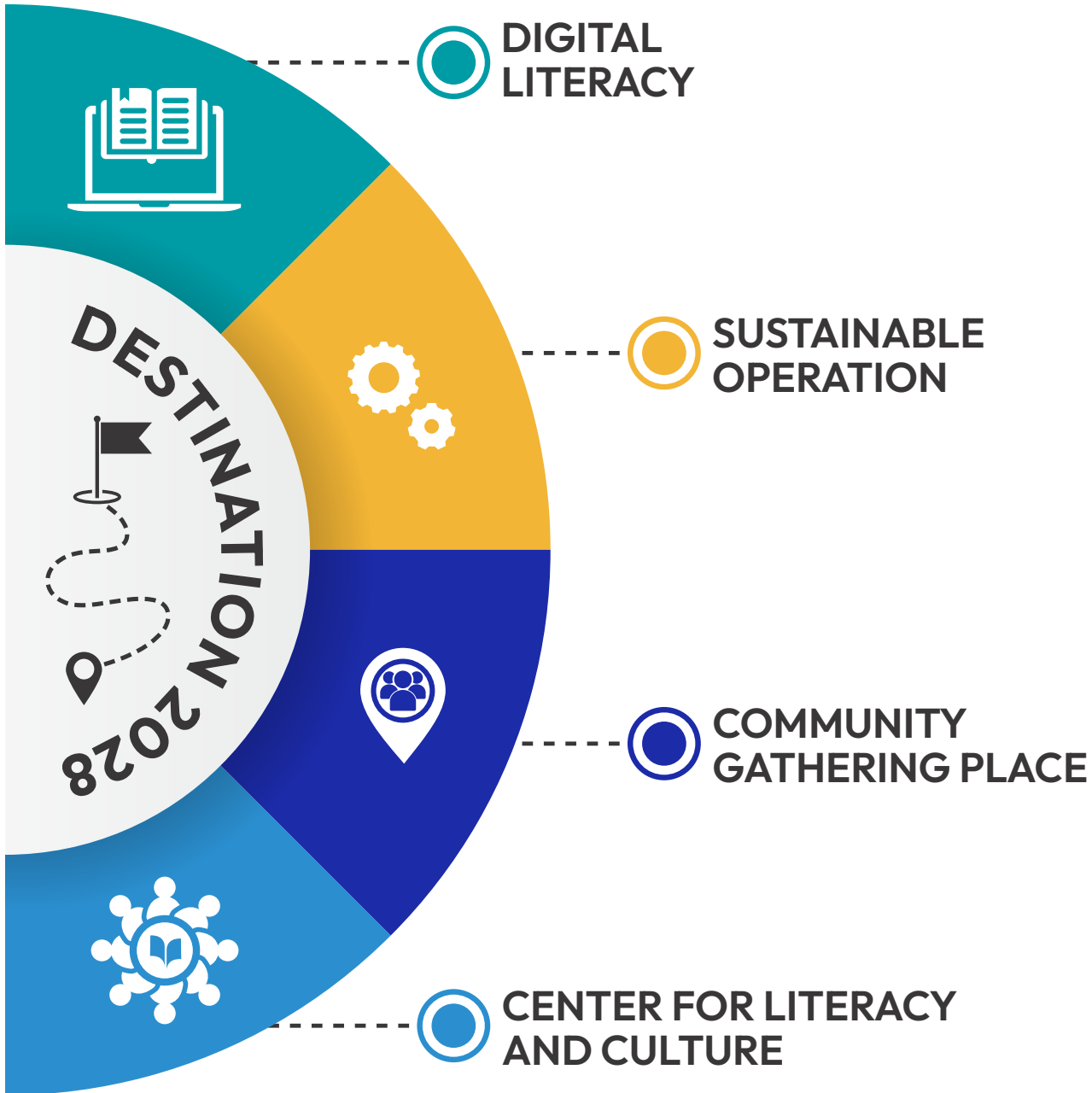


Craighead County Jonesboro

# Public Library



**libraryIQ**

PREPARED FOR  
Craighead County Jonesboro Public Library  
November, 2023

STRATEGIC PLAN 2024-2028

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# Introduction

In a fast-changing, increasingly digital world, the time for Library strategy is now. With strategy comes a shift in focus to the most useful and impactful services. Through this plan, the Library will strengthen its foundational core—integrating services, collections, programs, physical spaces, and technologies—to support a thriving population in Jonesboro and all of Craighead County.

With that core in place, Library leaders will have the flexibility to adapt to new challenges and opportunities. They will be able to accelerate services, allocate resources to find new pathways for growth, and respond to changing community needs. The Library has always been a sanctuary for curiosity, a haven for exploration, and a gateway to discovery. It's time to amplify these roles, reimagining them in the context of the digital age.



From revitalizing and optimizing operations to curating cultural and educational experiences, from nurturing digital literacy to fostering a sense of belonging in the community, each step leads to a strong and vibrant Library tailored to Jonesboro and Craighead County. **The journey starts here.**



# Strategic Planning Process

When the strategic planning process began in May 2023, the team set out to answer three key questions:

- 1. What are the current and future needs and preferences of the Craighead County - Jonesboro community?**
  - Research focused on demographics, interests, and evolving needs. Surveys, focus groups, individual interviews, demographic research, and consumer segmentation analysis.
- 2. What resources and services does the Library currently offer, and are they meeting the identified community needs?**
  - Research focused on existing programs, collections, technology, and services to assess their alignment with community needs and how they are used.
- 3. What strategic goals should the Library pursue to address community needs effectively, and what are the measurable objectives associated with these goals?**
  - Analysis and synthesis of the findings from the first two resulted in a clear set of strategic goals and objectives.

**DESTINATION 2028** is rooted in data. From collection performance to Library use to patron and resident segmentation and mapping, the strategic plan is based on facts and statistics. National best practices, local demographics, growth projections, economic and social climate, facility use, and programs engagement were also part of the analysis.

**DESTINATION 2028** is rooted in public input. Through a dedicated engagement website, survey, focus groups, individual interviews, and direct staff participation, ideas and feedback were gathered from more than 950 residents throughout the community.

## Key Challenges

**A few key challenges emerged from the research process:**

1. Need to provide quality services with a reduced budget.
2. Need for residents of all ages and socioeconomic backgrounds to use technology to its fullest for work, school, and life enrichment.
3. Need for places residents can conduct meetings, form interest groups, and meet neighbors to strengthen connections and unify the community.
4. Need for opportunities to engage with literacy and cultural activities.

Note: Some strategic objectives are delayed until Fiscal Year 2027 due to budget cuts.

# Strategic Planning Goals and Objectives



## SUSTAINABLE OPERATION

**Goal Statement:** Craighead County Jonesboro Public Library will continue to offer high-quality services using new and existing methods and models while adjusting operations in response to the 2024 budget change.

## DIGITAL LITERACY

**Goal Statement:** Craighead County Jonesboro Public Library will empower the community with essential digital literacy skills, fostering digital inclusivity, and ensuring equitable access to digital resources and information.



## COMMUNITY GATHERING PLACE

**Goal Statement:** Craighead County - Jonesboro Public Library will provide experiences that bring the community together and will be the partner of choice for service agencies and nonprofit organizations.

## CENTER FOR LITERACY AND CULTURE

**Goal Statement:** Craighead County Jonesboro Public Libraries will provide experiences that celebrate the area's rich traditions and enhance the dynamic and growing community.

# SUSTAINABLE OPERATION



**Goal Statement:**

Craighead County Jonesboro Public Library will continue to offer high-quality services using new and existing methods and models while adjusting operations in response to the 2024 budget change.

STRATEGY	OBJECTIVE	TIMELINE
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FACILITIES		
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<b>Maintain high-quality Library spaces</b>	Review and employ facility usage data analytics to understand demand and return on investment for each Library branch	<b>FY2024</b>
	Adjust facility availability and hours to align with budget	<b>FY2024</b>

“A town the size of Jonesboro needs branch libraries. A large number of people live on the North side of Jonesboro. Would be nice to have a library closer to home.”

STAFFING		
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<b>Maintain high-quality patron service</b>	Adjust staffing model to align with facility use, services engagement, and budget	<b>FY2024</b>
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OUTREACH		
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<b>Address service gaps through unique offerings and outreach</b>	Increase impact by taking reading programs out into the community. Partner with one new educational institution each year and offer at least two programs at each partner site per year	<b>FY2024-2028</b>
	Repurpose existing Library vehicle to add mobile service option. Bring programs and materials to community centers, residential centers, schools, daycares, etc.	<b>FY2024</b>

**Offer services beyond Library walls**

Partner with City of Jonesboro and Craighead County Parks and Recreation and other agencies to offer four events each year

**FY2025**

Provide pickup of materials throughout the community to reduce travel distance for patrons. Pickup lockers can be located at parks and recreation sites, fire stations, etc. (Pending funding availability)

**FY2027**

Offer mobile technology equipment (pop-up programs to demonstrate how-to use)

**FY2025**

**MARKETING**

**Raise awareness of Library services**

Create a simple marketing plan checklist with specific actions, deadlines, and responsible staff

**FY2024**

**Elevate and build remote services as a specific, discrete library access point**

Bundle remote services under one brand (Library to You). Promote through consistent marketing activities

**FY2024**

**Educate residents about modern library services**

Conduct communication campaign to boost understanding among residents that libraries are places to connect with the community, access exciting technology, have fun, and learn

**Throughout the planning period (FY2024-2028)**

Reach younger residents by posting four short videos each year promoting specific programs/services on TikTok or social platform

**FY2024-2027**

Set up email management automation to send welcome newsletter to new Library cardholders within the first month of registration

**FY2025**

Conduct one targeted marketing campaign to each of the top three patron segmentation groups (Accumulated Wealth, Young Accumulators, Affluent Empty Nests) to engage new users

**FY2025**

Create a broader email database by harvesting email addresses at Parks and other community events, Library programs, etc.

**FY2025**

Calculate and communicate dollar value to total quarterly print/electronic book checkouts, literacy/other programs, and technology access

**FY2024**

	Encourage Library managers to present at community events (community service organizations, parent organizations, etc.) four times annually. Incentivize through recognition or performance review	FY2027
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**COLLECTION**

<b>Improve experience for electronic-only Library users</b>	Provide electronic library card registration via QR code at coffee shops, health care facilities, etc., laundromats, etc.	FY2026
	Leverage patron segmentation data to increase engagement among electronic-only users	FY2024
	Adjust collection budget allocation to increase electronic collection	FY2024

“eBook listings seem to be limited. The in-person annual card renewal requirement is cumbersome.”

---

“A lot of the books I read aren’t available through the Library. A lot of the books I read are instead available through Kindle Unlimited.”

---

“I am a constant audiobook listener. Anything involving audiobooks, I want to be aware and involved. I would like to find my selection a little easier and that is a learning curve for me using Libby. Thank you.”

<b>Continue providing well-used and well-maintained print collection</b>	Develop marketplace near the entrance to each location to display popular new items and bestsellers	FY2026
	Increase size of children’s physical collection. Use analytics data to determine number of titles	FY2024
	Review selection and acquisition processes to improve circulation rates of new materials. Use LibraryIQ analytics data to purchase titles that circulate	FY2024
	Research services to select and acquire materials to reduce DOA and achieve higher discounts	FY2024



# DIGITAL LITERACY



**Goal Statement:**

Craighead County Jonesboro Public Library will empower the community with essential digital literacy skills, fostering digital inclusivity, and ensuring equitable access to digital resources and information.

STRATEGY	OBJECTIVE	TIMELINE
----------	-----------	----------

OPERATIONS		
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<p><b>Ensure a comprehensive understanding of patron-facing technology among Library leaders and staff</b></p>	<p>Offer one all-staff training per year on existing and potential patron-facing technology (including artificial intelligence) and its applications in everyday life</p>	<p><b>FY2024</b></p>
<p><b>Help close the “tech-fluency” gap for residents, particularly in emerging technologies</b></p>	<p>Offer introduction to consumer-facing AI tools (ChatGPT, Bard) and instruction in use</p>	<p><b>FY2024</b></p>
<p><b>Dedicate time for Library leaders and staff to research and explore new, tech-inspired ideas</b></p>	<p>Identify Library IT professional to research and manage tech education</p> <p>Create a process for which suggestions for new patron-facing technology are reviewed and communicate results to those who make suggestions</p> <p>Encourage staff to collaborate with peers in other libraries on ideas for technology deployment. Encourage idea sharing with Library leaders and use tech review process to evaluate</p>	<p><b>FY2024</b></p> <p><b>FY2026</b></p> <p><b>FY2026</b></p>

<p><b>Position the Library as a place for technology access and support</b></p>	<p>Host “bring your device” hours during which staff (digital navigators) provide one-on-one tech help. Market to targeted audiences</p>	<p><b>FY2026</b></p>
<p><b>Provide focused, limited, high-value patron-facing technology</b></p>	<p>Provide equipment to digitize print photos, VHS tapes, 8mm home movies, etc.)</p> <p>Remove some desktops and provide in-house use laptops</p> <p>Provide smart tools in study rooms (consider Zoom- or Teams-ready rooms)</p>	<p><b>FY2026</b></p> <p><b>FY2026</b></p> <p><b>FY2027</b></p>

**MARKETING**

<p><b>Raise awareness of technology available at the Library</b></p>	<p>Create and execute a campaign to market Library multimedia room</p> <p>Conduct promotional campaign to market “bring your own device” hours</p> <p>Conduct campaign to raise awareness of hotspots available to check out</p>	<p><b>FY2024</b></p> <p><b>FY2025</b></p> <p><b>FY2026</b></p>
<p><b>Raise awareness of services available on the website (virtual library)</b></p>	<p>Strongly market website and electronic resources. Campaign around value and convenience</p>	<p><b>FY2025</b></p>

“It would be nice to have more eBooks and audiobooks. ESPECIALLY more best-selling authors. Especially for paranormal romance.”

# COMMUNITY GATHERING PLACE



**Goal Statement:**

Craighead County - Jonesboro Public Library will provide experiences that bring the community together and will be the partner of choice for service agencies and nonprofit organizations.

STRATEGY	OBJECTIVE	TIMELINE
<b>OPERATIONS</b>		
<p><b>Act as community information hub</b></p>	<p>Consider launching a comprehensive community calendar with all local events. Post on Library website. If this already exists, feature a link to community calendar on Library website with a permanent banner ad</p> <p>Research generating revenue through advertising sales on community calendar</p> <p>Provide two programs in healthy living, gardening, and other sustainable lifestyle topics</p> <p>Provide two life skills programs (financial literacy, sewing and mending, etc.), affordable living classes (coupons, etc.)</p>	<p><b>FY2024</b></p> <p><b>FY2026</b></p> <p><b>FY2025</b></p> <p><b>FY2025</b></p>
<p><b>Encourage residents to gather and connect</b></p>	<p>Provide a branded, system-wide Memory Lab service by leveraging current scanning equipment to digitize print photos at two locations. Consider adding additional equipment to digitize video</p>	<p><b>FY2025</b></p>
<p><b>Support family gatherings</b></p>	<p>Provide multigenerational programs or events (Family Fun) four times per year</p> <p>Create a STEM space for coding, robotics, etc. for elementary and middle grades students at one location</p> <p>Host pop-up Library services at one large family-friendly event in the community</p> <p>Increase options for families by exploring three afterschool initiatives such as a STEAM area for elementary and middle grade students</p>	<p><b>FY2026</b></p> <p><b>FY2026-27</b></p> <p><b>FY2027</b></p> <p><b>FY2027</b></p>
<p><b>Support the success of small businesses and entrepreneurs</b></p>	<p>Provide timely workshops and resources (using AI or prospect databases) to assist in growing their business</p>	<p><b>FY2024</b></p>

## FACILITY

**Ensure library spaces are inviting, comfortable, and useful**

Provide coworking areas (including Zoom- and Teams-ready spaces) in all branches, providing an open area for conversations and collaboration

**FY2027**

Engage with architectural firm to explore possibilities for high-quality in-library coffee shop

**FY2024**

Create inviting outdoor space at Jonesboro Library for reading, relaxing, and picnics

**FY2024**

“I was excited to see the idea for a shared workspace for small businesses/entrepreneurs in the survey. I actually connected with another work-from-home mom about trying to open one of those during covid, but nothing ever came of it. Most of us women end up at coffee shops when we need to focus, but that is just too expensive to be sustainable when you’re trying to start a business.”

## OUTREACH

**Support the success of small businesses and entrepreneurs**

Foster and maintain relationships with local business owners. Provide technology equipment and access they request

**FY2027**

**Support education through strong partnerships with schools**

Host event for local schools’ media technicians and librarians to explain how Library resources can assist teaching and learning

**FY2025**

Continue to attend back-to-school nights on campus and host a table with Library info

**FY2024**

Coordinate with partners to help meet social, developmental, and behavioral health needs of students ages 0 -12

**FY2027**

“One thing my son loved was interaction with the children’s librarians. I know there’s still storytime during daytime hours, but do you provide activities working mothers can attend with their children? Also, I think costumes, safe masks, accessories--things the children already



have and can bring--would aid in make-believe and their own things would bring comfort. Of course, making something is great, too, so related story projects help!”

---

“I run a therapy dog group in town. We have been to the Weiner and Harrisburg branches but we would love to come to the Jonesboro branch with some of the therapy dogs to talk to the kids. We talk about dog safety and we let the kids read to the dogs. Because the dogs do not judge them for reading mistakes it helps build the kids confidence in ready and speaking out loud.”

# CENTER FOR LITERACY AND CULTURE



**Goal Statement:**

Craighead County Jonesboro Public Libraries will provide experiences that celebrate the area’s rich traditions and enhance the dynamic and growing community.

STRATEGY	OBJECTIVE	TIMELINE
<b>SERVICES</b>		
<p><b>Help prepare young children for kindergarten</b></p>	<p>Partner with literacy and health organizations to provide parenting workshops</p> <p>Leverage 1000 Books Before Kindergarten program. Increase participants by 5% each year of plan</p> <p>Enhance storytime thru caregiver interaction</p>	<p><b>FY2024</b></p> <p><b>FY2026</b></p> <p><b>FY2025</b></p>
<p><b>Ensure school-age children are engaged with learning</b></p>	<p>Explore storytime and homework center partnerships with schools</p> <p>Connect with education leaders to reinforce curriculum and to align the Library with educational benchmarks. Identify at least three benchmarks</p> <p>Align Homework Center with school curriculum</p> <p>Provide Student Cards via partnership with School Districts to increase access to virtual services. Enroll at least 75% of students in the program at the beginning of the school year</p> <p>Create passive STEM based discovery programs</p>	<p><b>FY2024</b></p> <p><b>FY2024</b></p> <p><b>FY2024</b></p> <p><b>FY2026</b></p> <p><b>FY2026</b></p>
<p><b>Encourage reading</b></p>	<p>Provide personalized reading suggestion lists by request on the website. Increase participation by 50%</p> <p>Offer reading challenges twice per year</p>	<p><b>FY2025</b></p> <p><b>FY2026</b></p>

## MARKETING

**Reinforce the Library's standing as the place for literacy in Craighead County and Jonesboro**

Create targeted, branded campaigns for early literacy, reading challenges, and services for seniors. Create one campaign for each service each year

**FY2024-27**

Consistently market Library learning opportunities through schools and outreach events

**FY2024-27**

Create and execute campaigns to promote reading challenges

**FY2025**

Create and execute campaigns to promote book bundles for new parents

**FY2025**

**Ensure school-age children are engaged with learning**

Create interest in reading through incentives and engaging book displays

**FY2024**

## COLLECTION

**Help prepare young children for kindergarten**

Provide Early Literacy Kits for checkout

**FY2024**

## OUTREACH

**Strengthen partnership with Arkansas State University**

Invite ASU to offer programs in Library buildings such as information sessions for high school students

**FY2024**

Provide information about ASU cultural offerings in Library buildings and on website

**FY2025**

Invite ASU to offer cultural programs such as writing workshops and performances in Library buildings

**FY2026**

**Help prepare young children for kindergarten**

Partner with hospitals to provide welcome packet to all new parents in Craighead County

**FY2025**

Provide reading to your child guides for new parents in welcome packet

**FY2025**

Create book bundles for new parents including parenting information and picture books (include information about this in new parent welcome packet)

**FY2025**

**Provide services  
and education  
to help residents  
thrive in the  
digital economy**

Research providing Adobe Creative Suite or other  
graphic design software

**FY2027**



# APPENDIX I

## Environmental Scan

## DEMOGRAPHICS

Craighead County, Arkansas has a total population of 109,081 with 51% females and 49% males. The median age is 34 years.

An estimated 25% of the population is under 18 years, 39% are 18 to 44 years, 22% are 45 to 64 years, and 14% are 65 years and older. There are 42,203 households with an average household size of 2.5 people.

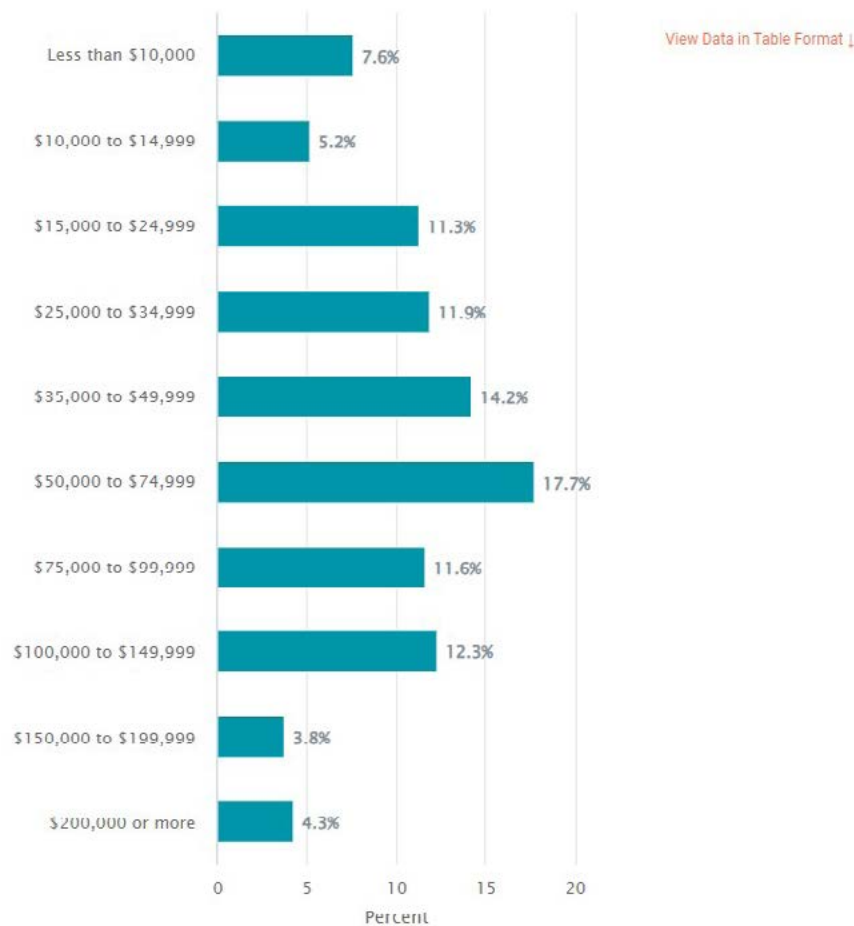
An estimated 96% of those living in Craighead County are US natives. 70% of the population are living in the state where they were born.

## ECONOMICS

The median income of households is \$49,730. An estimated 7% of households have income below \$10,000 a year and 4% have income over \$200,000 or more.<sup>1</sup>

## HOUSEHOLD INCOME

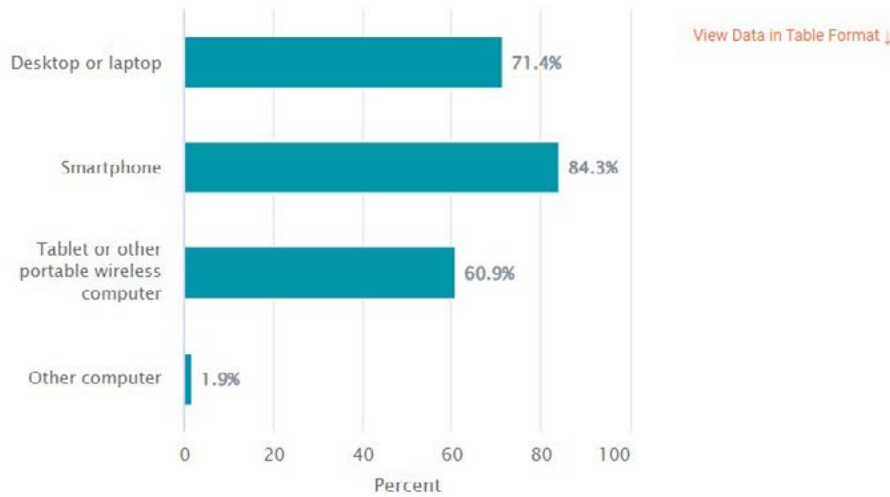
Household Income in Craighead County, Arkansas in 2016-2020



<sup>1</sup> US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=county&state=05&county=031>

## TECHNOLOGY

Types of Computers in Craighead County, Arkansas in 2016-2020



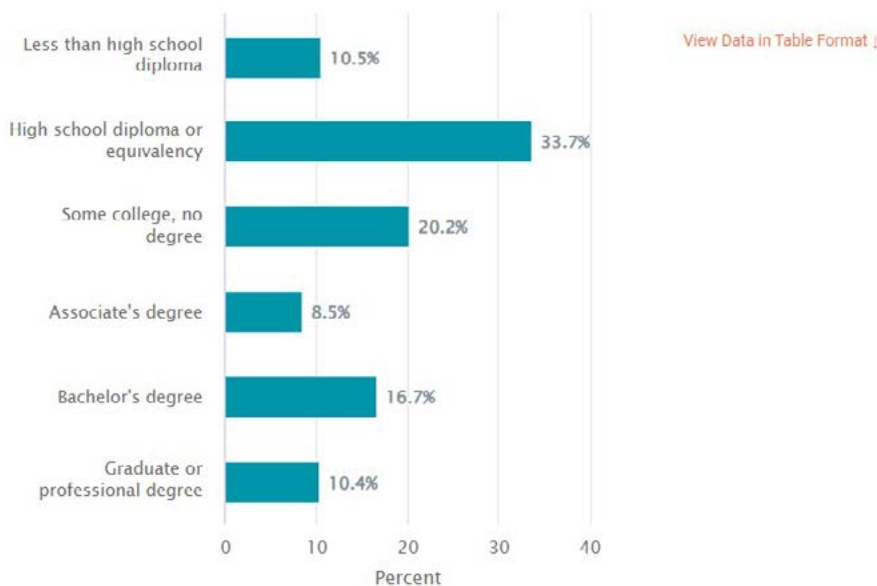
Among all households, 74% had a cellular data plan; 62% had a broadband subscription such as cable, fiber optic, or DSL; 7% had a satellite internet subscription; .1% had dial-up alone; and .1% had some other service alone.<sup>2</sup>

## EDUCATION

89% of people 25 years and over have at least graduated from high school and 27% have a bachelor's degree or higher. An estimated 10% did not complete high school.

The total school enrollment is 30,339. Nursery school enrollment is 2,550 and kindergarten through 12th grade enrollment is 18,498. College or graduate school enrollment is 9,291.<sup>3</sup>

## EDUCATIONAL ATTAINMENT



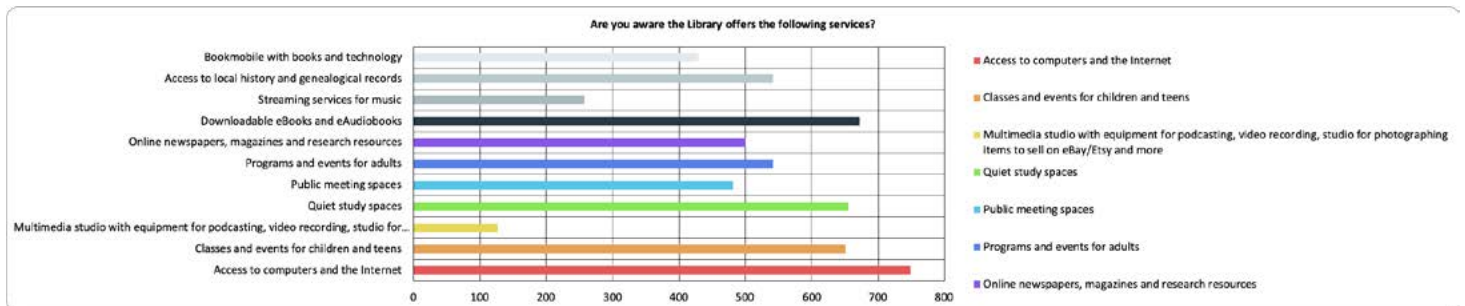
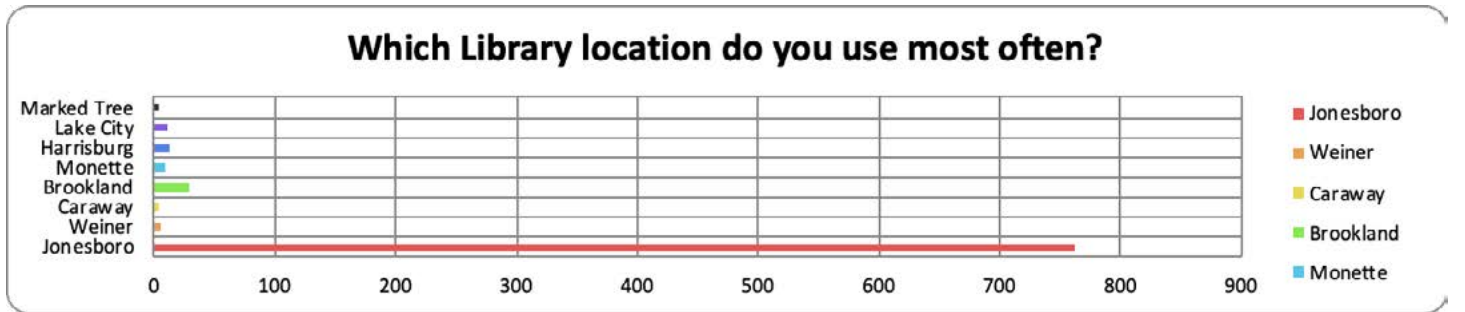
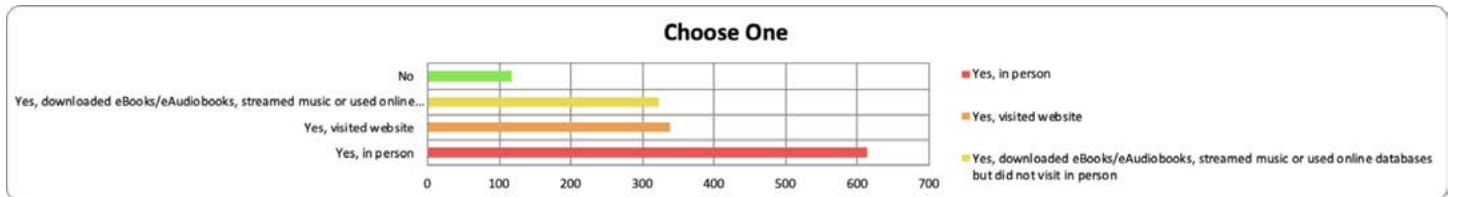
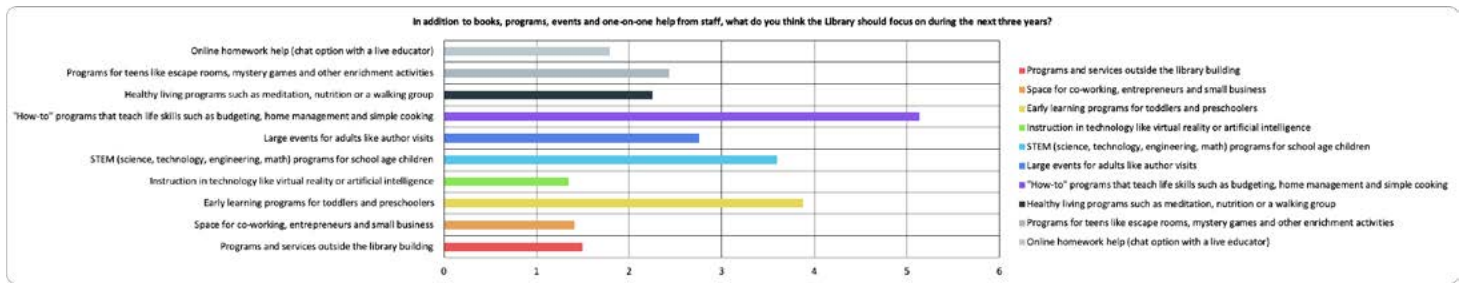
<sup>2</sup> US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=county&state=05&county=031>

<sup>3</sup> US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=county&state=05&county=031>

# EMPLOYMENT

Civilian employed population 16 years and over	Number	Percent
Management, business, sciences, and arts occupations	18,123	35.5
Service occupations	8,588	16.8
Sales and office occupations	11,463	22.5
Natural resources, construction, and maintenance occupations	4,759	9.3
Production, transportation, and material moving occupations	8,092	15.9

# PUBLIC SURVEY SUMMARY





**Please rate your satisfaction with Craighead County Jonesboro Public Library.**



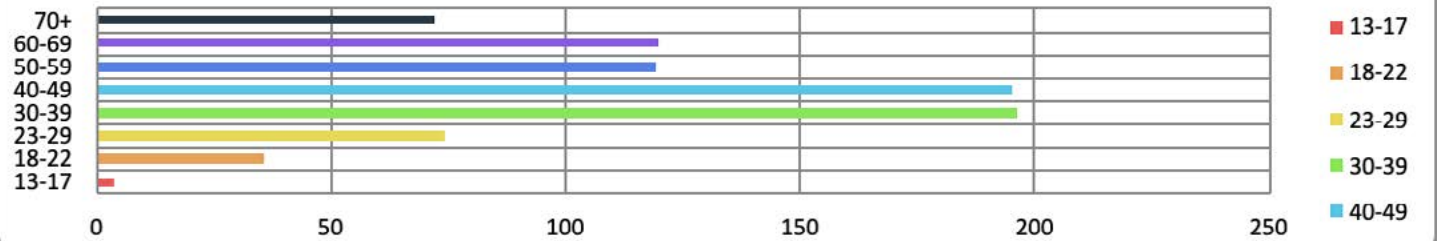
**Which of the following services would make using the Library part of your routine?**



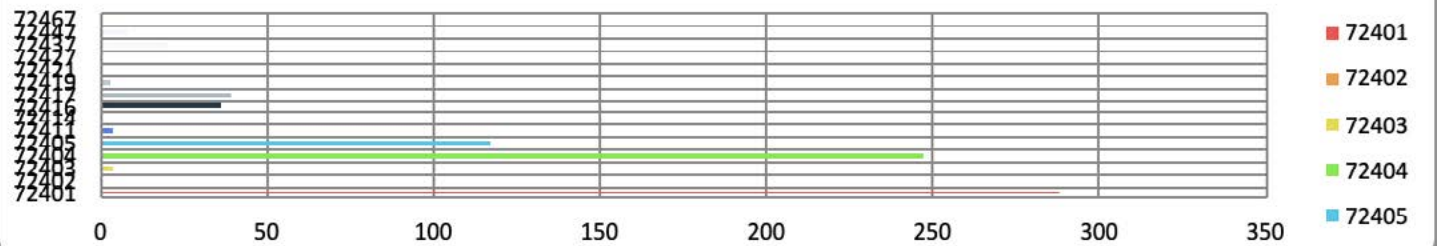
**Would knowing more about what the Library offers make you more likely to use the Library?**



**What is your age?**



**What is your zip code?**



# APPENDIX II

## Consumer Segmentation


LibraryIQ performed a consumer segmentation analysis of all households in Jonesboro and Craighead County and all households with registered library cardholders. The table below includes information about residents and Library cardholders **who check out electronic materials. Due to state law, print checkout data is not available.**

<b>Group</b>	<b>% of Total Craighead County Households</b>	<b>Registered Users % of Total Households</b>	<b>% Use of Total Electronic Circulation</b>	<b>Household Income</b>	<b>Household Technology Use</b>	<b>Age Range</b>
<b>Young Accumulators</b>	16%	22%	25%	Lower	Average	25 - 54
<b>Striving Singles</b>	23%	19%	14%	Lower	Lower Average	25 - 54
<b>Mainstream Families</b>	14%	15%	17%	Lower	Lower Average	25 - 54
<b>Cautious Couples</b>	12%	10%	14%	Lower	Below Average	65+
<b>Young Achievers</b>	9%	9%	3%	Lower	Above Average	25 - 54
<b>Accumulated Wealth</b>	5%	8%	10%	Mid - Higher	Above Average	35 - 54
<b>Sustaining Seniors</b>	10%	5%	5%	Lower	Below Average	55+
<b>Conservative Classics</b>	4%	4%	7%	Mid	Lower Average	65+
<b>Affluent Empty Nest</b>	2%	3%	4%	Higher	Average	65+
<b>Sustaining Families</b>	3%	3%	1%	Lower	Lower Average	25 - 54
<b>Midlife Success</b>	2%	1%	1%	Lower	Above Average	25 - 44

# YOUNG ACCUMULATORS

Young Accumulators are slightly younger and less affluent than their upscale peers. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers. <sup>4</sup>

PRIZM® PREMIER LIFESTAGE




## F2 – Young Accumulators


23 Township Travelers 29 White Picket Fences  
26 Home Sweet Home 30 Pools & Patios  
27 Big Sky Families

# 8%


 U.S. HHs




### DEMOGRAPHICS




### MEDIA CONSUMPTION



### LIFESTYLE



### ABOUT ME



### ACTIVITIES

**HOUSEHOLD AGE**

18-24	4%
25-34	21%
35-44	25%
45-54	26%
55-64	14%
65-74	8%
75+	2%

**KIDS <18**

52% with Kids

**78% Home Owners**      **68% Married**

**Median Household Income: \$ 82,351**

**INCOME PRODUCING ASSETS**

< \$50K	2%
\$50K - \$99K	1%
\$100K - \$249K	1%
\$250K - \$499K	7%
\$500K - \$999K	19%
\$1 Million+	70%

**TECH USAGE**

← No-Tech      Low-Tech      Mid-Tech      High-Tech →

**ONLINE/SOCIAL**

- MLS team site
- OpenTable
- RetailMeNot
- Reddit
- Yelp

**TELEVISION**

- Disney Jr.
- MTV
- Discovery Channel
- Muppet Babies
- Freeform (ABC Family)

**ABOUT ME**

- Lives in mid-sized home and stays busy remodeling and making improvements
- Listens to SEC sports and active rock radio
- Frequently attends high school sports events
- Adults typically have college educations and work a mix of white-collar managerial and professional jobs

**LIFESTYLE**


- Eats at Zaxby's, Texas Roadhouse and Dairy Queen
- Shops at Academy Sports + Outdoors, Shoe Carnival and Bass Pro Shops
- Owns RAM vehicles, but also favor GMC and Chevrolet
- Enjoys outdoor activities such as hunting and owns lots of sporting equipment
- Tend to rank highly for being a small business owner
- Many shop online frequently for things like kid's clothing, alcohol, car repair services and toys

**ACTIVITIES**

BASEBALL HUNTING  
MORTGAGE REFI FISHING  
HIGH SCHOOL SPORTS

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GIK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

6 Copyright ©2023 Claritas, LLC. Confidential and proprietary.




<sup>4</sup> Claritas PRIZM Premier Segment Narratives 2022

# STRIVING SINGLES

Striving Singles make up the most downscale of the Younger Years class. Found in both cities and rural settings, these households typically have low incomes, often under \$30,000 a year, from service jobs or part-time work they take on while going to college. As consumers, the residents in these segments score high for soccer, monster trucks, pre-paid cell phones, fast food and inexpensive cars. <sup>5</sup>

PRIZM® PREMIER LIFESTAGE



## Y3 – Striving Singles

**55 Red, White & Blue**

**59 New Melting Pot**

**60 Small-Town Collegiates**

**63 Low-Rise Living**

**64 Family Thrifts**

**65 Young & Rustic**

**66 New Beginnings**

10%

U.S. HHs

👤 **DEMOGRAPHICS**

💻 **MEDIA CONSUMPTION**

🍴 **LIFESTYLE**

**HOUSEHOLD AGE**

18-24	8%
25-34	25%
35-44	23%
45-54	26%
55-64	16%
65-74	2%
75+	0%

**KIDS <18**

41%  
with Kids

**19% Home Owners**

**24% Married**

Median Household Income: \$ 22,080

**INCOME PRODUCING ASSETS**

< \$50K	2%
\$50K - \$99K	1%
\$100K - \$249K	96%
\$250K - \$499K	0%

**ONLINE/SOCIAL**

- Monster.com
- Tumblr
- WWE.com
- Online dating sites
- Horoscopes

**TELEVISION**

- Telemundo
- BET
- ION
- Assisted Living
- WWE Friday Night Smackdown

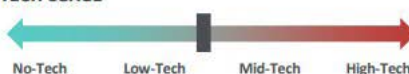
**LIFESTYLE**

- Spends over 25 hours a week on social networking sites
- Eats at low budget restaurants, like Hardee's, Golden Corral and Chuck E Cheese
- Prefers shopping at Foot Locker, Family Dollar and Burlington
- Typically owns a Chevrolet, Dodge or Hyundai
- Does not travel often, but when they do, they stay at economically-sound motels like Motel 6

🧠 **ABOUT ME**

🏀 **ACTIVITIES**

**TECH USAGE**



No-Tech    Low-Tech    Mid-Tech    High-Tech

BACK TO SCHOOL


MONSTER TRUCKS

WWE

ESPORTS PRO BOXING

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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<sup>5</sup> Claritas PRIZM Premier Segment Narratives 2022



# MAINSTREAM FAMILIES

Mainstream Families are middle class and working-class families. Residents in this exurban group share similar consumption patterns, living in modestly priced homes and ranking high for outdoor activities. Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, gaming, groceries in bulk and Dodge trucks. <sup>6</sup>

**PRIZM® PREMIER LIFESTAGE**




## F3 – Mainstream Families

33 Second City Startups    44 Country Strong  
 37 Bright Lights, Lil City    51 Campers & Camo  
 39 Kid Country, USA

# 9%

 U.S. HHs


**DEMOGRAPHICS**

**HOUSEHOLD AGE**

18-24	7%
25-34	28%
35-44	30%
45-54	27%
55-64	9%
65-74	0%
75+	0%

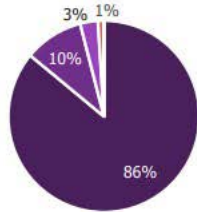
**KIDS <18**

56%  
with Kids


**69% Home Owners**    **50% Married**

**Median Household Income: \$ 68,529**

**INCOME PRODUCING ASSETS**



- < \$50K
- \$50K - \$99K
- \$100K - \$249K
- \$250K - \$499K
- \$500K - \$999K
- \$1 Million+



**MEDIA CONSUMPTION**

**ONLINE/SOCIAL**


- Trip.com
- StubHub
- Wedding sites
- Gaming
- Snapchat

**TELEVISION**


- Nickelodeon
- Travel Channel
- A&E
- Street Outlaws
- Walking Dead


**LIFESTYLE**

- Despite their age, they are somewhat low in their tech use
- Eats at fast food chains like Zaxby's, Hardee's and Sonic
- Shops primarily at The Children's Place, Rack Room Shoes and Hobby Lobby
- Typically owns a Dodge, Kia or Chevrolet
- Travels to theme parks and enjoys both mountain and beach vacations
- Enjoys podcasts about true crime, parenting and fiction


**ACTIVITIES**

**MONSTER JAM FISHING**  
**HUNTING GAMING**  
**PRO BULL RIDING**


**ABOUT ME**


- Raises their family in small-town settings
- Plans to have a child or go back to school in the next year
- Maintains lifestyle befitting large families and buys groceries in bulk
- Listens to SEC sports and mainstream rock on the radio
- Prefers Stitcher for audio streaming

**TECH USAGE**

No-Tech
Low-Tech
Mid-Tech
High-Tech

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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<sup>6</sup> Claritas PRIZM Premier Segment Narratives 2022



# CAUTIOUS COUPLES

This group features an over-55-year-old mix of singles, couples and widows. Widely scattered throughout the nation, the residents in these seven segments typically are working-class, with some college education and a high rate of homeownership. Given their blue-collar roots, Cautious Couples today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants and pursuing home-based hobbies like coin collecting and gardening.<sup>7</sup>

## PRIZM® PREMIER LIFESTAGE

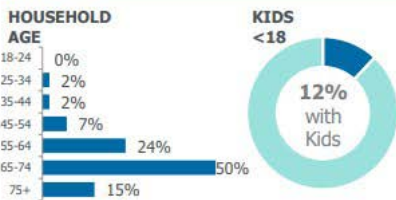


### M3 – Cautious Couples

- 32 Traditional Times
  - 36 Toolbelt Traditionalists
  - 38 Hometown Retired
  - 41 Domestic Duos
  - 43 City Roots
- 46 Heartlanders
  - 49 American Classics
  - 52 Simple Pleasures
  - 53 Lo-Tech Singles

**13%** U.S. HHs

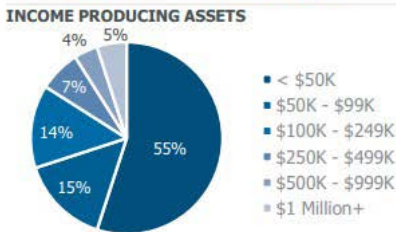
#### DEMOGRAPHICS



**82%** Home Owners

**54%** Married

**Median Household Income: \$ 41,797**



#### MEDIA CONSUMPTION

- ONLINE/SOCIAL**
  - AARP
  - Facebook
  - Email
  - Shopping sites
- TELEVISION**
  - INSP
  - NewsNation
  - Hallmark Movies & Mysteries
  - Bonanza
  - Game Show Network

#### ABOUT ME

- Typically beginning their empty-nest years
- Maintains easy-going and predictable lifestyle
- Enjoys reading and eating out at restaurants with good values
- Listens to classic country, gospel or soft adult contemporary music
- Reads AARP Magazine as well as fraternal magazines



#### LIFESTYLE

- Likely to choose a night out over relying on technology to entertain them
- Prefers dining at restaurants like Cracker Barrel, Dairy Queen or Arby's
- Shopping excursions usually include Chico's and Big Lots when they don't order via mail catalog
- Owns domestic brand vehicles such as Buick, Mercury or Lincoln
- Does not travel often, but when vacationing enjoys going on guided tours and cruises

#### ACTIVITIES

GOLF  
FIGURE SKATING  
LOTTERY  
RETIREMENT  
FORMER MILITARY

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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<sup>7</sup> Claritas PRIZM Premier Segment Narratives 2022

# YOUNG ACHIEVERS

Young Achievers are lower-midscale segments found in urban and metro neighborhoods. A blend of family types, Young Achievers are also a mix of homeowners and renters. They are above average in their use of technology, often researching their upcoming purchases online when they aren't streaming videos or visiting social networking sites.<sup>8</sup>

PRIZM® PREMIER LIFESTAGE



## F2 – Young Accumulators

23 Township Travelers 29 White Picket Fences  
 26 Home Sweet Home 30 Pools & Patios  
 27 Big Sky Families

# 8%

U.S. HHs


### DEMOGRAPHICS

**HOUSEHOLD AGE**


18-24	4%
25-34	21%
35-44	25%
45-54	26%
55-64	14%
65-74	8%
75+	2%

**KIDS <18**

52%  
with Kids



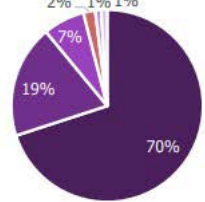
**78%**  
Home Owners



**68%**  
Married

Median Household Income: \$ 82,351

**INCOME PRODUCING ASSETS**



- < \$50K
- \$50K - \$99K
- \$100K - \$249K
- \$250K - \$499K
- \$500K - \$999K
- \$1 Million+

### MEDIA CONSUMPTION

**ONLINE/SOCIAL**

- MLS team site
- OpenTable
- RetailMeNot
- Reddit
- Yelp

**TELEVISION**

- Disney Jr.
- MTV
- Discovery Channel
- Muppet Babies
- Freeform (ABC Family)

### LIFESTYLE

- Eats at Zaxby's, Texas Roadhouse and Dairy Queen
- Shops at Academy Sports + Outdoors, Shoe Carnival and Bass Pro Shops
- Owens RAM vehicles, but also favor GMC and Chevrolet
- Enjoys outdoor activities such as hunting and owns lots of sporting equipment
- Tend to rank highly for being a small business owner
- Many shop online frequently for things like kid's clothing, alcohol, car repair services and toys


### ABOUT ME

- Lives in mid-sized home and stays busy remodeling and making improvements
- Listens to SEC sports and active rock radio
- Frequently attends high school sports events
- Adults typically have college educations and work a mix of white-collar managerial and professional jobs

### ACTIVITIES

BASEBALL HUNTING  
MORTGAGE REFI FISHING  
HIGH SCHOOL SPORTS

### TECH USAGE



No-Tech    Low-Tech    Mid-Tech    High-Tech

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GIK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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<sup>8</sup> Claritas PRIZM Premier Segment Narratives 2022

# ACCUMULATED WEALTH

Accumulated Wealth contains the wealthiest, mostly college-educated, white-collar families living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games and top-of-the-line sporting equipment. The adults in these households are also a prime audience for smart home devices, expensive cars and frequent vacations, often to theme parks as well as European destinations. <sup>9</sup>

## PRIZM® PREMIER LIFESTAGE

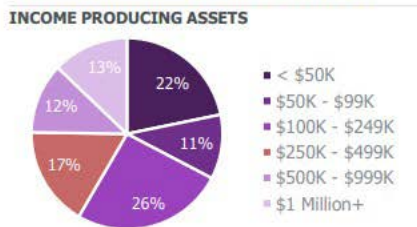
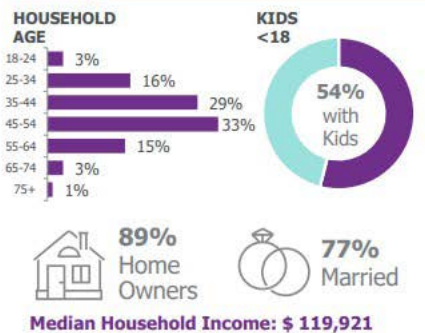


### F1 – Accumulated Wealth

- 02 Networked Neighbors
- 05 Country Squires
- 06 Winner's Circle
- 10 Executive Suites
- 11 Fast-Track Families
- 14 Kids & Cul-de-Sacs
- 15 New Homesteaders
- 16 Beltway Boomers

**11%** U.S. HHs

#### DEMOGRAPHICS

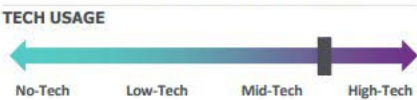


#### MEDIA CONSUMPTION

- ONLINE/SOCIAL**
- OpenTable
  - SeatGeek
  - Houzz
  - ESPN
  - Reddit
- TELEVISION**
- Comedy Central
  - Disney Jr.
  - Stanley Cup
  - Bravo
  - The Office

#### ABOUT ME

- Highly educated, with high salary professional careers
- Lifestyle is centered around their children
- Owns the latest, greatest technological gadgets
- Watches sporting events on NFL Network and NBC Sports
- Uses the Internet to purchase vacation packages, toys and children's clothing
- Buys Smart Home items like robot vacuums



#### LIFESTYLE

- Loves to eat out at restaurants like Chipotle and Jimmy John's
- Prefers shopping at Pottery Barn to furnish their houses, and Dick's for sporting goods
- Segments in this life stage own a wide range of vehicles from BMW to Infiniti to Volvo
- Enjoys participating in a variety of sports, such as skiing, snowboarding, running and tennis
- Stays at short-term rentals, such as an Airbnb, and is looking forward to a ski vacation soon
- Spends over \$2500 a year on purchases made online

#### ACTIVITIES

- SKIING HOCKEY TENNIS  
MARATHONS TRAVEL  
COLLEGE SPORTS

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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<sup>9</sup> Claritas PRIZM Premier Segment Narratives 2022



# SUSTAINING SENIORS

Sustaining Seniors consists of four segments filled with older, economically challenged Americans. Primarily found in small towns and rural areas, they all score high for having residents who are over 65 years old and who have household incomes under \$40,000. Many are single or widowed, have modest educational achievement and live in older apartments or small homes. On their fixed incomes, they lead low-key, home-centered lifestyles. They're big on watching TV, gardening, sewing and woodworking. Their social life often revolves around activities at veterans' clubs and fraternal organizations.<sup>10</sup>

## PRIZM® PREMIER LIFESTAGE

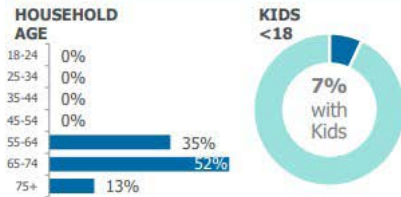


### M4 – Sustaining Seniors

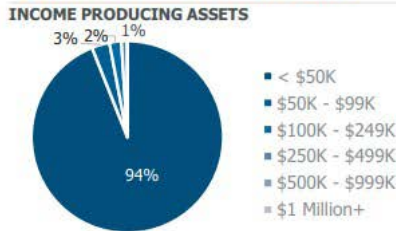
- 57 Back Country Folks
- 58 Golden Ponds
- 62 Crossroad Villagers
- 67 Park Bench Seniors

7% U.S. HHs

#### DEMOGRAPHICS



Median Household Income: \$ 23,814



#### MEDIA CONSUMPTION

- ONLINE/SOCIAL**
- Little to no Internet usage
  - Facebook
  - Game sites
  - Email
- TELEVISION**
- Lifetime Television
  - Weather Channel
  - The Virginian
  - INSP
  - Bonanza

#### ABOUT ME

- Lives a classic, small-town lifestyle
- High school educated with downscale incomes
- Social life often revolves around activities at veterans' clubs and fraternal organizations
- Daily life consists of sedentary activities, like reading, watching TV and crafting
- Listens to gospel and classic country music



#### LIFESTYLE

- Internet usage is very low
- Often eats at restaurants where you can get a lot of food for a good price, like Hardee's, Dairy Queen or Golden Corral
- Does not shop often, but when they do it is often at stores such as At Home and Dollar General
- Tends to own a Buick, Mercury or Dodge
- Due to a low income, these seniors rarely travel
- Watch live TV programming 25+ hours per week

#### ACTIVITIES

NASCAR BULL RIDING  
 FIGURE SKATING  
 RETIREMENT SEWING  
 FORMER MILITARY

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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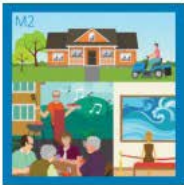


<sup>10</sup> Claritas PRIZM Premier Segment Narratives 2022

# CONSERVATIVE CLASSICS

College educated, over 55 years old and upper-middle class, the seven segments in Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes. For leisure at home, they enjoy gardening, reading books, watching public television and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater or a casual-dining restaurant.<sup>11</sup>

## PRIZM® PREMIER LIFESTAGE

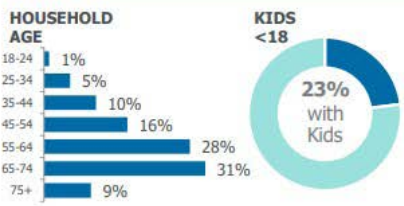


### M2 – Conservative Classics

- 17 Urban Elders
- 22 Middleburg Managers
- 18 Mayberry-ville
- 24 Pickup Patriarchs
- 19 American Dreams
- 28 Country Casuals
- 20 Empty Nests

**11%** U.S. HHs

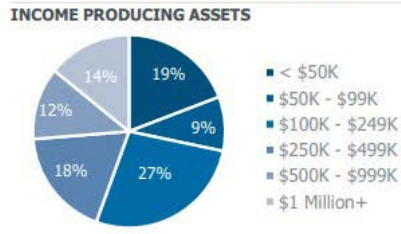
#### DEMOGRAPHICS



**83%** Home Owners

**69%** Married

**Median Household Income: \$ 91,031**

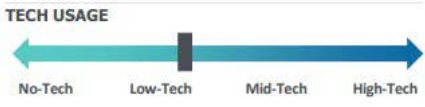


#### MEDIA CONSUMPTION

- ONLINE/SOCIAL**
- PGA Tour
  - AARP
  - HomeAdvisor
  - MLB
  - Travel sites
- TELEVISION**
- Golf Channel
  - FOX News
  - Citrus Bowl
  - HGTV
  - Band of Brothers

#### ABOUT ME

- Not typically up-to-date with the latest technology
- Has a child in/finishing college and looking forward to retirement
- Enjoys the cultural options available in their communities
- Listens to new/talk/personality radio



#### LIFESTYLE

- Spends 10+ hours a week watching live TV programming
- Eats at Carrabba's Italian Grill, Bonefish Grill or any upscale restaurant
- Shops at Pottery Barn, Chico's and Anthropologie
- Tends to own a RAM, Lincoln or Subaru
- Enjoys traveling to Canada and Europe
- Frequently buys and sells investments through a broker

#### ACTIVITIES

**CHILD IN COLLEGE**  
**CONCERTS HUNTING**  
**GOLF FORMER MILITARY**

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GfK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.



<sup>11</sup> Claritas PRIZM Premier Segment Narratives 2022

# AFFLUENT EMPTY NEST

Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. This group features upscale couples who are college educated and hold executive and professional positions. While their neighborhoods are found across a variety of landscapes, they are most common in suburban neighborhoods with large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, new technology and business media. These folks are also community activists who write politicians, volunteer for environmental groups and vote regularly in elections.<sup>12</sup>

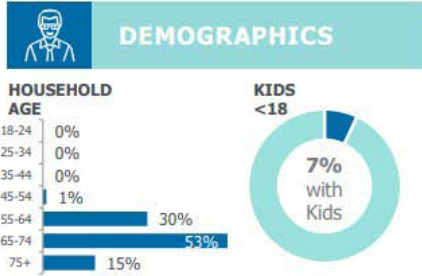
## PRIZM® PREMIER LIFESTAGE



### M1 – Affluent Empty Nest

- 01 Upper Crust
- 03 Movers & Shakers
- 07 Money & Brains
- 08 Gray Power
- 09 Big Fish, Small Pond
- 12 Cruisin' to Retirement

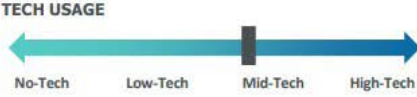
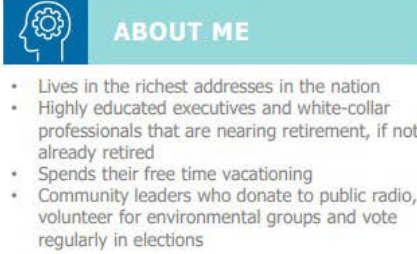
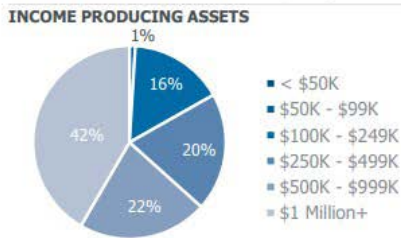
**9%** U.S. HHs



95% Home Owners

78% Married

Median Household Income: \$ 142,915



- #### LIFESTYLE
- Eats at Bonefish Grill, PF Chang's, or any upscale restaurant
  - Reads Kiplinger's Finance as well as the weekday and weekend newspapers
  - Shops at Chico's, Crate & Barrel and Nordstrom
  - Owens Mercedes-Benz, Lexus or Audi
  - Lives in fashionable home with well-manicured lawn
  - Uses a stockbroker, financial planner and accountant
  - Online behavior centers around their financial investments and keeping up with current events

- #### ACTIVITIES
- GOLF RETIREMENT
  - TENNIS DONATIONS
  - SYMPHONY LUXURY CARS

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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<sup>12</sup> Claritas PRIZM Premier Segment Narratives 2022



# SUSTAINING FAMILIES

Sustaining Families is the least affluent of the Family Life groups, an assortment of segments that range from working-class to downscale. These segments are primarily found in urban neighborhoods. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments or houses. And their lifestyles are similarly modest: households here are into soccer and basketball, shopping at discount chains and convenience stores and eating out at Starbucks and Chuck E Cheese.<sup>13</sup>

PRIZM® PREMIER LIFESTAGE



## F4 – Sustaining Families

**42** Multi-Culti Mosaic  
**45** Urban Modern Mix  
**56** Multi-Culti Families

**61** Second City Generations  
**68** Bedrock America

7%

U.S. HHs

DEMOGRAPHICS

**HOUSEHOLD AGE**

18-24	7%
25-34	23%
35-44	25%
45-54	21%
55-64	14%
65-74	7%
75+	2%

**KIDS <18**

48% with Kids

**42% Home Owners**

**35% Married**

**Median Household Income: \$ 38,894**

**INCOME PRODUCING ASSETS**

< \$50K	89%
\$50K - \$99K	7%
\$100K - \$249K	2%
\$250K - \$499K	1%
\$500K - \$999K	1%
\$1 Million+	0%

MEDIA CONSUMPTION

**ONLINE/SOCIAL**

- WWE
- Cox
- CareerBuilder
- Horoscopes
- Snapchat

**TELEVISION**

- Univision
- BET
- VH1
- Inside the NBA
- Cartoon Network

LIFESTYLE

- Eats at fast food restaurants like Chuck E Cheese, Church's Chicken and Denny's
- Shops at discount retailers like Burlington, Foot Locker and Forever XXI
- Owns a Dodge, Nissan or Hyundai automobile
- Often goes to Mexican league soccer matches and WWE events
- Spends 5+ hours a day on social networking sites such as Snapchat
- Many households do not own a computer and rely on their smartphones to surf the web

ABOUT ME

- Lives in ethnically diverse neighborhoods
- Often first-generation Americans
- Many families live with grandparents, parents and children under one roof
- Modestly educated and struggle to make ends meet
- Listens to Spanish adult hits and Mexican regional music

TECH USAGE

← No-Tech    Low-Tech    Mid-Tech    High-Tech →

ACTIVITIES

SOCCER PRO BOXING  
WWE RAP/R&B CONCERTS  
JOB HUNTING LOTTERY

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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<sup>13</sup> Claritas PRIZM Premier Segment Narratives 2022

# MIDLIFE SUCCESS

Midlife Success is filled with singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many college and post-graduate educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle-class segments. Most of these segments are found in urban and suburban communities, and consumers here are big fans of the latest technology, financial products, high-end cars and travel.<sup>14</sup>

**PRIZM® PREMIER LIFESTAGE**




## Y1 – Midlife Success

04 Young Digerati	31 Connected Bohemians
13 Upward Bound	34 Young and Influential
21 The Cosmopolitans	35 Urban Achievers
25 Up-and-Comers	

# 9%

U.S. HHs



**DEMOGRAPHICS**

**HOUSEHOLD AGE**


18-24	6%
25-34	29%
35-44	30%
45-54	18%
55-64	8%
65-74	6%
75+	2%

**KIDS <18**

47%  
with Kids



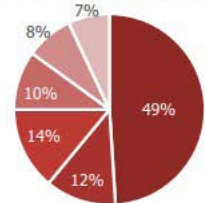
**60%**  
Home Owners




**55%**  
Married

Median Household Income: \$ 76,940

**INCOME PRODUCING ASSETS**



- < \$50K
- \$50K - \$99K
- \$100K - \$249K
- \$250K - \$499K
- \$500K - \$999K
- \$1 Million+



**MEDIA CONSUMPTION**

**ONLINE/SOCIAL**

- Uber
- Glassdoor
- Huffington Post
- SeatGeek
- CNN

**TELEVISION**


- HBO Max
- Comedy Central
- Bravo
- NBA All Star Game
- Real Housewives of Beverly Hills


**ABOUT ME**


- Uses Internet for wedding planning and career development
- Likely to move or change address in next year
- Streams music via Spotify, Stitcher and Apple Music
- Listens to alternative music, as well as rhythmic adult contemporary and rhythmic oldies

**TECH USAGE**

No-Tech    Low-Tech    Mid-Tech    High-Tech


**LIFESTYLE**

- Eats at Chipotle, Qdoba and organic/health food restaurants
- Shops online and in-store at men's and women's retailers like REI and Nordstrom, as well as Crate & Barrel
- Owens vehicles like an Audi, Mazda or Volvo
- Participates in skiing and snowboarding, while also enjoying tennis and Pilates
- Enjoys traveling extensively to locations such as Los Angeles, New York City and Europe
- Spends many hours a week on social networking sites like Instagram and Twitter


**ACTIVITIES**


TRAVEL MOVING YOGA

NBA SKIING

ART MUSEUMS ESPORTS

Sources: Claritas Household Demographics 2022, Claritas Consumer Profiles 2022, Claritas GRK US MRI Behavior Profiles 2022, Nielsen Online Behavior Profiles 2021, Nielsen Television Behavior Profiles 2021.

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<sup>14</sup> Claritas PRIZM Premier Segment Narratives 2022