



MINUTES OF THE CITY COUNCIL WORK SESSION
CITY OF NEW PORT RICHEY

NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS
5919 MAIN STREET, NEW PORT RICHEY, FLORIDA

September 13, 2022

5:00 PM

**ORDER OF
BUSINESS**

1 Call to Order - Roll Call

The meeting was called to order by Mayor Rob Marlowe at 5:00 p.m. Those in attendance were Councilman Peter Altman and Councilwoman Kelly Mothershead. Also in attendance were City Manager Debbie L. Manns, City Clerk Judy Meyers and Library Director Andi Figart. Deputy Mayor Mike Peters and Councilman Matt Murphy were excused.

DISCUSSION ITEMS

2 Presentation by Library IQ RE: Library Strategic Plan

City Manager Manns introduced the item to Council. She stated that Library IQ has been working on this draft plan for five months. Library Director Figart stated that Debbie Joy has worked across the nation with libraries. She then introduced Debbie Joy with Library IQ who then presented the draft Strategic Plan to Council. Ms. Joy began her presentation by stating that this has been a very collaborative process so far. Ms. Joy then highlighted the current demographics for the city. She stated it is important that the Library Strategic Plan aligns with the City's overall Strategic Plan. Ms. Joy then highlighted New Port Richey's performance against the State's performance. Councilman Altman stated that the statistics include outside of the city. Ms. Joy stated programs are a crucial part of library service. She then highlighted some of the innovative programs offered by the library. Ms. Joy then highlighted the outreach efforts. She stated marketing is a key area. Ms. Joy then highlighted the different technologies available. Ms. Joy then highlighted the results of the community survey. Ms. Joy then highlighted the results from the various focus groups that were conducted. She then highlighted the input from the individual stakeholder interviews.

Ms. Joy then moved on to the presentation of the Strategic Plan. She began by highlighting the goal areas of Outreach, Resilience, A Place for Everyone and Partnerships.

Under Outreach, address service gaps through unique offerings and outreach, improve library website, offer services beyond library walls, raise awareness of NPRPL services, create and share external promotional communication, educate residents about modern library services, act

as community information hub and centralize responsibility for outreach at community events.

Under Resilience, support community during and after emergency events, sustainable operation, reduce waste, encourage outdoor activities, encourage wellness and minimize fuel consumption.

Under A Place for Everyone, encourage residents to gather and connect, offer personalized access to undeserved patrons, support residents participating in the new economy, introduce innovative services, support arts and culture and encourage reading.

Under Partnerships, centralize responsibility for partnerships/outreach, leverage partnerships for marketing, partner with local business, enhance school partnerships, enhance partnership with City divisions and establish partnerships to support workforce and economic development.

Mayor Marlowe asked about the little free libraries and the Library Consortium. Councilman Altman spoke regarding the Richey Suncoast Orchestra and how they would like the city to be the place where the orchestra can practice, teach and play. He stated they have a very large musical library. He also spoke regarding resiliency issues and the use of the cable television channel. Councilwoman Mothershead also suggested using YouTube. Mayor Marlowe suggested churches could be used for practice spaces. Councilwoman Mothershead stated that Mullins Music also has space available. Councilwoman Mothershead also suggested partnering with Meals on Wheels for book deliveries to homebound seniors.

3 Communications

None.

4 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 5:51 p.m.

Approved: _____ (date)

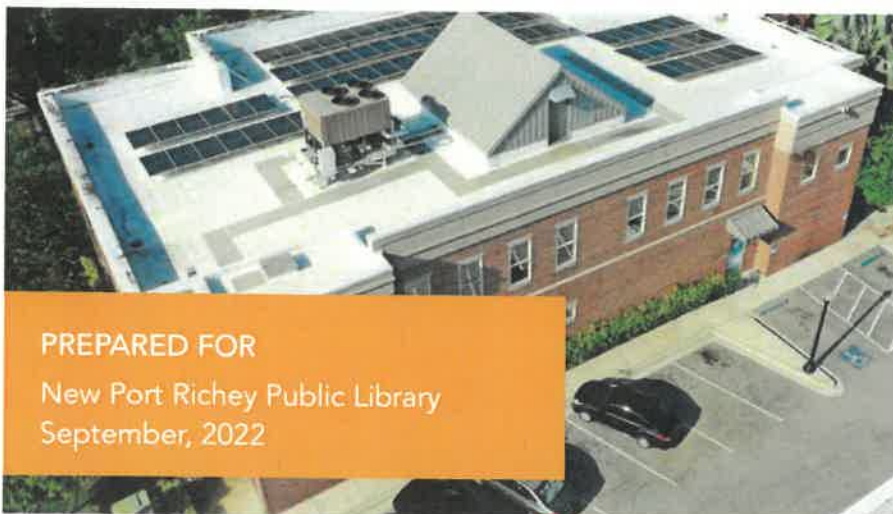
_____ (signed)

Initialed: _____

Judy Meyers, CMC, City Clerk

NEW PORT RICHEY PUBLIC LIBRARY

Strategic Plan Fiscal Year 2023-2027



PREPARED FOR
New Port Richey Public Library
September, 2022



CONTENTS

3	INTRODUCTION
4	STRATEGIC PLANNING PROCESS
5	KEY CHALLENGES
6	STRATEGIC PLANNING GOALS AND OBJECTIVES
	Outreach
	Resilience
	A Place for Everyone
	Partnerships
17	APPENDIX

Introduction

The New Port Richey Public Library (NPRPL) continues to grow in service to the community. The downtown Library on Main Street, recently renovated and beautifully welcoming, serves City residents as well as residents of Pasco County and unincorporated areas.

During the past few months, NPRPL engaged in an inclusive and thorough process of input and feedback from a diverse group of New Port Richey residents. The goal of the strategic planning process was to evaluate NPRPL's current state, identify opportunities and challenges and chart a course for a strong and vibrant future.

New Port Richey is growing and thriving and even more growth is projected. NPRPL will evolve and grow by achieving the goals described in this plan.



Thank you to all the residents and staff who completed the survey, participated in focus groups or individual interviews and shared their time and expertise to support the strategic planning process.

Strategic Planning Process

When the strategic planning process began in Spring 2022, the team set out to answer three key questions:

1. What does the community want from its Library?
2. How can the Library support the City of New Port Richey's goals and close gaps in service?
3. How can the Library innovate to meet changing needs?

In an effort to answer these questions, NPRPL reached out to people throughout the service area. Through an online survey, focus groups, individual interviews and direct staff participation, ideas and feedback were gathered from nearly 420 people including business, education and nonprofit leaders, key stakeholders, library staff, patrons and volunteers.

National best practices, local demographics, growth projections, economic and social climate, actual facility use and collections and programs engagement were also an essential part of the analysis.

Through this process, residents' current and future needs, broad community influences and NPRPL's crucial role in the community became apparent. Respondents agreed NPRPL is a valued community resource and shared their appreciation for the Library's hardworking staff, affirmed current services and programs and communicated desire for even more services, especially outside Library walls. These findings formed the framework for the strategic goals in this plan.

The online survey was available for public participation during July-August 2022 and focus groups were conducted August 10-11, 2022. Some Library statistics and other data were impacted by COVID-19 pandemic building closures and extensive facility renovation.



The goal areas in this strategic plan support the City of New Port Richey's strategic goal areas:

IMPROVE CITY IMAGE

Action Item: Continue to promote quality Library and Recreational Programming (measured by increased participation, voter turnout, volunteer rates)

ENHANCE QUALITY OF LIFE

Action Item: Implement Library Improvement Project

Action Item: Increase opportunities for community education via the Library and Recreation Center

INVEST IN INFRASTRUCTURE

Action Item: Complete Library improvements (finished Spring 2022)

Key Challenges

A few key challenges emerged from the research process:

1. Growing population in and around the City of New Port Richey. Need for a hub for connection among residents, building relationships and community information.
2. Lack of awareness about NPRPL services beyond regular Library users.
3. Need to serve a socioeconomically diverse community. One-on-one support for some residents and life enrichment programs for others.
4. Need for more arts and culture events in the community.
5. Need to amplify Library efforts and services through outreach and partnership while making the most of a newly renovated Library building.



Strategic Planning Goals and Objectives

During the research and community input process, desire for library services in four goal areas became clear. The goal areas support the City of New Port Richey's strategic goal areas:



OUTREACH

Goal Statement: NPRPL will meet residents where they are, offering services outside the Library building and raising awareness of Library collections, programs and technology.



RESILIENCE

Goal Statement: NPRPL will be a good neighbor and community member through sound environmental and operational practices and will be an integrator for community resilience.



A PLACE FOR EVERYONE

Goal Statement: NPRPL will provide experiences that bring the community together and embrace the diversity of a dynamic and growing community.



PARTNERSHIPS

Goal Statement: NPRPL will collaborate with community partners and government agencies to provide robust, innovative services, leverage staff time and avoid duplication of effort.

OUTREACH



Goal Statement:

NPRPL will meet residents where they are, offering services outside the Library building and raising awareness of Library collections, programs and technology.

STRATEGY	OBJECTIVE	TIMELINE
Address service gaps through unique offerings and outreach.	Explore at least one mobile service option (perhaps repurposing an existing City vehicle).	FY2023
	Explore using Library vehicle for home delivery of materials to seniors.	FY2024
Improve Library website.	Execute redesign for ease of use for residents, ease of editing for staff and better promotion of Library services.	FY2023
	Ensure website of optimized for mobile devices.	FY2023

“Virtual library use is as important as in house use.”

Offer services beyond library walls.	Partner with City Parks and Recreation to offer four events each year.	FY 2023-27
	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.)	FY2024
Raise awareness of NPRPL services.	Create a simple marketing plan checklist with specific actions, deadlines and responsible staff.	FY2023
	Library staff continue to present at community events (community service organizations, parent and school organizations, etc.) and actively meet with one community group per month to continue and strengthen these relationships.	FY2023

Raise awareness of NPRPL services.

Leverage analytical data and strategic marketing channels to best reach users and nonusers with information about services. Identify three patron segmentation groups and launch a communication campaign.

FY2023

Increase use of circulating laptops and Wi-Fi hotspots and other technology through two specific promotion actions.

FY2023

Reach younger residents by posting four short videos each year that promote specific programs/services on TikTok or other popular platform. Increase videos by two per year.

FY2024

Increase new cardholder activity 5% by sending welcome newsletter specifically to new cardholders.

FY2025

“Let people know the level of support the Library provides is among the highest in the County.”

Create and share external promotional communication.

[Explore Every Door Direct Mail \(EDDM\)](#) to promote specific Library services to all residents.

FY2023

Leverage Friends promotional video-by posting on Library and partner social media and website.

FY2023

Explore low cost paid advertising including Sun Coast News and Facebook boosts. Add digital signage to the LCD signs in Sims Park and/or the smaller LCD sign near the Grassen Bridge on Main. Execute ad purchases as the budget allows.

FY2024

Create a broader email database by harvesting email addresses at Parks events, Tasty Tuesdays, Library programs, etc.

FY2023-27

“If you don’t have children you forget about the Library.”

Educate residents about modern library services.

Improve understanding among service area population that libraries are more than books (places to connect with neighbors, access exciting new technology, have fun and enrich lives) by conducting ongoing communication campaign.

FY 2023-27

“Get people in the door and they will have a good experience.”

Act as community information hub.

Leverage library reputation for warmth and friendliness by posting on info about non-Library events on social media six times per year.

FY2024

“What is our value statement as a community? Create narratives around that.”

Centralize responsibility for outreach at community events.

Assign duties to Marketing and Outreach Coordinator.

FY2025

RESILIENCE



Goal Statement:

NPRPL will be a good neighbor and community member through sound environmental and operational practices and will be an integrator for community resilience.

STRATEGY	OBJECTIVE	TIMELINE
<p>Support community during and after emergency events.</p>	<p>Create a technology “go-pack” list with hotspots, laptops, device charging equipment, picture books, learning toys and other storytime materials. Prepare “go-packs” when a storm is predicted so services can be offered at shelters and other non-Library locations.</p> <p>Promote the Library as a place to gather after a storm to charge devices, use Internet, communicate with friends and family. Offer water as available.</p> <p>Promote the Library as a cooling center after a storm when power/air conditioning is out.</p>	<p>FY2023</p> <p>FY2024-27</p> <p>FY2023-27</p>
<p>Sustainable operation.</p>	<p>Apply for federal E-Rate support for Library Internet service.</p> <p>Support professional development and staff morale through intentional customer service and technology training, communication and support. Host one half-day staff workshop.</p> <p>Create long-term plan to attract and retain staff in tight labor market. Consider fewer part time and replace with FTE.</p>	<p>FY2024</p> <p>FY2024</p> <p>FY2025</p>
<p>Reduce waste.</p>	<p>Continue to ensure proper disposal by verifying reuse and recycling of materials that have been withdrawn from the collection and technology that has reached end of life.</p> <p>Educate residents about responsible consumption by partnering with the Public Works Division, Environmental Committee, and other organizations to offer two Library programs annually.</p> <p>Reduce carbon footprint or wasteful practices by asking staff to notice and implement three ways to improve each year.</p>	<p>FY2023</p> <p>FY2024</p> <p>FY2024</p>

Encourage outdoor activities.

Collaborate with City Environmental Committee and other local organizations to plan and offer educational programs about river health and its importance to the community.

FY2024

Increase awareness by offering resources for home gardening through existing seed library and three programs on organic gardening, etc.

FY2025

Encourage wellness.

Encourage friendships by offering a walking group that meets at the Library.

FY2023

Encourage mindfulness for residents and support small business by inviting a local yoga studio to offer one series of free classes.

FY2024

Minimize fuel consumption.

Provide programs in a variety of spaces throughout the service area (parks and recreation spaces, etc.) to increase convenience, shorten travel distance and reach a larger audience.

FY2023

A PLACE FOR EVERYONE



Goal Statement:

NPRPL will provide experiences that bring the community together and embrace the diversity of a dynamic and growing community.

STRATEGY	OBJECTIVE	TIMELINE
<p>Encourage residents to gather and connect.</p>	Offer adaptive classes and programs for special needs residents.	FY2023
	Provide space for gathering among permanent and part-time residents by finding opportunities to partner with City Parks and Recreation four times per year.	FY2024
	Promote ESOL classes/programs through three specific actions each year.	FY2023-27

“People value connection - to Library staff, to each other, to resources and technology.”

<p>Offer personalized access to underserved patrons.</p>	Partner with Bay Care, SHINE, Premier Community Health, Metropolitan Ministries to offer scheduled resource hours for one-on-one help with applying for government benefits.	FY2023
	Ensure full use of circulating laptops and Wi-Fi hotspots and other technology through Intro to Technology Classes and Technology one-on-one tutorials.	FY2023
	Partner with Bay Care, Chrysalis, Premier and Metropolitan Ministries to offer scheduled resource hours for one-on-one help with using computers.	FY2023
	Research selling bus passes in the Library and push through barriers.	FY2024
	Research partnership with Bar Association or Legal Aid for Lawyer in the Library program for advice on expungement, bankruptcy and other issues.	FY2025

“We have an obligation to ensure we are serving everybody.”

“Don’t further the stigma of poverty.”

Support residents participating in the new economy.

Provide Adobe Creative Suite or other graphic design software

FY2023

Offer more one-on-one instruction on how to download and stream content to personal devices.

FY2024

Provide Cricut or GloForge laser etching machine

FY2024

Provide adaptive technology for patrons with disabilities, especially TTY services, text-to-speech, extra-large type and input devices to accommodate patrons with motor function challenges.

FY2024

Introduce innovative services.

Improve the website to provide best possible access to resources for patrons without physically traveling to a library.

FY2023

Designate specific classes or times to use equipment for podcasting/audio/video content creation

FY2024

Provide three life skills programs for adults (financial literacy, sewing and mending, etc.), affordable living classes (couponing, etc).

FY2023-27

Provide one multigenerational event such as oral history or genealogy project.

FY2023-27

“Focus on what is unique about NPR Public Library. Don’t copy the County.”

Support arts and culture.

Identify City resources for funding.

FY2023

Offer indoor concert series

FY2023

Launch a once-a-quarter cultural series that includes authors, artists, musicians, historians and related speakers. Offer consistent day/time. Could be ticketed and fundraiser or sponsored.

FY2024

“Lots of arts type businesses are opening downtown.”

Encourage reading.

Increase Summer Reading participation by four percent each year.

FY2024

Focus efforts on a parent education program series each year. Establish baseline of participation in 2024, increase participation by 5 percent each year.

FY2024

Focus efforts on preparing children for kindergarten. Leverage 1000 Books Before Kindergarten program. Increase participants by 5 percent each year of plan.

FY2023-27

“Foster the longer attention spans that come with a love of reading.”

PARTNERSHIPS



Goal Statement:

NPRPL will collaborate with community partners and government agencies to provide robust, innovative services, leverage staff time and avoid duplication of effort.

STRATEGY	OBJECTIVE	TIMELINE
Centralize responsibility for partnerships/ outreach.	Assign duties to Marketing and Outreach Coordinator.	FY2023
Leverage partnerships for marketing.	Create mutual value by promoting programs of four local organizations on NPRPL website and social media. Request likewise support.	FY2023
Partner with local business.	Promote Library meeting rooms to business for meetings, interviews and virtual meetings through direct communication with business owners.	FY2023
	Partner with Historical Society to offer local history program around Hacienda, the City's Centennial or special events such as CHASCO.	FY2023
	Launch a "Read Local, Shop Local" program in which Library cardholders receive discounts at local businesses.	FY2024
	Partner with Pasco Camera or other local business to provide a Memory Lab class or open-workshop series. Leverage current scanning equipment to digitize print photos. Explore a partnership with the State Library of Florida for digitization funding.	FY2024/2025
	Host a "girls' night out" event with local business sponsors.	FY2024

"Develop homegrown businesses."

Enhance school partnerships.

Research contacts for partnerships with private and charter schools; build relationships.

FY2023

Continue to attend school events and promote Library services.

FY2023

Explore storytime and homework center partnerships with schools and work with Early Learning Coalition to identify two VPKs to present a monthly literacy storytime; add two VPKs or preschools each year.

FY2024

Connect with education leaders to reinforce curriculum and to align the Library with educational benchmarks. Identify at least three benchmarks.

FY2025

“Partnerships with schools are key. There’s a shortage of capacity in schools.”

Enhance partnership with City divisions.

Offer educational program in support of Parks fishing tournament; cross promote.

FY2023

Continue to hold Touch-a-Truck program in partnership with other city departments once each year. Focus on growing the event by inviting additional participants from clubs, businesses, or local organizations each year; cross promote.

FY2024

Partner with Parks department to offer eSports event.

FY2025

Establish partnerships to support workforce and economic development.

Promote Career Online High School Program with local organizations such as Metropolitan Ministries, Community One, Career Source, and Pasco Enterprise Network (PEN) and partner with Keiser University, Pasco Hernando State, or Trinity College of Florida to promote post-secondary academic options to Career Online High School Students.

FY2023

Invite Keiser University, Wendell-Krinn Technical High school, Pasco Hernando State College or Trinity College to offer classes in Library.

FY2024

Explore with Keiser whether any existing Library programs could be adjusted to offer Keiser credit.

FY2025

APPENDIX I

Environmental Scan

Recognized for its beautiful riverfront landscape and charming historical downtown, New Port Richey, Florida was incorporated in 1924. Located in western Pasco County, New Port Richey encompasses a total area of 4.6 miles approximately 30 miles northwest of the greater Tampa area. The Pithlachascotee River runs through the City's heart.

Between 2010 and 2020, New Port Richey's population grew by 12% and is projected to continue growing over the next five years. New Port Richey is an affordable part of the Tampa Bay area, a popular tourist destination with major attractions, recreation, sports and culture.

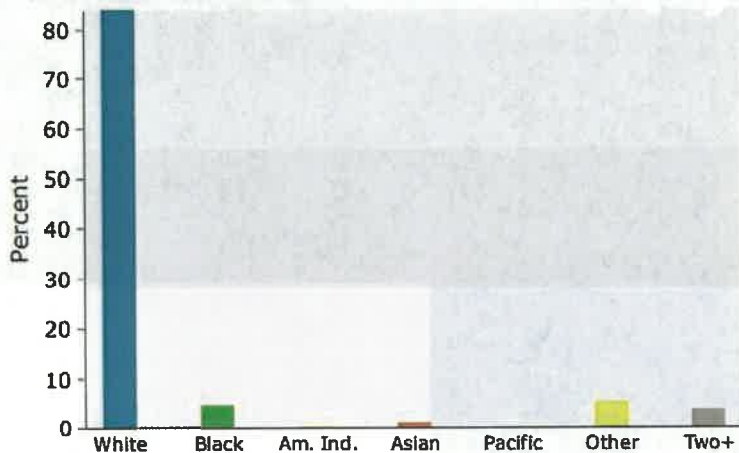
The library was founded by Elroy M. Avery as the Avery Library and Historical Society, which formally opened within the Snell building with a collection of approximately 2,000 volumes in 1920.

Demographics

Situated in Pasco County, New Port Richey has a total population of 16,542, with 9,116 (55%) females and 7,426 (45%) males.

Median age is 52.4. An estimated 13% of the population is under 18, 28% is 18 to 44, 30% is 45 to 64 and 28% is 65 and older. There are 7,595 households with an average household size of 2.09.¹

2021 Population by Race



2021 Percent Hispanic Origin: 17.9%

Primary Languages

	Percent
Spanish	9.3
Other Indo-European languages	1.8
Asian and Pacific Islander languages	0.8
Other languages	1.0

¹US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=12&place=48500>

²esri Business Summary 2021 consumer segmentation

An estimated 91.5% of those living in New Port Richey are U.S. natives. 31% of the population are living in the state where they were born.

Approximately 8.5% of residents are foreign-born. 39.4% of foreign-born are naturalized U.S. citizens and an estimated 72% entered the country before the year 2010.³

Health

19% of the population under 65 years of age live with a disability in New Port Richey.⁴ 16.5% of the Pasco County civilian, non-institutionalized population live with a disability.⁵

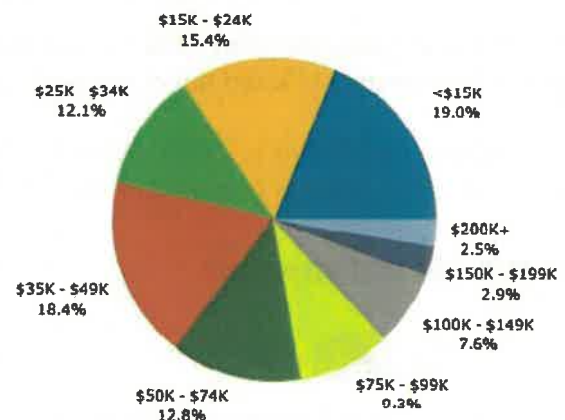
Economics

The median income of households is \$43,523. The 2026 projected median income is \$49,029. An estimated 8% of households have income below \$10,000 a year and 1.6% have income over \$200,000 or more.⁶

Household Income

	Percent
Less than \$10,000	7.9
\$10,000 to \$14,999	7.4
\$15,000 to \$24,999	15.3
\$25,000 to \$34,999	16.8
\$35,000 to \$49,999	22.2
\$50,000 to \$74,999	13.4
\$75,000 to \$99,999	8.2
\$100,000 to \$149,999	5.3
\$150,000 to \$199,999	1.9
\$200,000 or more	1.6

2021 Household Income



7

³ US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=12&place=48500>

⁴ US Census Bureau Quick Facts <https://www.census.gov/quickfacts/newportricheycityflorida>

⁵ Florida Department of Health <https://www.flhealthcharts.gov/ChartsReports/rdPage.aspx?rdReport=NonVitalIndNoGrp.Dataviewer>

⁶ US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=12&place=48500>

⁷ esri Business Summary 2021 consumer segmentation

Technology

	Percent
Desktop or laptop	68.1
Smartphone	77.2
Tablet or other portable wireless computer	52.2
Other computer	1.7

88.5% of households have a computer, and 73.5% have a broadband internet subscription.

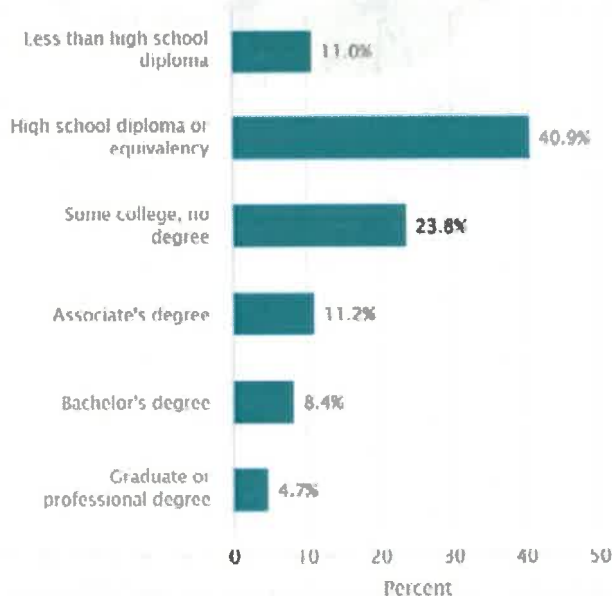
An estimated 68% of households have a desktop or laptop, 77% have a smartphone, 52% have a tablet or other portable wireless computer and 1.7% have some other type of computer.⁸

Education

89% of people 25 years and over have at least graduated from high school and 13% have a bachelor's degree or higher. An estimated 11% did not complete high school.

The total school enrollment is 2,010. Nursery school enrollment is 37 and kindergarten through 12th grade enrollment is 1,510. College or graduate school enrollment is 463.⁹

Educational Attainment



⁸ US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=12&place=48500>

⁹ US Census American Community Survey. <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=12&place=48500>

Occupations for Civilian-Employed Population 16 Years+

Civilian employed population 16 years and over	Number	Percent
Management, business, sciences, and arts occupations	1,542	24.5
Service occupations	1,774	28.2
Sales and office occupations	1,732	27.5
Natural resources, construction, and maintenance occupations	733	11.6
Production, transportation, and material moving occupations	518	8.2

DRAFT

APPENDIX II

Public Survey Summary

APPENDIX III

Consumer Segmentation

The chart below includes information about New Port Richey residents. This deep understanding of demographics, lifestyle and behaviors can be used to create effective marketing strategies, engagement efforts, programs and outreach.

Segment Name	Household Income	Household Technology	Household Age Range	% of Total New Port Richey Households
Struggling Singles	Low Income	Average	Age <55	17%
American Classics	Lower Midscale	Below Average	65+	17%
Lo-Tech Singles	Downscale	Below Average	65+	17%
Domestic Duos	Lower Midscale	Lowest	65+	10%
Toolbelt Traditionalists	Upper Midscale	Average	55+	10%

DRAFT

Struggling Singles

- Middle age, mid-career, mostly without kids
- Mostly renters with average tech adoption
- Ethnically diverse households
- Enjoy a wide variety of sports and entertainment such as monster truck and WWE

PRIZM® PREMIER SEGMENT STORYBOARD



54 – Struggling Singles

Y2 – Young Achievers
C2 – City Centers

1.33% U.S. HHs



ABOUT ME

- Ethnically diverse households found mostly in second cities
- Struggling Singles are middle-aged and mid-career
- They enjoy a wide variety of sports and entertainment activities that fill their social calendars, such as monster truck and WWE events



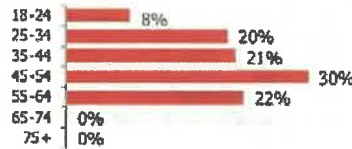
LIFESTYLE & MEDIA

- Owns a Volvo
- Eats at Long John Silver's
- Shops at Family Dollar
- Very interested in WWE
- Flies Allegiant Air
- Watches Dr. Chrs. Pet Vet
- Listens to WWO 24-7 Music



DEMOGRAPHICS

HOUSEHOLD AGE



EDUCATION LEVEL



High School

EMPLOYMENT



Employment Mix

TECH USAGE



HOUSEHOLD DEMOGRAPHICS



76%
Second City



35%
With Kids



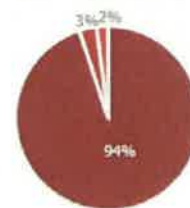
23%
Married



39%
Home Owners

Median Household Income: \$ 23,135

INCOME PRODUCING ASSETS



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

Source: Claritas Household Demographics 2015, Claritas Consumer Profiles 2015, Claritas US City-MSA Business Profiles 2015, Nielsen Strong Services Profiles 2015, Nielsen Connected Services Profiles 2015

55 Copyright ©2022 Claritas, LLC. Confidential and proprietary.



American Classics

- Mostly retired, midscale homeowners
- Interest in local events and cultural opportunities
- Typically not up-to-date on latest technology
- Watches live TV and listens to talk/personality radio

PRIZM® PREMIER SEGMENT STORYBOARD



49 – American Classics

M3 – Cautious Couples
C2 – City Centers

1.67% U.S. HHs



ABOUT ME

- They may be older and retired, but the residents of American Classics are still living the American Dream of home ownership
- Living a comfortable lifestyle despite a lower-midscale income
- These couples are below average in their technology use, preferring to find their entertainment outside of the home



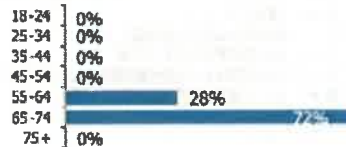
LIFESTYLE & MEDIA

- Owns a Lincoln
- Has not eaten out in past 30 days
- Did not shop online in last 3 months
- Plans to retire in next year
- Planning a group tour vacation
- Watched Royal Divide: Harry, Meghan, and The Crown
- Listens to Dennis Prager



DEMOGRAPHICS

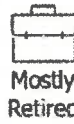
HOUSEHOLD AGE



EDUCATION LEVEL



EMPLOYMENT



TECH USAGE



HOUSEHOLD DEMOGRAPHICS



Median Household Income: \$ 30,135

INCOME PRODUCING ASSETS



Sources: Census Bureau (Demographics 2015), Census (Consumer Values 2015), Claritas (M3 - Cautious Couples 2015), Nielsen (Group: Services Profile 2015), Nielsen (Group: Services Profile 2015), Nielsen (Homeowner Services Profile 2015)

50 Copyright ©2022 Claritas, LLC. Confidential and proprietary.



Lo-Tech Singles

- Mostly retired, lower income
- Shops at Big Box retailers and eats at fast food chains
- Typically low on technology knowledge
- Considering nursing care in the near-future

PRIZM® PREMIER SEGMENT STORYBOARD



53 – Lo-Tech Singles

M3 – Cautious Couples
C2 – City Centers

1.41% U.S. HHs

ABOUT ME

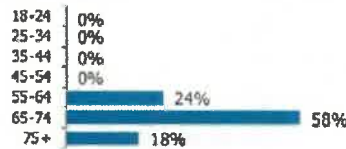
- Lo-Tech Singles are older households centered mainly in the nation's second cities
- Residents are below average in their technology use
- Choose a night out at a restaurant as their evening entertainment when not watching family entertainment like INSP or the Hallmark Channel on TV

LIFESTYLE & MEDIA

- Owns a Lincoln
- Eats at Church's Chicken
- Shops at Big Lots
- Will shop for nursing care in next year
- Does not travel for business
- Watched 2020 Super Tuesday
- Listens to Gospel

DEMOGRAPHICS

HOUSEHOLD AGE



EDUCATION LEVEL



EMPLOYMENT



TECH USAGE

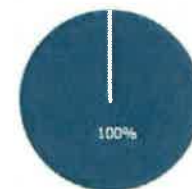


HOUSEHOLD DEMOGRAPHICS



Median Household Income: \$ 23,638

INCOME PRODUCING ASSETS



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

Source: Claritas Household Demographics 2017, Claritas Consumer Profiles 2017, Claritas US Life Well-Being Profiles 2017, National Crime Survey 2017, Nielsen Entertainment Profiles 2017, Nielsen Television Audience Profiles 2017

54 Copyright ©2022 Claritas, LLC. Confidential and proprietary.



Domestic Duos

- Mostly retired lower-midscale homeowners
- Does not travel often
- Easy-going, predictable lifestyles
- Lower-tech; interested in local events and routine activities

PRIZM® PREMIER SEGMENT STORYBOARD



41 – Domestic Duos

M3 – Cautious Couples
S4 – Inner Suburbs

0.96% U.S. HHs



ABOUT ME

- Represents a lower midscale mix of mainly over-65 singles and married couples
- Live in older suburban and second city homes
- With their fixed incomes, segment residents maintain an easy-going, predictable lifestyle
- Residents like to socialize by playing bingo and meeting with the local civic club



LIFESTYLE & MEDIA

- Owns a Hyundai
- Does not eat at quick service restaurants often
- Did not go shopping in past 3 months
- Will shop for nursing care in next year
- Not planning to travel in next year
- Watched Branded 1
- Listens to Soft Adult Contemporary



DEMOGRAPHICS

HOUSEHOLD AGE



EDUCATION LEVEL



EMPLOYMENT



TECH USAGE



HOUSEHOLD DEMOGRAPHICS



Median Household Income: \$ 30,189

INCOME PRODUCING ASSETS



Source: Claritas Household Demographics 2021, Claritas Consumer Profiles 2021, Claritas US 25-34 Segment Profiles 2021, Women Online Behavior Profiles 2021, Women 55+ Online Behavior Profiles 2021

42 Copyright ©2022 Claritas, LLC. Confidential and proprietary.



Toolbelt Traditionalists

- Close to retired, lower-midscale homeowners
- Average tech users
- DIYers
- Eats and shops at higher-scale chains

PRIZM® PREMIER SEGMENT STORYBOARD



36 – Toolbelt Traditionalists

M3 – Cautious Couples 2.42% U.S. HHs
S4 – Inner Suburbs



ABOUT ME

- Like many other older segments, Toolbelt Traditionalists have empty nests
- If something needs to be fixed, they are likely to do the work themselves with their own power tools or paint
- They enjoy the benefits of AARP and prefer to eat restaurants such as Carrabba's, LongHorn Steakhouse, and Golden Corral



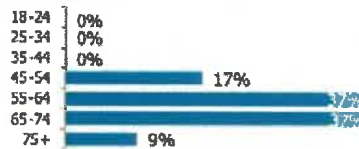
LIFESTYLE & MEDIA

- Owns a Buick
- Eats at LongHorn Steakhouse
- Shops at Big Lots
- Intends to retire in next year
- Cruises on Carnival
- Watched What is Jeopardy?!
- Listens to Skyview Conservative



DEMOGRAPHICS

HOUSEHOLD AGE



EDUCATION LEVEL



EMPLOYMENT



TECH USAGE

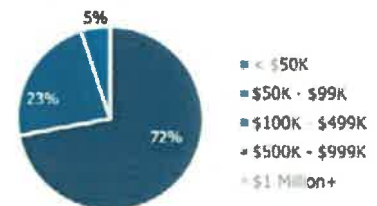


HOUSEHOLD DEMOGRAPHICS



Median Household Income: \$ 66,577

INCOME PRODUCING ASSETS



Sources: Claritas Household Demographics (2014), Census Bureau Profiles (2014), Claritas US 10-Metropolitan Profiles (2017), Median Urban Sprawl Profiles (2015), Top 100 Television Networks Profiles (2015)

37 Copyright ©2022 Claritas, LLC. Confidential and proprietary

