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### 1.0 Alford

<table>
<thead>
<tr>
<th>Category</th>
<th>City</th>
<th>ALF</th>
<th>Share</th>
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</thead>
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<tr>
<td>Population</td>
<td>408,418</td>
<td>55,412</td>
<td>13.5%</td>
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<tr>
<td>Customers</td>
<td>122,551</td>
<td>16,737</td>
<td>13.7%</td>
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<tr>
<td>Non Customers</td>
<td>285,867</td>
<td>38,675</td>
<td>13.5%</td>
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<tr>
<td>Checkouts</td>
<td>947,936</td>
<td>92,298</td>
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<tr>
<td>Market Share</td>
<td>30.0%</td>
<td>30.2%</td>
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<tr>
<td>Market Potential</td>
<td>70.0%</td>
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<td></td>
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<td>Cust</td>
<td>NonCust</td>
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<td>Urban Moms &amp; Dads</td>
<td>12,579</td>
<td>4,109</td>
<td>8,470</td>
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<tr>
<td></td>
<td>22.7%</td>
<td>24.6%</td>
<td>21.9%</td>
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<tr>
<td>Double Wides</td>
<td>9,304</td>
<td>2,544</td>
<td>6,760</td>
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<tr>
<td></td>
<td>16.8%</td>
<td>15.2%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Sitting Pretty</td>
<td>6,332</td>
<td>1,879</td>
<td>4,453</td>
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<tr>
<td></td>
<td>11.4%</td>
<td>11.2%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Blue Collar Starts</td>
<td>4,836</td>
<td>1,784</td>
<td>3,052</td>
</tr>
<tr>
<td></td>
<td>8.7%</td>
<td>10.7%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Proud Parent</td>
<td>4,317</td>
<td>1,307</td>
<td>3,010</td>
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<tr>
<td></td>
<td>7.8%</td>
<td>7.8%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>
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 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
Urban Moms & Dads

**FACTS:**
- age: 20s & 30s
- single w/ young children (never married/div.)
- income: <$30k
- high school or less
- blue collar jobs
- ↑ public assistance
  - still enjoy comforts (video games, food, home delivery, premium 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"
Double Wides

FACTS:
- Age: 50s
- Married
- Income: $30k-$50k
- High school or less
- White & blue collar jobs
- Live in mobile home parks
- Public assistance
- More yong 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

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 relocate (mobile home) or may NEED to
- On disability
Sitting Pretty

B2 Facts:
- age: 20s, 30s
- married
- college
- 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
Blue Collar Starts

**FACTS:**
- Age: 20s-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 young children
- Fishing, small travel (not far)
- NASCAR, country radio, sci-fi channel
- Buy: clunker car
- Bank on their phones (no computer)
- Little free time
- Few internet use

**Between the lines:**
- Not 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 bikes)
Proud Parents

H3 FACTS:

- Ages 20s-30s
- Low 30s
- Married/Singles
- Income < $30k
- Suburban
- High school or less
- Blue collar jobs
  - Food prep, Hdg 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 programs
- Don't have home computers
- Black Ent. TV (BET)
- Urban radio (25x natl avg)
- Spend: Kids, stuff

Between the lines:

- African Am. or other minority
- Mixed or race marriages
- Really struggling financially
- Life revolves around doing best
  - For their kids
- No time to make improvements
- Daytime = child care for their
  - Young kids (life meaning)
- Not looking to future
- High school moms
- Dropout rate
- Lowest income neighbors
  - May not have transport.
Similarities

- All in 20s & 30s
- Poor ($30K or less)
- Low education levels
- Public assistance
- All tend to have young 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

- Sitting Pretty is an outlier:
  - Income, educ. level
- Urban Moms & Dads:
  - Living beyond means (XBox)
  - Cornish hens, espresso
- Proud Parents seemed
  - ethnically diverse
Focus On:

- Young kids
- Limited resources
- Convenience
- Time saving
- DIY/Crafts
- Needs (tech, educ., jobs)
Workbook

Market Segmentation Workshop
November 17 and 18, 2016

Thematic Statement:

- fulfilling needs
- hope for more @ ALF
- fast, easy, convenient
- "free" @ ALF
- toolbox (lib. as toolbox)
- entertainment
- stress relief
- enjoy life
- oasis / escape ideas
- simple life
- fun
- crafting
- survive & thrive

Your toolbox for
- 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
Fast, easy tools to fuel your day.

Simple & Fast. Fuel your day.

Tools to charge your day.

Tools to power your day.
<table>
<thead>
<tr>
<th>Service Domain</th>
<th>Priority</th>
<th>Reason</th>
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</thead>
<tbody>
<tr>
<td>Customer Development</td>
<td>High</td>
<td>underutilized</td>
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<tr>
<td>Staff Alignment</td>
<td>Moderate</td>
<td>enough staff skill to meet needs</td>
</tr>
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<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Checkout/Coll. Dev.</td>
<td>Moderate</td>
<td>can always improve but still used</td>
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<tr>
<td>Programs</td>
<td>Moderate</td>
<td>need to review strategy</td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilities</td>
<td>Low</td>
<td>already have a great building</td>
</tr>
<tr>
<td>Partnerships</td>
<td>Low</td>
<td>not in a lot of organizations—not very &quot;connected&quot;</td>
</tr>
<tr>
<td>Marketing</td>
<td>High</td>
<td>don't know what we can do for them</td>
</tr>
<tr>
<td>Consumer Tech</td>
<td>Moderate</td>
<td>have some resources but don't want cutting edge</td>
</tr>
</tbody>
</table>
2.0 Angelou

| FACTS | ANG
|---|---|
| **COW** | **ANG**
| pop 408,418 | 16,804
| cust 122,551 | 6,043
| vaut 947,936 | 27,583
| mtg share 30% | 36% |
| mtg pot 70% | 67% |

122.8
<table>
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<tr>
<th>Group</th>
<th>Nub</th>
<th>Met</th>
<th>Shau</th>
<th>Pot</th>
<th>Small More</th>
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<tr>
<td>More</td>
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</table>

<table>
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<tr>
<td>Met</td>
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</tr>
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<td>38.5</td>
<td>37.5</td>
<td>36.1</td>
<td></td>
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<tr>
<td>Pot</td>
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<tr>
<td>More</td>
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**Note**: The handwritten table contains additional notes and calculations but they are not fully legible in the image provided.
Metro Strivers

Facts

AA
20s - low 30s
Single/sports
$30K
Moving between lives-
white collar home
6th grade
Kids

Bet the lines

When $j live it up
Treat yourself
Moving between lifestyles-
Spend it
CNAs, med aide
Looking to improve-
Renters?
Phone/internet
Common samehere/cospace
Jobs? popeye
Workbook
Market Segmentation Workshop
November 17 and 18, 2016

City Core

Facts: African
- 20s-30s
- Annual
- $30k
- Blue collar
- Prepared dinner
- Sports/BB

Bet the lines
- Same as metro strikers
- Exc. blue collar
- Const.
- Janitorial
- Busdriver
- Maint.
thriving

facts
African American Church
white/blue collar secret./police
<30-50K Cosmo
mid 30s clothing design
Single parents
leisure travel gamble AC
2nd pub acct.

bet the lines
more exp. income appearance
treat yourself
older metro strikes
religion

more tech savvy

Stepping into comm. leader positions

Self-improvement
Similarities

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

Diff.

- Diff stages
- income
- public assistance needs
- community leader status

- watch
- attend
- sports
Focus

job search - self-improvement - appearance

1. Kid care - single parents
   homework - computer
   white collar - CNA, S, CMA, RN

2. Theme treat yo self w/ ANG
   improve your life
   step up w/ ANG
<table>
<thead>
<tr>
<th>Cust Dev</th>
<th>Rank</th>
<th>Person/Ang B</th>
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</thead>
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<tr>
<td></td>
<td>High</td>
<td>Connect to metro st.</td>
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<tr>
<td></td>
<td>Low</td>
<td>While collar peeps</td>
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<tr>
<td>Venues + Canvass</td>
<td>Low</td>
<td></td>
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<tr>
<td>Staff alt</td>
<td>Low</td>
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<tr>
<td>Consumer Tech</td>
<td>Mod</td>
<td></td>
</tr>
<tr>
<td>Proms</td>
<td>High</td>
<td>GED/Job Help</td>
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<tr>
<td>Fac. / Partners</td>
<td>Mod</td>
<td>Hours</td>
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<tr>
<td>Mkt.</td>
<td>Mod</td>
<td>Get into community</td>
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3.0 Comotara

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<tr>
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<th>ICT</th>
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<td>Young</td>
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<tr>
<td>MKT Share</td>
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<td>MKT Potential</td>
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<td>Apprentices</td>
<td>Resorts</td>
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<td>V-Outs</td>
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<td>6,572</td>
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<td>41.6%</td>
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<td>58.4%</td>
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<tr>
<td>Cust Po.</td>
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<td>138</td>
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</tbody>
</table>
Findings - Com

Regents want high #s
first two segments make up 2/3 of Cir.
last two segments make up 1/3 of Cir.

High Market Potential.

Customer Potential
Apprentices

Facts
20’s - 30’s
Single
High income, 50k+ (unfamiliar)
College educated
Not investors
Well decorated homes
Weekend getaways (foreign travel)
Video rentals - foreign
Pamper
High End
Like Apple products
Adult Ed.
Cook

BIT the Lines
Disposal Income
Decorating resources
No (few) children
Living the good life
Tallgrass Film Fest
Self-improvement
Fiat drivers
Yuppies/hipsters
Foodies
Upcycle
Regrets

Facts
- 40's (1/3 - 2/3)
- Some college
- 70-90K
- Few children
- Nexus says married
- Financially secure
- Remodels
- Investing
- Gambling/dancing
- High end computers
- Scotch

COM AS

But the 1
- Racine!
- Refined taste
- New York Times reader
- Pet owner
- Putting holds, platters.
Workbook
Market Segmentation Workshop
November 17 and 18, 2016

SWEET LIFE

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

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

A8
WAS A6 COM
Empire Builders

FACTS
40's
Married
90k+
College ed.
White collar
Top ranking neighborhoods
Mgt., sales/profession
Self-employed, interest, dividends
Up above, last age
Traditional families
Skiing (lounging, hot tubs)
Country clubs
Wells Fargo
Big ticket items
Investing over $100K
Brand, high brow

BIT the lines
Low financial worries
Secure
High demand
cliques
Personalized service
States focus
Control
Digital users
Like libraries, may not be heavy users, in general.
Donors
F.O.L.C.?
Workbook
Market Segmentation Workshop
November 17 and 18, 2016

Sims.

All $$
$$ reflects status
Secure
Own homes
High-end
Old $$
All educated
All worldly
Low children rank

Diffs

App no children
Range in age

A 8

com
Focus

Service
Luxe

Convenience
Newer (quality) popular
Cookbooks / DIY
Designs / Decorating
Thematic Statement

We are the gold standard service, on your terms.
Customer High
Check out High
Staff align: mid
Prog.: mid
Facilities: Low
Partners: Low
Marketing: mid

Serv. consum tech.: mid

Let’s have the build a base service or

Customers expect newest of best
4.0 Evergreen

FACTS:

<table>
<thead>
<tr>
<th>COW</th>
<th>EVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop: 408,418</td>
<td>Pop: 27,716</td>
</tr>
<tr>
<td>Cust: 122,551</td>
<td>Cust: 8,515</td>
</tr>
<tr>
<td>Yr. Sales: 947,930</td>
<td>Yr. Sales: 58,960</td>
</tr>
<tr>
<td>Mar. Share: 30%</td>
<td>Mar. Share: 30.7%</td>
</tr>
<tr>
<td>Cust. Potent. 70%</td>
<td>Cust. Potent. 69.3%</td>
</tr>
<tr>
<td>-</td>
<td>46.6</td>
</tr>
<tr>
<td>Segment</td>
<td>Pop</td>
</tr>
<tr>
<td>-------------</td>
<td>------</td>
</tr>
<tr>
<td>Young Fam</td>
<td>4,966</td>
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<tr>
<td>Gray Eminence</td>
<td>3,885</td>
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<tr>
<td>Hard Workers</td>
<td>2,985</td>
</tr>
<tr>
<td>Sitting Pretty</td>
<td>2,106</td>
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</tbody>
</table>
FINDINGS

- Big dip in market share w/sitting pretty
- High market share w/1st 3 sectors
- Huge customer base w/all segments, esp. young families
- Lots of effort will be needed to move customers @ 70% of ICT
- Sitting pretty, performs in Nouts

[Signature] Eves
Sitting pretty

Young Families

**Facts**
- Hispanic radio
- 20s - low 30s
- Married / single
- Young kids (0-6, 75%)
- Lots of dual dads
- Hispanic / ang. public assist.
- High % w/o HS ed (3x)
- Income ?
- Cell phone
- Blue collar jobs
- X-cultural household
- Soccer habits

**Between the lines**
- Present - focused on new Spanish speakers
- Time + money crunch
- Male influence
- Social media - need new tech
- Reach through trad. media
- Need cheap entertainment.
- Might benefit from EDY
- Blue collar jobs
- Pay to pay
- Moms @ home?
Sitting pretty

FACTS

20s - 30s TV
married
kids 0-13
$50-60K
white collar jobs
college educated
avg. spending
Solid citizens

BETWEEN the
lines

in the moment
live their means
keep w/ joneses
travel memories
keep it safe
fit in/teammwork
soccer moms

B4
EVE 4B
gray eminence

facts drive an old's
- aging ppl
- retirees/widows/ers
- white collar
- middle class
- former managers
tv talks
- $50-60k readers
- religious and charity minded
- health conscious
- coffee + big boy
- mod tech savvy
- romance cooking
dry

between the lines
- settled/established
- have $ but frugal except for
- like house proud
- cat ladies
- possibly traditionalists
- conservative more than
- facebook 4 family and cat fans
- socially active
- Sr. Med types
- future focused but living life
-
hard workers

facts

- Most kids 10-14
- Hispanic American
- 20s med. age
- Single, $+30s-40s
- Blue collar
- Public assist.
- > HS ed. 3x rate
- Avg. single parents
- Convenience foods & 4 kids
- Own computers
- Hispanic radio/telemundo
- Ø time to chill
- Ø use banks
- Urban tribe
- Farm locally?

between the lines

- Younger 19-20ish
- DREAMers
- Tired - Shift workers
- Need no 4 tech
- Ø to Ø life
- Speak Spanish in home
- Stay fashionable
- Ø stress
- Caring well 4 kids
- Ø travel
- Urban tribe
- Farm locally?
**Similarities**
- Kids ÷ 16 exp.
- DIY ethic
- Family dedication
- Religion/culture minded
- Young fam + hand workers
- Sitting pretty + gray eminence
- Traditional fams
- Fashion + appearance (stay on trend)

**Differences**
- Culture differences
- Income variances
- Hispanic vs. Anglo fams
- Education levels
- Leisure life vs. busy fams
- Tech. ownership + usage
- Language / culture
- Oral vs. written culture
- Literacy levels
Focus Ideas

B2G club aspect - off-site opportunities
leisure vs. practicality = D14 pgms.
Hispanic families provide tech
busy families meet you where you are:
trust, safety, community
Staff can help in your language
welcoming
community

Evergreen - living room

safe, warm, welcome, secure

un lugar para todos, hogar, can seguridad

a wonderful surprise, future, learning

trust, relationships, part of the family, discovery place
always family

every community
every family
every body/person
evergreen

Siempre comunidad
Siempre familia
Siempre tú
Evergreen
Every community
Every family
Everybody
Evergreen

Siempre comunidad
Siempre familia
Siempre tío
Evergreen
<table>
<thead>
<tr>
<th>Service Priorities</th>
<th>Rank</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cust Dev</td>
<td>high</td>
<td>Connect deeply w cust. when they are new/outreach + long.</td>
</tr>
<tr>
<td>V outs + Coll Dev</td>
<td>moderate</td>
<td>Keep improving but don’t radically change</td>
</tr>
<tr>
<td>Staffing</td>
<td>high</td>
<td>Building relationships all should get ses.</td>
</tr>
<tr>
<td>Consumer Tech</td>
<td>low</td>
<td>Adequate for current needs</td>
</tr>
<tr>
<td>PGMs</td>
<td>moderate</td>
<td>Offer more in Spanish</td>
</tr>
<tr>
<td>Facilities</td>
<td>moderate</td>
<td>DIY to appeal x-category intergenerational</td>
</tr>
<tr>
<td>Partnerships</td>
<td>moderate</td>
<td>Reevaluate space use to create diff. use - quiet &amp; loud</td>
</tr>
<tr>
<td>Mkt/Comm</td>
<td>low</td>
<td>Connect more deeply to local org</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Already quite active</td>
</tr>
</tbody>
</table>
5.0 Rockwell

<table>
<thead>
<tr>
<th>FACTS</th>
<th>ROC</th>
<th>ROC</th>
</tr>
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<tbody>
<tr>
<td>ICT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pop.</td>
<td>408,418</td>
<td>97,161</td>
</tr>
<tr>
<td>Cust</td>
<td>122,551</td>
<td>26,320</td>
</tr>
<tr>
<td>Non-Cust</td>
<td>285,867</td>
<td>70,835</td>
</tr>
<tr>
<td>VOuts</td>
<td>947,936</td>
<td>248,995</td>
</tr>
<tr>
<td>Mkt. Share</td>
<td>30%</td>
<td>27.1%</td>
</tr>
<tr>
<td>Mkt. Potential</td>
<td>782</td>
<td>72.9%</td>
</tr>
<tr>
<td>Cusl. Potential</td>
<td>N/A</td>
<td>17.9</td>
</tr>
<tr>
<td>Segments</td>
<td>Great Generations</td>
<td>Urban</td>
</tr>
<tr>
<td>----------</td>
<td>-------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Pop</td>
<td>14,211</td>
<td>12,723</td>
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<tr>
<td>Cusl.</td>
<td>2,677</td>
<td>4,144</td>
</tr>
<tr>
<td>N-Cusl.</td>
<td>11,534</td>
<td>8,579</td>
</tr>
<tr>
<td>VOuts</td>
<td>27,395</td>
<td>32,519</td>
</tr>
<tr>
<td>Mkt Sh.</td>
<td>1.88%</td>
<td>32.6%</td>
</tr>
<tr>
<td>Mkt Po.</td>
<td>81.2%</td>
<td>67.4%</td>
</tr>
<tr>
<td>Cusl Po.</td>
<td>118.7</td>
<td>88.3</td>
</tr>
</tbody>
</table>
FINDINGS - ROC

1/4 of total ICT Pop.

Votes slightly 4 than pop share

Customer share is low.

55% of segments in top 5

Holy smokes we have a lot of segments

Lents of diversity

GtG. is underperforming

Opportunity to ↑ GtG. mkt. share

Urban M&D have a high % of votes
GREAT GENERATIONS

FACTS

30s
married
$70-90,000
College grad
Have # of children
Consumerism as hobby
Variety of "media/news"
3,000-6,000 on foreign travel

BIT THE LINES

Disposable income
Suburban
College Hill
Private school
Soccer mom/
Helicopter parents
Apple brands
Minimalism
Sci-fi
Travel

ROC AH
**Urban Moms & Dads**

**Facts**
- Single parents
- 30k/year
- Public assistance
- 20s - low 30s
- High rate of divorce
- Never married
- Average: Haven't fin HS
- Young children
- Low-paying jobs
  - Fast food
- Convenience food
- Video games/music
- Horror films

**Bit the lines**
- Need access to tech
- High media use
- 3-ingredient meals
- Convenience
- Bring children
- Might have fines
- Need child care
- Rely on friends for support
  - No cable
  - Payday loans
  - No reliable transportation
Educated Earners

Facts
- College ed
- Low incomes
- White collar
- Single parents
- Internet savvy
- 20's - 30's
- Read 7+ books a yr
- Canvas shoes

3rd the lines
- Hipsters
- Thrift stores
- Proud of L13 use
- Will tweet it
- Tattooed
- No pay TV
- Netflix, Hulu
SITTING PRETTY

FACTS

• Higher-end payscale of mid-level jobs (50-60,000)

• Some college

• Married

• Religious, clubs, entertainment

• Drive low-end import

• Interested in home office furniture

• Strive to be solid citizens

BIT THE LINES

• Interested in family activities

• Financially stable but not wealthy

• Aspirational for their kids

• Some disposable income

• 20s-30s

• 0-13 yo kids
Marquis

Facts

40's - Average married

Rich 70-90K/dividends/ investing

Col educated white collar

$5K domestic trips/abroad

Knitters

Chain steak houses/daytime TV

Luxury cars

B/H

Interested in

Money/Investing

Own Homes

Someone else works on them

High end Toys

Specialty stores

Friends Mbr.

High service expect when needed
**Workbook**

Market Segmentation Workshop  
November 17 and 18, 2016

```
SIMILARITIES

- kids
- travel
- college (some)
- tech savvy
- convenience
- cooking

DIFFERENCES

- wide range of incomes
- UMD - no travel
- UMD - < hs
- Some racial diversity
- consumer habits
- transportation needs
- reading tastes

>(escapism) → nothin'  
```
Focus

- Diversity/broad-based
- Short on-time
- Value convenience
- Kids
- Tech savvy
- Lib as retail
- Browsers
All Your Tastes in One Place!
<table>
<thead>
<tr>
<th>Service Domain</th>
<th>Ranking</th>
<th>Reason for Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Development</td>
<td>High</td>
<td>To increase market share</td>
</tr>
<tr>
<td>Checkout/Collection</td>
<td>High</td>
<td>To attract more diverse customers</td>
</tr>
<tr>
<td>Staff Alignment</td>
<td>Mid</td>
<td>To change atmosphere, increase base</td>
</tr>
<tr>
<td>Programs</td>
<td>Mid</td>
<td>To support collection &amp; customer dwell</td>
</tr>
<tr>
<td>Facilities</td>
<td>Mid</td>
<td>Change atmosphere to retail/browsing environment</td>
</tr>
<tr>
<td>Partnerships</td>
<td>Low</td>
<td>Will follow development of customer base</td>
</tr>
<tr>
<td>Marketing/Communication</td>
<td>Mid</td>
<td>To support collaborative customer dwell</td>
</tr>
<tr>
<td>Consumer Tech</td>
<td>Low</td>
<td>Most customers already have their own tech</td>
</tr>
</tbody>
</table>
## 6.1 Westlink Table A

<table>
<thead>
<tr>
<th>FACTS</th>
<th>WES</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pop. 408,418</td>
<td>847,337</td>
<td>20.8%</td>
</tr>
<tr>
<td>Cust. 122,551</td>
<td>24,311</td>
<td>19.8%</td>
</tr>
<tr>
<td>Non-cust. 285,867</td>
<td>60,520</td>
<td>21.2%</td>
</tr>
<tr>
<td>Checkouts: 947,936</td>
<td>256,145</td>
<td>27.0%</td>
</tr>
<tr>
<td>Mkt. Share 36%</td>
<td>28.7%</td>
<td></td>
</tr>
<tr>
<td>Mkt. Potential 70%</td>
<td>71.43%</td>
<td></td>
</tr>
<tr>
<td>Cust. Potential N/A</td>
<td>29.7%</td>
<td></td>
</tr>
<tr>
<td>Segments</td>
<td>Sitting Pretty</td>
<td>Sublime Suburbia</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Pop Share</td>
<td>11,257</td>
<td>11,082</td>
</tr>
<tr>
<td>Cnt Share</td>
<td>3,535</td>
<td>3,292</td>
</tr>
<tr>
<td>N-Cnt Share</td>
<td>7,722</td>
<td>7,190</td>
</tr>
<tr>
<td>Vouts Share</td>
<td>46,160</td>
<td>38,521</td>
</tr>
<tr>
<td>Mkt Sh.</td>
<td>31.42%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Mkt Po.</td>
<td>68.6%</td>
<td>74.8%</td>
</tr>
<tr>
<td>Cust Po.</td>
<td>91.8%</td>
<td>91.8%</td>
</tr>
</tbody>
</table>
FINDINGS - WES

Wes is 1/5th of pop
Wes is 30% of vouts.
50% of pop is in top 5 segments
"Charmed Life" -> highest customer potential
Sweet Life has higher vout than Ed. Earners, the pop is =.
Charmed Life is underperforming
55% of customers from top 5
56% of non-customers from top 5
45% of vouts from top 3.
1/3 from top 2.
FACTS

• Higher-end payscale of mid-level jobs (50k - 60k)
• Some college
• Married
• Religious, clubs, entertainment
• Drive low-end imports
• Interested in home office furniture

BIT THE LINES

• Interested in family activities
• Financially stable but not wealthy
• Aspirational for their kids
• Some disposable income

• Strive to be solid citizens
• 20s - 30s
• 0-13 yo kids
Workbook
Market Segmentation Workshop
November 17 and 18, 2016

**Facts**
- 30s
- No kids
- Low income stretches
- Married
- "Average"
- Investment
  - Track online
- Fast food & family chains
- Home remodeling
- Stocked cupboards
  - High-end groceries
- Self-help & Mysteries
  - SUVs & mysteries

**B/T THE LINES**
- Foodies
- Travel - foreign & domestic
- Disposable income
- Traditional
- IT/gaming
- Animal lovers
- Middle of the road
- Murica!
CHARMED LIFE

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

BIT THE LINES
- Facebook/Insta
- Social Media
- PTA
- Brand-loyal
- Lifestyle brands
- NPR people
- Oprah
EDUCATED EARNERS

FACTS
- college educated
- low income
- white collar
- single parents
- Internet savvy
- 20s-30s
- read 7+ books/year
- canvas shoes

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

Market Segmentation Workshop
November 17 and 18, 2016

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

BIT THE LINES
- Secure
- McMansions
- Self-Improvement
- Networking
- High-end brands
- Community-minded
- High expectations
**Workbook**

Market Segmentation Workshop
November 17 and 18, 2016

**Similarieties**
- 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
Focus

- **AGE**
- **FAMILY**
- **TECH & MEDIA SAVVY**
- **EDUCATION - ATTAINMENT OF**
- **CONSUMERISM**
  - **TRAVEL**
  - **BRAND LOYALTY/STATUS**
- **SELF-IMPROVEMENT**
- **ECONOMIC APPEAL OF LIBRARY**
- **CONVENIENCE**
- **COMMUNITY VALUE**
Workbook

Market Segmentation Workshop
November 17 and 18, 2016

- We Go Where You Go
- We Go Where Your Family Goes
- Expand Your World Passport
- Your Ticket to Excellence
- Westlink Is Your Link
  - to Enrichment
  - to Knowledge
  - to Understanding

- Westlink Is Your Life Link
  - to Your Future
  - to Achievement
  - to Success
  - to Entertainment
  - to Opportunity

- Your Library
- Your Community
- Your World
<table>
<thead>
<tr>
<th>Service Domain</th>
<th>Ranking</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Development</td>
<td>High</td>
<td>Important to reach non-customers</td>
</tr>
<tr>
<td>Checkouts/Collection</td>
<td>Mid</td>
<td>Target customers in popular collections</td>
</tr>
<tr>
<td>Development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff Alignment</td>
<td>Low</td>
<td>We have a high competency level to support existing &amp; new programs</td>
</tr>
<tr>
<td>Programs</td>
<td>Mid</td>
<td>Target programs to customers we're not reaching</td>
</tr>
<tr>
<td>Facilities</td>
<td>Low</td>
<td>Not much ability to change right now</td>
</tr>
<tr>
<td>Partnerships</td>
<td>Mid</td>
<td>Will build customer base</td>
</tr>
<tr>
<td>Marketing/Communication</td>
<td>High</td>
<td>We have great resources, too many don't know about it</td>
</tr>
<tr>
<td>Consumer Tech</td>
<td>Mid</td>
<td>We want to stay relevant to existing &amp; new customers</td>
</tr>
</tbody>
</table>
6.2 Westlink Table B

<table>
<thead>
<tr>
<th>FACTS - jurisdiction</th>
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<tbody>
<tr>
<td>city of wichita</td>
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<td>Wes</td>
</tr>
<tr>
<td>Pop. - 408,418</td>
</tr>
<tr>
<td>Cust. - 122,551</td>
</tr>
<tr>
<td>Outs. - 947,936</td>
</tr>
<tr>
<td>Mkt. Share - 30%</td>
</tr>
<tr>
<td>Mkt. Potential - 70%</td>
</tr>
<tr>
<td>Cust. Potential - 29.7%</td>
</tr>
</tbody>
</table>

| 208 | 84,837  |
| 198 | 24,311  |
| 271 | 256,145  |
| 28.7% | 71.3%  |
| 29.7% | 71.3%  |
## Market Segmentation Workshop

### November 17 and 18, 2016

<table>
<thead>
<tr>
<th>Segment</th>
<th>Population</th>
<th>Customers</th>
<th>Mkt. Share (customers / pop x100)</th>
<th>Mkt. Potential (norm/cust / pop x100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sitting Pretty</td>
<td>11,257</td>
<td>3535</td>
<td>41.6%</td>
<td>68.6</td>
</tr>
<tr>
<td>Sublime Suburb</td>
<td>11,082</td>
<td>3992</td>
<td>36.8%</td>
<td>70.3</td>
</tr>
<tr>
<td>Charmed Life</td>
<td>10,952</td>
<td>2758</td>
<td>25.2%</td>
<td>71.8</td>
</tr>
<tr>
<td>Educated Earned</td>
<td>16,929</td>
<td>19,321</td>
<td>11.5%</td>
<td>72.1</td>
</tr>
<tr>
<td>Sweet Life</td>
<td>16,929</td>
<td>17,699</td>
<td>8.2%</td>
<td>74.5</td>
</tr>
</tbody>
</table>

Customer Potential:

- Sitting Pretty: 91
- Sublime Suburb: 91.8
- Charmed Life: 91.4
- Educated Earned: 58.9
- Sweet Life: 60.8
Findings

1/5 of population/customers

3/10 Vouts 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% of Vouts
sitting pretty

FACTS

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

BETWEEN the LINES

in the moment
live up to their means
keep up with joneses
travel / memories
"keep it safe"
fit in / teamwork
soccer moms
"time crunch"
**Workbook**

Market Segmentation Workshop
November 17 and 18, 2016

---

**Sublime Suburbia**

**FACTS**

- 30s
- married
- pets
- Ø kids
- $50-70k
- travel
- investors - moderate
- college / blue collars
- boats / country / ice hockey

**BETWEEN THE LINES**

- Watch cooking shows
- pet's > kids
- prime of life - ?
- reality escapism
- Could be older than avg.

- NY
- retirement (2)
- foodies
CHARMED LIFE

FACTS
- 20s-30s
- married
- 2nd home
- time-sharing
- $50-60k
- some college
- kids 0-18
- Disney
- Norman Rockwell
- ski/bike/hike
- delta fluency
- CNET
- techies
- on-the-go
- family
- makers
- NOT $AVERS
- social media

LIFE
- 30s-40s
- parents
- 2nd home
- leisure
- museums
- fine art
- golf
- social
- Piper Cessna
- SEDAN
-噴火
- global

BET/LINES
- outdoorsy
- culture
- cont'd ed
- active
- learners
- family memory makers
- makers-spenders
- NOT $AVERS
- social media
- shrewd
educated earners

FACTS

- More than some college
degree
- White collar
- Movie/music
- 30s - 40k
- Motocross
- Baseball
- Single parents
- Never married
- Mexican
- Computer use
- Chat (2x)
- Fancy beer
- ESPN/CMN
- Foreign travel
- Casual wear
- AM radio

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 be
- Busy / on the go
sweet life

FACTS

20s - low 30s
married
$ 70-90k
urban/white collar
educated /college
1+ kids 0-6
$ interest /dividends
computer + club stores

BETWEEN THE LINES

investors +
travel
apple ppl
entrepreneur
makers - innovative

B8
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November 17 and 18, 2016

**Similarities**

- 40
- Married
- College
- College above poverty line
- Active lives
- Travel
- Busy
- Kids

**Focus**

- Boundaries of interaction
- "Safe" vs. risk-takers
- Techies vs. users
- Kids vs. pets
- Appearances vs. experience
- Future Sr. Wads
- Hands-on vs. consumers
- Free time varies
- Different investment foci
- Not all "readers"
- Religious practice
CHosen Focus

providing lifelong learning experiences

• youthful families
• foodies
• travel-wanderlusters
• DIY-ers
• financial literacy

BIO

diverse

use technology to deliver services (time crunch)
your community, your world @ Westlink
experience engage rejuvenate
check in & check out (or never)
we are family (4 ppl w/no $$)
cook up our experience, hook up?
life long learning, busy lifestyles
We are family

elevate your family experience

@ Westlink (within reason)

Check in @ Westlink, check out experience

your world on fleek

It's lit @ Westlink out of bounds - we

Checkin, link up, experience Westlink

Invest in your experience

Plug in, link up, check out Westlink

Best experience

line your biggest life & wins
Start a journey —
EXPERIENCE WESTLINK
<table>
<thead>
<tr>
<th>SVC Domain</th>
<th>Primly</th>
<th>Reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer</td>
<td>Low</td>
<td>ppl already visit plenty will naturally grow w/other development</td>
</tr>
<tr>
<td>Development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vouts - Coll. dev</td>
<td>Low</td>
<td>already solid will also grow w/more traffic</td>
</tr>
<tr>
<td>Staff alignment</td>
<td>Mod</td>
<td>need learning &amp; dev. to equip staff to do awesome programs. GAIN SKILLS</td>
</tr>
<tr>
<td>Programs</td>
<td>High</td>
<td>get staff placed who do aways programs.</td>
</tr>
<tr>
<td>Consumer tech.</td>
<td>Mod</td>
<td>these people want experience must expand &amp; a kind of programs.</td>
</tr>
<tr>
<td>Facilities</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Partnerships</td>
<td>Mod</td>
<td></td>
</tr>
<tr>
<td>Mktg / Comm.</td>
<td>Max</td>
<td></td>
</tr>
</tbody>
</table>

**Support techy programs & related stuff**
- help connected partners communicate
- place to do experiences
- funding for all the ppl once
- specialty equipment

Correct in community to export
- use staff connections
- offer specialized programs
- supplement staff
- encourage social media document
- BY partners to entice others
6.3 Westlink Table C

<table>
<thead>
<tr>
<th>Population</th>
<th>408,418</th>
<th>CITY 84,837</th>
<th>21%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers</td>
<td>122,551</td>
<td>24,311</td>
<td>20%</td>
</tr>
<tr>
<td>Non-Customers</td>
<td>285,867</td>
<td>60,526</td>
<td>21%</td>
</tr>
<tr>
<td>Checkouts</td>
<td>947,936</td>
<td>256,145</td>
<td>27%</td>
</tr>
<tr>
<td>Market Share</td>
<td>30.0%</td>
<td>28.7%</td>
<td></td>
</tr>
<tr>
<td>Market Potential</td>
<td>70.0%</td>
<td>71.3%</td>
<td></td>
</tr>
<tr>
<td>Customer Potential</td>
<td>29.7%</td>
<td>18 segs.</td>
<td></td>
</tr>
<tr>
<td>Segment</td>
<td>Pop</td>
<td>Cust.</td>
<td>Non-Cust.</td>
</tr>
<tr>
<td>---------------</td>
<td>------</td>
<td>-------</td>
<td>-----------</td>
</tr>
<tr>
<td>Sitting Pretty</td>
<td>11,257</td>
<td>3,535</td>
<td>7,722</td>
</tr>
<tr>
<td>Sublime Suburbia</td>
<td>11,082</td>
<td>3,292</td>
<td>7,790</td>
</tr>
<tr>
<td>Charmed Life</td>
<td>10,952</td>
<td>2,758</td>
<td>8,194</td>
</tr>
<tr>
<td>Educated Earners</td>
<td>6,929</td>
<td>1,932</td>
<td>4,997</td>
</tr>
<tr>
<td>The Sweet Life</td>
<td>6,929</td>
<td>1,769</td>
<td>5,160</td>
</tr>
</tbody>
</table>
Findings

- One building serves 20% of the population.
- This service area checks out 27% of total.
- Lot of room for growth.
- Educated Earners checkout less than their percentage of population (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.
Sitting Pretty

82 Facts:
- Age: 20s, 30s
- Married
- College
- White collar
- 2 incomes
- Might have young 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
Sublime Suburbia

**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
- disposable income is high for education level (no kids)
- starting to think about retirement
- worried about money
- credit card debt
- like vacationing
- politically concerned
Charmed Life

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
Educated Earners

**FACTS**

- Age: 20-30s
- FamStat: Single
- Income: $30-50K
- Location: Suburban
- Education: College
- Occupation: White collar (mgmt, sales, office)
- Lower divorce rate
- Kids under age 6
- Heavy into media (high variety)

**Between the lines:**

- Prob. have student loans
- Eating in bars, wanting to meet people
- Experience seekers
- Diverse interests
- Want to fill nights & weekends
- Mobile - prob. renters
The Sweet Life

FACTS:
20s - low 30s
married
income $70-90k
College degree
white collar professional
high # of children 0-6
invest money
live Amer. dream
like to travel
eat out

Between the lines:
* Young Professionals, Jr. League
* stay at home parent
* home owners
* digital shopping
* international, world experience
**Workbook**

Market Segmentation Workshop  
November 17 and 18, 2016

---

<table>
<thead>
<tr>
<th><strong>Similarities</strong></th>
<th><strong>Differences</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>age: 20s - 30s</td>
<td>Educ. Earners are only ones single</td>
</tr>
<tr>
<td>mostly married</td>
<td>Sublime Suburbia is only one with high school only</td>
</tr>
<tr>
<td>all white collar</td>
<td>Educ. Earners are more open to new experiences, diverse ideas</td>
</tr>
<tr>
<td>most have college (3 w/ degrees)</td>
<td>Educ. Earners live in &quot;apartment row&quot;</td>
</tr>
<tr>
<td>incomes: $50k-$70k</td>
<td></td>
</tr>
<tr>
<td>most have kids like travel</td>
<td></td>
</tr>
<tr>
<td>most are home owners</td>
<td></td>
</tr>
<tr>
<td>most like technology</td>
<td></td>
</tr>
<tr>
<td>most have high disposable income</td>
<td></td>
</tr>
</tbody>
</table>
Focus On:

- Families with kids
- Young Adults (20s-30s)
- Technology rich
- Disposable income
- Consumers
Growing together
Exploring the world...
Discover...
Together,
X Spend more with us.
Maximize your potential
Affording the good life
Experience the good life
Toward the future...
The good life for all
(diversity: races, sex, ages)
→ Building
Encourage
Bldg. the future
Improve
Build a good life
Build a better future
Create
Make things happen
Experience the good life

Make things happen

Create the future

Engaged

Live now

Explore Possibilities

Collect experiences

Enjoy today; create tomorrow

Seize

Grab

Seize today; discover possibilities; create tomorrow
<table>
<thead>
<tr>
<th>Customer Development</th>
<th>Low</th>
<th>• already big base</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• because it can't be</td>
</tr>
<tr>
<td></td>
<td></td>
<td>higher</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• more bodies</td>
</tr>
<tr>
<td>Checkout/ Coll, Dev.</td>
<td>Moderate High</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• because of needs of</td>
</tr>
<tr>
<td></td>
<td></td>
<td>demographic</td>
</tr>
<tr>
<td>Staff Alignment</td>
<td>Moderate High</td>
<td>• outgrown bldg &amp; parking</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• not a high priority</td>
</tr>
<tr>
<td>Programs</td>
<td>Low</td>
<td>• solid customer base</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• need for growth in</td>
</tr>
<tr>
<td></td>
<td></td>
<td>new facility would do</td>
</tr>
<tr>
<td>Use of facilities</td>
<td>High</td>
<td>• need to grow (somewhat)</td>
</tr>
<tr>
<td>Partnerships</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mktg./Commun</td>
<td>Moderate</td>
<td></td>
</tr>
<tr>
<td>Consumer Tech</td>
<td>Moderate</td>
<td></td>
</tr>
</tbody>
</table>
### 7.0 Linwood Park

<table>
<thead>
<tr>
<th>Category</th>
<th>CITY</th>
<th>LIN</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>408,418</td>
<td>10,776</td>
<td>2.6%</td>
</tr>
<tr>
<td>Customers</td>
<td>122,551</td>
<td>3,602</td>
<td>2.9%</td>
</tr>
<tr>
<td>Non-Customers</td>
<td>285,867</td>
<td>7,174</td>
<td>2.5%</td>
</tr>
<tr>
<td>Checkouts</td>
<td>947,936</td>
<td>20,487</td>
<td>2.2%</td>
</tr>
<tr>
<td>Market Share</td>
<td>30.0%</td>
<td>33.4%</td>
<td></td>
</tr>
<tr>
<td>Market Potential</td>
<td>70.0%</td>
<td>60.6%</td>
<td></td>
</tr>
<tr>
<td>Customer Potential</td>
<td>65.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pop.</td>
<td>Cust.</td>
<td>Non-Cust</td>
</tr>
<tr>
<td>---------------------------</td>
<td>------</td>
<td>-------</td>
<td>----------</td>
</tr>
<tr>
<td><strong>Urban Moms &amp; Dads</strong></td>
<td>4,314</td>
<td>40.0%</td>
<td>1,466</td>
</tr>
<tr>
<td><strong>Blue Collar Starts</strong></td>
<td>2,748</td>
<td>25.5%</td>
<td>879</td>
</tr>
<tr>
<td><strong>Solo Acts</strong></td>
<td>1,098</td>
<td>10.2%</td>
<td>406</td>
</tr>
<tr>
<td><strong>Strapped</strong></td>
<td>1,051</td>
<td>9.8%</td>
<td>329</td>
</tr>
<tr>
<td><strong>White Collar Status</strong></td>
<td>852</td>
<td>7.9%</td>
<td>277</td>
</tr>
<tr>
<td><strong>Kindred Spirits</strong></td>
<td>713</td>
<td>6.6%</td>
<td>245</td>
</tr>
</tbody>
</table>
Findings

- 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
Urban Moms & Dads

FACTS:
- age: 20s & 30s
- single w/yg. children (never married or divorced)
- income: < $30K
- high school or less
- blue collar jobs
- ↑ public assistance
- still enjoy comforts (videogames, food/home delivery, premium beer)
- foodies - Cornish hen, espresso, Food magazine, convenience foods
- try to save money (DIY auto repair)
- buy: kids' clothing & kids' stuff
- like basketball, video games, MTV, Sci-Fi, horror

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"
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 (not large)
- 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
- Like outdoors - ? camp
- Hard workers
- Handywork (self or others)
- ? Some debt
- Not much $ for extras
- Hard life
- Prob. watch DVDs (not bks)
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)

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 meds)
- Family & caregiving-centric
- Not very techie in home life
- Probably frugal
- Food stamps, earned income tax credit, Medicaid for kids?
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, maintenance, food prep, health care support)
- no frills shopping - sales for basic necessities
- easy, inexpensive entertainment (TV & video games)
  groceries: convenient & cheap
  2-3x national avg. for "IGA" stores (not large box stores)
- with 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 purchase
- haven't given up
- little ability to go to dentist
- prob. have low tech skills
  - no home computers
  - house contains all
  - their entertainment
    (in TV-based)
  - prob. check out movies
  - prob. use lib. computers
- would be on free public
  - pgms
**Similarities**

- All in 20s & 30s predominantly
- All use public assistance
- Most have high school only
- All like convenience foods
- 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 living “in the now”, not future

**Differences**

- 2 groups have kids
- 2 groups not family-cons
- Urban M+Ds are living beyond means (food)
- Blue Collar want to create/DIY rather than ready-made
Focus On:

Limited resources
Convenience
Desire to be entertained (mostly at home)
Kids
Need computer access/skills (may not be a felt need)
Thematic Statement

Free, park, living room, comfort, convenience, entertainment, stress relief, fun, tech when you need it, one-stop shopping.

One-stop shop

Your library family

Linwood fills the bill.

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

DEBRIEF

SUBTEXT OF DIFF DATA ABOUT SEGMENTS
MAKE THE CASE
LOCAL DATA
PARKING LOT
COMBINING FOCUS GROUP/SEGMENT DATA
## 9.0 Plus Delta

<table>
<thead>
<tr>
<th>PLUS</th>
<th>DELTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIMING FELT RIGHT</td>
<td>NEED ADD'T PREP BEFORE WS</td>
</tr>
<tr>
<td>INFO WELL SET UP</td>
<td>RESCHEDULING</td>
</tr>
<tr>
<td>DIFFERENT EX FROM OTHER LIBS</td>
<td>B'S SOONER</td>
</tr>
<tr>
<td>SNACKS</td>
<td>RUSHED SOME SA'S</td>
</tr>
<tr>
<td>B'S SICK</td>
<td>MORE BRANCH REPS</td>
</tr>
<tr>
<td>CLARIFIED QUESTIONS/DEFINITION</td>
<td>COULD DO MULTIPLE GROUPS FOR EACH SA</td>
</tr>
<tr>
<td>APPROACHABLE</td>
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</tr>
<tr>
<td>GOOD METHOD FOR ABSORBING DATA</td>
<td></td>
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<tr>
<td>FOCUS ON PEPS</td>
<td></td>
</tr>
<tr>
<td>NOT SERVICES</td>
<td></td>
</tr>
<tr>
<td>THINK IN DIMENSIONS ABOUT CUSTOMERS/POPULATIONS</td>
<td></td>
</tr>
<tr>
<td>3 GROUPS DOING WESTUMK</td>
<td></td>
</tr>
</tbody>
</table>