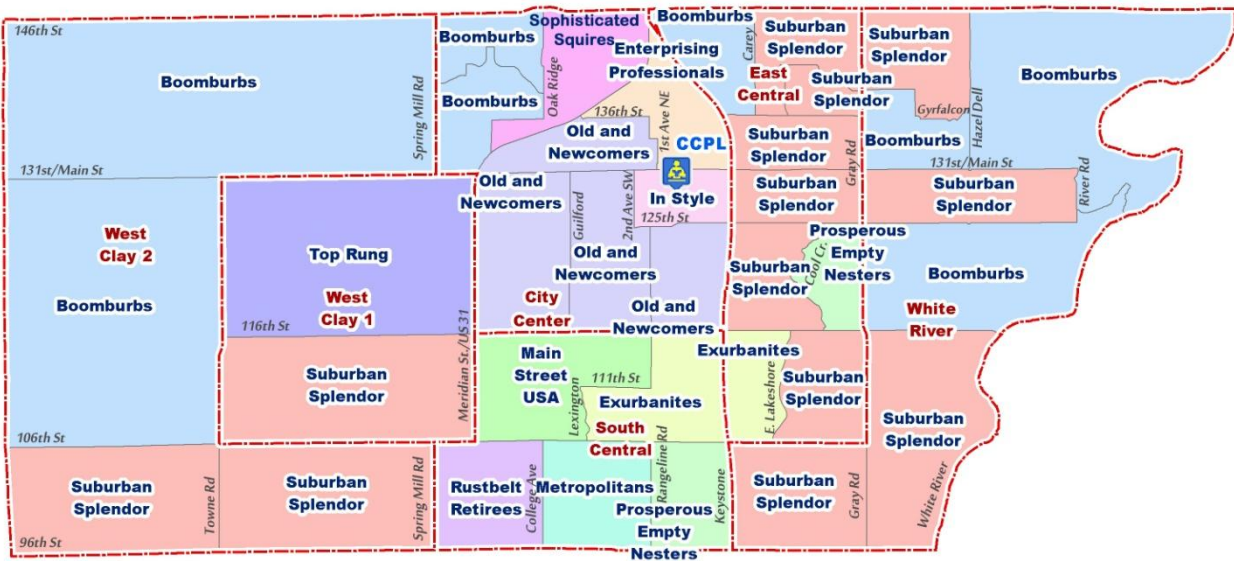


Segment Summary



Potential for growth: 28% of Carmel residents do not have library cards

Segments with greatest potential for increasing cardholders: **Boomburbs** and **Suburban Splendor** (71% of non-cardholders live here)

Note: **Boomburbs** and **Suburban Splendor** represent 64% of our service area and over 17,000 residents without library cards

Boomburbs Young, affluent families 38% of population 32.4% without cards patron potential* 124.1	Enterprising Professionals Young and mobile 1.8% of population -2.4% without cards patron potential* -0.4	Exurbanites Financially secure "sandwich generation" 3.0% of population 23.7% without cards patron potential* 7.2	In Style Professional couples in city-like suburbs 1.8% of population 8.8% without cards patron potential* 1.6
Main Street USA Family-oriented and frugal 3.3% of population 34.4% without cards patron potential* 11.3	Metropolitans Eclectic, active, urbane professionals 2.4% of population 34.4% without cards patron potential* 8.2	Old and Newcomers Transitional neighborhoods at start or end of careers 10.6% of population 10.0% without cards patron potential* 10.6	Prosperous Empty Nesters Moving from child-rearing to retirement 3.1% of population 30.0% without cards patron potential* 9.3
Rustbelt Retirees Frugal, hardworking, and settled 1.1% of population 41.9% without cards patron potential* 4.4	Sophisticated Squires Cultured life away from city 2.9% of population 22.8% without cards patron potential* 6.5	Suburban Splendor Families in growing neighborhoods 26.1% of population 28.6% without cards patron potential* 74.8	Top Rung Mature, married, rich 5.6% of population 38.3% without cards patron potential* 21.4

* **Patron potential** factors in both the segment's population and the number of non-cardholders.

Boomburbs Households: Married couples w/ kids Median age: 36.1 Income: High Job type: Professional, Management Education: Some College; Bach/Grad Housing type: Single Family Dwellings Shop online Bank online Visit Disney World (FL) Listen to sports on radio Own/Lease SUV	Enterprising Professionals Households: Mixed (single, married, families) Median age: 32.8 Income: Upper middle Job type: Professional, Management Education: Some College; Bach/Grad Housing type: Multiunits; Townhomes Jog, bike, yoga Have student loans Go online frequently Read computer magazines Own/Lease Honda	Exurbanites Households: Married couples, Families Median age: 46.6 Income: Upper middle Job type: Professional, Management Education: Some College; Bach/Grad Housing type: Single Family Dwellings Enjoy photography Consult financial planner Play golf, bike, hike Read 2+ Sunday newspapers Own/Lease SUV	In Style Households: Mixed (single, married, families) Median age: 40.8 Income: Upper middle Job type: Professional, Management Education: Some College; Bach/Grad Housing type: Single Family Dwellings; Townhomes Vacation at beach Trade/track investments Shop online Listen to sports on radio Own/Lease Honda	Main Street USA Households: Mixed (single, married, families) Median age: 36.9 Income: Middle Job type: Professional, Management, Skilled, Service Education: Some College Housing type: Single Family Dwellings; Multiunits Buy children's toys, games, clothes Consult financial planner Rent movies on DVD Watch court shows on TV Own/Lease sedan	Metropolitans Households: Single, Shared Median age: 37.1 Income: Middle Job type: Professional, Management Education: Some College; Bach/Grad Housing type: Single Family; Multiunits Visit museums Have student loans Participate in water sports Listen to public radio Own/Lease station wagon
Old and Newcomers Households: Single, Shared Median age: 36.4 Income: Middle Job type: Professional, Management, Service Education: Some College; Bach/Grad Housing type: Multiunit Rentals Go dancing, attend concerts Have renter's insurance Play volleyball, word games Watch cable TV Own/Lease sedan	Prosperous Empty Nesters Households: Married couples w/out kids Median age: 48.2 Income: Upper middle Job type: Professional, Management Education: Some College; Bach/Grad Housing type: Single Family Dwellings Attend golf tournaments Own CD longer than 6 months Refinish furniture Read newspapers Own/Lease Buick	Rustbelt Retirees Households: Married couples w/out kids; Singles Median age: 44.6 Income: Middle Job type: Professional, Management, Skilled, Service Education: High school grad; Some College Housing type: Single Family Dwellings Play bingo Own annuities Belong to fraternal orders, unions, etc. Watch news shows on TV Own Pontiac	Sophisticated Squires Households: Married couples; Families Median age: 40.0 Income: Upper middle Job type: Professional, Management Education: Some College; Bach/Grad Housing type: Single Family Dwellings Home improvement Hold large life insurance policies Landscaping Listen to classic hits radio Own 3+ vehicles	Suburban Splendor Households: Married couple families Median age: 43.4 Income: High Job type: Professional, Management Education: Bach/Grad degree Housing type: Single Family Dwellings Gardening Hold large life insurance policies Stay at Hilton hotels Listen to all-news radio Read travel, sports magazines	Top Rung Households: Married couple families Median age: 45 Income: High Job type: Professional, Management Education: Bach/Grad degree Housing type: Single Family Dwellings Participate in public/civic activities Own stock worth \$75,000+ Vacation overseas Listen to classical, all-news radio Own/Lease luxury car