SnapShot and Patron Study

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Topeka & Shawnee County Public Library

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1.0 Introduction
1.0 Introduction

1.1 Report Organization

This report is organized as follows:

Chapter 1: Introduction
This chapter is an overall introduction to the study.

Chapter 2: Executive Summary
This chapter is an executive summary.

Chapter 3: Data at a Glance
This chapter is a one page summary of over 20 key demographic indicators comparing Shawnee County, the state of Kansas, and nation.

Chapter 4: Market Profile
This chapter reports on key demographic information including population growth, household growth, homeownership vs. rental housing, household income, population by age, population by race, school enrollment, educational attainment, households by type, households by size, and year householder moved into unit.

Chapter 5: Business Profile
This chapter summarizes the number of businesses by industry category and the number of employees by industry category.

Chapter 6: Consumer Spending Profile
This chapter ranks consumer expenditures by 14 industry recognized categories by household and for the county as a whole, and compares them to a national index (spending potential index). Consumer expenditures are an indicator of consumer interest and concern.

Chapter 7: Patron Profile
This chapter studies patron use patterns including total, youth, adult, and senior open market and market penetration rates, patron concentration, and patron density.

Chapter 8: Checkout Profile
This chapter studies checkout patterns including average checkouts average circulation per patron, circulation density, and total circulation.

Chapter 9: Pxoimity Profile
This chapter studies patron and checkout proximity patterns and analyzes the relationships between patrons, checkouts, distance, and geography.

Chapter 10: Tapestry Lifestyle Segmentation Profile
This chapter provides an analysis of lifestyle segments and the relationship of segments to library use patterns.

Market segmentation is a method of mining and linking data from diverse sources to accurately describe lifestyle characteristics and patron preferences so that the library can tailor services to better meet community needs.

Tapestry is a “next generation” market segmentation system that enables customer profiling at multiple geographical levels. Tapestry combines traditional cluster analysis with the latest data mining techniques to provide a robust classification of each U.S. neighborhood into one of 65 segments. Segments are analyzed and sorted by more than 60 attributes such as income, employment, home value, housing type, education, household composition, age, and other key determinants of consumer behavior.

In addition to Census 2000 data, a range of up to date data sources are used to prepare Tapestry:
- ESRI proprietary demographic updates
- Acxiom’s InfoBase consumer database
- Mediamark Research Inc.’s national consumer survey
- Other sources that capture the subtlety and vibrancy of the U.S. marketplace

1.2 Methodology

Data Disclaimer
Geographic information systems (GIS) technology is used on this project to map data from a range of diverse sources described below. Maps are models of reality. Because they are a model and because there are many ways to consider the data behind the maps, we
provide a range of ways to view data in order for a balanced story to emerge.

**Definition of the Term “Universe”**
The term “Universe” is used with several tables in the Market Profile such as Educational Attainment. Universe refers to the set of data studied. For example, in Educational Attainment the universe of people studied are age 25 years and above. The universe is provided to clarify that the data set is limited to those people studied rather than the total population.

**Definition of “Median” and “Average”**
“Median” is a mathematical result that indicates that one half of a group is higher and one half lower. The median price of 101 sold homes would be that price which is lower than 50 of the prices and is also higher than 50 of them.

“Average” (also called “mean”) is the mathematical average of all the terms. To calculate this, add up all the terms, and then divide by the number of terms in the distribution.

**1.3 Thematic Maps**
Thematic maps are created to illustrate data. A thematic map shows the spatial distribution of one or more specific data theme. The map may be qualitative in nature (e.g., predominant farm types) or quantitative (e.g., population by age). A range of thematic maps are utilized.

**1.4 Data**

**Library Data**
- Source: Millennium
- Data and mapping layers
  - Library location
  - Patron data
  - Checkout data

**Geographic Data**
- Source: ESRI
- Data and mapping layers
  - Census blocks
  - Census designated places
  - Counties
  - Natural features
  - Highways and major roads
  - Water ways, bodies, and rivers

**Demographic and Growth Data**
- Source: ESRI and Census 2000
- Data and mapping layers
  - 2007 population current year estimate
  - 2012 population forecast
  - 2007 population density (persons per square mile)
  - 2012 population density (persons per square mile)
  - 2007 – 2012 population annual growth rate

**Methodology**
- Current year estimate is based upon U.S. Census data. Data is disaggregated to the block group level by ESRI.
- Five year forecast includes a number of factors such as growth rates, trends, and postal route updates

**Tapestry Data**
- Source: ESRI
- Data and Mapping Layers
  - Dominant segment
  - Top five segments
  - Comparison to library statistics

**Business Data**
- Source: ESRI and InfoUSA
1.0 Introduction

Geocoding Results

Consumer Expenditure Data

- Source: ESRI

1.5 Geocoding Results

Geocoding is the process of geographically coding database records to latitude and longitude in order to accurately place information on maps. The geocoding "success" or "match rate" measures the extent to which data is accurately geocoded. Industry standard success rates are between 85 and 95 percent.

- Patron records were studied for a sample circulation period from September 9, 2007 to October 8, 2007
- Total patron records received: 104,245
- Patron records successfully geocoded: 95,072 (91 percent)
- Patron records successfully geocoded in Shawnee county: 87,625 (92 percent of all patron records successfully geocoded)
- Total patron records received with circulation: 17,194 (16.5 percent of total patron records received)
- Patron records successfully geocoded in Shawnee county with circulation: 15,916 (92 percent of total patron records received with circulation)
2.0 Executive Summary

County Context

Map 2.1: Shawnee County Context

Map Notes
- County boundaries are shown in blue
- The library outlet is shown as a red circle with a black star
- Other features include, cities and census designated places, shaded relief, rivers and water bodies, and freeways and major roads
2.0 Executive Summary
Introduction

Topeka is located in Shawnee County and is the state capital of Kansas, see Map 2.1. Shawnee, together with Jackson, Jefferson, Osage, and Wabaunsee counties comprise the Topeka Metropolitan Statistical Area.

Shawnee County is 556 square miles in area. The Kansas River runs east-west across the county. It organizes not only the topography and tributary network but also the road network, railroad network, and location of many towns and cities. Shawnee’s major roads include I-70 and U.S. Routes 24 and 40 crossing east/west; U.S. Route 75 crossing north/south; and I-335 crossing diagonally southwest/northeast.

Shawnee County was one of the first counties established in Kansas in 1855. Shawnee County was inhabited by Shawnee and Pottawatomie Indian tribes. Topeka was laid out in 1854 and chartered as a city in 1857. The original tribal meaning of “Topeka” is “a good place to grow potatoes” and was originally settled as a Free-State town founded after passage of the Kansas-Nebraska Bill.

Historically, Topeka was a trading stop on the Oregon Trail and subsequently on the military road connecting Fort Leavenworth and Fort Riley. By the late 1860’s Topeka was an important commercial center that made use of the Kansas River and was a terminus and hub for the locally founded Atchison, Topeka, and Santa Fe Railroad.

Topeka is also the home of Monroe Elementary School, now a national historic site and museum, in which the famous Brown v. Board of Education case eliminated the “separate but equal” doctrine of racial discrimination in American public schools. Today, Topeka is served by four public school districts and several private and parochial schools, and colleges, universities, and technical schools.

Market Profile Summary, Chapter 4.0

Market Profile data is provided by BusinessDecision.

> Population Growth
Between 2000 and 2012, the Shawnee
2.0 Executive Summary

Market Profile

population is forecast to grow by 4.9 percent or 8,692 people from 169,871 people to 178,563 people. Between 2000 and 2007, Shawnee grew by 5,100 people from 169,871 people to 174,971 people. Between 2007 and 2012, Shawnee is forecast to grow by 0.41 percent annually or 3,592 people from 174,971 people to 178,563 people. As indicated in Map 4.5: 2007 – 2012 Population Growth, the City of Topeka is forecast to see population declines particularly in the northern and eastern parts of town, with growth forecast to occur in county areas west of Topeka from the Jackson County boundary south to Auburn.

> Household Growth
Between 2000 and 2012, Shawnee households are forecast to grow by 7.53 percent or 5,611 households from 68,920 households to 74,531 households. Between 2000 and 2007, Shawnee grew by 3,632 households from 68,920 households to 72,552 households. Between 2007 and 2012, Shawnee is forecast to grow by 0.54 percent annually or 1,979 households from 72,552 households to 74,531 households.

> Home Ownership
About twice as many people own homes as rent. In 2007, 64.0 percent of units are owner occupied, just under the national average of 66.2 percent. Home ownership is forecast to remain at about the same level between 2000 and 2012. Rentals are forecast to drop slightly between 2000 and 2012 from 30.4 percent to 28.4 percent with a commensurate increase in the vacancy rate from 6.6 percent to 8.0 percent. This indicates housing mobility and price stability.

> Household Income
Shawnee is forecast to become more affluent in the upper range of the income ladder. The 2012 forecast indicates that there will be significantly more households with incomes over $75,000 are forecast to drop. All figures are inflation adjusted.

> Population by Age
The 2012 forecast suggests that overall the community is aging most significantly in the group ages 55 to 64 and decreasing most significantly in the group ages 35 to 44. All other age groups are forecast to remain at about the same levels albeit with slight changes.

> Population by Race and Ethnicity
Shawnee is primarily white and is forecast to remain so to at least 2012. Whites are forecast to decrease slightly with corresponding slight increases in black and “some other race alone.” The Diversity Index (which measures the probably that two people from the same area will be from different race/ethnic groups) is moderate, increasing from 39.8 in 2000 to 49.8 in 2012. Persons of Hispanic origin (of any race) are low, forecast to increase from 7.3 percent in 2000 to 11.6 percent in 2012.

> 2000 Educational Attainment
Shawnee residents are modestly to well-educated. Over one in four (26.1 percent) of residents age of 25+ has a bachelor’s or advanced degree; and another one-quarter (28.4 percent) have some college or an associate degree. However, 8.1 percent have a 9th to 12th grade education with no diploma; and, 3.8 percent have less than a 9th grade education.

> 2000 Households by Type
While Shawnee is a family community there is an elevated number of people living alone. Just under two-thirds (64.8 percent) of households are family households (with or without children). Just over one-third of households (37.2 percent) have related children. Just over one-third (35.2 percent) of households are nonfamily householders living alone, a relatively high number.
2.0 Executive Summary

Business Profile/Consumer Spending Profile

> 2000 Households by Size
The average household size in 2007 is 2.34 persons per household. A high number of households (64.1 percent) are composed of one and two people. Almost one-third of households (33.2 percent) are composed of three or more people.

> 2000 Year Householder Moved In
Shawnee is a stable community. Almost two-thirds of households (66.1 percent) moved to Shawnee between 1990 and 2000. One-quarter of households moved to Shawnee before 1990. In 2000, the median year householders moved to Shawnee was 1995.

Business Profile Summary, Chapter 5.0
Business Profile Summary data is provided by BusinessDecision.

In 2007, there were 7,115 businesses in Shawnee County with an employment of 99,684 people. Compared with its 2007 resident population of 174,971 people, Shawnee has 57 percent of its “nighttime” resident population working in the community, a very high number indicating a strong jobs/housing balance.

The top businesses by industry are “Services: Other” (24.9 percent) followed by “Construction” (9.0 percent). 42.1 percent of the businesses are service with 19.4 percent retail and 10.2 percent financial/insurance/real estate.

Just over one-third of employees (34.3 percent) work in a service category with nearly one in five (19.5 percent) employed in government and nearly one-in five (19.2 percent) employed in retail.

Consumer Spending Profile Summary, Chapter 6.0
Consumer Spending Profile data is provided by BusinessDecision.

Data is sourced by ESRI, consumer expenditure surveys, and Bureau of Labor Statistics. 2007 consumer spending shows the amount spent by household and in aggregate for 14 categories. Household spending is compared to a Spending Potential Index (SPI) that compares spending by category to the national average (100).

In 2007, Shawnee County residents spent the most on retail goods ($22,894 per household) followed by shelter ($13,096), food at home ($4,395), and health care ($3,513). The lowest spending categories were computers & accessories ($220), vehicle repair ($929), TV/Video Equipment ($1,043), and education ($1,187).

Spending in all 14 consumer expenditure categories were below the national average using the SPI. The highest SPI (SPI of 100 or equal to the national average) was investments (97) followed by education (92) and a tie for third place between health care and travel (90). The lowest SPI was apparel/services (80) followed by household furnishings (85) and retail goods (86).

Patron Profile, Chapter 7.0
The Patron Profile is based upon data provided by the library. The Patron Profile depicts where patrons live, in what densities and concentrations, and how penetrated they are in the overall population. With respect to market penetration, three age groups are depicted: youth (ages 0 to 19), adult (ages 20 to 64), and seniors (age 65 years and above). Please refer to Maps 7.1 to 7.13.
2.0 Executive Summary

Checkout Profile/Proximity Profile

- Map 7.3: Total Patrons indicates a pattern in which patronage generally parallels population distribution. This includes higher number of patrons in the suburban areas that are both inside and bordering the City of Topeka and certain localities within central and north Topeka.

- Map 7.4: Block Group Patron Density also indicates a pattern in which patron density generally parallels population density which is highest, by far, in central Topeka.

- Map 7.5: Patron Concentration shows in detail the highest concentration immediately around the library and mirroring the City of Topeka boundaries with pockets of higher concentration scattered in specific locales throughout the city.

- Map 7.6: Patron Open Market and Map 7.7: Patron Penetration measures patrons as a percent of the total population. These two maps generally show that the library has the highest penetration in the City of Topeka and relatively level open market opportunities in pockets throughout Topeka and the rest of the county.

Checkout Profile, Chapter 8.0

The Checkout Profile is based upon data provided by the library. It measures three items: total circulation by census block group, circulation density per square mile by block group, and average circulation per patron by block group. All three measures should be taken in totality to give an accurate representation of borrowing patterns. Please refer to Maps 8.1, 8.2, and 8.3.

The Checkout Profile indicates the following:

- Map 8.1: Total Circulation indicates higher borrowing in the suburban areas that are both inside and bordering the City of Topeka; and, lower borrowing in certain rural areas and the eastern and northeastern portions of Topeka. The total circulation as represented by this map tends to reflect the county-wide distribution of population.

- Map 8.2: Block Group Circulation Density indicates higher levels of borrowing in Topeka, largely due to smaller block group sizes. This map shows that the higher population densities in Topeka are responsible for more intense borrowing activities.

- Map 8.3: Average Circulation per Patron indicates relatively high borrowing rates by active patrons in both rural areas on the east and west sides of the county plus within the City of Topeka, particularly in the western and southern parts of town.

Proximity Profile, Chapter 9.0

The Proximity Profile is based upon data provided by the library. This profile measures two conditions: 1) the percent of patrons by proximity to the library and 2) the percent of patrons who borrowed items by proximity to the library. The purpose of this analysis is to describe the correlation between use, distance, and geography. Please refer to Maps 9.1 and 9.2.

Both measures (percent of patrons by proximity to the library and percent of patrons who borrowed items by proximity to the library) exhibit the following characteristics:

- Both have very similar ring patterns. This indicates strong correlation and consistency between people who are patrons and patrons who borrow.

- In both ring patterns the 75th percentile are within the city boundaries of Topeka. This indicates that up to 75 percent of patrons and borrowing is occurring within Topeka.

- Both ring patterns are symmetrical with
2.0 Executive Summary

Tapestry Profile

respect to the City of Topeka boundaries. They are not symmetrical with respect to the library which is located slightly to the north of the city’s geometric center. This indicates that the library is getting consistent city-wide coverage and that the location of the library does not strongly affect people living in south Topeka.

The Proximity Profile indicates that the library has the opportunity to increase patronage and checkouts among people living outside the City of Topeka, particularly in higher population segments described in the Tapestry Profile below.

Community Tapestry Lifestyle Segmentation Profile, Chapter 10.0

Community Tapestry data is provided by BusinessDecision.

A cornerstone of success to a public Library is a thorough knowledge of its existing and prospective patrons. Market segmentation is a method of mining data and linking with new information from diverse databases to develop accurate characteristics of patron preferences and borrowing patterns. The Tapestry market segmentation organizes every U.S. neighborhood into one of 65 segments based upon their socioeconomic and demographic composition. Each neighborhood is analyzed and sorted by over 60 attributes. In addition, each of the 65 segments is organized into LifeMode Group Descriptions that describe shared experiences and similarities of segments. The data sources include Census 2000, ESRI BIS’ proprietary 2007 demographic updates, Axiom’s InfoBase consumer database, Mediamark Research Inc.’s national consumer survey, and other sources to capture the subtlety and vibrancy of the U.S. marketplace. All of the financials described below are national numbers and may not necessarily reflect local conditions.

The top ten Tapestry segments account for just over two-thirds (68.4 percent) of all Shawnee County households and the top six account for one-half of all households. The top two Tapestry segments – Green Acres (12.0 percent) and Rustbelt Traditions (10.9 percent) – account for nearly one-quarter (22.9 percent) of all households.

The remaining eight of the top ten segments account for about 43 percent of households. These include Home Town (8.3 percent); Midlife Junction (7.7 percent); Cozy and Comfortable (6.1 percent); Exurbanites (5.9 percent); Old and Newcomers (4.8 percent); Retirement Communities (4.6 percent); In Style (4.2 percent); Great Expectations (3.9 percent).

The remaining 31.6 percent of households are split among 30 segments for an average of 1.58 percent each, indicating a high level of fragmentation.

> Segments
With one-half of the households falling into the top six segments and two-thirds in the top ten segments, it is particularly important for the Library to reach residents of all these households.

• Green Acres (12.0 percent): Married couples with and without children make up 70 percent of the households in Green Acres. Most of the families are blue-collar baby boomers, many with children aged six–17 years. The median age for Green Acres residents is 39 years. This segment is not ethnically diverse; more than 90 percent are white. The labor force is college educated and hardworking. Employment is concentrated in skilled labor and farming occupations in agriculture, manufacturing, or construction industries. More than 12 percent of households earn income from self-employment ventures. Nationally, their median household income is $61,000 with a
2.0 Executive Summary

Tapestry Profile

median net worth of more than $130,000.
A little bit country, Green Acres residents live
in pastoral settings of developing suburban
fringe areas. More than 90 percent of the
housing inventory is owner occupied, single-
family. Typical of rural residents, Green Acres
homeowners own multiple vehicles. Almost 80
percent own two or more vehicles in addition
to their lawn or garden tractors.

Country living describes the lifestyle of Green
Acres residents. They are do-it-yourselfers,
maintaining and remodeling their homes.
Gardening is also a priority. Leisure includes
hiking, backpacking, hunting, and bicycling.
They also own motorcycles, watch motorcycle
events on TV, and read motorcycle magazines.
Accommodating the country lifestyle, many
households employ satellite dishes in lieu of
cable TV and listen to news-talk radio and read
fishing, hunting, and boating magazines.
Residents own PCs including education
software for their children. They also use the
Internet, primarily to purchase consumer
goods, such as videos, clothing, and CDs, or to
track investments.

- **Rustbelt Traditions (10.9 percent):** Rustbelt
Traditions residents are the backbone of older
industrial cities. Their median age is 36 years,
the same as the U.S. median age. Rustbelt
Traditions neighborhoods is a mix of married-
couple, single-parent, and single-person
households. Most residents are white. Slightly
below the U.S. median, Rustbelt Traditions
residents’ median household income is
$44,000. Their median net worth is $88,000,
which is 12 percent below the U.S. median.
Most have graduated from high school or
community college. For years, these residents
sustained the manufacturing industry that
drove the local economies. Now the service
sector predominates. Many find employment
in administrative, production, and sales
positions. Most Rustbelt Traditions residents
live in modest, single family homes; two-thirds
of which were built before 1960.

Residents have lived, worked, spent, and
played in the same area for years. They do not
follow fads; they stick with the products and
services they know. Financially conservative,
Rustbelt Traditions residents may have a
personal loan that is not associated with a
student or a vacation loan. They hold low-
value variable life and homeowner’s insurance
policies. Rustbelt Traditions residents will see a
doctor for diet control, buy lenses and
sunglasses from optical discount stores, and
have a stationary bike at home for exercise.
Their favorite leisure activities include bowling
and fishing. They are devoted pet owners.
Watching television is a common pastime.
They subscribe to cable but their favorite
programs are sports, baseball, basketball,
football, bowling, and ice hockey. Residents
watch their pennies and look for bargains.

- **Home Town (8.3 percent):** Home townies
stay close to home base. They may move from
one house to another, but they rarely cross the
county line. Single-family homes predominate
in these suburban neighborhoods with low
population density, mainly in the Midwest and
South. Median home value is $58,900, and
over half of the householders are
homeowners. The local job market offers
employment primarily in manufacturing, retail
trade and support services.

- **Midlife Junction (7.7 percent):** Somewhere
between the child-rearing years and
retirement lies the Midlife Junction. Few
households still have children. Most of the
labor force is still employed, but approaching
retirement. Almost one-third are already
drawing retirement income. Most still own
their homes, but many have moved into multi-
unit apartment buildings. The housing market
is a mix of single-family homes and low-
density apartments, somewhere between
urban and rural. The residents of Midlife
Junction have a median age of 40 years and a
median household income of $42,900.
2.0 Executive Summary

Tapestry Profile

- **Cozy and Comfortable (6.1 percent):** Still older, settled married couples and still working. Cozy and Comfortable families are closer to retirement today. Many of the couples are still living in the homes in which they raised their children—single-family homes built before 1970 with a current market value of $151,000 and located mainly in suburban areas in the Midwest and Northeast. Most of the population is older, with a median age of 40.4 years.

- **Exurbanites (5.9 percent):** Open areas with affluence define exurban and the resident households. Median home value is currently about $235,000, with a median household income over $80,000. Homeowners are older, primarily empty nesters, professionally employed—with many who work from home.

- **Old and Newcomers (4.8 percent):** Old and Newcomers are neighborhoods in transition, populated by renters, either starting up or retiring. Many householders are in their twenties or over the age of 75. The median age, 36 years, simply splits the difference. Spread throughout metropolitan areas of the US, these neighborhoods have more single-person and shared households than families. Many have moved recently. Mid- or high-rise apartment buildings constructed in the 1970s dominate the housing market.

- **Retirement Communities (4.6 percent):** Congregate housing, which commonly includes meals and other services with rent, is concentrated in this market. Although retirement communities can also offer owner-occupied housing and nursing care facilities, most are characterized by congregate housing. Denizens of Retirement Communities include well-educated retirees, almost a third aged 65 years or older, scattered throughout the U.S., but mainly city dwellers. Median household income is $44,400, but median net worth is over $175,000.

- **In Style (4.2 percent):** Households that are In Style live in affluent neighborhoods of metropolitan areas. More suburban than urban, these households nevertheless embrace an urbane lifestyle, favoring townhomes over the traditional single-family houses. Professional couples predominate, with high labor force participation, and fewer children. Median age is about 38 years.

- **Great Expectations (3.9 percent):** Young singles and married couple families dominate this large urban market. The median age of the population is 33 years. There is a high proportion of householders in their twenties. Labor force participation is high, and they are pursuing a variety of careers, primarily in manufacturing, retail and other service sectors. Home ownership is increasing. Almost half now own single-family homes with a median home value of $95,500. The rest still rent in small multi-unit buildings. Their neighborhoods are older suburbs, with most homes built before 1960.

> **LifeMode Groups**

These segments can be organized by their LifeMode Groups. Segments within a LifeMode Group share an experience such as being born in the same time period, or a trait like affluence.

- **Upscale Avenues** represents a total of 22.4% of households in three segments: In Style (4.2%), Green Acres (12.0%), and Cozy and Comfortable (6.1%). Prosperity is the overriding attribute shared by the markets in Upscale Avenues. Success has been earned from years of hard work. Like High Society, many in this group are also well educated with above average earnings. The median household income for the group is more than $65,000, and their median net worth exceeds $153,000.
2.0 Executive Summary

Tapestry Profile

- **Traditional Living** represents a total of 18.6% of households in two segments: Rustbelt Traditions (10.9%) and Midlife Junction (7.7%). These segments convey what most of us think of as middle-America: hardworking, settled families. They earn a modest living and own single-family homes in established communities. The higher median age of 37 years conveys their lifestage—many are completing their child rearing responsibilities and entering retirement. Populations in these neighborhoods are experiencing decline as the younger generations migrate in search of better employment opportunities.

- **Senior Styles** represents a total of 12.4% of households in six segments: Prosperous Empty Nesters (1.5%), Rustbelt Retirees (2.1%), Retirement Communities (4.6%), Heartland Communities (2.2%), Simple Living (1.5%), and Social Security Set (0.5%). This group illustrates the diversity within today’s senior citizen markets. Although incomes within this group cover a wide range, the median is approximately $40,000, attributable mostly to retirement income or Social Security payments. Younger, more affluent seniors, freed of their child rearing responsibilities, are traveling and relocating to warmer climates. Less affluent, settled seniors are looking forward to retirement and remaining in their homes. Some of these older, less affluent segments live alone and collect Social Security and other benefits. This group can reside in single family homes, retirement communities, or high-rises.

- **Factories and Farms** represent a total of 8.7% of households in two segments: Prairie Living (0.4%) and Home Town (8.3%). Some might say that life has passed by the segments in this group. Employment in manufacturing and agricultural industries is typical in these small, settled communities across America’s breadbasket. They rural change little over time, creating a climate with few employment opportunities, which hinders growth. Many households include married couples or married couples with children. Most own their homes.

- **High Society** represents a total of 7.3% of households in two segments: Sophisticated Squires (1.4%) and Exurbanites (5.9%). The markets in High Society are affluent and well educated. Employment in high-paying positions such as professional or managerial occupations is common. The median household income for this group exceeds $94,000, almost twice that of the national median. Most households are married couple families residing in affluent neighborhoods where median home values surpass $290,000. Although this is one of the least diverse groups, it is one of the fastest growing.

- **High Hopes** represents a total of 7.0% of households in two segments: Aspiring Young Families (3.1%) and Great Expectations (3.9%). The High Hopes group seeks the “American Dream” of homeownership and a rewarding job. Most live in single-family houses or multiunit buildings. Many are willing to move to a new location to seek better opportunities. These residents are young and college educated. Their median net worth is more than $79,000—close to 80 percent of the U.S. median. Households in this group include a mix of married couples, single-parent families, or single persons.

> **Implications for Library Services**

The Tapestry segments and LifeMode Groups indicate that Shawnee County households have the following noticeable characteristics:
2.0 Executive Summary

Tapestry Profile

- Settled, aging population that includes many married-couple families approaching retirement and seniors including many on fixed incomes
- Young, start-up families (with and without children) progressing on the income ladder
- Well-educated affluent families (mostly with children below age 18) working in professional and managerial occupations
- Modestly-educated and modest income families (mostly with children below age 18) working in traditional blue collar (manufacturing, construction, agriculture) or the service sector occupations

Based upon the LifeMode Groups described above, we envision the following general approach to services:

- **Traditional Living (18.6 percent), Factories and Farms (8.7 percent), and High Hopes (7.0 percent)**

  Library offerings to these segments may include resources for family activities, home entertainment, information about investments, money management and consumer expenditures, computer and internet training and services, programs and information to support home maintenance projects, a connection to civic activities, and programs and information to support health care, recreational activities, and domestic travel.

  We anticipate that homework support and college preparation will be very important. As juvenile's age and attend middle and high school they will need to perform research and obtain homework support for increasingly complex projects. We also expect that parents will have high college attendance expectations for their children and library resources and services to facilitate college preparation will be greatly valued.

  We also anticipate that career development is important. Social and economic mobility between blue collar and white collar industries is important, as are transferable skills between businesses within and between industries. Library programs and services, in conjunction with other agencies will not only support economic development goals but also represents an opportunity for the library to create a touch stone with people it might not otherwise reach.

- **Upscale Avenues (22.4 percent) and High Society (7.3 percent)**

  Library programs and resources to reach these segments will be challenging. These consumers can exercise choice – to purchase reading materials instead of borrowing them, to license their own online services instead of using those offered by the Library, and to attend family events and educational activities instead of Library programs. The key issue will be to provide relevant services and highly informative programs, magazines, and databases that these residents might not otherwise obtain on their own, and to provide a connection to the community that they would otherwise miss by not participating at the library.

  Valued services will likely include homework support and preparing kids for college, databases that inform consumer expenditures and investments, health care and physical fitness, outdoor recreation and interest in the natural environment, and leisure/recreational travel.

  Perhaps most difficult to achieve will be to add depth to resident’s well honed knowledge in specific domains of interest. To successfully reach many of the “upscale” segments will require a
very high standard of personalized customer service. This means tailored Library services with staff that patrons can get to know and depend upon, and who can respond in a timely manner with state of the art tools at their disposal to achieve quick and accurate results. The model may be the “personal shopper” that these same patrons may utilize in upscale department stores, perhaps along the lines of a “personal information specialist.” In this regard, the Library must offer staff that is equipped to solve problems in a timely and efficient manner that adds value to what the patron could find for themselves.

- **Senior Styles (12.4 percent)**

Resources directed at senior’s will likely include some of those mentioned above (entertainment, health care, money management, computer/internet training, travel), plus such conventional things as large print materials, mentoring opportunities, and programs and activities related to topical areas of interest. Perhaps one of the most important ways the library can play a positive role in senior life is to bridge the “loneliness” gap that is likely to arise for many that are living alone. Programs, activities, scheduling, and even the provision of transportation facilities that will enable the growing population of senior’s living alone will be welcome and stand good chances for success. Partnerships with senior organizations, schools, and other social networking organizations may be pursued.

**> Summary**

Utilizing both the Tapestry segment information and data derived from the analysis of consumer spending, common across most all segments are certain generalized services, programs, and events related to recreation and home entertainment, communal gathering, family interests and togetherness, investments, health care, travel, and home maintenance. Library services will continue to be challenged by:

1) A very high degree of fragmentation in market segments.

2) The difficulty of reaching one-quarter of all households in the “upper market” segments (High Society and Upscale Avenue LifeMode Groups) including services that add value to people who can choose not to use the library and to raise the bar of service quality in terms of speed, depth, and innovation.

3) Reaching family-oriented and aging segments in Factories and Farms, Traditional Living, and High Hopes LifeMode Groups.

4) Supporting the senior population in which a significant number of people are living alone.
3.0 Data at a Glance
### 3.0 Data at a Glance

Data note: All data 2007
ESRI forecast unless noted.
Sources: Census 2000 and
ESRI 2007 est. of population

<table>
<thead>
<tr>
<th></th>
<th>Shawnee County</th>
<th>Kansas</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total population</td>
<td>174,971</td>
<td>2,688,418</td>
<td>306,348,230</td>
</tr>
<tr>
<td>2007 – 2012 annual forecast population growth rate</td>
<td>0.41%</td>
<td>0.63%</td>
<td>1.22%</td>
</tr>
<tr>
<td>Median age</td>
<td>38.6</td>
<td>36.1</td>
<td>36.7</td>
</tr>
<tr>
<td><strong>Households</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Households</td>
<td>72,552</td>
<td>1,091,910</td>
<td>115,337,039</td>
</tr>
<tr>
<td>2007 – 2012 annual forecast households growth rate</td>
<td>0.54%</td>
<td>0.68%</td>
<td>1.27%</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.34</td>
<td>2.50</td>
<td>2.59</td>
</tr>
<tr>
<td>2000 households with related children</td>
<td>32.8%</td>
<td>35.0%</td>
<td>35.5%</td>
</tr>
<tr>
<td>2000 households with persons 65+</td>
<td>23.1%</td>
<td>23.3%</td>
<td>23.4%</td>
</tr>
<tr>
<td><strong>Housing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing units</td>
<td>78,377</td>
<td>1,210,720</td>
<td>128,035,492</td>
</tr>
<tr>
<td>Owner occupied housing units</td>
<td>64.0%</td>
<td>63.9%</td>
<td>61.3%</td>
</tr>
<tr>
<td>Renter occupied housing units</td>
<td>28.5%</td>
<td>26.3%</td>
<td>28.8%</td>
</tr>
<tr>
<td>Vacant housing units</td>
<td>7.4%</td>
<td>9.8%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Median home value</td>
<td>$108,170</td>
<td>$112,948</td>
<td>$192,285</td>
</tr>
<tr>
<td>2000 median contract rent</td>
<td>$401</td>
<td>$391</td>
<td>$519</td>
</tr>
<tr>
<td><strong>Families</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Families</td>
<td>46,347</td>
<td>728,510</td>
<td>77,236,852</td>
</tr>
<tr>
<td>Average family size</td>
<td>2.91</td>
<td>3.05</td>
<td>3.14</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median household income</td>
<td>$51,302</td>
<td>$51,343</td>
<td>$53,154</td>
</tr>
<tr>
<td>Average household income</td>
<td>$64,178</td>
<td>$66,950</td>
<td>$73,126</td>
</tr>
<tr>
<td>Per capita income</td>
<td>$27,021</td>
<td>$26,438</td>
<td>$27,916</td>
</tr>
<tr>
<td><strong>Poverty</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1999 total households below poverty</td>
<td>9.6%</td>
<td>10.1%</td>
<td>11.8%</td>
</tr>
<tr>
<td><strong>Social</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diversity index (1)</td>
<td>45.5</td>
<td>40.2</td>
<td>59.3</td>
</tr>
<tr>
<td>Hispanic Origin (any race)</td>
<td>9.6%</td>
<td>8.9%</td>
<td>15.0%</td>
</tr>
<tr>
<td>2000 language other than English at home (2)</td>
<td>2.4%</td>
<td>3.9%</td>
<td>8.1%</td>
</tr>
<tr>
<td>2000 foreign born population</td>
<td>2.7%</td>
<td>5.0%</td>
<td>11.1%</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Civilian population 16+ in the labor force</td>
<td>94.4%</td>
<td>94.5%</td>
<td>93.4%</td>
</tr>
<tr>
<td>Females 16+ with children &lt; age 18 employed/in armed forces</td>
<td>4.0%</td>
<td>6.7%</td>
<td>3.6%</td>
</tr>
<tr>
<td>2000 average travel time to work (in minutes)</td>
<td>18.0</td>
<td>19.0</td>
<td>25.5</td>
</tr>
</tbody>
</table>

(1) Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

(2) People age 5+ who speak English less than “very well.” For Shawnee County is includes Spanish (1.8%), Other Indo-European languages (0.3%), and Asian/Pacific Islander languages (0.2%). These figures do not add to the figure in table above due to rounding.
4.0 Market Profile
4.0 Market Profile

Population Growth

Please refer to the following maps:
- Map 4.1: 2007 Total Population
- Map 4.2: 2012 Total Population
- Map 4.3: 2007 Block Group Population Density
- Map 4.4: 2012 Block Group Population Density

Summary
- Between 2000 and 2012 population is forecast to grow by 4.9 percent or 8,692 people from 169,871 people to 178,563 people
- Between 2000 and 2007 Shawnee grew by 5,100 people from 168,871 people to 174,971 people
- Between 2007 and 2012 Shawnee is forecast to grow by 0.41 percent annually or 3,592 people from 174,971 people to 178,563 people

Figure 4.1: Population Growth

4.0 Market Profile

Current Year Estimate of Population

Map 4.1: 2007 Total Population

Map Notes
- Measures persons per census block group
- Dark colors are census block groups with higher population; light colors lower population
- Light gray lines are census block group boundaries
- Dark blue lines are county boundaries; light blue lines are city or census designated place boundaries
- Universe: county-wide current year estimate of population
Map 4.2: 2012 Total Population

Map Notes
- Measures persons per census block group
- Dark colors are census block groups with higher population; light colors lower population
- Light gray lines are census block group boundaries
- Dark blue lines are county boundaries; light blue lines are city or census designated place boundaries
- Universe: county-wide five year population forecast
Map 4.3: 2007 Block Group Population Density

**Map Notes**
- Measures 2007 persons per square mile; indicates density of population
- Dark colors are census block groups with higher density of population; light colors lower density
- Light gray lines are census block groups
- Dark blue lines are county boundaries; light blue lines are city or census designated place boundaries
- Universe: county-wide five year population forecast
4.0 Market Profile

Population Density

Map 4.4: 2012 Block Group Population Density

Map Notes
- Measures 2012 persons per square mile; indicates density of population
- Dark colors are census block groups with higher density of population; light colors lower density
- Light gray lines are census block groups
- Dark blue lines are county boundaries; light blue lines are city or census designated place boundaries
- Universe: county-wide five year population forecast
4.0 Market Profile

Population Growth


Map Notes

- Measures the compound annual rate of population change between 2007 and 2012 by census block group
- Red and yellow color are census block groups with a higher percent share of population; dark and light green colors have a lower percent share of population
- Universe: county-wide current year estimate of population and five year population forecast
### Household Growth

**Summary**

- Between 2000 and 2012 households are forecast to grow by 7.53 percent or 5,611 households from 68,920 households to 74,531 households.
- Between 2007 and 2012 Shawnee is forecast to grow by 0.54 percent annually or 1,979 households from 72,552 households to 74,531 households.
- Between 2000 and 2007 Shawnee grew by 3,632 households from 68,920 households to 72,552 households.

![Figure 4.2: Household Growth](Image)
4.0 Market Profile

Home Ownership vs. Rental Housing

Summary

- About twice as many people own homes as rent.
- In 2007, 64.0 percent of units are owner occupied, just under the nation (66.2 percent).
- Home ownership and rentals are forecast to remain at about the same level between 2000 and 2012.
- The vacancy rate is moderate and increasing slightly as the rental rate decreases indicating a good housing mobility and little price inflation.

> Universe of housing units:
- 2000 occupied units: 73,768
- 2007 occupied units: 78,377
- 2012 occupied units: 81,037

Figure 4.3: Percentage of Housing by Tenure

4.0 Market Profile

Household Income

Data note: All figures are inflation adjusted.

Summary
- Shawnee is forecast to become more affluent in the upper range of the income ladder
- The 2012 forecast indicates that there will be significantly more households with incomes over $100,000 – almost triple the percent of households in 2012 compared to 2000
- Households with incomes under $75,000 are forecast to drop between 2000 and 2012
- Households with incomes between $75,000 and $99,999 are forecast to increase

> Average household income:
  2000: $50,596
  2007: $64,178
  2012: $76,309

Please refer to the following maps:

- Map 4.6: 2007 Youth as a Percent of Total Population
- Map 4.7: 2012 Youth as a Percent of Total Population
- Map 4.8: 2007 Adults as a Percent of Total Population
- Map 4.9: 2012 Adults as a Percent of Total Population
- Map 4.10: 2007 Seniors as a Percent of Total Population
- Map 4.11: 2012 Seniors as a Percent of Total Population

**Summary**

- Overall, the community is aging most significantly in the group ages 55 to 64 and decreasing most significantly in the group ages 35 to 44
- Otherwise, most age groups are forecast to remain at about the same levels with slight changes
- Groups 0 to 19 and 45 to 54 are forecast to decrease slightly
- Groups 20 to 34 are forecast to increase slightly
- Group 35 to 44 is forecast with the highest decrease
- Group 55 to 64 is forecast with the highest increase

**Figure 4.5: Percentage of Population by Age**

4.0 Market Profile

Youth Population

Map Notes
- Measures the 2007 juvenile/teen population as a percent of the total population by census block group
- Juvenile and teen age range is 0 to 19 years old
- Dark colors are census block groups with a higher percentage of juvenile/teen population; light colors a lower percentage
- Universe: County-wide current year estimate of population
Youth Population

Map 4.7: 2012 Youth as a Percent of Total Population

Map Notes
- Measures the 2012 juvenile/teen population as a percent of the total population by census block group
- Juvenile and teen age range is 0 to 19 years old
- Dark colors are census block groups with a higher percentage of juvenile/teen population; light colors a lower percentage
- Universe: County-wide five year population forecast
Map Notes

- Measures the 2007 adult population as a percent of the total population by census block group
- Adult age range is 20 to 64 years old
- Dark colors are census block groups with a higher percentage of adult population; light colors a lower percentage
- Universe: County-wide current year estimate of population
Adult Population

Map Notes

- Measures the 2012 adult population as a percent of the total population by census block group
- Adult age range is 20 to 64 years old
- Dark colors are census block groups with a higher percentage of adult population; light colors a lower percentage
- Universe: County-wide five year population forecast
4.0 Market Profile

Senior Population

Map Notes
- Measures the 2007 senior population as a percent of the total population by census block group
- Senior age range is 65 years and over
- Dark colors are census block groups with a higher percentage of senior population; light colors a lower percentage
- Universe: County-wide current year estimate of population
4.0 Market Profile

Senior Population

Map 4.11: 2012 Seniors as a Percent of Total Population

Map Notes
• Measures the 2012 senior population as a percent of the total population by census block group
• Senior age range is 65 years and over
• Dark colors are census block groups with a higher percentage of senior population; light colors a lower percentage
• Universe: County-wide five year population forecast
4.0 Market Profile

Population by Race

Summary

- Shawnee is primarily white and is forecast to remain this way in 2012
- Whites are forecast to decrease very slightly with equally slight increases in black and “some other race alone”

> Persons of Hispanic origin

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>7.3%</td>
</tr>
<tr>
<td>2007</td>
<td>9.6%</td>
</tr>
<tr>
<td>2012</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

> Diversity Index

<table>
<thead>
<tr>
<th>Year</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>39.8</td>
</tr>
<tr>
<td>2007</td>
<td>45.5</td>
</tr>
<tr>
<td>2012</td>
<td>49.8</td>
</tr>
</tbody>
</table>

Data note:
Persons of Hispanic Origin may be of any race.

The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

## 4.0 Market Profile

### 2000 School Enrollment

#### Summary
- The largest number of students, 11.8 percent of people age 3+ are enrolled in grades 1 to 8.
- 5.9 percent of the subject population are enrolled in grades 9 to 12.
- 2.0 percent are enrolled in nursery or preschool.
- 1.4 percent are enrolled in Kindergarten.
- 5.5 percent are enrolled in college or graduate/professional school.

> **Universe** (Census 2000 people age 3+)
- Population: 162,934

#### Figure 4.7: Percentage of Population Age 3+ by School Enrollment

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>Percent Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nursery/Preschool</td>
<td>2.0%</td>
</tr>
<tr>
<td>Kindergarten</td>
<td>1.4%</td>
</tr>
<tr>
<td>Grade 1-8</td>
<td>11.8%</td>
</tr>
<tr>
<td>Grade 9-12</td>
<td>5.9%</td>
</tr>
<tr>
<td>College</td>
<td>4.4%</td>
</tr>
<tr>
<td>Grad/Prof School</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

4.0 Market Profile

2000 Educational Attainment

Summary

- Shawnee residents are modestly to well educated
- Over one in four (26.1 percent) of residents age of 25+ have a bachelor’s or advanced degree
- Another one-quarter (28.4 percent) have some college or an associate degree
- One-third (33.6 percent) have a high school diploma
- However, 8.1 percent have a 9th to 12th grade education with no diploma; and, only 3.8 percent have less than a 9th grade education

> Universe (Census 2000 population age 25+)
Population: 111,709

4.0 Market Profile

2000 Households by Type

Summary
- Just under two-thirds (64.8 percent) of households are family households (with or without children)
- Just over one-third of households (37.2 percent) have related children
- Just over one-third (35.2 percent) of households are nonfamily householders living alone, a relatively high number

> **Universe** (Census 2000 households)
Households: 68,920

Summary
- A high number of households (64.1 percent) are composed of one and two people
- Almost three in ten households (29.8 percent) are composed of one person
- Only one-third of households (33.2 percent) are composed of three or more people

> Average household size
2000: 2.39
2007: 2.34
2012: 2.33

> Universe (Census 2000 households)
Households: 68,920

4.0 Market Profile

Summary

- Shawnee is a stable community
- Almost half of householders (50.0 percent) moved to Shawnee between 1995 and 2000
- Two-thirds of householders (66.1 percent) moved to Shawnee between 1990 and 2000
- One-quarter of householders (25.1 percent) moved to Shawnee before 1990
- In 2000, the median year householders moved to Shawnee County was 1995

> Universe (Census 2000 households)
Households: 68,920

Figure 4.11: 2000 Households by Year Householder Moved In

Year Householder Moved In

<table>
<thead>
<tr>
<th>Year Householder Moved In</th>
<th>Percent of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moved in 1999 to March 2000</td>
<td>20.5%</td>
</tr>
<tr>
<td>Moved in 1995 to 1998</td>
<td>29.5%</td>
</tr>
<tr>
<td>Moved in 1990 to 1994</td>
<td>16.1%</td>
</tr>
<tr>
<td>Moved in 1980 to 1989</td>
<td>15.6%</td>
</tr>
<tr>
<td>Moved in 1970 to 1979</td>
<td>9.5%</td>
</tr>
</tbody>
</table>

5.0 Business Profile
2007 Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percent</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services: Other</td>
<td>1,774</td>
<td>24.9%</td>
<td>12,872</td>
<td>12.9%</td>
</tr>
<tr>
<td>Construction</td>
<td>641</td>
<td>9.0%</td>
<td>4,625</td>
<td>4.6%</td>
</tr>
<tr>
<td>Services: Health</td>
<td>467</td>
<td>6.6%</td>
<td>11,426</td>
<td>11.5%</td>
</tr>
<tr>
<td>Government</td>
<td>420</td>
<td>5.9%</td>
<td>19,468</td>
<td>19.5%</td>
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<tr>
<td>Retail: Miscellaneous</td>
<td>368</td>
<td>5.2%</td>
<td>3,209</td>
<td>3.2%</td>
</tr>
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<td>Retail: Eating/Drinking Places</td>
<td>341</td>
<td>4.8%</td>
<td>6,034</td>
<td>6.1%</td>
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<tr>
<td>Wholesale Trade</td>
<td>276</td>
<td>3.9%</td>
<td>2,704</td>
<td>2.7%</td>
</tr>
<tr>
<td>Finance: Real Estate, Investment Offices</td>
<td>273</td>
<td>3.8%</td>
<td>2,029</td>
<td>2.0%</td>
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<tr>
<td>Services: Legal</td>
<td>221</td>
<td>3.1%</td>
<td>941</td>
<td>0.9%</td>
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<tr>
<td>Finance: Insurance Carriers/Agents</td>
<td>206</td>
<td>2.9%</td>
<td>4,894</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Key findings:
- Over one quarter of businesses are in the category “Services: Other,” two and one-half times the next category “Construction”
- 42.1 percent of businesses are Services, 19.4 percent are Retail, and 10.2 percent are Financial/Insurance/Real Estate

Source: Business data provided by InfoUSA, Omaha NE Copyright 2007, all rights reserved. ESRI forecasts for 2007.
5.0 Business Profile

Employees by Industry Category

2007 Summary

<table>
<thead>
<tr>
<th>Total Businesses:</th>
<th>7,115</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employees:</td>
<td>99,684</td>
</tr>
<tr>
<td>Total Residential Population:</td>
<td>174,971</td>
</tr>
<tr>
<td>Daytime/Nighttime Population Ratio:</td>
<td>0.57</td>
</tr>
</tbody>
</table>

Key findings:
- People working in Shawnee is equivalent to 57 percent of its resident population, a high ratio that indicates few people travel outside of the county for work.
- 34.3 percent of employees work in one of the service categories. 19.5 percent work in government. 19.2 percent work in one of the retail categories.

Table 5.2: Number of Employees by Industry Category

<table>
<thead>
<tr>
<th>Industry Category</th>
<th>Employees</th>
<th>Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Government</td>
<td>19,468</td>
<td>19.5%</td>
</tr>
<tr>
<td>Services: Other</td>
<td>12,872</td>
<td>12.9%</td>
</tr>
<tr>
<td>Services: Health</td>
<td>11,426</td>
<td>11.5%</td>
</tr>
<tr>
<td>Retail: Eating/Drinking Places</td>
<td>6,034</td>
<td>6.1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>6,009</td>
<td>6.0%</td>
</tr>
<tr>
<td>Services: Education &amp; Libraries</td>
<td>5,913</td>
<td>5.9%</td>
</tr>
<tr>
<td>Finance: Insurance Carriers/Agents</td>
<td>4,894</td>
<td>4.9%</td>
</tr>
<tr>
<td>Construction</td>
<td>4,625</td>
<td>4.6%</td>
</tr>
<tr>
<td>Retail: Miscellaneous</td>
<td>3,209</td>
<td>3.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>2,704</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

Figure 5.2: Top Ten Businesses by Employees

Source: Business data provided by InfoUSA, Omaha NE Copyright 2007, all rights reserved. ESRI forecasts for 2007.
6.0 Consumer Spending Profile
6.0 Consumer Spending Profile

Consumer Spending Summary by Category

Table 6.1: Consumer Spending by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Total ($)</th>
<th>Average Spent</th>
<th>Spending Potential Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel &amp; Services</td>
<td>$158,829,768</td>
<td>$2,189</td>
<td>80</td>
</tr>
<tr>
<td>Computers &amp; Accessories</td>
<td>$15,994,335</td>
<td>$220</td>
<td>89</td>
</tr>
<tr>
<td>Education</td>
<td>$86,127,157</td>
<td>$1,187</td>
<td>92</td>
</tr>
<tr>
<td>Entertainment/Recreation</td>
<td>$217,962,708</td>
<td>$3,004</td>
<td>87</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$318,848,980</td>
<td>$4,395</td>
<td>87</td>
</tr>
<tr>
<td>Food Away from Home</td>
<td>$217,872,923</td>
<td>$2,997</td>
<td>88</td>
</tr>
<tr>
<td>Health Care</td>
<td>$254,872,923</td>
<td>$3,523</td>
<td>90</td>
</tr>
<tr>
<td>HH Furnishings &amp; Equipment</td>
<td>$139,242,017</td>
<td>$1,919</td>
<td>85</td>
</tr>
<tr>
<td>Investments</td>
<td>$104,641,514</td>
<td>$1,442</td>
<td>97</td>
</tr>
<tr>
<td>Retail Goods</td>
<td>$1,660,986,991</td>
<td>$22,894</td>
<td>86</td>
</tr>
<tr>
<td>Shelter</td>
<td>$950,103,799</td>
<td>$13,096</td>
<td>87</td>
</tr>
<tr>
<td>TV/Video/Sound Equipment</td>
<td>$75,674,868</td>
<td>$1,043</td>
<td>90</td>
</tr>
<tr>
<td>Travel</td>
<td>$118,736,177</td>
<td>$1,637</td>
<td>89</td>
</tr>
<tr>
<td>Vehicle Maintenance &amp; Repairs</td>
<td>$67,399,996</td>
<td>$929</td>
<td>87</td>
</tr>
</tbody>
</table>

2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Data note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

6.0 Consumer Spending Profile

Definitions

Apparel and Services
- Men's
- Women's
- Children's
- Footwear
- Watches & Jewelry
- Apparel Products and Service

Computer
- Computers and Hardware for Home Use
- Software and Accessories for Home Use

Entertainment & Recreation
- Fees and Admissions
  - Membership Fees for Clubs
  - Fees for Participant Sports, excl. Trips
  - Admission to Movie/Theatre/Opera/Ballet
  - Admission to Sporting Events, excl. Trips
  - Fees for Recreational Lessons
- TV/Video/Sound Equipment
  - Community Antenna or Cable Television
  - Color Televisions
  - VCRs, Video Cameras, and DVD Players
  - Video Cassettes and DVDs
  - Video Game Hardware and Software
  - Satellite Dishes
  - Rental of Video Cassettes and DVDs
- Sound Equipment
- Rental and Repair of TV/Sound Equipment

Pets
- Toys and Games
- Recreational Vehicles and Fees
- Sports/Recreation/Exercise Equipment
- Photo Equipment and Supplies
- Reading

Food
- Food at Home
  - Bakery and Cereal Products
  - Meat, Poultry, Fish, and Eggs
  - Dairy Products
  - Fruits and Vegetables
  - Snacks and Other Food at Home
- Food Away from Home
  - Alcoholic Beverages
  - Nonalcoholic Beverages at Home

Financial
- Investments
- Vehicle Loans

Health
- Nonprescription Drugs
- Prescription Drugs
- Eyeglasses and Contact Lenses

Home
- Mortgage Payment and Basics
- Maintenance and Remodeling Services
- Utilities, Fuel, and Public Services

Household Furnishings and Equipment
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Small Appliances
- Luggage
- Telephones and Accessories

Household Operations
- Child Care
- Lawn and Garden
- Moving/Storage/Freight Express
- Housekeeping Supplies

Insurance
- Owners and Renters Insurance
- Vehicle Insurance
- Life/Other Insurance
- Health Insurance

Personal Care Products
- School Books and Supplies

Smoking Products

Transportation
- Vehicle Purchases (Net Outlay)
- Gasoline and Motor Oil
- Vehicle Maintenance and Repairs

Travel
- Airline Fares
- Lodging on Trips
- Auto/Truck/Van Rental on Trips
- Food and Drink on Trips
6.0 Consumer Spending Profile

Definitions

1 Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

2 Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

3 Sound Equipment includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

4 Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

5 Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

6 Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

7 Reading includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

8 Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

9 Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

10 Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

11 Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

12 Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, floor cleaning equipment, sewing machines, and miscellaneous appliances.

13 Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, non-electric cookware, and tableware.

14 Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

15 Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, gift wrapping supplies, postage, and delivery services.

16 Personal Care Products includes hair care products, non-electric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

17 School Books and Supplies for college, elementary school, high school, and preschool.

18 Vehicle Purchase includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.
2.0 Consumer Spending Profile

Findings

Summary

- Residents spent the most on retail goods followed by shelter, food at home, and health care
- Residents spent the least on computers & accessories, vehicle repair, TV/video/sound equipment, and education
- All 14 spending categories are below the national average as measured by the Spending Potential Index (SPI, see “Data Note” below left)
- The SPI indicates that residents spent the most on investments, education, and a tie between health care and travel. The lowest spending categories are apparel & services, household furnishings, retail goods, and a tie between vehicle repair, food at home, and shelter

2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Data note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

7.0 Patron Profile
Patron Profile

Patrons Studied

Map 7.1: Patrons Studied

Map Notes

- This map shows the locations of patrons studied in Shawnee County during the sample period (September 9 through October 8, 2007)
- 95,072 patrons were successfully geocoded
- 87,625 patrons are within Shawnee County
7.0 Patron Profile

Patrons with Checkouts

Map 7.2: Patrons Studied with Checkouts

Map Notes
- This map shows the locations of patrons who borrowed materials during the sample period
- 17,194 patrons with checkouts were successfully geocoded
- 15,916 patrons with checkouts were successfully geocoded within Shawnee County
7.0 Patron Profile

Total Patrons

Map 7.3: Total Patrons

Map Notes
• Measures total patrons by census block group
• Dark colors indicate number of patrons; light colors lower number of patrons
Patron Density

Map 7.4: Block Group Patron Density

Map Notes

- Measures patrons per square mile; indicates density of patrons
- Dark colors are census block groups with higher density of patrons; light colors lower density of patrons
- Universe: Library patron data
7.0 Patron Profile

Patron Concentration

Map Notes
- Represents the concentration of patron address locations and is described as “patrons per square mile”
Map 7.6: Patron Open Market

**Map Notes**
- This map is the inverse of Map 7.7
- Measures patrons as a percent of the total population of each census block group
- Indicates the degree to which the Library is NOT penetrated in the community
- Dark colors represent lower number of patrons as a percent of the population (higher open market/ lower market penetration); light colors a higher percentage (lower open market/higher penetration)
7.0 Patron Profile

Patron Penetration

Map 7.7: Patron Penetration

Map Notes
- This map is the inverse of Map 7.6
- Measures patrons as a percent of the total population of each census block group
- Indicates the degree to which the Library is penetrated in the community
- Dark colors represent higher number of patrons as a percent of the population (higher penetration/lower open market); light colors a lower percentage (lower penetration/higher open market)
7.0 Patron Profile

Youth patron open market

Map Notes

• This map is the inverse of Map 7.9
• Measures youth patrons as a percent of the total youth population by census block group
• Youth age range is 0 to 19 years old
• Dark colors indicate lower percentages of youth patrons relative to the total youth population (higher open market/lower penetration); light colors higher percentages (lower open market/higher penetration)
Map 7.9: Youth Patron Market Penetration

Map Notes
- This map is the inverse of Map 7.8
- Measures youth patrons as a percent of the total youth population by census block group
- Youth age range is 0 to 19 years old
- Dark colors indicate higher percentages of youth patrons relative to the total youth population (lower open market/higher penetration); light colors lower percentages (higher open market/lower penetration)
Topeka and Shawnee County Public Library

7.0 Patron Profile

Adult patron open market

Map Notes

- This map is the inverse of Map 7.11
- Measures adult patrons as a percent of the total adult population by census block group
- Adult age range is 20 to 64 years old
- Dark colors indicate lower percentages of adult patrons relative to the total adult population (higher open market/lower penetration); light colors indicate higher percentages (lower open market/higher penetration)
Map 7.11: Adult Patron Market Penetration

Map Notes
• This map is the inverse of Map 7.10
• Measures adult patrons as a percent of the total adult population by census block group
• Adult age range is 20 to 64 years old
• Dark colors indicate higher percentages of adult patrons relative to the total adult population (lower open market/higher penetration); light colors lower percentages (higher open market/lower penetration)
7.0 Patron Profile

Senior patron open market

Map Notes
- This map is the inverse of Map 7.13
- Measures senior patrons as a percent of the total senior population by census block group
- Senior age range is 65 years old and above
- Dark colors indicate lower percentages of senior patrons relative to the total senior population (higher open market/lower penetration); light colors higher percentages (lower open market/higher penetration)
7.0 Patron Profile

Senior patron market penetration

Map 7.13: Senior Patron Market Penetration

Map Notes
• This map is the inverse of Map 7.12
• Measures senior patrons as a percent of the total senior population by census block group
• Senior age range is 65 years old and above
• Dark colors indicate higher percentages of senior patrons relative to the total senior population (lower open market/higher penetration); light colors lower percentages (higher open market/lower penetration)
8.0 Checkout Profile
8.0 Checkout Profile

Total Circulation

Map 8.1: Total Circulation

Map Notes
- Measures the total number of checkouts county-wide by census block group
- Checkouts are for the sample period
- Dark colors represent higher total checkouts; light colors lower total checkouts per patron
8.0 Checkout Profile

Circulation Density

Map Notes
- Measures the checkouts per square mile by census block group; the total checkouts for each block group are divided by the size of that block group
- Checkouts are for the sample period
- Dark colors represent higher checkouts per square mile; light colors lower checkouts per square mile
8.0: Checkout Profile

**Average Circulation per Patron**

Map 8.3: Average Circulation per Patron

- **Map Notes**
  - Measures the average number of checkouts per patron by census block group; the total checkouts for each block group are divided by the number of patrons in that block group.
  - Checkouts are for the sample period.
  - Dark colors represent higher average checkouts per patron; light colors lower average checkouts per patron.
9.0 Proximity Profile
Map 9.1: Proximity Rings by Patron Count

Map Notes
- Measures the percent of patrons by proximity to the library
- Yellow: up to 25% of patrons reside in the red area
- Red: up to 50% of patrons reside in the blue area
- Blue: up to 75% of patrons reside in the yellow area
9.0: Proximity Profile

Circulation Proximity

Map 9.2: Proximity Rings by Circulation

Map Notes
- Measures the percent of patrons who borrowed items by proximity to the library
- Yellow: up to 25% of patrons who borrowed items reside in the red area
- Red: up to 50% of patrons who borrowed items reside in the blue area
- Blue: up to 75% of patrons who borrowed items reside in the yellow area
10.0 Tapestry Segmentation Profile
Introduction
A cornerstone of success to a public library is a thorough knowledge of its existing and prospective patrons. Market segmentation is a method of mining data and linking with new information from diverse databases to develop accurate characteristics of patron preferences and borrowing patterns.

How are Segments Created?
CIVICTechnologies uses the Community Tapestry market segmentation system developed by ESRI. The Tapestry segmentation system organizes every U.S. neighborhood into one of 65 segments based upon their socioeconomic and demographic composition. Each neighborhood is analyzed and sorted by over 60 attributes. The use of large numbers of attributes reflects the diversity and the need to capture them with the most powerful data available. The data sources include Census 2000, ESRI BIS’ proprietary 2007 demographic updates, Axiom’s InfoBase consumer database, Mediamark Research Inc.’s national consumer survey, and other sources to capture the subtlety and vibrancy of the U.S. marketplace.

How is Tapestry Built?
Tapestry combines the traditional statistical methodology of cluster analysis with our latest data mining techniques to provide a robust and compelling segmentation of U.S. neighborhoods. ESRI BIS incorporated and developed these data mining techniques to complement and strengthen the traditional methodology to work with large amounts of geodemographic data.

Cluster analysis is also used in developing the summary groups. The 65 segments are combined into 12 LifeMode groups based on lifestyle and lifestage. These groups provide a broad view of the segments. They are ideal when users want to work with fewer markets than the full 65 segments.

What Verification Steps Are Taken?
Verification procedures follow the creation of the segments to ensure their stability and validity. Replicating the segments with independent samples confirms stability. Validity is checked through the use of characteristics not used to generate the segments. Linking the Tapestry segmentation system to the latest consumer survey data is the critical test. A market segmentation system must be able to distinguish consumer behavior—spending patterns and lifestyle choices—as expected.

How can Tapestry be Used by Our Library?
Market segmentation is extensively used by businesses of all sizes across almost all industries. With market segmentation, a public library can track by patron segment checkout and other relevant library use data in order to answer the questions above including plan marketing campaigns, target support for election campaigns, build customer loyalty programs, improve media relations, site new branch library facilities, identify prospective new patrons, increase library use by existing patrons, and build public awareness.

A patron segmentation report will reveal the demographic, lifestyle, and interest preferences of a library’s patrons. If a library knows who its patrons are, it can better respond to their needs and improve communications, products, and services. Market segmentation can add tremendous value to a public library especially in terms of collection development, outreach and advocacy, patron development campaigns, and development of library services to meet local and unique community needs from teen programs to literacy training.
Please refer to the following maps:

- Map 10.1: All Tapestry Segments
- Map 10.2: Top Six Tapestry Segments

The Index shown in the far right column is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

Key findings:
- The top six segments account for one-half (50.9 percent) of Shawnee County households
- The top ten segments account for just over two-thirds (68.4 percent) of county households
- The top two segments – Green Acres and Rustbelt Traditions – account for 22.9 percent of all households
- The remaining eight of the top ten segments account for about 43 percent of households
- The remaining 31.6 percent of households are split among 30 segments for an average of 1.58 percent each, indicating a high level of fragmentation.

### Table 10.1 Top Ten Tapestry Segments of Shawnee County vs. the U.S.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tapestry Segment Number and Name</th>
<th>Shawnee County Households</th>
<th>U.S. Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17. Green Acres</td>
<td>12.0%</td>
<td>3.1%</td>
</tr>
<tr>
<td>2</td>
<td>32. Rustbelt Traditions</td>
<td>10.9%</td>
<td>2.9%</td>
</tr>
<tr>
<td>3</td>
<td>53. Home Town</td>
<td>8.3%</td>
<td>1.5%</td>
</tr>
<tr>
<td>4</td>
<td>33. Midlife Junction</td>
<td>7.7%</td>
<td>2.5%</td>
</tr>
<tr>
<td>5</td>
<td>18. Cozy and Comfortable</td>
<td>6.1%</td>
<td>2.8%</td>
</tr>
<tr>
<td>6</td>
<td>07. Exurbanites</td>
<td>5.9%</td>
<td>2.5%</td>
</tr>
<tr>
<td>7</td>
<td>36. Old and Newcomers</td>
<td>4.8%</td>
<td>2.0%</td>
</tr>
<tr>
<td>8</td>
<td>30. Retirement Communities</td>
<td>4.6%</td>
<td>1.5%</td>
</tr>
<tr>
<td>9</td>
<td>13. In Style</td>
<td>4.2%</td>
<td>1.5%</td>
</tr>
<tr>
<td>10</td>
<td>48. Great Expectations</td>
<td>3.9%</td>
<td>1.8%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>66.7%</td>
<td>23.1%</td>
</tr>
</tbody>
</table>

### Figure 10.2: Top Ten Tapestry Segments of Shawnee County vs. the U.S.

Source: ESRI.
10.0: Tapestry Profile

All Tapestry Segments

Map Notes
- This map shows all of the Tapestry segments county-wide by census block group
- 30 segments are represented
10.2: Tapestry Profile

Top Six Segments

Map 10.2: Top Six Tapestry Segments

Map Notes
- This map shows the top six Tapestry segments county-wide by census block group
- Each of these segments has a high penetration rate (high percentage of patrons to the total population of the census block group)
### Table 10.2: Tapestry Segments Analysis

<table>
<thead>
<tr>
<th>Segment Number</th>
<th>Segment Name</th>
<th>LifeMode Group</th>
<th>Population</th>
<th>Number of Patrons</th>
<th>Number of Checkouts</th>
<th>Percent Share of Population</th>
<th>Percent Share of Patrons</th>
<th>Percent Share of Checkouts</th>
<th>Percent Share of Checkouts</th>
<th>Penetration Rate</th>
<th>Open Market Rate</th>
<th>Average Checkouts/ Patron</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Sophisticated Squires</td>
<td>High Society</td>
<td>3,007</td>
<td>1,470</td>
<td>1,856</td>
<td>1.7%</td>
<td>1.7%</td>
<td>1.6%</td>
<td>1.6%</td>
<td>49%</td>
<td>51%</td>
<td>1.26</td>
</tr>
<tr>
<td>7</td>
<td>Exurbsites</td>
<td>High Society</td>
<td>12,062</td>
<td>5,311</td>
<td>7,662</td>
<td>6.9%</td>
<td>6.1%</td>
<td>6.5%</td>
<td>6.5%</td>
<td>44%</td>
<td>56%</td>
<td>1.44</td>
</tr>
<tr>
<td>12</td>
<td>Up and Coming Families</td>
<td>Family Portrait</td>
<td>6,954</td>
<td>2,756</td>
<td>4,214</td>
<td>4.0%</td>
<td>3.1%</td>
<td>2.9%</td>
<td>2.9%</td>
<td>40%</td>
<td>60%</td>
<td>1.24</td>
</tr>
<tr>
<td>13</td>
<td>In Style</td>
<td>Upscale Avenues</td>
<td>6,735</td>
<td>3,362</td>
<td>4,173</td>
<td>3.8%</td>
<td>3.8%</td>
<td>3.7%</td>
<td>3.7%</td>
<td>50%</td>
<td>50%</td>
<td>1.31</td>
</tr>
<tr>
<td>14</td>
<td>Prosperous Empty Nesters</td>
<td>Senior Styles</td>
<td>2,482</td>
<td>1,392</td>
<td>2,918</td>
<td>1.4%</td>
<td>1.6%</td>
<td>1.7%</td>
<td>1.7%</td>
<td>56%</td>
<td>44%</td>
<td>1.48</td>
</tr>
<tr>
<td>17</td>
<td>Green Acres</td>
<td>Upscale Avenues</td>
<td>23,999</td>
<td>9,409</td>
<td>12,548</td>
<td>13.7%</td>
<td>10.7%</td>
<td>10.5%</td>
<td>10.5%</td>
<td>39%</td>
<td>61%</td>
<td>1.32</td>
</tr>
<tr>
<td>18</td>
<td>Cozy and Comfortable</td>
<td>Upscale Avenues</td>
<td>11,431</td>
<td>5,472</td>
<td>7,059</td>
<td>6.5%</td>
<td>6.2%</td>
<td>6.0%</td>
<td>6.0%</td>
<td>48%</td>
<td>52%</td>
<td>1.29</td>
</tr>
<tr>
<td>19</td>
<td>Milk and Cookies</td>
<td>Family Portrait</td>
<td>3,975</td>
<td>1,716</td>
<td>2,223</td>
<td>2.3%</td>
<td>2.0%</td>
<td>2.0%</td>
<td>2.0%</td>
<td>43%</td>
<td>57%</td>
<td>1.36</td>
</tr>
<tr>
<td>22</td>
<td>Metropolitans</td>
<td>Metropolis</td>
<td>4,027</td>
<td>2,271</td>
<td>3,756</td>
<td>2.3%</td>
<td>2.6%</td>
<td>2.9%</td>
<td>2.9%</td>
<td>57%</td>
<td>43%</td>
<td>1.48</td>
</tr>
<tr>
<td>26</td>
<td>Midland Crowd</td>
<td>American Quilt</td>
<td>837</td>
<td>326</td>
<td>411</td>
<td>0.5%</td>
<td>0.4%</td>
<td>0.3%</td>
<td>0.3%</td>
<td>41%</td>
<td>59%</td>
<td>1.01</td>
</tr>
<tr>
<td>28</td>
<td>Aspiring Young Families</td>
<td>High Hopes</td>
<td>5,806</td>
<td>3,103</td>
<td>3,706</td>
<td>3.3%</td>
<td>3.5%</td>
<td>3.1%</td>
<td>3.1%</td>
<td>53%</td>
<td>47%</td>
<td>1.19</td>
</tr>
<tr>
<td>29</td>
<td>Rustbelt Retirees</td>
<td>Senior Styles</td>
<td>3,637</td>
<td>1,816</td>
<td>2,821</td>
<td>2.1%</td>
<td>2.1%</td>
<td>2.1%</td>
<td>2.1%</td>
<td>50%</td>
<td>50%</td>
<td>1.39</td>
</tr>
<tr>
<td>30</td>
<td>Retirement Communities</td>
<td>Senior Styles</td>
<td>6,451</td>
<td>3,220</td>
<td>3,231</td>
<td>3.7%</td>
<td>3.7%</td>
<td>3.7%</td>
<td>3.7%</td>
<td>50%</td>
<td>50%</td>
<td>1.56</td>
</tr>
<tr>
<td>32</td>
<td>Rustbelt Traditions</td>
<td>Traditional Living</td>
<td>17,908</td>
<td>9,596</td>
<td>12,954</td>
<td>10.2%</td>
<td>10.9%</td>
<td>11.0%</td>
<td>11.0%</td>
<td>54%</td>
<td>46%</td>
<td>1.35</td>
</tr>
<tr>
<td>33</td>
<td>Midlife Junction</td>
<td>Traditional Living</td>
<td>11,922</td>
<td>6,297</td>
<td>9,156</td>
<td>6.8%</td>
<td>7.1%</td>
<td>7.7%</td>
<td>7.7%</td>
<td>52%</td>
<td>48%</td>
<td>1.46</td>
</tr>
<tr>
<td>36</td>
<td>Old and Newcomers</td>
<td>Solo Acts</td>
<td>6,377</td>
<td>3,091</td>
<td>4,774</td>
<td>3.6%</td>
<td>3.5%</td>
<td>4.0%</td>
<td>4.0%</td>
<td>48%</td>
<td>52%</td>
<td>1.54</td>
</tr>
<tr>
<td>37</td>
<td>Prairie Living</td>
<td>Factories and Farms</td>
<td>855</td>
<td>163</td>
<td>692</td>
<td>0.5%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>0.3%</td>
<td>19%</td>
<td>81%</td>
<td>2.49</td>
</tr>
<tr>
<td>39</td>
<td>Young and Restless</td>
<td>Solo Acts</td>
<td>958</td>
<td>470</td>
<td>488</td>
<td>0.5%</td>
<td>0.5%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>49%</td>
<td>51%</td>
<td>1.40</td>
</tr>
<tr>
<td>41</td>
<td>Crossroads</td>
<td>American Quilt</td>
<td>6,369</td>
<td>2,911</td>
<td>3,443</td>
<td>3.6%</td>
<td>3.3%</td>
<td>2.7%</td>
<td>2.7%</td>
<td>46%</td>
<td>54%</td>
<td>1.08</td>
</tr>
<tr>
<td>48</td>
<td>Great Expectations</td>
<td>High Hopes</td>
<td>6,353</td>
<td>4,621</td>
<td>6,939</td>
<td>3.6%</td>
<td>5.3%</td>
<td>5.9%</td>
<td>5.9%</td>
<td>73%</td>
<td>27%</td>
<td>1.50</td>
</tr>
<tr>
<td>50</td>
<td>Heartland Communities</td>
<td>Senior Styles</td>
<td>3,987</td>
<td>1,691</td>
<td>1,296</td>
<td>2.3%</td>
<td>1.9%</td>
<td>1.6%</td>
<td>1.6%</td>
<td>42%</td>
<td>58%</td>
<td>1.13</td>
</tr>
<tr>
<td>51</td>
<td>Metro City Edge</td>
<td>Metropolis</td>
<td>634</td>
<td>365</td>
<td>669</td>
<td>0.4%</td>
<td>0.4%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>58%</td>
<td>42%</td>
<td>1.81</td>
</tr>
<tr>
<td>52</td>
<td>Inner City Tenants</td>
<td>Global Roots</td>
<td>1,916</td>
<td>1,482</td>
<td>2,634</td>
<td>1.1%</td>
<td>1.7%</td>
<td>2.2%</td>
<td>2.2%</td>
<td>77%</td>
<td>23%</td>
<td>1.78</td>
</tr>
<tr>
<td>53</td>
<td>Home Town</td>
<td>Factories and Farms</td>
<td>14,694</td>
<td>7,331</td>
<td>9,068</td>
<td>8.4%</td>
<td>9.1%</td>
<td>7.7%</td>
<td>7.7%</td>
<td>54%</td>
<td>46%</td>
<td>1.14</td>
</tr>
<tr>
<td>55</td>
<td>College Towns</td>
<td>Scholars and Patriots</td>
<td>523</td>
<td>286</td>
<td>638</td>
<td>0.3%</td>
<td>0.3%</td>
<td>0.5%</td>
<td>0.5%</td>
<td>54%</td>
<td>46%</td>
<td>2.17</td>
</tr>
<tr>
<td>57</td>
<td>Simple Living</td>
<td>Senior Styles</td>
<td>2,600</td>
<td>1,674</td>
<td>3,293</td>
<td>1.5%</td>
<td>1.9%</td>
<td>1.9%</td>
<td>1.9%</td>
<td>64%</td>
<td>36%</td>
<td>1.37</td>
</tr>
<tr>
<td>58</td>
<td>Southwestern Families</td>
<td>Family Portrait</td>
<td>1,132</td>
<td>697</td>
<td>435</td>
<td>0.6%</td>
<td>0.8%</td>
<td>0.8%</td>
<td>0.8%</td>
<td>62%</td>
<td>38%</td>
<td>1.43</td>
</tr>
<tr>
<td>60</td>
<td>City Dimensions</td>
<td>Global Roots</td>
<td>5,988</td>
<td>3,877</td>
<td>4,795</td>
<td>3.4%</td>
<td>4.4%</td>
<td>4.1%</td>
<td>4.1%</td>
<td>65%</td>
<td>35%</td>
<td>1.24</td>
</tr>
<tr>
<td>62</td>
<td>Modest Income Homes</td>
<td>Metropolis</td>
<td>758</td>
<td>487</td>
<td>266</td>
<td>0.4%</td>
<td>0.6%</td>
<td>0.3%</td>
<td>0.3%</td>
<td>64%</td>
<td>36%</td>
<td>0.74</td>
</tr>
<tr>
<td>65</td>
<td>Social Security Set</td>
<td>Senior Styles</td>
<td>614</td>
<td>336</td>
<td>711</td>
<td>0.4%</td>
<td>0.5%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>65%</td>
<td>35%</td>
<td>1.79</td>
</tr>
</tbody>
</table>

**Total** | **174,971** | **87,625** | **118,299** | **2.29%** | **2.34%** | **2.44%** | **51.21%** | **48.79%** | **1.38**
10.0 Tapestry Profile

Segment Comparison

Figure 10.2: Comparison by Segment between Population, Patrons, and Checkouts

Notes

- **Percent population** = county-wide current year estimate of population by segment
- **Percent patrons** = patrons geocoded by segment
- **Percent checkouts** = total checkouts by segment
- Each of these three measures adds to 100% of its respective universe
- The chart to the right is organized by percent population (high on bottom, low on top)
Figure 10.3: Penetration Rate by Tapestry Segment

Notes
- Measures the percent of each segment that are patrons
- Inverse of open market rate (Figure 3.4)
10.0 Tapestry Profile

Segment Open Market Rate

Figure 10.4: Percent Open Market Rate by Tapestry Segment

Notes
• Measures the percent of each segment that are not patrons
• Inverse of penetration rate (Figure 3.3)
Figure 10.5: Average Checkouts per Patron by Tapestry Segment

Notes
- Average checkouts per patron by census block group for the two month study period
Segments within a LifeMode summary group share an experience such as being born in the same time period, or a trait, like affluence. The following are the top LifeMode Groups by household; each group includes one or multiple segments. For additional information see the BusinessDecision Tapestry Data Manual available in Adobe Acrobat format at: http://www.businessdecision.info/pdfs/BusinessDecisionTapestryDataManual.pdf

Group L1: High Society
High Society represents a total of 7.3% of households in two segments:
> Sophisticated Squires (1.4%)
> Exurbanites (5.9%)
The markets in High Society are affluent and well educated. Although they represent slightly more than 12 percent of all U.S. households, they generate nearly one quarter of the total U.S. income. Employment in high-paying positions such as professional or managerial occupations is common. As a result, the median household income for this group exceeds $94,000, almost twice that of the national median. Most households are married couple families residing in affluent neighborhoods where median home values surpass $290,000. Although this is one of the least diverse groups in the United States, it is one of the fastest growing, increasing by more than 2 percent annually.

Group L5: Senior Styles
Senior Styles represents a total of 12.4% of households in six segments:
> Prosperous Empty Nesters (1.5%)
> Rustbelt Retirees (2.1%)
> Retirement Communities (4.6%)
> Heartland Communities (2.2%)
> Simple Living (1.5%)
> Social Security Set (0.5%)
Almost 15 million households in the nine Senior Styles segments comprise Tapestry’s largest summary group. As the U.S. population ages, two of the fastest growing American markets are found among The Elders and the Silver and Gold segments. This large group illustrates the diversity within today’s senior citizen markets. Although incomes within this group cover a wide range, the median is approximately $40,000, attributable mostly to retirement income or Social Security payments. Younger, more affluent seniors, freed of their child rearing responsibilities, are traveling and relocating to warmer climates. Less affluent, settled seniors are looking forward to retirement and remaining in their homes. Some of these older, less affluent segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group can reside in single family homes, retirement communities, or high-rises.
10.0 Tapestry Lifestyle Segmentation Profile

LifeMode Groups

Group L7. High Hopes
High Hopes represents a total of 7.0% of households in two segments:
> Aspiring Young Families (3.1%)
> Great Expectations (3.9%)
This is the smallest Tapestry summary group, made up of just two segments. The High Hopes group seeks the “American Dream” of homeownership and a rewarding job. Most live in single-family houses or multiunit buildings; just under half own their homes. Many are willing to move to a new location to seek better opportunities. The residents in the summary group are young and college educated; one-third of the householders are less than 35 years old. Their median net worth is more than $79,000—close to 80 percent of the U.S. median. Households in this group include a mix of married couples, single-parent families, or single persons.

Group L10. Traditional Living
Traditional Living represents a total of 18.6% of households in two segments:
> Rustbelt Traditions (10.9%)
> Midlife Junction (7.7%)
Descriptions of the four segments in the Traditional Living summary group convey what most of us think of as middle America: hardworking, settled families. They work hard to earn a modest living and typically own single-family homes in more established communities. The group’s higher median age of 37 years also conveys their lifestage—a number of older residents who are completing their child rearing responsibilities and looking forward to retirement. Populations in these neighborhoods are experiencing decline as the younger generations migrate in search of better employment opportunities.

Group L11. Factories and Farms
Factories and Farms represent a total of 8.7% of households in two segments:
> Prairie Living (0.4%)
> Home Town (8.3%)
Some might say that life has passed by the segments in the Factories and Farms summary group. Employment in manufacturing and agricultural industries is typical in these small, settled communities across America’s breadbasket. The rural South and Rustbelt areas change very little over time, creating a climate with few employment opportunities, which hinders growth. Many households include married couples or married couples with children; median household incomes are approximately $37,000. Most own their homes.
Map Notes

- This map shows the LifeMode Groups county-wide by census block group.
- LifeMode Groups are composed of individual segments with similar traits or characteristics such as income, occupation, educational attainment, etc.
The following is a detailed description of the first segment.

**Segment Code:** 17  
**Segment Name:** Green Acres  
**LifeMode Group:** L2. Upscale Avenues  
**Percent Households:** 12.0%

**Demographic**  
Married couples with and without children make up 70 percent of the households in Green Acres. Most of the families are blue-collar baby boomers, many with children aged six–17 years. With 9.5 million people, Green Acres represents one of the largest markets, currently more than 3 percent of the U.S. population and growing by 2 percent annually. The median age for Green Acres residents is 39 years. This segment is not ethnically diverse; more than 90 percent are white.

**Socioeconomic**  
The labor force of Green Acres is college educated and hardworking. More than half has completed some college or a degree program. Labor force participation is approximately 70 percent, with employment concentrated in skilled labor and farming occupations in agriculture, manufacturing, or construction industries. More than 12 percent of households earn income from self-employment ventures. Their median household income is $61,000 with a median net worth of more than $130,000.

**Residential**  
A little bit country, Green Acres residents live in pastoral settings of developing suburban fringe areas. Development has been consistent—single-family homes. With the exception of a few mobile homes and some seasonal housing, more than 90 percent of the housing inventory are owner occupied, single-family dwellings.  
(Homeownership is also consistent in Green Acres.) These newer homes carry a median value of $168,000. Green Acres neighborhoods are located throughout the country but are very common in Indiana, Michigan, Ohio, and Pennsylvania. Typical of rural residents, Green Acres homeowners own multiple vehicles. Almost 80 percent own two or more vehicles in addition to their lawn or garden tractors. They favor domestic models with four-wheel drive, four-door sedans, and trucks.

**Preferences**  
Country living describes the lifestyle of Green Acres residents. They are do-it-yourselfers, maintaining and remodeling their homes with paint, decks and patios, and spas. Of course, they own all the necessary power tools to accomplish their projects including power saws, drill presses, and welders. Gardening, especially vegetables, is also a priority, again with the right tools—tillers, tractors, riding mowers, edgers, and even separate home freezers for the harvest. Leisure in Green Acres includes hiking, backpacking, hunting, and bicycling. They also own motorcycles, watch motorcycle events on TV, and read motorcycle magazines. They also own motorcycles, watch motorcycle events on TV, and read motorcycle magazines. Living in the country does not preclude connection to the rest of the world. Green Acres residents own and use PCs, probably purchased by catalog. They own a variety of software packages including education software for their children. They also use the Internet, primarily to purchase consumer goods, such as videos, clothing, and CDs, or to track investments.
10.0 Tapestry Profile

Top Segment: Green Acres

Map 10.4: Percent Open Market: Green Acres

Map Notes

- This map shows the Tapestry segment with the #1 penetration rate: Green Acres
- Penetration rate is measured as percent of patrons to the total population in each block group
The following is a detailed description of the second segment.

Segment Code: 32
Segment Name: Rustbelt Traditions
LifeMode Group: L10. Traditional Living
Percent Households: 10.9%

**Demographic**
Rustbelt Traditions residents are the backbone of older industrial cities in states bordering the Great Lakes. Their median age is 36 years, the same as the U.S. median age. One of the largest Tapestry markets, Rustbelt Traditions neighborhoods is a mix of married-couple, single-parent, and single-person households. Most residents are white.

**Socioeconomic**
Slightly below the U.S. median, Rustbelt Traditions residents’ median household income is $44,000. Their median net worth is $88,000, which is 12 percent below the U.S. median. Most have graduated from high school or community college. For years, these residents sustained the manufacturing industry that drove the local economies. Now the service sector predominates. Many find employment in administrative, production, and sales positions.

**Residential**
Most Rustbelt Traditions residents live in modest, single family homes. The median home value of $93,000 is about two-thirds of the U.S. median. The relatively lower home value partly reflects the older homes in these communities; two-thirds of the homes were built before 1960.

**Preferences**
Residents of Rustbelt Traditions are aptly named. They are citizens who have lived, worked, spent, and played in the same area for years. They do not follow fads; they stick with the products and services they know.

They prefer domestic car manufacturers to foreign ones. Some purchases reflect the attentive maintenance of their homes and yards; Rustbelt Traditions residents own work boots and gloves, lawn mowers, and snow blowers. For specialized projects, Rustbelt Traditions residents will contract for roofing, flooring, and carpet installations.

Financially conservative, Rustbelt Traditions residents may have a personal loan that is not associated with a student or a vacation loan. They hold low-value variable life and homeowner’s insurance policies. Rustbelt Traditions residents will see a doctor for diet control, buy lenses and sunglasses from optical discount stores, and have a stationary bike at home for exercise.

Their favorite leisure activities include bowling and fishing. They are devoted pet owners. Watching television is a common pastime for Rustbelt Traditions residents. They subscribe to cable and watch it regularly, but their favorite programs are sports, baseball, basketball, football, bowling, and ice hockey. Rustbelt Traditions residents watch their pennies and look for bargains in the JC Penney catalog and at Sam’s Club warehouse store, Shop & Save, Aldi, Walgreens, and Lerner.
10.0 Tapestry Profile

Top Segment: Rustbelt Traditions

Map Notes
- This map shows the Tapestry segment with the #2 penetration rate: Rustbelt Traditions
- Penetration rate is measured as percent of patrons to the total population in each block group
The following is a detailed description of the third segment.

**Segment Code:** 53  
**Segment Name:** Home Town  
**LifeMode Group:** L11 Factories and Farms  
**Percent Households:** 8.3%

**Demographic**  
Young single-person households, married couples, and single-parent families hold the median age for Home Town residents to 34 years. This figure is slightly younger than the U.S. median; however, 24 percent of householders are over 65 years of age. Many families have two generations that have lived and worked in the community and children who plan to do the same. Home Town neighborhoods are predominantly white with some black population.

**Socioeconomic**  
The median household income for Home Town residents is $28,800; their net worth is $48,800. With slightly more than 70 percent of their income derived from wages and salaries, they also rely on Supplemental Security Income and public assistance for support. Retirees draw Social Security benefits. Some draw retirement income, but very few have invested in the stock market. In educational attainment, 34 percent have not graduated from high school, compared to 20 percent nationally. Only 7 percent hold a bachelor’s or graduate degree, compared to 25 percent nationally. Although unemployment is fairly high, most of the employed find service or skilled labor jobs. The manufacturing, retail trade, construction, transportation, and support services industries are the primary sources of employment for these residents.

**Residential**  
These low-density, settled neighborhoods in the Midwest and South rarely change. Home Town residents may move from one house to another, but they seldom cross the county line. More than 70 percent live in single-family detached homes; another 12 percent live in two- to four-unit structures. More than half of the homes are owner-occupied with a median value of $58,900. Many of those who rent live in multiunit structures, paying very reasonable rates of less than $500 per month. With population declining in these neighborhoods, new construction is scarce. Homes are slightly run down; many housing units are vacant. Most homes were built before 1970.

**Preferences**  
Home Town residents savor their quasi-country lifestyle by spending time outdoors, gardening, fishing, swimming, and walking and, when indoors, reading and playing cards. Many are pet owners who purchase prepackaged dry pet foods over moist foods. They make the most of their urban locations, enjoying nightclubs, bars, movies, museums, and zoos. They use the Internet primarily for e-mail and games, either at home, work, or the local library. Their primary means of communication is still the telephone, and the majority of calls are local. To keep up with current events, Home Town households subscribe to daily and Sunday newspapers and tune in to news and informational channels such as CNN, Fox News, and the Discovery Channel. Movie channels are also popular. They shop for groceries at discount stores such as Wal-Mart; Kroger and Aldi are also favorites. Perhaps hindered by lack of choice, Home Town shoppers buy apparel at discount stores or small local malls; however, they are gaining confidence in Internet and mail-order shopping. Residents do not dine out very often, but Applebee’s, Cracker Barrel, and Golden Corral are their restaurants of choice.
10.0 Tapestry Profile

Top Segment: Home Town

Map Notes
- This map shows the Tapestry segment with the #3 penetration rate: Home Town
- Penetration rate is measured as percent of patrons to the total population in each block group
The following is a detailed description of the fourth segment.

**Segment Code:** 33  
**Segment Name:** Midlife Junction  
**LifeMode Group:** L10 Traditional Living  
**Percent Households:** 7.7%

**Demographic:** Phasing out of their child-rearing years, Midlife Junction residents are approaching retirement. The median age is 40 years, and nearly a fifth of the residents are 65 or older. Their household types are mixed: married couples with and without children, and single persons. Most of these residents are white.

**Socioeconomic:** Most Midlife Junction residents are still working, although their labor force participation rate is below average, under 62 percent. Nearly a third of the households are now drawing Social Security benefits. Although their median household income of $43,000 is below the U.S. median, their median net worth of $109,000 is not much different from the U.S. median of $100,000. Their education level is also comparable to the U.S.

**Residential:** Midlife Junction communities are found in the suburbs across the country. Two-thirds of the households own their homes, usually a single-family home. Their median home value of $122,000 is lower than the U.S. median by about $24,000. The rest of households have opted for apartment living in multi-unit buildings of varying styles and sizes.

**Preferences:** As Midlife Junction residents pass from child rearing into retirement, they live quiet, settled lives. They have been planning and saving for their retirement, actively participating in IRA or 401K accounts. They spend their money carefully and do not succumb to fads.

Midlife Junction households enjoy dining out at full-service restaurants, particularly on weekends, and take advantage of the convenience of fast food restaurants. They enjoy tending to their gardens. They prefer vehicles from a domestic manufacturer to a foreign one. Politically, they tend to lean toward the conservative side.

They are comfortable making purchases by phone or Internet. Comfortable with computer technology, they use email to communicate with friends and families, and navigate the Internet at home or at work. The Midlife Junction households subscribe to cable and watch television at a higher rate than the U.S. in general. They also like reading the newspaper and books. Mindful of their expenses, they search for bargains at Wal-Mart, Kmart and JC Penney.
10.0 Tapestry Profile

Top Segment: Midlife Junction

Map 10.8: Percent Open Market: Midlife Junction

Map Notes
- This map shows the Tapestry segment with the #5 penetration rate: Midlife Junction
- Penetration rate is measured as percent of patrons to the total population in each block group
The following is a detailed description of the fifth segment.

**Segment Code:** 18  
**Segment Name:** Cozy and Comfortable  
**LifeMode Group:** L2. Upscale Avenues  
**Percent Households:** 6.1%

**Demographic**  
These middle-aged, married couples are comfortably settled in single-family homes in older neighborhoods. The median age for Cozy and Comfortable residents is 40.4 years, well above the U.S. median age of 36 years. Most residents are married, without children, or married couples with school age and adult children. This is a relatively large segment, 8.4 million people, and growing moderately at about 1 percent annually. Most of the residents in this segment are white.

**Socioeconomic**  
Although the labor force is older, they are in no hurry to retire. Labor force participation remains above average, approximately 67 percent. Unemployment has crept up in the past few years but remains relatively low at 5.4 percent. Employment represents a variety of industries and occupations, from professional or managerial to service workers. Median household income is $61,000, drawn from wages and salaries for 80 percent of Cozy and Comfortable residents, from investments for 45 percent of households, and from Social Security for 29 percent. Their net worth is more than $133,000.

**Residential**  
Many of them are still living in the homes in which they raised their children. These are single-family homes built before 1970 with a current market value of $151,000. Cozy and Comfortable neighborhoods are located mainly in suburban areas in the Midwest and Northeast. More than 88 percent of the residents are homeowners, and vacancies are low at 3.8 percent.

**Preferences**  
Cozy and Comfortable residents prefer mutual funds and consult financial planners. They are likely to have a second mortgage, hold home equity credit lines, and refinance their mortgages. Home improvements, including lawn care, are important to Cozy and Comfortable residents. They own leaf shredders and foliage trimmers and buy grass seed. Contracting for concrete or masonry work and adding a deck, porch, or patio are popular home improvement projects for Cozy and Comfortable residents. Leisure time includes golf.

Although they have home computers, owning the latest technology does not rank particularly high with Cozy and Comfortable residents. Their computers are several years old, and they are not running the latest Windows operating system. They use the Internet to obtain information about real estate, cars, or to play games. Television is more important than technology to Cozy and Comfortable residents; many households own four or more sets. They watch The Golf Channel and enjoy Home & Garden Television for information about home improvement projects. They enjoy attending hockey and pro football games as well as playing golf at home and on vacation.
10.0 Tapestry Profile

Top Segment: Cozy and Comfortable

Map 10.9: Percent Open Market: Cozy and Comfortable

Map Notes
- This map shows the Tapestry segment with the #6 penetration rate: Cozy and Comfortable
- Penetration rate is measured as percent of patrons to the total population in each block group
The following is a detailed description of the sixth segment.

**Segment Code:** 07  
**Segment Name:** Exurbanites  
**LifeMode Group:** L1. High Society  
**Percent Households:** 5.9%

**Demographic**
Exurbanites residents live beyond the urban fringe—preferring open space with affluence. The majority of households are empty nesters—married couples with no children living at home. But 45 percent of the married couple households still have children at home. Most householders are between the ages of 45 and 64 years, with a median age of 43 years, which places them directly between college expenses and the care of elderly parents. Lifestage is as important to understanding this market as their lifestyle. There is little ethnic diversity in this market; most residents are white.

**Socioeconomic**
Labor force participation remains above average among Exurbanites residents, 67 percent. The labor force is college educated, more than 40 percent hold a bachelor’s or a graduate degree and are well employed (about half hold professional or managerial positions). An increased number of residents prefer to be self-employed or work from home instead of commuting to work. Median net worth is more than $200,000, almost twice that of the national median; median household income is more than $80,000. More than 20 percent have begun to draw retirement income. Almost 60 percent of the households receive additional income from their investments.

**Residential**
Exurbanites households are growing by almost 2 percent annually, but these are not the newest neighborhoods. Recent construction comprises less than 20 percent of the housing stock. More than half of the homes were built before 1970. Most homes are single-family structures. Median home value is about $235,000, almost twice the national median. Exurban living is not supported by public transportation. Almost 80 percent of households own at least two vehicles.

**Preferences**
Exurbanites residents’ lifestage highlights their focus on investments and financial services. They consult with financial planners, own shares in tax-exempt funds, and track their investments on the Internet. They are well insured between personal property policies and life insurance policies ranging from $250,000 to $500,000. Many have second mortgages or home equity lines of credit. Exurbanites residents’ lifestyle includes work on their homes and gardens and outdoor activities. Purchase of lawn care products, shrubs, and outdoor plants to enhance their properties is popular. Interior improvements also rank high with this segment; they contract for carpet and ceramic tile floor installation, remodeling, and exterior painting. They frequently use the Yellow Pages to find general contractors. To perform their own home improvement projects, Exurbanites residents own equipment such as electric sanders, chain saws, and glue guns. Leisure time includes golf, boating, hiking, kayaking, and vacations. Shopping is practical. They are more likely to buy from Lands’ End, L.L.Bean, Old Navy, and Target than shop at upscale retailers. They listen to public radio and donate to PBS. Reading and dining well are also important to Exurbanites residents. They are also active in their communities—volunteering, participating in civic activities, and donating to charitable organizations.
Map 10.7: Percent Open Market: Exurbanites

- This map shows the Tapestry segment with the #4 penetration rate: Exurbanites
- Penetration rate is measured as percent of patrons to the total population in each block group
The following is a detailed description of the seventh segment.

**Segment Code:** 36  
**Segment Name:** Old and Newcomers  
**LifeMode Group:** L4 Solo Acts  
**Percent Households:** 4.8%

**Demographic:** Old and Newcomers are neighborhoods in transition, populated by renters who are starting their careers or retiring. Householders are either in their twenties or over the age of 75. The median age, 36 years, simply splits this age disparity. These neighborhoods have more single-person and shared households than families. Most of these residents are white. The racial diversity here reflects the U.S.

**Socioeconomic:** Although one in four households is receiving Social Security now, Old and Newcomers have above average rates of labor force participation and below average unemployment rates. Median household income of $40,400 is lower than the U.S. in general, but their median net worth of almost $103,000 is slightly higher. Their educational attainment is slightly above the U.S. average. They work manufacturing, retail, healthcare and other service industries.

**Residential:** Spread throughout metropolitan areas of the U.S., neighborhoods of Old and Newcomers sustain a lot of transition. Over half the residents moved in the last five years. With 62 percent of households renting, Old and Newcomers live in older, mid- or high-rise buildings. Six out of ten homes were built between the 1960s and 1980s. Median home value in these neighborhoods is $143,000.

**Preferences:** What the Old and Newcomers buy or do not buy reflects their unencumbered lifestyle as mainly renters and singles. Compact cars are popular among Old and Newcomers to fit the needs of the nonfamily household. Although they prefer domestic cars to foreign models, the gap is not pronounced. They are more likely to have renters’ and medical insurance, including long term and disability care, than combined home/auto or life insurance policies. They enjoy the company of pets, but prefer cats to dogs, possibly because of apartment living.

They like reading books, either fiction or nonfiction. Among the markets with median household income below the U.S. level, Old and Newcomers have the highest readership. But their fondness of books does not translate into heavy readership in newspapers or magazines. They enjoy watching television and listening to the radio, but at a more moderate level than the average. Contemporary hit radio trumps other formats. They like going to the movies and renting videos.

Consumer choices are also as varied as the ages of Old and Newcomers. They pursue sports like racquetball and golf in addition to jogging or walking. They like tee shirts and designer jeans—and women’s fur coats. They fly kites, go to the zoo and enjoy cooking. Age is not always obvious from their choices.
The following is a detailed description of the ninth segment.

**Segment Code:** 13  
**Segment Name:** In Style  
**LifeMode Group:** L2. Upscale Avenues  
**Percent Households:** 4.2%

**Demographic:** In Style households live in the suburbs, but favor the lifestyle of city dwellers. Professional couples predominate, with higher labor force participation and fewer children. Married couple households represent 55 percent of all households. Households without children, including singles and nonfamily households, are over 60 percent of all households—and increasing. The population is slightly older; median age is 37.8 years. There is little diversity In Style.

**Socioeconomic:** In Style households are prosperous, with a median household income over $65,000 and a median net worth of $162,000, roughly 1.5 times the national median. Wages and salaries provide income for 85 percent of these residents; 45 percent also have some form of investment or rental property income. In Style residents are very well educated compared to the average U.S. residents; nearly 40 percent hold a college or graduate degree. Labor force participation is above average, 71 percent, and unemployment is low, less than five percent. Most of the labor force is engaged in professional or managerial positions with above average concentrations in the financial services, insurance and technical service industries.

**Residential:** In Style live in affluent neighborhoods of metropolitan areas. More suburban than urban, these households nevertheless embrace an urbane lifestyle, with many favoring townhomes over the traditional single-family dwellings. More than 75 percent of their homes were built in the last 30 years and carry a median value of $204,000. Homeownership is just slightly above average at 70 percent among households In Style. Neighborhoods are freckled across the South and Gulf Coast; some are found in the Midwest. A concentration of these neighborhoods is also found in Arizona.

**Preferences:** In Style residents are computer-savvy; they own and use cell phones, PDAs, and PCs with a host of software from accounting to web authoring and utilities. They would probably purchase computer hardware from Dell Computer. Online activities include computer equipment purchases, researching real estate information, tracking investments and planning travel. They use tax preparation software, own mutual fund shares, insured money market accounts through a bank and contribute to 401k retirement accounts. Looking toward the future, In Style residents hold long-term care and disability insurance policies. Home remodeling and yard care are contracted out to various services.

Physical fitness is an integral part of their lifestyle. They subscribe to Weight Watchers for diet control, work out in a regular exercise program and take vitamins. They own treadmills and weights, practice yoga, play tennis and go scuba diving. Rock concerts, live theater and museum visits fill up leisure time. Domestic travel for business and leisure ranks high for this segment. They read airline magazines; listen to public, news-talk, classical and alternative radio. They subscribe to cable (digital, of course); E! and The Golf Channel are cable channel favorites. They enjoy dining out at Cheesecake Factory, Don Pablo’s, and Chili’s Grill and Bar. Shopping preferences include Nordstrom, Eddie Bauer, Banana Republic, amazon.com, L.L. Bean and Land’s End.
The following is a detailed description of the tenth segment.

**Segment Code:** 48  
**Segment Name:** Great Expectations  
**LifeMode Group:** L7 High Hopes  
**Percent Households:** 3.9%

**Demographic**
Young singles and married couples dominate the Great Expectations market. Approximately half of the married couples have children. The median age of the residents is 32.8 years. Some residents are just starting out in their careers or family lives. An above average percentage of diversity householders are still in their twenties and early thirties. Their ethnic diversity is comparable to the U.S diversity.

**Socioeconomic**
The median household income of $36,000 and net worth of $69,000 are low compared to those of the U.S. median. Although their educational level is slightly lower than the U.S. average, many have attended college or obtained a degree. The relatively large proportion of younger residents improves labor force participation, currently more than 68 percent. Manufacturing, retail, and other service industries are the primary employers of workers in Great Expectations.

**Residential**
Great Expectations neighborhoods are home to a blend of homeowners and renters. Nearly half own single-family houses with a median value of $96,000, which is equivalent to about two-thirds of the U.S. median. The other half rent apartments in low- or mid-rise buildings. Most homes in these older suburban neighborhoods were built before 1960. Great Expectations neighborhoods are located throughout the country, with higher proportions in the Midwest and South.

**Preferences**
Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, often preferring to complete them on their own, but they also enjoy a young and active lifestyle. Going to bars, dancing, and playing pool are some of the leisure activities they enjoy. They go out for dinner and a movie, attend music concerts, visit a theme park, and go to the zoo or the beach. Singles take advantage of the convenience of fast-food restaurants. An adventurous bunch, they have tried their hand at different sports such as fishing, hunting, canoeing, roller blading, or boating.

They often watch TV for entertainment and news. Their entertainment programs include sitcoms, major sports events, and MTV. From country to rock, their taste in music is varied. Traveling does not rank high in this market segment. Still focused on starting a career, many have not prepared for their retirement by investing for the future. They shop at major discount stores and department stores, such as Sears and JCPenney, but many residents buy over the Internet or from catalogs for good deals. They dress youthfully, too, preferring to wear brand name athletic shoes and jeans.
The following is a detailed description of the eighth segment.

**Segment Code:** 30  
**Segment Name:** Retirement Communities  
**LifeMode Group:** L5 Senior Styles  
**Percent Households:** 4.6%

**Demographic**  
Single-person households (almost half) and married couple families with no children (one-fifth) dominate Retirement Communities neighborhoods. This older market has a median age of 50.3 years, with one-third of the residents aged 65 or older. Twenty-two percent of the population and 30 percent of householders are 75 years or older. Residents are predominately white (85 percent).

**Socioeconomic**  
Median household income is $44,400, (below the U.S. median), but median net worth is $175,000, significantly higher than the U.S. median. Income includes wages, interest/dividends, Social Security benefits, and retirement income. Half of households earn income from interest/dividends and rental properties, 45 percent receive Social Security benefits, and 26 percent receive retirement income. Those who are still working are in professional, management, office/administrative support, service, and sales occupations. Retirement Communities residents are well educated —13 percent have graduate degrees, 19 percent have bachelor’s degrees, and 26 percent have some college credits.

**Residential**  
Retirement Communities neighborhoods are found in cities across the United States. Congregate housing, which commonly includes meals and other services, is characteristic of these neighborhoods. Residents also live in single-family homes, with a median home value of $174,500. Approximately 42 percent of householders live in single-family homes, and 57 percent in multiunit dwellings. Most housing was built after 1960.

**Preferences**  
Retirement Communities residents spend their leisure time playing golf, horseback riding, gambling in Atlantic City, playing a musical instrument, attending adult education courses, woodworking, and gardening indoors. They enjoy going to ice hockey, college basketball, and soccer games. Residents rent videos and listen to all-news and jazz on the radio. They like to spend time with their grandchildren and spoil them with toys, and they usually have some home remodeling or improvement project in the works. They tend to belong to a civic club and own or lease a Mercury.

Retirement Communities neighborhoods watch syndicated television programs such as Home Improvement, Access Hollywood, Live With Regis & Kelly, The Oprah Winfrey Show, and Jeopardy. Favorite cable stations are Bravo, The Golf Channel, CNBC, and Travel Channel. They especially like to watch news programs such as Inside Edition, Meet the Press, Dateline NBC, and This Week, and they enjoy watching horse racing, bicycle racing, track and field events, golf tournaments, and ice hockey games on TV.

Retirement Communities residents like to drink decaffeinated ground coffee and champagne. They eat at family restaurants and steak houses, such as Bakers Square, Ponderosa, Big Boy, Red Robin, and Shoney’s. They do not eat at fast-food restaurants often, but when they do, their favorite is Checkers. They are most likely to shop for groceries at Giant Eagle, Stop & Shop, Fred Meyer, and Acme. Their drug store of choice is CVS, and favorite department stores are Lord & Taylor and Ames.

Good health is a priority to Retirement Communities residents, so they visit their internists regularly, use Weight Watchers as their diet method, use a stationary bicycle for exercise, and take vitamins and dietary supplements. Fiscally responsible, residents own savings certificates; shares in mutual funds (bonds), tax-exempt funds, and common stock; and certificates of deposit (more than six months). They are likely to buy renter’s insurance.