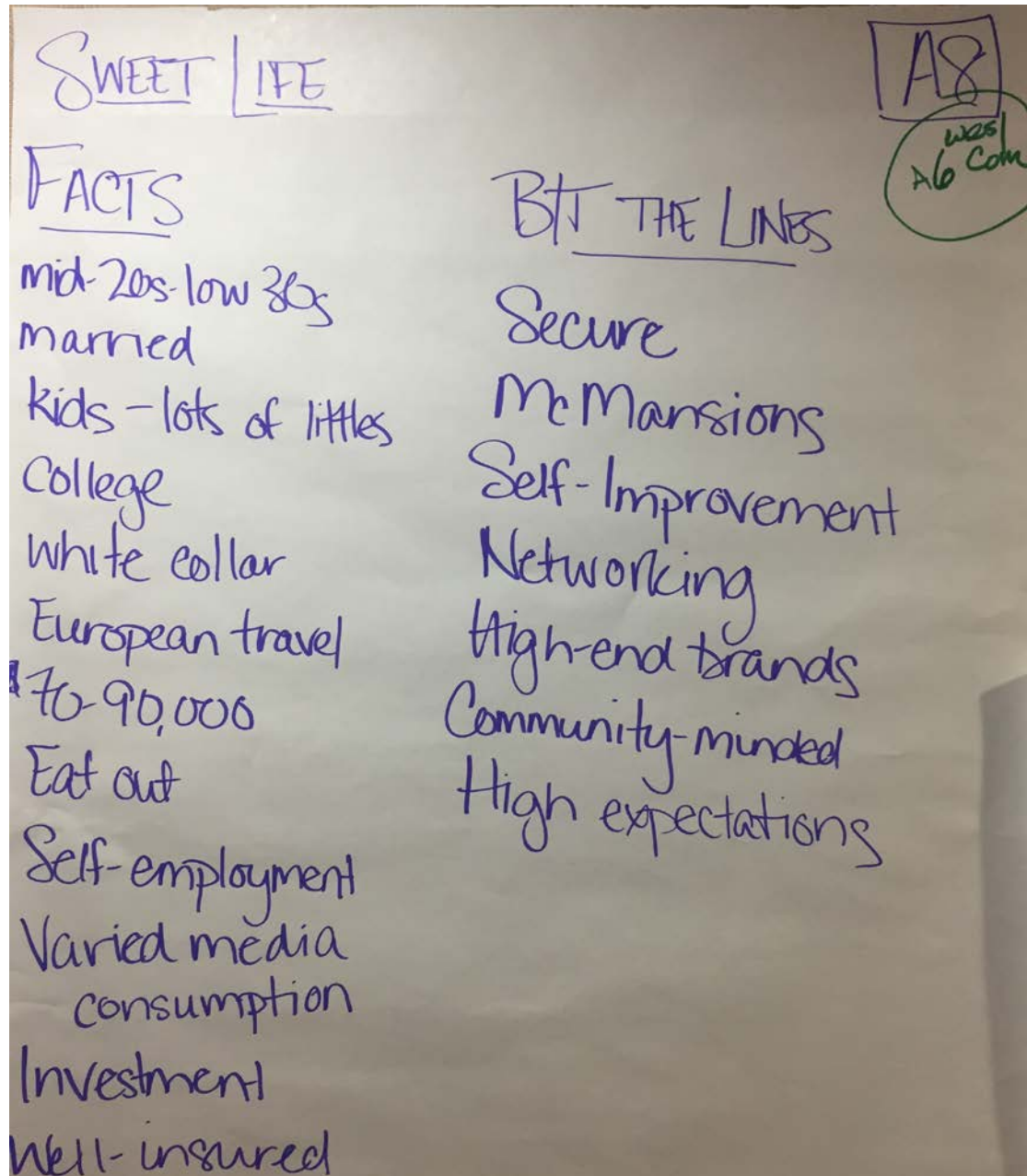




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SWEET LIFE

FACTS

- mid-20s-low 30s
- married
- kids - lots of littles
- college
- white collar
- European travel
- \$70-90,000
- Eat out
- Self-employment
- Varied media consumption
- Investment
- Well-insured

BUT THE LINES

- Secure
- McMansions
- Self-Improvement
- Networking
- High-end brands
- Community-minded
- High expectations

AS

was A6 Com

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Empire Builders A 27  
com

FACTS

- 40's
- Married
- 90K+
- College ed.
- White collar
- Top ranking <sup>urban</sup> neighborhoods
- Mgt. Related profession
- Self-employed / interest dividends <sup>proceeds</sup>
- up Above 65+ age
- traditional families
- sking / Lounging hot tubs
- Country Clubs
- Well-dress
- Big ticket items
- investing over \$100K
- Brand high brow

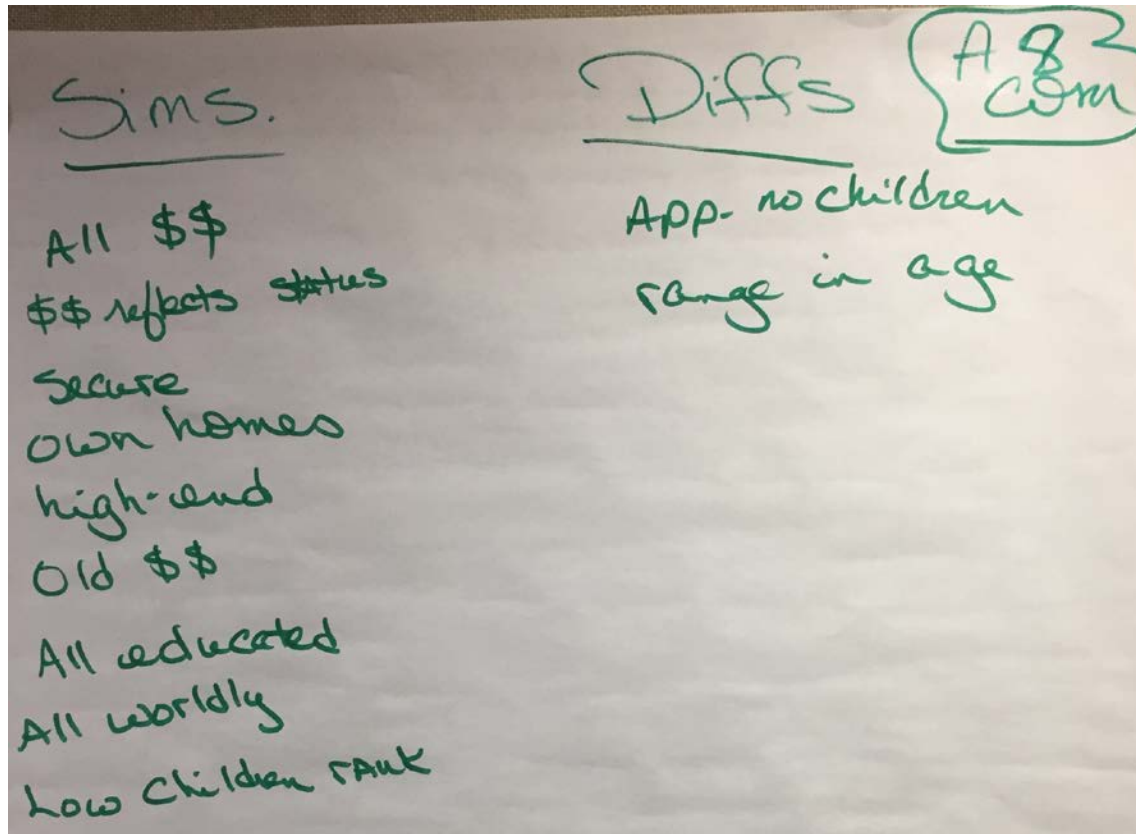
BIT the Lines

- Low financial worries
- Secure
- ~~cliquey~~ cliquey
- High demand
- personalized service
- states focus
- Control
- Digital users
- like libraries,
- may not be heavy users, in general.
- Donors
- FOL(?)

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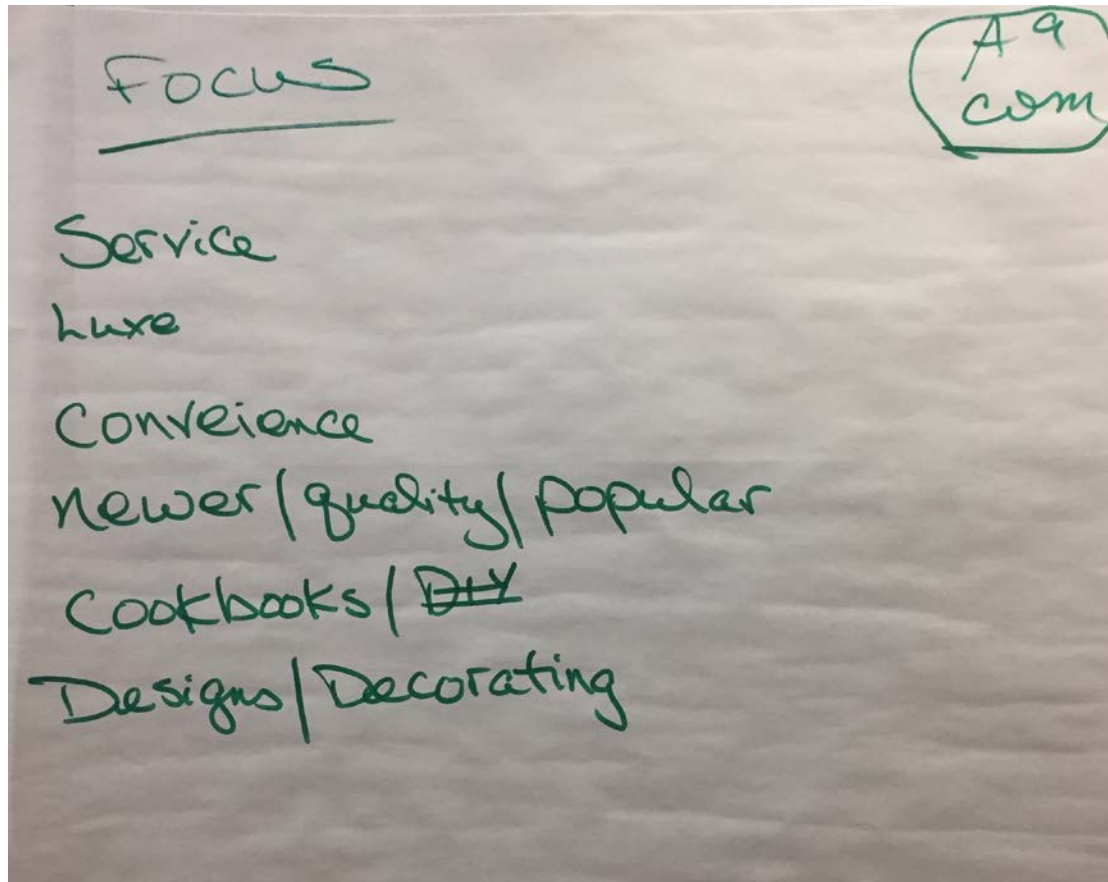




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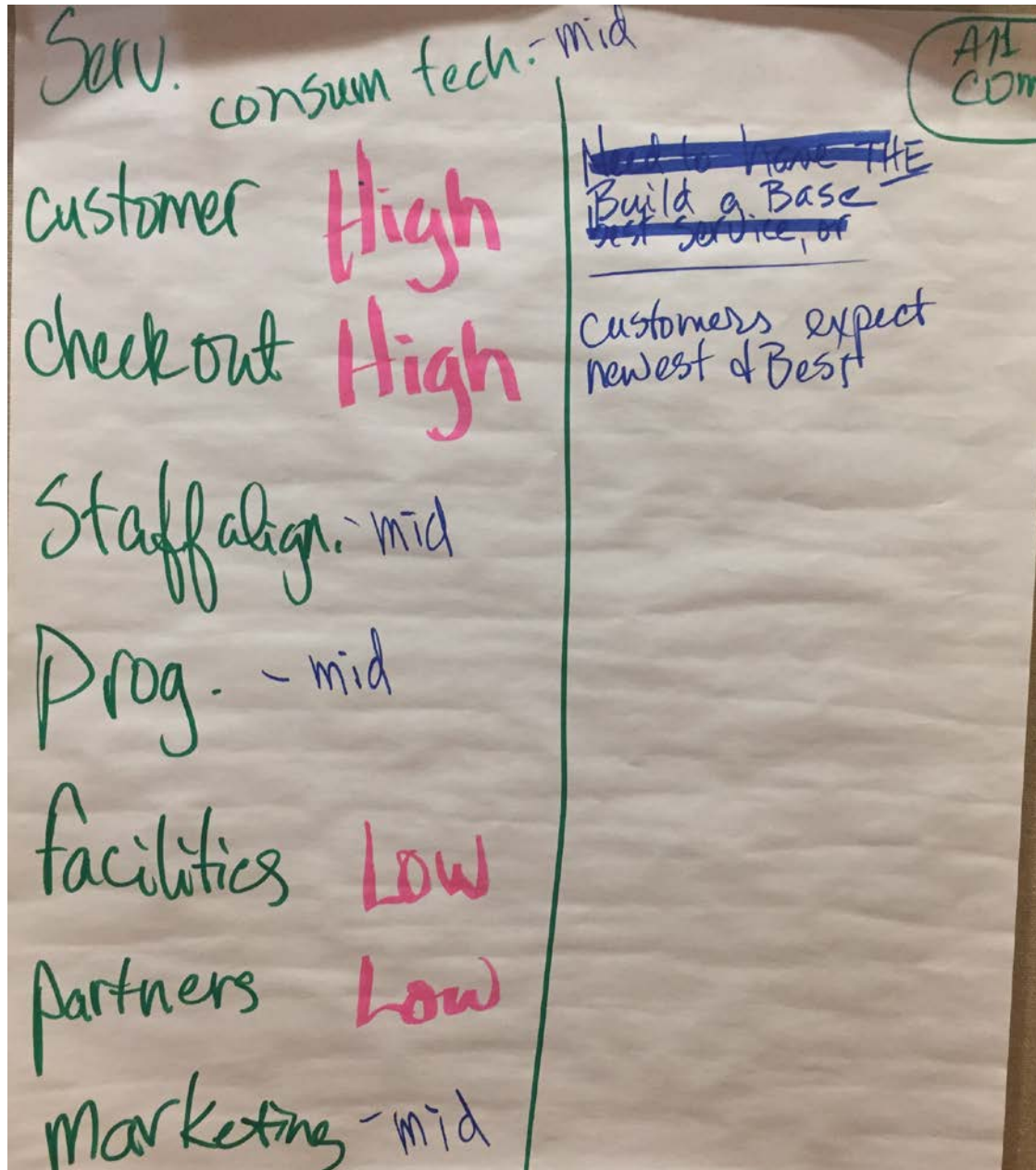
Thematic Statement A 10  
Com

We are the  
gold standard  
service, on  
your terms

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### 4.0 Evergreen

EVE 1

FACTS:		
COW		EVE
408,418	POP	27,716
		6.8%
122,551	CUST#	8,515
		6.9%
947,936	↓ outs	58,960
		6.2%
30%	mkt. share	30.7%
70%	mkt. potent.	69.3%
—	CUST. potent.	46.6

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EVEZ

	young fam	gray eminence	hard workers	sitting pretty	<del>marketing pros</del>
Pop	4,966 <sup>17.9%</sup>	3,885 <sup>14%</sup>	2,985 <sup>10.8%</sup>	2,664 <sup>9.6%</sup>	
cust #	1,876 <sup>22%</sup>	1,302 <sup>15.3%</sup>	1,042 <sup>12.2%</sup>	516 <sup>6.8%</sup>	
↓ outs	11,306 <sup>19.2%</sup>	9,127 <sup>15.1%</sup>	4,213 <sup>7.1%</sup>	5,587 <sup>9.5%</sup>	
mkt. share	37.8%	33.5%	34.9%	19.4%	
mkt. potent.	62.2%	66.5%	65.1%	80.6%	
cust. potent.	111.5	93.2	70.1	77.5	

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EVE3

### FINDINGS

- big dip in mkt share w/sitting pretty
- high market share w/ 1<sup>st</sup> 3 segs
- huge cust potent. w/all segments  
esp. young fam
- lots of effort will be needed to move  
customers @ 7~% of ICT
- Sitting pretty ~~over~~ performs in vouts 2x



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B4  
EVE 4-B  
EVE 4-A

# Sitting pretty YOUNG Families

not techy facts

hispanic radio  
20s - low 30s **families**

married / ↑ avg single  
young kids parents  
0-6 (75%)

lots of "dude dads"

hispanic | 3x ↑ avg.  
public ass't.

high % w/o HS ed (3x)

income ?!?

blue collar jobs

X-culture household

soccer habits

cell phone  
PYG

between the lines

present - focused here + now  
Spanish Speakers

time + money crunch

male influence

& social media -

need our tech *supporting  
family  
house*

reach thru trad. media

need cheap entertain't.

might benefit from FED

pay ✓ to pay ✓ *life skills*

momms @ home? *multi-  
gen  
household*

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B4  
EVE 4-B

# Sitting pretty

<u>FACTS</u>	<u>BETWEEN the LINES</u>
20s - 30s	in the moment
married	live ↑ their means
kids 0-13	keep ↑ w/ joneses ←
\$50-60k	travel / memories
white collar jobs	"keep it safe"
college educated	fit in / teamwork
↑ avg. spending	Soccer moms
"Solid citizens"	① time crunch ←



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EVE5

# \*gray eminence

<u>facts</u>	<u>between the lines</u>
<del>40+ avg</del> 40+ aging ppl retirees / widows / ers <del>white collar</del> white collar middle class former managers \$50-60k religious + charity minded health conscious coffee + Big Boy mod. tech savvy romance - cooking	settled / established have \$ but frugal like house-proud cat ladies possibly traditionalists Conservative "more than" facebook 4 family + cat videos Socially active Sr. Wed types future focused but living life

*drive an olds*  
*except 4 special interest*  
*qvc*  
*talk TCM*  
*readers*



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EVE 6

# hard workers

<u>facts</u>	<u>between the lines</u>
hispanic american	younger 19-20ish
20's med. age	<u>DREAMers</u>
single, \$+30s-40s	tired - shift workers
blue collar - <sup>↑ lots on public asst. trades</sup>	need w 4 tech
> HS ed. 3x rate	✓ to ✓ life
↑ arg. single parents <sup>2x of parents</sup>	Speak spanish in home
convenience foods 4 kiddos	Stay fashionable <sup>cash</sup>
8 computers <u>own</u>	Caring well 4 kids
hispanic radio/telenovelas	time to chill
	use banks
	farm locally?
	Urban tribe
	neya

*potential lapsed customers*  
*stressed out*  
*trust opt 4 no trail*

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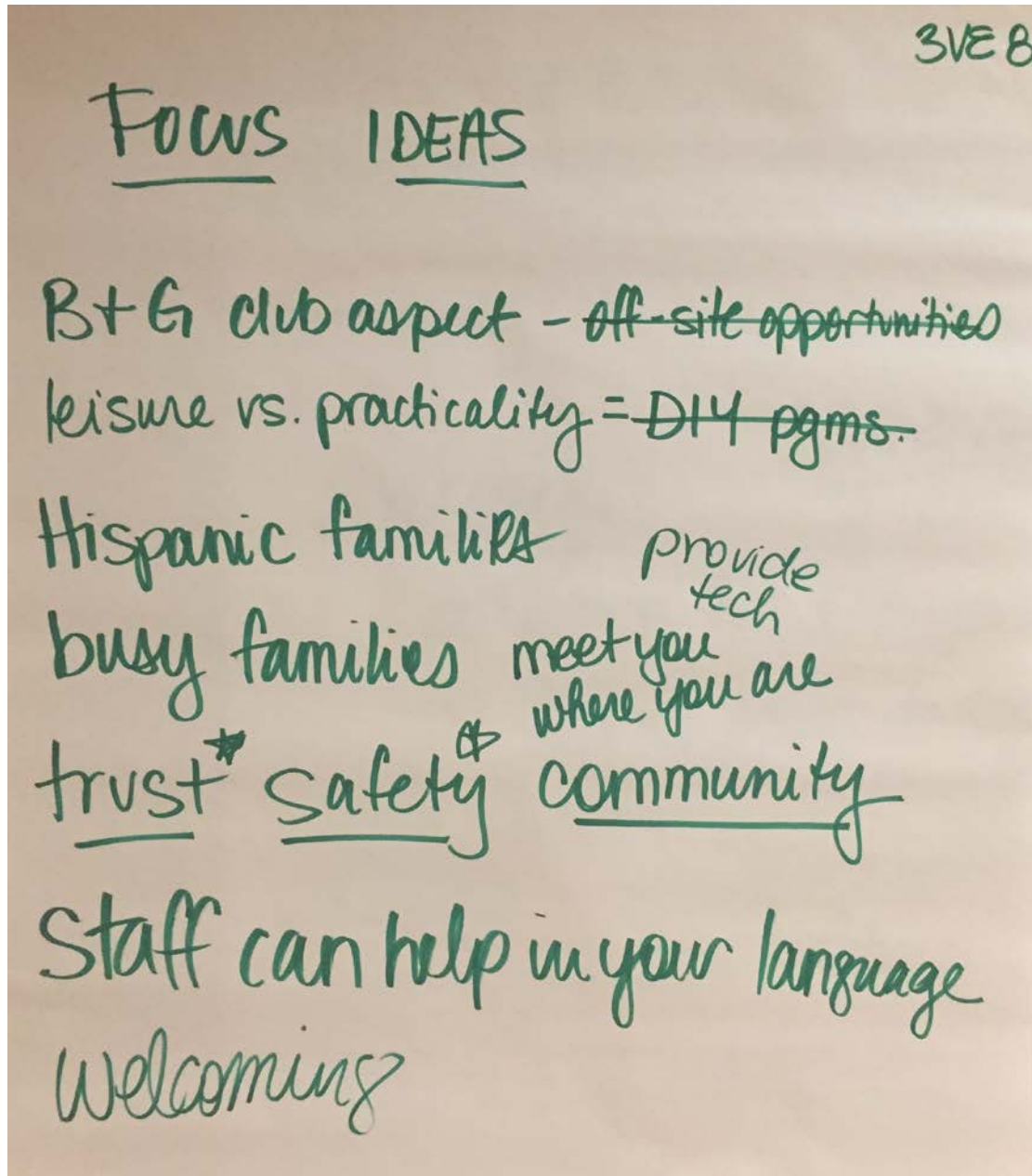
Page 43

<u>Similarities</u>	<u>differences</u>
kids ↓ to esp.	culture differences
DIY ethic	income variances
family dedication	hispanic vs. anglo fams
religion/culture minded	education diffs
young fam + hard workers	leisure life vs. busy fams
sitting pretty + gray eminence	tech. ownership + usage
traditional fams	language/culture
fashion + appearance (stay on trend)	oral vs. written culture
	literacy levels

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community

EVER9

Evergreen - living room  
4 learning

a <sup>safe</sup> place for everyone  
un lugar para todos  
hogar con seguridad

~~safe~~ warm  
welcome Secure your future

a wonderful surprise

trust lib relationships

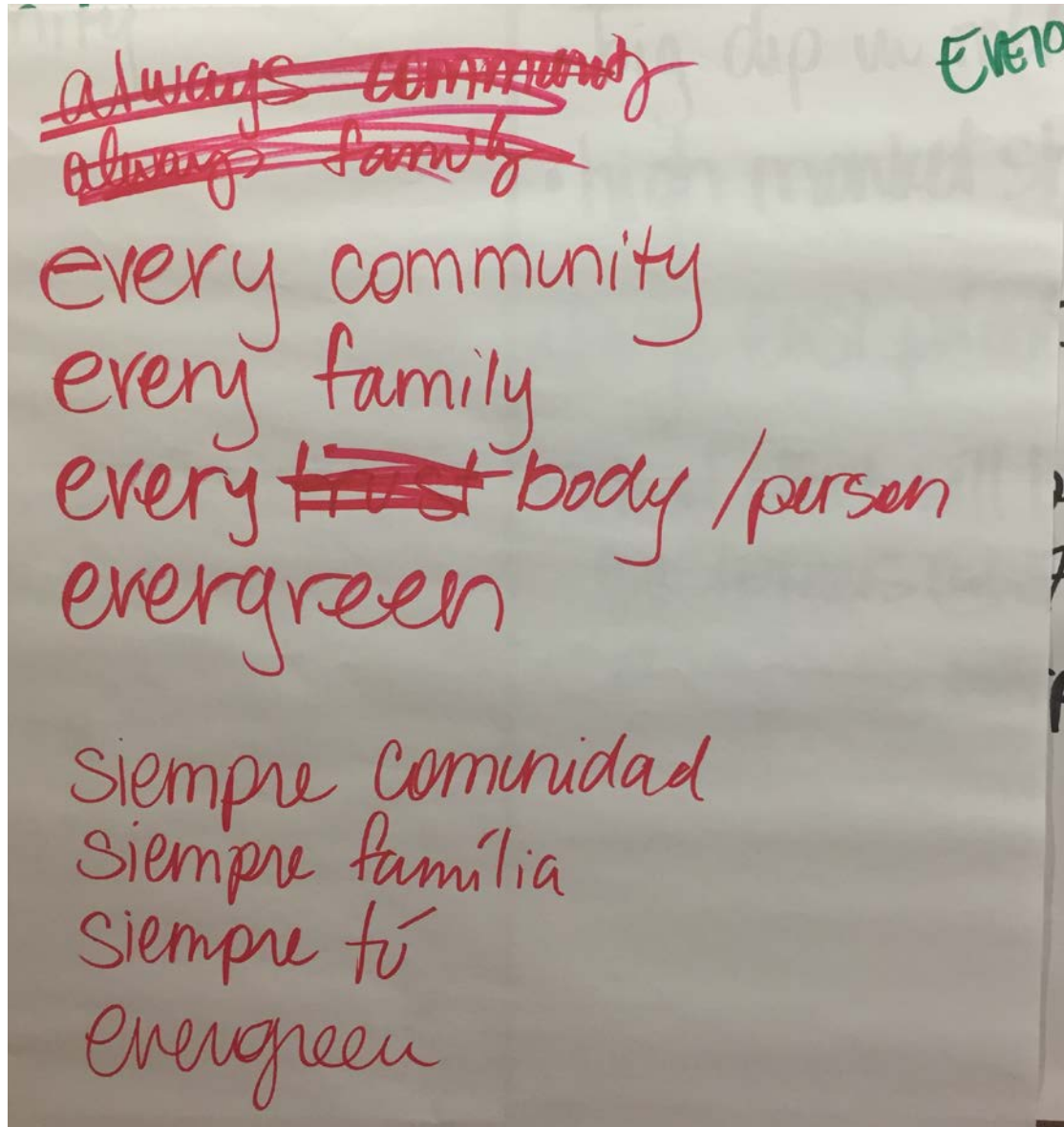
part of the family - learning

discovery place

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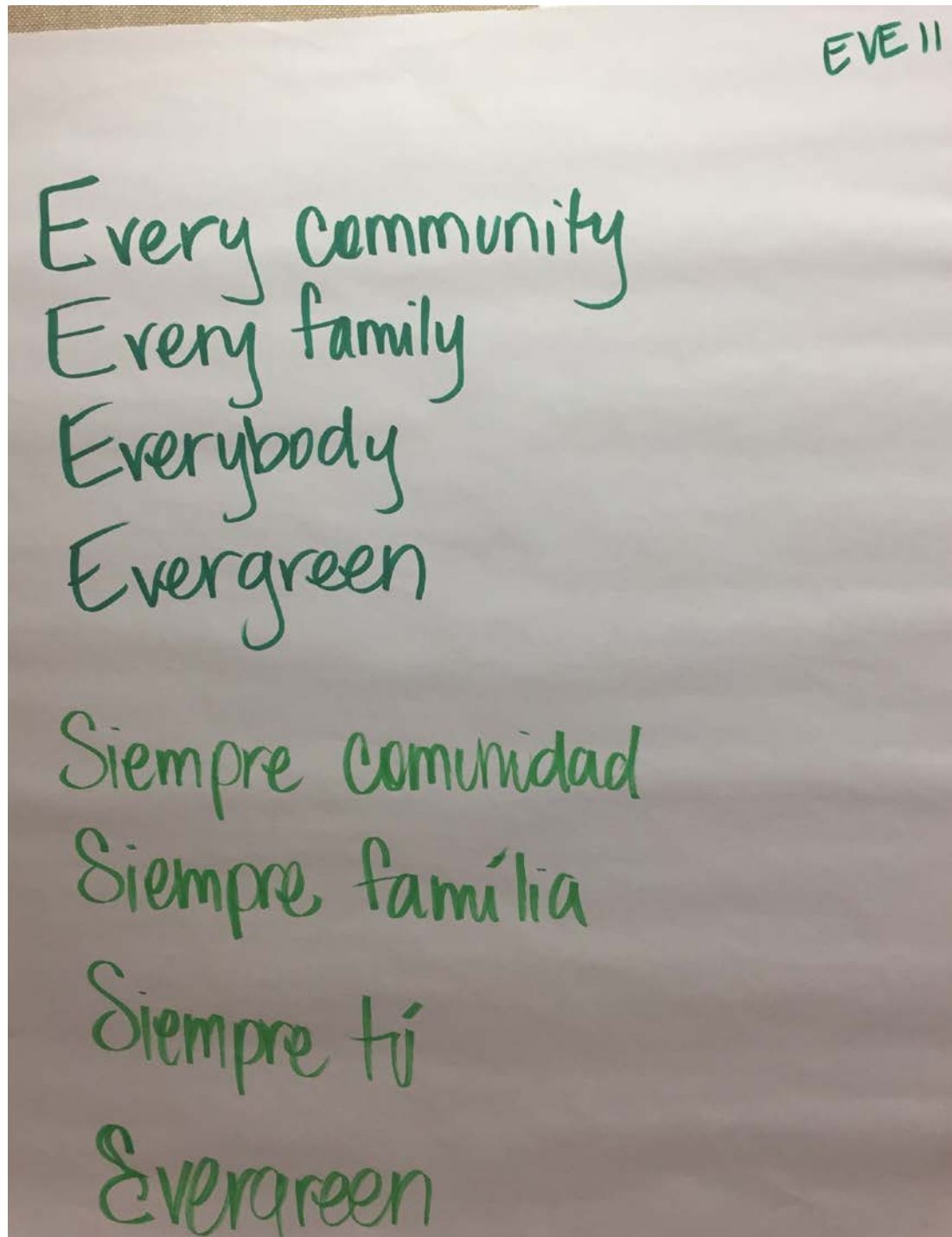
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EVE 12

Service priorities	rank	reason
cust dev	high	connect deeply w/ cust. where they are now / outreach + lang.
✓ outst + coll dev	moderate	keep improving but don't radically change
staff align *	high	building relationships all should get svs.
consumer tech pgms	low	adequate 4 current needs
	moderate	offer more in Spanish
facilities *	moderate	DIY to appeal X-category intergenerational reevaluate space use to create diff. uses - quiet & loud
partnerships	moderate	connect more deeply to local orgs
mkt / comm	low	already quite active



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### 5.0 Rockwell

<u>FACTS</u>	<u>ROC</u> <u>ICT</u>	<u>ROC.</u>	<u>ROC</u> [A1] <u>SHARE</u>
POP.	408,418	97,161	24%
CUST	122,551	26,326	21%
Non-Cust.	285,867	70,835	25%
Vouts	947,986	248,995	27%
Mkt. Share	30%	27.1%	
Mkt. Potential	78%	72.9%	
Cust. Potential	N/A	17.9	

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ROC  
A2

Segments	Great Generations	Urban m80	Edu. \$	Sitting Pretty	Marquis Class
Pop	14,211 14.6%	12,723 B%	10,472 10.8%	8,109 8.3%	5,113 5.3%
Cust.	2,677 10.2%	4,144 5.7%	2,531 9.6%	2,205 8.4%	1,640 6.2%
N.-Cust.	11,534 16.3%	8,579 12.1%	7,941 11.2%	5,904 8.3%	3,473 4.9%
Vouts	27,395 11%	32,501 B%	17,148 6.9%	18,144 13%	21,956 7.1%
Mkt Sh.	18.8%	32.6%	24.2%	21.2%	32.1%
Mkt Po.	81.2%	67.4%	75.8%	72.8%	67.9%
Cust. Po.	118.7	88.3	81.7	60.8	35.7

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FINDINGS - ROC ROC A3

1/4 of total ICT Pop.

Vouts slightly ↑ than pop. share

Customer share is low.

55% of segments in top 5

Holy smokes we have a lot of segments  
↳ lots of diversity

GG. is underperforming

Opportunity to ↑ GG. mkt. share

Urban M&D have a high % of vouts.



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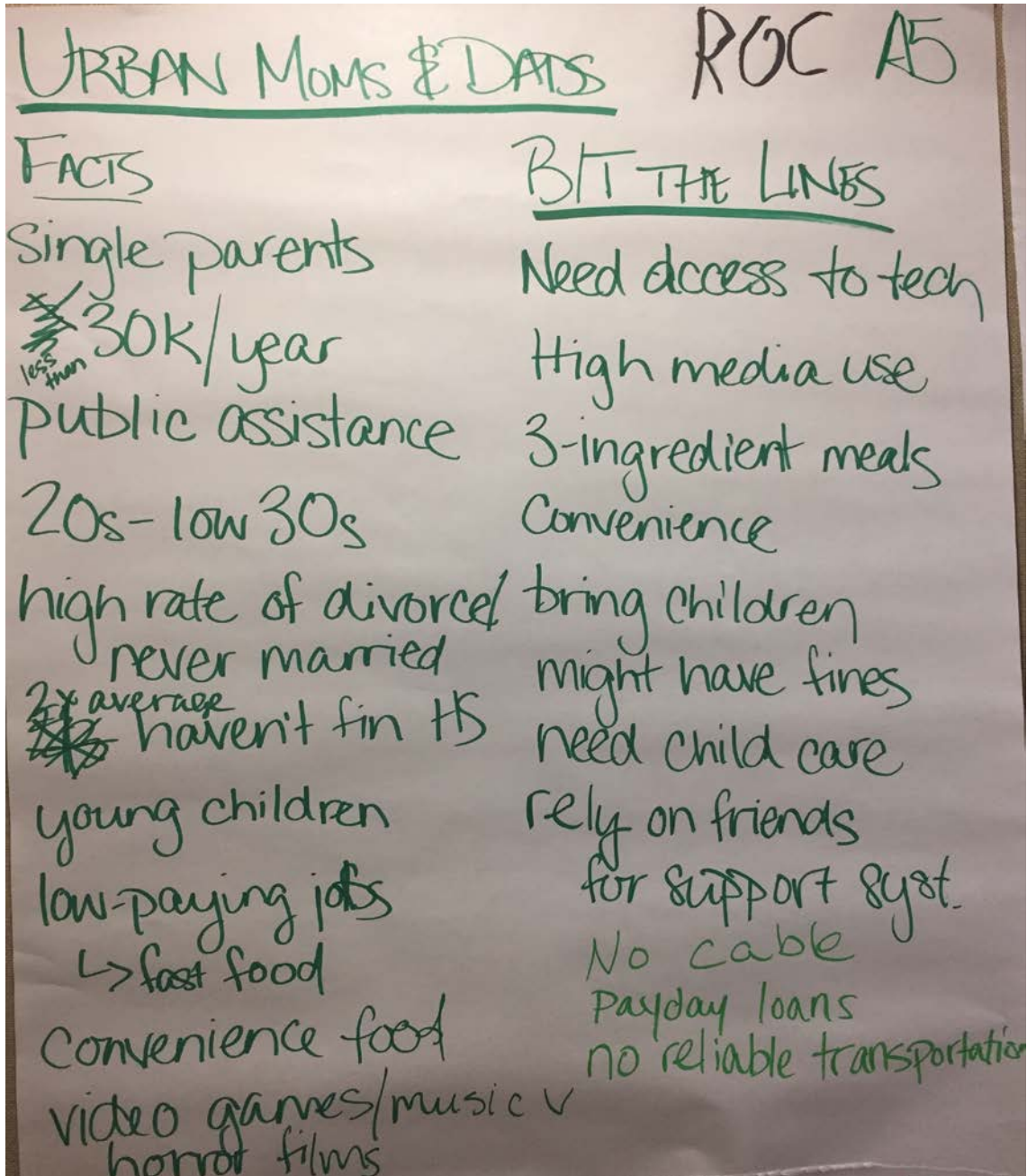
GREAT GENERATIONS ROC AM

<u>FACS</u>	<u>BTT THE LINES</u>
30s	Disposable income
married	<sup>Suburban</sup> <del>College Hill</del>
\$70-90,000	Private school
College grad	Soccer mom/ Helicopter parents
Ave # of children	Apple brands
Consumerism as hobby	minimalism
Variety of media/news	sci-fi
3,000-6,000 on foreign travel	travel

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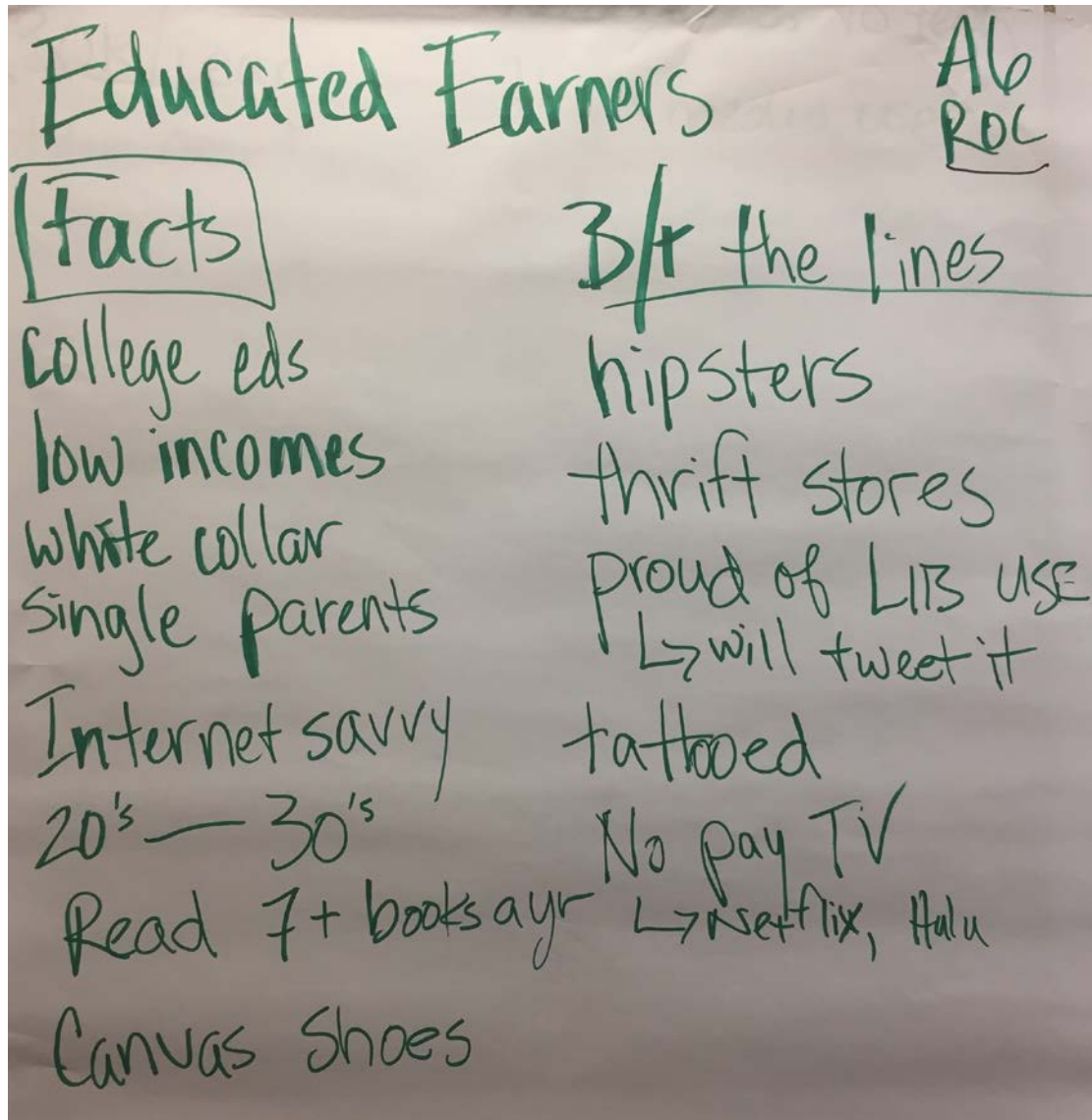
URBAN MOMS & DADS ROC A5

<u>FACTS</u>	<u>B/T THE LINES</u>
Single parents	Need access to tech
<del>30K</del> <sup>less than</sup> 30K/year	High media use
Public assistance	3-ingredient meals
20s - low 30s	Convenience
high rate of divorce/never married	bring children
<del>2x average</del> haven't fin HS	might have fines
young children	need child care
low-paying jobs	rely on friends
↳ fast food	for support syst.
Convenience food	No cable
video games/music v	Payday loans
horror films	no reliable transportation

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SITTING PRETTY

FACTS

- higher-end payscale of mid-level jobs (\$60-65,000)
- Some college
- married
- Religious clubs, entertainment
- Drive low-end imports
- Interested in home office furniture
- Strive to be solid citizens
- 20s-30s
- 8-13 yo kids

B/T THE LINES

- interested in family activities
- financially stable but not wealthy
- aspirational for their kids
- Some disposable income

A4  
RBC  
A1

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**Marquis**

AS  
ROL

B/T

Facts

40's - Average married <sup>↳ Retired?</sup>

Rich 70-90K / dividends investing

col educated

white collar

\$5K domestic trips + abroad

Knitters

chain steakhouses

daytime TV

luxury cars

\* Interested in Money/Investing

\* Own Homes & someone else works on them

\* high end ~~toys~~ Toys

\* donates a lot

\* specialty stores

\* Friends mbr.

\* high service expect. when needed

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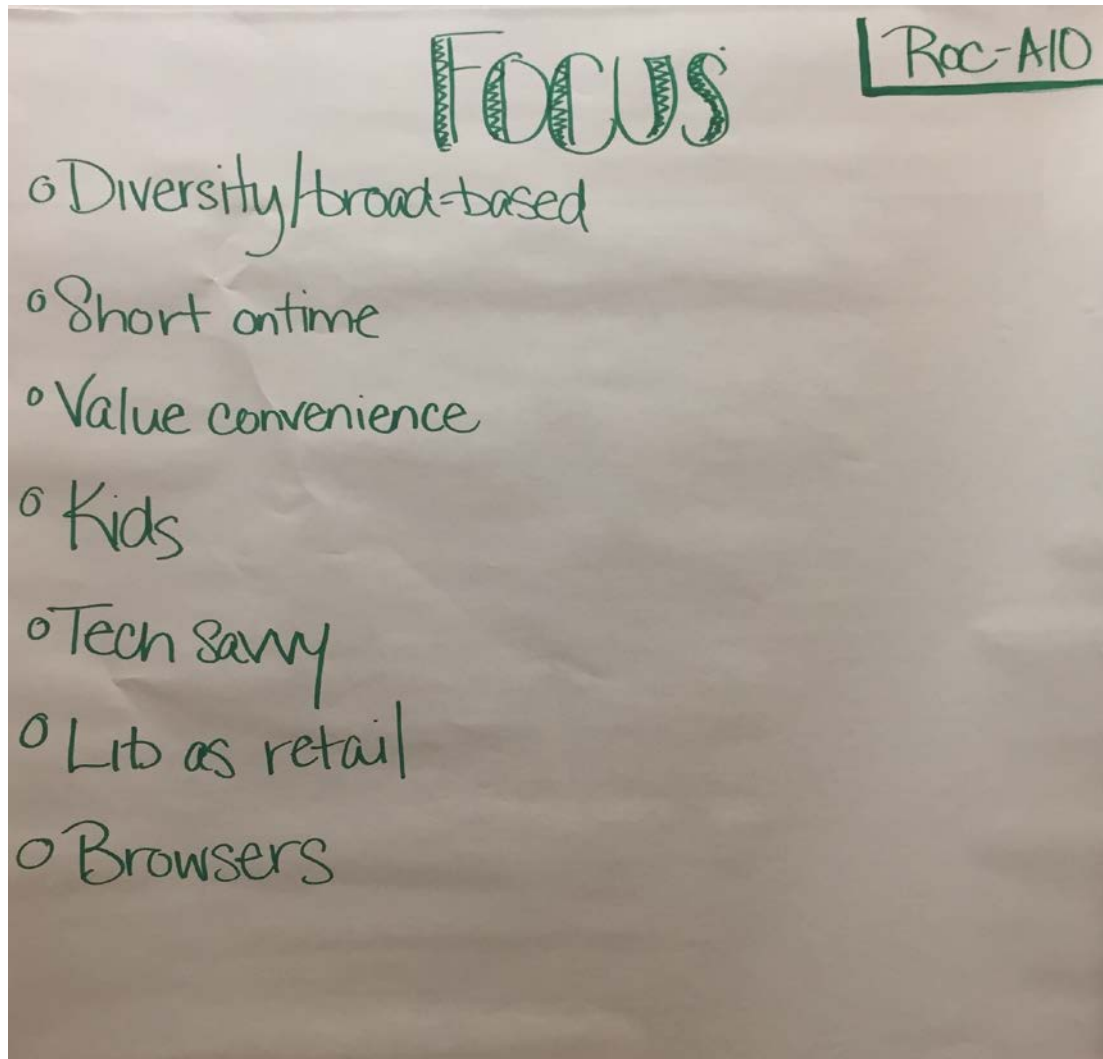
<u>SIMILARITIES</u>	<u>DIFFERENCES</u>	<u>A9</u> <u>ROC</u>
kids	wide range of incomes	
travel	UMTD - NO travel	
(some) college	UMTD - < hs	
tech savvy	Some racial diversity	
convenience cooking	consumer habits	
	transportation needs	
	reading tastes →	
	→ escapism → → nohfic	



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<u>Service Domain</u>	<u>Ranking</u>	<u>Reason</u> <sup>ROC</sup> <sup>AR</sup>
Customer Development	High	To increase market share
Checkout/Collection Development	High	To attract more diverse customers
Staff Alignment	Mid	To change atmosphere, increase base
Programs	Mid	To support collection & customer devel.
Facilities	Mid	Change atmosphere to retail/Browsing environment
Partnerships	Low	Will follow development of customer base.
Marketing/Communication	Mid	To support coll devel/customer devel.
Consumer Tech	Low	Most customers already have their own tech.

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### 6.1 Westlink Table A

<u>FACTS</u>			[A1]		
<u>ICT</u>		<u>WES</u>	<u>SHARE</u>		
Pop.	408,418	84,837	20.8%		
Cust.	122,551	24,311	19.8%		
Non-cust.	285,867	60,526	21.2%		
Checkouts:	947,936	256,145	27%		
Mkt. Share	30%	28.7%			
Mkt. Potential	70%	71.43%			
Cust. Potential	N/A	29.7%			

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A2

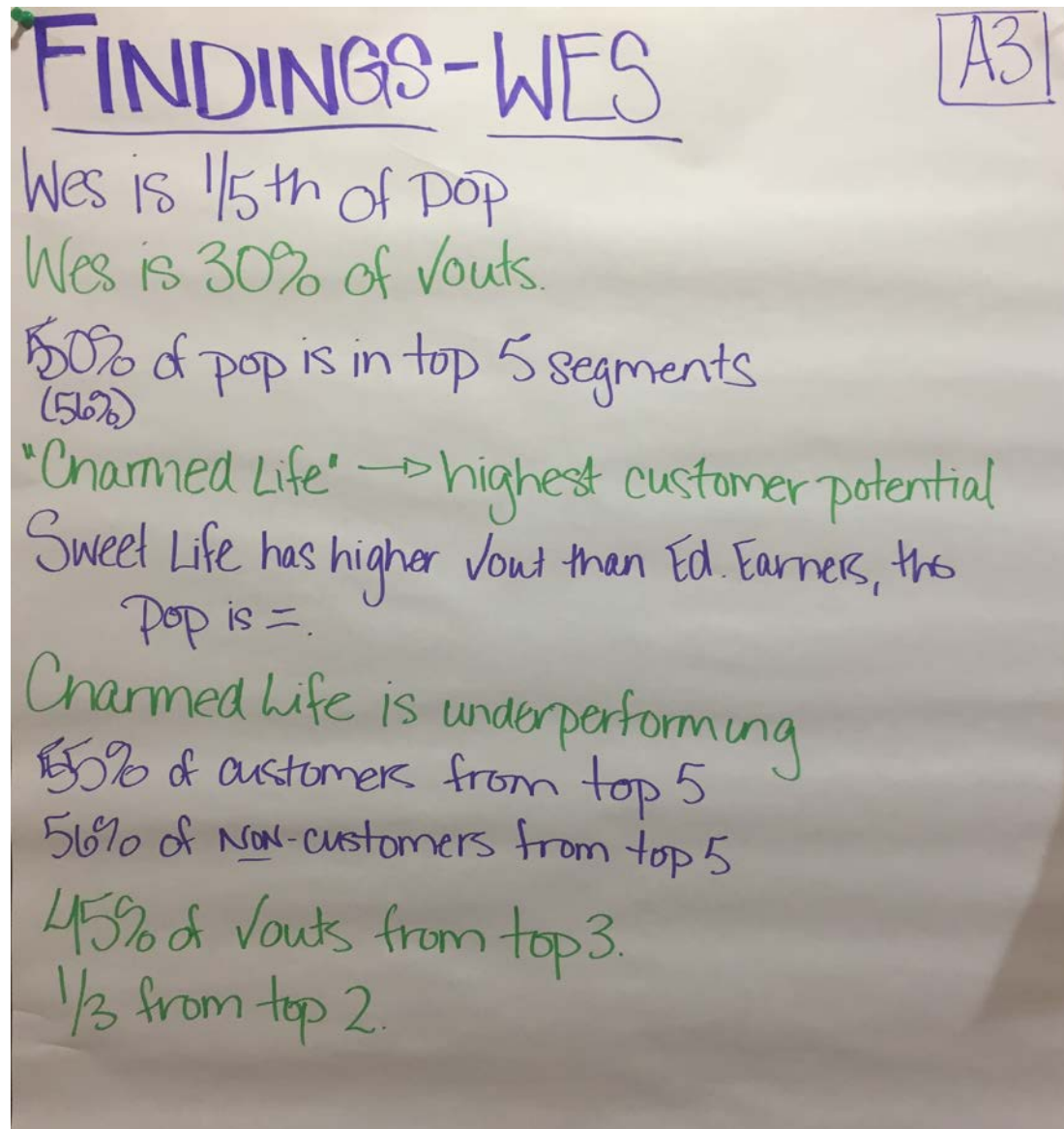
<u>Segments</u>	<u>SITTING PRETTY</u>	<u>SUBLINE SUBURBIA</u>	<u>CHARMED LIFE</u>	<u>EDUCATED EARNERS</u>	<u>SWEET LIFE</u>
Pop	11,257	11,082	10,952	6,929	6,929
Share	13.3%	13.1%	12.9%	8.2%	8.2%
Cust	3,535	3,292	2,758	1,932	1,769
Share	14.5%	13.5%	11.3%	7.9%	7.3%
N-Cust	7,722	7,790	8,194	4,997	5,160
Share	12.8%	12.9%	13.5%	8.3%	8.5%
Vouts	46,160	38,521	35,698	15,768	23,122
Share	15.7%	15.1%	13.9%	6.2%	9.1%
Mkt Sh.	31.4%	29.7%	25.2%	27.9%	25.5%
Mkt Po.	68.6%	70.3%	74.8%	72.1%	74.5%
Cust. Po	91.0%	91.8%	96.6%	58.9%	60.8%



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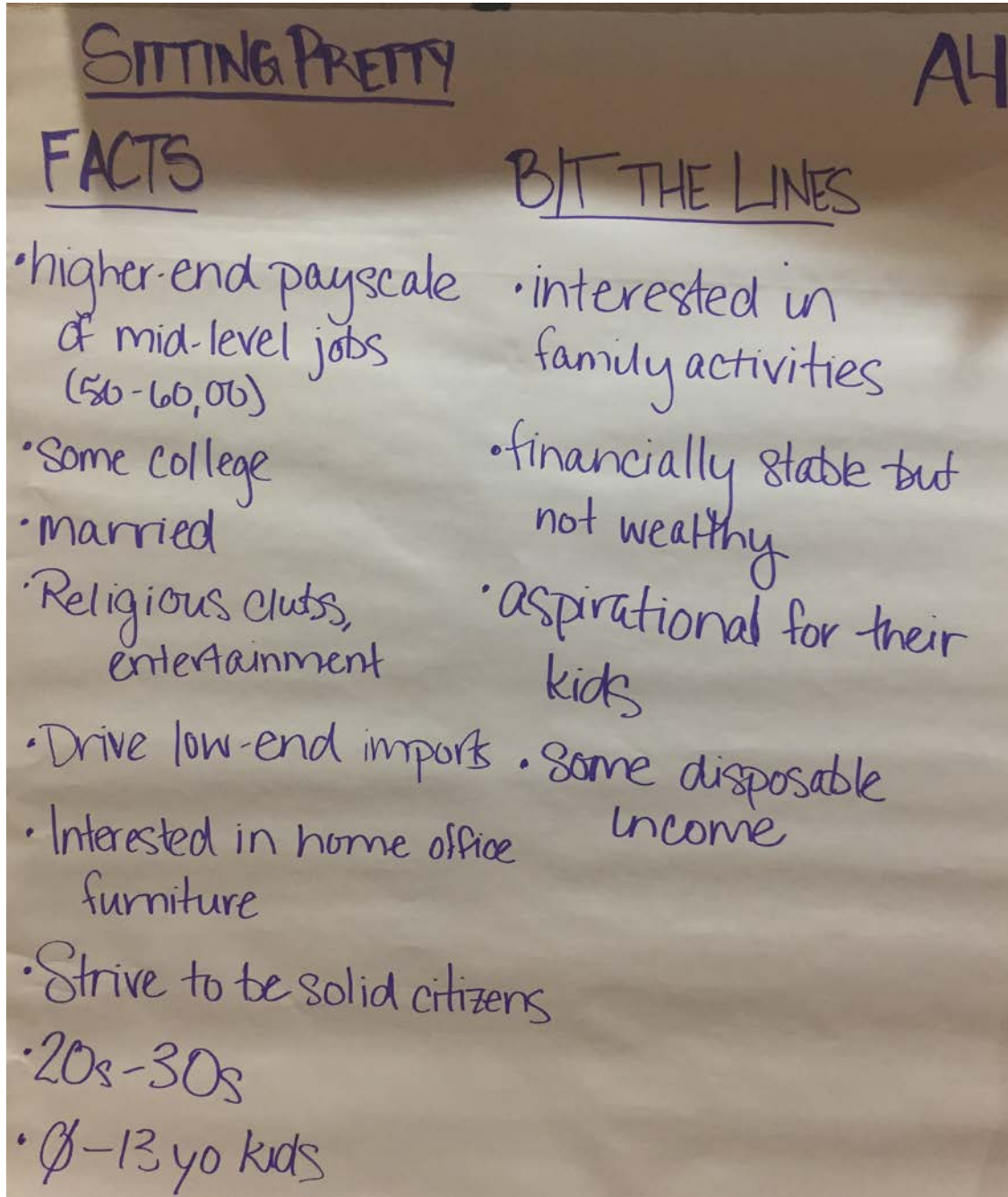
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SITTING PRETTY A4

FACTS

- higher-end payscale of mid-level jobs (\$60,000)
- Some college
- married
- Religious clubs, entertainment
- Drive low-end imports
- Interested in home office furniture
- Strive to be solid citizens
- 20s-30s
- 8-13 yo kids

B/T THE LINES

- interested in family activities
- financially stable but not wealthy
- aspirational for their kids
- Some disposable income

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SUBLIME SUBURBIA A5

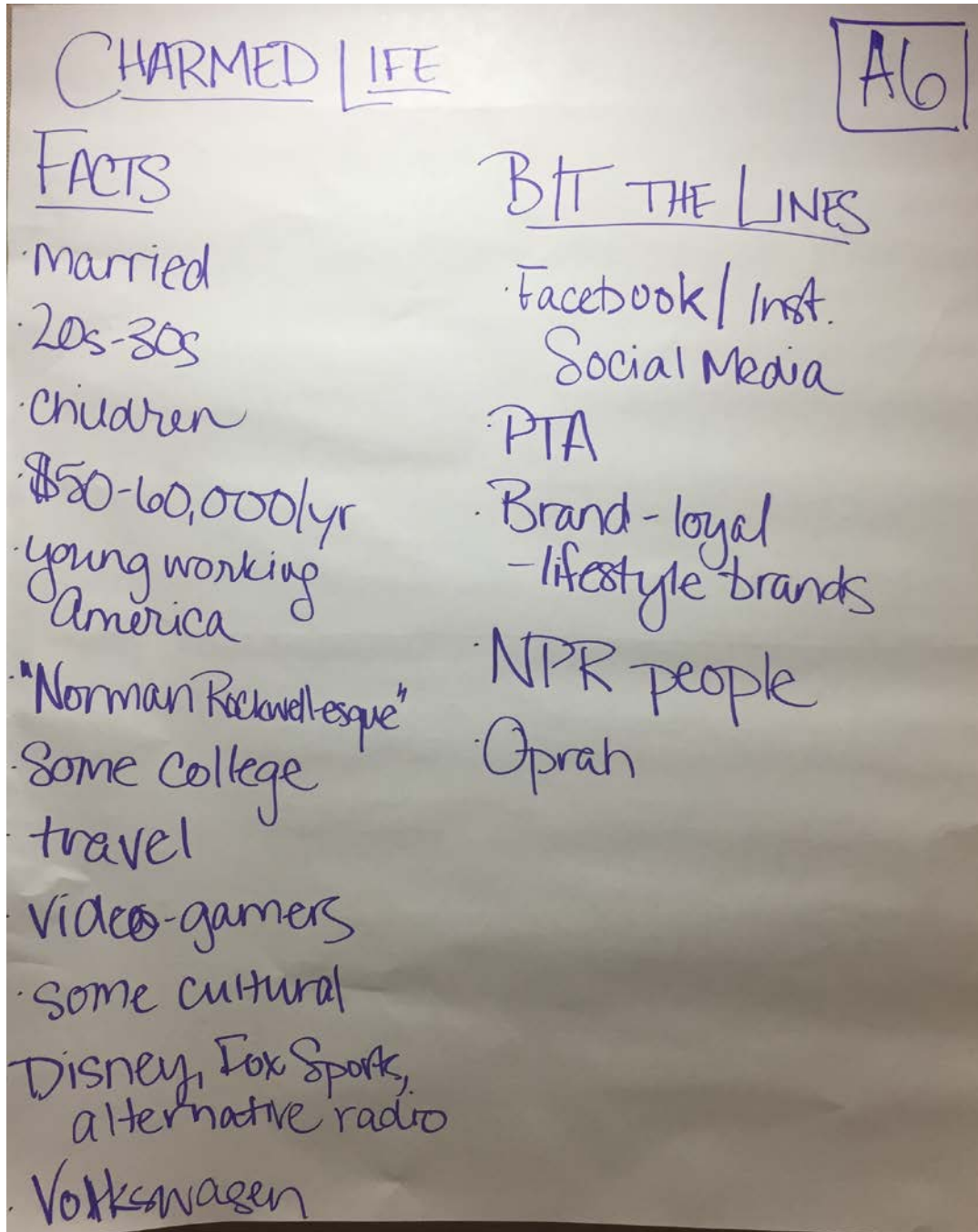
<u>FACTS</u>	<u>B/T THE LINES</u>
30s	Foodies
No kids	Travel - foreign & domestic
↳ income stretches	Disposable income
Married	Traditional
"Average"	IT/gaming
Investment	animal lovers
↳ track online	Middle of the road
Fast food & family chains	Murica!
Home remodeling	
Stocked cupboards	
w/ high-end groceries	
Self-help & Mysteries	
SUVs & mysteries	



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CHARMED LIFE A6

FACTS

- married
- 20s-30s
- children
- \$50-60,000/yr
- young working America
- "Norman Rockwell-esque"
- some college
- travel
- video-gamers
- some cultural
- Disney, Fox Sports, alternative radio
- Volkswagen

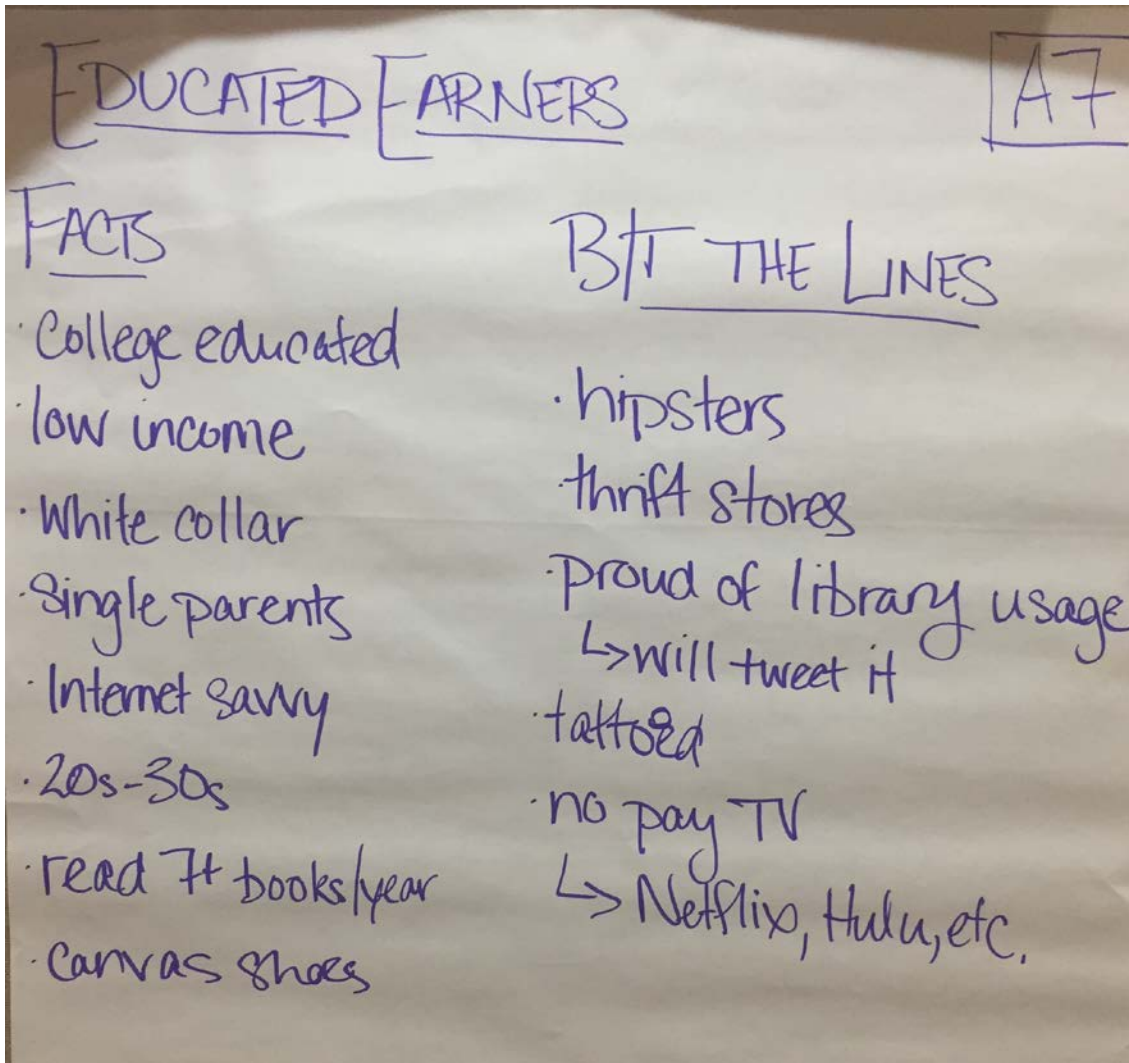
B/T THE LINES

- Facebook / Inst.
- Social Media
- PTA
- Brand-loyal
- -lifestyle brands
- NPR people
- Oprah

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EDUCATED EARNERS A7

FACTS

- College educated
- low income
- White collar
- Single parents
- Internet savvy
- 20s-30s
- read 7+ books/year
- canvas shoes

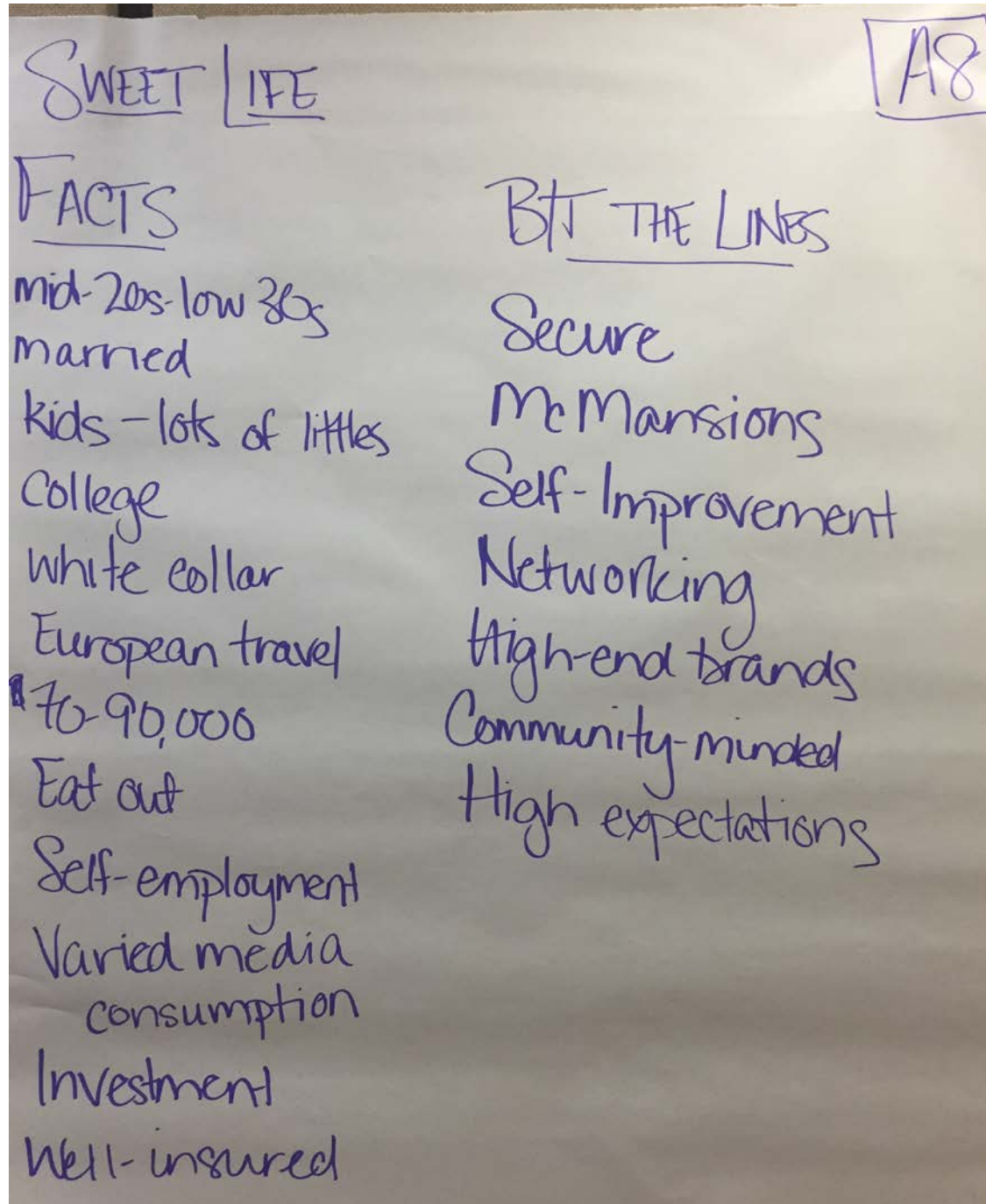
B/T THE LINES

- hipsters
- thrift stores
- proud of library usage  
↳ will tweet it
- tattooed
- no pay TV  
↳ Netflix, Hulu, etc.

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SWEET LIFE

FACTS

- mid-20s-low 30s
- married
- kids - lots of littles
- college
- white collar
- European travel
- \$70-90,000
- Eat out
- Self-employment
- Varied media consumption
- Investment
- Well-insured

BUT THE LINES

- Secure
- McMansions
- Self-Improvement
- Networking
- High-end brands
- Community-minded
- High expectations

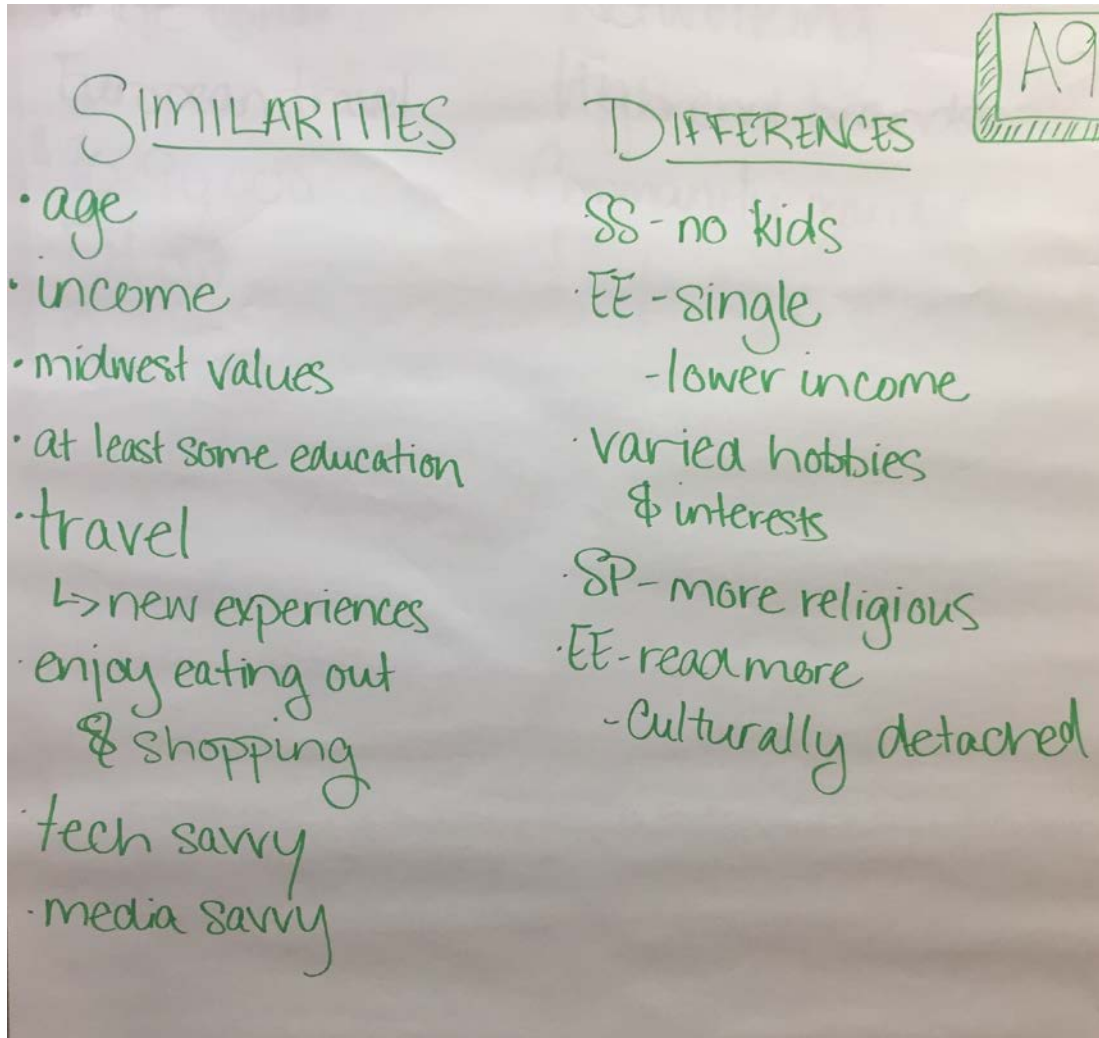
A8



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SIMILARITIES

- age
- income
- midwest values
- at least some education
- travel
  - ↳ new experiences
- enjoy eating out & shopping
- tech savvy
- media savvy

DIFFERENCES

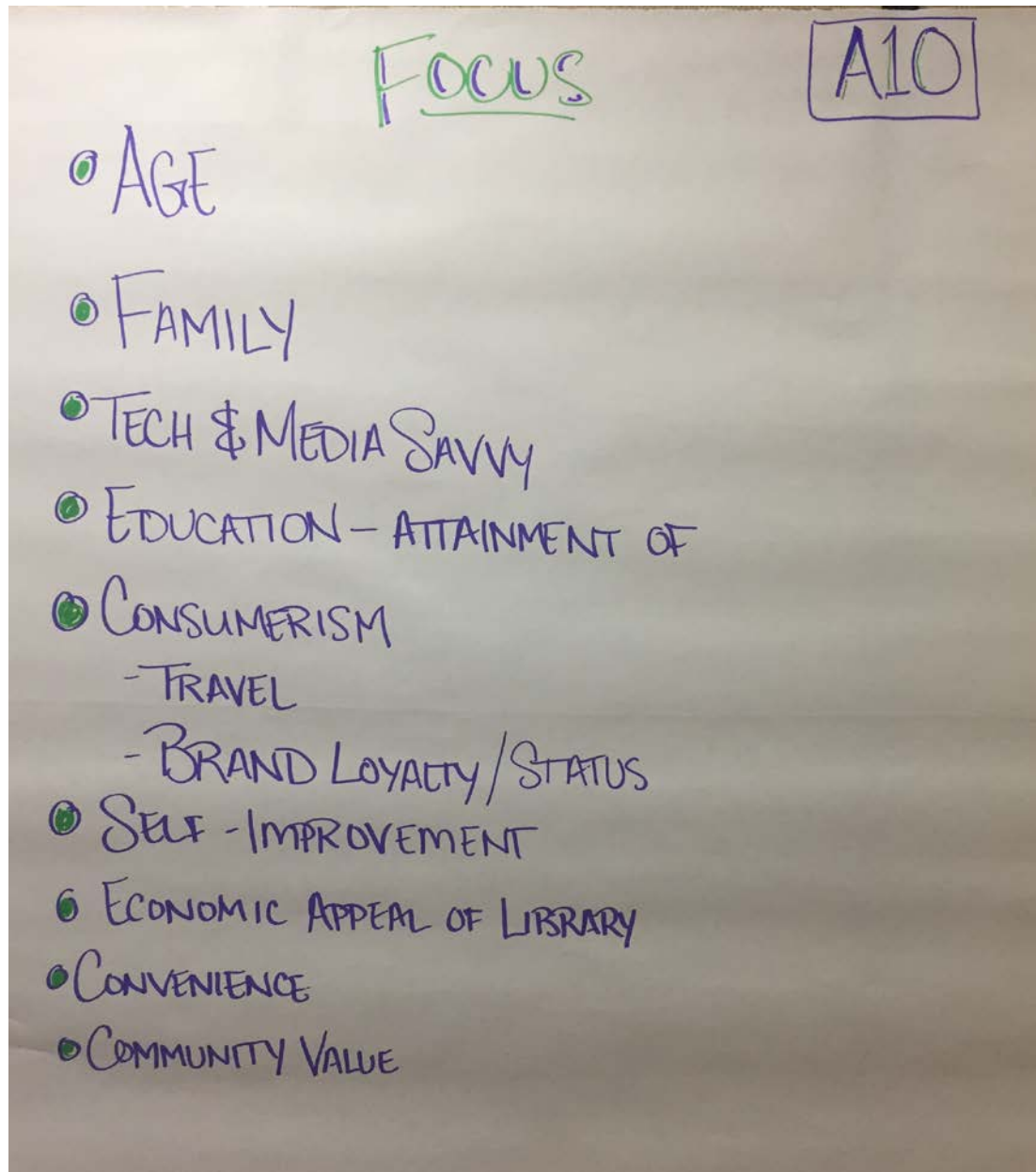
- SS - no kids
- EE - single
  - lower income
- Varied hobbies & interests
- SP - more religious
- EE - read more
  - Culturally detached

A9

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A11

- We Go Where You Go
- We Go Where Your Family Goes
 


- Expand Your World
 

Passport  
 • Your Ticket to (Excellence)

- Your Library
- Your Community
- Your World

- Westlink Is Your Link

to Enrichment

to Knowledge

to Understanding

to Your Future

to Excellence

to Achievement

to Success

to Entertainment

to Opportunity

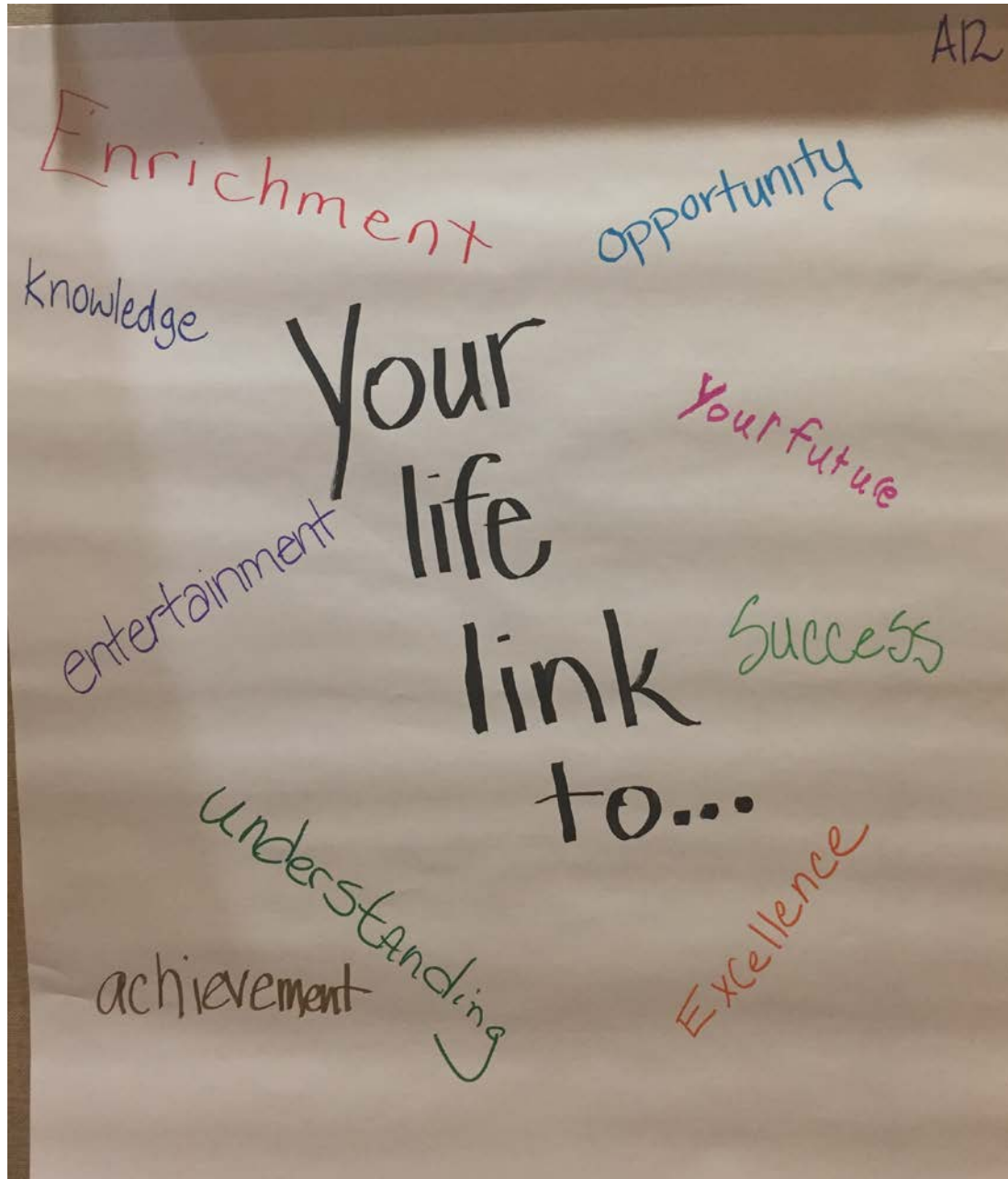
Westlink Is Your Life Link



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<u>Service Domain</u>	<u>Ranking</u>	<u>Reason</u>	A13
Customer Development	High	important to reach non-customers	
Checkouts/Collection Development	Mid	Target customers w/ popular collections	
Staff Alignment	Low	We have a high competency level to support existing & new programs	
Programs	Mid	Target programs to customers we're not reaching.	
Facilities	Low	not much ability to change right now	
Partnerships	Mid	Will build customer base	
Marketing/Communication	High	We have great resources but many don't know about it.	
Consumer Tech	Mid	We want to stay relevant to existing & new customers.	

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### 6.2 Westlink Table B

FACTS - <u>jurisdiction</u>		
<u>city of wichita</u>		<u>wes</u>
pop - 408,418	2081	84,837
cust# - 122,551	1981	24,311
vouts - 947,936	271	256,145
mkt share - 30%		28.7%
mkt. potential - 76%		71.3%
cust. potential - <del>285,867</del>		<del>000</del> 29.7



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	SEGMENTS				
	Sifting pretty	Sublime Suburbia	Charming life	educated earners	Sweet life
population	11,257 13.3%	11,082 13.1%	10,952 12.9%	6929 8.2	6929 8.2
Customers	3535 14.5%	3292 13.5%	2758 11.3%	1932 7.9	1769 7.3
✓ outs	4160 15.7%	38,521 15.0%	35,693 13.9%	15,768 6.2	23,122 9.1%
mkt. share (customers pop lcs)	31.4	29.7	25.2	27.9	25.5
mkt. potential (noncust pop lcs)	68.6	70.3	74.8	72.1	74.5
Customer potential (noncust sves area pop)	91	91.8	96.6	58.9	60.8




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B3

# FINDINGS

- 1/5 of population/customers
-  3/10 √ outs city-wide
- top 5 segments are 50% of WES
- higher mkt. potential ↑ than city mp  
*smaller efforts pay off bigger*
- Charmed lifers HIGHEST POTENTIAL
- top 3 segments drive 40.7%<sup>ish</sup> of <sup>√outs</sup> !!!

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B4

# Sitting pretty

## FACTS

20s - 30s  
married  
kids 0-13  
\$50-60k  
white collar jobs  
college educated  
↑ avg. spending  
"solid citizens"

tv-  
mexico  
softball  
gambling  
sports  
church

## BETWEEN <sup>the</sup> LINES

in the moment  
 live ↑ their means  
 keep ↑ w/ joneses ←  
 travel / memories  
 "keep it safe"  
 fit in / teamwork  
 soccer moms  
 Ⓢ time crunch ←

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BS

# Sublime Suburbia

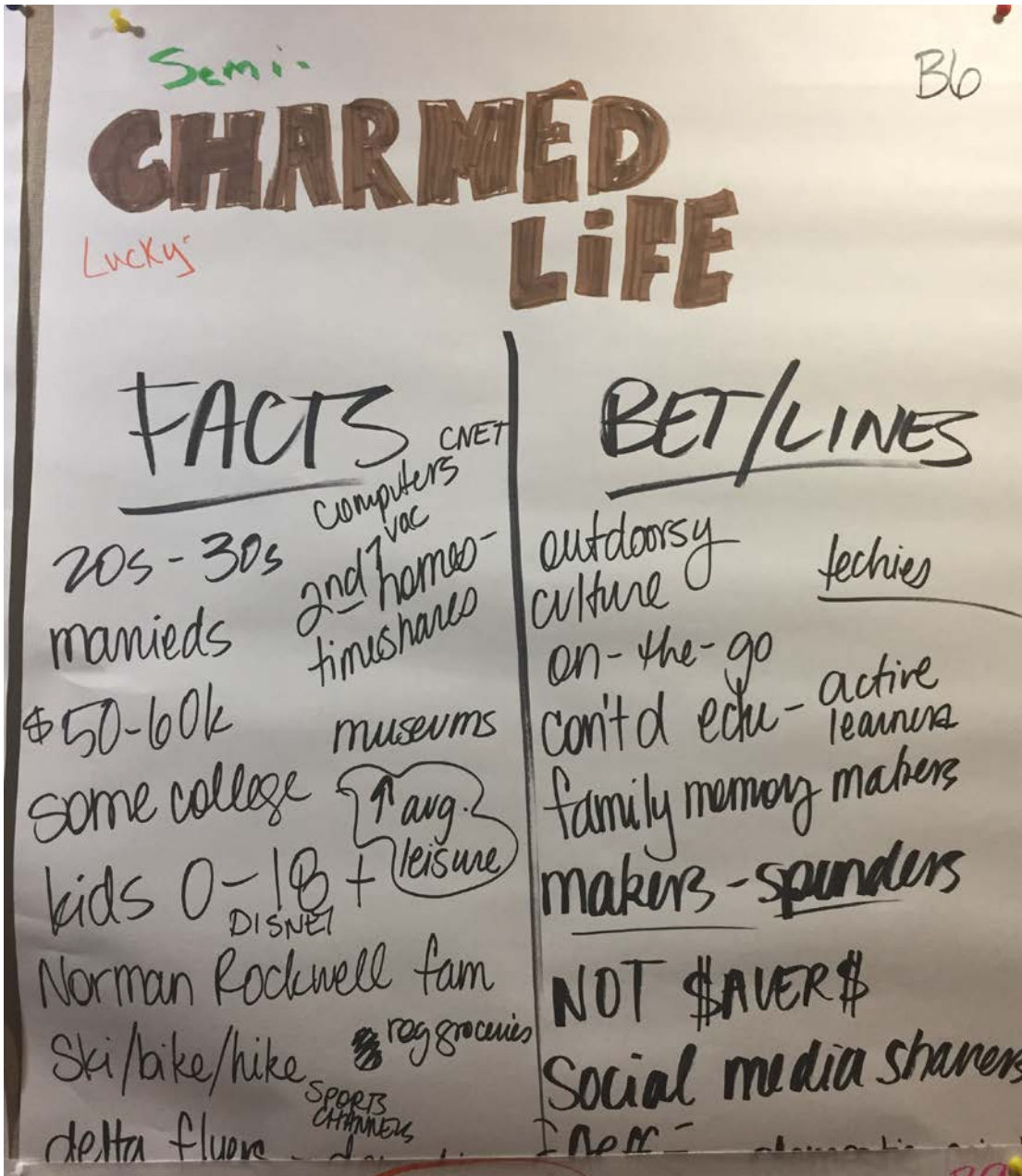
FACTS	BETWEEN THE LINES
30s married	Watch cooking shows
pets	DIY foodies
SUVs	retirement (?)
0 kids	pets > kids
\$50-70k	prime of life - ?
travel	Reality escapism
farm restaurants + cook	Could be older than avg.
investors - moderate	
<del>college</del> college / blue collars	
boats / country / ice hockey / football	



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B7

# educated earners

## FACTS

- more than some college <sup>book readers</sup>
- white collar
- 30s - 40k
- 20s - low 30s
- Single parents
- never married
- computer use - chatty (2x)
- fancy beer
- foreign travel
- a.H. radio
- movies/music
- motocross
- BBall
- 0-6
- Mexican/donuts
- ESPN/CNN
- Casual wear

## BETWEEN THE LINES

- hipsters - aspirational
- millennials
- looking to mingle
- middle of road
- not much just chilling
- NGO peeps
- Social activists
- Smoke up in CO, CA
- Amsterdam-wanna bes
- busy / on the go.

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BB

# sweet life

### FACTS

20s - low 30s  
 married  
 \$ 70-90k  
 Urban/white collar  
 educated/college  
 ↑ kids 0-6  
 \$ interest/dividends  
 Computer + club stores  
 undies + acuras

### BETWEEN THE LINES

investors +  
 travel  
 Apple ppl  
 trust find babies  
 entrepreneurs  
 makers - innovative  
 memberships  
 rock  
 wst

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**CHOSEN FOCUS** B9

similarities

↓ 40

marrieds

college

↑ poverty line

active lives

travel urban

food interests

BUS y

kids

cont'ed - "learners"

differences

"safe" vs. risk-takers

techies vs. users

kids vs. pets

appearances vs. experience

future Sr. Weds

hands-on vs. consumers

free time varies

different investment foci

not all "readers"

religious practice

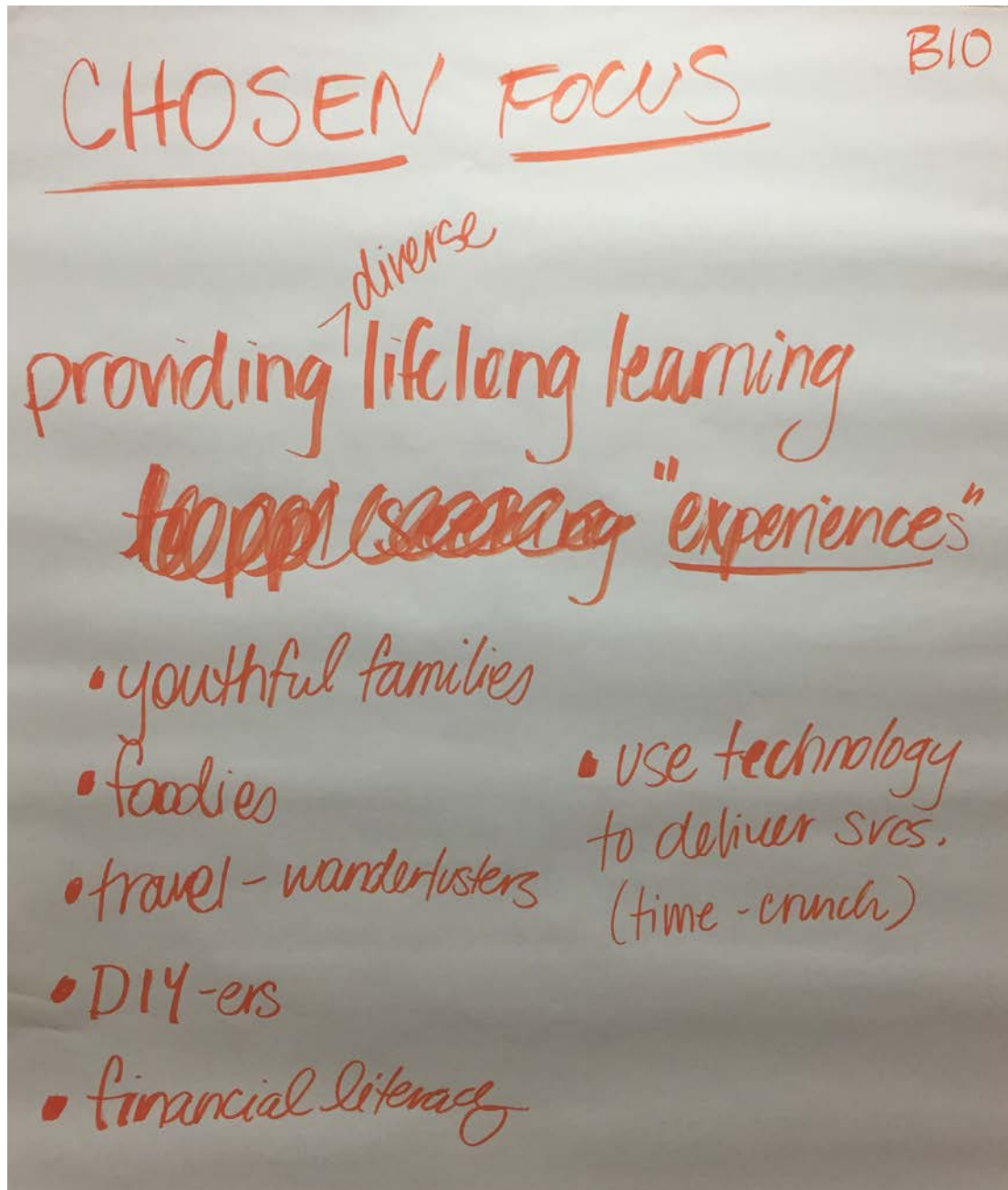
boundaries of interaction



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CHOSEN FOCUS BIO

providing<sup>diverse</sup> lifelong learning  
~~topping learning~~ "experiences"

- youthful families
- foodies
- travel - wanderlusters
- DIY-ers
- financial literacy
- use technology to deliver svs. (time-crunch)


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B11

your community,  
 your world @ Westlink

experience      catch up + plug in  
 engage          @ Wes      to your  
                     rejuvenate      

elevate  
 check in + check out (or unwind)  
 we are family (4 ppl w/no \$)  
 cook up our experience, ~~what's the point~~  
 hook up?  
 life long learning, busy lifestyles

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BR

we are family  
elevate your family experience  
 @ Westlink (within reason)

Check in @ Westlink, ~~check out~~  
 your world on fleek <sup>experience</sup>

it's lit @ Westlink  
 out of bounds - wss

Knowledge

Checkin, link up. experience wss  
 invest in your experience

plug in, link up, checkout Westlink

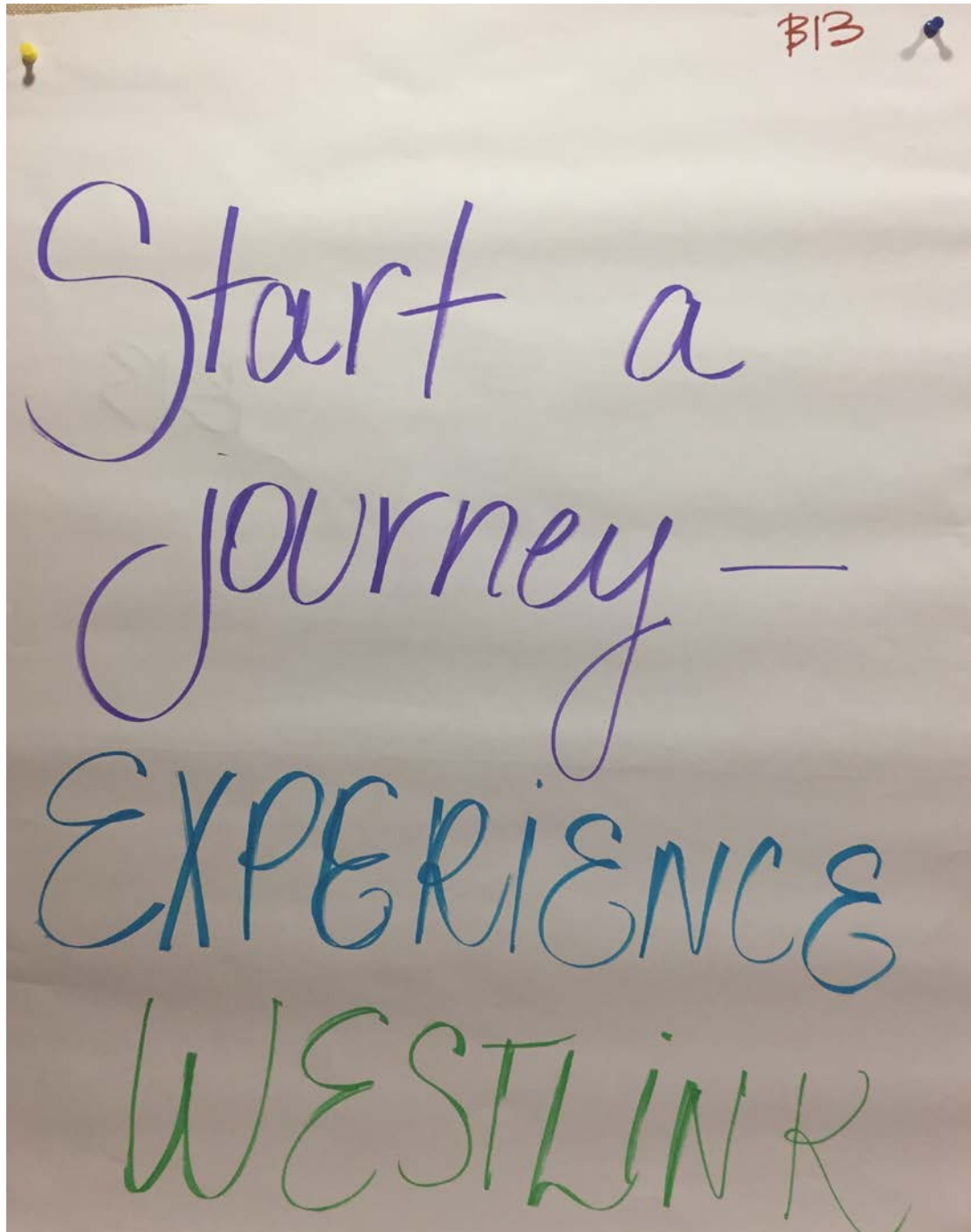
live your ~~best~~ <sup>best</sup> life @ Wss <sup>experience</sup>



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B14

SVC domain	Priority	reasons
customer development	low	ppl already visit plenty will naturally grow w/other developments
outs - coll. dev	low	already solid will also grow w/ more traffic
Staff alignment	mod	need learning + dev. to equip staff to do awesome pgms. GAIN SKILLS get staff placed who do awz pgms.
Programs	high	these people want experiences must expand # & kind of pgms.
Consumer tech.	mod	support techy programs + related stuff help connected patrons communicate
Facilities	high	place to do experiences parking if all the ppl @ once specialty equipment
partnerships	mod	connect in community to experts use staff connections offer specialized pgms / supplement staff
mkty. / comm.	mod	encourage social media document. by patrons to entice others

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### 6.3 Westlink Table C

	<u>CITY</u>	<u>WES</u> <u>C1</u>
Population	408,418	84,837 21%
Customers	122,551	24,311 20%
Non-Customers	285,867	60,526 21%
Checkouts	947,936	256,145 27%
Market Share	30.0%	28.7%
Market Potential	70.0%	71.3%
Customer Potential		29.7%
		18 segs.



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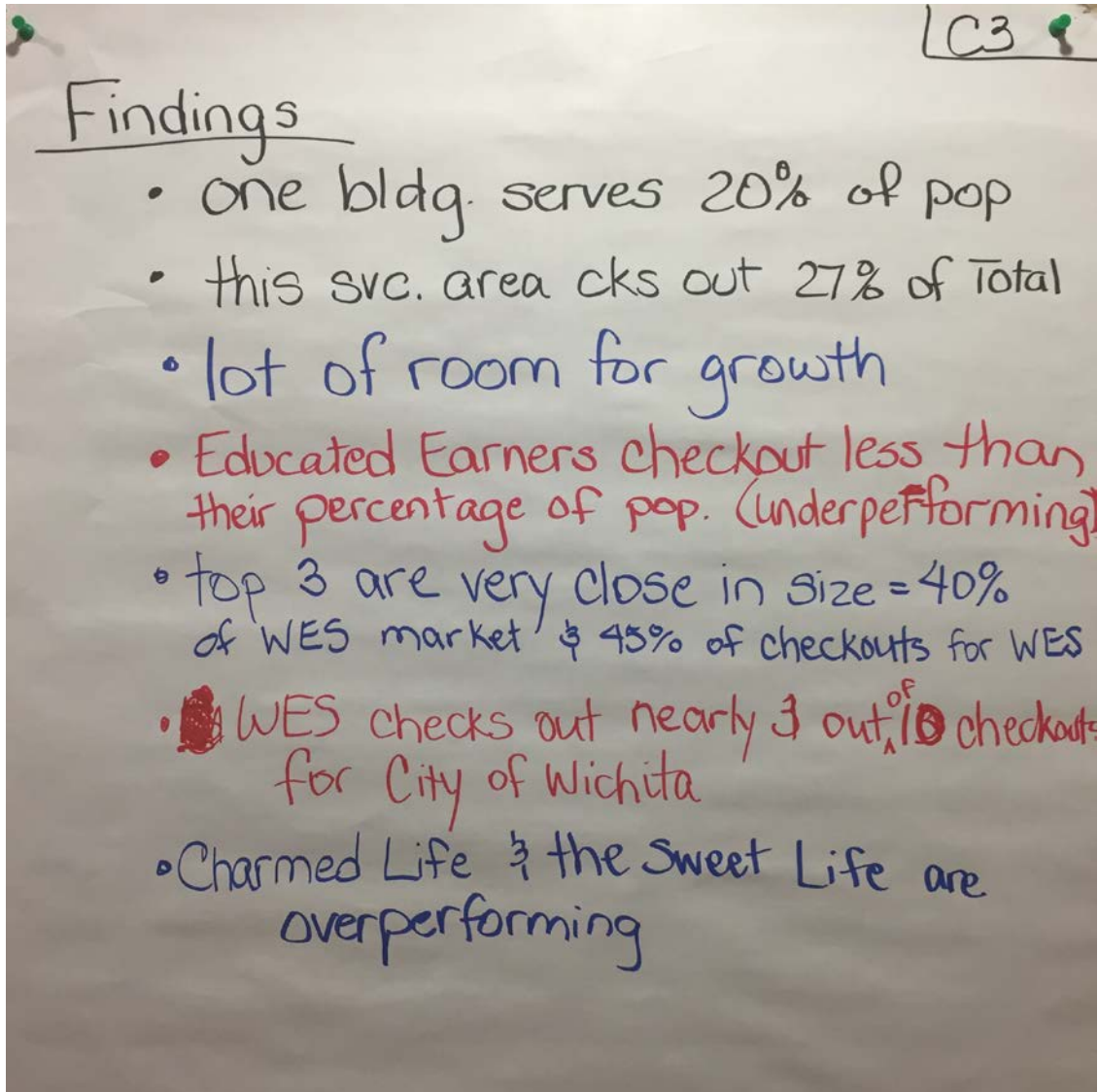
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	Pop	Cust.	Non-Cust.	Check Outs	Mkt Share %	Mkt. Potential %	Cust. Potential %
Sitting Pretty	11,257 13.3%	3,535 14.5%	7,722 12.8%	40,160 15.7%	31.4%	68.6%	91.0
Sublime Suburbia	11,082 13.1%	3,292 13.5%	7,790 12.9%	38,521 15.0%	29.7	70.3	91.8
Charmed Life	10,952 12.9%	2,758 11.3%	8,194 13.5%	35,693 13.9%	25.2	74.8	96.6
Educated Earners	6,929 8.2%	1,932 7.9%	4,997 8.3%	15,767 6.2%	27.9	72.1	58.9
The Sweet Life	6,929 8.2%	1,769 7.3%	5,160 8.5%	23,122 9.0%	25.5	74.5	60.8

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LC3

### Findings

- one bldg. serves 20% of pop
- this svc. area cks out 27% of Total
- lot of room for growth
- Educated Earners checkout less than their percentage of pop. (underperforming)
- top 3 are very close in size = 40% of WES market & 45% of checkouts for WES
- WES checks out nearly 3 out of 10 checkouts for City of Wichita
- Charmed Life & the Sweet Life are overperforming

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LC4

### Sitting Pretty

B2 FACTS:

- age: 20s, 30s
- married
- College \$50-60k
- white collar
- 2+ incomes
- might have yg. children (0-13)
- eat at family restaurants
- ↑ religious activity
- ↑ internet use
- ↑ TV (vs. reading)
- like informational shows

### Between the lines

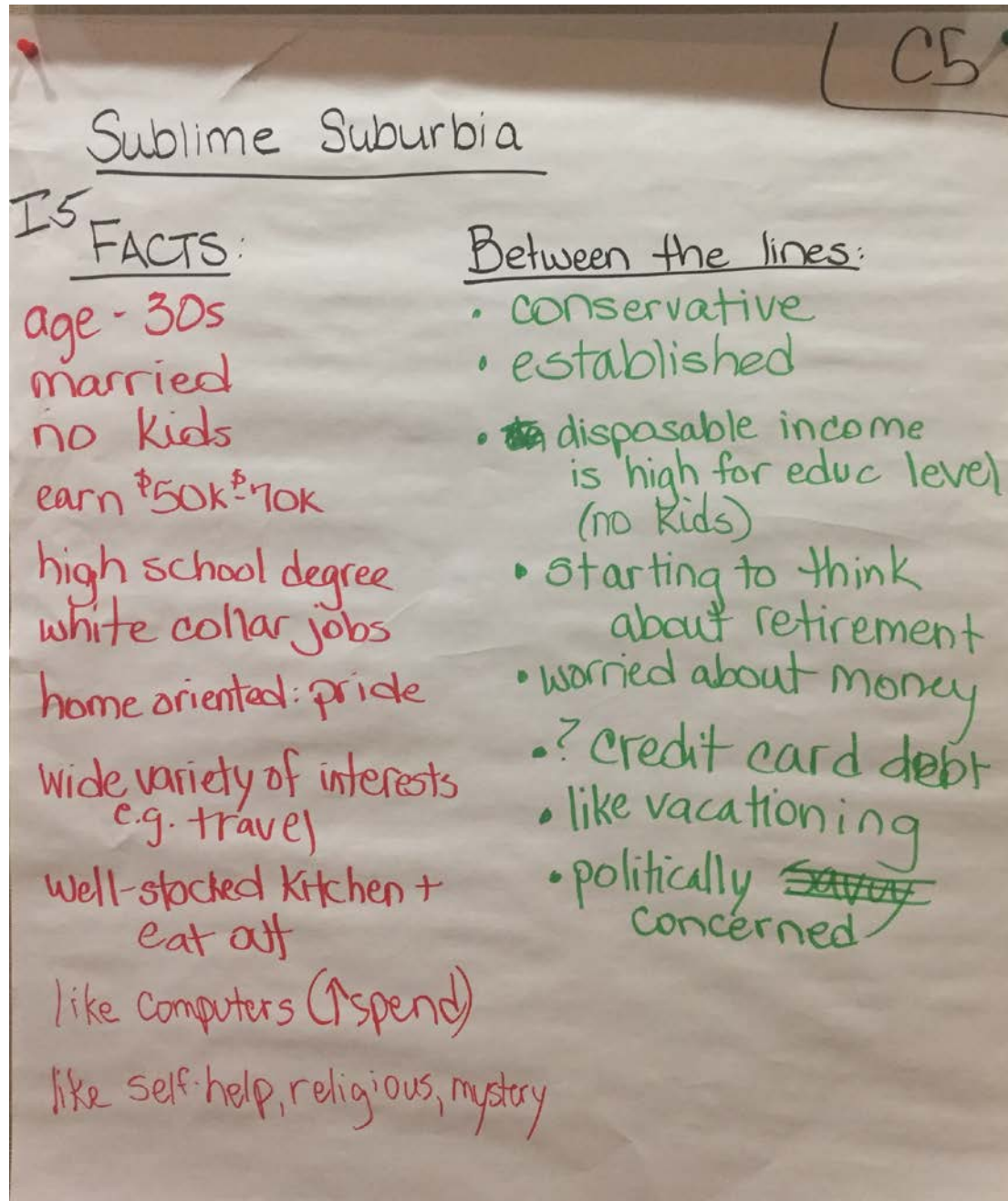
- probably own home/mortgage
- high likelihood to be self-employed
- more home bodies OR life revolves around kids
- ? More conservative



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(C5)

### Sublime Suburbia

I5 FACTS:

- age - 30s
- married
- no kids
- earn \$50k-\$70k
- high school degree
- white collar jobs
- home oriented: pride
- wide variety of interests  
e.g. travel
- well-stocked kitchen +  
eat out
- like computers (↑spend)
- like self-help, religious, mystery

Between the lines:

- conservative
- established
- ~~the~~ disposable income  
is high for educ level  
(no kids)
- starting to think  
about retirement
- worried about money
- ? credit card debt
- like vacationing
- politically ~~savvy~~  
concerned

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C6

### Charmed Life

BI

FACTS:

- Age: 20s-30s
- married
- \$50K-\$60K income
- some college
- white collar
- have kids (all ages)
- Very traditional
- hard working
- like to travel
- like leisure activities (museums)
- spenders (esp. on kids)

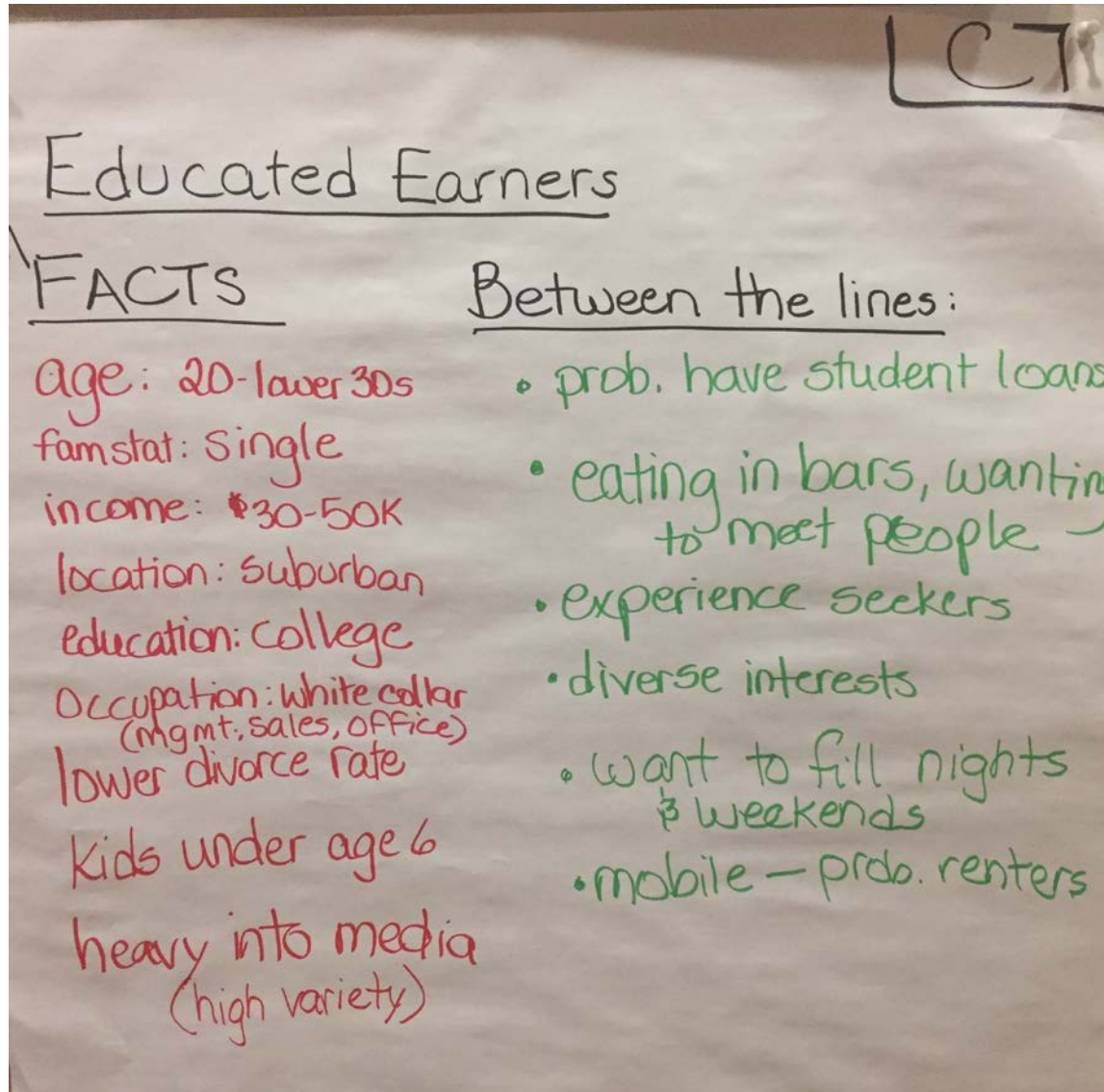
Between the lines:

- Norman Rockwell-ish
- Kids are important
- Americana
- not early adapters
- stick with what they know
- vacation/weekend homes - as a family
- 9-5 jobs

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LC7

### Educated Earners

<u>FACTS</u>	<u>Between the lines:</u>
Age: 20-lower 30s	• prob. have student loans
famstat: Single	• eating in bars, wanting to meet people
income: \$30-50K	• experience seekers
location: Suburban	• diverse interests
education: college	• want to fill nights & weekends
Occupation: white collar (mgmt, sales, office)	• mobile — prob. renters
lower divorce rate	
kids under age 6	
heavy into media (high variety)	



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C8

### ④ The Sweet Life

<u>FACTS:</u>	<u>Between the lines:</u>
20s - low 30s	• Young Professionals, Jr. League
married	• Stay at home parent
income \$70-\$90k	• home owners
College degree	• digital shopping
white collar mgmt & professional	• international, world experience
high # of children 0-6	
<del>high</del>	
invest money	
live Amer. dream	
like to travel	
eat out	

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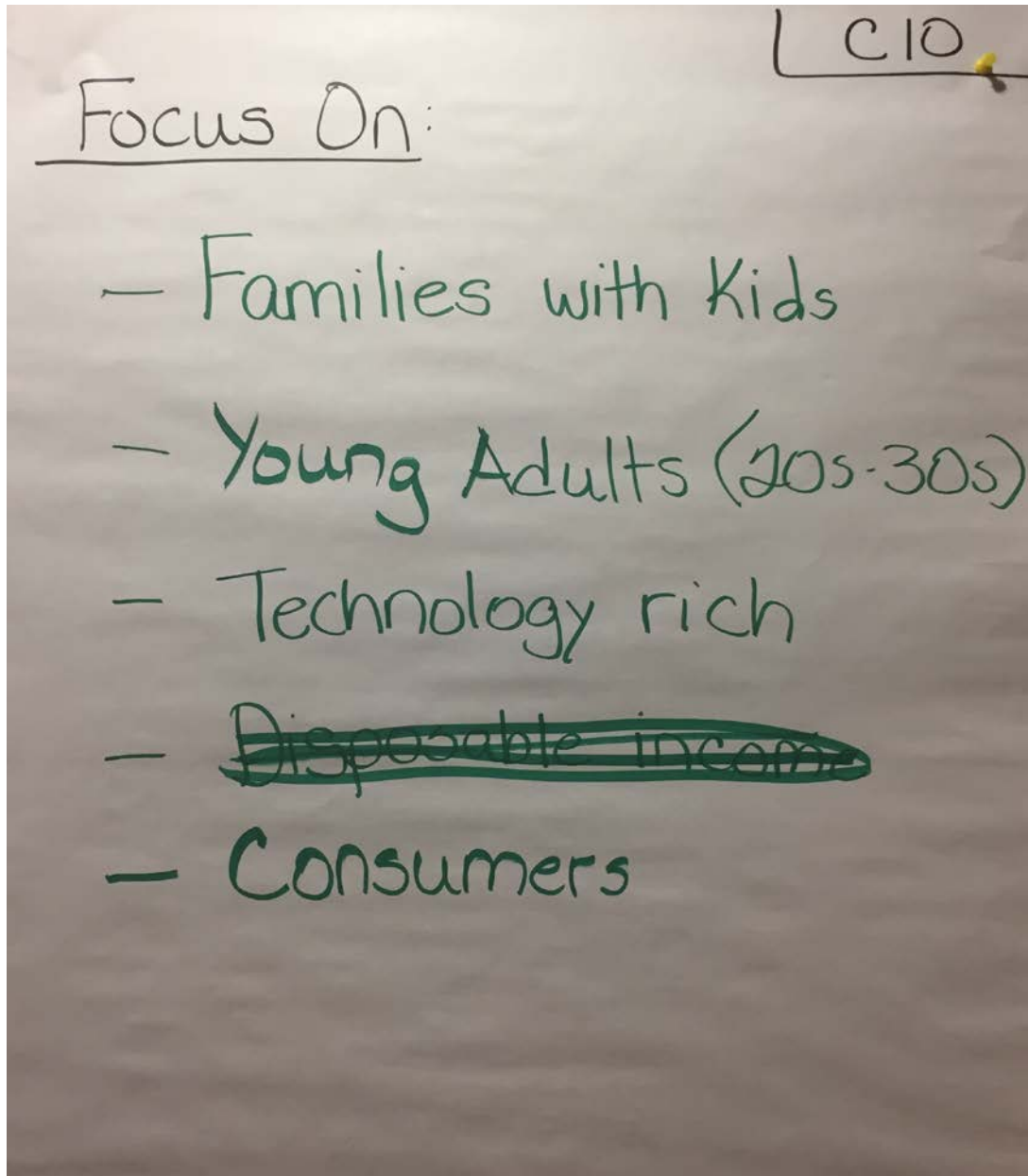
LC9

<u>Similarities</u>	<u>Differences</u>
age: 20s - 30s	Educ. Earners are only ones single
mostly married	Sublime Suburbia is only one with high school only
all white collar	Educ. Earners are more open to new experiences, diverse ideas
most have college (3 w/ degrees)	Educ. Earners live in "apartment row"
incomes: \$50k - \$70k	
<del>most have kids</del>	
most have kids like travel	
most are home owners	
most like technology	
most have high disposable income	

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Make things Happen  
CU

Growing together...  
Exploring the world...  
Discover... Together,

~~Spend more with us.~~ Experiencing the  
Maximize your potential Good Life;  
Affording the good life Creating the  
Experience the good life Future  
at Westlake

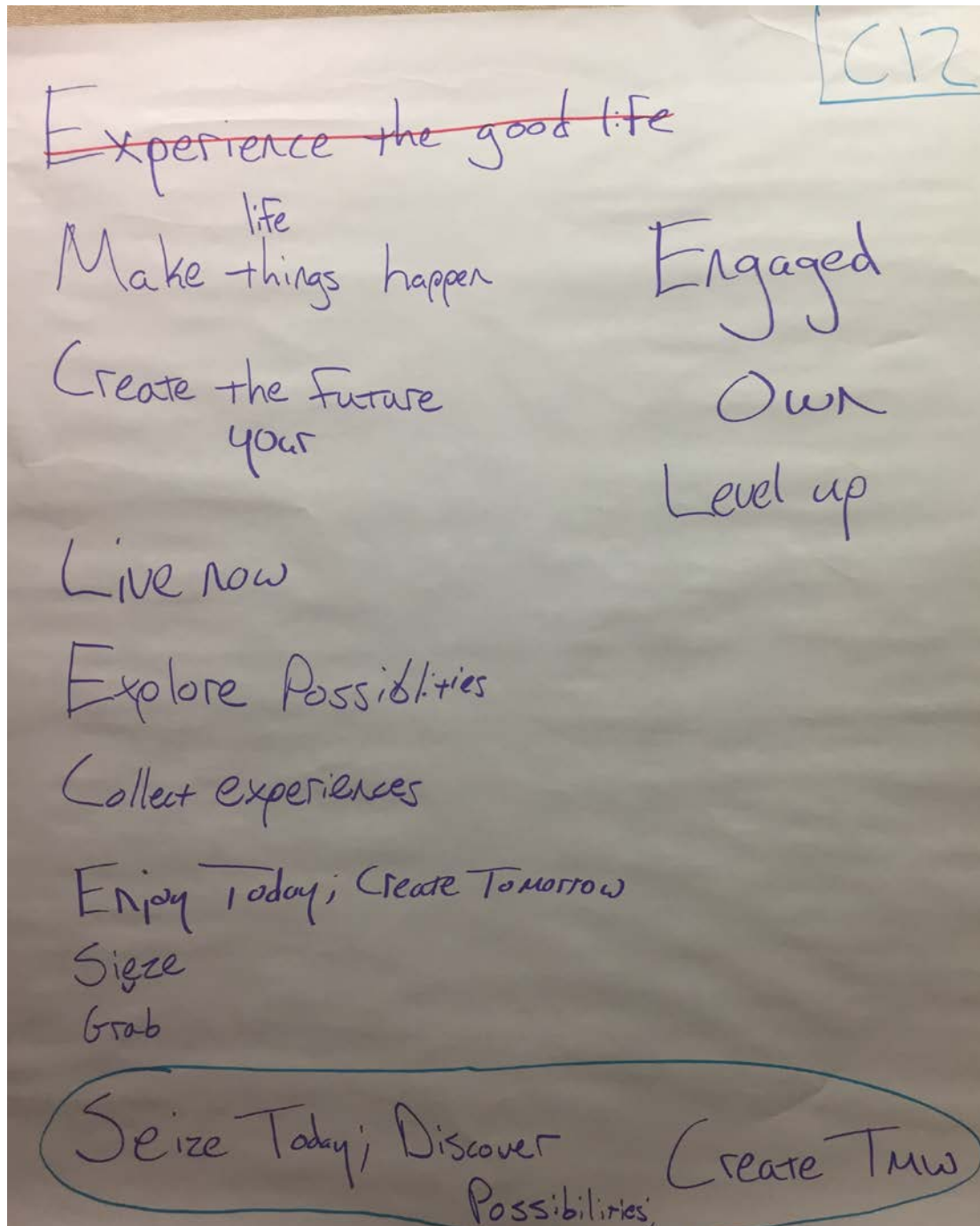
Toward the future...  
The good life for all  
(diversity: races, sex, ages)

→ Building  
Encourage Build a good life  
Bldg. the future Build a better future  
Improve Create

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		LC13
Customer Developmt.	Low	<ul style="list-style-type: none"> <li>• already big base</li> </ul>
Checkout/ Coll. Dev.	Moderate	<ul style="list-style-type: none"> <li>• because it can't be higher</li> <li>• more bodies</li> </ul>
Staff Alignment	High	
Programs	Moderate	<ul style="list-style-type: none"> <li>• because of needs of demographic</li> <li>• outgrown bldg &amp; parking</li> </ul>
Use of facilities	High	
Partnerships	Low	<ul style="list-style-type: none"> <li>• <del>no need for more</del></li> <li>• not a high priority</li> </ul>
Mktg./Communic	Moderate	<ul style="list-style-type: none"> <li>• solid customer base</li> <li>• new facility would do job</li> </ul>
Consumer Tech	Moderate	need to grow (somewhat)



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### 7.0 Linwood Park

	<u>CITY</u>	<u>LIN</u>	<u>Share</u>
Population	408,418	10,776	2.6%
Customers	122,551	3,602	2.9%
Non-Customers	285,867	7,174	2.5%
Checkouts	947,936	20,487	2.2%
Market Share	30.0%	33.4%	
Market Potential	70.0%	66.6%	
Customer Potential		65.6%	

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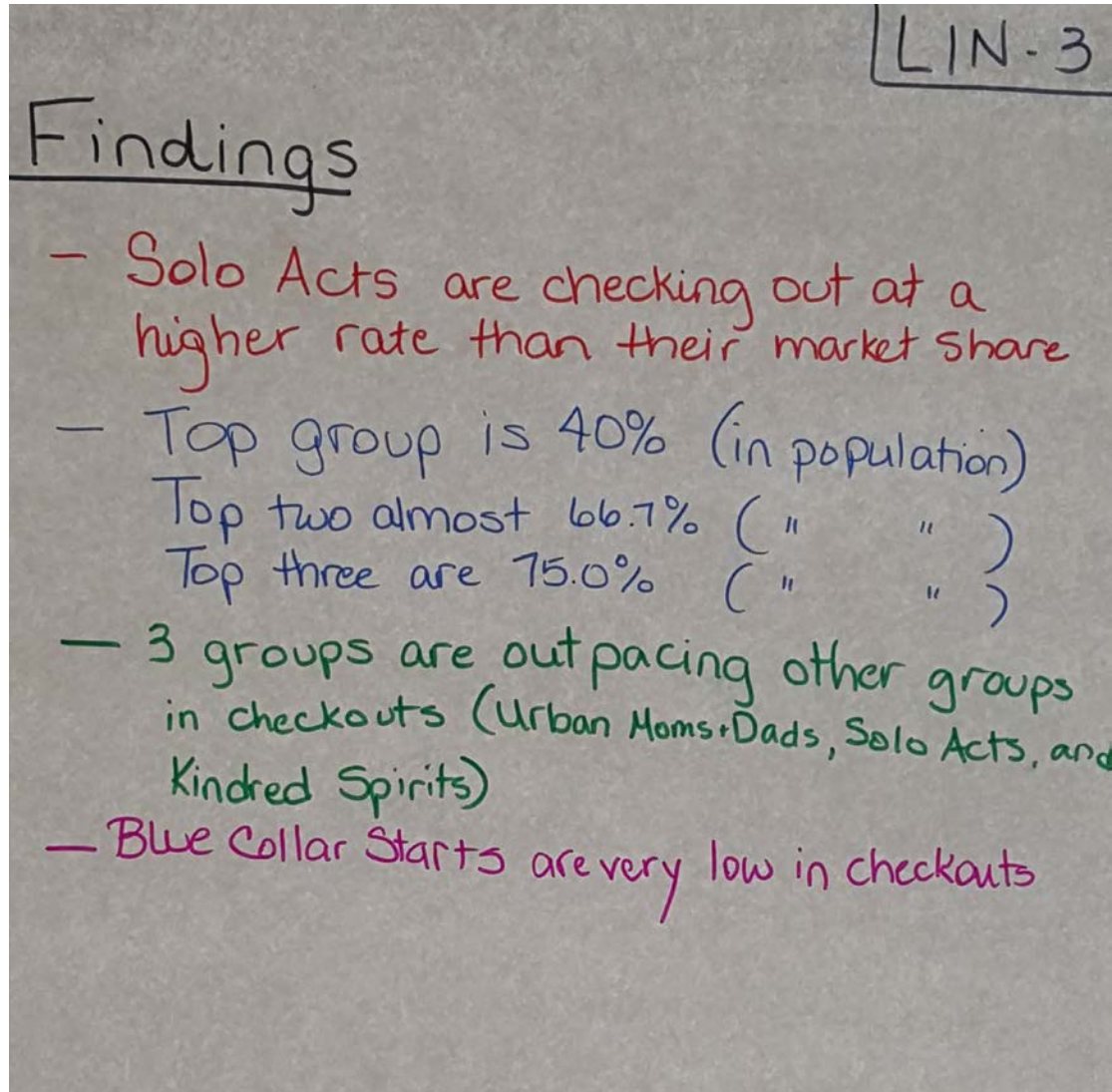
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	Pop.	Cust.	Non-Cust	Check-Outs	Mkt Share	Mkt Potential	Cust. Potential
Urban Moms & Dads	4,314 40.0%	<del>1,466</del> 1,466 40.7%	<del>2,848</del> 2,848 39.7%	9,003 43.9%	34.0%	66.0%	2643.8
Blue Collar Starts	2,748 25.5%	879 24.4%	1,869 26.1%	3,378 16.5%	32.0%	68.0%	173.4
Solo Acts	1,098 10.2%	406 11.3%	692 9.6%	3,556 17.4%	37.0%	63.0%	64.2
Strapped	1,051 9.8%	329 9.1%	722 10.1%	1,809 8.8%	31.3%	68.7%	67.0
White Collar Status	852 7.9%	277 7.7%	575 8.0%	1,187 5.8%	32.5%	67.5%	53.4
Kindred Spirits	713 6.6%	245 6.8%	468 6.5%	1,554 7.6%	34.4%	65.6%	43.4

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Findings

LIN-3

- Solo Acts are checking out at a higher rate than their market share
- Top group is 40% (in population)  
Top two almost 66.7% ( " " )  
Top three are 75.0% ( " " )
- 3 groups are outpacing other groups in checkouts (Urban Moms+Dads, Solo Acts, and Kindred Spirits)
- Blue Collar Starts are very low in checkouts



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| LIN - 4

### Urban Moms & Dads

<u>FACTS:</u>	<u>Between the lines:</u>
age: 20s & 30s	living beyond means
single w/ yg. children (never married or divorced)	in debt (credit cards?)
Income: < \$30k	paycheck to paycheck
high school or less	food stamps
blue collar jobs	not tech savvy
↑ public assistance	Spend a lot on kids (%)
Still enjoy comforts (videogames, food: home delivery, premium beer)	few opportunities (↓ educ.)
foodies - Cornish hen, espresso, Food magazine	little time = convenience
convenience foods	living "in the now"
try to save money (DIY auto repair)	
Buy: kids' clothing & kids' stuff	
like basketball, video games, MTV, Sci-Fi, horror	

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LIN-5

### Blue Collar Starts

Facts:

age: 20s-low 30s  
 married/divorced-single  
 income: < \$30k  
 some high school (few finished)  
 blue collar jobs (construction, maintenance)  
 public assistance  
 convenient, low-cost foods & fast food  
 could have young children  
 fishing, small travel (nat'l park)  
 NASCAR  
 country radio, sci-fi channel  
 buy: clunker car  
 bank on their phones (no computer)  
 little free time  
 ↓ internet use

Between the lines:

not many job prospects  
 work with their hands, manual labor  
 ? make things (crafters)  
 like outdoors - ? camp  
 hard workers  
 handywork (self or others)  
 ? some debt  
 not much \$ for extras  
 hard life  
 prob. watch DVDs (not bks)

### Thematic Statement



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LIN-6

### Solo Acts

#### FACTS:

age: 20s & 30s  
 single w/ lots of kids  
 income: \$30K-40K  
 high school grad &  
 some college  
 white collar jobs  
 (food prep, health care, maint.)  
 ↑ likelihood of being on  
 public assistance  
 ↓ \$ on leisure  
 ↑ \$ on groceries  
 ↑ use of laundromats  
 have cats (or other pet)  
 limited computers in home  
 buy some comp. software  
 like family activities &  
 rely on extended fam for a meal  
 like convenience foods (frozen,  
 instant coffee)  
 available for dating  
 like rock music, BET

#### Between the lines:

free time revolves  
 around kids or  
 extended family  
 buying lots of food =  
 convenience/frozen  
 can be more expensive  
 stressed (buy migraine, dry  
 eye meds; internal med visits)  
 family & caregiving-  
 centric  
 not very techie in  
 home life  
 probably frugal  
 food stamps, earned  
 income tax credit,  
 Medicaid for kids(?)



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LIN-7

Strapped

FACTS:

- age: 30s
- married (some w/kids)  
+ some retirees
- income: ~~\$\$\$~~ < \$30k
- rely on public assistance
- ~~public assistance reliance~~
- high school education
- white & blue collar jobs  
(repair, construction, groundskeeper,  
maint., food prep, health care  
support)
- no frills shopping - sales for basic  
necessities
- easy, inexpensive entertmt. (TV & video  
games)
- groceries: convenient & cheap  
2-3x national avg. for "IGA" stores (not  
large box stores)
- ↓ computers & travel
- hunting & fishing mags., Hallmark channel
- like horror movies
- Hardee's, Dairy Queen, pro wrestling
- depression remedies

Between the lines:

- poor & stressed
- no frills strategies for purchases  
(haven't given up)
- little ability to go to dentist
- prob. have low tech skills  
(no home computers)
- house contains all  
their entertainmt.  
(in TV-based)
- prob. check out movies
- prob. use lib. computers  
? maybe kids books
- would be on free public  
pgms

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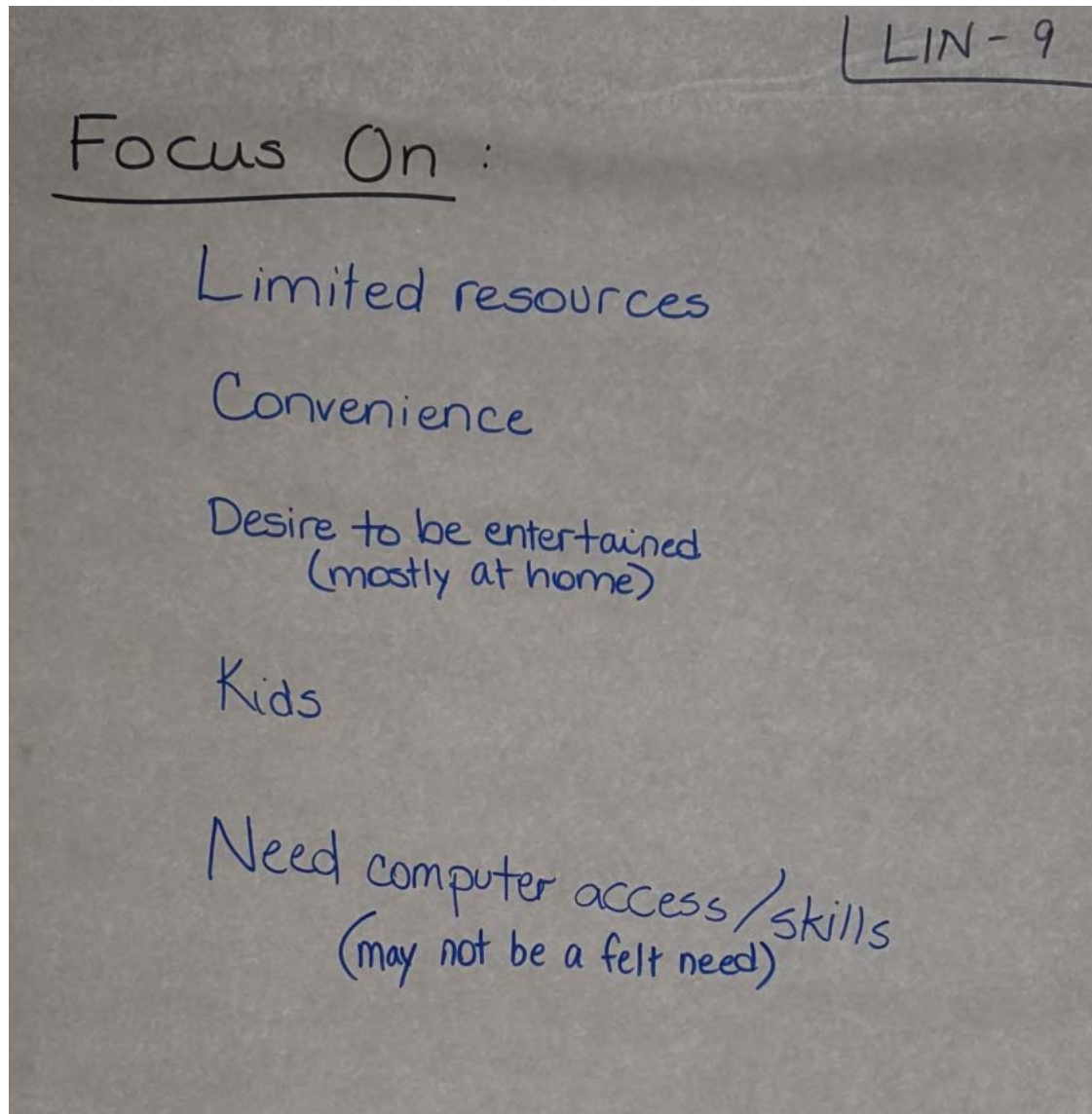
(LIN-8)

<u>Similarities</u>	<u>Differences</u>
all in 20s & 30s predominantly	2 groups have kids
all use public assistance	2 groups not family-cent
most have high school only	Urban M+Ds are living beyond means (food not the others)
all like convenience foods	Blue Collar want to create/DIY rather than ready-made
all except 1 (Urban M+Ds) are staying within budget, saving \$	
all like video games & home entertainment	
many non-computer users	
many had medical issues	
most <del>all</del> living "in the now" not future	

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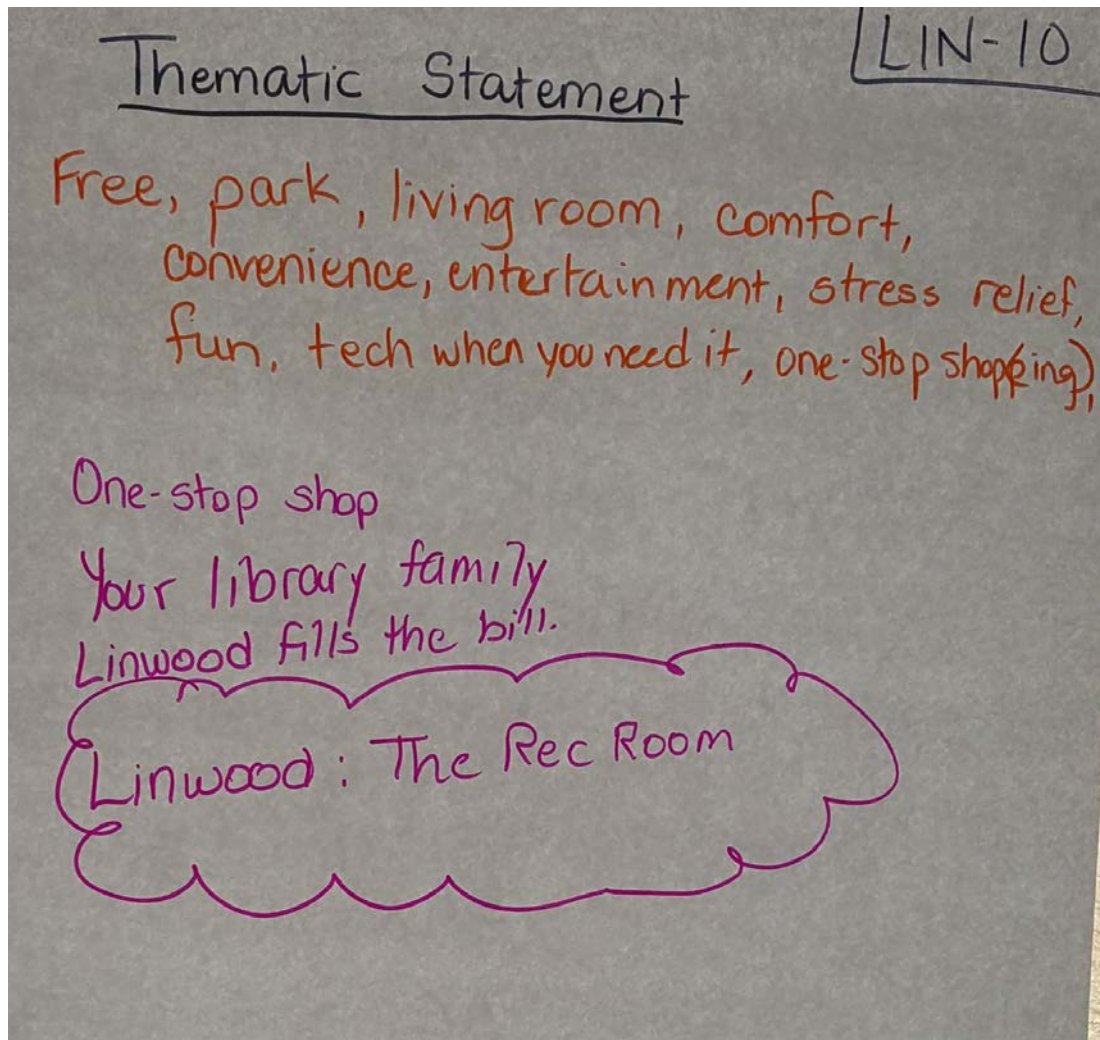




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LIN - 11

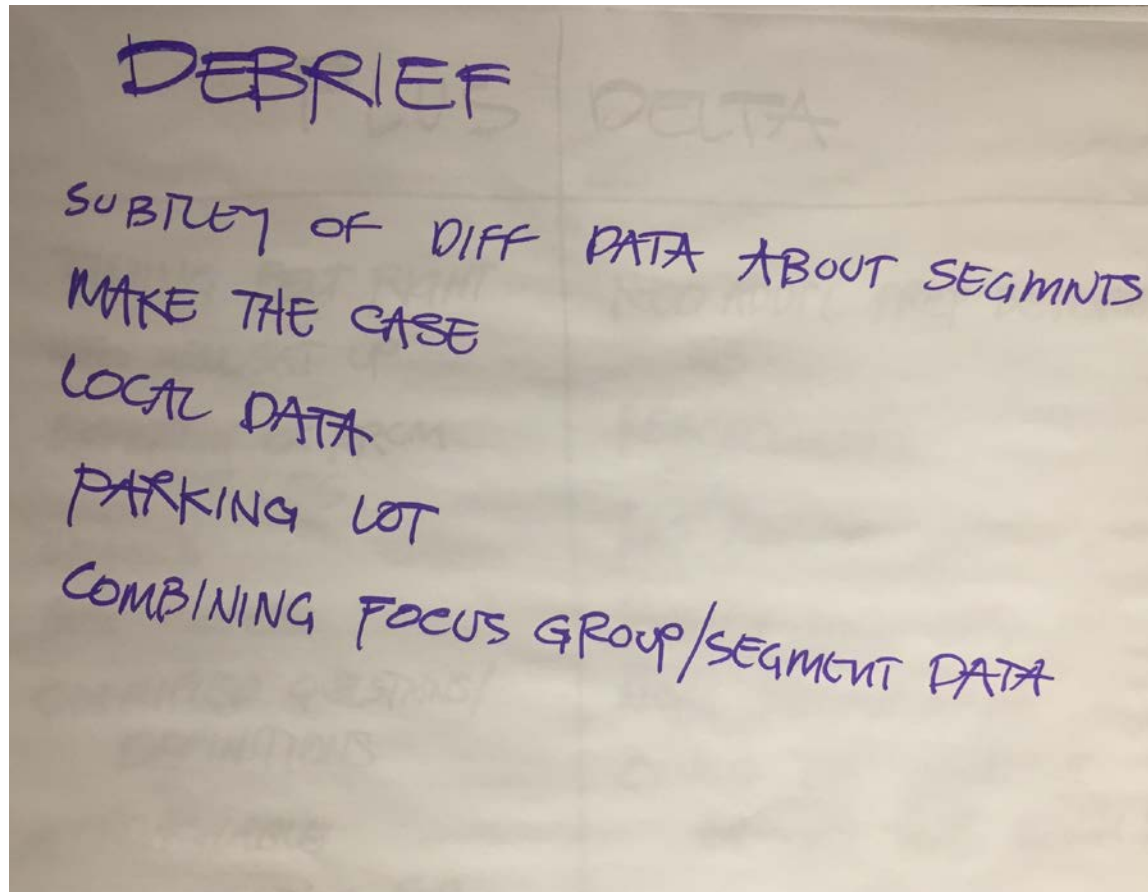
<u>Service Domain</u>	<u>Priorities</u>	<u>Reason</u>
Customer Developmt.	High	Lots of non-users in <del>highes</del> all categories
Staff Alignment	Low	Small facility, usage small, reduced hours
Checkout / Coll. Dev.	High	That's what they want (movies & magazines)
Programs	Moderate	Might like free family programs
Facilities	Low	Exists inside another building; don't spend a lot of time there
Marketing	Moderate	Accessible by traditional media (TV & radio)
Consumer Tech	Low	Already have what they need
Partnerships	Moderate	Want to work more closely with Parks & Rec

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### 8.0 Debrief





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### 9.0 Plus Delta

PLUS	DELTA
<p>TIMING FELT RIGHT</p> <p>INFO WELL SET UP</p> <p>DIFFERENT EX FROM OTHER LIBS</p> <p>SNACKS</p> <p><del>BB'S SOONER</del></p> <p>CLARIFIED QUESTIONS/DEFINITIONS</p> <p>APPROACHABLE</p> <p>GOOD METHOD FOR ABSORBING DATA</p> <p>FOCUS ON PEEPS NOT SERVICES</p> <p>THINK IN <sup>NEW</sup> 1 DIMENSIONS ABOUT CUSTOMERS/POPULATIONS</p> <p>3 GROUPS DOING WESTUMK</p>	<p>NEED ADD'L PREP BEFORE WS</p> <p>RESCHEDULING</p> <p>BB'S SOONER</p> <p>RUSHED SOME SA'S</p> <p>MORE BRANCH REPS</p> <p>COULD DO MULTIPLE GROUPS FOR EACH SA</p>