

# Park Ridge Public Library

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2015-2017 Marketing Plan

November 10, 2015

# Mission and Vision

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## *Mission*

The mission of the Park Ridge Public Library is to provide the community with access to information, recreation and enlightenment by promoting materials, programs and services.

## *Vision*

The vision of the Park Ridge Public Library is to be a community resource that dynamically provides fresh formats, materials for personal growth and stimulating programs, accomplished through a friendly and professional staff in an enhanced building with up-to-date and accessible technology.

# Strategic Plan

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- The Library works to provide a positive experience in every interaction with the community
- The Library strives to reach out to members of our community so that they are well informed of the wide variety of Library services, programs, and materials
- As a vital community institution dedicated to being an active part of a vibrant community life, the Library seeks ways to partner with organizations and businesses that share that goal
- The Library continues to be an early adopter of technology, anticipating trends and changes, by providing ever evolving services and assisting community members in adopting new technologies
- The Library shall effectively use the funds from the referendum to enhance Library resources, facility, and programs to increase the relevancy and use of the Library
- The Library will secure its future by remaining relevant, ensuring adequate funding and enhancing public awareness

# SWOT Analysis

<b>I N T E R N A L</b>	<b>Strengths</b> <ul style="list-style-type: none"><li>▪ Anchor position in community</li><li>▪ Community outreach and engagement</li><li>▪ Public service orientation</li><li>▪ Breadth of collections (print, digital, databases)</li><li>▪ Educated experienced staff</li><li>▪ Library is data rich</li><li>▪ Personalized services</li><li>▪ Approval of referendum by 57.32% of Park Ridge voters</li><li>▪ Completed demographics study</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>▪ Circulation and door counts down</li><li>▪ Outdated branding</li><li>▪ Awareness of Library programs and services</li><li>▪ Success measurements not in place</li><li>▪ Building age and size</li></ul>
<b>E X T E R N A L</b>	<b>Opportunities</b> <ul style="list-style-type: none"><li>▪ Four year tax increase to fund Library</li><li>▪ Restored Sunday hours (5/15)</li><li>▪ Outreach and partnerships</li><li>▪ New website</li><li>▪ Utilizing measurement tools and metrics to guide tactics</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>▪ Competition from low cost digital materials from other sources</li><li>▪ Securement of long-term funding</li></ul>

# Key Performance Goals

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- Library use
  - Increase overall use of the Library by 2% annually
- Customer satisfaction
  - 95% of Library users surveyed rate customer service as positive
- Program attendance
  - Offer new programs and evaluate existing programs to assure that they remain relevant and meet community expectations
- Outreach/community engagement
  - Increase partnerships by 10 per fiscal year
  - Offer six or more programs and displays per year that are relevant to the community
- Fiscal accountability
- Develop actionable, measurable marketing plan

# Marketing Plan

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- Research and leverage demographics, trends, current state
- Leverage functionality of current systems
- Create action plan for key initiatives
  - Identify metrics and define measurable results
  - Create benchmarks, measure and apply learning
- Develop key messaging that “sells” benefits not features
- Plan, execute, measure, revise

# Brand Promise

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## *At Park Ridge Public Library we promise to:*

- Be a welcoming place for all members of the community, supporting education and encouraging life-long learning through our services, programs and collections
- Reflect our community's needs and interests in everything we do
- Enrich, entertain and enlighten through the programs we offer
- Provide excellent customer service in order to make every visit to the Library a positive experience
- And strive for continuous improvement in services, technology and facilities

# Park Ridge Library Demographics\*

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- Growth in Park Ridge is static
- Population is aging
- 52.1% female
- 42.4% of households likely to have children
- Higher percentage of Library patrons have income over \$75K compared to base population
- 24,453 registered borrowers (65% of Park Ridge population)
- Per capita circulation and visits are double the Illinois average\*\*
  - 22.4 per capita circulation (compared to 10.3 Illinois average)
  - 11.7 per capita visits (compared to 6.62 Illinois average)
- 64.6 % of patrons check out more than 100 items per year
  - 2262 patrons check out 1000+ items per year

\* Patron Profile Analysis of Top 100% of All Patrons within the Service Area, Cengage Learning, March 2015.

\*\* Public Library Survey FY 2003-2012. Institute of Museum and Library Services/national Center of Education Statistics. FY 2012.

# Represented Mosaic Household Profiles\*

Group	Patrons	Non-Patrons	
<b>A – Power Elite</b>	<b>The wealthiest household in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer</b>		
A01 – American Royalty	697	415	Wealthy, influential and successful couples and families living in prestigious suburbs
A02 – Platinum Prosperity	218	220	Wealthy and established empty-nesting couples residing in suburban and in-town homes
A03 – Kids and Cabernet	460	106	Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs
A04 – Picture Perfect Families	287	116	Established Families of child-rearing households living in wealthy suburbs
<b>B – Flourishing Families</b>	<b>Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles</b>		
B07 – Generational Soup	357	189	Wealthy and established empty-nesting couples residing in suburban and in-town homes
<b>C – Booming with Confidence</b>	<b>Prosperous, established couples in their peak earning years living in suburban homes</b>		
C11 – Aging of Aquarius	410	404	Upscale boomer-aged couples living in city and close-in suburbs
C13 – Silver Sophisticates	1571	1756	Mature, upscale couples and singles in suburban homes

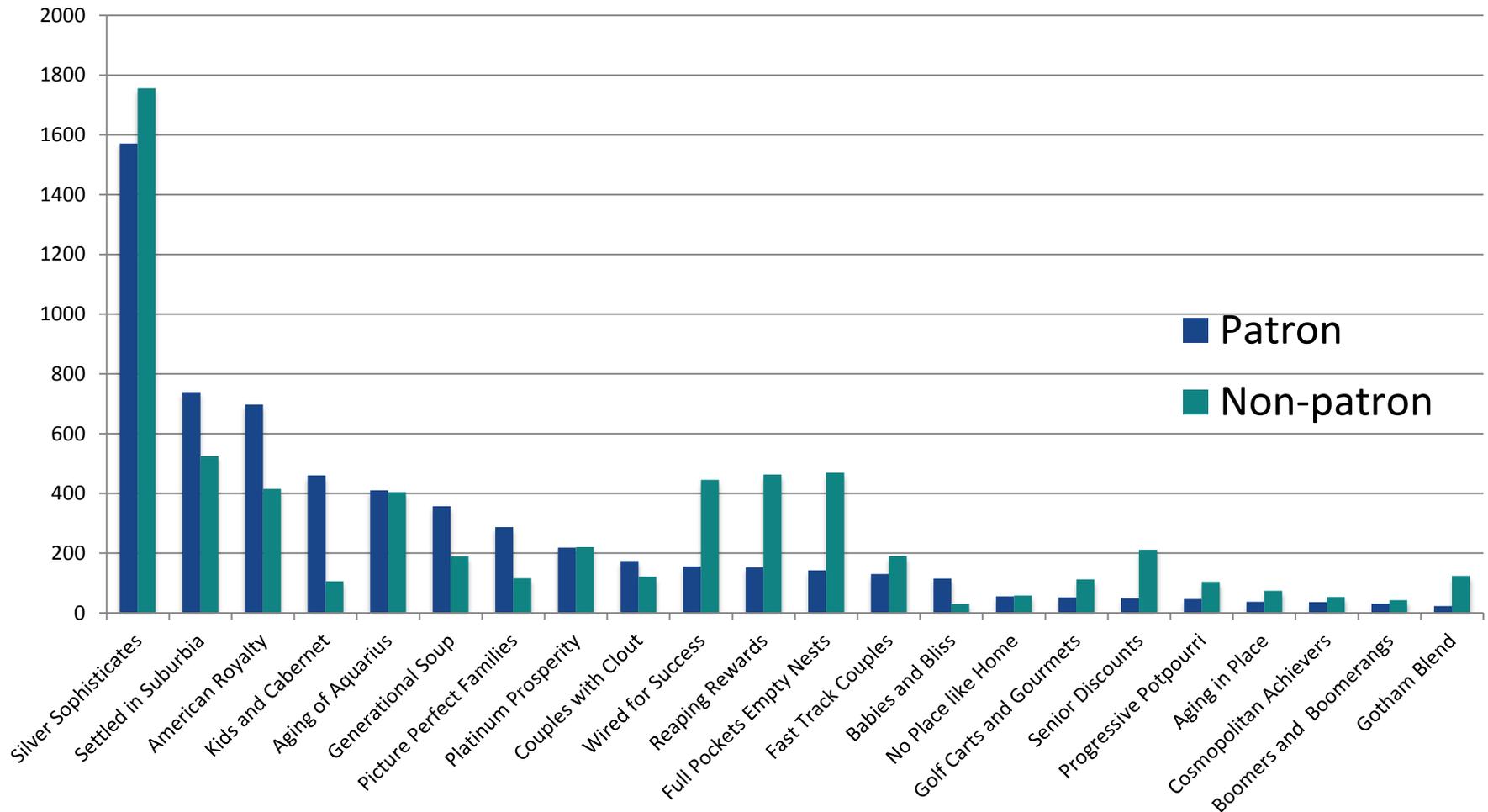
\* See Appendix for definitions

# Represented Mosaic Household Profiles\*

Group	Patrons	Non-Patrons	
<b>D – Suburban Style</b>	<b>Middle-aged, ethnically mixed suburban families and couples earning upscale incomes</b>		
D16 – Settled in Suburbia	739	525	Upper middle-class diverse family units and empty nesters living in established neighborhoods
<b>E – Thriving Boomers</b>	<b>Upper-middle-class baby boomer-age couples living comfortable lifestyles in town and exurban homes</b>		
E19 – Full Pockets, Empty Nests	142	469	Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles
<b>K – Significant Singles</b>	<b>Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living</b>		
K37 – Wired for Success	155	445	Young, mid-scale singles and couples living socially-active lives
<b>Q – Golden Year Guardians</b>	<b>Retirees living in settled residences and communities</b>		
Q62 – Reaping Rewards	152	463	Relaxed, retired couples and widowed individuals in suburban homes living quiet lives
Q65 – Senior Discounts	49	211	Downscale, settled retirees in metro apartment communities

\* See Appendix for definitions

# Park Ridge Household Mosaic Types



# Sample Action Plan Format

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Key Initiative	Target Audience	Tactics	Timing
<b>Success Measures</b>			

# Branding/Awareness

Key Initiative	Tactics	Timing
Increase overall use of the Library by 2% annually	<ul style="list-style-type: none"> <li>Re-engage inactive library users</li> <li>Increase number of card holders in community</li> <li>Utilize industry best practices</li> </ul>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
Create brand awareness with an integrated marketing plan	<ul style="list-style-type: none"> <li>Audit current portfolio of materials and assess functionality and value</li> <li>Develop a multi-pronged approach with measurable outcomes</li> <li>Develop new identity to incorporate new logo</li> <li>Develop key messages aligned to target markets</li> <li>Develop targeted benefit-driven copy</li> <li>Create templates</li> <li>Launch new website</li> <li>Increase media mentions</li> <li>Develop social media strategy to enhance functionality, exposure and accountability</li> </ul>	<p>November – January</p> <p>December – March</p> <p>December – March</p> <p>Ongoing</p> <p>April – May</p> <p>March</p> <p>Current - March</p> <p>November - January</p> <p>January -February</p>
Encourage community engagement	<ul style="list-style-type: none"> <li>Maximize synergy with Chamber of Commerce</li> <li>Leverage 60+ community book groups</li> <li>Maximize partnerships and outreach, Friends of Library</li> </ul>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
Enhance internal communications	<ul style="list-style-type: none"> <li>Invite department heads to brainstorming sessions</li> <li>Create internal communication device</li> <li>Encourage WOM communication</li> </ul>	<p>Ongoing</p> <p>March – May</p> <p>Ongoing</p>
<b>Success Measures</b>	Meeting and exceeding benchmarked metrics, public awareness	

# Email

Key Initiative	Tactics	Timing
Use email as a communication tool	<ul style="list-style-type: none"> <li>▪ Develop email communications plan</li> <li>▪ Meet with department heads to develop action plan to solicit more email addresses</li> <li>▪ Segment patron lists by active, occasional and inactive users</li> <li>▪ Leverage functionality of email system/establish campaign tracking</li> <li>▪ Cross reference with e-newsletter lists</li> <li>▪ Create design and messaging to align with brand and target audience; call-to-action</li> <li>▪ Establish benchmarks</li> <li>▪ Ensure opt-outs are in place</li> </ul>	<p>November – January November – December</p> <p>January - February January - February</p> <p>January – February January – February</p> <p>January – February February</p>
Re-engage non-active library patrons	<ul style="list-style-type: none"> <li>▪ Identify non-active users</li> <li>▪ Develop appropriate messaging</li> </ul>	<p>January - February February</p>
Invite patrons to interest-specific events	<ul style="list-style-type: none"> <li>▪ Create messaging to align with target markets and interests</li> <li>▪ Include call to action</li> <li>▪ Link to landing page on website</li> <li>▪ Track RSVPS</li> <li>▪ Email to no shows</li> </ul>	<p>January – February February February February February</p>
<b>Success Measures</b>	Meet and exceed benchmarks for nonprofits*-- 25.58% open rate; 2.94% click through rate; 0.46% bounce rate and 0.19% unsubscribe rate. Attendance at events.	

\* <http://mailchimp.com/resources/research/email-marketing-benchmarks/>

# Events/Programs

Key Initiative	Tactics	Timing
Offer new programs and evaluate existing programs to assure that they remain relevant and meet community expectations	<ul style="list-style-type: none"> <li>Brainstorm with department heads for new ideas</li> <li>Evaluate all events based on Library mission and goals and brand promise</li> <li>Develop annual calendar for events</li> </ul>	Ongoing December
Offer six or more programs and displays per year that are relevant to the community	<ul style="list-style-type: none"> <li>Target events and programs to specific audiences</li> <li>Develop target- market-appropriate messaging for event content and title</li> </ul>	January – December Ongoing
Increase program attendance to contribute to overall gain in Library usage	<ul style="list-style-type: none"> <li>Market events through traditional high-touch, website, email, public relations, WOM and social media channels</li> <li>Utilize Facebook ads on a trial basis and evaluate results</li> <li>Provide “call to action” on all channels</li> </ul>	Ongoing February – April Ongoing
Leverage events and programs to create value for Library	<ul style="list-style-type: none"> <li>Use events to increase number of Library card holders</li> <li>Use events to develop email lists and send emails to event no-shows</li> </ul>	Ongoing November - Ongoing
Encourage community engagement	<ul style="list-style-type: none"> <li>Maximize synergy with Chamber of Commerce</li> <li>Leverage 60+ community book groups</li> <li>Maximize partnerships and outreach, Friends of Library</li> </ul>	Ongoing Ongoing Ongoing
Continue to partner with Friends of Library	<ul style="list-style-type: none"> <li>Support and promote Friends of Library book sales, events and programs through appropriate channels</li> </ul>	Ongoing
<b>Success Measures</b>	Attendance at events, click-throughs on emails, positive evaluations, media coverage	

# Internal Communications

Key Initiative	Tactics	Timing
Enhance internal communications	<ul style="list-style-type: none"> <li>▪ Conduct internal communications audit</li> <li>▪ Invite department heads to brainstorming sessions</li> <li>▪ Update format and content of marketing and website committees to “spread the word”</li> <li>▪ Create internal communication device</li> <li>▪ Encourage WOM communication</li> <li>▪ Select the key performance indicators to take an internal communication measurement based on our goals</li> </ul>	December – January January – February December  March Ongoing March
Use SMART Goals	<ul style="list-style-type: none"> <li>▪ <i>Simple or Specific</i></li> <li>▪ <i>Measurable</i></li> <li>▪ <i>Achievable</i></li> <li>▪ <i>Realistic or Results-focused</i></li> <li>▪ <i>Timely</i></li> </ul>	Ongoing
Build positive culture of collaboration and communication	<ul style="list-style-type: none"> <li>▪ Involve staff in key messages to public</li> <li>▪ Communicate marketing initiatives to staff</li> <li>▪ Share posts and emails with staff</li> <li>▪ Utilize internal “experts” to execute marketing initiatives</li> </ul>	Ongoing Ongoing December – Ongoing January - Ongoing
<b>Success Measures</b>	Achievement of KPIs	

# Outreach/Partnerships

Key Initiative	Tactics	Timing
Increase partnerships by 10 per fiscal year	<ul style="list-style-type: none"> <li>▪ Identify and evaluate current partnerships</li> <li>▪ Define terms of partnerships</li> <li>▪ Identify and contact potential partners</li> <li>▪ Leverage partnerships to create value for Library</li> </ul>	December - January January January – February Ongoing
Offer six or more programs and displays per year that are relevant to the community	<ul style="list-style-type: none"> <li>▪ Target events and programs to specific audiences</li> <li>▪ Develop target- market-appropriate messaging for event content and title</li> </ul>	January – December Ongoing
Encourage community engagement	<ul style="list-style-type: none"> <li>▪ Maximize synergy with Chamber of Commerce</li> <li>▪ Leverage 60+ community book groups</li> </ul>	Ongoing Ongoing
Continue to partner with Friends of Library	<ul style="list-style-type: none"> <li>▪ Support and promote Friends of Library book sales, events and programs through appropriate channels</li> </ul>	Ongoing
<b>Success Measures</b>	Number of partnerships, attendance at programs, evaluations,	

# Promotional Tools

Key Initiative	Tactics	Timing
Measure effectiveness of current promotional tool kit	<ul style="list-style-type: none"> <li>▪ Audit current portfolio of materials and assess functionality and value of each piece</li> <li>▪ Evaluate all items based on Library mission and goals and brand promise</li> <li>▪ Develop recommendations r.e. messaging, design, frequency and design</li> </ul>	December  Ongoing  January
Develop new brand identity	<ul style="list-style-type: none"> <li>▪ Develop a multi-pronged approach with measurable outcomes</li> <li>▪ Develop key messages aligned to target markets</li> <li>▪ Develop targeted benefit-driven copy</li> <li>▪ Create brand identity and editorial guidelines</li> <li>▪ Create templates</li> </ul>	December – March December – March Ongoing April – May March
Get mileage out of newsletters	<ul style="list-style-type: none"> <li>▪ Evaluate current audience, size, frequency</li> <li>▪ Create design to complement new brand</li> <li>▪ Develop annual content calendar</li> <li>▪ Create hotlinks in online version, linking back to website or landing page</li> </ul>	January February December January
Refine process	<ul style="list-style-type: none"> <li>▪ Create promotional calendar</li> <li>▪ Minimize one-offs</li> </ul>	January Ongoing
<b>Success Measures</b>	Cost, circulation, links to landing pages	

# Public Relations

Key Initiative	Tactics	Timing
Increase awareness	<ul style="list-style-type: none"> <li>▪ Send news releases to media</li> <li>▪ Post news items on website and community news</li> <li>▪ Develop editorial calendar based on events, promotions, etc.</li> <li>▪ Promote services and resources to media</li> <li>▪ Align with American Library Association campaigns (Libraries Transform)</li> <li>▪ Develop boiler plate copy for press releases</li> <li>▪ Use appropriate social media channels</li> </ul>	Ongoing Ongoing December – January Ongoing November  December Ongoing
Increase media placements	<ul style="list-style-type: none"> <li>▪ Develop relationship with local media</li> <li>▪ Provide story ideas to media</li> </ul>	Ongoing January
Promote Library as an editorial resource	<ul style="list-style-type: none"> <li>▪ Position key “experts” to media</li> </ul>	February - March
<b>Success Measures</b>	Press releases sent, media placements,	

# Social Media Metrics

	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	YTD increase	% Increase	YOY Increase
Facebook	1318	1346	1323		1372	1402	1441	1467	1483				165	11%	21%
Twitter	1810	1856	1888		1956	1998	2024	2040	2077				267	13%	45%
Pinterest	1796	1840	1877		1967	1973	2003	1664	2100				304	14%	47%
Swarm	1633	1693	1710		1726	1727	1731	1664	1668				35	2%	8%
	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	YTD Increase	% Increase	
Facebook	1075	1091	1103	1110	1133	1161	1191	1206	1226	1251	1291		216	17%	
Twitter	1432	1459	1481	1501	1555	1583	1632	1612	1681	1727	1769		337	19%	
Pinterest	1431	1474	1500	1535	1576	1614	1658	1634	1690	1718	1747		316	18%	
Swarm/ 4Sq	1545	1553	1569	1579	1598	1613	1637	1630	1664	1645	1637		92	6%	

# Social Media

Key Initiative	Tactics	Timing
Develop social media strategy for Library	<ul style="list-style-type: none"> <li>Develop posting strategy and best practices for Library</li> <li>Determine benchmark numbers for social media</li> <li>Define target market for social media channels</li> <li>Evaluate current channel's performance and evaluate new channels</li> <li>Create content calendar and cross promote on channels</li> <li>Align with trending topics (i.e. promote Downton Abbey books and DVDs when final season premieres)</li> </ul>	December – January December – January Ongoing Ongoing Ongoing January - March December
Facebook	<ul style="list-style-type: none"> <li>Encourage conversations</li> <li>Promote as well as record events</li> <li>Create call to action and link to landing pages</li> <li>Use Face</li> <li>Book ads on a trial basis and evaluate results</li> </ul>	December Ongoing January – Ongoing February - April
Pinterest	<ul style="list-style-type: none"> <li>Align with trending topics</li> </ul>	Ongoing
Twitter	<ul style="list-style-type: none"> <li>Align with trending topics</li> </ul>	Ongoing
YouTube	<ul style="list-style-type: none"> <li>Develop creative strategy for YouTube</li> <li>Hold video contests</li> <li>Utilize internal experts to help create and post engaging videos and link from Facebook and website</li> </ul>	February – April April – Ongoing April - Ongoing
Instagram	<ul style="list-style-type: none"> <li>Create account for Library and regularly post pictures</li> <li>Set up auto feed to Facebook and Twitter</li> </ul>	February February
<b>Success Measures</b>	Continue to increase YOY by 20% for Facebook, 40%+ for Twitter and Pinterest. Develop benchmark for YouTube.	

# Website

Key Initiative	Tactics	Timing
Improve user experience across site	<ul style="list-style-type: none"> <li>Place emphasis on legible navigation and information architecture</li> <li>Modernize look, structure and presentation of content</li> </ul>	Current - March
Leverage functionality of CMS	<ul style="list-style-type: none"> <li>Create clean, easy-to-use templates</li> <li>Create work flow to accommodate approvals on key pages</li> </ul>	
Enhance mobile user experience	<ul style="list-style-type: none"> <li>Improve user experience across devices by employing responsive design</li> </ul>	
Increase use of databases	<ul style="list-style-type: none"> <li>Create an interface that more prominently features databases</li> <li>Promote databases on front page</li> </ul>	
Utilize website as main promotional channel	<ul style="list-style-type: none"> <li>Develop new identity to incorporate new logo</li> <li>Develop key messages aligned to target markets</li> <li>Develop targeted benefit-driven copy</li> <li>Promote personalized services with staff</li> <li>Utilize videos and photos to “tell the story”</li> <li>Utilize testimonials from patrons</li> </ul>	
Apply metrics to measure outcomes and success	<ul style="list-style-type: none"> <li>Leverage functionality of Google Analytics</li> <li>Set up campaigns to link back to landing pages</li> </ul>	
<b>Success Measures</b>	Establish benchmark performance of website. KPIs include increased web hits, increase page views, increased average length of session, decreased bounce rates	

# Appendix/Demographics

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# Growth in Park Ridge is Static

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## *Households*

- Down from 14,350 to 14,111 (-1.7% ) from 2000 to 2010
- Projected growth from 2014B to 2019 is 14,368 to 14,410 (+0.3%)

## *Population*

- Down from 37,930 to 37,348 (-1.3%) from 2000 to 2010
- 0 % population growth from 2014B to 2019 (37,877 to 37,868)

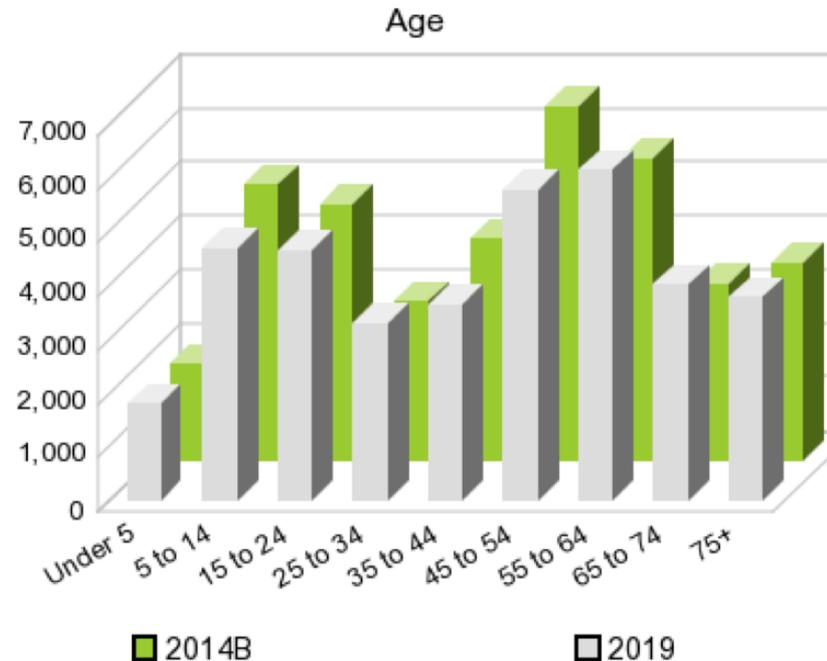
# Park Ridge Population is Aging\*

## Median Age

- 42.4 in 2000
- 44.6 in 2010
- 45.3 in 2014B
- 46.6 in 2019
- Most represented group is 45 to 54
- Least represented group is (Under 5)

## Gender

- 52% female (46.7)
- 48 % male (43.5)



\* alteryx

# Households of Top 100% of All Patrons\*

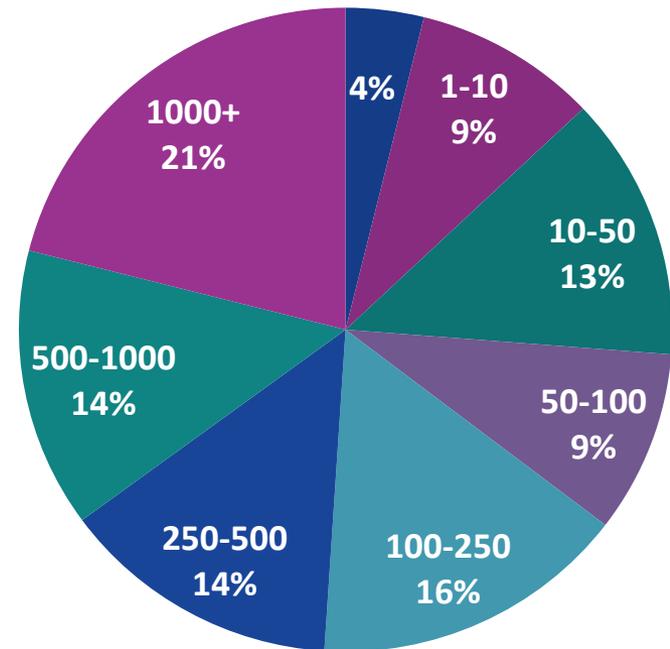
Age Groups	2000		2010		2014B		2019		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2014 to 2019
0 to 4	2,201	5.8%	1,891	5.1%	1,792	4.7%	1,781	4.7%	-14.1%	-0.6%
5 to 14	5,458	14.4%	5,356	14.3%	5,119	13.5%	4,686	12.4%	-1.9%	-8.5%
15 to 19	2,314	6.1%	2,743	7.3%	2,902	7.7%	2,693	7.1%	18.6%	-7.2%
20 to 24	1,393	3.7%	1,622	4.3%	1,836	4.8%	2,074	5.5%	16.4%	12.9%
25 to 34	3,163	8.3%	2,756	7.4%	2,969	7.8%	3,310	8.7%	-12.9%	11.5%
35 to 44	6,263	16.5%	4,584	12.2%	4,135	10.9%	3,621	9.6%	-26.8%	-12.4%
45 to 54	5,710	15.1%	6,607	17.6%	6,571	17.3%	5,765	15.2%	15.7%	-12.3%
55 to 64	4,083	10.8%	5,154	13.8%	5,597	14.8%	6,137	16.2%	26.2%	9.6%
65 to 74	3,661	9.7%	3,094	8.3%	3,290	8.7%	4,002	10.6%	-15.5%	21.7%
75 +	3,684	9.7%	3,631	9.7%	3,665	9.7%	3,799	10.0%	-1.5%	3.6%

\* Within service area of Park Ridge

# Patron Household Checkout Volume

Checkouts	Households
0	415
1-10	978
10-50	1,426
50-100	983
100-250	1,684
250-500	1,493
500-1000	1,508
1000+	2,262

Checkout Volume  
by % of Patron Households



# Patrons Likely to Have Children

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- Yes – 27.5%
- Likely – 15.2%
- Unknown – 7.4%
- Not likely – 16%
- No – 33.9%

# Patron Household Income

*Larger percentage of Park Ridge Library patrons have income over \$75K compared to base households*

Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent
\$1,000-\$14,999	237	2.6%	463	3.4%
\$15,000-24,999	411	4.6%	724	5.3%
\$25,000-34,999	418	4.7%	776	5.7%
\$35,000-\$49,999	512	5.7%	1,049	7.7%
\$50,000-\$74,999	1,056	11.8%	2,022	14.8%
\$75,000-\$99,999	1,350	15.0%	1,934	14.2%
\$100,000-\$124,999	1,102	12.3%	1,600	11.7%
\$125,000-\$149,999	987	11.0%	1,197	8.8%
\$150,000-\$174,999	225	2.5%	332	2.4%
\$175,000-\$199,999	681	7.6%	869	6.4%
\$200,000-\$249,999	534	5.9%	661	4.8%
\$250,000+	805	9.0%	1,044	7.6%
Unknown	669	7.4%	978	7.2%

# Most and Least Represented Mosaic Profiles

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- Top library users
  - Silver Sophisticates
  - Settled in Suburbia
  - American Royalty
  - Kids and Cabernet
  - Aging of Aquarius
  - Generational Soup
  - Picture Perfect Families
  - Platinum Prosperity
- Largest opportunities (non-patrons)
  - Silver Sophisticates
  - Settled in Suburbia
  - Full Pockets Empty Nest
  - Reaping Rewards
  - Wired for Success
  - American Royalty
  - Aging of Aquarius
  - Platinum Prosperity
  - Senior Discounts

# Social Group A – Power Elite

A1– American Royalty; A02 – Platinum Prosperity; A03 – Kids and Cabernet;  
A04 – Picture Perfect Families





# Social Group C – Booming with Confidence

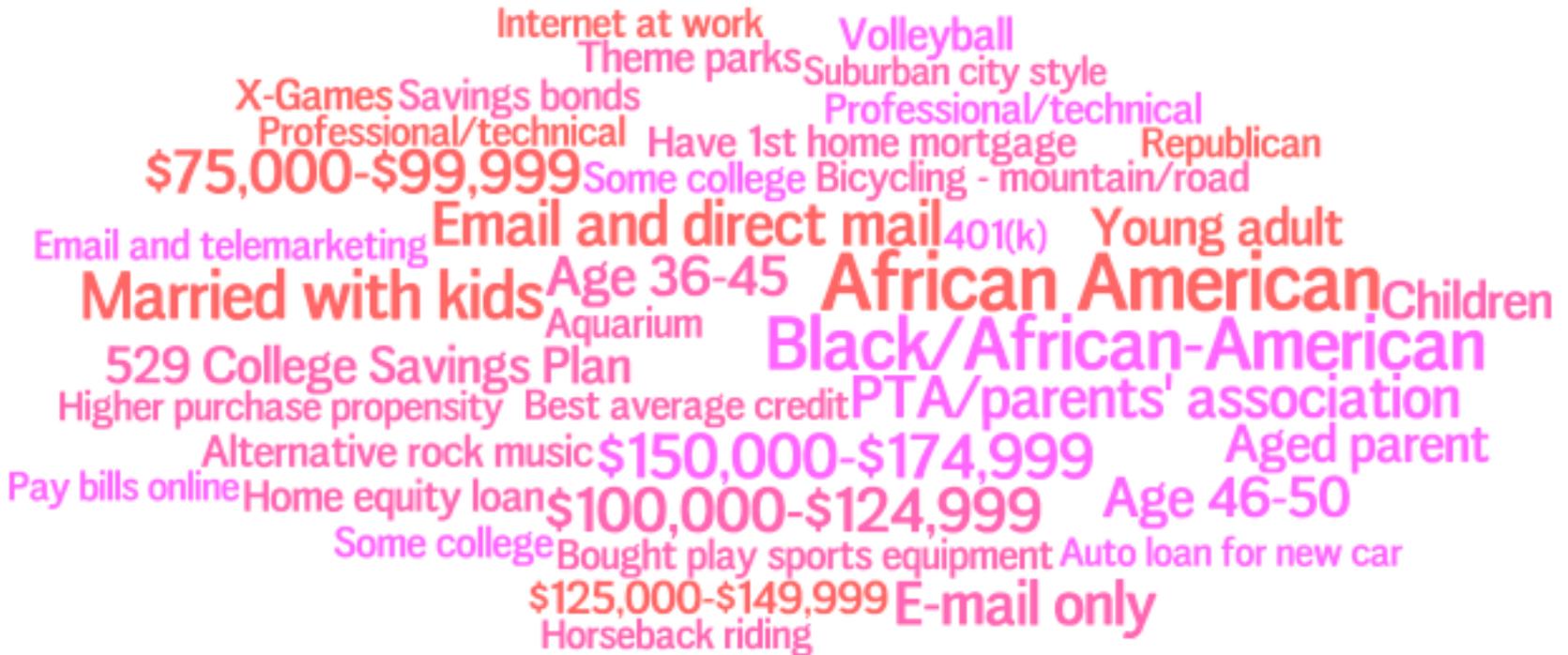
C11 – Aging of Aquarius; C13 – Silver Sophisticates



# Social Group D – Suburban Style

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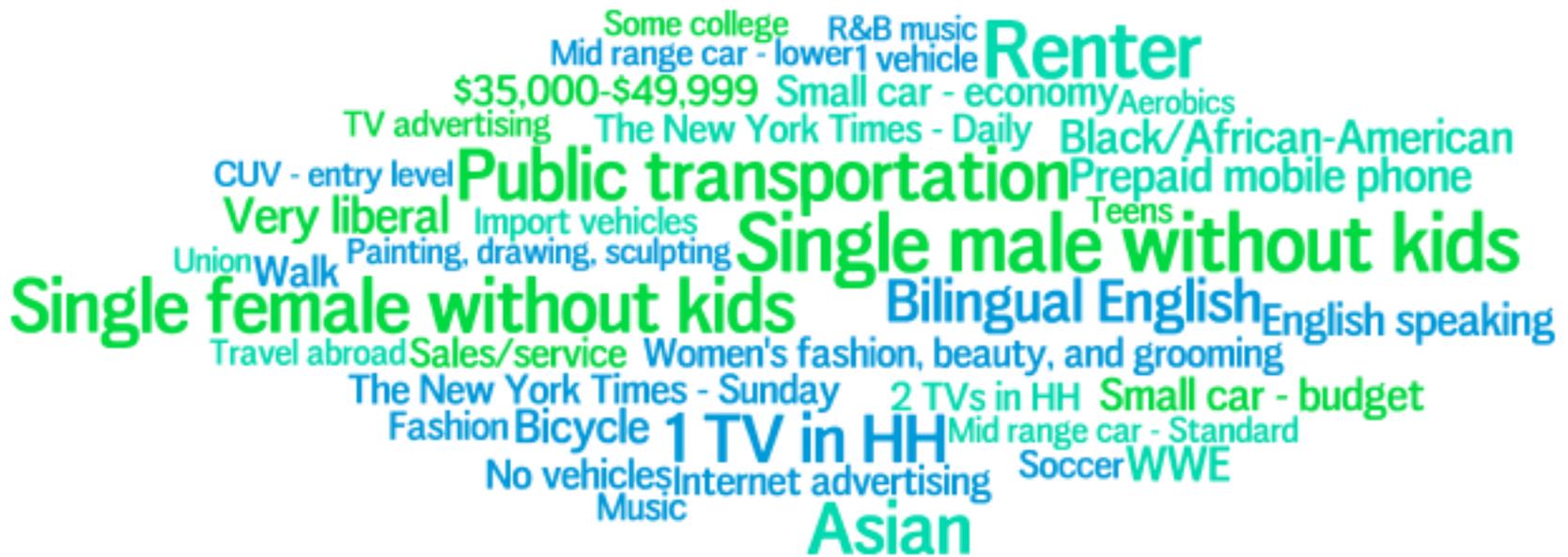
D16 – Settled in suburbia





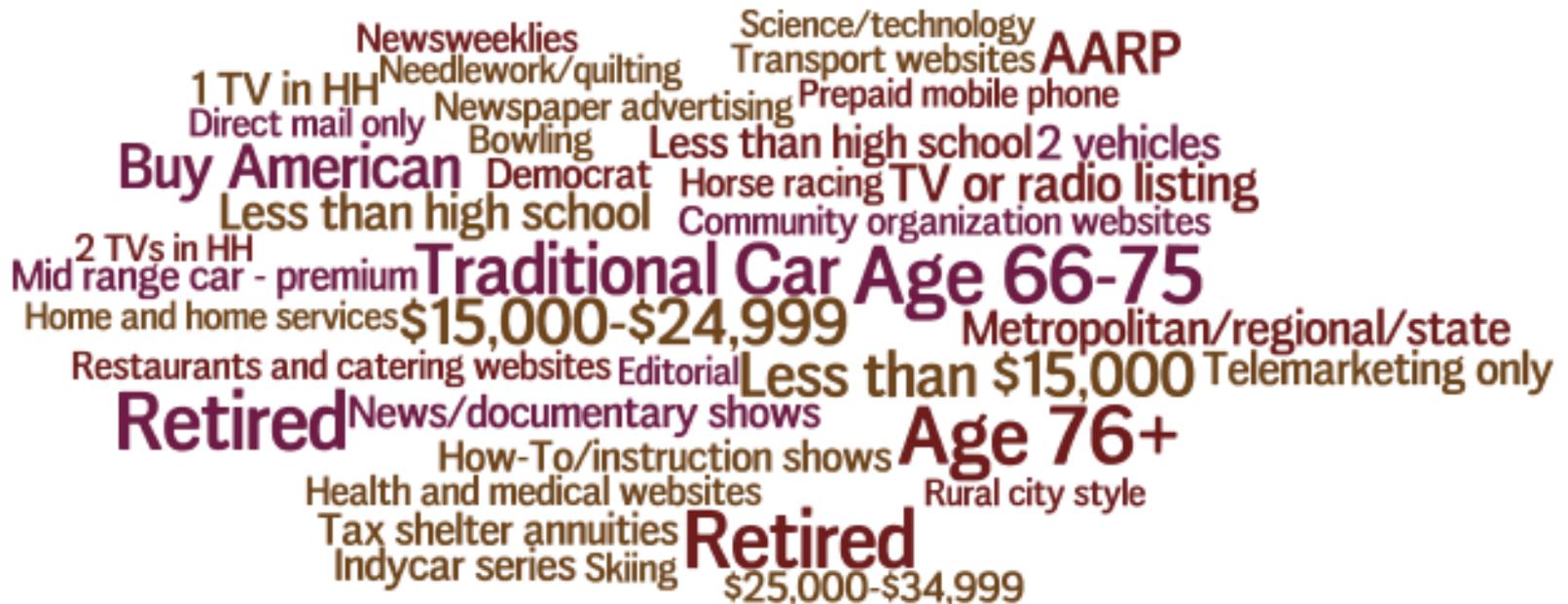
# Social Group K – Significant Singles

K37 – Wired for Success



# Social Group Q – Golden Year Guardians

Q62 – Reaping Rewards; Q65 – Senior Discounts



# Description of Top Mosaic Groups

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## *C13 – Silver Sophisticates – 23.9% Patrons/24% Park Ridge*

Mature, upscale couples and singles in suburban homes

Silver Sophisticates enjoy laid-back lifestyles that include dining out often, visiting museums, going antique shopping and attending classical music concerts. Many are first-class travelers who like to take Caribbean cruises or fly off to a culturally rich city, especially those in Italy, France, Canada and Mexico. At home, their hobbies include reading, needlework and painting.

Many in Silver Sophisticates are fitness-minded and like swimming, walking and using the cardio and bicycle machines at a local health club. They still enjoy playing tennis and, occasionally, downhill skiing. However, they also enjoy bird watching.

In the marketplace, Silver Sophisticates don't mind paying extra for high-quality goods and brands they've known for decades. Their upscale incomes support their fondness for decorating their homes with purchases from Williams-Sonoma and Crate and Barrel. They're also fond of buying a wide variety of items through catalogs: from books and gifts to crafts and gardening items. They like to drive hybrid, imported and premium cars, whether the model is an SUV, CUV, sports car or sedan. Many describe themselves as “smart greens” and “tech shy” - interested in buying ecologically friendly merchandise while avoiding the latest consumer electronics. Still, they tend to own large-screen TVs with DVRs.

Silver Sophisticates make a strong market for traditional media. Many are newshounds who like to read a newspaper and listen to radio newscasts every day. They're above-average viewers of primetime TV, preferring movies, political commentators and history programs; their favorite cable networks include CNBC, TCM and The Military Channel. In fact, they dislike a lot of the programming and advertising on TV and change the channel when commercials come on. One-third has negative views of ads - 50 percent above the national average. They like to go to movies but dislike the advertisements before the films. They're only average fans of magazines, preferring titles that cover business, cars, cooking and science. But many note that they're reading less and going online for news and commerce.

# Description of Top Mosaic Groups

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## *D16– Settled in Suburbia – 10.6% Patrons/9% Park Ridge*

Upper middle-class diverse family units and empty nesters living in established suburbs

Settled in Suburbia appreciate living far enough away from the downtown bustle to allow them to pursue a laid-back lifestyle filled with golf, biking, hiking, canoeing and ice skating. However, their proximity to big cities also allows them to enjoy in-town activities, and they visit museums, plays, comedy clubs and pro sports games. They like to dine out at upscale casual chains like The Cheesecake Factory and California Pizza Kitchen. They regard rock concerts and casinos as a regular treat; they're three times as likely as average Americans to gamble in Atlantic City.

With their older children, these households are beyond the Little League phase of childrearing. This segment is still strong on vigorous activities like skiing, tennis, swimming and scuba diving, though they also are happy playing cards, online games and video games at home. Many of these families like to go on vacations together, to both domestic and foreign destinations that typically involve an all-inclusive resort, cruise or a nearby theme park. Settled in Suburbia are one of the strongest audiences for Disney properties. They also will take recreational vehicles to some of their destinations.

In this car-dependent world, many households have a sturdy commuter car, generally a mid-range sedan, SUV or full-sized vans. Compared to the general population, they're more likely to buy new, rather than used cars, and imports, not domestics. For this segment, going shopping doesn't always require a car. They often shop online and use mail order to buy books, magazines, gardening supplies and crafts. Big-box stores still have a place in their hearts, however. Their favorite retailers include Costco, Kohl's, Marshalls and Sports Authority, as well as Williams-Sonoma and Chico's.

Settled in Suburbia are a mixed media market. They're regular newspaper readers, though only average for magazines, picking up publications that cover health, music, travel and parenting. They're only moderate fans of TV - particularly game shows, how-to programs and reality shows - but often sign up for premium channels. Because they spend so much time in their cars, they're big on radio, tuning in to stations that feature all news, adult contemporary, easy listening and classic rock. Increasingly, they're turning to new media, going online to look for information, to shop and to participate in blogs and social media sites.

# Description of Top Mosaic Groups

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## *A01 – American Royalty – 10.3%/8% Park Ridge*

Wealthy, influential and successful couples and families living in prestigious suburbs

Suburban sophisticates who go to the theatre, subscribe to the symphony and watch foreign films. Enjoy On weekends, they like to go antique shopping, but they also like to work up a sweat by hiking, biking, jogging, skiing and playing tennis. When it's time to relax, they take up a book, pick up a garden shovel or listen to their MP3 players - rock and classical music are favorite genres.

World-class travelers, are more than twice as likely as the general population to visit Europe and the Caribbean, which are some of their favorite destinations. They are also true globe trotters and enjoy traveling to far-reaching locations in Australia, the Middle East, China and the Asian Pacific. American Royalty also travel domestically for business and pleasure, with particularly high rates to Florida and California. They usually stay in upscale hotels or their own vacation homes. However, they also have one of the highest rates for staying in cabins - that is, the ones on luxury cruise ships.

American Royalty like their purchases to make a statement. When buying a car, it's invariably a new premium model - SUVs, sports cars and ultra-class sedans are popular - loaded with options. For apparel, they head to boutiques for designer labels. However, they patronize a wide range of retailers, including upscale department stores like Nordstrom, discount chains such as Marshall's and T.J. Maxx and specialty stores like Williams-Sonoma and Crate and Barrel. Although they shy away from discount clubs, they buy electronics and computer equipment at big-box stores such as Best Buy. They're more than twice as likely to purchase merchandise from preppy catalogs like L.L. Bean and Land's End.

While American Royalty enjoy reading newspapers and magazines that cover business, fashion, home design, travel and gourmet cuisine, they exhibit only average rates for radio and TV programming, tuning mostly to news, sports and adult contemporary music on the radio and newscasts, sitcoms, documentaries and dramas on TV. Among their favorite cable channels are Bravo, CNBC, ESPN and HBO. However, their fondness for talk shows spans the political spectrum: they have high rates for watching both MSNBC and Fox News. Although they're not very responsive to advertising, they like TV commercials that make them laugh.

# Description of Top Mosaic Groups

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## *A03 – Kids and Cabernet – 5.9%/4% Park Ridge*

Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs

Kids and Cabernet lead active lifestyles. They're twice as likely as the general population to enjoy kid-centered pursuits such as going to zoos, museums, state fairs and aquariums. No other segment goes to theme parks, especially Disney properties, more often. Befitting their super-sized families, have high rates for going to club and big-box stores like Costco, BJ's Wholesale Club and Target as well as fun, game and craft purveyors like GameStop, Hobby Lobby, Dick's Sporting Goods and Michaels.

However, it isn't just about the kids. The adults in Kids and Cabernet also have a life, and they enjoy going out to nightclubs, plays, pop concerts, dance performances and all kinds of movies. They still try to stay in shape, and go to country clubs to play golf, tennis, take yoga classes or do weight training.

Kids and Cabernet like their automotive and electronic toys. They own hybrid cars and trucks, mid-range and premium CUVs, SUVs and vans. They lead the nation in owning cars less than three years old. Most of the adults carry handheld digital devices, and many have outfitted their family rooms with top-of-the-line computers, large-screen TVs and game consoles. These consumers are twice as likely as the general population to buy TV sets that are at least 60 inches in size.

Although they're intellectually curious, Kids and Cabernet don't have a lot of time for traditional media. They do read newspapers and magazines more than average, and subscribe to business, epicurean, health and computer publications. On their long commutes and afternoons spent shuttling the kids around, they tune their car radios to classic hits, contemporary hits and easy listening channels. However, they watch only the average amount of TV, preferring primetime fare such as “Grey's Anatomy,” “Desperate Housewives” and “The Office”. More often than not, they're multitasking while they're watching.

# Description of Top Mosaic Groups

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## *C11 – Aging of Aquarius – 6.6%/6% Park Ridge*

Upscale boomer-aged couples living in city and close-in suburbs

Aging of Aquarius lead comfortable, contented lifestyles. These educated Americans frequent the theater, museums, antique shows and classical music concerts; they're typically among both the donors and audience members. They enjoy a little nightlife, especially dining out and going to casinos. The generation that helped launch the fitness revolution still likes to exercise, but their favorite sports tend to be non-aerobic: golf, yoga, sailing and power boating. At home, they enjoy sedentary pursuits like reading books, gardening, woodworking, cooking and playing cards.

Like many older segments, Aging of Aquarius love to travel. They like taking cruises - the Caribbean is popular - and are twice as likely as the general population to have recently visited Italy, France and the United Kingdom. They're a strong market for most brands of mainstream and discount hotels and rental cars.

While they may have scorned the materialism of their parents, these boomers are now eclectic shoppers, patronizing upscale chains like Ann Taylor and Nordstrom as well as discount stores like Target, Sam's Club and BJ's Wholesale Club. In addition to brick-and-mortar stores, they shop by catalog, direct mail, the Internet and even TV infomercials. They buy high-end cars, including luxury sedans, SUVs and sports cars. However, in keeping with their environmental sensibilities, they also buy hybrid vehicles.

Aging of Aquarius are omnivorous media fans, embracing both traditional and new media. They read newspapers - virtually every section - and magazines that cover news, business, science and travel. Among their favorite titles: Architectural Digest, Consumer Reports, Food & Wine and Martha Stewart Living. They're fans of primetime TV - especially news, medical and crime dramas and sitcoms - and they watch cable channels like A&E, Lifetime, HGTV, CNN and TCM. However, they're only average radio listeners, though they like sports and music stations. As for the soundtrack to their lives today, it isn't just the classic rock 'n' roll and soul music of their youth. They now listen to classical music, jazz and '50s music.

# Description of Top Mosaic Groups

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## *B07 – Generational Soup – 5.3% Patrons/4% Park Ridge*

Affluent couples and multi-generational families living a wide range of lifestyles in suburbia

With its mix of old and young, Generational Soup feature wide-ranging lifestyles. They enjoy reading books, collecting ornaments, playing cards, cooking and doing woodworking. Many like cultural activities and go to plays, museums, antique shows and dance performances. Given the number of young adults here, this segment also goes to bars, nightclubs, comedy clubs and rock concerts. At home, these younger residents read gaming magazines, join fantasy sports leagues and crank up their radios to listen to modern rock.

Both population groups like to travel, and this is a strong market for cruises, all-inclusive resorts and holidays at both domestic and foreign destinations, especially in Italy, Mexico and Canada. Generational Soup like to stay fit, and their athletic pursuits range widely: from tennis, golf and swimming to mountain biking, downhill skiing and karate. Pro and college sports events also bring the two groups together.

As consumers, they describe themselves as “behavioral greens” who recycle, buy products in recycled packaging and drive hybrid cars. They also own mid-range sedans and SUVs and the occasional near-luxury vehicle - typically imports bought new. They're early adopters, owning handheld digital devices, video gaming systems and big-screen TVs; this segment often owns more than five TV sets. They shop by catalog, and order women's clothing, do-it-yourself equipment, crafts, home decorating items and computer equipment. Online shopping is also popular.

Generational Soup are eclectic media consumers. They tune in to cable networks like CNN, HBO, HGTV, Adult Swim, DIY and ESPN and listen to classical music, golden oldies, easy listening, '80s rock and jazz on the radio. They're avid readers of newspapers, especially the business, entertainment, news and sports sections, and they often pick up USA Today. They like reading Consumer Reports, People, Entertainment Weekly, Redbook and Car & Driver. However, they admit they spend less time reading magazines and watching TV. For many, the Internet is now their prime source of entertainment.

# Description of Top Mosaic Groups

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## *A04 – Picture Perfect Families – 4% Patrons/3% Park Ridge*

Established families of child-rearing households living in wealthy suburbs Picture Perfect Families exhibit cultured sensibilities with high rates for going to theaters, concerts and museums. They like to travel domestically, staying at hotels and all-inclusive resorts or with friends. At home, they spend their leisure time reading books, playing musical instruments or photographing their friends, family and surroundings. However, they're also active, enjoying swimming, tennis, ice skating and downhill skiing as well as more rugged pursuits like horseback riding, canoeing and hiking. They love attending sports events, cheering both professional or college teams while enjoying elaborate tailgate parties.

The desires of older children dominate consumption here. The segment scores high for purchasing video games, flat-panel TVs, sports equipment and board games. They shop both virtual and brick-and-mortar stores and catalogs. In fact, it's difficult to find a category that they don't buy using catalogs; clothing, footwear, toys, games, sporting goods, crafts, home décor and camping equipment are all shipped to the homes in this segment. With all that gear, they tend to drive midsize sedans, CUVs, luxury sports cars and SUVs. Since many children in this segment are old enough to drive, nearly three-quarters of households have three or more cars.

Picture Perfect Families have mainstream media tastes, scoring above-average for newspapers that cover business, entertainment, science, sports and travel. They're also above-average TV viewers, gravitating to movies, sitcoms, history programs and biographies. These dual-income couples spend a lot of time commuting to work, so they make a strong audience for drive-time radio, especially stations that offer news, classic rock and Christian rock. Current events fans, they read newsweeklies and watch TV sitcoms like “Brothers and Sisters” and “Grey's Anatomy”. A tough audience for advertising, they'd rather change a channel than watch a TV spot, and mostly ignore ads except when they're away from home, when in an airport, billboard and bus advertisements grab their attention.

# Description of Top Mosaic Groups

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## *A02 – Platinum Prosperity– 3.5% Patrons/3% Park Ridge*

Wealthy and established empty-nesting couples residing in suburban and in-town homes

Despite their high-powered careers, Platinum Prosperity make time for cultured and athletic pursuits. They go to theatres, museums, dance performances and concerts - particularly jazz and classical music - and watch movies of every genre. From fitness walking and swimming to tennis and cardio work, Platinum Prosperity enjoy anything aerobic, whether at their in-home gym, a fitness center or their country club. When they're not doing it, they're watching it; they attend professional baseball, football, basketball and hockey matches.

As consumers, Platinum Prosperity seek quality. They frequent upscale department stores like Saks Fifth Avenue, Dillard's and Nordstrom. However, they also appreciate the thrill of the bargain hunt at Marshall's, T.J. Maxx, Costco and Best Buy. Convenience is important to them, and they're nearly twice as likely as the general population to shop by catalog, buying everything from books and women's clothing to healthcare products and home décor.

When it comes to electronics, Platinum Prosperity like their TVs flat and high-definition. They may have grown up with hi-fi but today their music is on MP3 players and their old VCRs have been replaced with DVRs. They're more than three times as likely as the national average to own a handheld device such as a Blackberry, and they've begun to carry wireless devices outfitted with GPS and Web search.

Having achieved a certain level of status, they don't mind telling the world of their success. Platinum Prosperity typically drive luxury sports cars, premium SUVs, compact crossover vehicles or ultra-upscale sedans. They like to buy a new car every two years - preferably imported - and they tend to load up on options like satellite radios and GPS systems. However, you won't see them taking road trips. Platinum Prosperity prefer to travel by plane, train or cruise ship when they vacation, and they usually stay at upscale hotels or all-inclusive resorts.

Platinum Prosperity read newspapers - especially the business, sports and travel sections - and subscribe to business, entertainment and epicurean magazines. A strong radio audience, they tune in to news, news/talk, adult contemporary music and golden oldies stations. However, TV remains their preferred medium. Favorite cable networks include CNBC, CNN, ESPN, Turner Classic Movies and premium networks like Showtime and HBO. Many are newshounds who watch "The Today Show" in the morning, "NBC Nightly News" at night, and "60 Minutes" on Sunday. Their idea of reality TV is "Antiques Roadshow."

# Description of Opportunities Mosaic Groups

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## *E19 – Full Pockets Empty Nests – 2.5%/4% Park Ridge*

Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles

Full Pockets, Empty Nests are living the good life. Without children to support, they enjoy the arts and like to attend plays, dance performances and concerts that feature classical or pop music. They enjoy socializing with friends at a bar, nightclub or a professional baseball or basketball game. They'll eat out at upscale restaurants and casual chains like The Cheesecake Factory and California Pizza Kitchen. When it's time for a movie, they'll choose dramas, suspense thrillers, romances or documentaries - all genres are of interest really, except for kids' films. They often read movie reviews and purchase tickets via an online site.

At home, they relax with a book, peruse their coin collection or kick back in their favorite recliner to listen to classical music, jazz or early rock 'n' roll. Fitness-minded, they typically belong to a health club to lift weights and work out on cardio machines. Though they're not usually into outdoor activities, they do go hiking and canoeing. While many already live in resort communities, that doesn't keep them from traveling to other domestic and foreign fun spots. Many regularly go on vacation in Europe, Mexico and the Caribbean.

As shoppers, they like to buy nice things but aren't particularly showy. They drive new cars but allow others to pilot the monster SUVs. Instead, they go for hybrid and premium sedans, CUVs and sports cars, preferably well-made imports. For clothes, they're just as likely to shop high-end retailers like Nordstrom, Bloomingdales or Talbots as well as discounters like Target, Marshalls and T. J. Maxx. They enjoy filling their homes with decorative objects and shop at Williams-Sonoma and Crate and Barrel. However, they're not into electronic gadgets and are still happy with TV screens under 30 inches. Many like the convenience of shopping at home, and they regularly buy men's clothing, gardening items and do-it-yourself products from catalogs.

Full Pockets, Empty Nests grew up with print media and that remains their first love. They're fans of news and like to read the business, entertainment, fashion and travel sections. They're healthy subscribers of magazines that cover many of the same subjects. They also watch much more than the average amount of TV - particularly news, documentary and biography programs. They also watch cable channels like Starz, TCM, HLN and MSNBC. Their idea of escapist fare is watching tough-guy gastronome Anthony Bordain.

# Description of Opportunities Mosaic Groups

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## *Q62 – Reaping Rewards – 2.5%/4% Park Ridge*

Relaxed, retired couples and widowed individuals in suburban homes living quiet lives

For Reaping Rewards, much of their time is now spent indoors. They like to read, cook, watch TV and listen to music, particularly Broadway tunes, gospel, easy listening and classical. Many finally have the time to enjoy hobbies like needlework, playing cards and collecting coins, porcelain figurines and crystal objects. Their idea of exercise is gardening, golfing and bird-watching.

However, these seniors still have the energy to get up and go. They often dine out, frequenting casual restaurants like Ruby Tuesday, Bob Evans, Olive Garden and Red Lobster. They make a strong market for travel domestically and abroad, especially for cruises to Alaska, the Mediterranean and the Caribbean. They also enjoy taking package tours to Europe and Canada, where they can be assured of good hospitals and safe streets. They're three times as likely as average Americans to travel by RV. With their solid educations, they often have subscription tickets to their local performing arts hall, enjoying plays and concerts; classical music is popular, as is the occasional country concert. However, when Reaping Rewards want to really let their hair down, they go gambling at casinos and bingo parlors.

In the marketplace, Reaping Rewards wouldn't qualify as shopaholics. Brand-loyal, they tend to go to the stores they know and pick up the traditional styles they like. Many like to prowl the malls for exercise as much as browsing; their favorite stores are often upscale retailers like Chico's, Talbots, Coldwater Creek and Nordstrom. They prefer to buy items made in the USA, but that's not a rigid rule. When they buy a new car, which is every two or three years, they're just as likely to buy a Toyota as a Ford, and their favorite nameplates run the gamut, from Buick sedans to luxury Lexus and Jaguar models.

Reaping Rewards are selective in their media tastes. These old-fashioned consumers still enjoy print media. They're one of the few segments that still subscribes to newspapers - more than 50 percent above-average - and they tend to read the papers from cover to cover. They also read magazines, enjoying a wide range of titles: news, business, home, science and women's issues. However, TV is their main source of entertainment. These Americans are among the top TV audiences in the early morning and often keep their TV set on most of the day. They look to TV to keep them informed, and tune in to cable channels like CNN and CNBC. For entertainment, they arrange their schedules around re-runs of classic TV shows like "Murder, She Wrote," "The Andy Griffith Show" and "M\*A\*S\*H". They're still getting comfortable with the Internet, and many state that it's only a minor part of their lives.

# Description of Opportunities Mosaic Groups

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## *K37 – Wired for Success – 2.9%/4% Park Ridge*

Young, mid-scale singles and couples living socially-active city lives

Wired for Success have energetic lifestyles. They travel frequently for business and pleasure, taking singles' cruises and flying to beachside singles resorts in the Caribbean. They're night owls who enjoy city amenities like movies, theaters, comedy clubs and rock concerts. With many still in the dating scene, they patronize bars, nightclubs and casual restaurants such as Chili's and TGI Friday's. In their apartments, they like to listen to music, read books, cook and do art projects. But these young people aren't often in their apartments. They're out jogging, lifting weights, doing aerobics and working out on cardio machines at health clubs. On weekends, they play pick-up games of tennis, baseball and football. They also like to splurge on resort vacations that offer activities like water skiing, downhill skiing and sailing.

These Americans find joy in consumption and admit a need for status recognition. They like to keep up with the latest fashions, and they like their clothes to make a statement. At the mall, they shop at Nordstrom, Macy's, Dillard's and the Gap. They'll often go online before heading to an electronics store to be better informed about prospective purchases. These mobile households make a strong target for houseware chains, especially upscale retailers such as Williams-Sonoma and Crate and Barrel.

As a media market, Wired for Success make a mixed segment. They're a weak drive-time radio audience and they're also too busy to watch much TV other than late-night and early-morning programming. When they get a chance, they like to watch "The Office," "48 Hours Mystery" and "Desperate Housewives". They're only average consumers of print media, though they do like magazines such as Car and Driver, Food & Wine and Glamour. For this segment, the only media that really matters is digital.

For marketers, trying to connect with this segment is tough. Wired for Success have a low opinion of most advertising and take measures to protect their privacy. Because many spend their free time away from home, they're more receptive to ads in public places, paying attention to movie theater spots and the ads on bus shelters, subway platforms and airport terminals.

# Description of Opportunities Mosaic Groups

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## *Senior Discounts – .9%/2% Park Ridge*

Downscale, settled retirees in metro apartment communities

Still healthy and active, Senior Discounts try to enjoy their leisure time with friends and family. Many try to get out at least once a week, and they go to the theater, classical music concerts, casinos and comedy clubs. Those who have served in the Armed Forces are often active in veterans' clubs; others participate in arts organizations. Bingo is a popular pastime in this segment, where their apartment building or nearby citizen's center may operate weekly games at little cost. These seniors like to get regular exercise, and those who are still nimble like to play golf and tennis. Every few years, they typically travel abroad, often going to Greece, Spain, France and Israel. When they travel domestically to see their family, they like to watch their budget and stay at discount motels like Red Roof Inn and La Quinta.

Given their tight finances, Senior Discounts tend to be price-conscious shoppers. When they shop for clothes, they head first for the clearance rack. Then they look for items that are comfortable, conservative in style and functional; they tend to favor classic styles that have suited them for years. Their favorite stores tend to be ones close by and offer good value for their money. However, they enjoy shopping at a range of retailers, from Kmart and Family Dollar to Macy's and Stein Mart, and recognize that it's sometimes worth paying extra for quality goods. Despite their advanced age, a disproportionate number say that they like clothes that allow them to make a unique fashion statement.

Senior Discounts like to spend quiet evenings at home, where they read books, listen to music, jazz and 40s pop are favorite styles, and do needlework. Many like to buy collectibles such as coins, porcelain figures and crystal objects. Most are entertained, however, with a variety of media. They are loyal newspaper readers, turning to the local news, opinion and classifieds sections first. They enjoy leafing through magazines and subscribe to Cosmopolitan, The New Yorker, Cooking Light and Ladies' Home Journal. Their chief form of entertainment will always be their TV set, though. They're big fans of TV news, movies, history programs, game shows and documentaries. At a time when many people are shifting to watching TV programs and movies online, these Americans say the Internet has had no impact on their lives.