Rio

631 L Street
Rio Linda, CA 95673

Patron Profile Analysis
of Top 100% of All Patrons within the service area

Description:

The Library Patron Analysis can be used to craft marketing messages, develop targeted marketing lists, stock appropriate library materials, and identify target areas for promotion.

The analysis begins with a map of the library location (red star) and the library trade area (red outline). The Census block groups that comprise the library trade area are also depicted and are thematically shaded by the number of library patron households in each block group. This provides the library with insight into where the highest concentrations of patrons are found within their trade area.

The application then matches patron records to the Experian Household file to append household level demographic and lifestyle characteristics to each patron. The result is a report which provides a summary of the following components of the patron file:

1) **Mosaic Lifestyle Segmentation Chart**: Percent of patron households that fall into each lifestyle category
2) **Checkouts**: Number of patron households by checkout volume category
3) **Proximity**: Number of patrons by drive time category
4) **Presence of Children**: Likelihood of patron households to have a child/children in the household
5) **Income**: Percentage of patron households in various household income ranges

Also provided is a detailed report that compares the demographic profile of the patron households to that of the library trade area (base). The result of the comparison is an index value.

Index values of 100 indicate a patron profile that is similar to the trade area (base) profile. Index values above 100 denote instances in which the patron profile has an above average concentration ofthe demographic characteristic in comparison to that of the base, and are therefore characteristics that are most likely to describe the patrons.

Service Area Demographic Overview

Executive Summary Report with Charts

alteryx

Geography: 95626 Elverta, 95660 North Highlands, 95673 Rio Linda, 95835 Sac

Date: March 13, 2015


Population Demographics:

The number of households in the study area in 2000 was **26,992** and changed to **39,523** in 2010, representing a change of **46.4%**. The household count in 2014B was **41,145** and the household projection for 2019 is **46,881**, a change of **13.9%**.

The population in the study area in 2000 was **86,379** and in 2010 it was **124,591**, roughly a **44.2%** change. The population in 2014B was **128,921** and the projection for 2019 is **144,763** representing a change of **12.3%**.

Population and Household Change
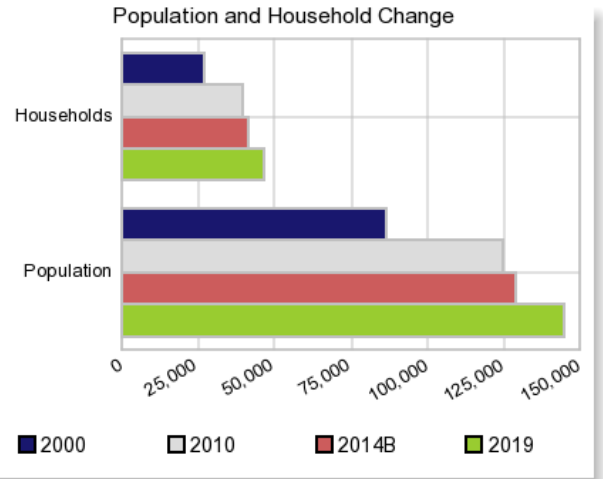
	2000 Census	2010 Census	2014B Estimate	2019 Projection	Percent Change 2000 to 2010	Percent Change 2014 to 2019
Total Population	86,379	124,591	128,921	144,763	44.2%	12.3%
Total Households	26,992	39,523	41,145	46,881	46.4%	13.9%

Population by Age

Age
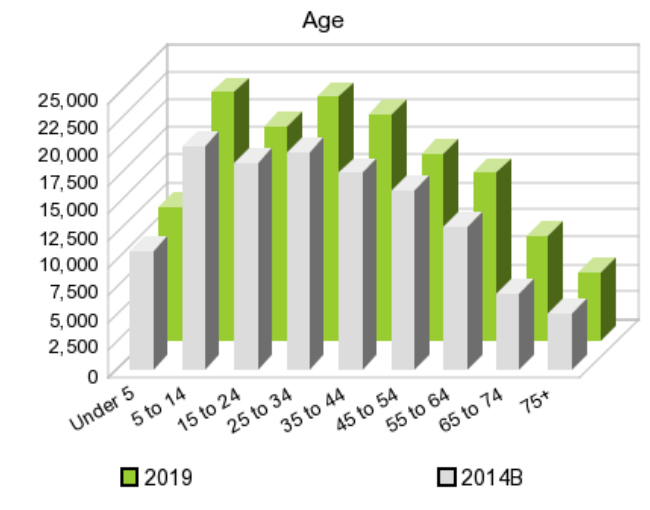
In 2000, the median age of the total population in the study area was **30.3**, and in 2010, it was **31.9**. The median age in 2014B is **32.4** and it is predicted to change in five years to **33.3** years. In 2014B, females represented **50.7%** of the population with a median age of **33.3** and males represented **49.3%** of the population with a median age of **31.5** years. In 2014B, the most prominent age group in this geography is **Age 5 to 14** years. The age group least represented in this geography is **Age 75 +** years.
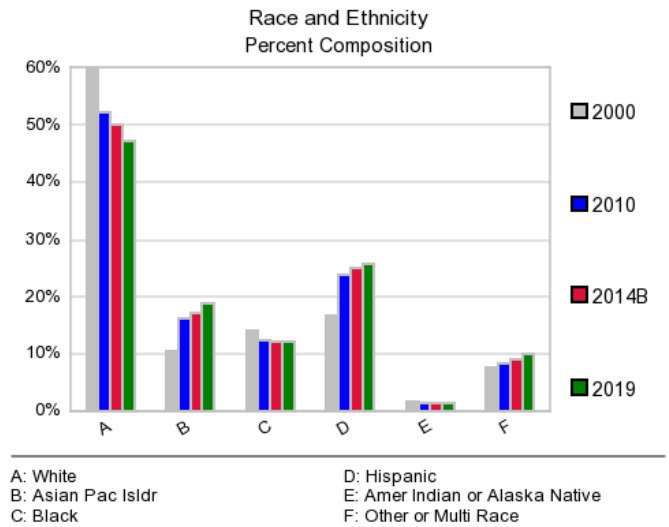
Age Groups   **Percent Change**

	2000 Census	%	2010 Census	%	2014B Estimate	%	2019 Projection	%	2000 to 2010	2014 to 2019
0 to 4	7,429	8.6%	10,788	8.7%	10,810	8.4%	12,204	8.4%	45.2%	12.9%
5 to 14	17,605	20.4%	19,432	15.6%	20,276	15.7%	22,582	15.6%	10.4%	11.4%
15 to 19	6,943	8.0%	10,117	8.1%	9,448	7.3%	9,523	6.6%	45.7%	0.8%
20 to 24	5,630	6.5%	8,568	6.9%	9,403	7.3%	9,851	6.8%	52.2%	4.8%
25 to 34	10,923	12.6%	19,446	15.6%	19,776	15.3%	22,151	15.3%	78.0%	12.0%
35 to 44	14,217	16.5%	17,212	13.8%	17,915	13.9%	20,606	14.2%	21.1%	15.0%
45 to 54	9,817	11.4%	16,234	13.0%	16,255	12.6%	16,935	11.7%	65.4%	4.2%
55 to 64	5,768	6.7%	11,907	9.6%	13,008	10.1%	15,256	10.5%	106.4%	17.3%
65 to 74	4,668	5.4%	6,140	4.9%	6,899	5.4%	9,522	6.6%	31.5%	38.0%
75 +	3,378	3.9%	4,749	3.8%	5,131	4.0%	6,135	4.2%	40.6%	19.6%

Population by Race/Ethnicity

Race and Ethnicity Percent Composition

A: White
B: Asian Pac Isldr
C: Black
D: Hispanic
E: Amer Indian or Alaska Native
F: Other or Multi Race

In 2014B, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity   **Percent Change**

	2000 Census	%	2010 Census	%	2014B Estimate	%	2019 Projection	%	2000 to 2010	2014 to 2019
White	51,724	59.9%	64,920	52.1%	64,510	50.0%	68,498	47.3%	25.5%	6.2%
Black	11,948	13.8%	15,347	12.3%	15,638	12.1%	17,586	12.1%	28.4%	12.5%
American Indian or Alaska Native	1,345	1.6%	1,472	1.2%	1,535	1.2%	1,673	1.2%	9.5%	9.0%
Asian/Hawaiian/PI	9,055	10.5%	20,099	16.1%	22,244	17.3%	27,198	18.8%	122.0%	22.3%
Some Other Race	6,691	7.8%	13,983	11.2%	15,092	11.7%	17,335	12.0%	109.0%	14.9%
Two or More Races	5,616	6.5%	8,770	7.0%	9,900	7.7%	12,474	8.6%	56.1%	26.0%
Hispanic Ethnicity	14,382	16.7%	29,672	23.8%	32,119	24.9%	37,368	25.8%	106.3%	16.3%
Not Hispanic or Latino	71,997	83.4%	94,919	76.2%	96,802	75.1%	107,396	74.2%	31.8%	10.9%

Households by Income

In 2014B the predominant household Current Year income category in this study area is **$50K - $75K**, and the income group that is least represented in this geography is **$150K +**.

Households by Income Group
2014B
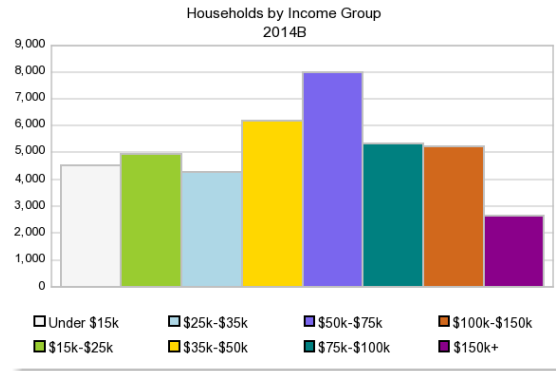
HH Income Categories									Percent Change	
	2000 Census	%	2010 Census	%	2014B Estimate	%	2019 Projection	%	2000 to 2010	2014 to 2019
$0 - $15,000	4,767	17.7%	4,204	10.6%	4,537	11.0%	3,931	8.4%	-11.8%	-13.4%
$15,000 - $24,999	4,221	15.6%	4,781	12.1%	4,958	12.1%	4,745	10.1%	13.3%	-4.3%
$25,000 - $34,999	4,352	16.1%	4,242	10.7%	4,249	10.3%	4,161	8.9%	-2.5%	-2.1%
$35,000 - $49,999	5,252	19.5%	6,224	15.7%	6,200	15.1%	6,150	13.1%	18.5%	-0.8%
$50,000 - $74,999	4,915	18.2%	7,767	19.7%	8,020	19.5%	8,550	18.2%	58.0%	6.6%
$75,000 - $99,999	2,124	7.9%	4,931	12.5%	5,321	12.9%	6,954	14.8%	132.1%	30.7%
$100,000 - $149,999	977	3.6%	5,094	12.9%	5,218	12.7%	8,055	17.2%	421.4%	54.4%
$150,000 +	432	1.6%	2,280	5.8%	2,640	6.4%	4,334	9.2%	427.2%	64.2%
Average Hhld Income	$43,859		$67,340		$68,345		$81,138		53.5%	18.7%
Median Hhld Income	$35,472		$50,897		$51,858		$64,115		43.5%	23.6%
Per Capita Income	$13,705		$21,438		$21,882		$26,339		56.4%	20.4%

Patron Analysis

Patron Activity by Year
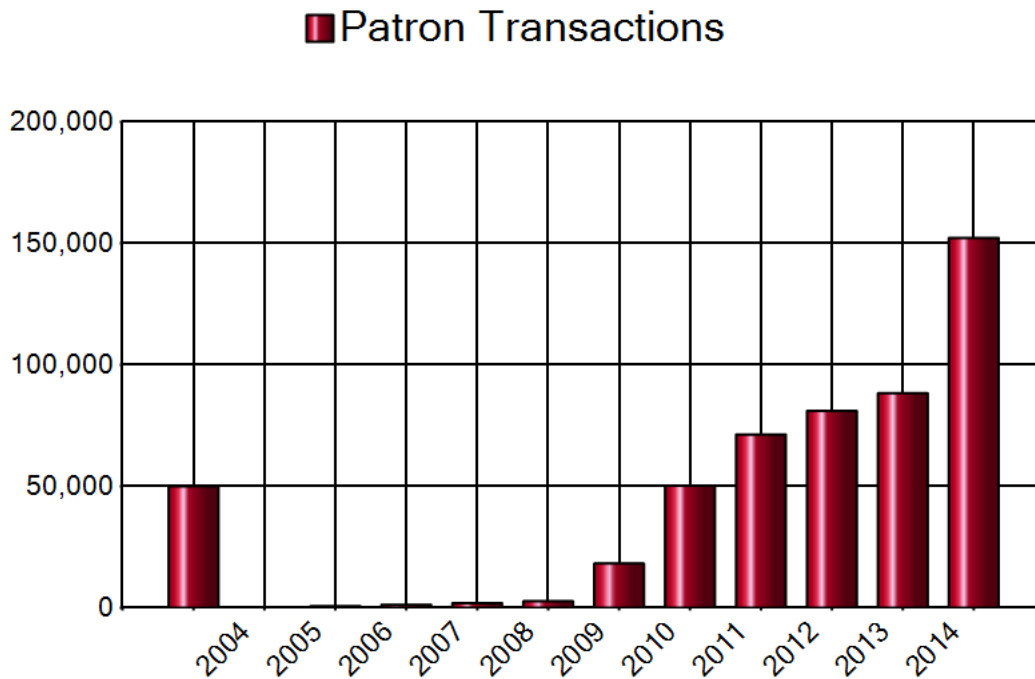
**524,047** records were uploaded in the file.

519,125 individual patron transactions were successfully identified. The chart above represents a summary of those patron transactions by year.

389,315 household locations were identified by converting patron records to unique address locations (checkouts were summed and activity was based on any most recent circulation active date).

Based on selections made in the input form, **Top 100% of All Patrons within the service area** were analyzed in the succeeding pages. This resulted in**34,566** filtered households. These households are geo-located and reflected in the map, the checkout table and the proximity table.

Of the filtered households, **17,131** were matched to the Experian household database. Only these households are represented in the Experian Demographics section of this report.

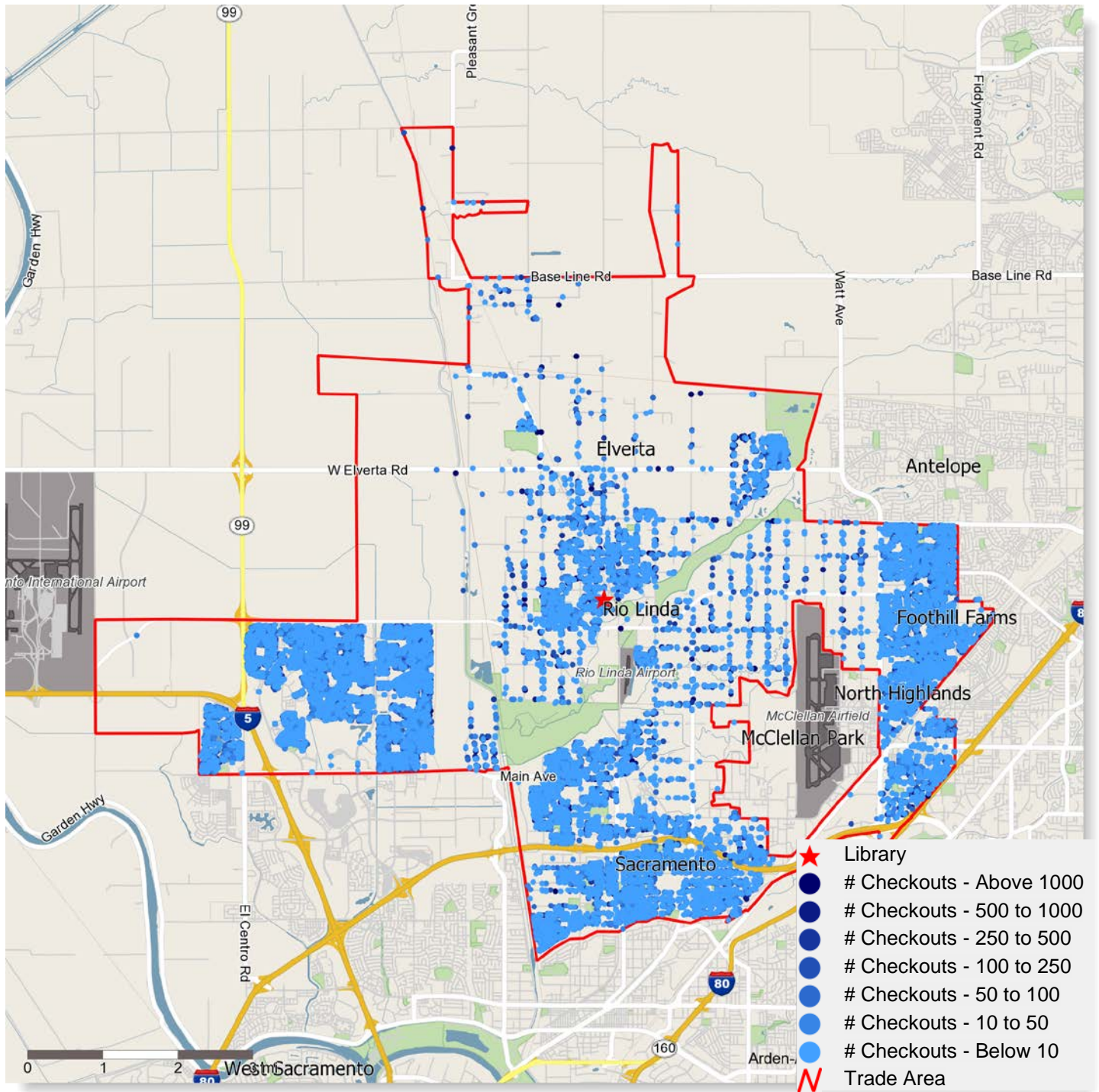## Library Patron Households
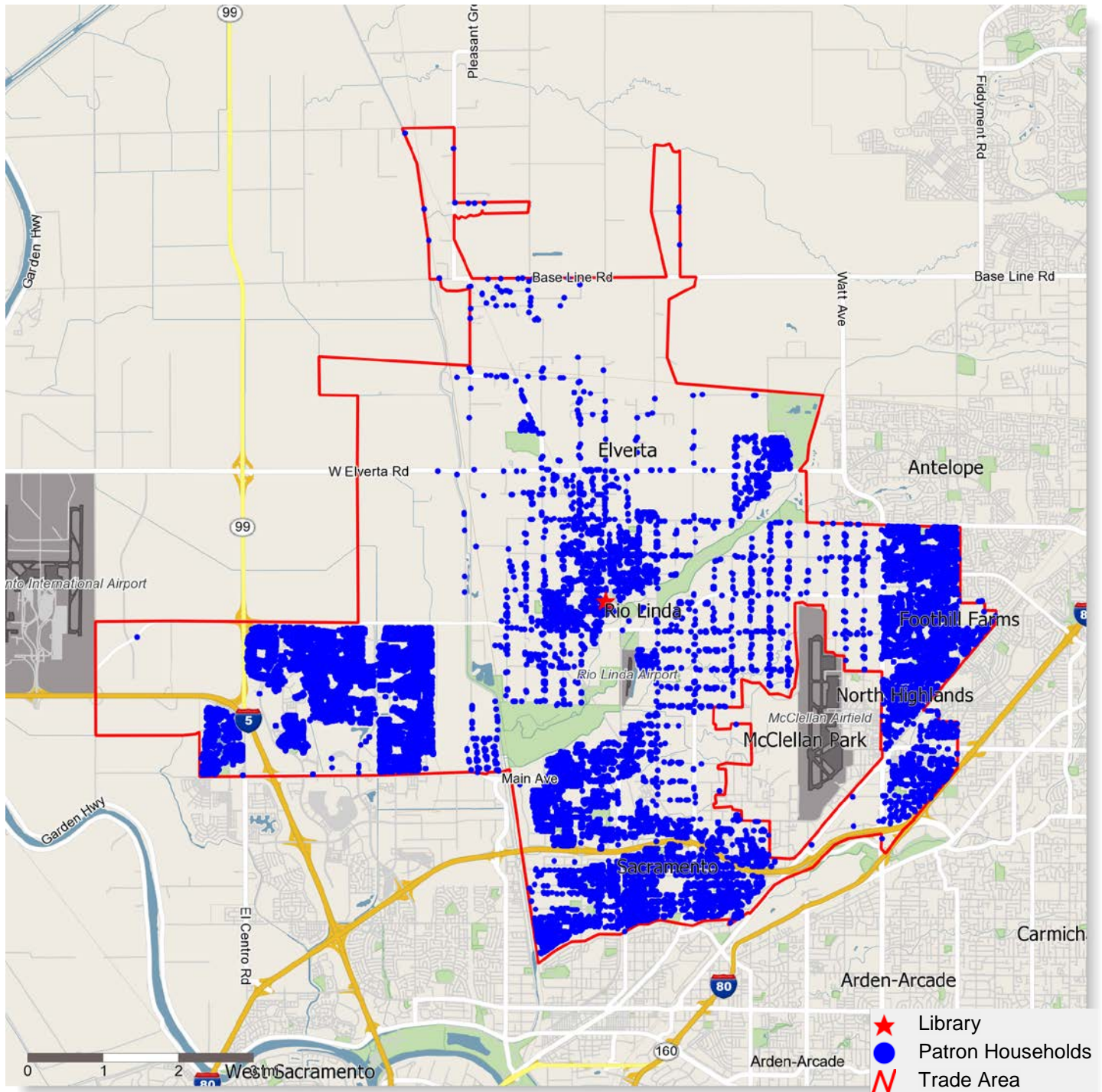
The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households as blue dots.

1 Mile Grid Map Themed by Count of Patron Households
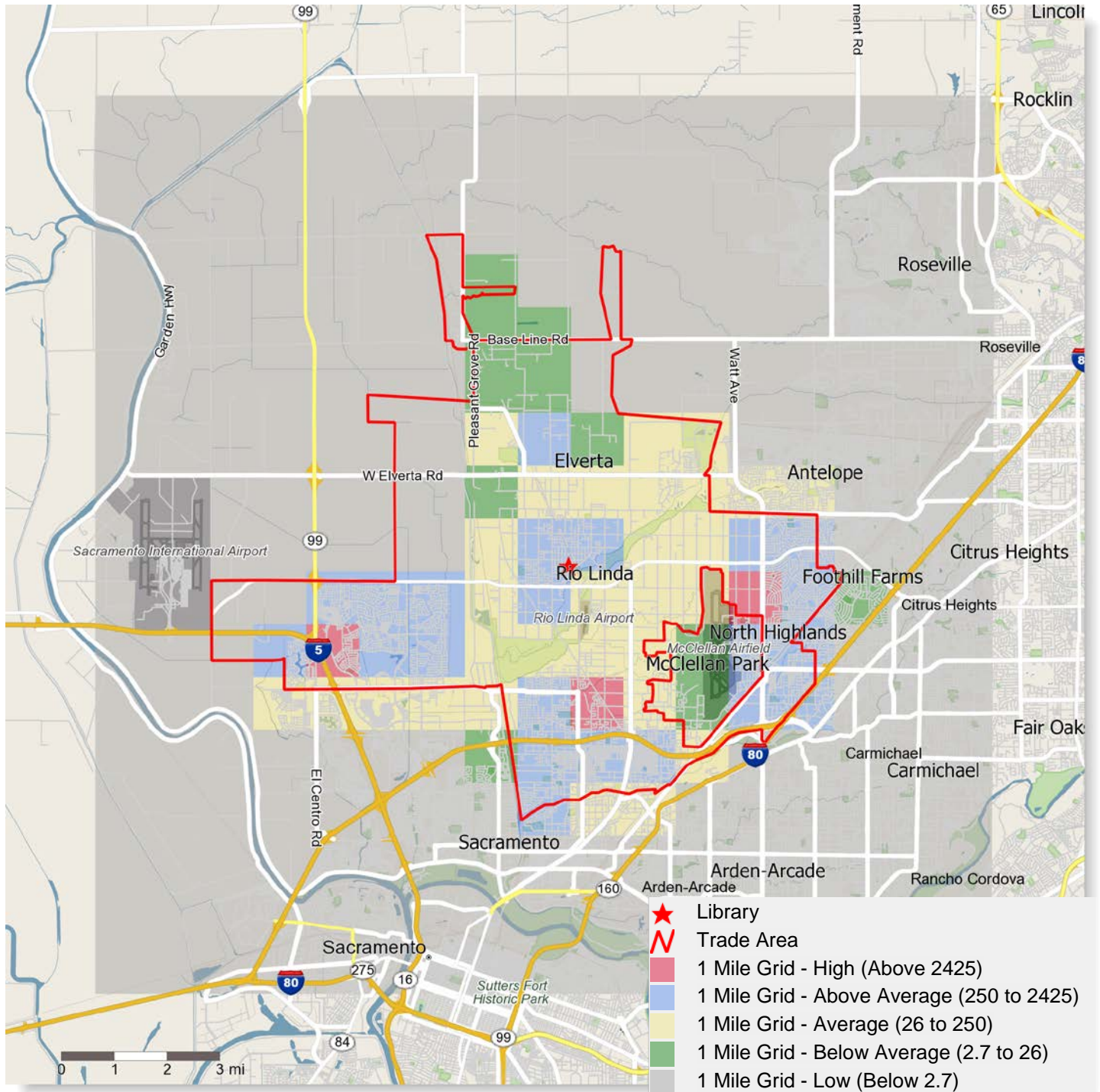
The map above shows the library location (red dot), the library trade area (red outline) and 1 mile grids shaded by count of patron households.

Library Patron Households by Checkout Volume

The map above shows the library location (red star), the library trade area (red outline), and geocoded patron households themed in blue by checkout volume.

Patron Household Proximity

(Number of patron households by travel time from their residence to the library.)

Drive Time	Households
0-5	3,607
5-10	7,007
10-15	20,513
15-20	3,281
20-25	158
25-30	0
30+	0

Patron Household Checkout Volume

(Number of patron households by total checkouts.)

| Checkouts	Households
0	5,973
1-10	10,056
10-50	8,737
50-100	3,240
100-250	3,261
250-500	1,581
500-1000	993
1000+	725

Experian Household Demographics

The tables and graphs that follow provide the Experian Household demographic characteristics. Situations in which a demographic represents a large proportion of the patron households and have a high index represent areas of particular interest.

Variables are grouped into categories and are provided with a plain english description. Patron count and percent represent the number and proportion of patron households that possess the demographic. Base count and percent represent the number and proportion of library trade area households that possess the demographic. Finally, the index represents the likelihood of a patron household to posess the demographic in relation to the base households. For instance, an index of 200 means patron households are twice as likely to exhibit a demographic characteristic.

Included in the following pages also are the MOR-Bank Mail Order Responder analysis for several variables. This data captures whether an individual household has, in the past, responded to promotions by mail for the variable reported upon. Individuals/housholds with a history of mail-order buying is twice as likely to respond to a promotion as someone who has never purchased by mail. Experians MOR-Bank database, the mail-order renewal bank, includes data from diverse direct marketers willing to share their active and non-active customer information. Prospects in the MOR-Bank database are active mail-order buyers or have a mail-order buying history. These consumers have purchased merchandise, magazines or services by mail or have responded with contributions to charitable and nonprofit appeals.

Presence of Children

(Proportion of patron households likely to have children.)
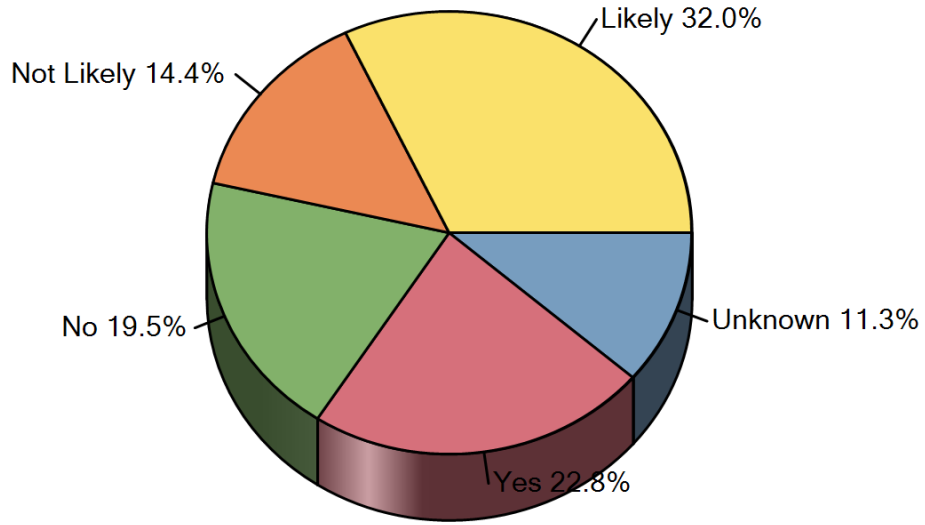
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent
Unknown	1,952	11.3%	4,931	10.1%
Yes	3,929	22.8%	7,665	15.7%
No	3,355	19.5%	9,207	18.9%
Not Likely	2,472	14.4%	6,058	12.4%
Likely	5,518	32.0%	20,929	42.9%

DWELLING TYPE
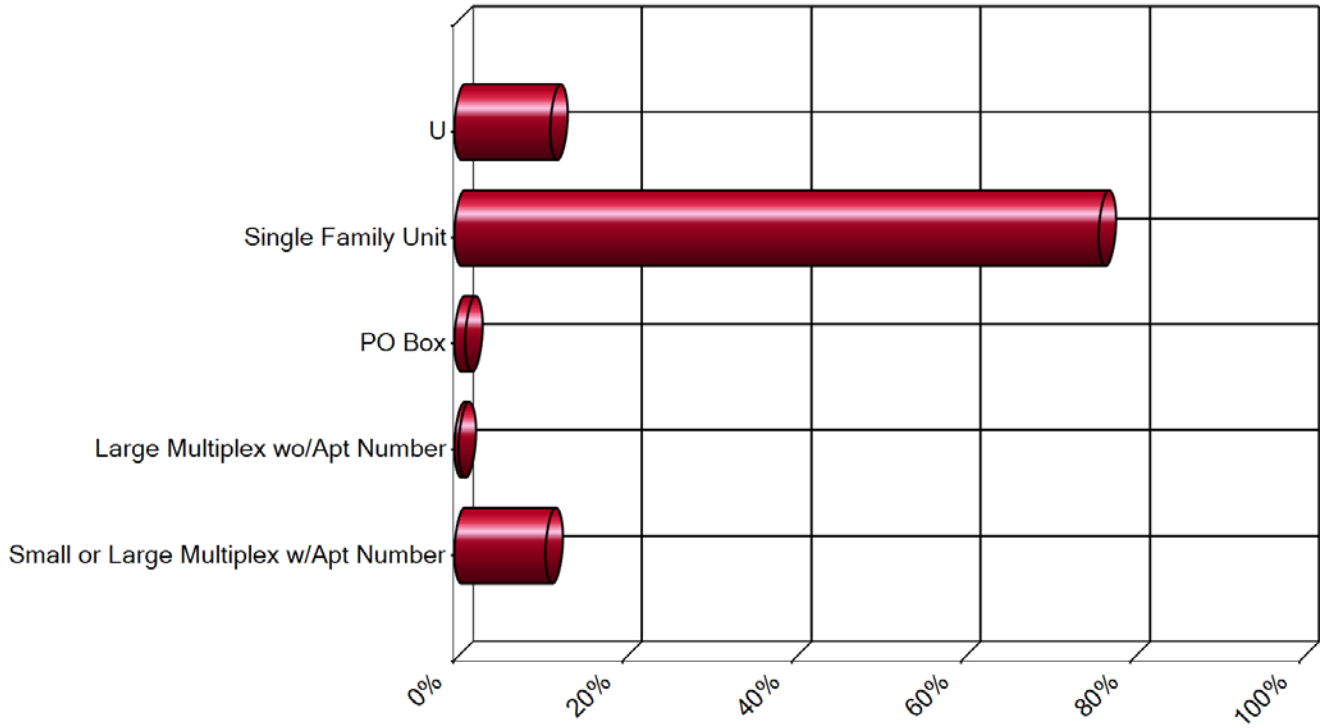
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
Small or Large Multiplex w/Apt Number	1,854	10.8%	5,568	11.4%	94
Large Multiplex wo/Apt Number	86	0.5%	640	1.3%	38
PO Box	220	1.3%	848	1.7%	73
Single Family Unit	13,114	76.1%	36,803	75.4%	101
U	1,952	11.3%	4,931	10.1%	112

DWELLING UNIT SIZE
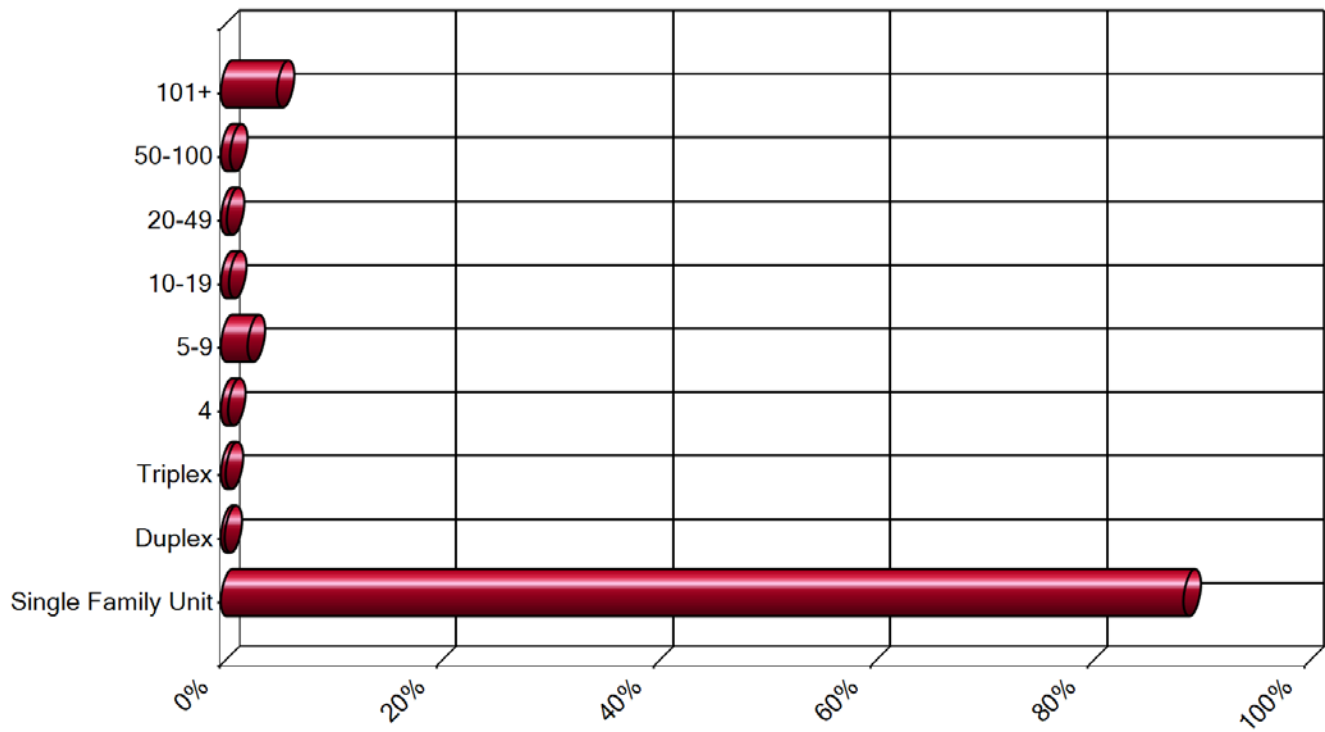
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
Single Family Unit	15,286	88.7%	42,582	87.3%	102
Duplex	60	0.3%	252	0.5%	67
Triplex	77	0.4%	301	0.6%	72
4	115	0.7%	308	0.6%	106
5-9	426	2.5%	1,495	3.1%	81
10-19	130	0.8%	367	0.8%	100
20-49	96	0.6%	316	0.6%	86
50-100	146	0.8%	550	1.1%	75
101+	890	5.2%	2,619	5.4%	96

ESTIMATED HOUSEHOLD INCOME
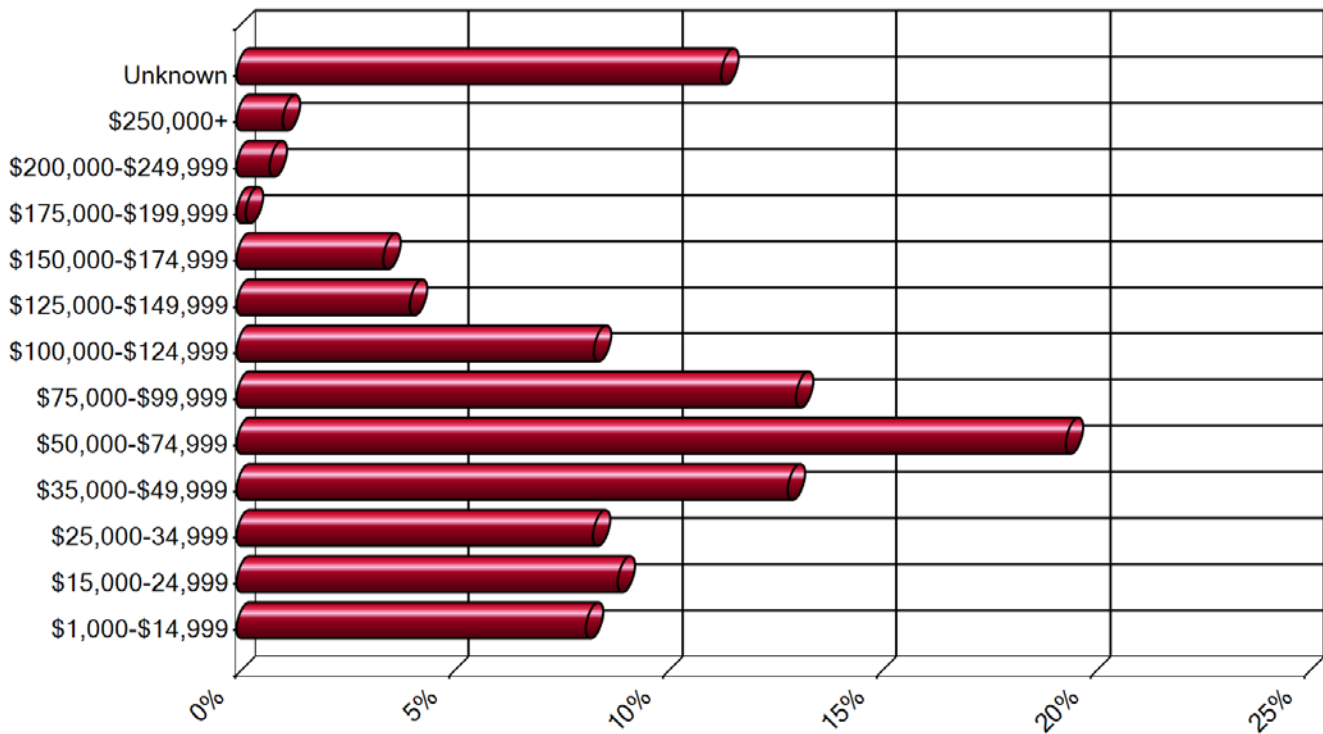
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
$1,000-$14,999	1,407	8.2%	4,502	9.2%	89
$15,000-24,999	1,535	8.9%	4,867	10.0%	89
$25,000-34,999	1,435	8.3%	4,496	9.2%	90
$35,000-$49,999	2,220	12.9%	6,703	13.7%	94
$50,000-$74,999	3,340	19.4%	9,469	19.4%	100
$75,000-$99,999	2,253	13.1%	6,055	12.4%	105
$100,000-$124,999	1,439	8.4%	3,503	7.2%	116
$125,000-$149,999	698	4.1%	1,848	3.8%	107
$150,000-$174,999	591	3.4%	1,495	3.1%	112
$175,000-$199,999	37	0.2%	77	0.2%	136
$200,000-$249,999	133	0.8%	329	0.7%	114
$250,000+	186	1.1%	515	1.1%	102
Unknown	1,952	11.3%	4,931	10.1%	112

HOUSEHOLD COMPOSITION
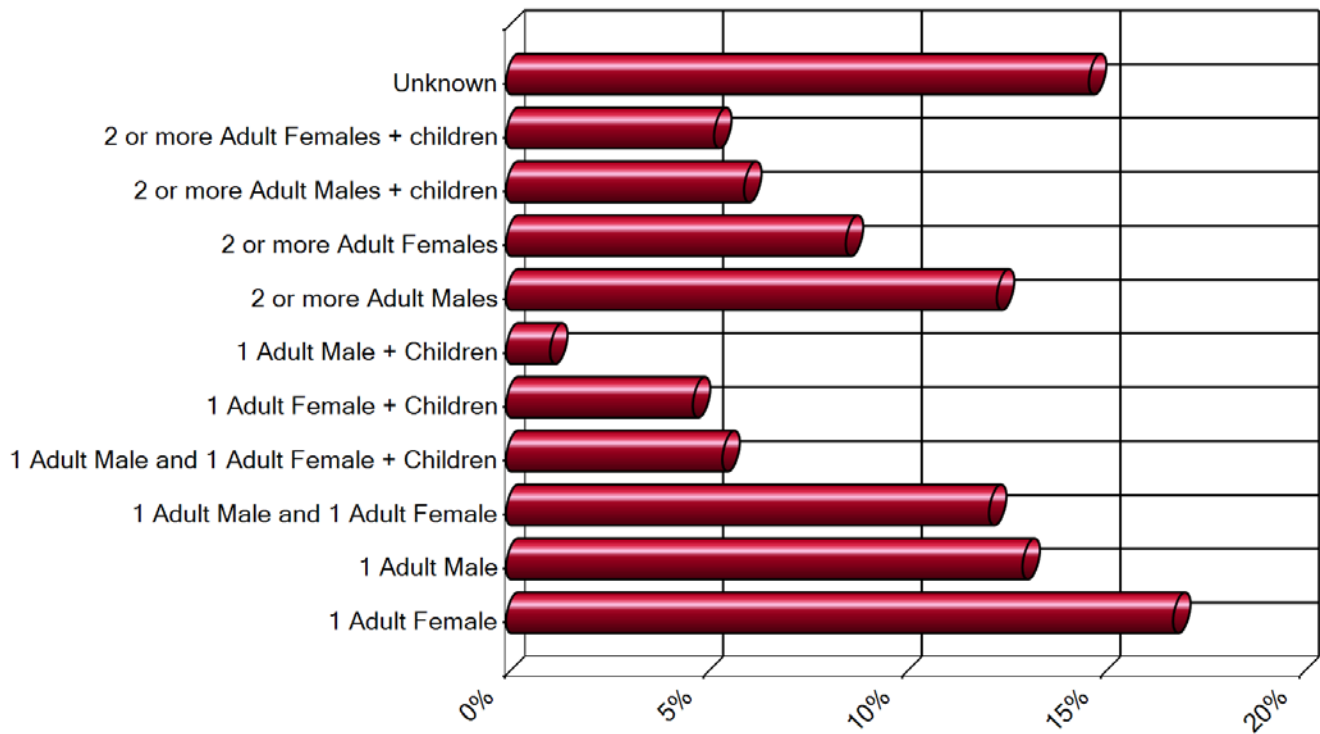
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
1 Adult Female	2,892	16.8%	9,630	19.7%	85
1 Adult Male	2,239	13.0%	8,264	16.9%	77
1 Adult Male and 1 Adult Female	2,094	12.2%	5,289	10.8%	112
1 Adult Male and 1 Adult Female + Children	938	5.4%	1,596	3.3%	166
1 Adult Female + Children	810	4.7%	1,861	3.8%	123
1 Adult Male + Children	191	1.1%	475	1.0%	114
2 or more Adult Males	2,128	12.4%	4,577	9.4%	132
2 or more Adult Females	1,473	8.6%	3,153	6.5%	132
2 or more Adult Males + children	1,032	6.0%	1,902	3.9%	154
2 or more Adult Females + children	902	5.2%	1,683	3.4%	152
Unknown	2,527	14.7%	10,360	21.2%	69

LENGTH OF RESIDENCE RANGE
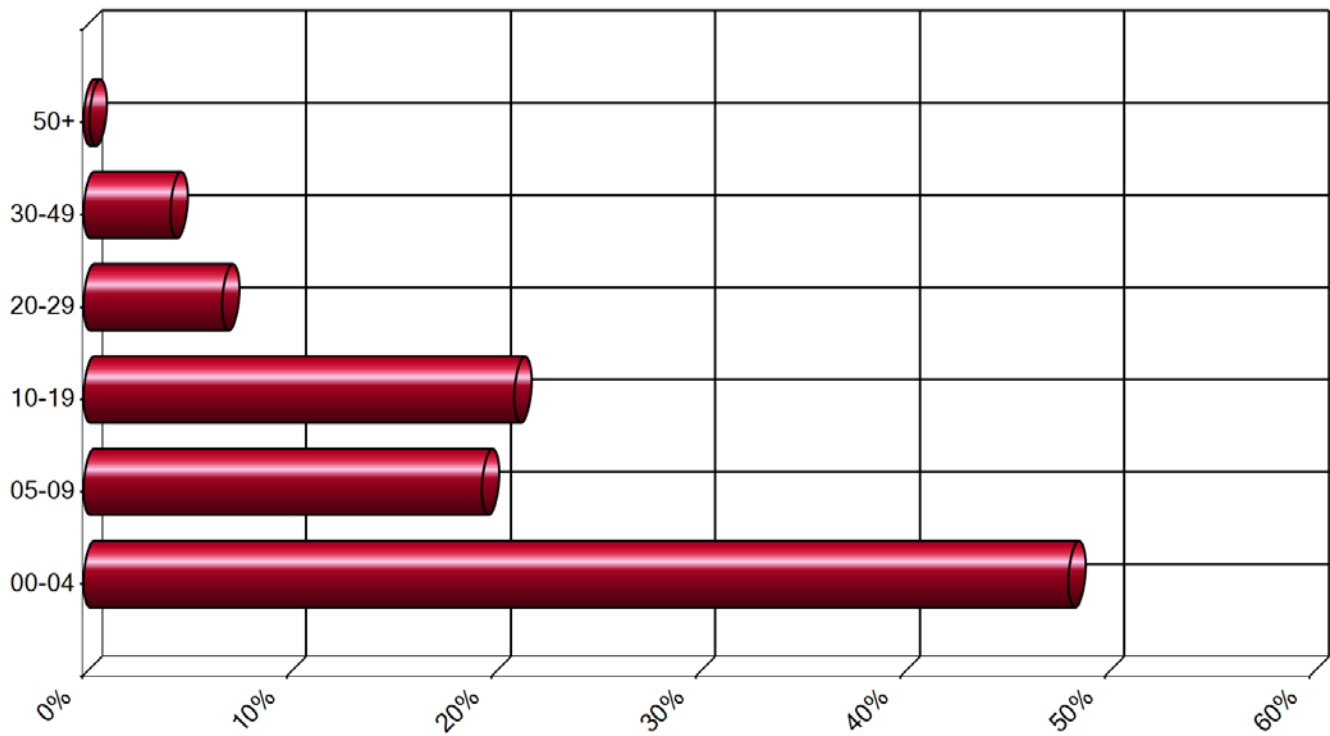
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
00-04	8,294	48.1%	22,530	46.2%	104
05-09	3,355	19.5%	13,084	26.8%	73
10-19	3,628	21.1%	8,156	16.7%	126
20-29	1,167	6.8%	2,892	5.9%	114
30-49	732	4.2%	1,955	4.0%	106
50+	50	0.3%	173	0.4%	82

NUMBER OF ADULTS IN LIVING UNIT
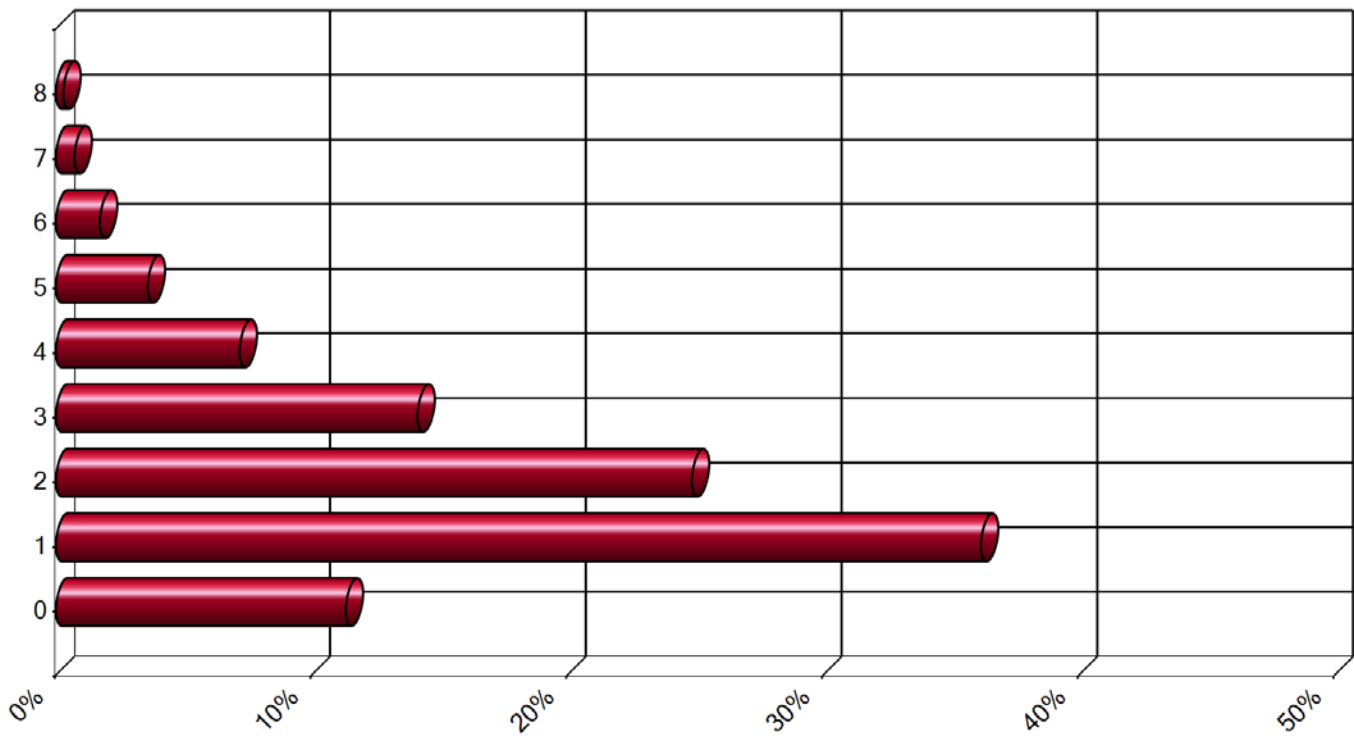
Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index
0	1,952	11.3%	4,931	10.1%	112
1	6,230	36.2%	24,419	50.0%	72
2	4,283	24.9%	10,088	20.7%	120
3	2,435	14.1%	4,951	10.1%	139
4	1,237	7.2%	2,433	5.0%	144
5	618	3.6%	1,130	2.3%	155
6	296	1.7%	546	1.1%	154
7	125	0.7%	211	0.4%	168
8	50	0.3%	81	0.2%	175

Mosaic Profiles

Households are classified into 71 mosaic clusters representing similar behaviors and lifestyles which allows for an easier identification and targeting of households. The chart below displays the proportion of patron households within each Mosaic cluster. Blue bars are clusters that index higher than 120 (patrons are 1.2x more likely than the trade area overall). To view the descriptions of the Mosaic profile types, click on Mosaic Profile Types.
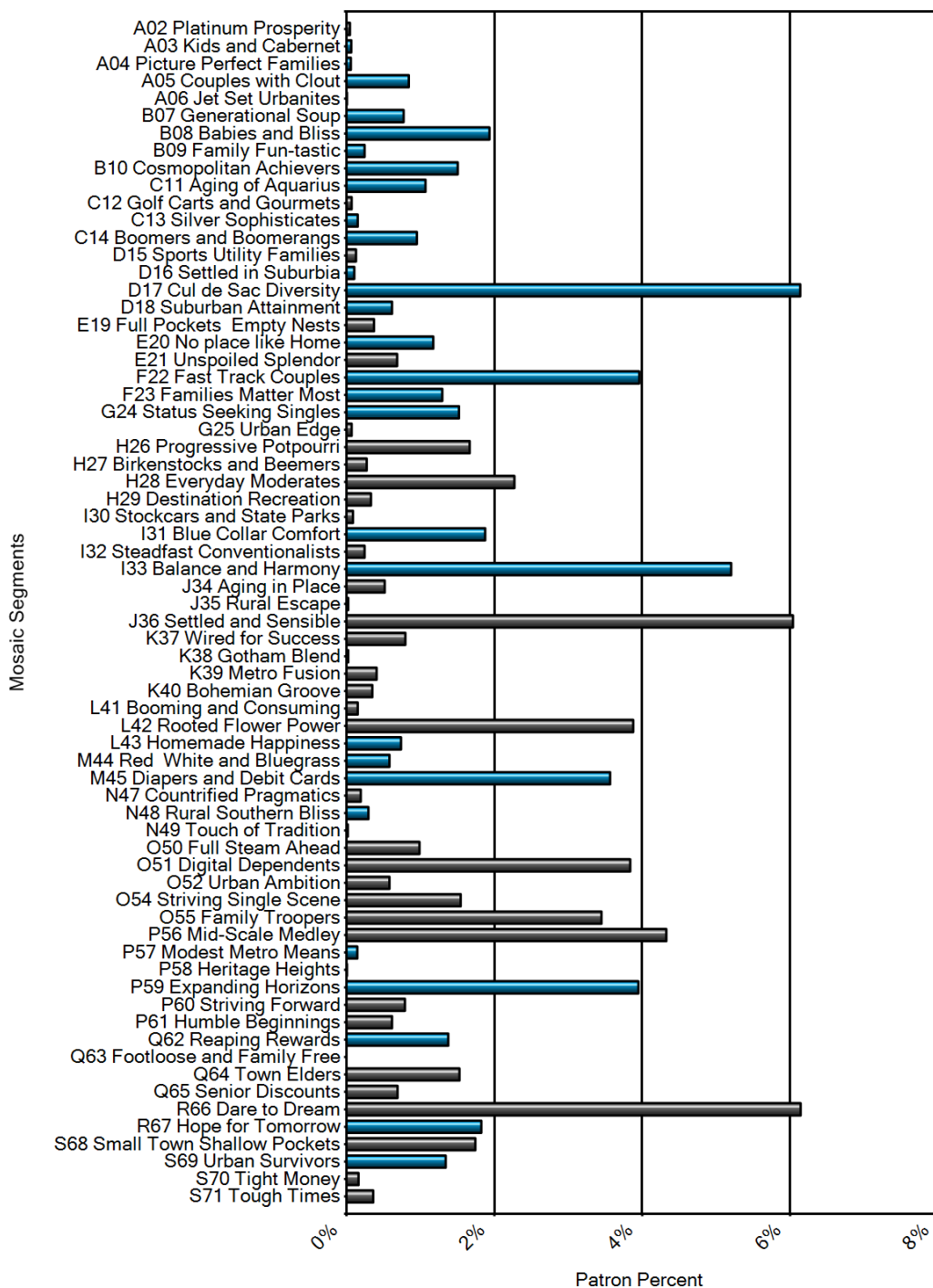
Link	Description	Patron Household Count	Patron Household Percent	Base Household Count	Base Household Percent	Index	Opportunity
A02	Platinum Prosperity	8	0.0%	30	0%	76	26.7%
A03	Kids and Cabernet	11	0.1%	11	0%	283	100.0%
A04	Picture Perfect Families	10	0.1%	14	0%	202	71.4%
A05	Couples with Clout	145	0.8%	318	1%	129	45.6%
A06	Jet Set Urbanites	1	0.0%	5	0%	57	20.0%
B07	Generational Soup	133	0.8%	228	0%	165	58.3%
B08	Babies and Bliss	333	1.9%	499	1%	189	66.7%
B09	Family Fun-tastic	42	0.2%	68	0%	175	61.8%
B10	Cosmopolitan Achievers	259	1.5%	534	1%	137	48.5%
C11	Aging of Aquarius	184	1.1%	382	1%	136	48.2%
C12	Golf Carts and Gourmets	12	0.1%	30	0%	113	40.0%
C13	Silver Sophisticates	26	0.2%	59	0%	125	44.1%
C14	Boomers and Boomerangs	164	1.0%	292	1%	159	56.2%
D15	Sports Utility Families	22	0.1%	57	0%	109	38.6%
D16	Settled in Suburbia	18	0.1%	37	0%	138	48.6%
D17	Cul de Sac Diversity	1,057	6.1%	2,304	5%	130	45.9%
D18	Suburban Attainment	106	0.6%	245	1%	123	43.3%
E19	Full Pockets Empty Nests	64	0.4%	162	0%	112	39.5%
E20	No place like Home	202	1.2%	417	1%	137	48.4%
E21	Unspoiled Splendor	118	0.7%	343	1%	97	34.4%
F22	Fast Track Couples	682	4.0%	1,601	3%	121	42.6%
F23	Families Matter Most	223	1.3%	418	1%	151	53.3%
G24	Status Seeking Singles	262	1.5%	597	1%	124	43.9%
G25	Urban Edge	12	0.1%	40	0%	85	30.0%
H26	Progressive Potpourri	287	1.7%	791	2%	103	36.3%
H27	Birkenstocks and Beemers	47	0.3%	113	0%	118	41.6%
H28	Everyday Moderates	391	2.3%	1,202	2%	92	32.5%
H29	Destination Recreation	57	0.3%	151	0%	107	37.7%
I30	Stockcars and State Parks	15	0.1%	47	0%	90	31.9%
I31	Blue Collar Comfort	323	1.9%	677	1%	135	47.7%
I32	Steadfast Conventionalists	42	0.2%	106	0%	112	39.6%
I33	Balance and Harmony	896	5.2%	2,067	4%	123	43.3%
J34	Aging in Place	89	0.5%	248	1%	102	35.9%
J35	Rural Escape	4	0.0%	12	0%	94	33.3%
J36	Settled and Sensible	1,040	6.0%	2,792	6%	106	37.2%
K37	Wired for Success	137	0.8%	385	1%	101	35.6%
K38	Gotham Blend	4	0.0%	16	0%	71	25.0%
K39	Metro Fusion	70	0.4%	210	0%	94	33.3%
K40	Bohemian Groove	60	0.3%	209	0%	81	28.7%
L41	Booming and Consuming	26	0.2%	70	0%	105	37.1%
L42	Rooted Flower Power	668	3.9%	1,948	4%	97	34.3%
L43	Homemade Happiness	127	0.7%	281	1%	128	45.2%
M44	Red White and Bluegrass	100	0.6%	182	0%	156	54.9%
M45	Diapers and Debit Cards	614	3.6%	1,276	3%	136	48.1%
N47	Countrified Pragmatics	33	0.2%	246	1%	38	13.4%
N48	Rural Southern Bliss	51	0.3%	98	0%	147	52.0%
N49	Touch of Tradition	3	0.0%	5	0%	170	60.0%
O50	Full Steam Ahead	170	1.0%	488	1%	99	34.8%
O51	Digital Dependents	661	3.8%	1,858	4%	101	35.6%
O52	Urban Ambition	100	0.6%	242	0%	117	41.3%
O54	Striving Single Scene	266	1.5%	792	2%	95	33.6%
O55	Family Troopers	594	3.4%	1,521	3%	111	39.1%
P56	Mid-Scale Medley	745	4.3%	6,315	13%	33	11.8%
P57	Modest Metro Means	25	0.1%	44	0%	161	56.8%
P58	Heritage Heights	1	0.0%	4	0%	71	25.0%
P59	Expanding Horizons	680	3.9%	1,491	3%	129	45.6%
P60	Striving Forward	136	0.8%	539	1%	71	25.2%
P61	Humble Beginnings	106	0.6%	364	1%	82	29.1%
Q62	Reaping Rewards	237	1.4%	553	1%	121	42.9%

Q63	Footloose and Family Free		0.0%	2	0%		
Q64	Town Elders	263	1.5%	893	2%	83	29.5%
Q65	Senior Discounts	119	0.7%	457	1%	74	26.0%
R66	Dare to Dream	1,058	6.1%	4,057	8%	74	26.1%
R67	Hope for Tomorrow	314	1.8%	685	1%	130	45.8%
S68	Small Town Shallow Pockets	300	1.7%	943	2%	90	31.8%
S69	Urban Survivors	231	1.3%	494	1%	132	46.8%
S70	Tight Money	28	0.2%	94	0%	84	29.8%
S71	Tough Times	62	0.4%	200	0%	88	31.0%

End of Report