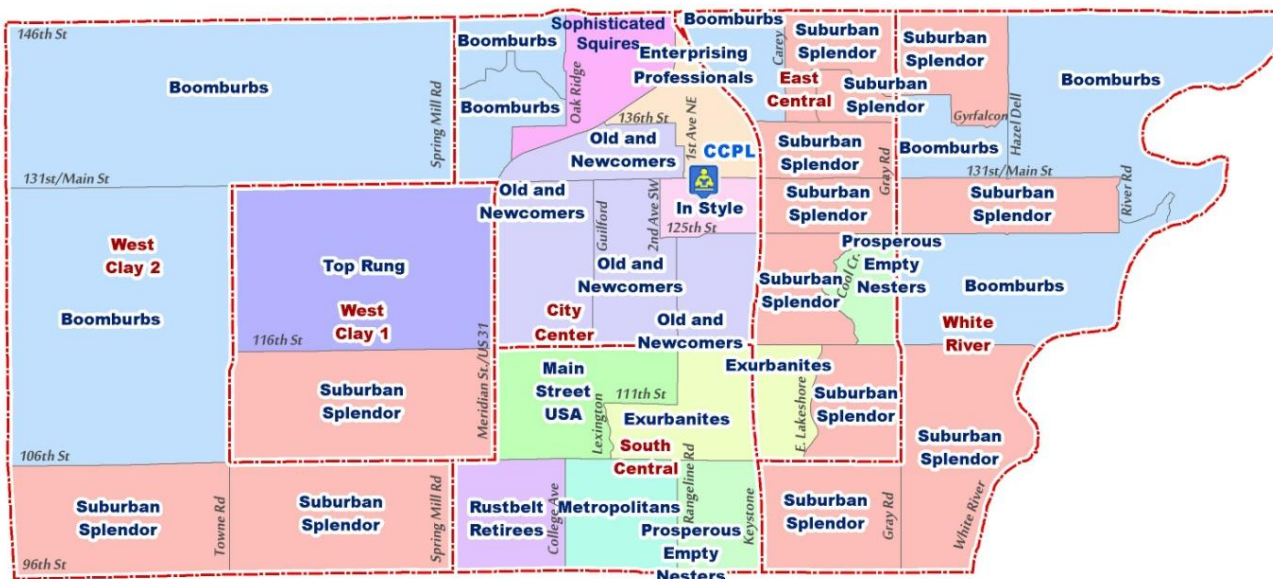


Analysis of High-Potential Areas (*Boomburbs and Suburban Splendor*)

November 2013



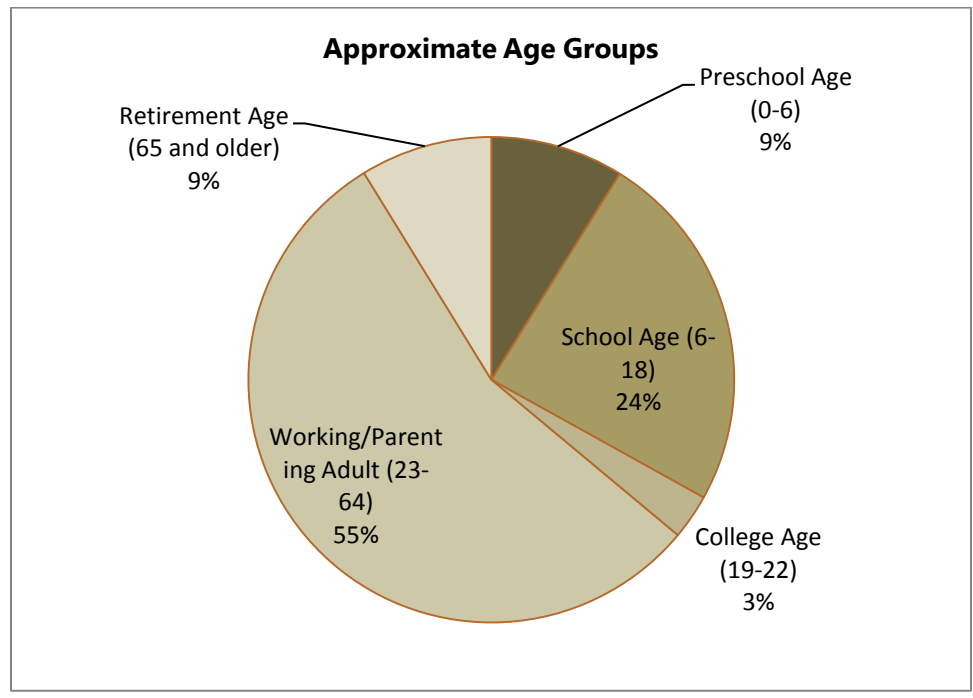
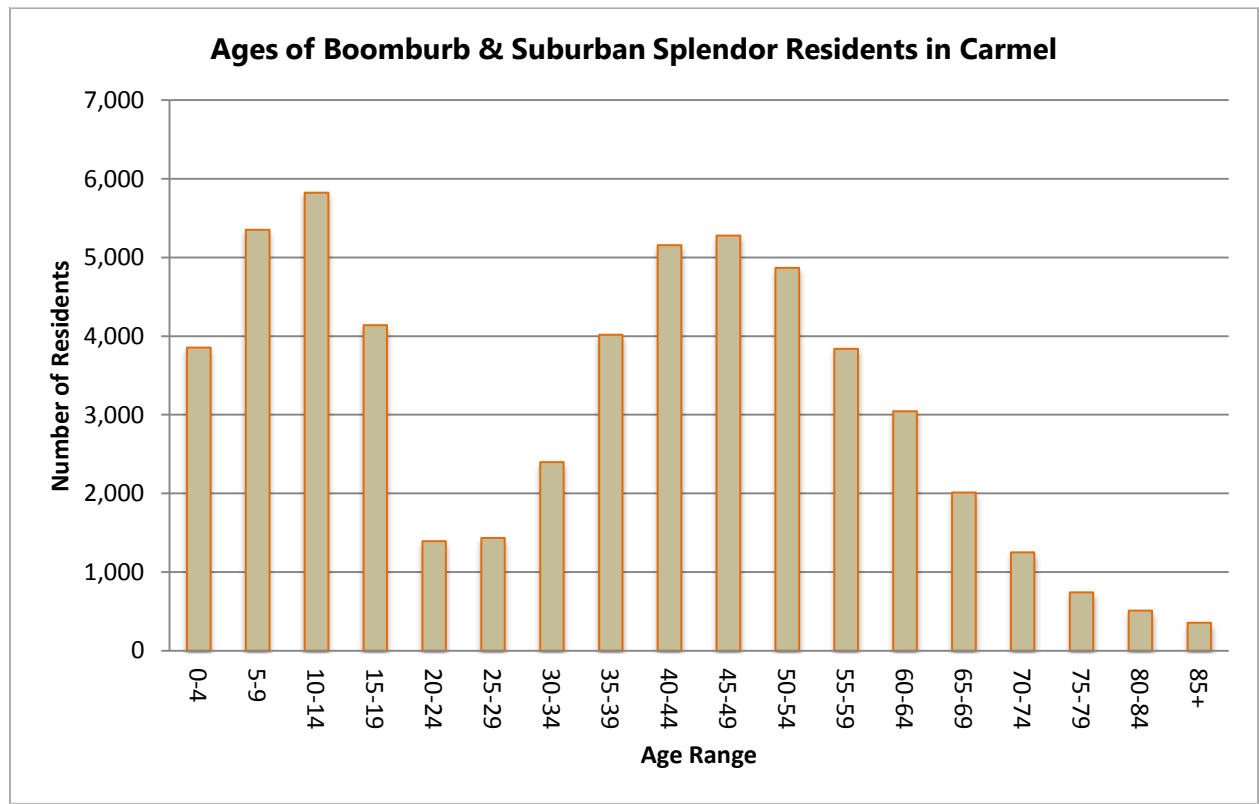
Two-thirds of the people in the library's service area live in either **Boomburbs** or **Suburban Splendor**. Meeting the needs and interests of patrons in these areas is key to the library's success.

Boomburbs and **Suburban Splendor** represent the greatest potential for increasing the number of library cardholders. More than a quarter of Carmel residents do not have library cards, and 71% of these non-cardholders (17,000 people) live in **Boomburbs** and **Suburban Splendor**.

Residents of **Boomburbs** and **Suburban Splendor** share a number of characteristics. They are:

- **affluent consumers**
- **busy and convenience driven**
- **tech savvy**
- **family oriented**
- **frequently two-income households**

Boomburbs are generally just a bit below **Suburban Splendor** in terms of age, wealth, and education. **Boomburbs** "grow up to be" **Suburban Splendor**.



Boomburbs

Statistics for Boomburbs in Carmel

- 33,086 people live in this segment (38.3% of the township population).
- In comparison, they accounted for 37.3% of CCPL circulation (Jan-July 2013).
- 32.4% of them (10,728 people) do not have library cards. This is the highest number of non-cardholders of any segment.

The following sections give a national overview of the Boomburbs segment:

Demographic Description of Boomburbs

The newest additions to the suburbs, these communities are home to busy, affluent young families. Both the neighborhoods and the families are growing. Boomburbs is the fastest-growing market in the United States; the population has been growing at a rate of 4.51% annually since 2000. It is also home to one of the highest concentrations of young families with children. The national median age is 36.1 years; one-fifth of Boomburbs residents are between 35 and 44 years of age. There is little ethnic diversity in the population; most of the residents are white.

Socioeconomic Description of Boomburbs

The Boomburbs market includes one of the highest concentrations of two-income households. Residents are well educated; nationally, more than 50% of the Boomburbs population aged 25 years and older hold a bachelor's or graduate degree. They work primarily in management, professional, and sales occupations. The national median Boomburbs household income is \$104,395, more than double that of the US median. More than half of these households receive additional income from interest, dividends, and rental property.

Residential Description of Boomburbs

Approximately three-quarters of the housing units in Boomburbs neighborhoods were built after 1989; most are single-family houses. These are the newest developments in growing areas. The home ownership rate is 87%, compared to 64% for the United States as a whole. Commuting links these dual-career households with their suburban lifestyle. Many work outside their resident county; 35% cross county lines to work (compared to 23% for the United States as a whole).

Preferences of Boomburbs

Residents' product preferences reflect their suburban lifestyle. Boomburbs is the top segment for buying household furnishings, toys and games, men's business and casual clothes, big-screen TVs, cars, and trees. This is also the top market to own big-screen TVs, DVD players, digital camcorders, video game systems, and scanners as well as owning or leasing full-size SUVs. Residents own laptop computers, all kinds of software, and two or more cell phones. Nationally, they are well-insured,

holding life insurance policies worth \$500,000 or more. They go online frequently to buy flowers and tickets to sports events, trade and track their investments, do their banking, and make travel plans. Personal computer use by children younger than 18 years is the highest of all the segments.

Boomburbs residents prefer homes with fireplaces and hot tubs. They tend to employ professional household cleaning services. They will do home improvement projects themselves or hire a contractor for more complicated work. For property maintenance, they hire lawn care and landscaping services but will also do some lawn care themselves.

Family vacations are a top priority; trips to Disney World, Sea World, and other theme parks are popular destinations. For exercise, they play tennis and golf, ski, lift weights, and jog. They watch family videos on DVD, attend baseball and basketball games, and go to golf tournaments. They will readily spend more than \$250 a year on high-end sports equipment and buy family DVDs for their collections. Favorite types of radio programs include alternative, soft contemporary, sports, and all-talk. They read parenting, finance, and business magazines and watch newer sitcoms and dramas on TV.

Ways to Connect with Boomburbs

- Automated phone messages
- Direct mail
- E-mail
- Fliers at community locations
- Monthly magazine mailed to my home
- Newspaper advertising
- Other social media (e.g., Facebook and Twitter)
- Professional social networking sites (e.g., LinkedIn)
- RSS feeds
- Radio advertising
- Text messages
- TV advertising
- YouTube videos

Suburban Splendor

Statistics for Suburban Splendor in Carmel

- 22,597 people live in this segment (26.1% of the township population).
- In comparison, they accounted for 25.9% of CCPL circulation (Jan-July 2013).
- 28.6% of them (6,464 people) do not have library cards. This is the second highest number of non-cardholders of any segment (after Boomburbs).

The following sections give a national overview of the Suburban Splendor segment:

Demographic Description of Suburban Splendor

Suburban Splendor residents are families who live in growing suburban neighborhoods. Nationally, married couple families with and without children comprise 8 in 10 of these households. Household growth in these suburbs is 2% annually. The national median age is 43.1 years, and half of the population is aged 35–64 years. These low-diversity neighborhoods are predominantly white.

Socioeconomic Description of Suburban Splendor

These successful suburbanites are the epitome of upward mobility, just a couple of rungs below Top Rung in affluence. Suburban Splendor residents have a national median household income of \$115,396. Labor force participation rates are high for both men and women; many households are two income. Most employed residents work in management, professional positions, and sales. They supplement their salaries with income from interest, dividends, and rental property at a rate much higher than the national level. Well educated, more than half the Suburban Splendor population aged 25 years and older hold a bachelor's or graduate degree.

Residential Description of Suburban Splendor

Located in metropolitan areas throughout the United States, Suburban Splendor neighborhoods have a national home ownership rate of 92%. Located in growing neighborhoods, 60% of the houses are relatively new, built after 1979. Because two-income households commonly require multiple vehicles, it is not surprising that nationally, 85% of these households own two or more vehicles.

Preferences of Suburban Splendor

Hot tubs, espresso machines, granite countertops, and the latest interior design amenities are featured in Suburban Splendor homes. A main focus is home improvement and remodeling projects done mostly by contractors, although residents will tackle interior painting jobs. They own a wide array of electric tools that they may or may not use regularly. Residents hire a lawn maintenance service to cut the grass but like to plant their own shrubs and trees; treat their lawn with fertilizer,

weed control, or insecticide; and sow grass seed. They have all the latest electronic gadgets including digital camcorders, video game systems, projection screen TVs, and numerous cell phones. This market prefers to own or lease a minivan or full-size SUV and is one of the top markets for owning or leasing a luxury car.

They devote free time to family; travel; and self-improvement pursuits such as physical fitness, reading, visiting museums, and attending the theater. They keep fit by working out weekly at a club or exercising on a treadmill or stationary bike at home in addition to skiing, ice skating, playing tennis and golf, and bicycling. They read the newspaper, books, and magazines (particularly epicurean, airline, travel, business, finance, and boating). Because they travel extensively in the United States and overseas for business and pleasure, they rack up the miles in frequent flyer programs. A favorite hobby is furniture refinishing. When listening to the radio, they prefer classical music as well as all-news, all-talk, news/talk, and sports programs.

Suburban Splendor residents are members of business clubs and are active investors, using the Internet to track and trade their stocks, bonds, and funds. They hold home equity credit lines, consult with financial planners, use stock rating services, and nationally, own life insurance policies valued at approximately \$500,000. They shop at upscale retailers, home stores, and wholesalers. They order items over the phone and shop online for airline tickets, flowers, and computer equipment.

Ways to Connect with Suburban Splendor

- Automated phone messages
- Direct mail
- E-mail
- Fliers at community locations
- Monthly magazine mailed to my home
- Newspaper advertising
- Other social media (e.g., Facebook and Twitter)
- Professional social networking sites (e.g., LinkedIn)
- RSS feeds
- Radio advertising
- Text messages
- TV advertising
- YouTube videos