

# Analytics Findings

**CIVIC**Technologies

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# Summary

Population

**1,151,527**

Customers

**391,557**

34% market share

Non-customers

**759,970**

66% market potential

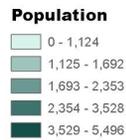
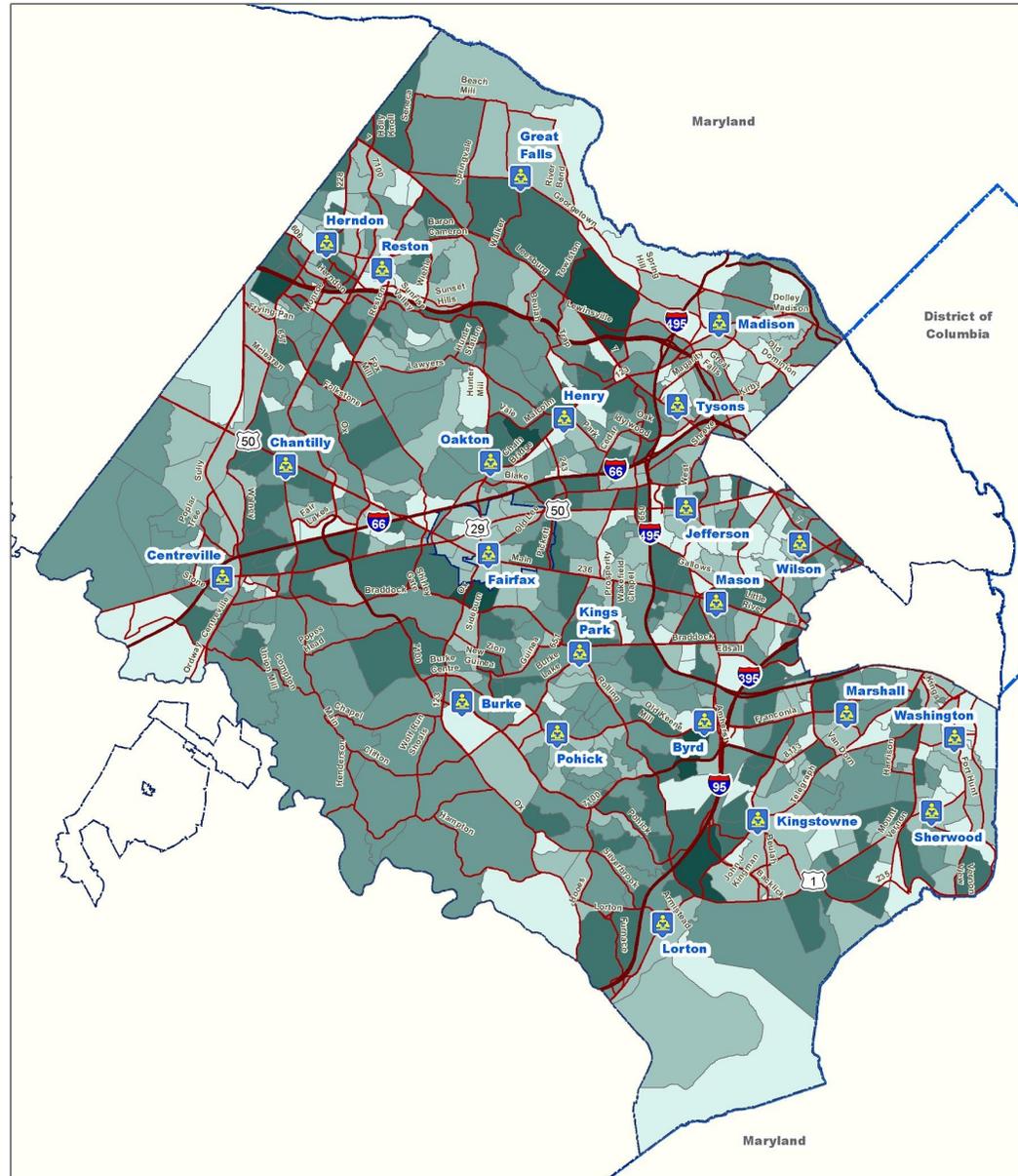
Segments

**42**

Customer Checkouts

**775,621**

# Map of Population

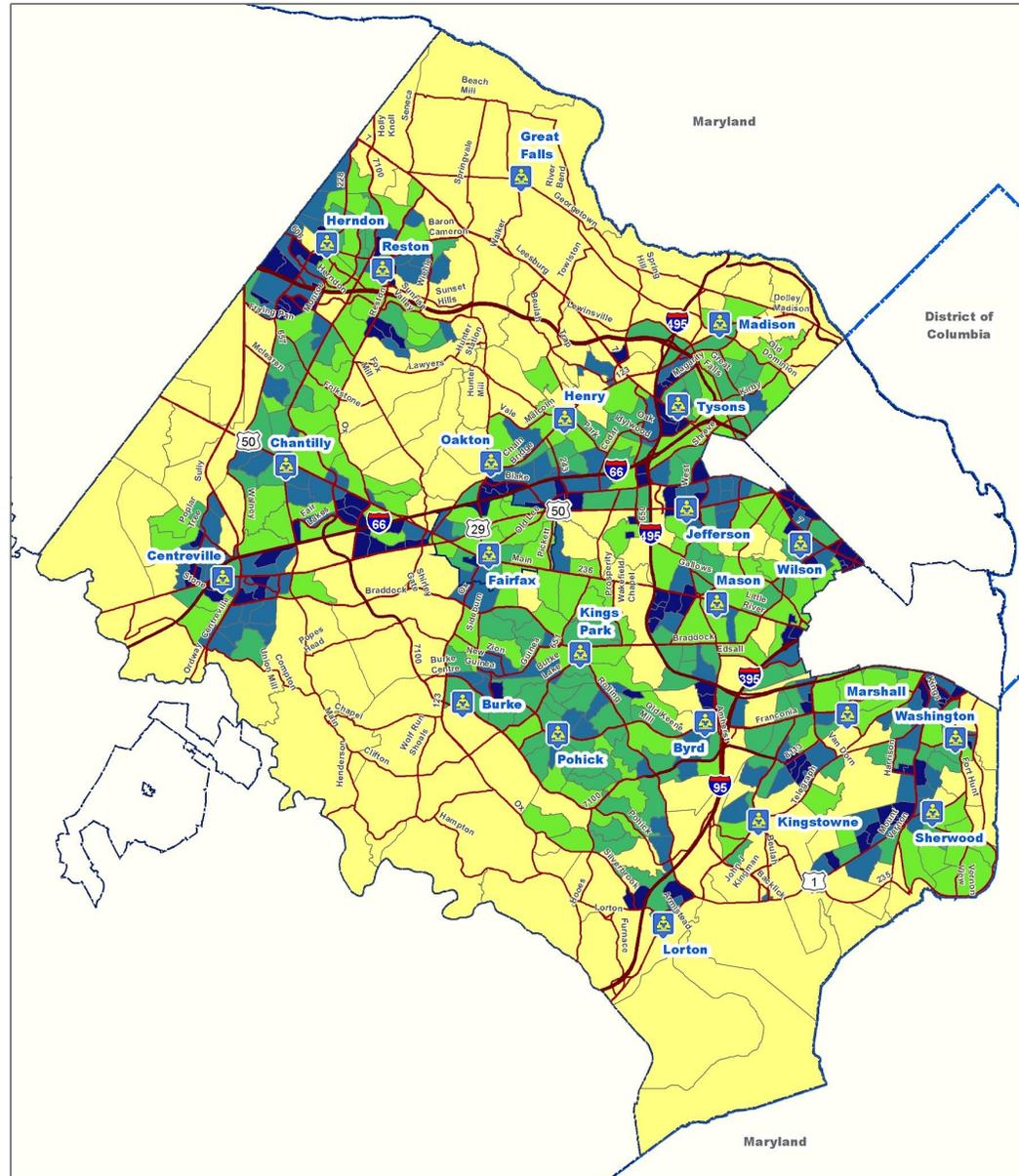


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# Map of Population Density



## Population Density

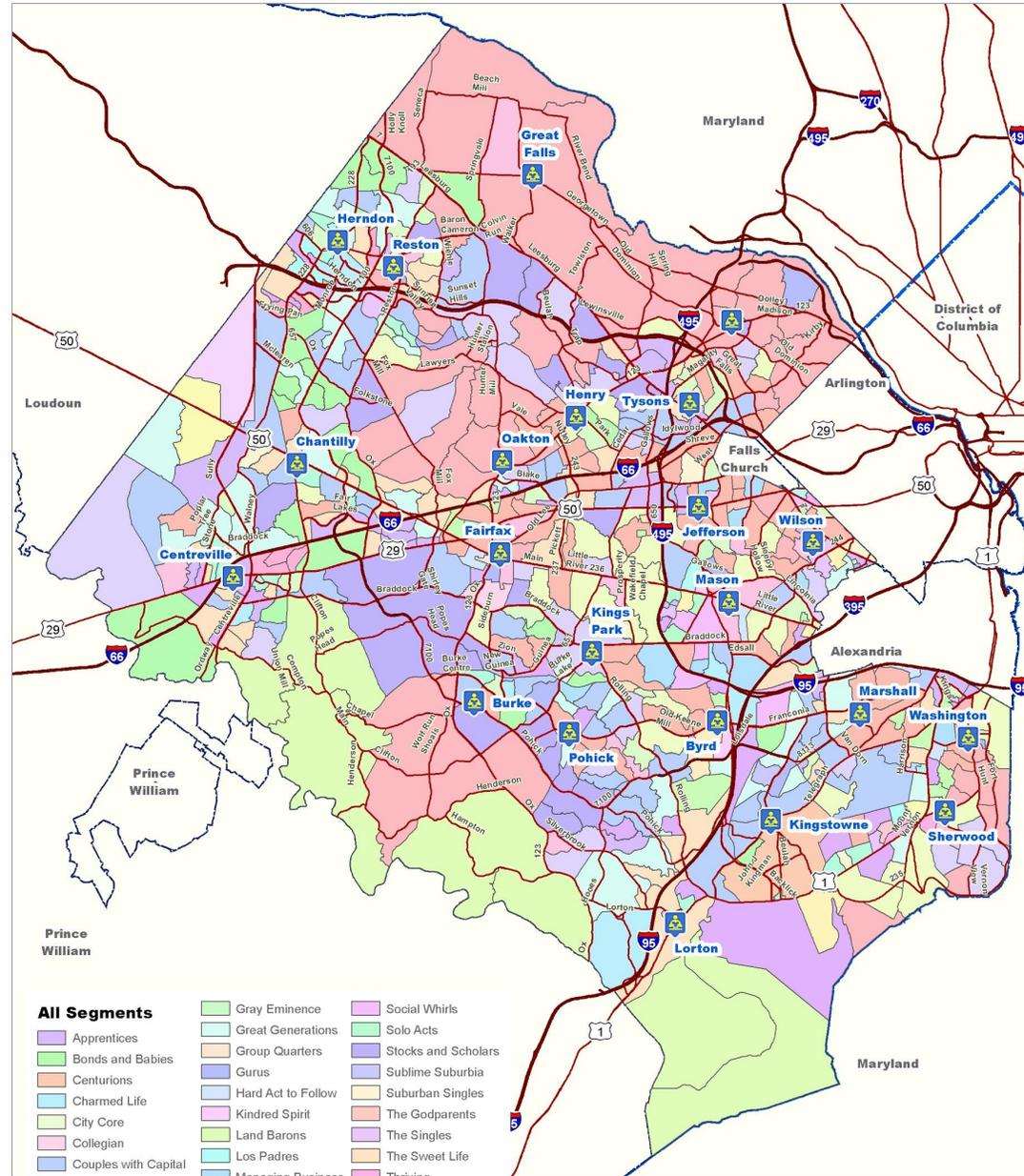


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# Map of All Segments



### All Segments

- |                      |                    |                     |
|----------------------|--------------------|---------------------|
| Apprentices          | Gray Eminence      | Social Whirls       |
| Bonds and Babies     | Great Generations  | Solo Acts           |
| Centurions           | Group Quarters     | Stocks and Scholars |
| Charmed Life         | Gurus              | Sublime Suburbia    |
| City Core            | Hard Act to Follow | Suburban Singles    |
| Collegian            | Kindred Spirit     | The Godparents      |
| Couples with Capital | Land Barons        | The Singles         |
| Doublewides          | Los Padres         | The Sweet Life      |
| East Meets West      | Managing Business  | Thriving            |
| Educated Earners     | Marquis Class      | Undefined           |
| Empire Builders      | Middle of the Road | Urban Moms          |
| Family Coming of Age | Proud Family       | Urban Squires       |
| Golden Heritage      | Regents            | White Collar Status |
| Grand Masters        | S* Seeks S*        | Wizards             |
|                      | Sitting Pretty     |                     |

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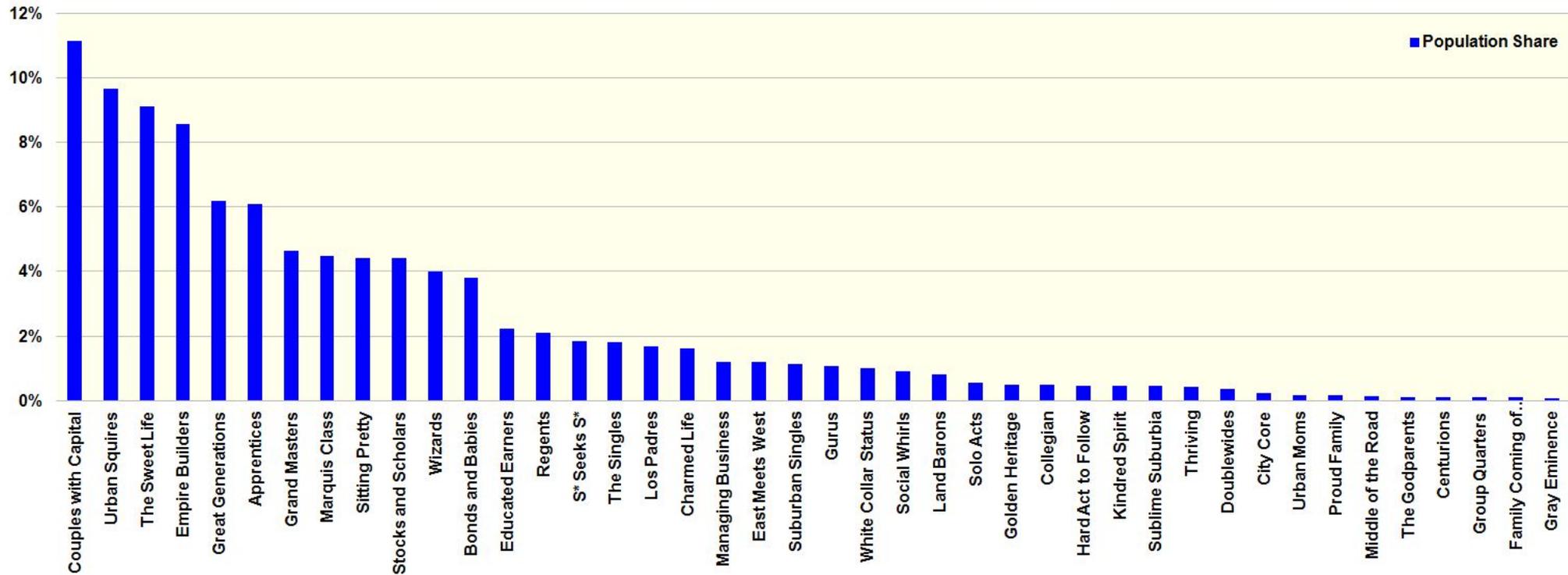
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# Population by Segment

No.	Segment	Population	Population Share	Population Cumulative Share	Population Cumulative Number
1	Couples with Capital	128,172	11.1%	11.1%	128,172
2	Urban Squires	111,362	9.7%	20.8%	239,534
3	The Sweet Life	104,793	9.1%	29.9%	344,327
4	Empire Builders	98,545	8.6%	38.5%	442,872
5	Great Generations	71,180	6.2%	44.6%	514,052
6	Apprentices	69,999	6.1%	50.7%	584,051
7	Grand Masters	53,292	4.6%	55.3%	637,343
8	Marquis Class	51,538	4.5%	59.8%	688,881
9	Sitting Pretty	50,808	4.4%	64.2%	739,689
10	Stocks and Scholars	50,767	4.4%	68.6%	790,456
11	Wizards	45,942	4.0%	72.6%	836,398
12	Bonds and Babies	43,809	3.8%	76.4%	880,207
13	Educated Earners	25,811	2.2%	78.7%	906,018
14	Regents	24,246	2.1%	80.8%	930,264
15	S* Seeks S*	21,268	1.8%	82.6%	951,532
16	The Singles	20,729	1.8%	84.4%	972,261
17	Los Padres	19,436	1.7%	86.1%	991,697
18	Charmed Life	18,667	1.6%	87.7%	1,010,364
19	Managing Business	13,846	1.2%	88.9%	1,024,210
20	East Meets West	13,788	1.2%	90.1%	1,037,998
21	Suburban Singles	13,168	1.1%	91.3%	1,051,166
22	Gurus	12,299	1.1%	92.4%	1,063,465
23	White Collar Status	11,472	1.0%	93.3%	1,074,937
24	Social Whirls	10,406	0.9%	94.3%	1,085,343
25	Land Barons	9,425	0.8%	95.1%	1,094,768
26	Solo Acts	6,422	0.6%	95.6%	1,101,190
27	Golden Heritage	5,818	0.5%	96.1%	1,107,008
28	Collegian	5,496	0.5%	96.6%	1,112,504
29	Hard Act to Follow	5,377	0.5%	97.1%	1,117,881
30	Kindred Spirit	5,300	0.5%	97.5%	1,123,181
31	Sublime Suburbia	5,185	0.5%	98.0%	1,128,366
32	Thriving	4,917	0.4%	98.4%	1,133,283
33	Doublewides	4,243	0.4%	98.8%	1,137,526
34	City Core	2,661	0.2%	99.0%	1,140,187
35	Urban Moms	2,111	0.2%	99.2%	1,142,298
36	Proud Family	1,826	0.2%	99.4%	1,144,124
37	Middle of the Road	1,594	0.1%	99.5%	1,145,718
38	The Godparents	1,329	0.1%	99.6%	1,147,047
39	Centurions	1,265	0.1%	99.7%	1,148,312
40	Group Quarters	1,252	0.1%	99.8%	1,149,564
41	Family Coming of Age	1,069	0.1%	99.9%	1,150,633
42	Gray Eminence	894	0.1%	100.0%	1,151,527
	<b>Grand Total</b>	<b>1,151,527</b>	<b>100.0%</b>		
	<b>Average</b>	<b>27,417</b>			
	<b>Median</b>	<b>12,734</b>			

Share:  
percentage of  
the population  
for each  
segment.  
Divide each  
segment's  
population by  
the total  
population.

# Population by Segment



Share: percentage of the population for each segment. Divide each segment's population by the total population.

# Population by Segment: Findings

Population: largest, smallest, and in between

Largest: **Couples with Capital with 128,172 people or 11.1% of the population**

Smallest: **Gray Eminence with 894 people or 0.1% of the population**

Average size: **27,417 people per segment**

Median (half above/half below): **12,734 people per segment**

# Population by Segment: Findings

## Top segment distribution

**The top 3 segments are 3 in 10 people:**

Couples with Capital 11.1%

Urban Squires 9.7%

The Sweet Life 9.1%

**The next 7 segments account for 4 in 10 people**

Empire Builders 8.6%

Great Generations 6.2%

Apprentices 6.1%

Grand Masters 4.6%

Marquis Class 4.5%

Sitting Pretty 4.4%

Stocks and Scholars 4.4%

## Overall distribution

**The top 10 segments account for about two-thirds of the population**

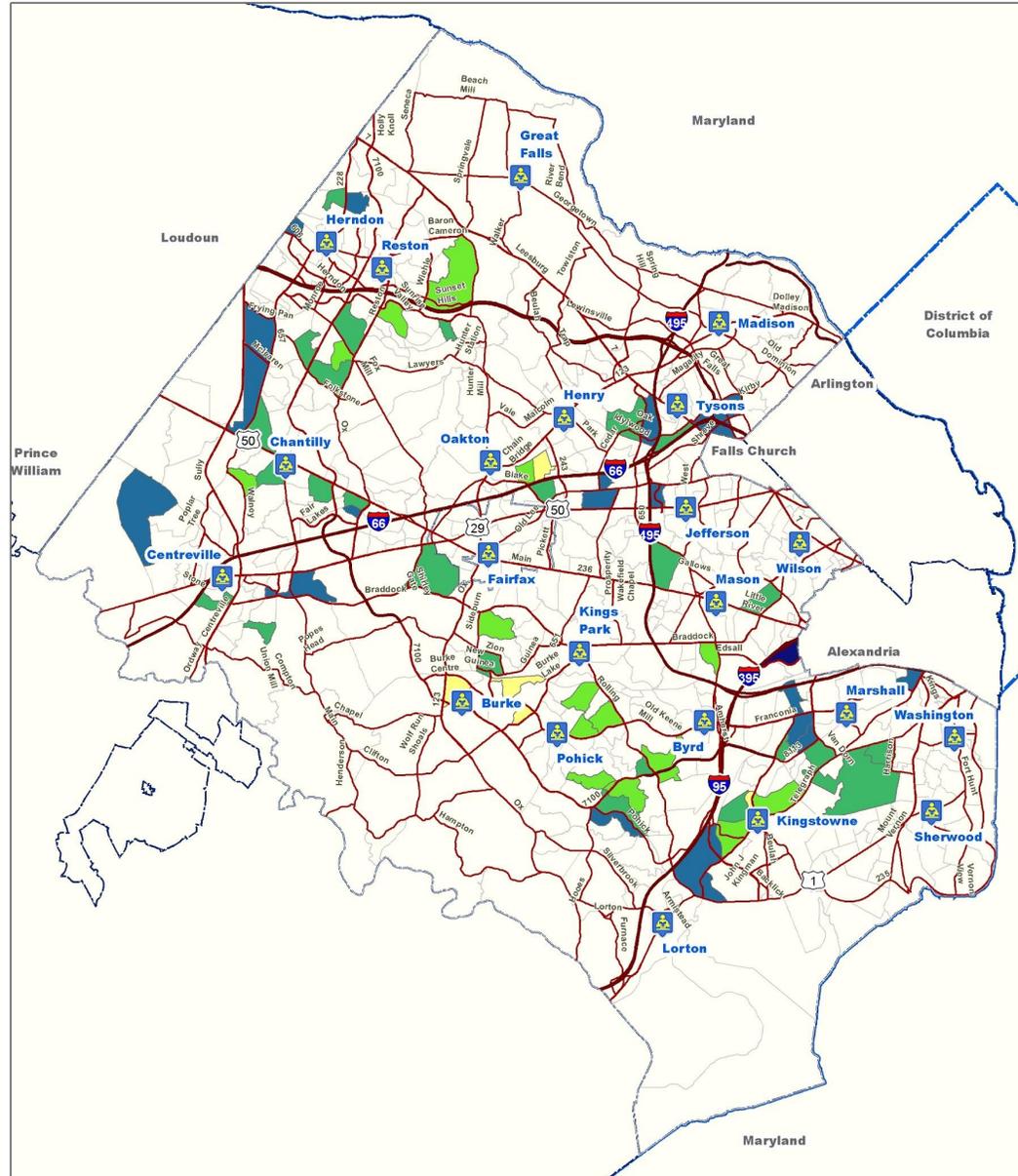
**The top 14 segments account for 4 in 5 people**

**The top 20 segments account for 9 in ten people**

**The bottom 32 segments account for about 31% of the population (361,071 people) or about 11,283 people or 1.0% each**



# Segment Map #1: Couples with Capital



Market potential:  
noncustomers  
divided by  
population

**#1 Couples with Capital Market Potential**

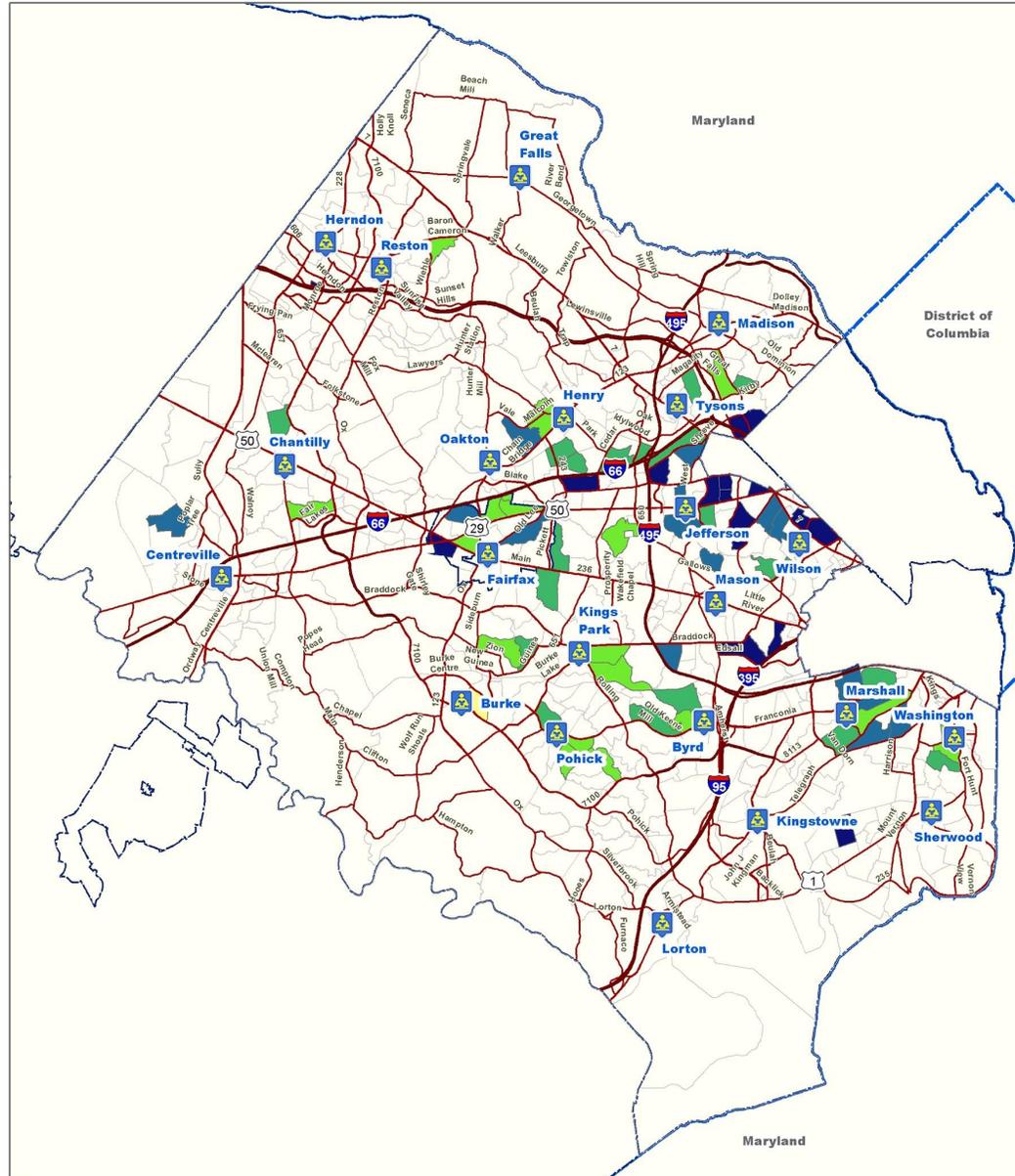
- 48% - 55%
- 56% - 61%
- 62% - 67%
- 68% - 75%
- 76% - 90%

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# Segment Map #2: Urban Squires



**#2 Urban Squires Market Potential**

- 37%
- 38% - 58%
- 59% - 64%
- 65% - 70%
- 71% - 84%

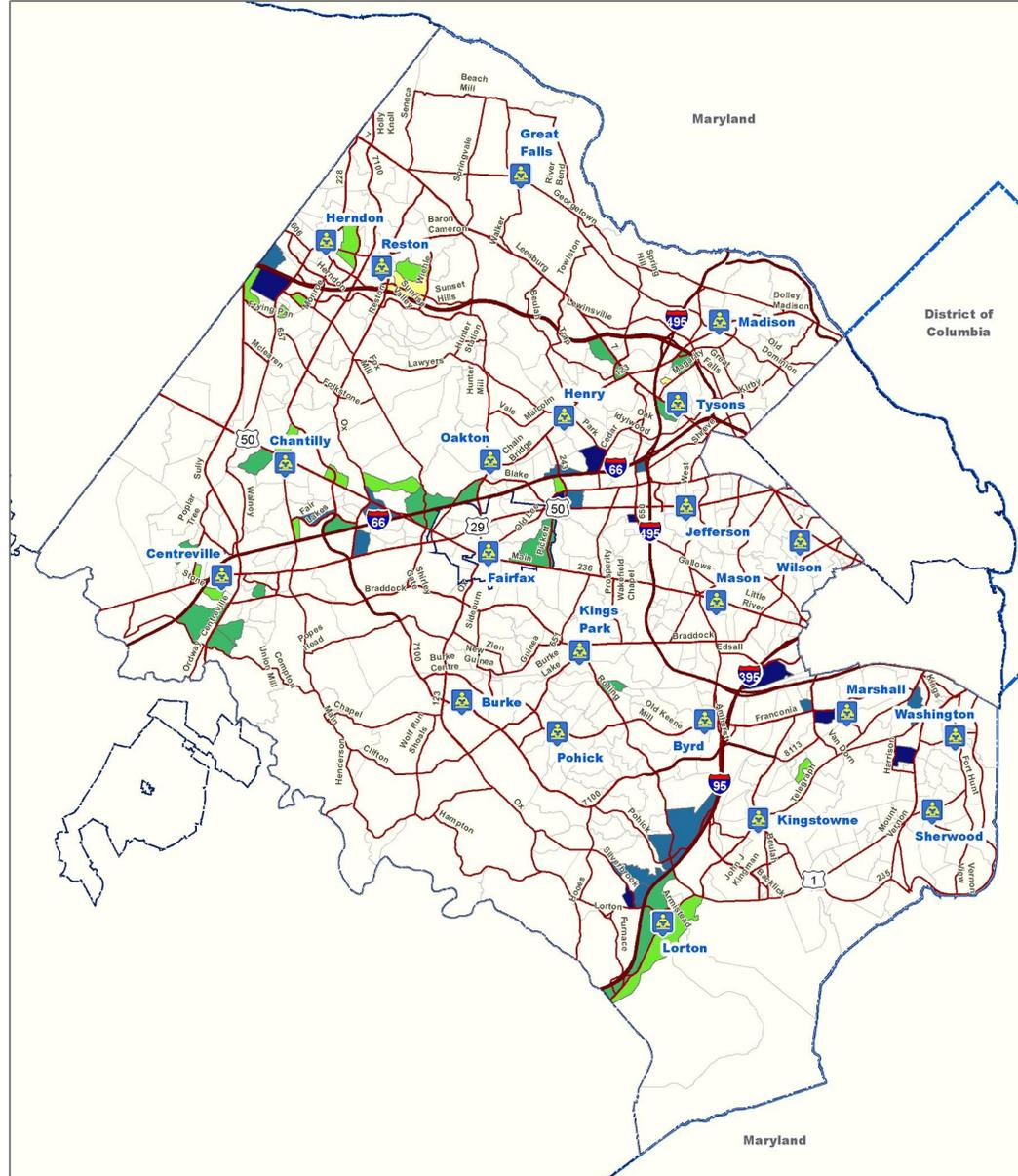
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Market potential:  
noncustomers  
divided by  
population

# Segment Map #3: The Sweet Life



Market potential:  
noncustomers  
divided by  
population

**#3 The Sweet Life Market Potential**

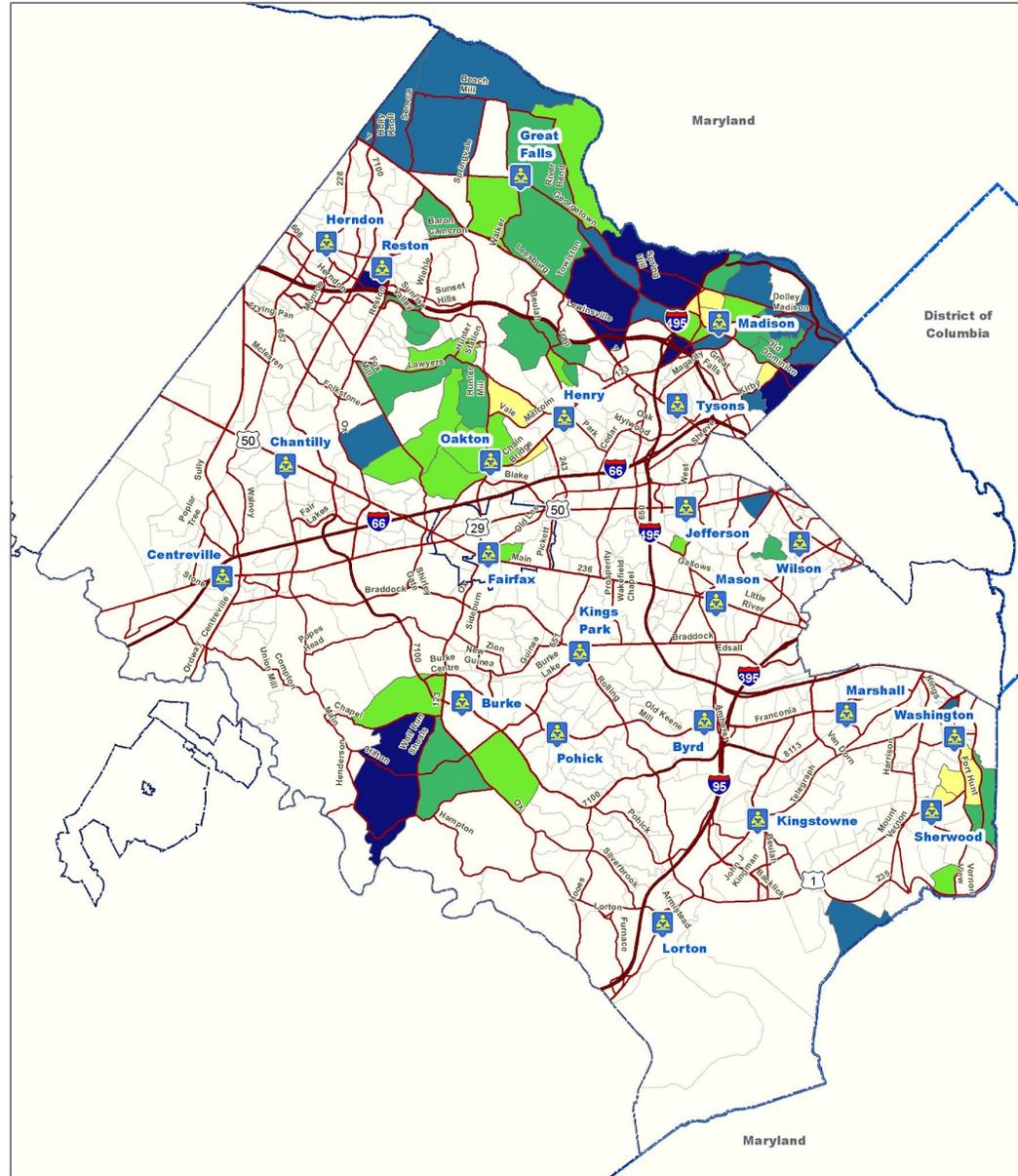
- 37% - 49%
- 50% - 62%
- 63% - 68%
- 69% - 76%
- 77% - 85%

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# Segment Map #4: Empire Builders



**#4 Empire Builders Market Potential**

- 45% - 53%
- 54% - 60%
- 61% - 64%
- 65% - 69%
- 70% - 77%

Market potential:  
noncustomers  
divided by  
population

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# Segment Map #6: Apprentices



Market potential:  
noncustomers  
divided by  
population

### #6 Apprentices Market Potential

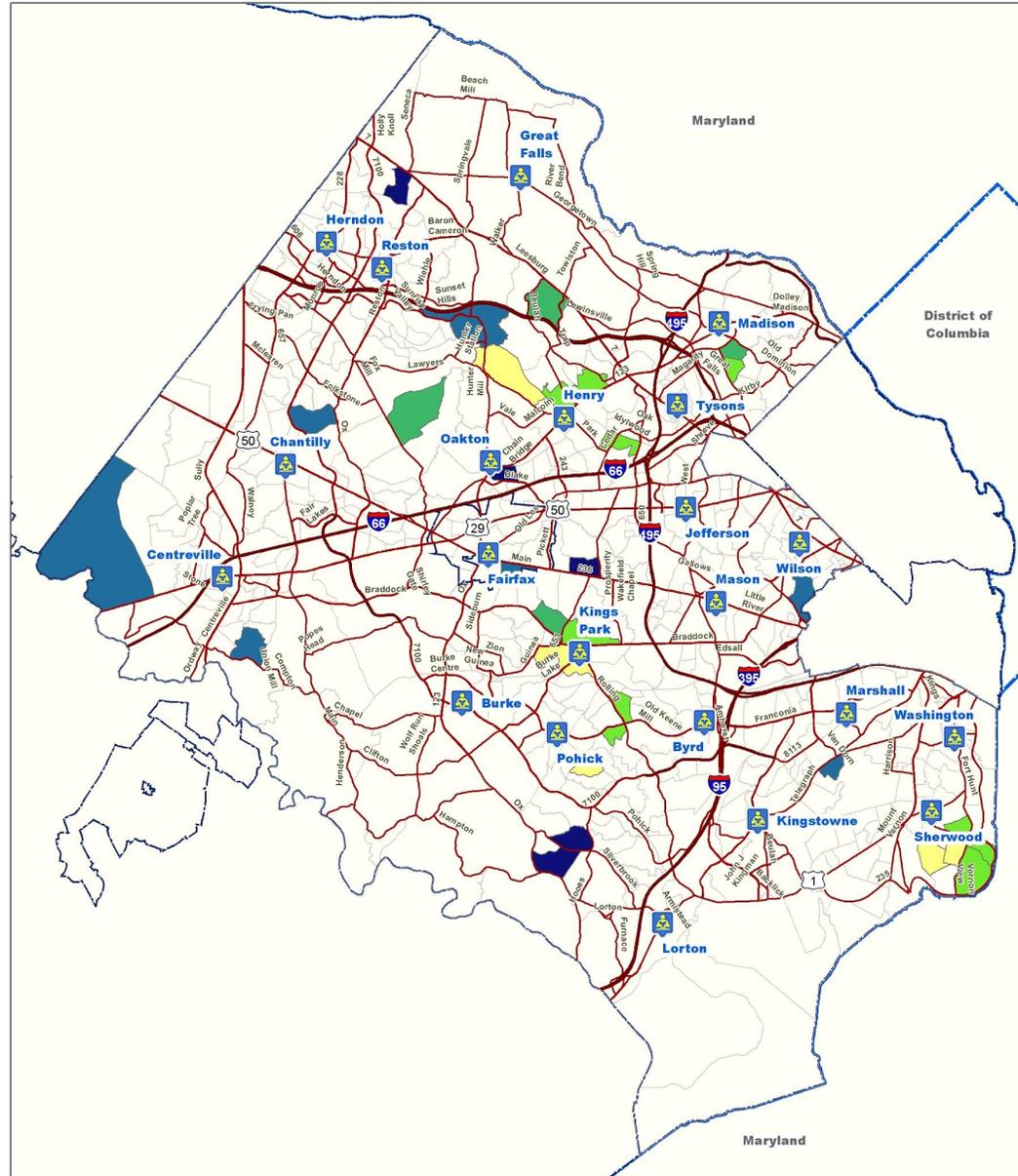
- 42% - 53%
- 54% - 64%
- 65% - 72%
- 73% - 84%
- 85% - 95%

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# Segment Map #7: Grand Masters



Market potential:  
noncustomers  
divided by  
population

**#7 Grand Masters Market Potential**

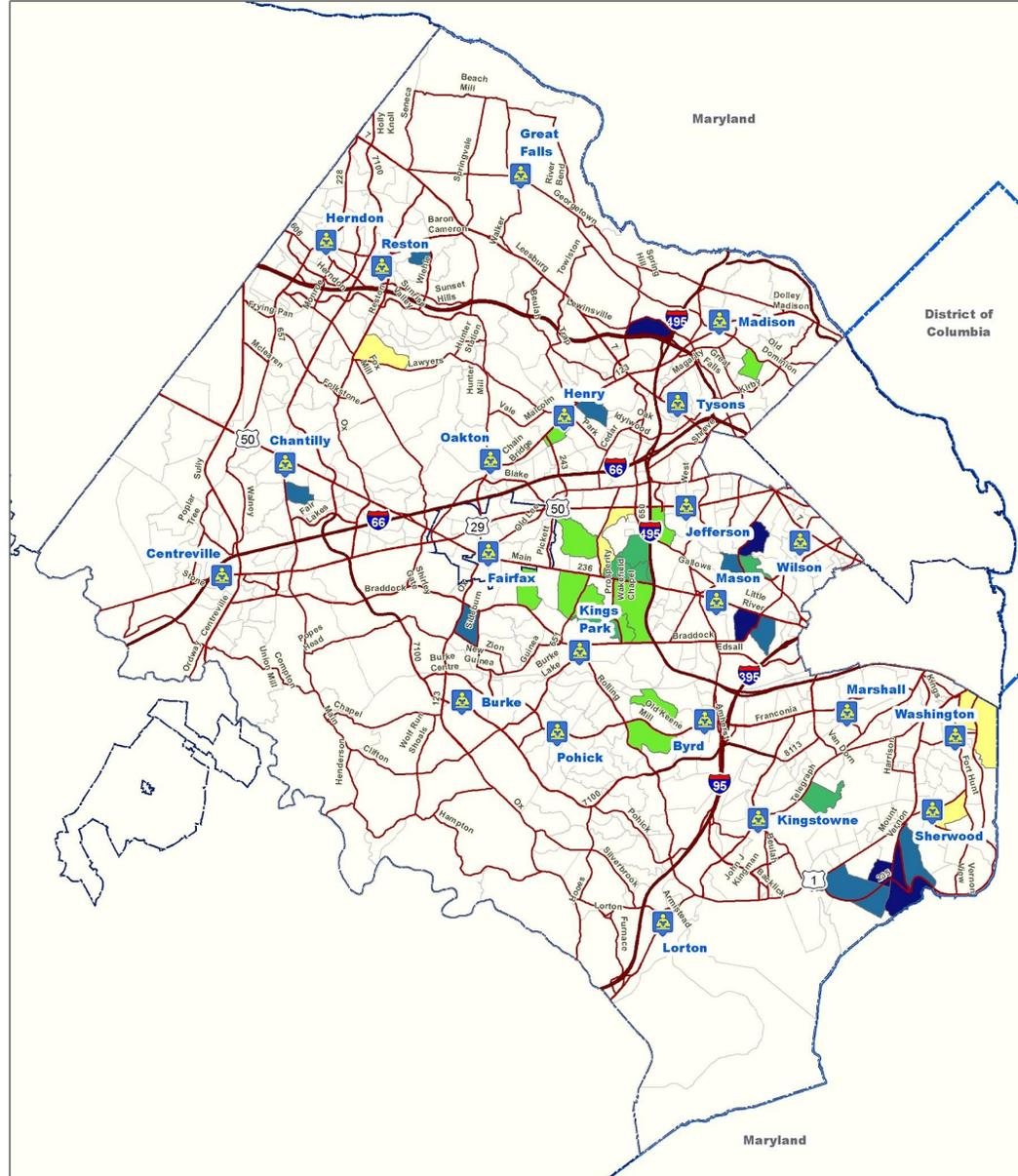
- 46% - 49%
- 50% - 56%
- 57% - 60%
- 61% - 66%
- 67% - 75%

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# Segment Map #8: Marquis Class



**#8 Marquis Class Market Potential**

- 45% - 51%
- 52% - 58%
- 59% - 63%
- 64% - 67%
- 68% - 70%

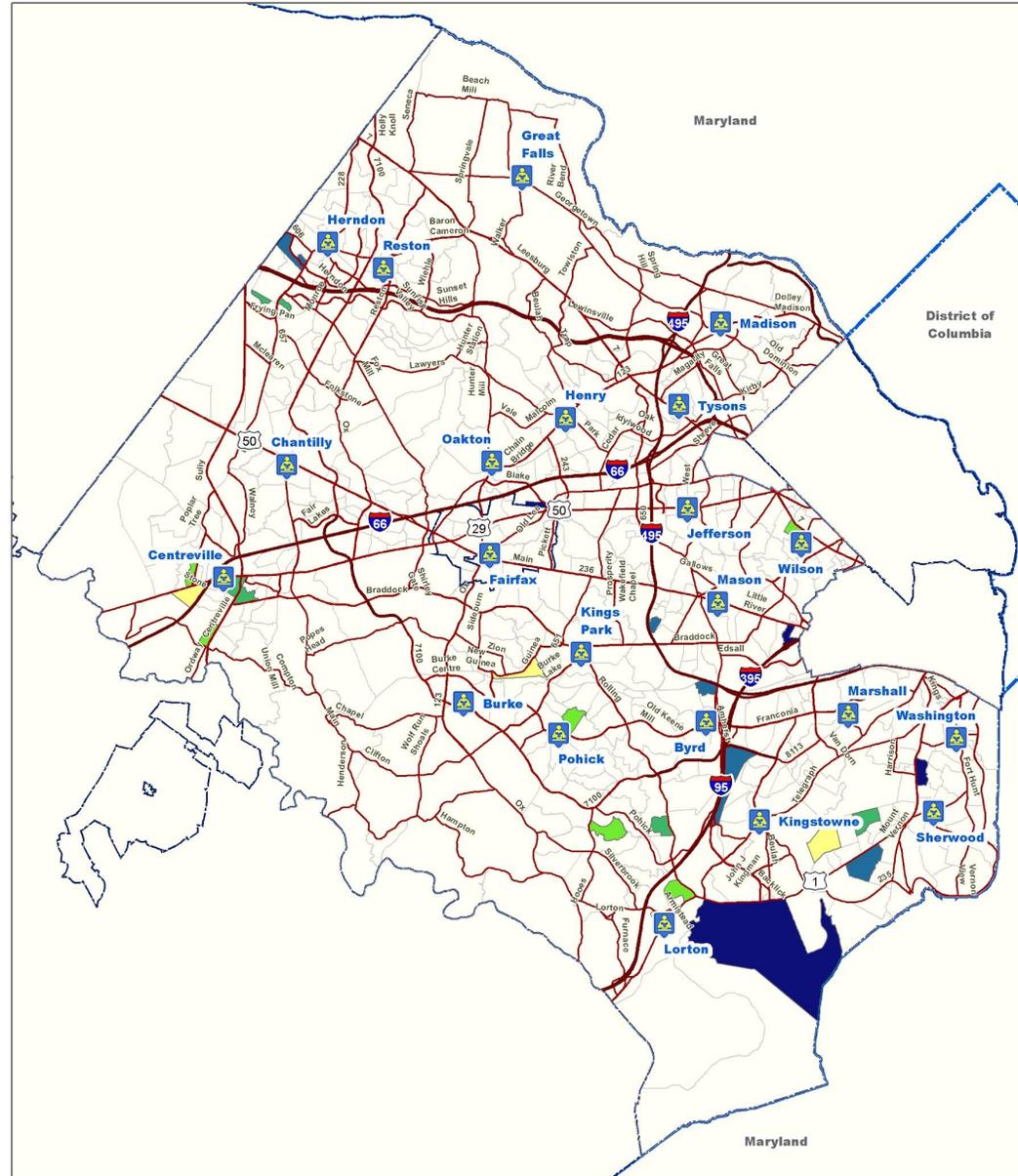
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Market potential:  
noncustomers  
divided by  
population

# Segment Map #9: Sitting Pretty



Market potential:  
noncustomers  
divided by  
population

#9 Sitting Pretty Market Potential

- 48% - 57%
- 58% - 66%
- 67% - 71%
- 72% - 76%
- 77% - 82%

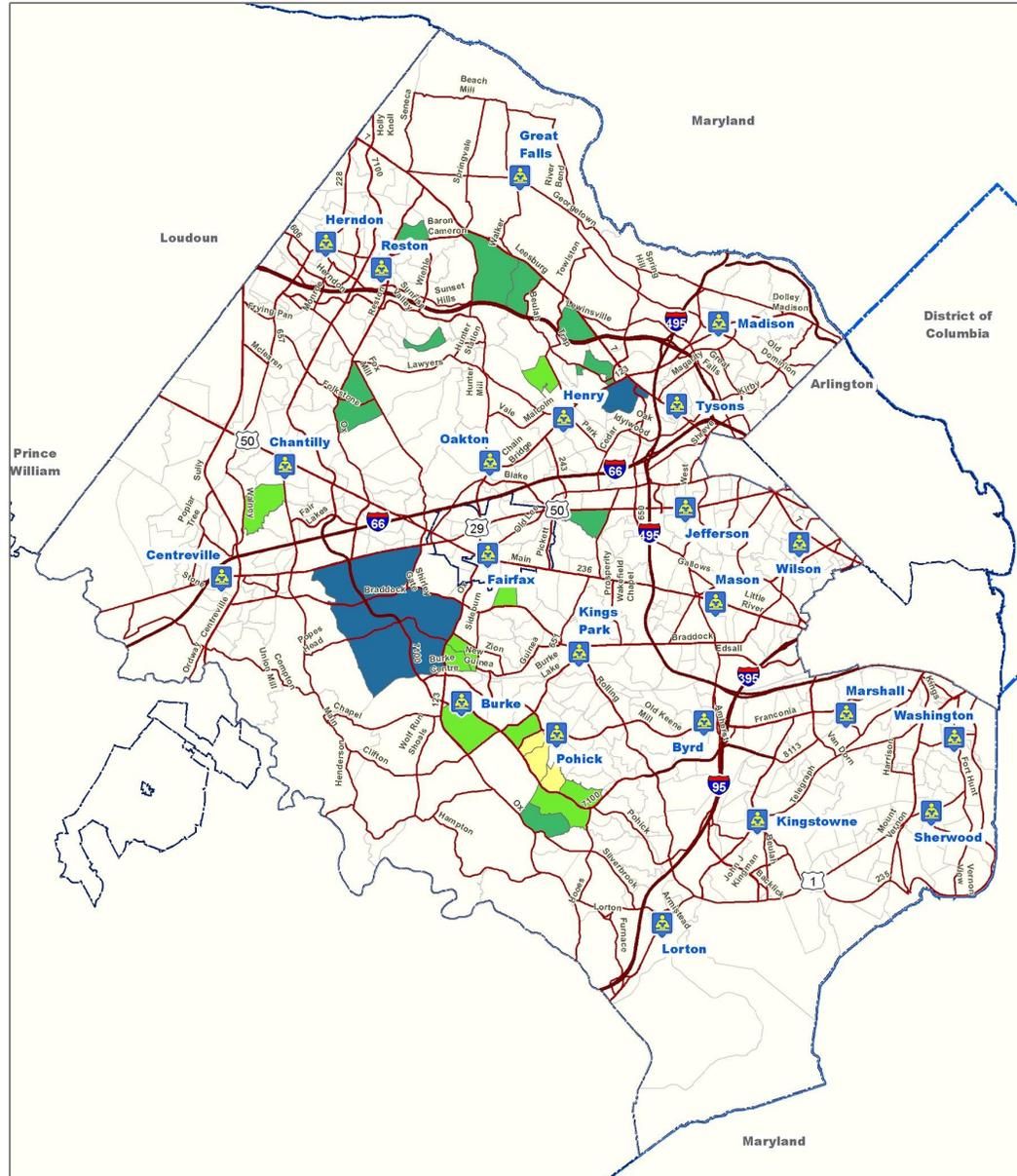
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# Segment Map #10: Stocks and Scholars

Market potential:  
noncustomers  
divided by  
population



**#10 Stocks and Scholars Market Potential**

- 51% - 52%
- 53% - 60%
- 61% - 66%
- 67% - 76%
- 77% - 93%

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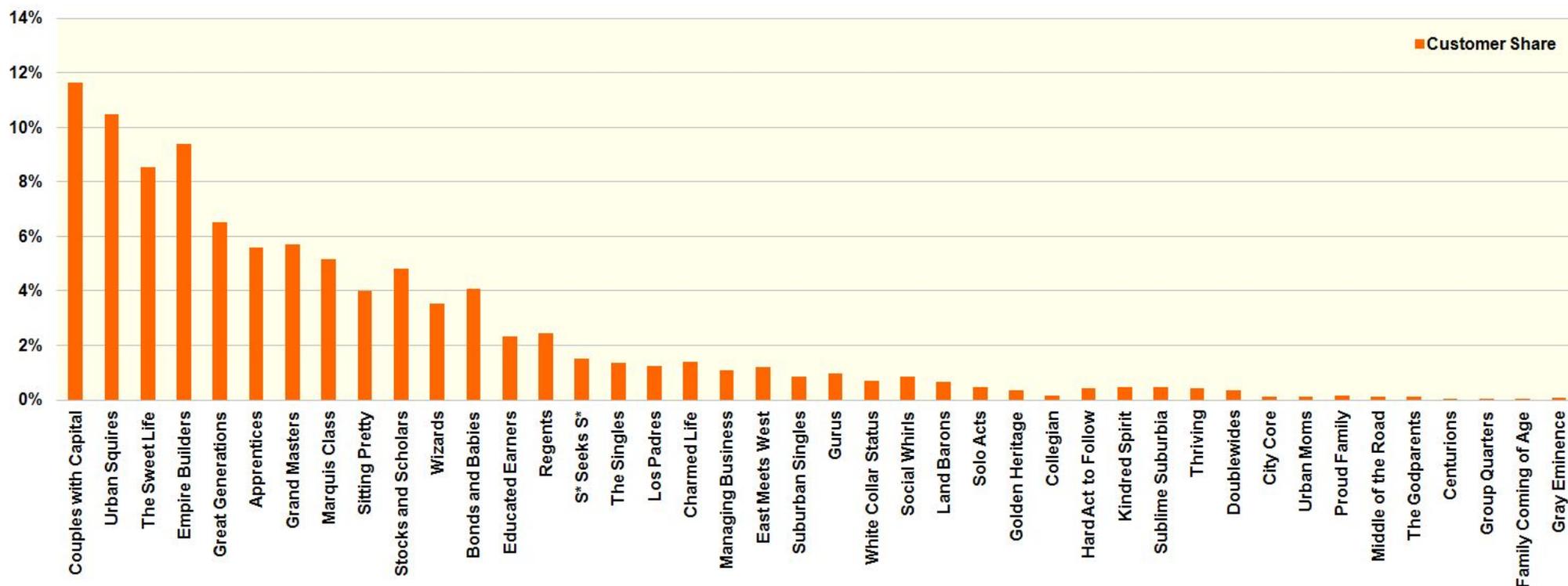
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# Customer and Non Customer by Segment

No.	Segment	Total Customers	Customer Share	Customer Cumulative Share	Customer Cumulative Number	Total Non Customers	Non Customer Share	Non Customer Cumulative	Non Customer Cumulative
1	Couples with Capital	45,613	11.6%	11.6%	45,613	82,559	10.9%	10.9%	82,559
2	Urban Squires	41,022	10.5%	22.1%	86,635	70,340	9.3%	20.1%	152,899
3	The Sweet Life	33,456	8.5%	30.7%	120,091	71,337	9.4%	29.5%	224,236
4	Empire Builders	36,684	9.4%	40.0%	156,775	61,861	8.1%	37.6%	286,097
5	Great Generations	25,478	6.5%	46.5%	182,253	45,702	6.0%	43.7%	331,799
6	Apprentices	21,925	5.6%	52.1%	204,178	48,074	6.3%	50.0%	379,873
7	Grand Masters	22,395	5.7%	57.9%	226,573	30,897	4.1%	54.1%	410,770
8	Marquis Class	20,260	5.2%	63.0%	246,833	31,278	4.1%	58.2%	442,048
9	Sitting Pretty	15,641	4.0%	67.0%	262,474	35,167	4.6%	62.8%	477,215
10	Stocks and Scholars	18,776	4.8%	71.8%	281,250	31,991	4.2%	67.0%	509,206
11	Wizards	13,824	3.5%	75.4%	295,074	32,118	4.2%	71.2%	541,324
12	Bonds and Babies	15,947	4.1%	79.4%	311,021	27,862	3.7%	74.9%	569,186
13	Educated Earners	9,065	2.3%	81.7%	320,086	16,746	2.2%	77.1%	585,932
14	Regents	9,639	2.5%	84.2%	329,725	14,607	1.9%	79.0%	600,539
15	S* Seeks S*	5,966	1.5%	85.7%	335,691	15,302	2.0%	81.0%	615,841
16	The Singles	5,322	1.4%	87.1%	341,013	15,407	2.0%	83.1%	631,248
17	Los Padres	4,833	1.2%	88.3%	345,846	14,603	1.9%	85.0%	645,851
18	Charmed Life	5,538	1.4%	89.7%	351,384	13,129	1.7%	86.7%	658,980
19	Managing Business	4,240	1.1%	90.8%	355,624	9,606	1.3%	88.0%	668,586
20	East Meets West	4,715	1.2%	92.0%	360,339	9,073	1.2%	89.2%	677,659
21	Suburban Singles	3,292	0.8%	92.9%	363,631	9,876	1.3%	90.5%	687,535
22	Gurus	3,883	1.0%	93.9%	367,514	8,416	1.1%	91.6%	695,951
23	White Collar Status	2,759	0.7%	94.6%	370,273	8,713	1.1%	92.7%	704,664
24	Social Whirls	3,284	0.8%	95.4%	373,557	7,122	0.9%	93.7%	711,786
25	Land Barons	2,526	0.6%	96.0%	376,083	6,899	0.9%	94.6%	718,685
26	Solo Acts	1,842	0.5%	96.5%	377,925	4,580	0.6%	95.2%	723,265
27	Golden Heritage	1,415	0.4%	96.9%	379,340	4,403	0.6%	95.7%	727,668
28	Collegian	584	0.1%	97.0%	379,924	4,912	0.6%	96.4%	732,580
29	Hard Act to Follow	1,755	0.4%	97.5%	381,679	3,622	0.5%	96.9%	736,202
30	Kindred Spirit	1,773	0.5%	97.9%	383,452	3,527	0.5%	97.3%	739,729
31	Sublime Suburbia	1,868	0.5%	98.4%	385,320	3,317	0.4%	97.8%	743,046
32	Thriving	1,692	0.4%	98.8%	387,012	3,225	0.4%	98.2%	746,271
33	Doublewides	1,361	0.3%	99.2%	388,373	2,882	0.4%	98.6%	749,153
34	City Core	460	0.1%	99.3%	388,833	2,201	0.3%	98.9%	751,354
35	Urban Moms	467	0.1%	99.4%	389,300	1,644	0.2%	99.1%	752,998
36	Proud Family	599	0.2%	99.6%	389,899	1,227	0.2%	99.2%	754,225
37	Middle of the Road	482	0.1%	99.7%	390,381	1,112	0.1%	99.4%	755,337
38	The Godparents	423	0.1%	99.8%	390,804	906	0.1%	99.5%	756,243
39	Centurions	225	0.1%	99.9%	391,029	1,040	0.1%	99.6%	757,283
40	Group Quarters	34	0.0%	99.9%	391,063	1,218	0.2%	99.8%	758,501
41	Family Coming of Age	150	0.0%	99.9%	391,213	919	0.1%	99.9%	759,420
42	Gray Eminence	344	0.1%	100.0%	391,557	550	0.1%	100.0%	759,970
	<b>Grand Total</b>	<b>391,557</b>	<b>100.0%</b>			<b>759,970</b>	<b>100.0%</b>		
	<b>Average</b>	<b>9,323</b>				<b>18,095</b>			
	<b>Median</b>	<b>3,588</b>				<b>8,893</b>			

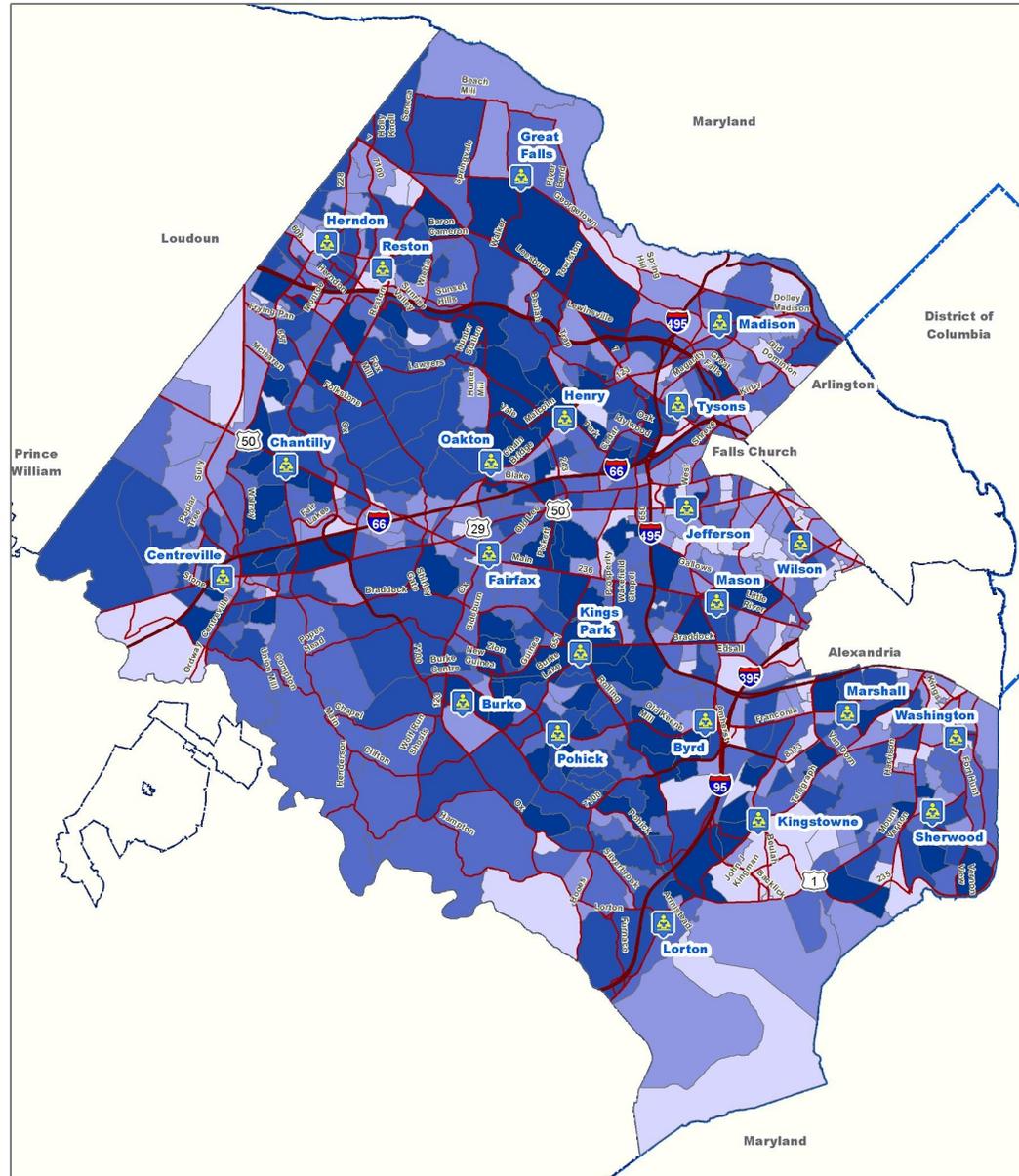
Share: percentage of the customers or non customers for each segment. Divide each segment's customers or non customers by the total population.

# Customers by Segment



Share: percentage of the customers or non customers for each segment. Divide each segment's customers or non customers population by the total customers or non customers.

# Map of Customers

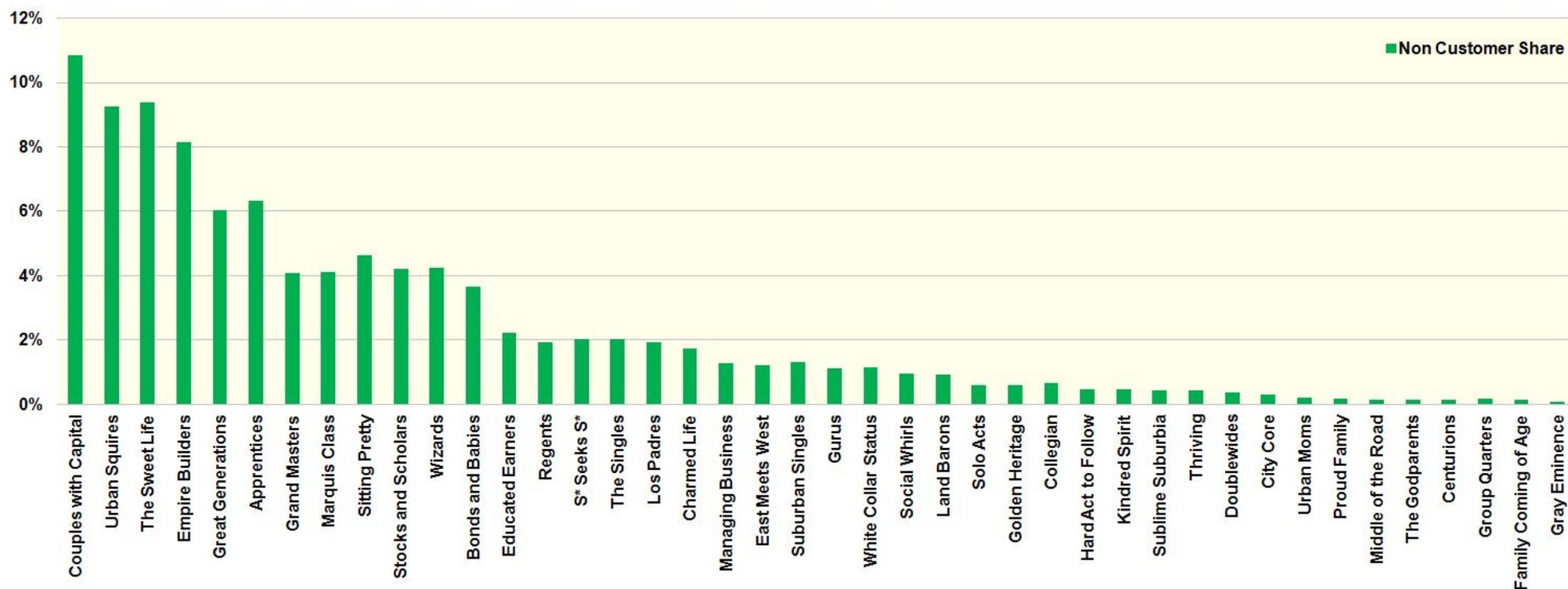


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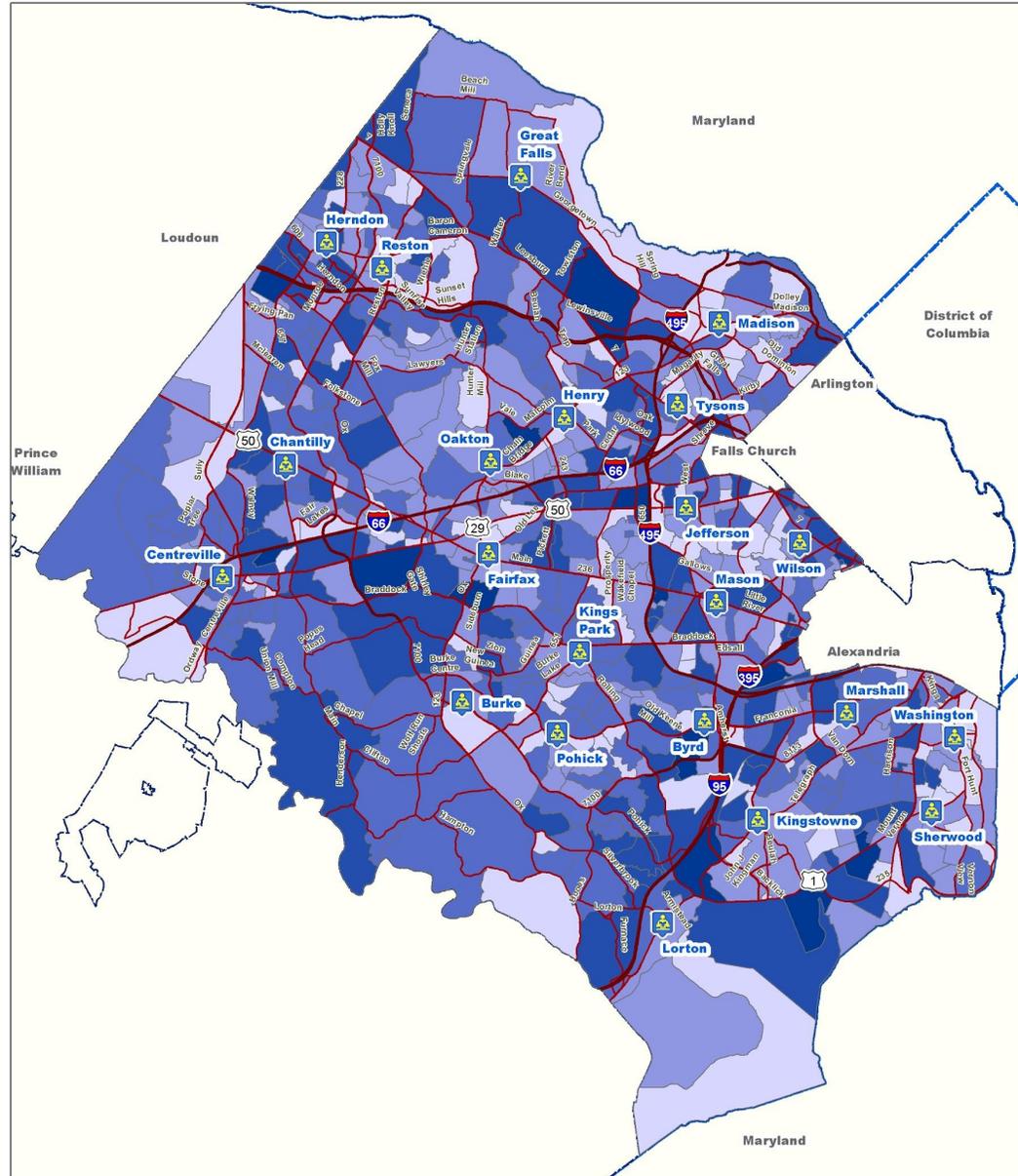
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# Non Customers by Segment



Share: percentage of the customers or non customers for each segment. Divide each segment's customers or non customers population by the total customers or non customers.

# Map of Non Customers



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# Customers and Non Customers Summary

## Customers

**Largest: Couples with Capital 45,613 (11.6%)**

### Followed by:

Urban Squires	41,022 (10.5%)
Empire Builders	36,684 (9.4%)
The Sweet Life	33,456 (8.5%)
Great Generations	25,478 (6.5%)
Apprentices	21,925 (5.6%)

**These top 6 segments account for 52.1% of customers**

## Non Customers

**Largest: Couples with Capital 82,559 (10.9%)**

### Followed by:

The Sweet Life	71,337 (9.4%)
Urban Squires	70,340 (9.3%)
Empire Builders	61,861 (8.1%)
Apprentices	48,074 (6.3%)
Great Generations	45,702 (6.0%)

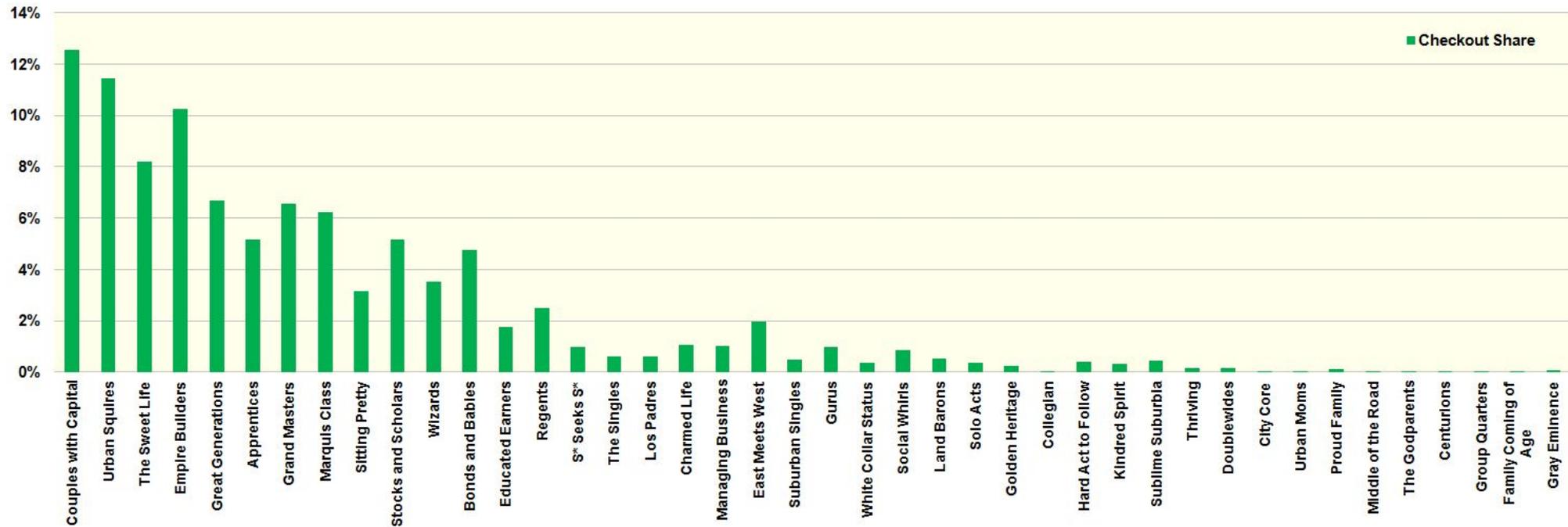
**These top 6 segments account for 50.0% of non customers**

# Checkouts by Segment

No.	Segment	Total Checkouts	Checkout Share	Checkout Cumulative Share	Checkout Cumulative Number
1	Couples with Capital	97,438	12.6%	12.6%	97,438
2	Urban Squires	88,873	11.5%	24.0%	186,311
3	The Sweet Life	63,464	8.2%	32.2%	249,775
4	Empire Builders	79,533	10.3%	42.5%	329,308
5	Great Generations	51,813	6.7%	49.1%	381,121
6	Apprentices	40,130	5.2%	54.3%	421,251
7	Grand Masters	50,891	6.6%	60.9%	472,142
8	Marquis Class	48,460	6.2%	67.1%	520,602
9	Sitting Pretty	24,471	3.2%	70.3%	545,073
10	Stocks and Scholars	40,144	5.2%	75.5%	585,217
11	Wizards	27,247	3.5%	79.0%	612,464
12	Bonds and Babies	36,775	4.7%	83.7%	649,239
13	Educated Earners	13,803	1.8%	85.5%	663,042
14	Regents	19,255	2.5%	88.0%	682,297
15	S* Seeks S*	7,584	1.0%	88.9%	689,881
16	The Singles	4,720	0.6%	89.6%	694,601
17	Los Padres	4,651	0.6%	90.2%	699,252
18	Charmed Life	8,208	1.1%	91.2%	707,460
19	Managing Business	7,892	1.0%	92.2%	715,352
20	East Meets West	15,296	2.0%	94.2%	730,648
21	Suburban Singles	3,679	0.5%	94.7%	734,327
22	Gurus	7,565	1.0%	95.7%	741,892
23	White Collar Status	2,788	0.4%	96.0%	744,680
24	Social Whirls	6,631	0.9%	96.9%	751,311
25	Land Barons	4,139	0.5%	97.4%	755,450
26	Solo Acts	2,763	0.4%	97.8%	758,213
27	Golden Heritage	2,044	0.3%	98.0%	760,257
28	Collegian	463	0.1%	98.1%	760,720
29	Hard Act to Follow	3,137	0.4%	98.5%	763,857
30	Kindred Spirit	2,556	0.3%	98.8%	766,413
31	Sublime Suburbia	3,482	0.4%	99.3%	769,895
32	Thriving	1,161	0.1%	99.4%	771,056
33	Doublewides	1,346	0.2%	99.6%	772,402
34	City Core	277	0.0%	99.6%	772,679
35	Urban Moms	326	0.0%	99.7%	773,005
36	Proud Family	793	0.1%	99.8%	773,798
37	Middle of the Road	441	0.1%	99.8%	774,239
38	The Godparents	356	0.0%	99.9%	774,595
	Centurions	226	0.0%	99.9%	774,821
	Group Quarters	8	0.0%	99.9%	774,829
	Family Coming of Age	137	0.0%	99.9%	774,966
39	Gray Eminence	655	0.1%	100.0%	775,621
	<b>Grand Total</b>	<b>775,621</b>	<b>100.0%</b>		
	<b>Average</b>	<b>18,467</b>			
	<b>Median</b>	<b>4,686</b>			

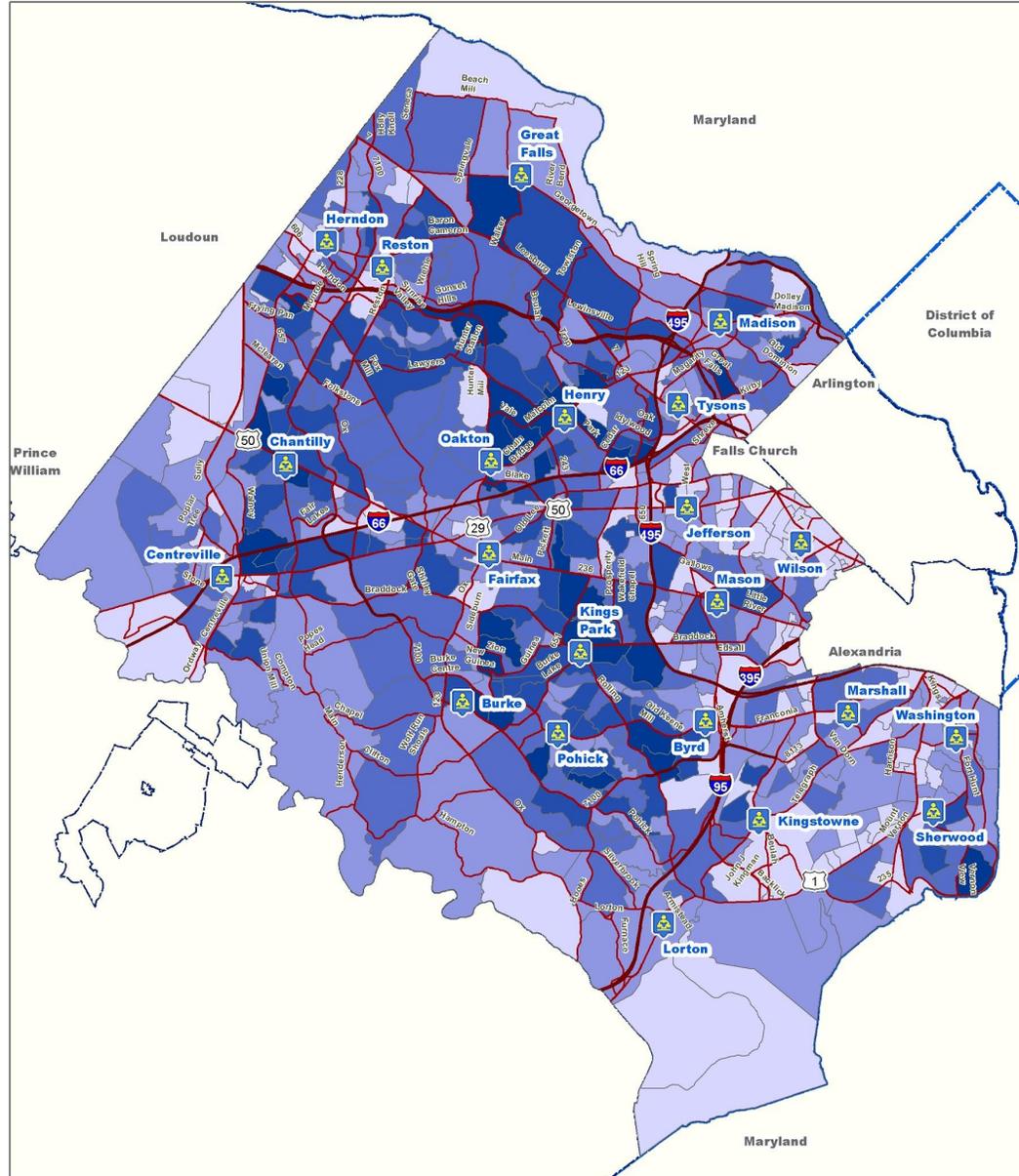
Share:  
percentage of  
the checkouts  
for each  
segment.  
Divide each  
segment's  
checkouts by  
the total  
checkouts.

# Checkouts by Segment



Share: percentage of checkouts for each segment. Divide each segment's checkouts by the total checkouts.

# Map of Checkouts



Community Engagement Project

Fairfax County Public Library

Prepared by CIVICTechnologies

# Checkout Summary

## Checkouts

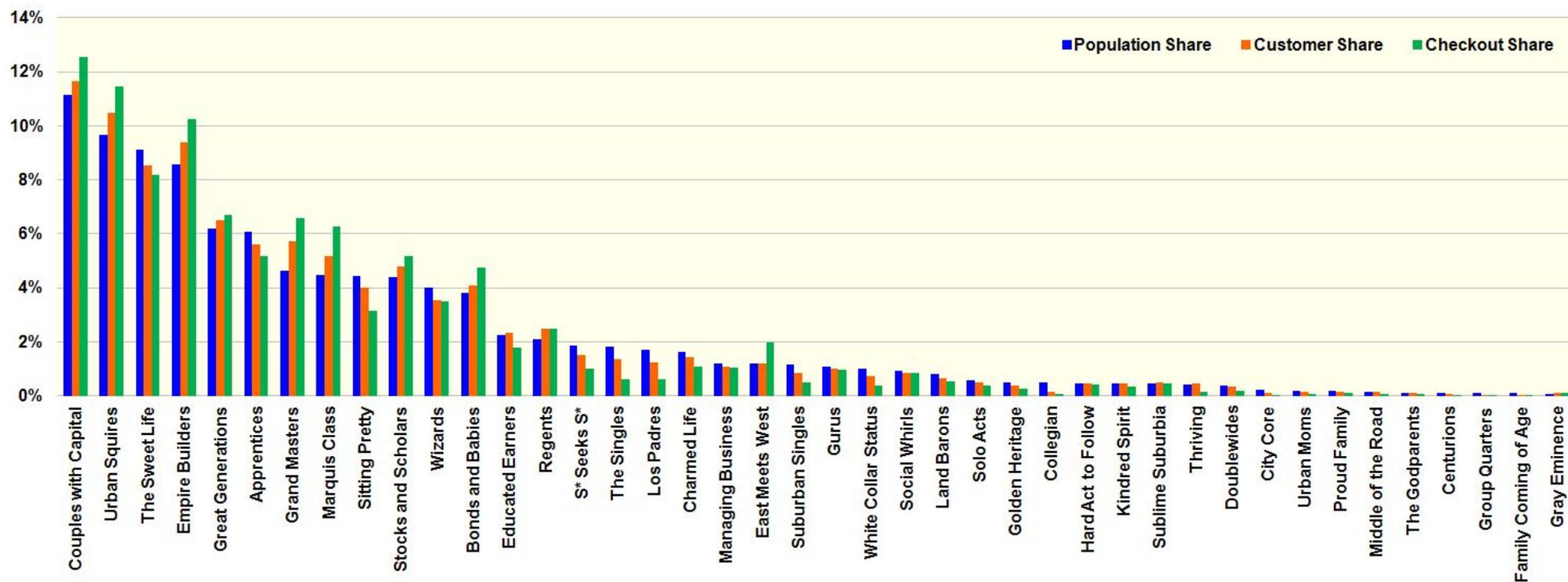
**Largest: Couples with Capital with 97,438 checkouts or 12.6% of total checkouts**

### Followed by:

Urban Squires	88,873 (11.5%)
Empire Builders	79,533 (10.3%)
The Sweet Life	63,464 (8.2%)
Great Generations	51,813 (6.7%)

**Top 5 segments account for 49.1% of checkouts**

# Population, Customer, and Checkout Share



# Market Share and Market Potential by Segment

No.	Segment	Market Share	Market Potential	Market Performance (see note)
1	Couples with Capital	35.6%	64.4%	High market performance
2	Urban Squires	36.8%	63.2%	High market performance
3	The Sweet Life	31.9%	68.1%	Low market performance
4	Empire Builders	37.2%	62.8%	High market performance
5	Great Generations	35.8%	64.2%	High market performance
6	Apprentices	31.3%	68.7%	Low market performance
7	Grand Masters	42.0%	58.0%	High market performance
8	Marquis Class	39.3%	60.7%	High market performance
9	Sitting Pretty	30.8%	69.2%	Low market performance
10	Stocks and Scholars	37.0%	63.0%	High market performance
11	Wizards	30.1%	69.9%	Low market performance
12	Bonds and Babies	36.4%	63.6%	High market performance
13	Educated Earners	35.1%	64.9%	High market performance
14	Regents	39.8%	60.2%	High market performance
15	S* Seeks S*	28.1%	71.9%	Low market performance
16	The Singles	25.7%	74.3%	Low market performance
17	Los Padres	24.9%	75.1%	Low market performance
18	Charmed Life	29.7%	70.3%	Low market performance
19	Managing Business	30.6%	69.4%	Low market performance
20	East Meets West	34.2%	65.8%	High market performance
21	Suburban Singles	25.0%	75.0%	Low market performance
22	Gurus	31.6%	68.4%	Low market performance
23	White Collar Status	24.0%	76.0%	Low market performance
24	Social Whirls	31.6%	68.4%	Low market performance
25	Land Barons	26.8%	73.2%	Low market performance
26	Solo Acts	28.7%	71.3%	Low market performance
27	Golden Heritage	24.3%	75.7%	Low market performance
28	Collegian	10.6%	89.4%	Low market performance
29	Hard Act to Follow	32.6%	67.4%	Low market performance
30	Kindred Spirit	33.5%	66.5%	Low market performance
31	Sublime Suburbia	36.0%	64.0%	High market performance
32	Thriving	34.4%	65.6%	High market performance
33	Doublewides	32.1%	67.9%	Low market performance
34	City Core	17.3%	82.7%	Low market performance
35	Urban Moms	22.1%	77.9%	Low market performance
36	Proud Family	32.8%	67.2%	Low market performance
37	Middle of the Road	30.2%	69.8%	Low market performance
38	The Godparents	31.8%	68.2%	Low market performance
39	Centurions	17.8%	82.2%	Low market performance
40	Group Quarters	2.7%	97.3%	Low market performance
41	Family Coming of Age	14.0%	86.0%	Low market performance
42	Gray Eminence	38.5%	61.5%	High market performance
<b>Average</b>		<b>34.0%</b>	<b>66.0%</b>	

Note: "low" market performance is when the segment's market share is below the District's average market share.

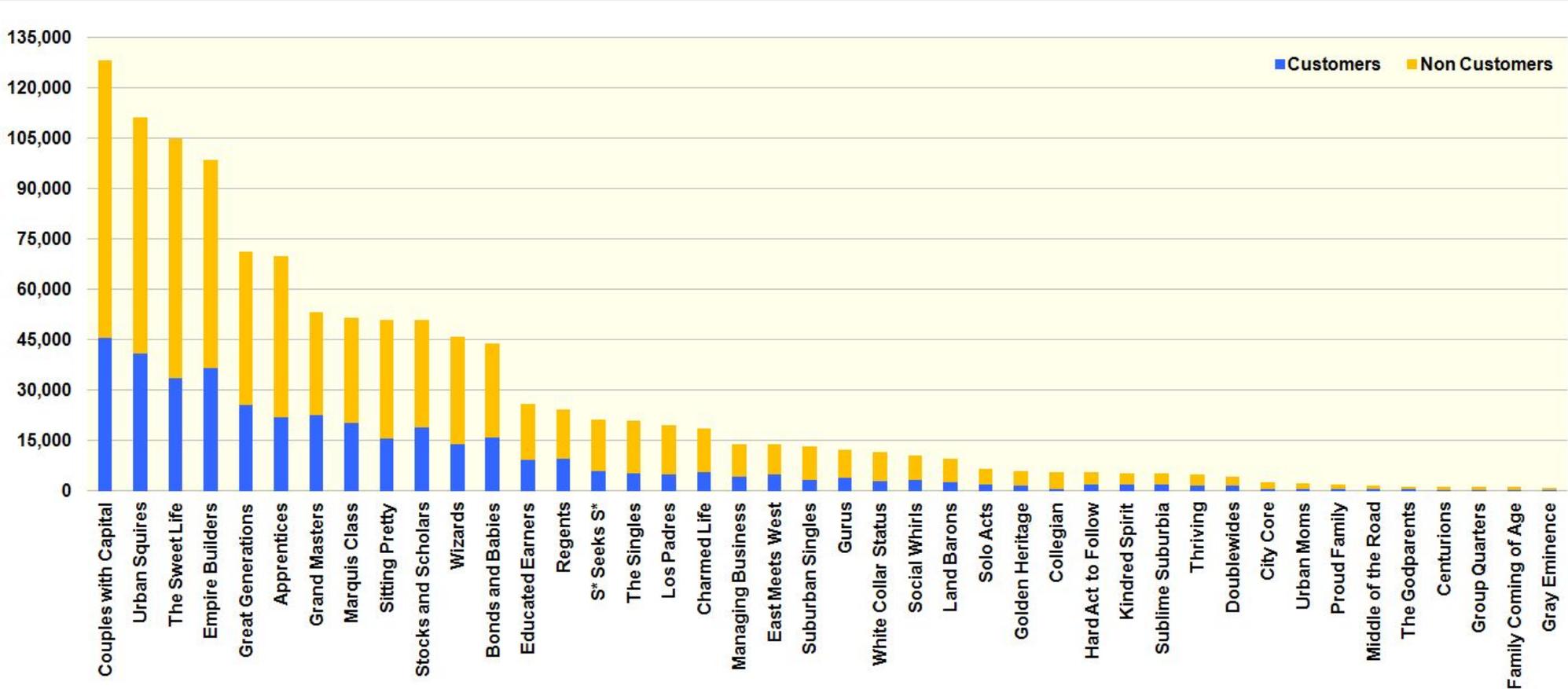
Definition

Market share: customers as a percent of the population.

Market potential: non customers as a percent of the population.

Market share and market potential total to the population.

# Market Share and Market Potential



# Market Share/Market Potential Summary

## Market Share/Market Potential

### Average:

34% / 66%

### Largest Share:

Grand Masters 42% / 58%

### Largest Potential:

Collegian 11% / 89%

### Distribution of market potential:

6	segments between	80% and 100%
12	segments between	70% and 79%
24	segments between	60% and 69%
1	segments between	50% and 59%

### Definition

Market share: customers as a percent of the population.

Market potential: non customers as a percent of the population.

Market share and market potential total to the population.

# Customer Potential by Segment

No.	Segment	Customer Potential	Customer Potential Performance	Customer Potential Rank
1	Couples with Capital	71.7	High customer potential	1
2	Urban Squires	61.1	High customer potential	3
3	The Sweet Life	61.9	High customer potential	2
4	Empire Builders	53.7	High customer potential	4
5	Great Generations	39.7	High customer potential	6
6	Apprentices	41.7	High customer potential	5
7	Grand Masters	26.8	High customer potential	11
8	Marquis Class	27.2	High customer potential	10
9	Sitting Pretty	30.5	High customer potential	7
10	Stocks and Scholars	27.8	High customer potential	9
11	Wizards	27.9	High customer potential	8
12	Bonds and Babies	24.2	High customer potential	12
13	Educated Earners	14.5	High customer potential	13
14	Regents	12.7	High customer potential	16
15	S* Seeks S*	13.3	High customer potential	15
16	The Singles	13.4	High customer potential	14
17	Los Padres	12.7	High customer potential	17
18	Charmed Life	11.4	High customer potential	18
19	Managing Business	8.3	High customer potential	20
20	East Meets West	7.9	High customer potential	21
21	Suburban Singles	8.6	High customer potential	19
22	Gurus	7.3	Low customer potential	23
23	White Collar Status	7.6	Low customer potential	22
24	Social Whirls	6.2	Low customer potential	24
25	Land Barons	6.0	Low customer potential	25
26	Solo Acts	4.0	Low customer potential	27
27	Golden Heritage	3.8	Low customer potential	28
28	Collegian	4.3	Low customer potential	26
29	Hard Act to Follow	3.1	Low customer potential	29
30	Kindred Spirit	3.1	Low customer potential	30
31	Sublime Suburbia	2.9	Low customer potential	31
32	Thriving	2.8	Low customer potential	32
33	Doublewides	2.5	Low customer potential	33
34	City Core	1.9	Low customer potential	34
35	Urban Moms	1.4	Low customer potential	35
36	Proud Family	1.1	Low customer potential	36
37	Middle of the Road	1.0	Low customer potential	38
38	The Godparents	0.8	Low customer potential	41
39	Centurions	0.9	Low customer potential	39
40	Group Quarters	1.1	Low customer potential	37
41	Family Coming of Age	0.8	Low customer potential	40
42	Gray Eminence	0.5	Low customer potential	42
		<b>7.7</b>	<b>Median</b>	

Note: "low" customer potential is when the segment's customer potential is below the District's median customer potential.

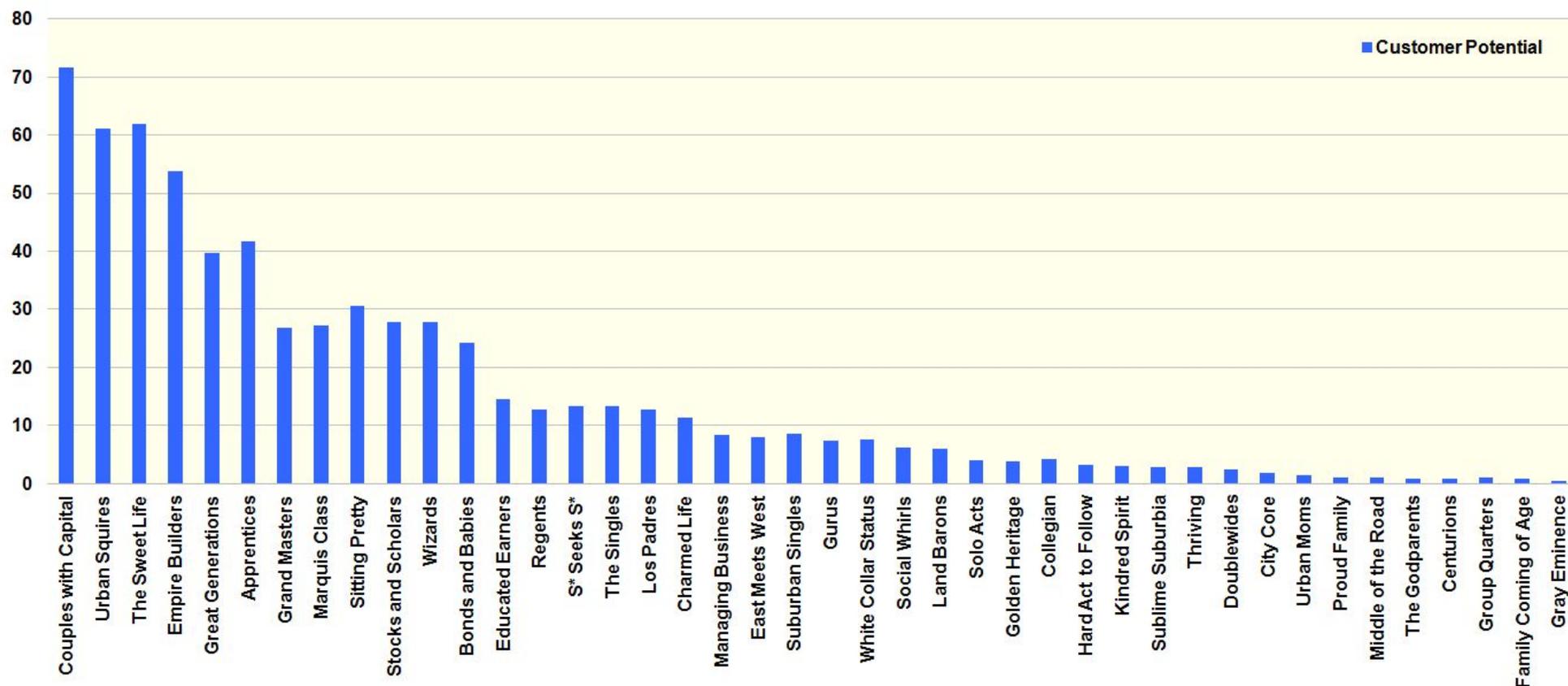
## Definition

Customer Potential is an index that describes the opportunity for customer growth by comparing one segment to another segment

The higher the index number the higher the growth potential

The bigger the gap between numbers, the bigger the opportunity between segments

# Customer Potential by Segment



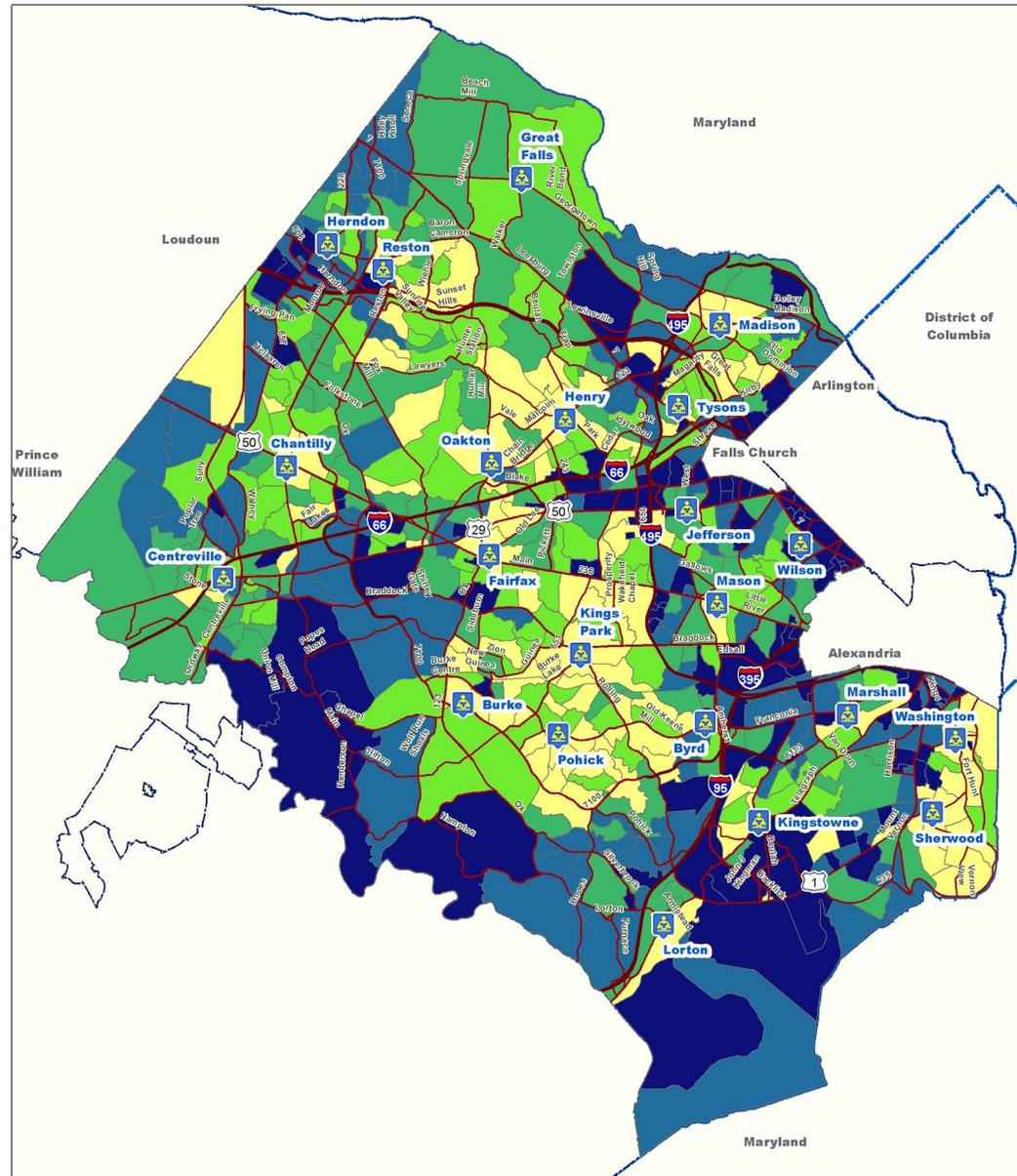
## Definition

Customer Potential is an index that describes the opportunity for customer growth by comparing one segment to another segment

The higher the index number the higher the growth potential

The bigger the gap between numbers, the bigger the opportunity between segments

# Map of Customer Potential



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## Definition

Customer Potential is an index that describes the opportunity for customer growth by comparing one segment to another segment

The higher the index number the higher the growth potential

The bigger the gap between numbers, the bigger the opportunity between segments

# Customer Potential Summary

## Customer Potential

**Median:** 7.7

**Highest:** Couples with Capital 71.7

### Followed by:

The Sweet Life 61.9

Urban Squires 61.1

Empire Builders 53.7

Apprentices 41.7

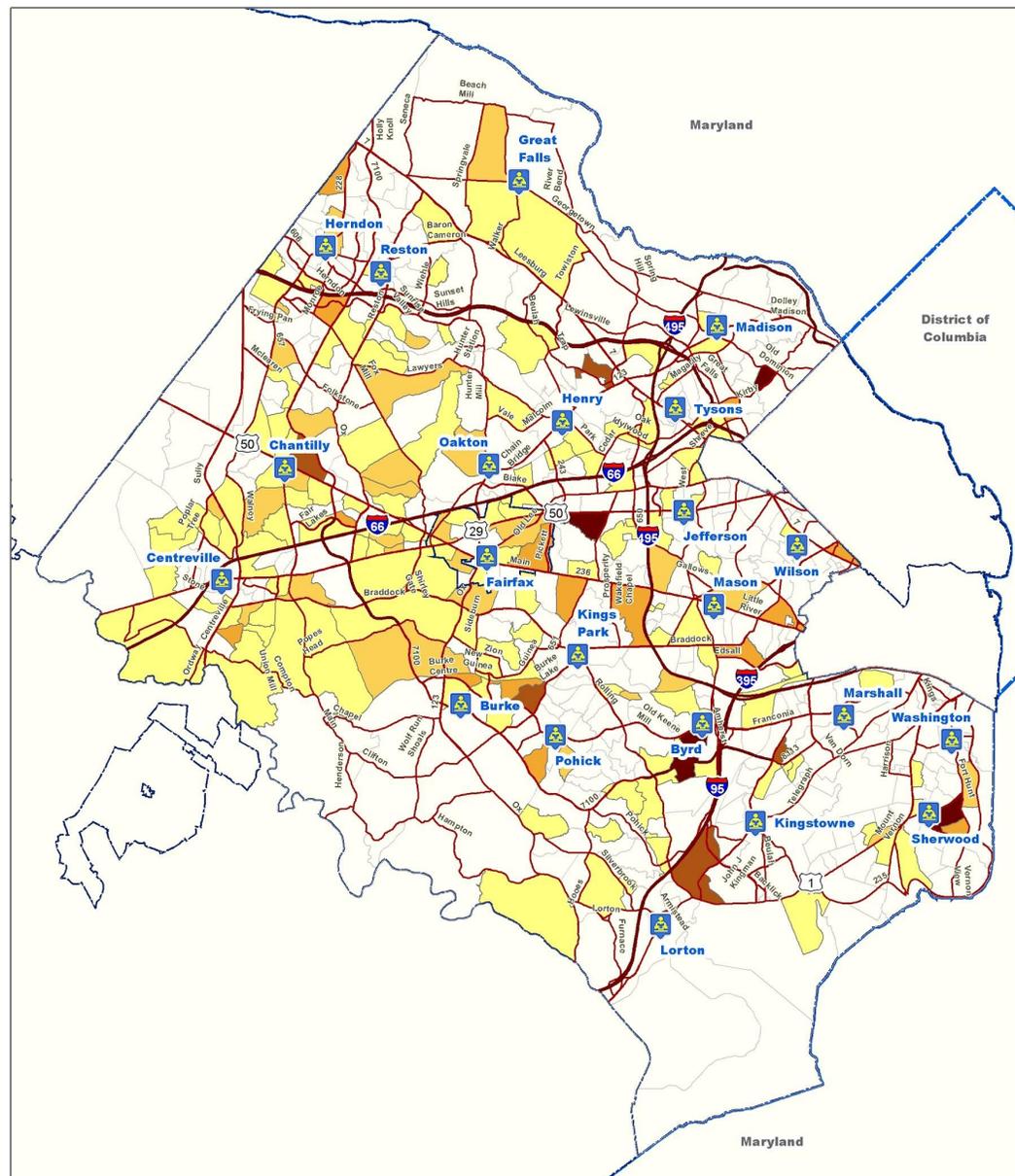
## Definition

Customer Potential is an index that describes the opportunity for customer growth by comparing one segment to another segment

The higher the index number the higher the growth potential

The bigger the gap between numbers, the bigger the opportunity between segments

# Map of Checkouts from Access Services

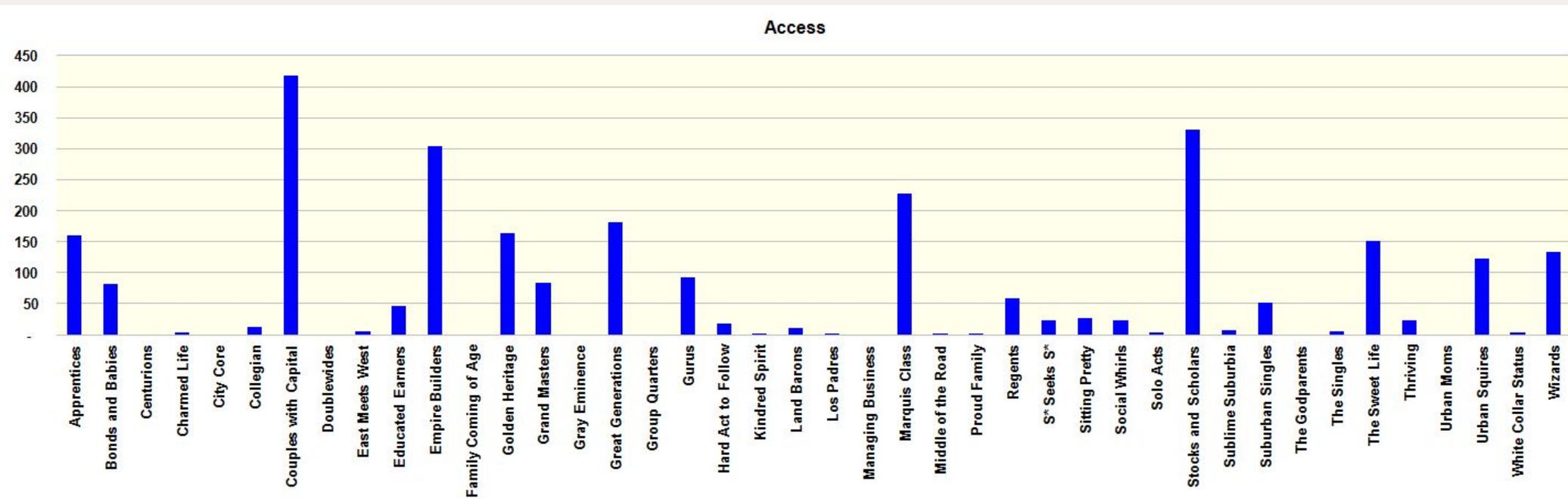


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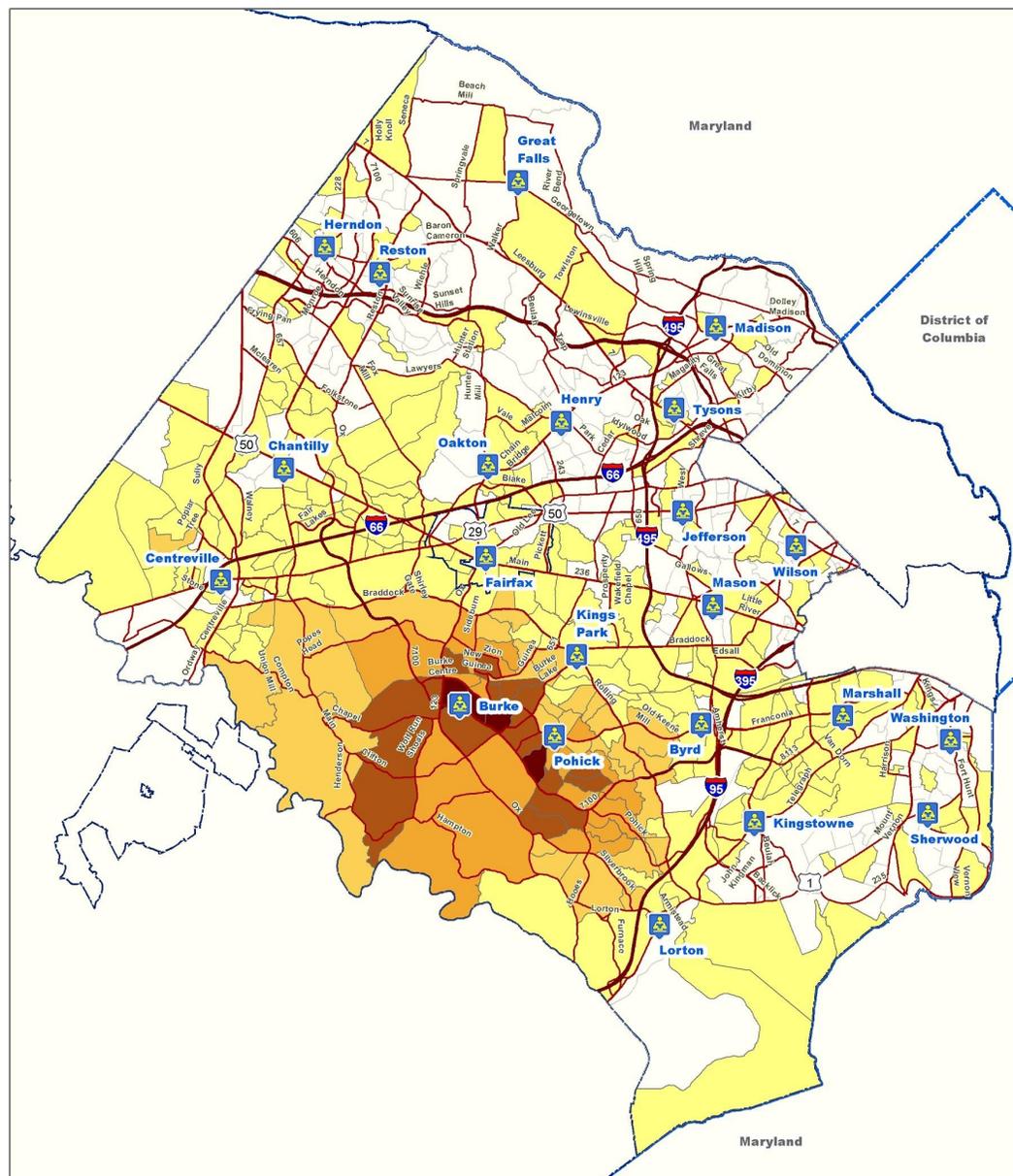
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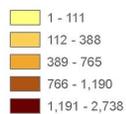
# Checkouts by Segment from Access Services



# Map of Checkouts from Burke Center



## Burke Center Checkouts



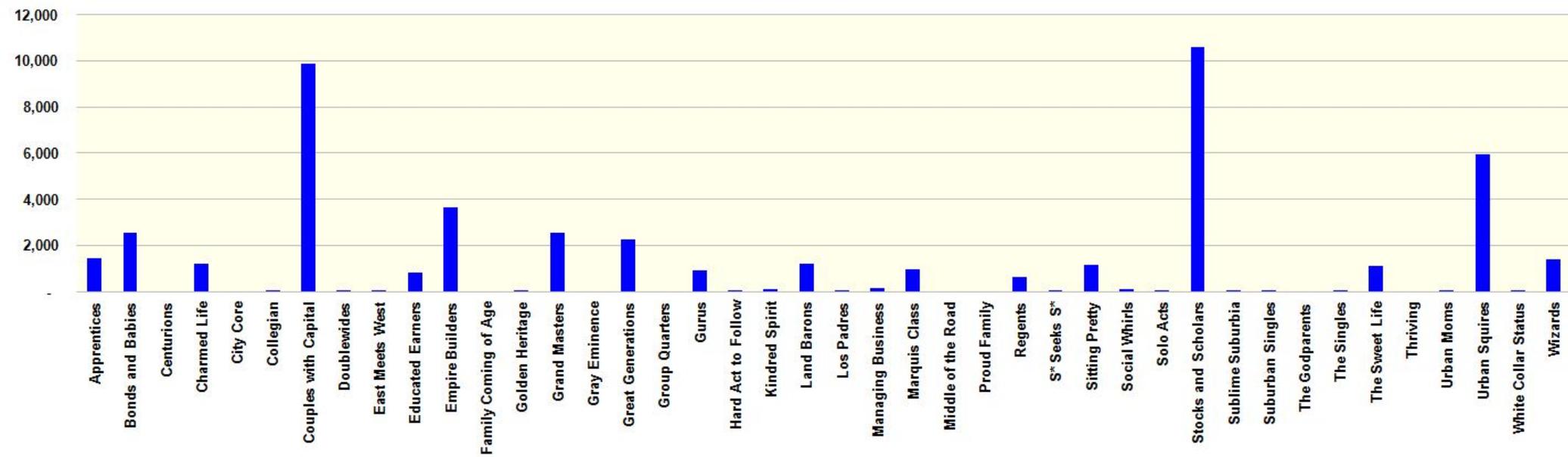
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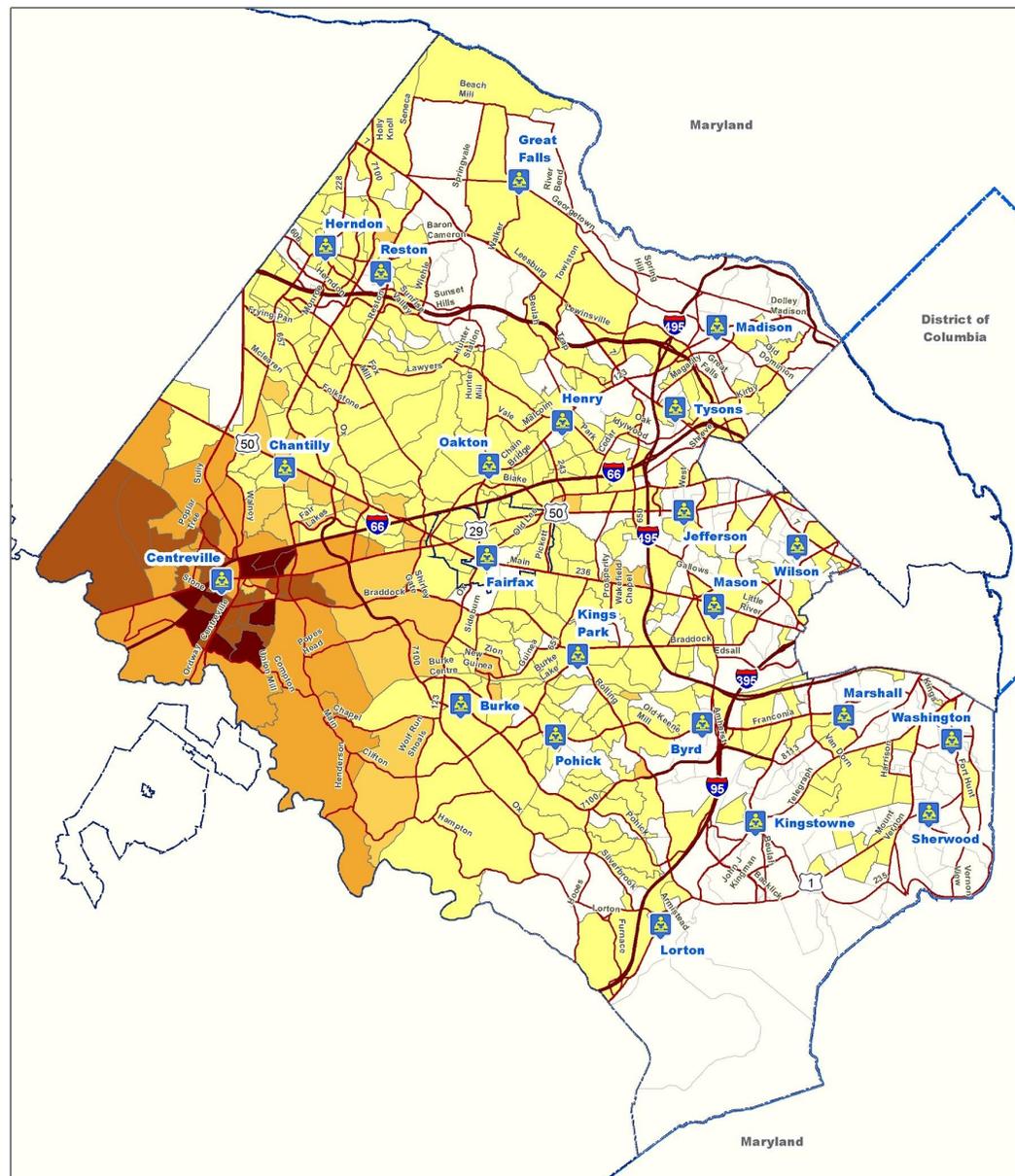
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# Checkouts by Segment from Burke Center

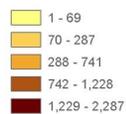
Burke Centre



# Map of Checkouts from Centreville



## Centreville Checkouts



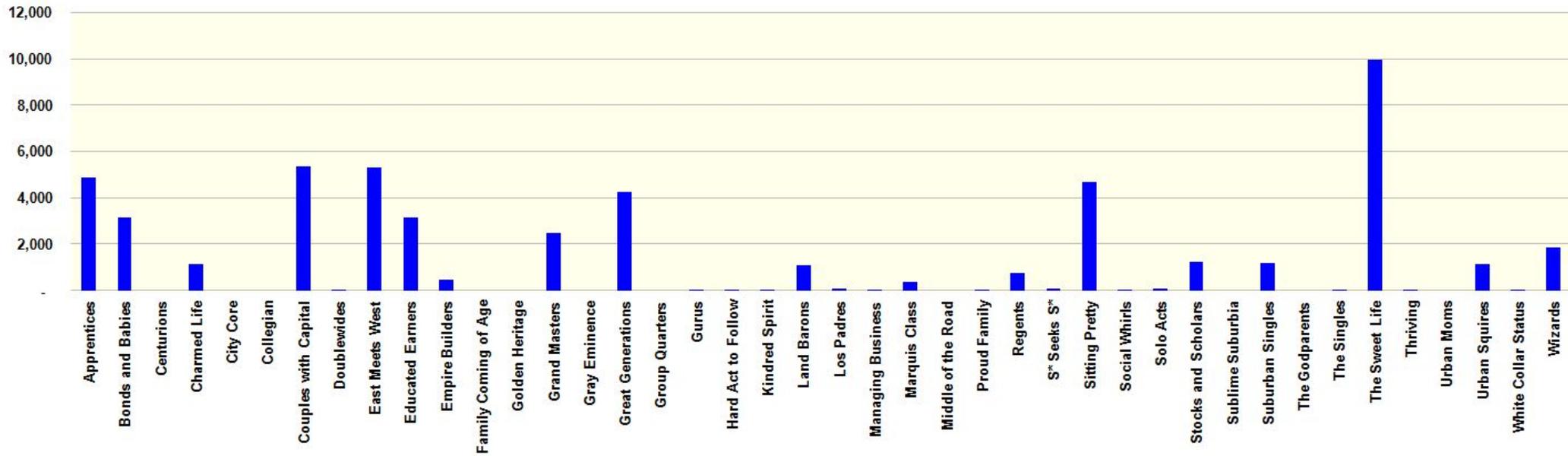
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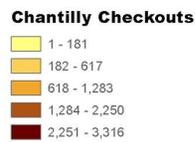
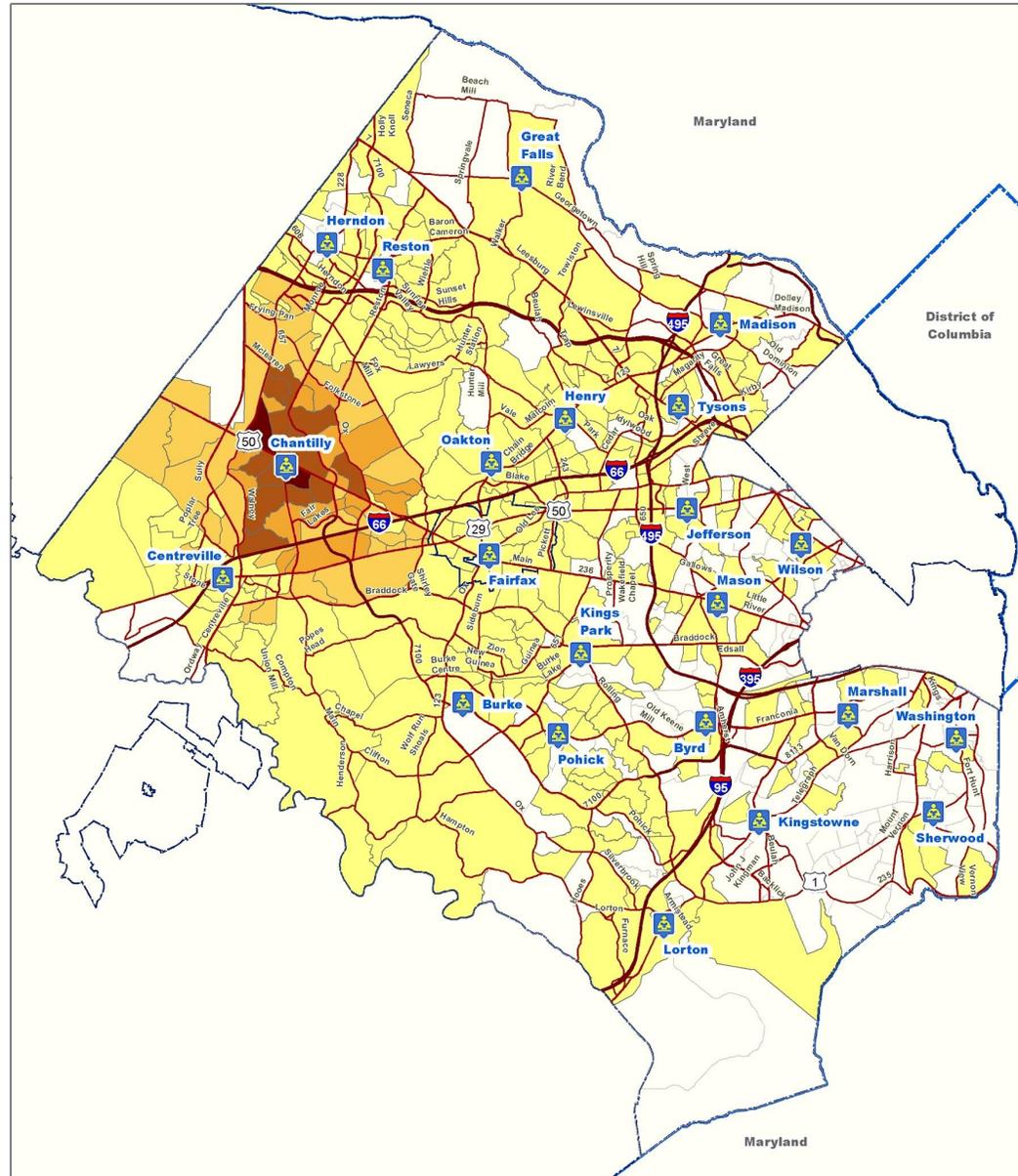
Prepared by CIVICTechnologies

# Checkouts by Segment from Centreville

Centreville



# Map of Checkouts from Chantilly



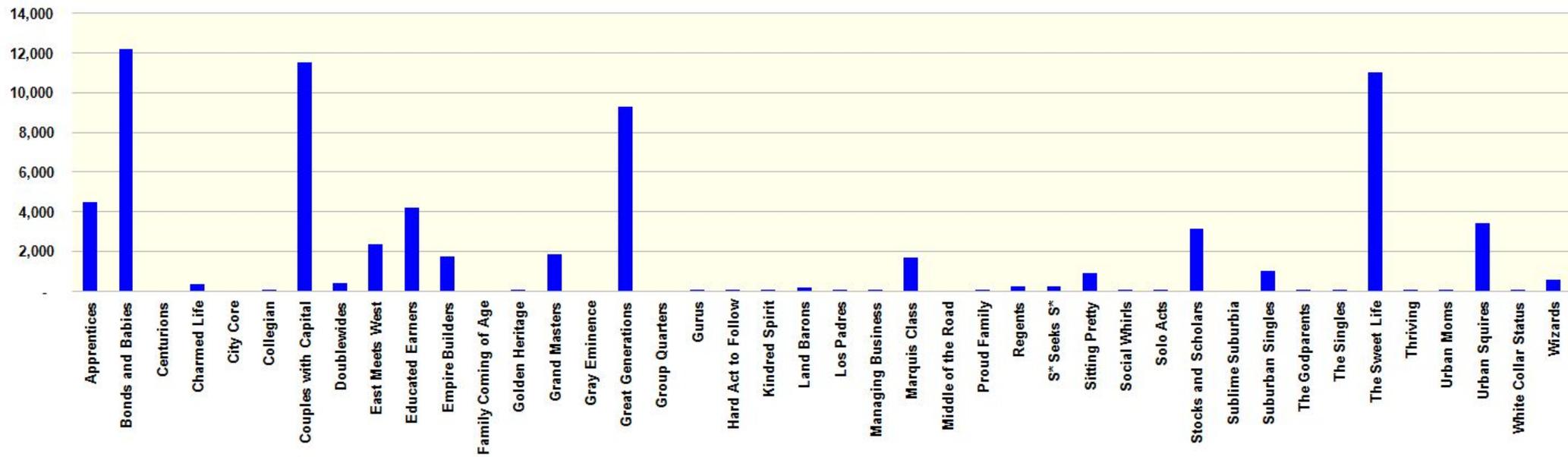
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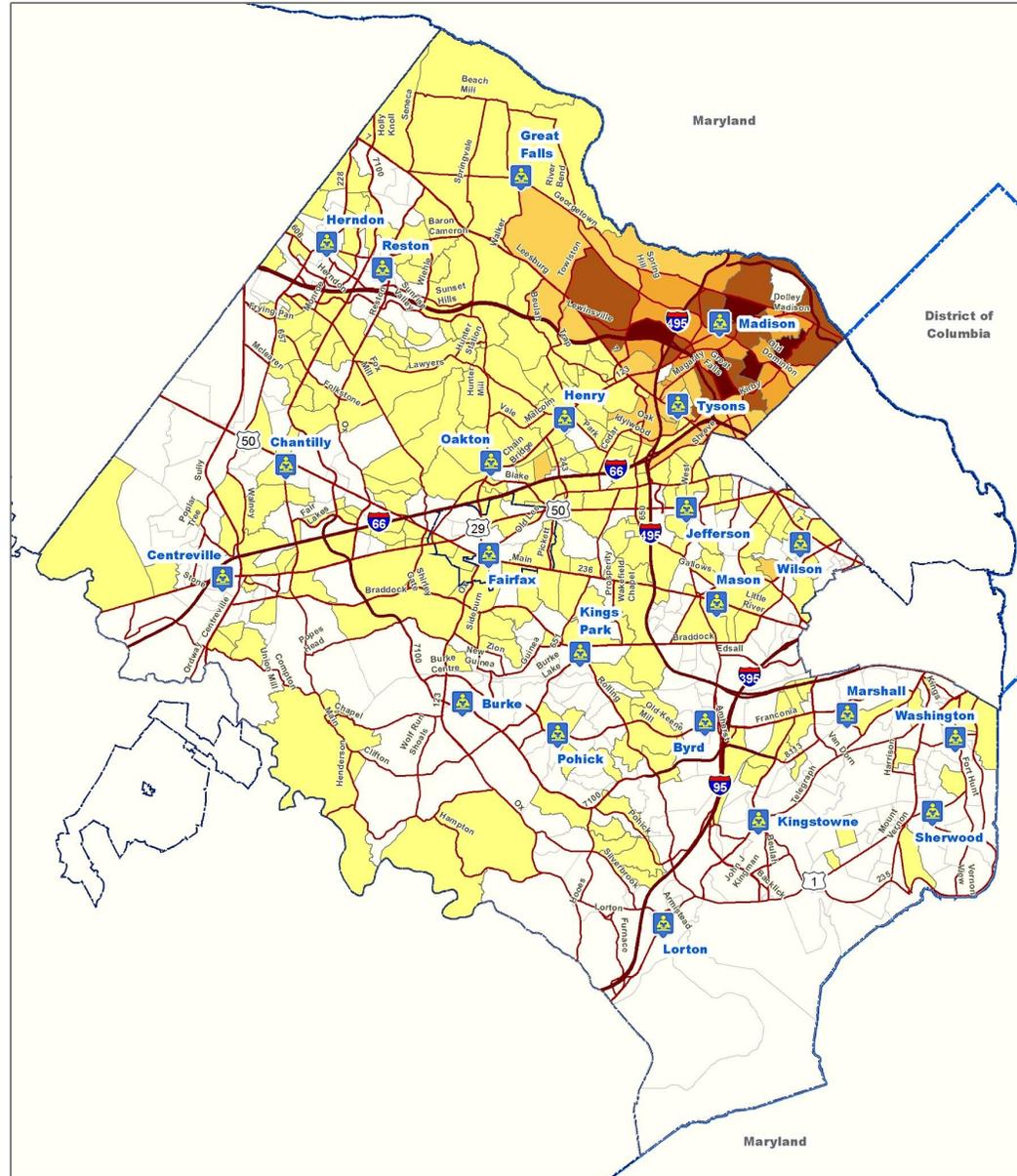
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# Checkouts by Segment from Chantilly

Chantilly



# Map of Checkouts from Dolley Madison



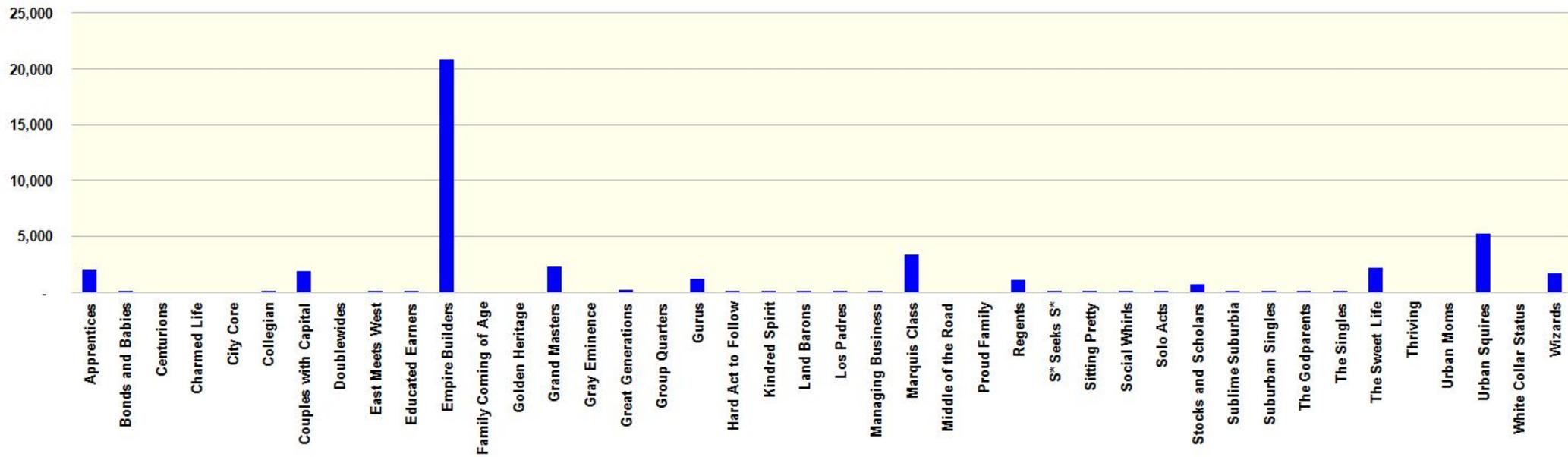
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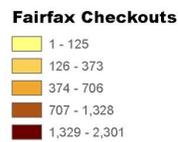
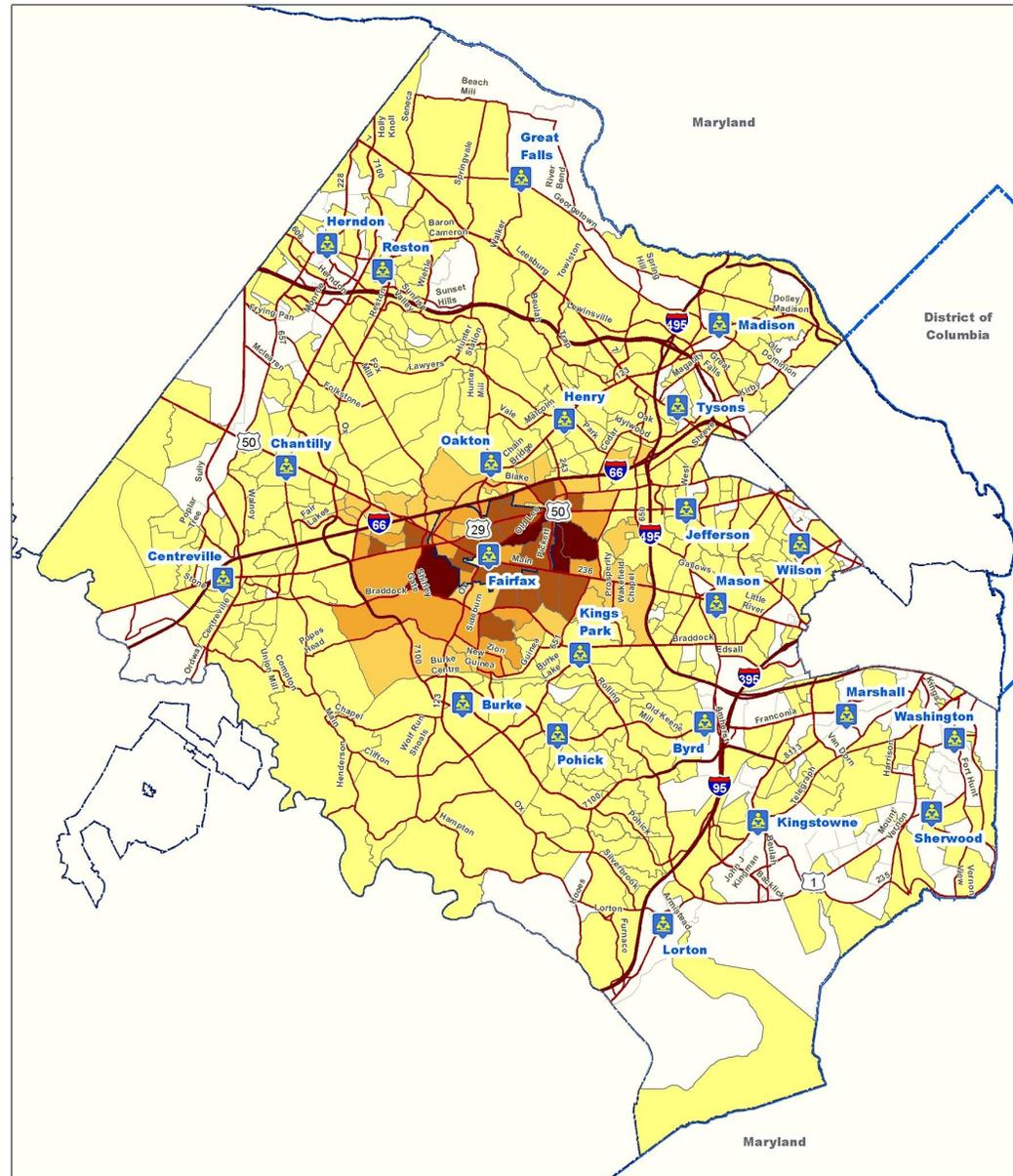
Prepared by CIVICTechnologies

# Checkouts by Segment from Dolley Madison

Dolley Madison



# Map of Checkouts from the City of Fairfax

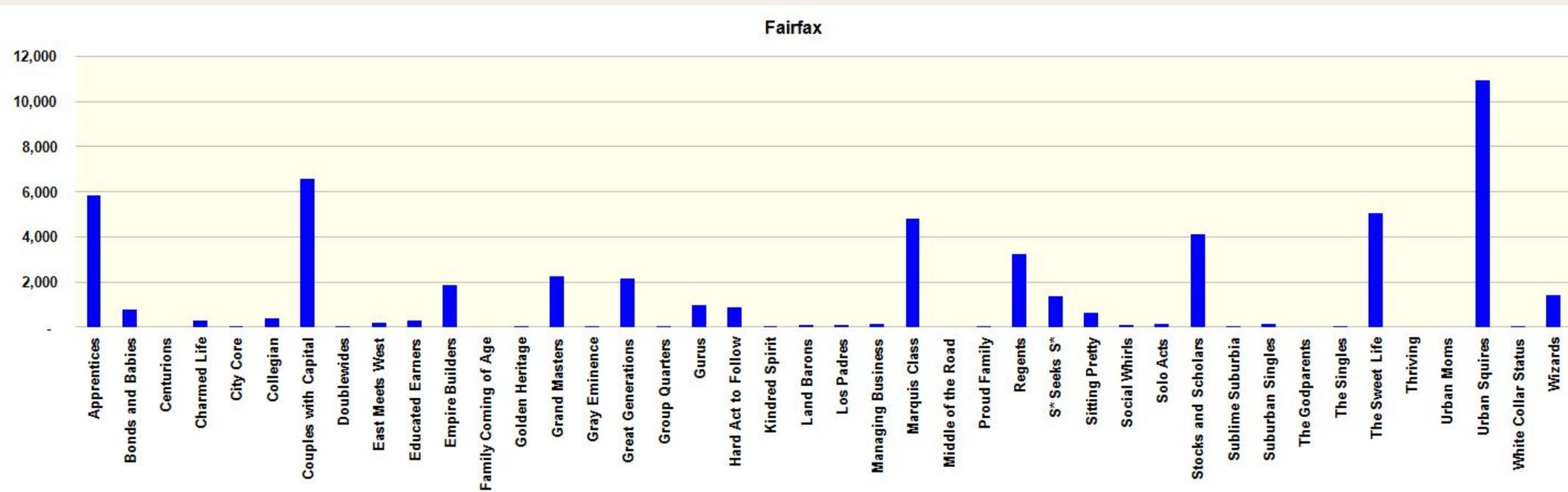


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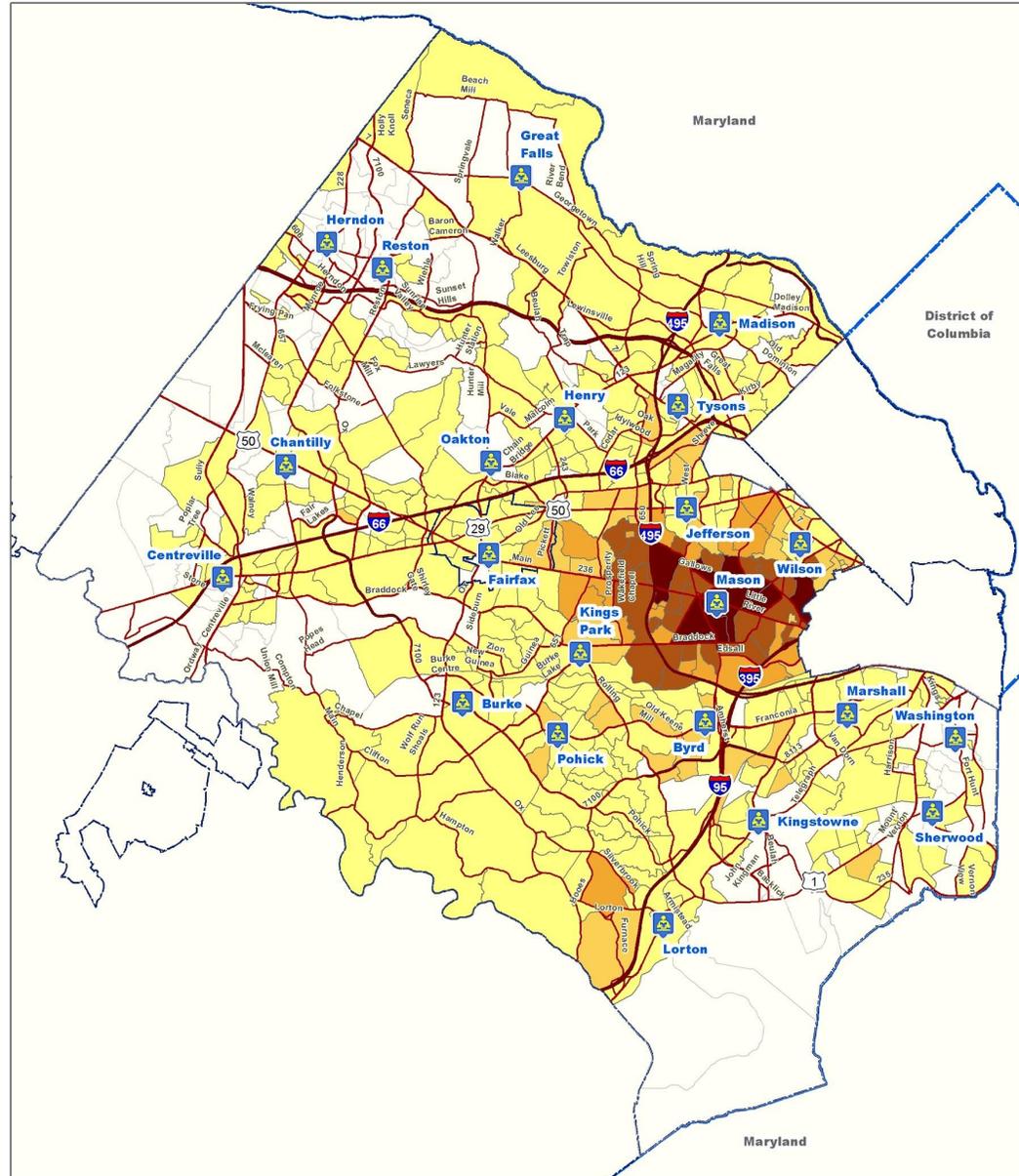
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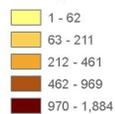
# Checkouts by Segment from the City of Fairfax



# Map of Checkouts from George Mason



### George Mason Checkouts

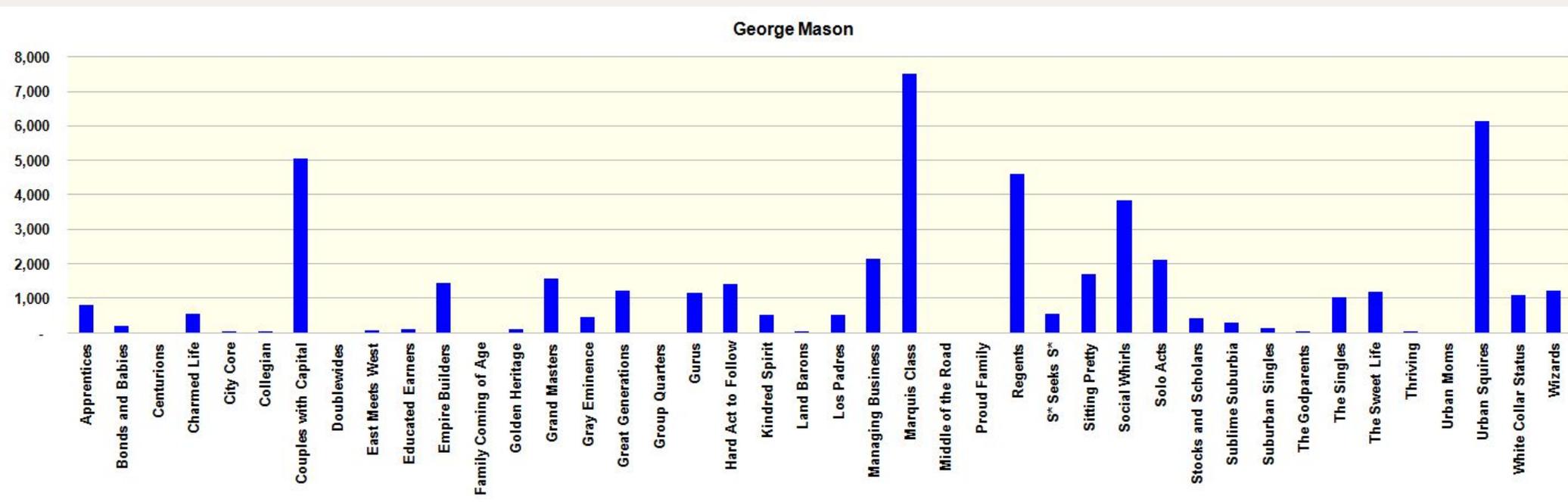


Community Engagement Project

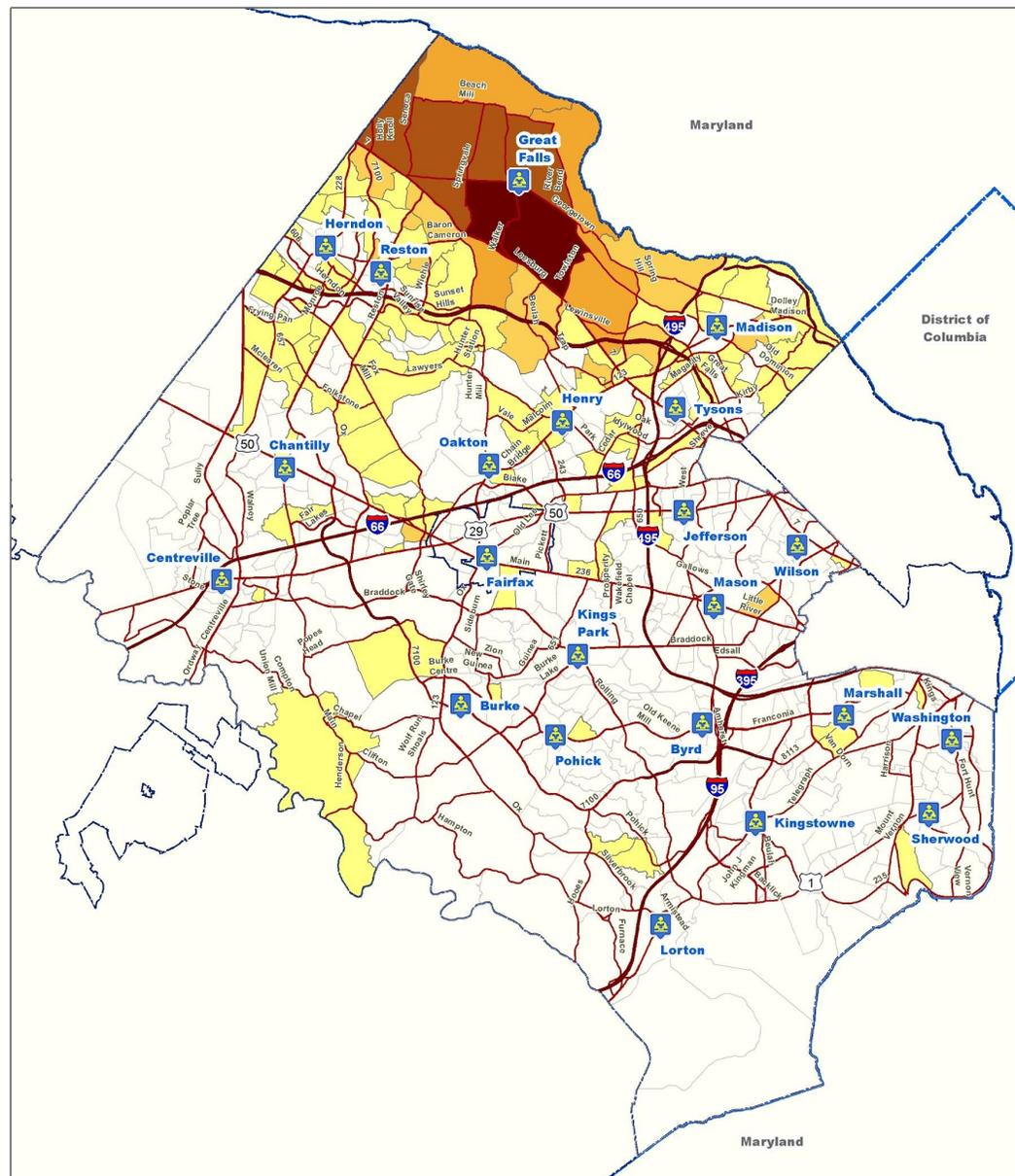
Fairfax County Public Library

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# Checkouts by Segment from George Mason



# Map of Checkouts from Great Falls

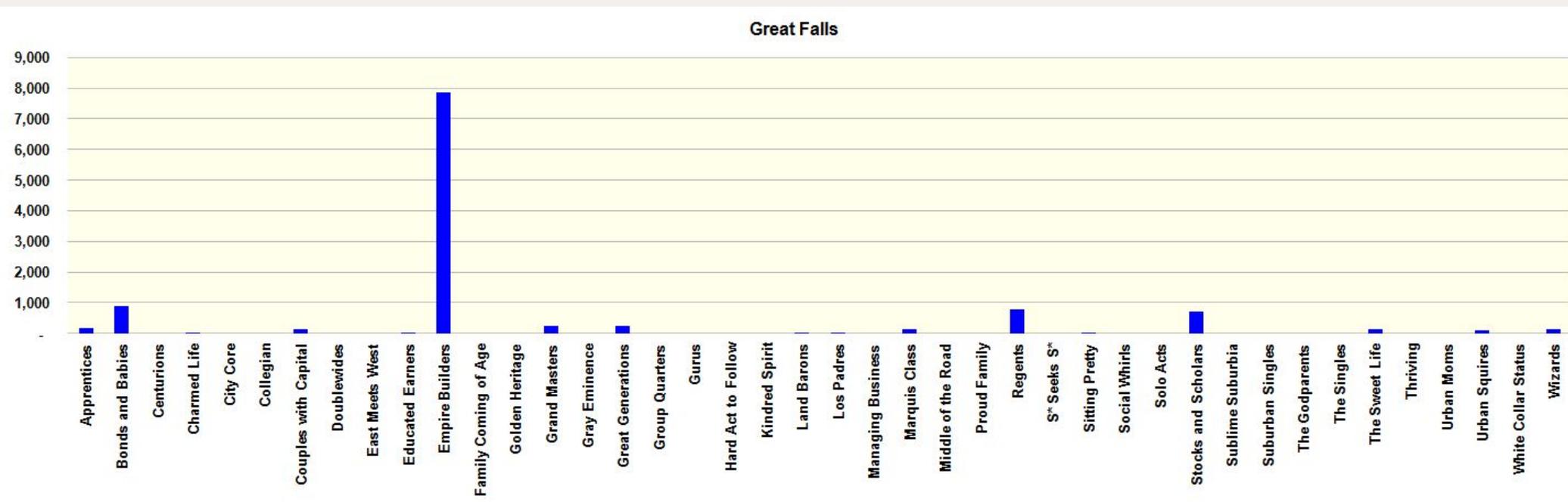


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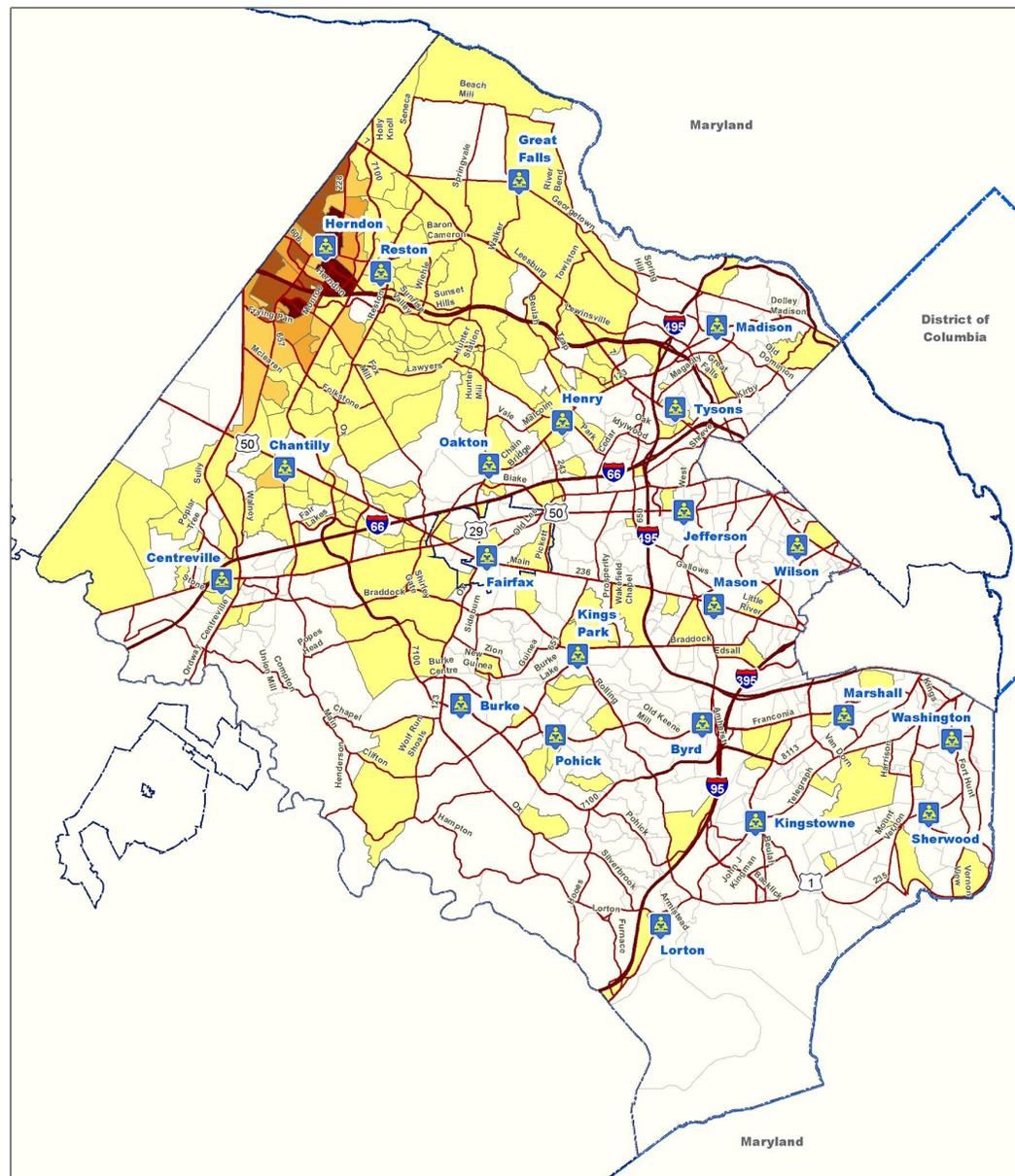
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# Checkouts by Segment from Great Falls



# Map of Checkouts from Herndon



### Herndon Checkouts

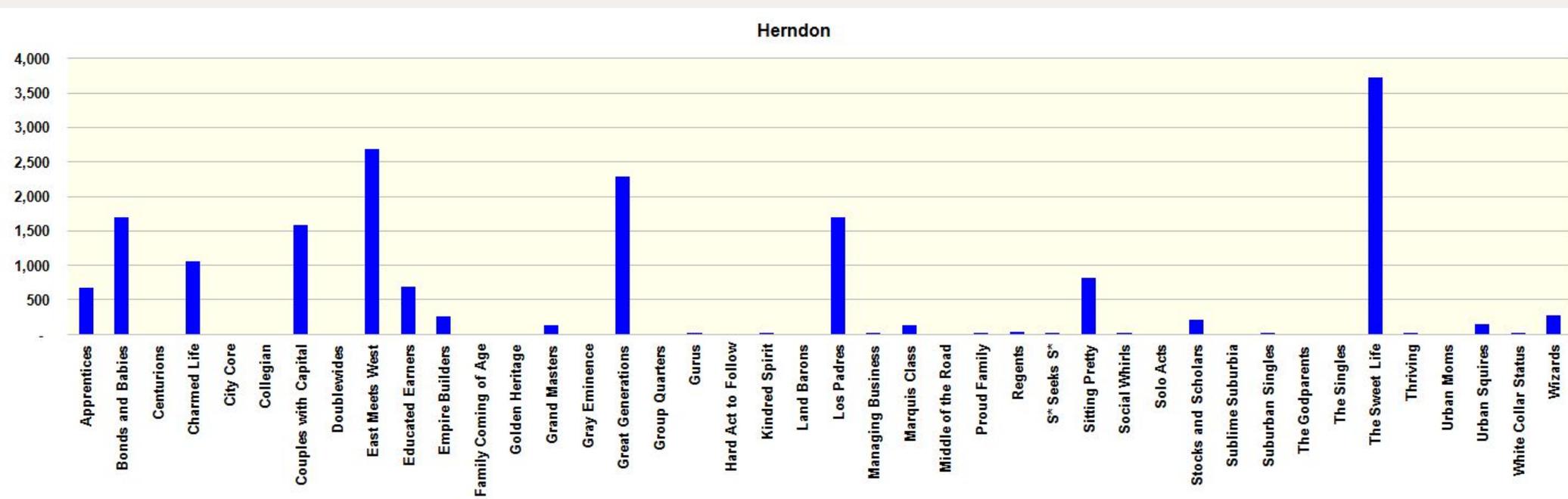
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- 391 - 685
- 686 - 1,228

Community Engagement Project

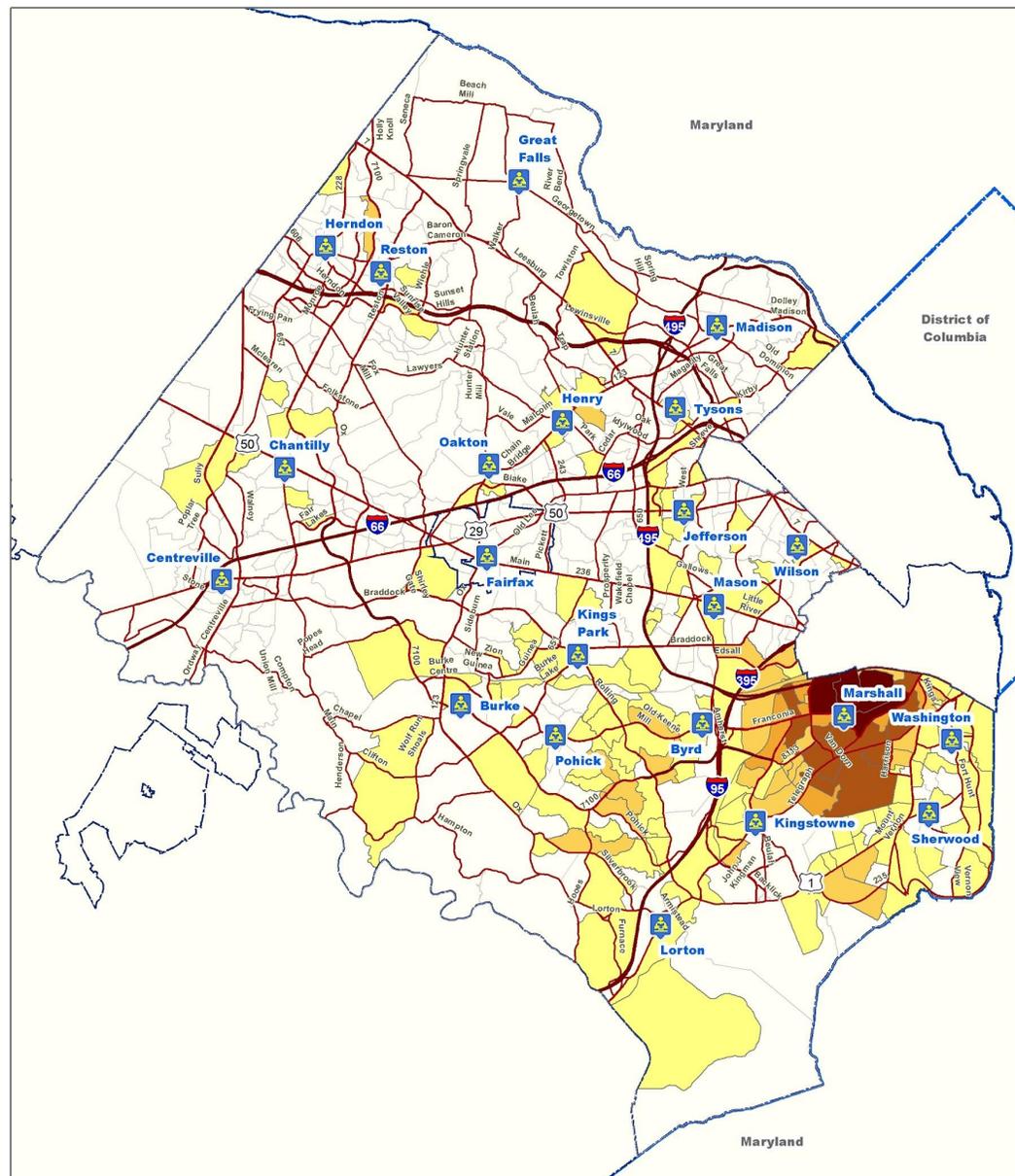
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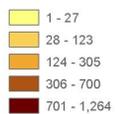
# Checkouts by Segment from Herndon



# Map of Checkouts from John Marshall



## John Marshall Checkouts

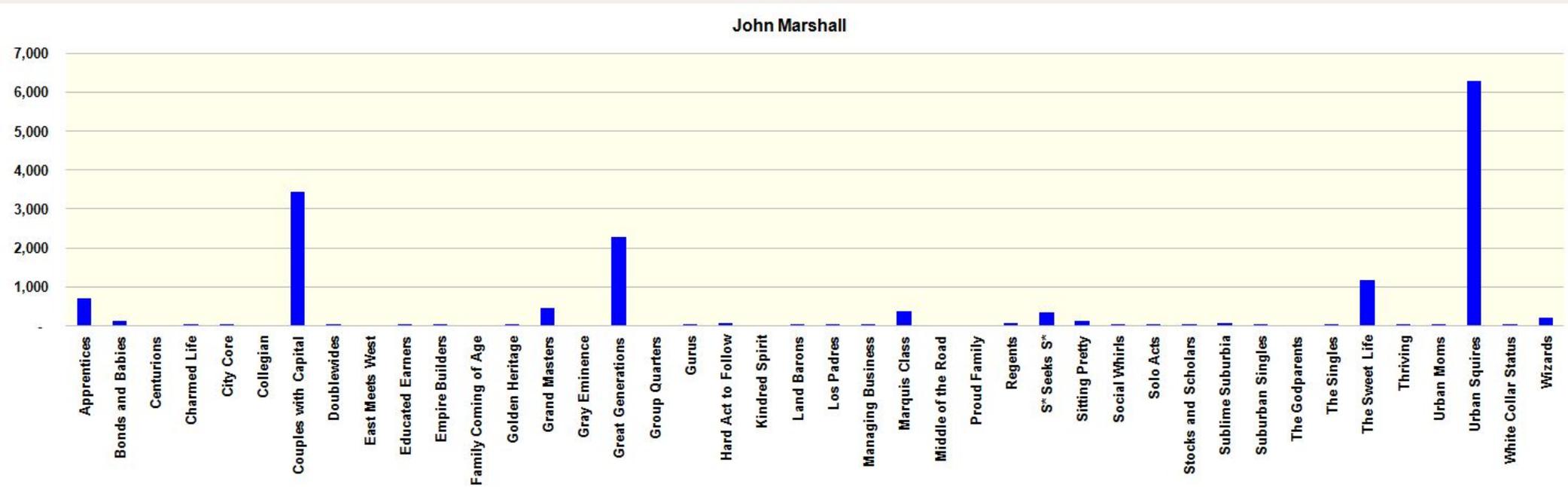


Community Engagement Project

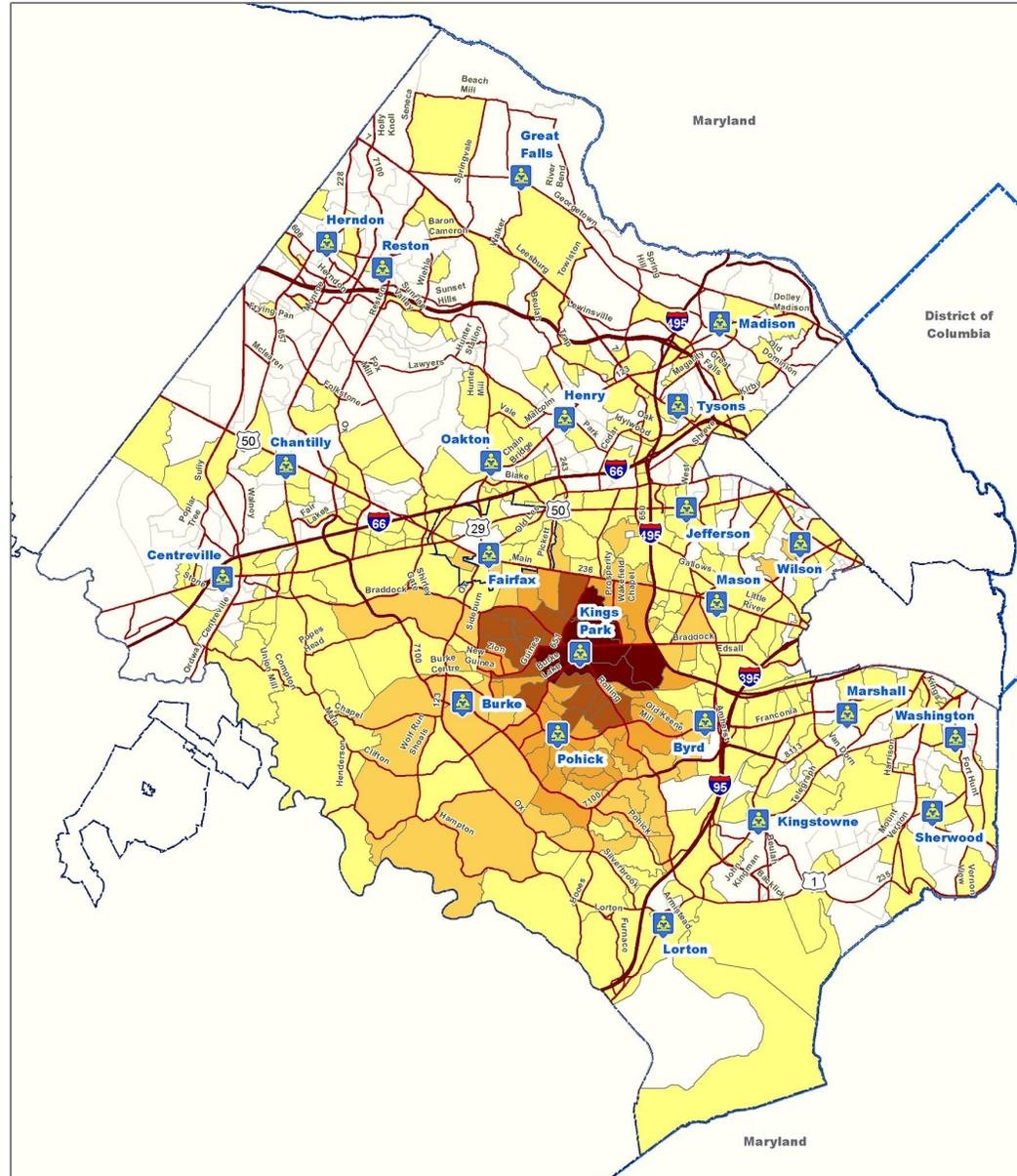
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# Checkouts by Segment from John Marshall



# Map of Checkouts from Kings Park



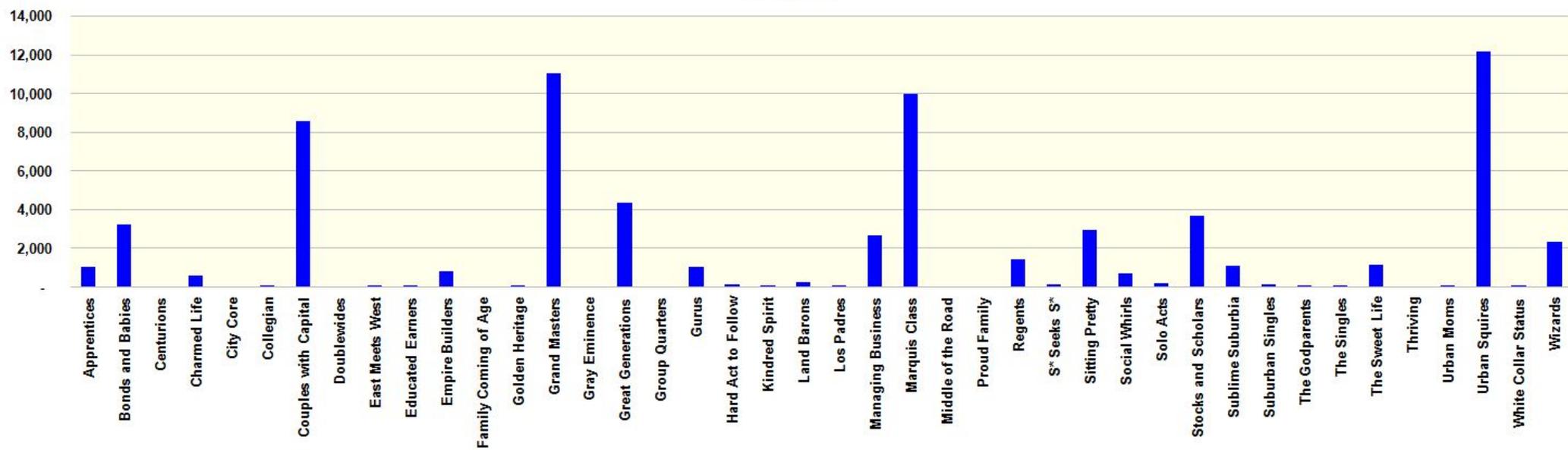
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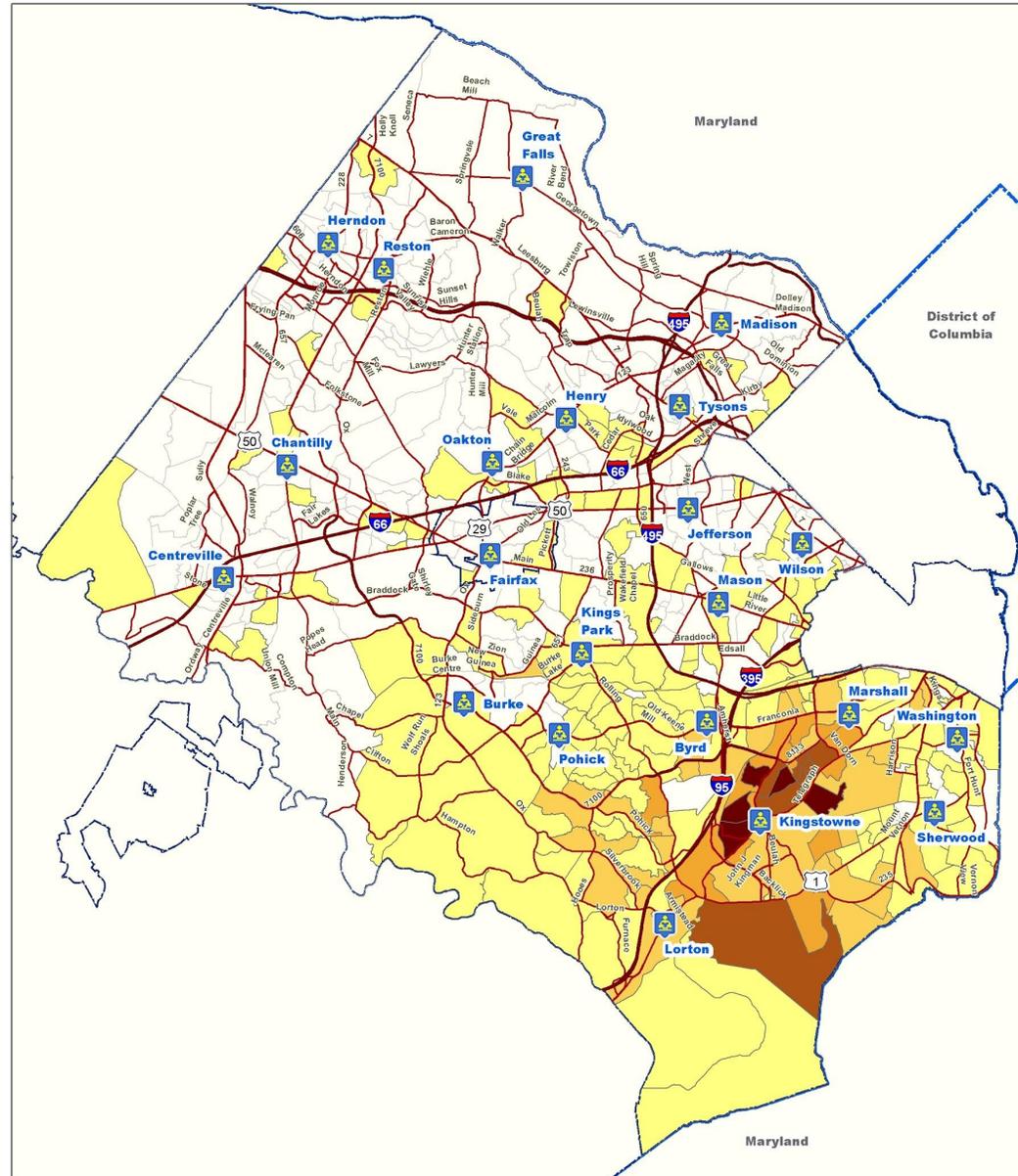
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# Checkouts by Segment from Kings Park

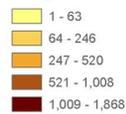
Kings Park



# Map of Checkouts from Kingstowne



### Kingstowne Checkouts

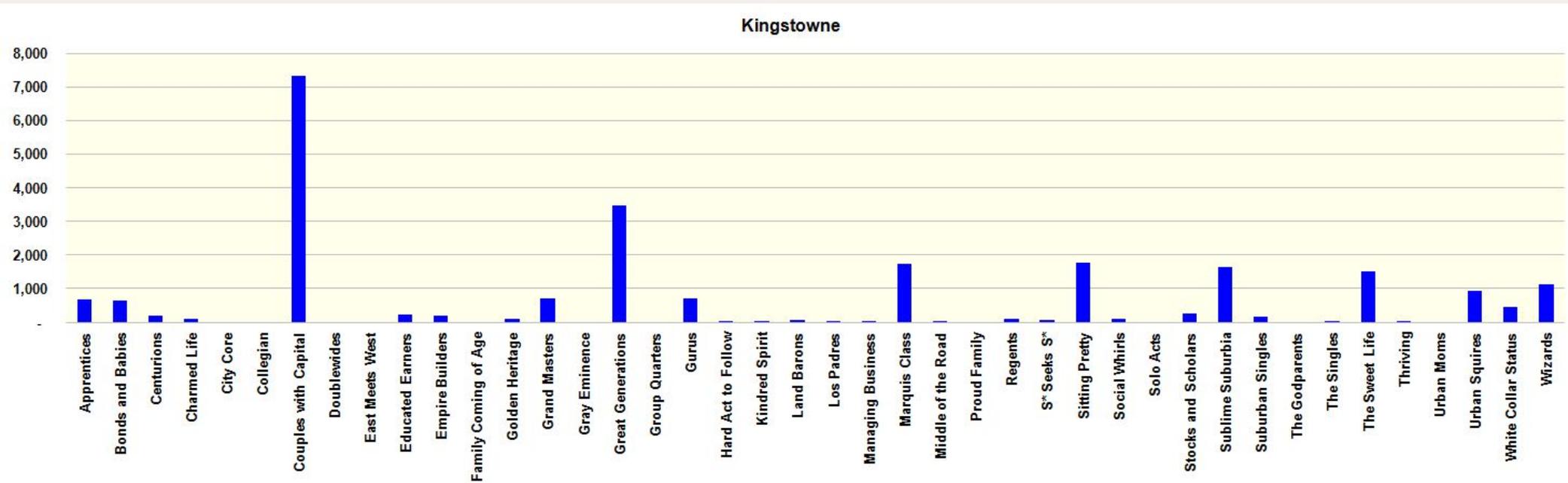


Community Engagement Project

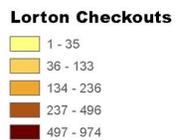
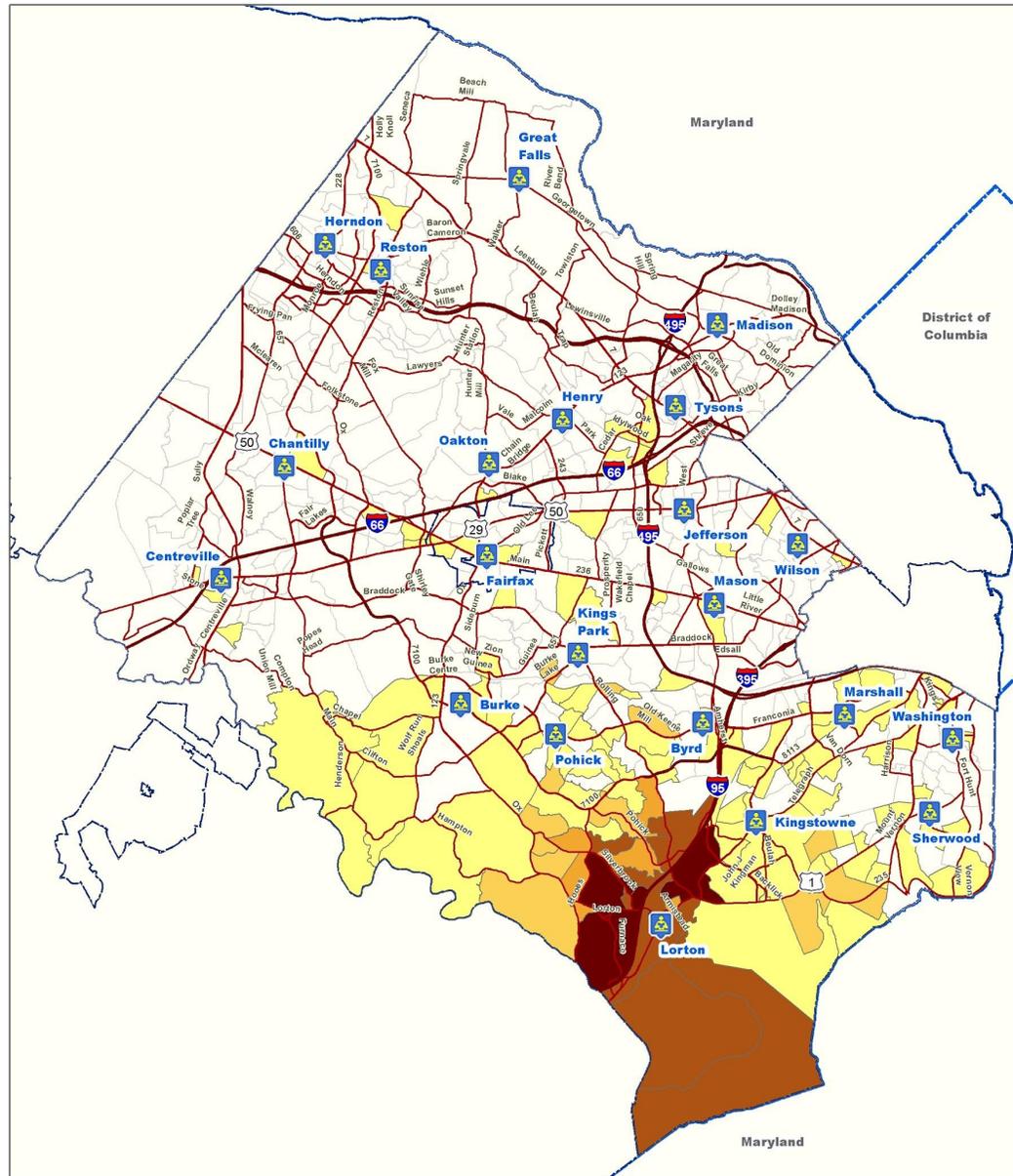
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# Checkouts by Segment from Kingstowne



# Map of Checkouts from Lorton

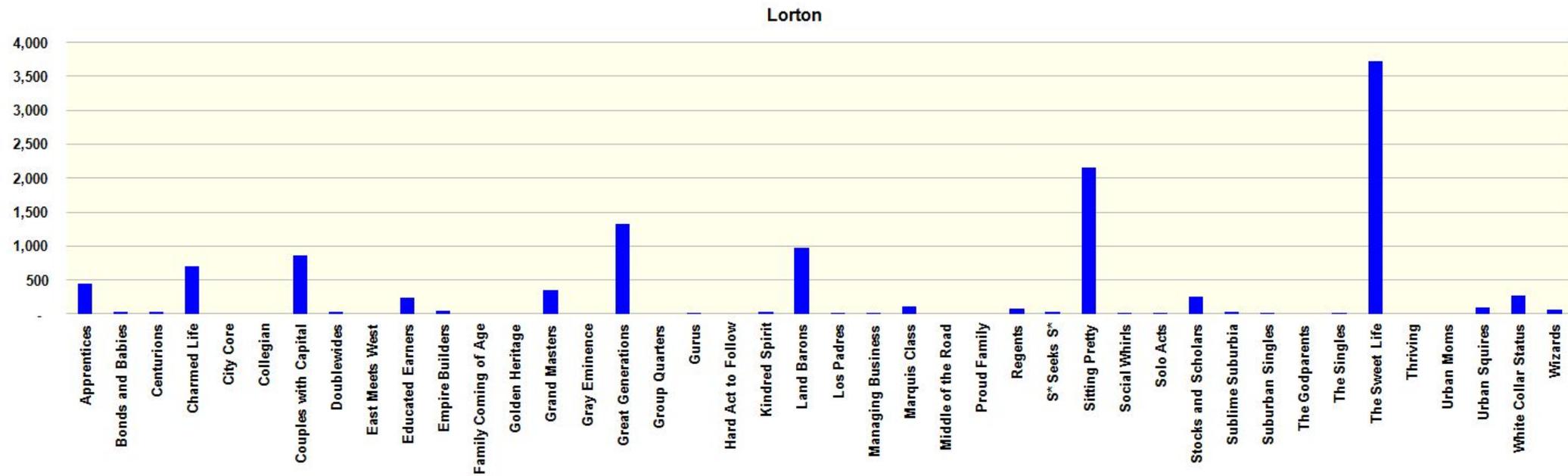


Community Engagement Project

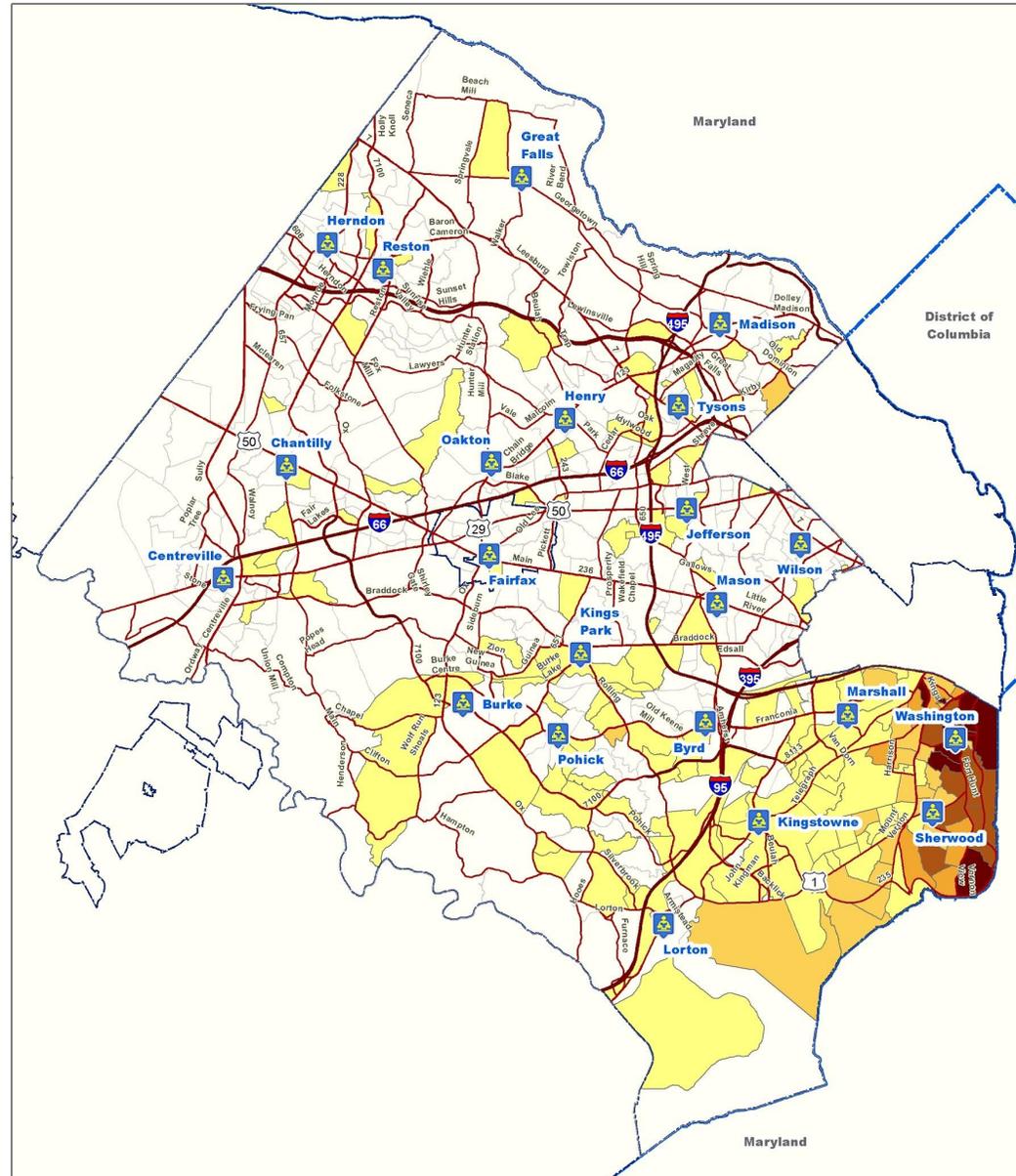
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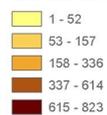
# Checkouts by Segment from Lorton



# Map of Checkouts from Martha Washington



## Martha Washington Checkouts

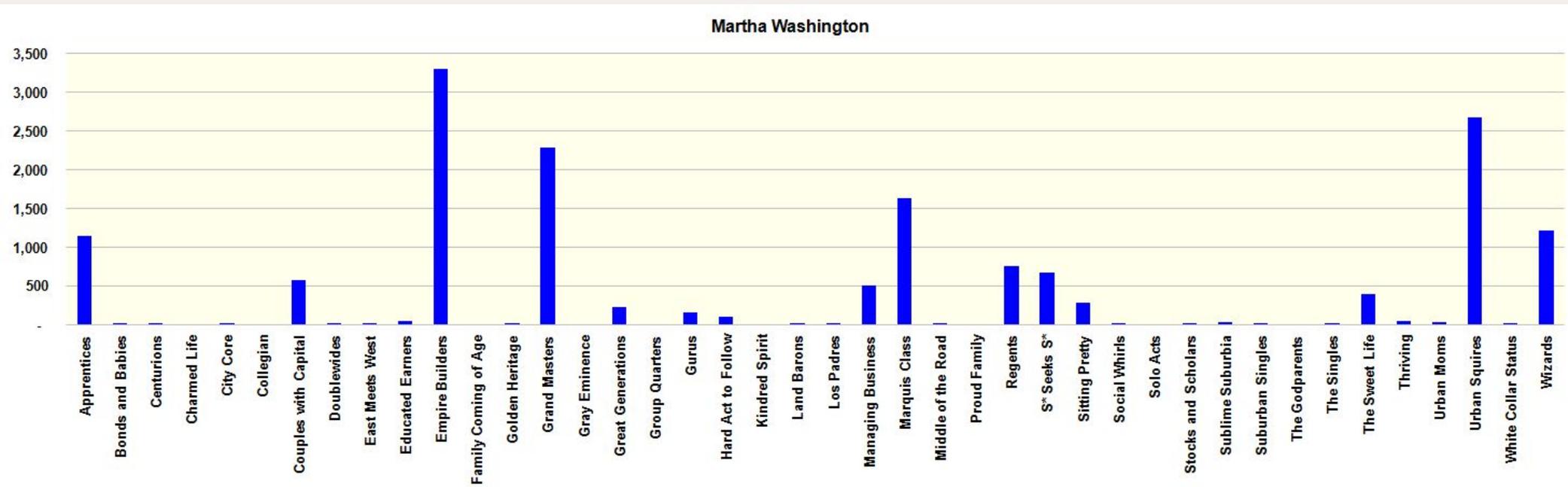


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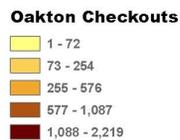
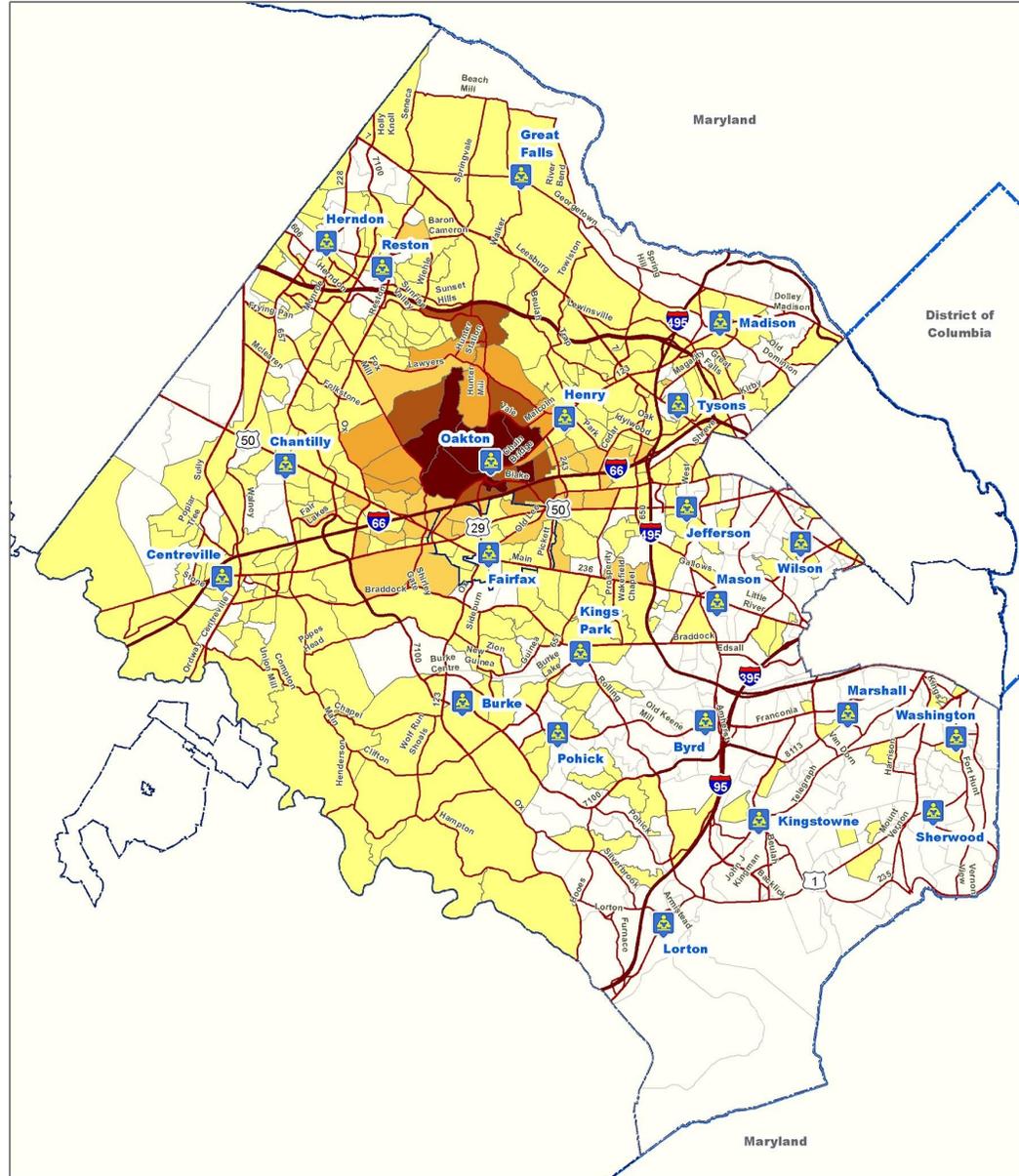
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# Checkouts by Segment from Martha Washington



# Map of Checkouts from Oakton



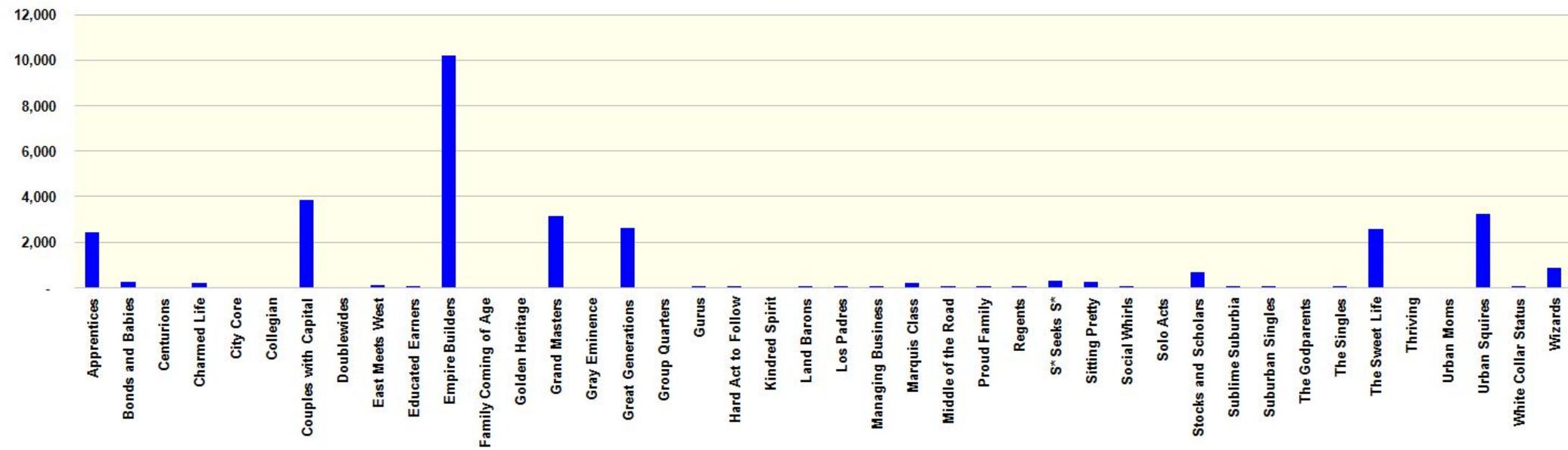
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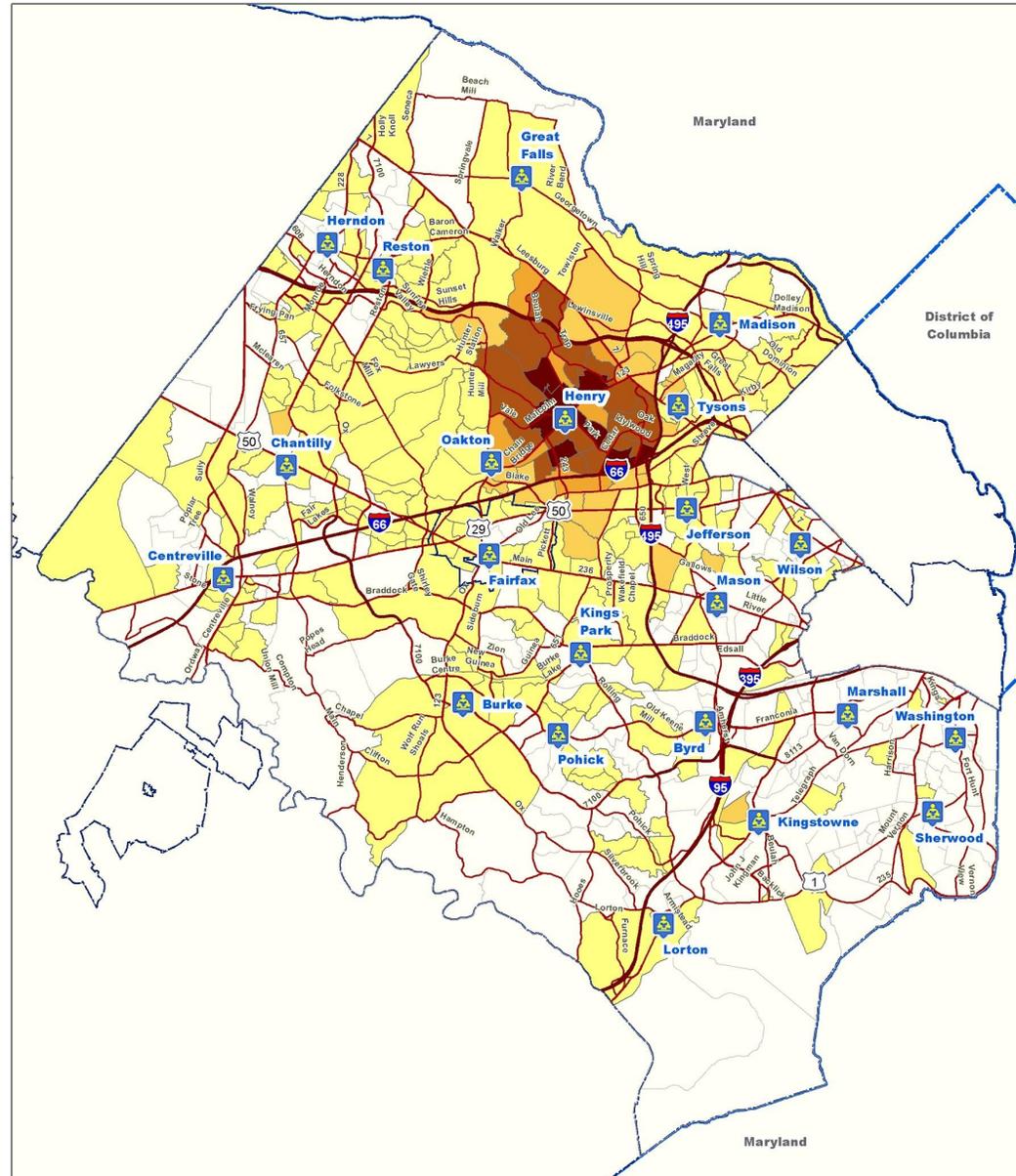
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# Checkouts by Segment from Oakton

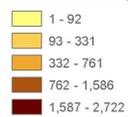
Oakton



# Map of Checkouts from Patrick Henry



### Patrick Henry Checkouts



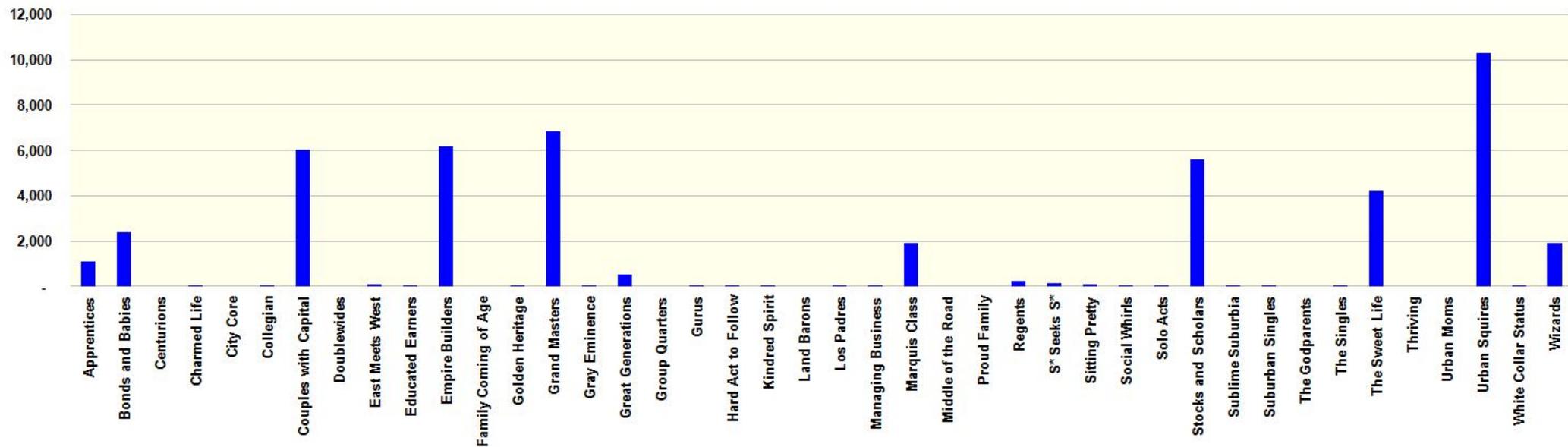
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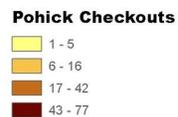
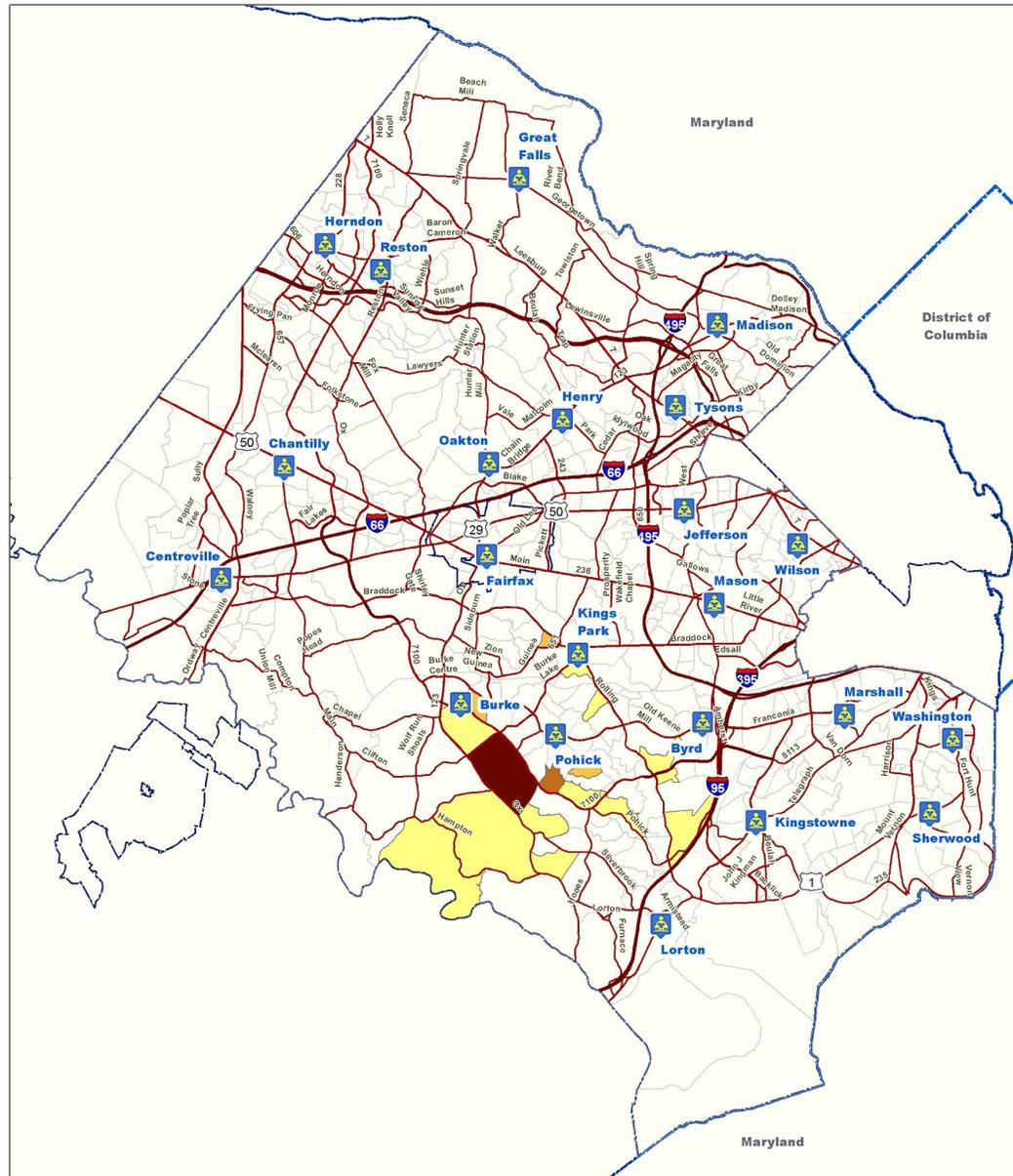
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# Checkouts by Segment from Patrick Henry

Patrick Henry



# Map of Checkouts from Pohick

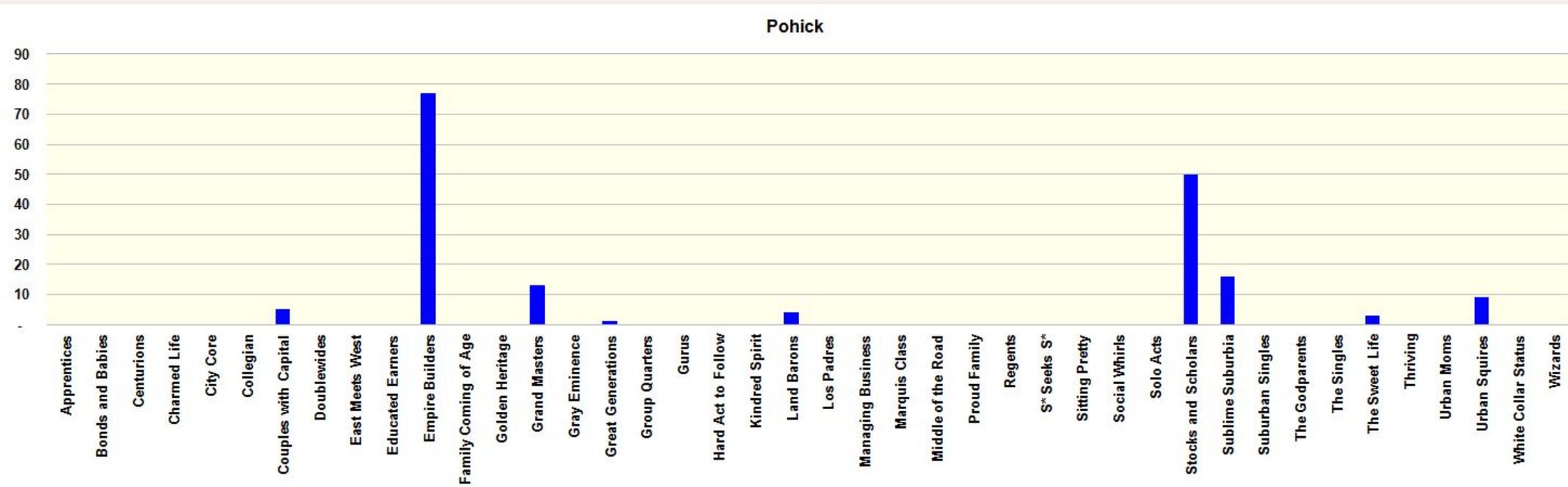


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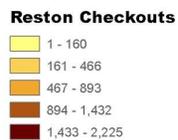
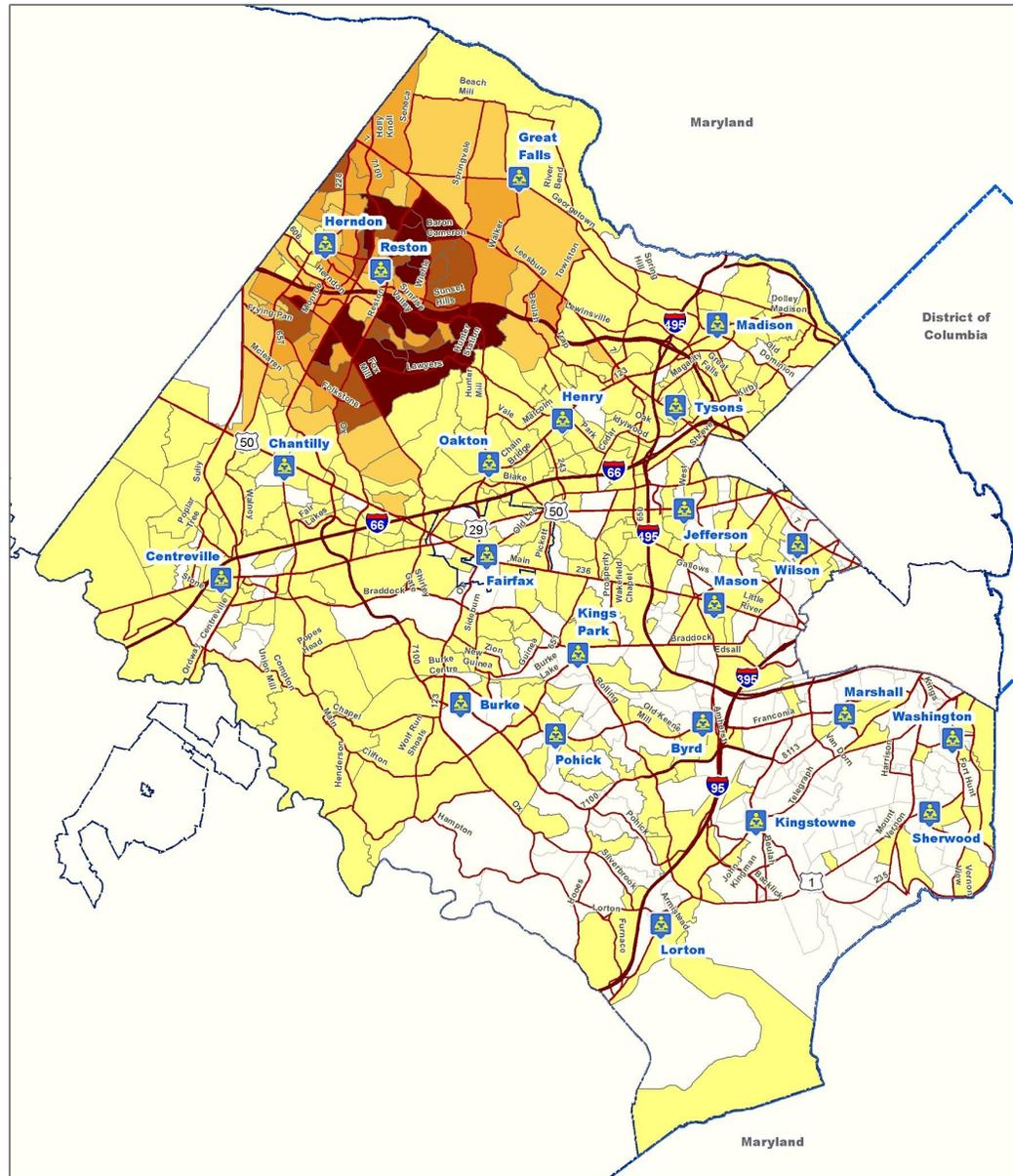
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Prepared by CIVICTechnologies

# Checkouts by Segment from Pohick



# Map of Checkouts from Reston



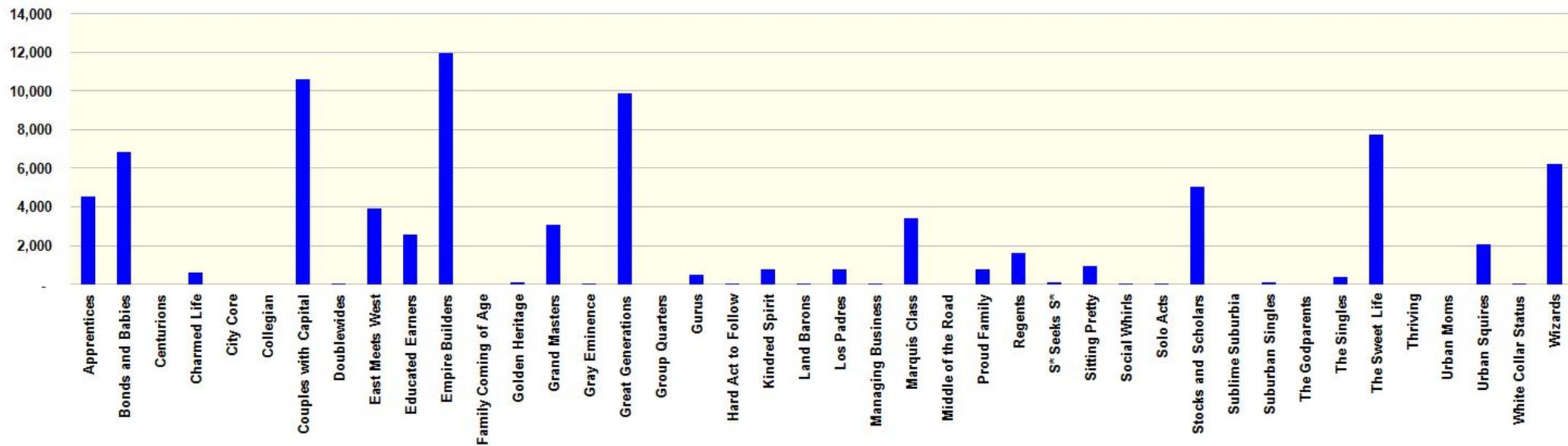
Community Engagement Project

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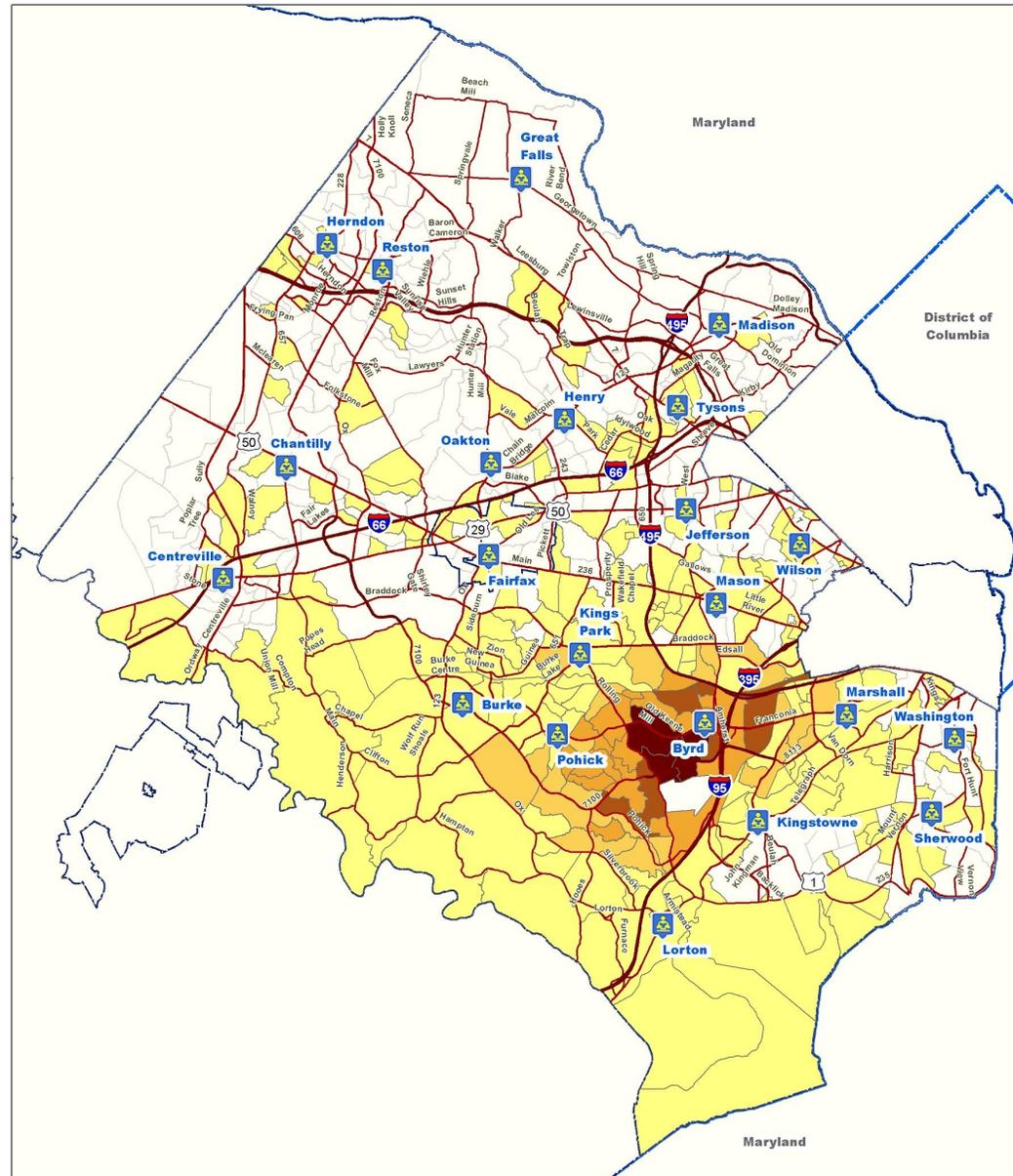
Prepared by CIVICTechnologies

# Checkouts by Segment from Reston

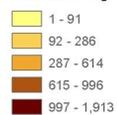
Reston



# Map of Checkouts from Richard Byrd



## Richard Byrd Checkouts



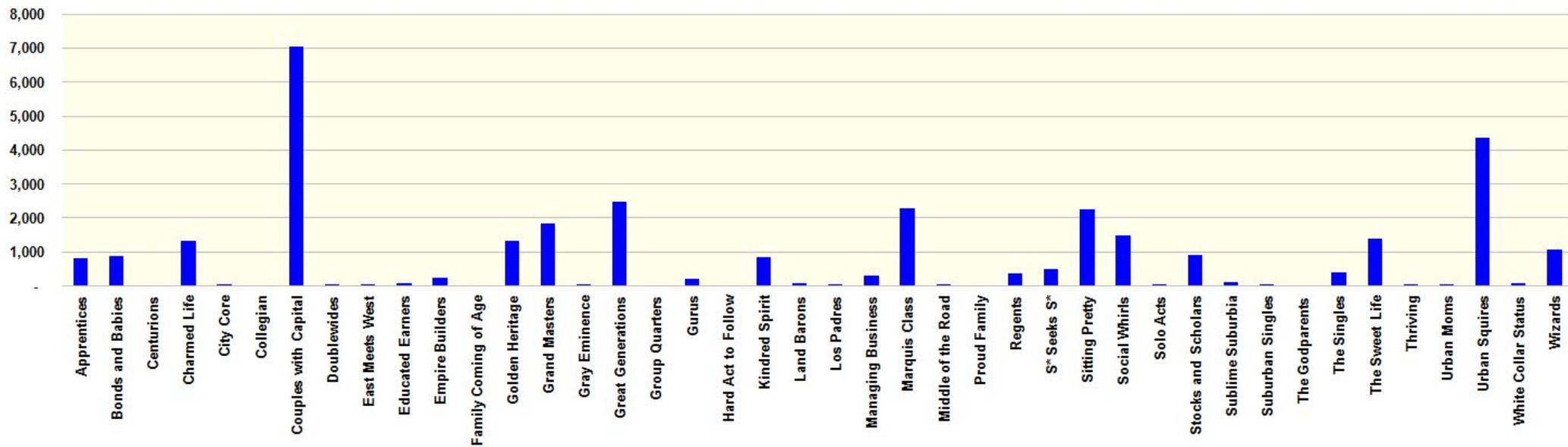
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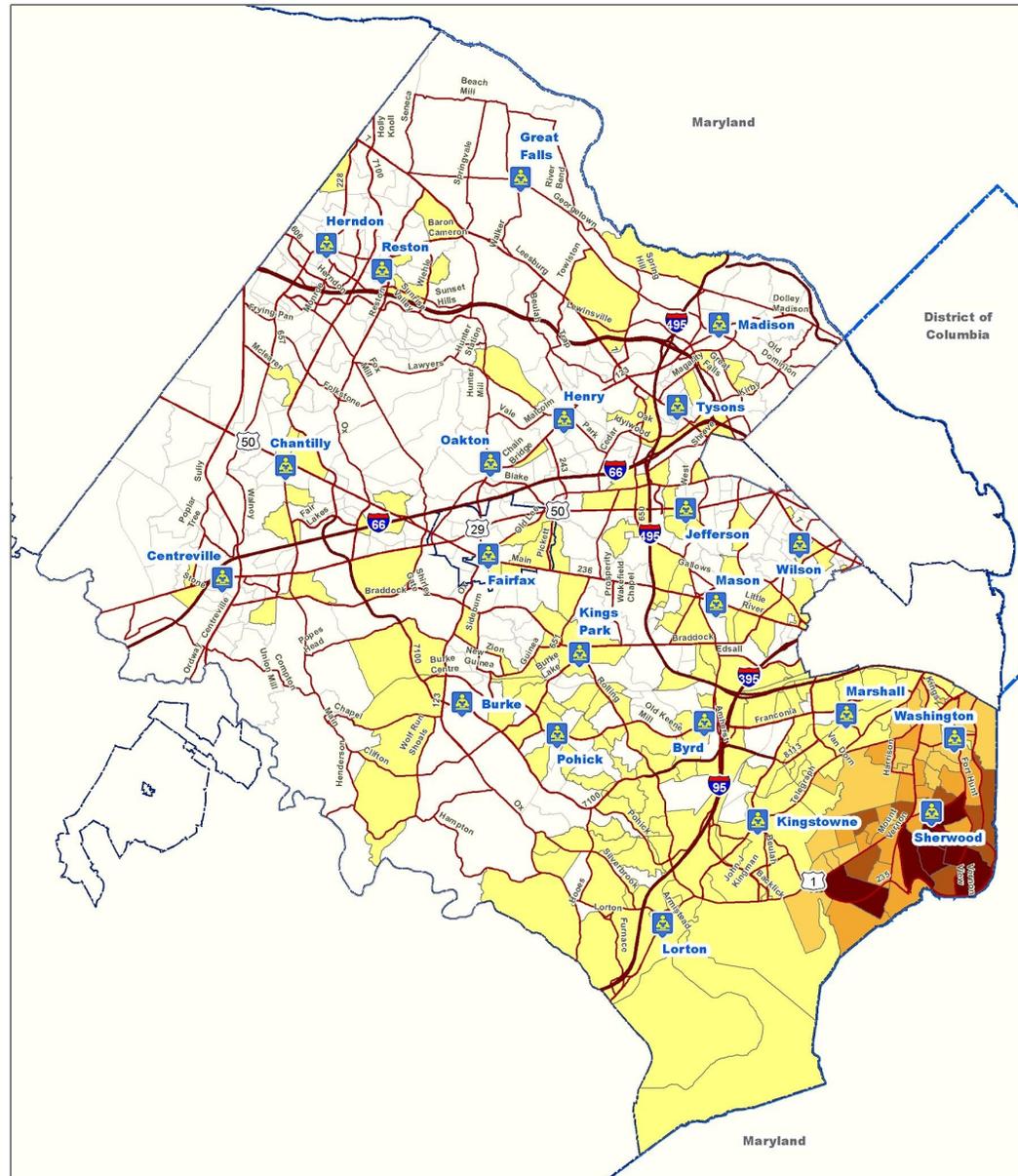
Prepared by CIVICTechnologies

# Checkouts by Segment from Richard Byrd

Richard Byrd



# Map of Checkouts from Sherwood

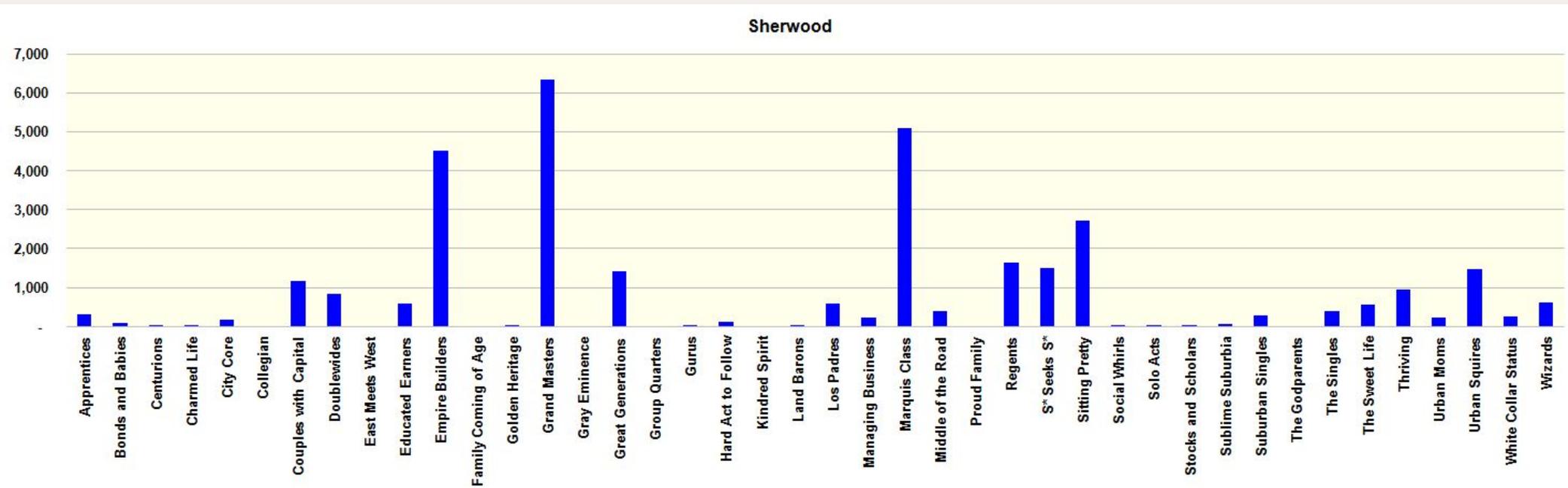


Community Engagement Project

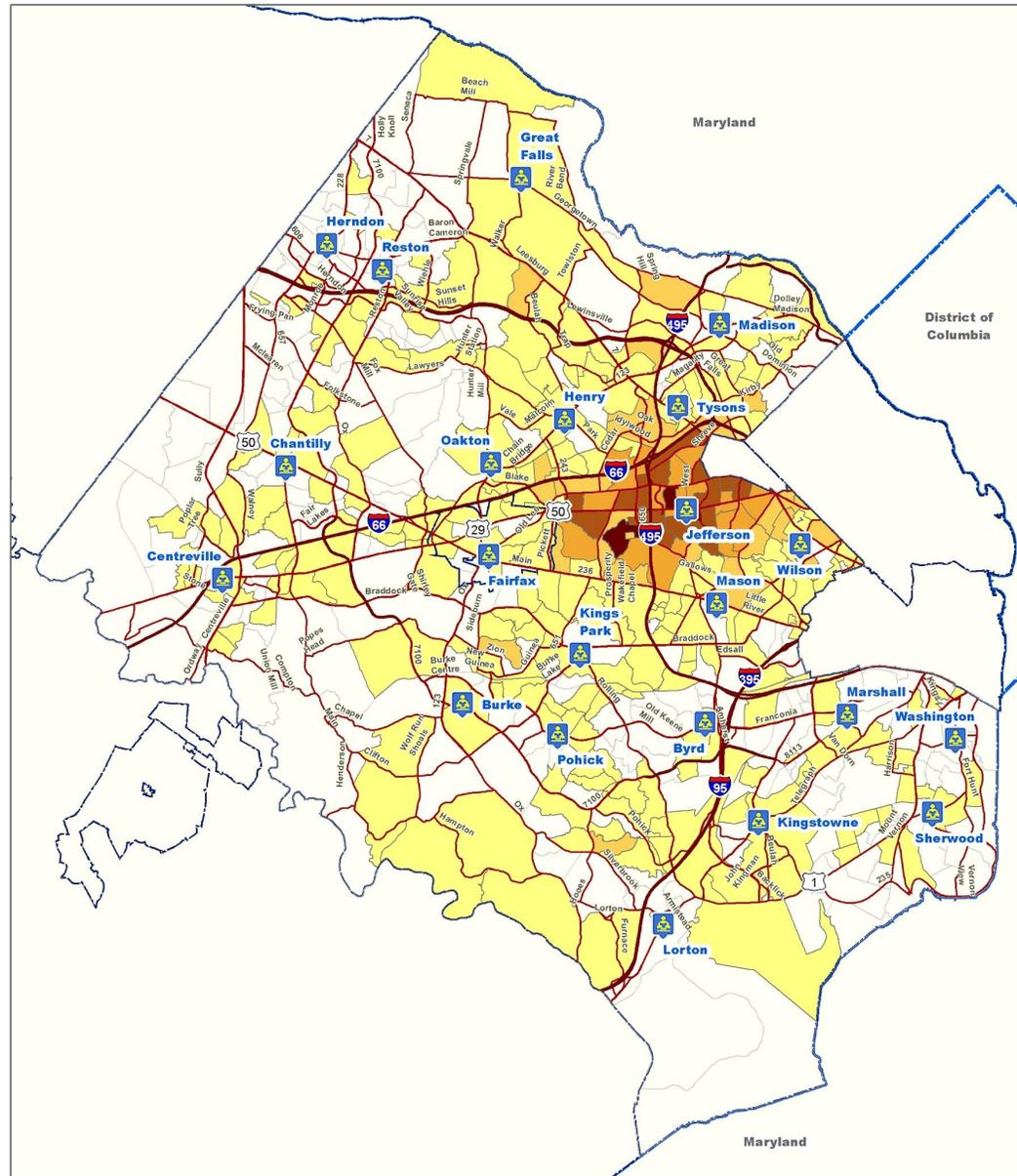
Fairfax County Public Library

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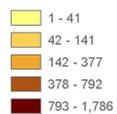
# Checkouts by Segment from Sherwood



# Map of Checkouts from Thomas Jefferson



## Thomas Jefferson Checkouts



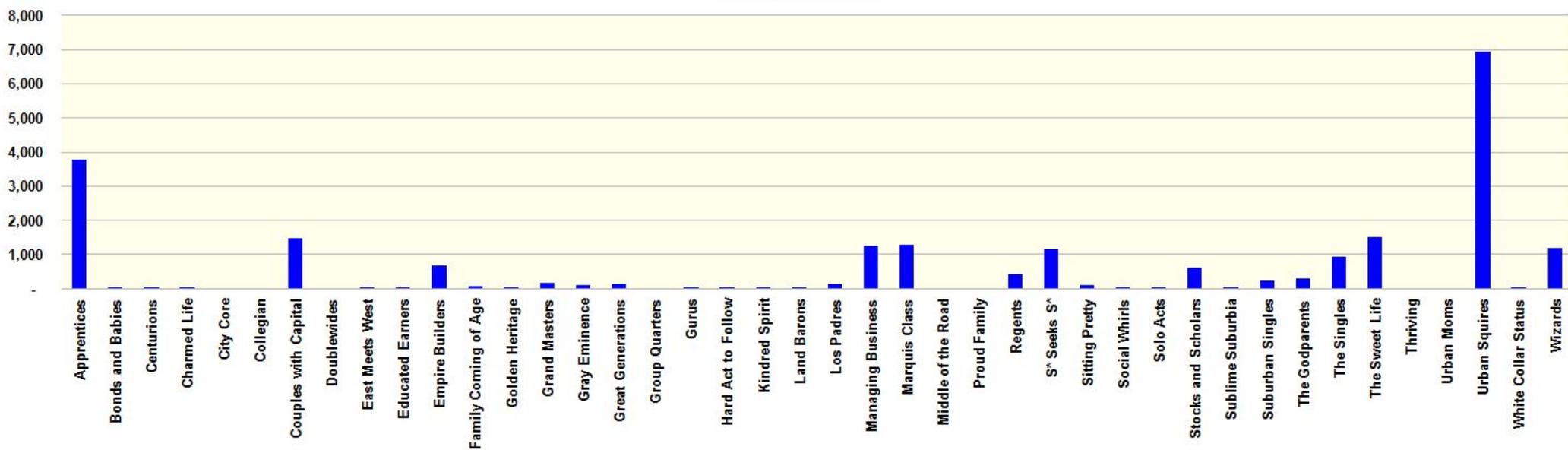
Community Engagement Project

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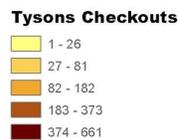
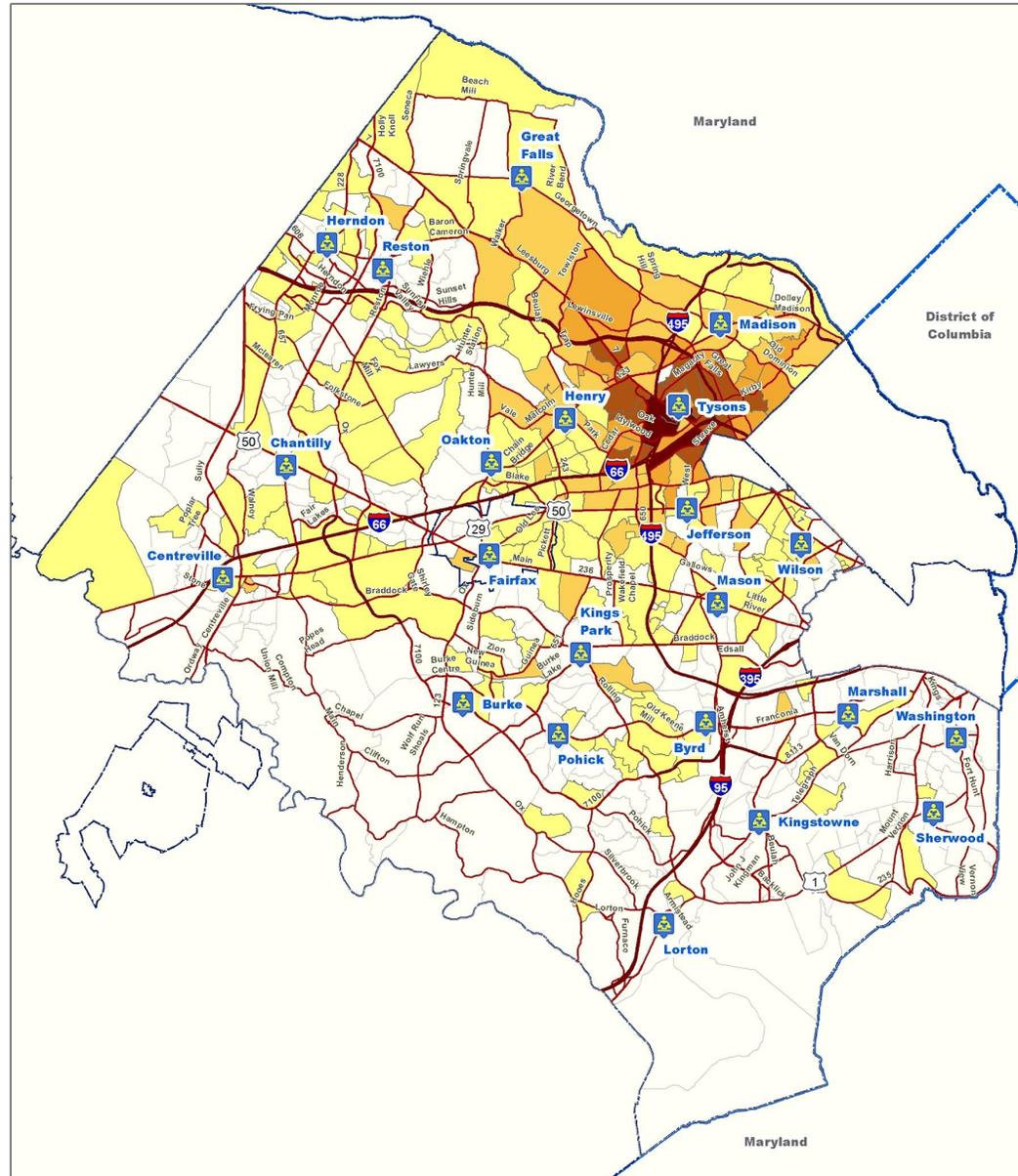
Prepared by CIVICTechnologies

# Checkouts by Segment from Thomas Jefferson

Thomas Jefferson



# Map of Checkouts from Tysons

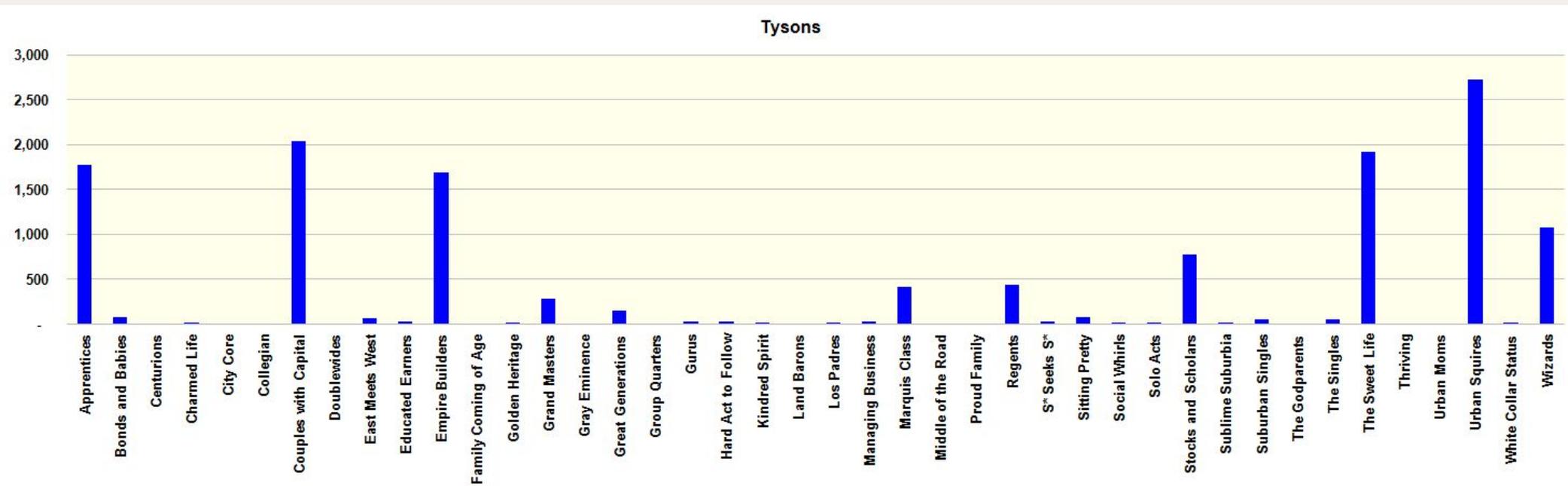


Community Engagement Project

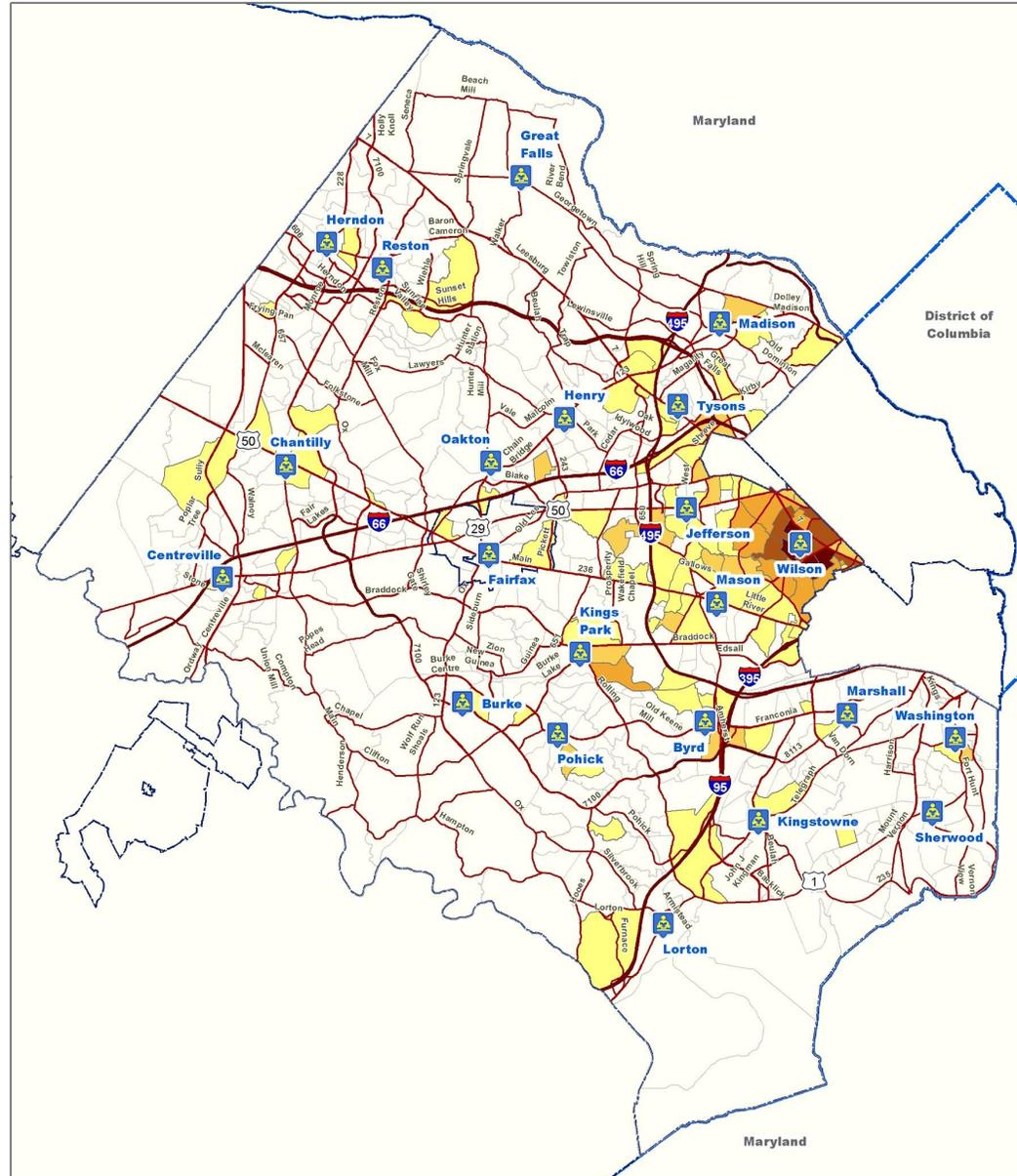
Fairfax County Public Library

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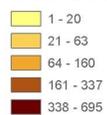
# Checkouts by Segment from Tysons



# Map of Checkouts from Woodrow Wilson



## Woodrow Wilson Checkouts

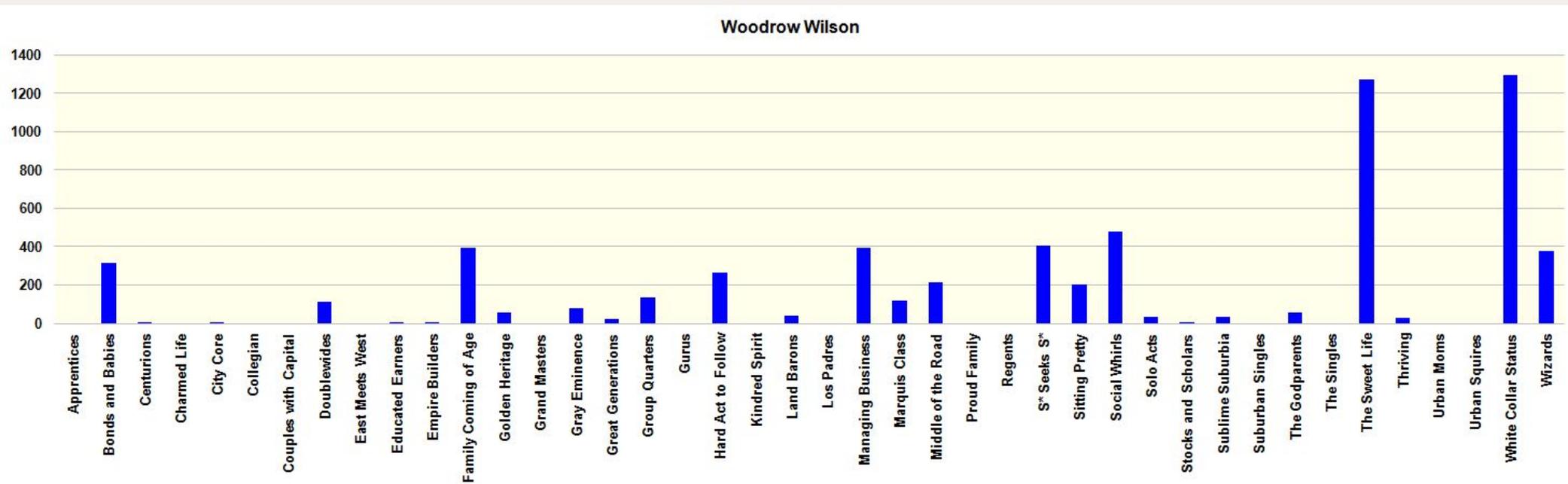


Community Engagement Project

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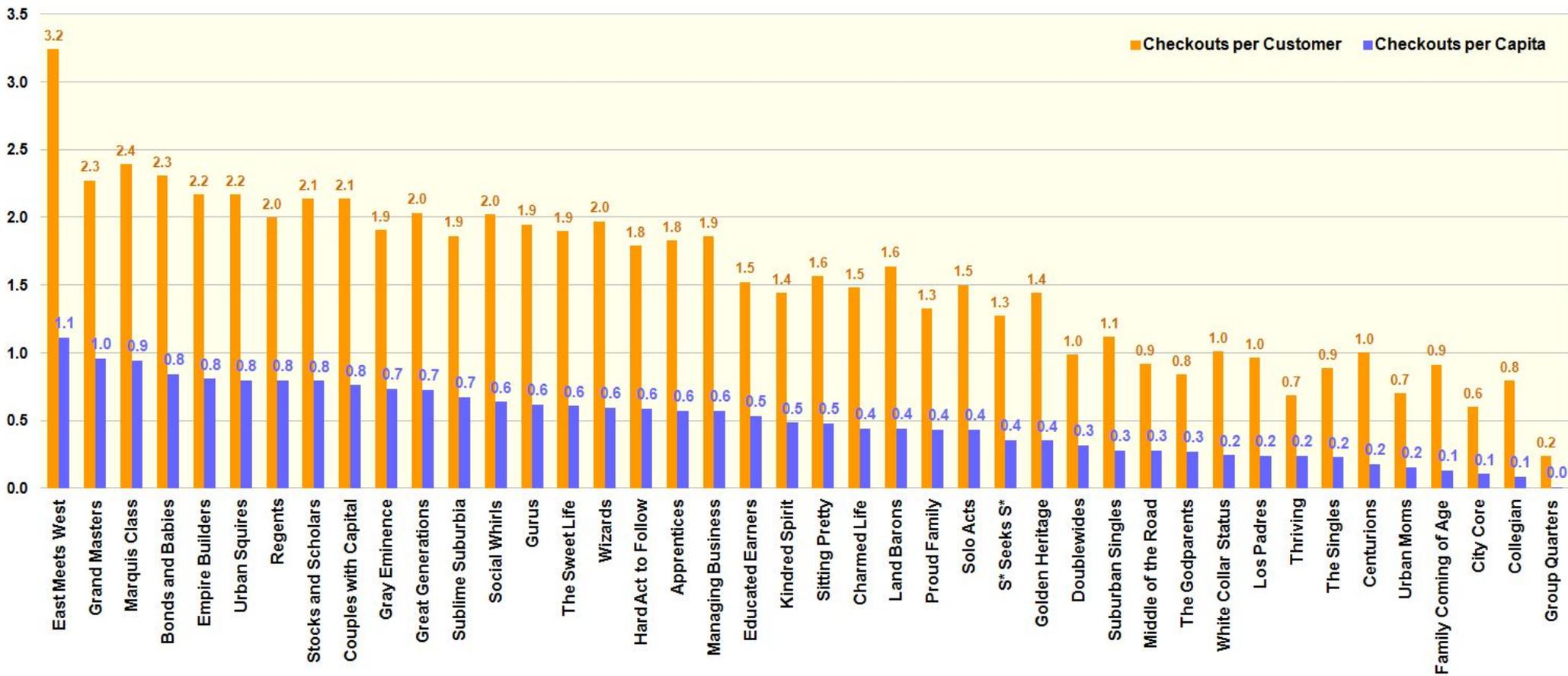
# Checkouts by Segment from Woodrow Wilson



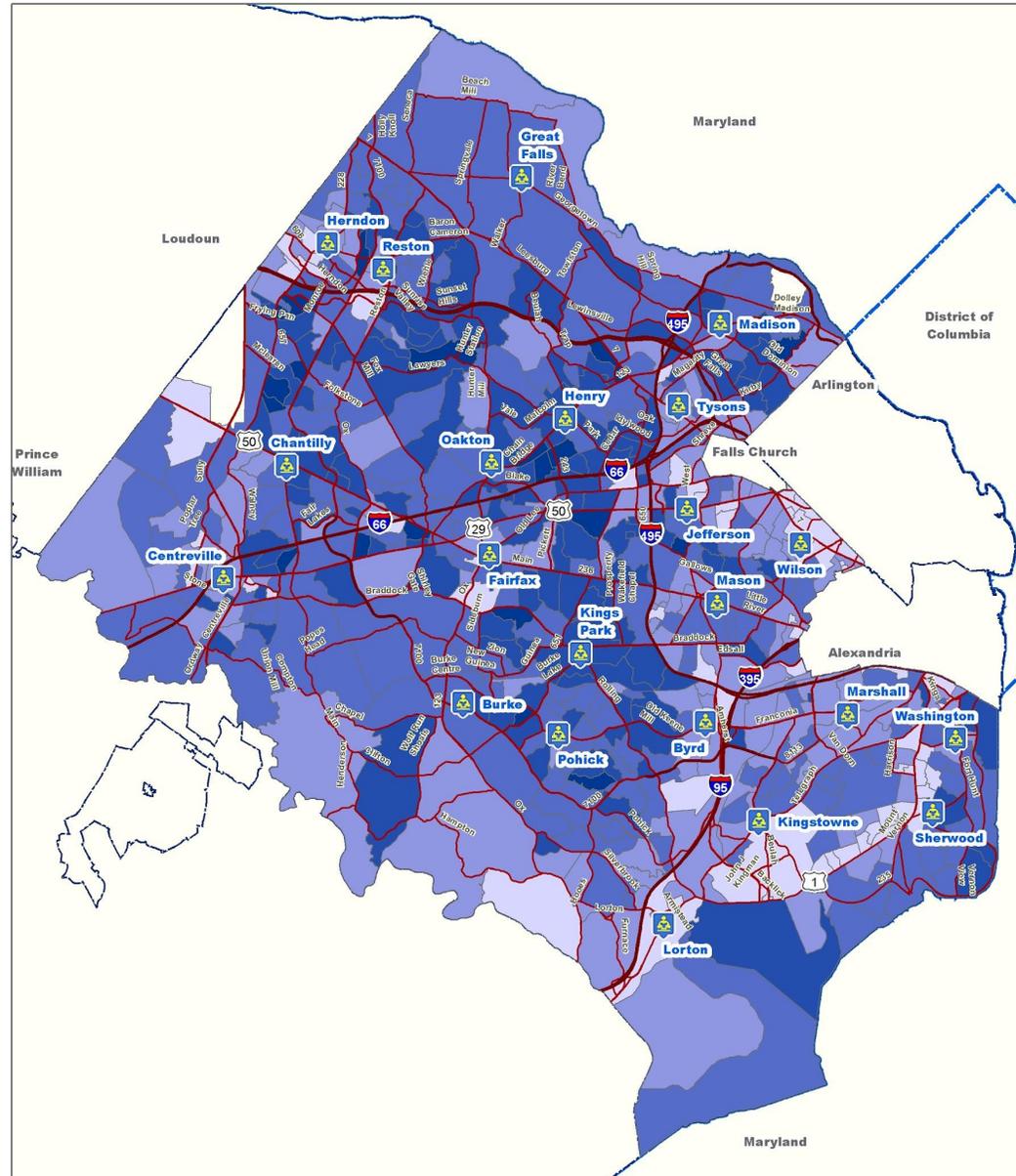
# Checkouts per Capita and per Customer

No.	Segment	Checkouts per Customer	Checkouts per Capita
1	East Meets West	3.2	1.1
2	Grand Masters	2.3	1.0
3	Marquis Class	2.4	0.9
4	Bonds and Babies	2.3	0.8
5	Empire Builders	2.2	0.8
6	Urban Squires	2.2	0.8
7	Regents	2.0	0.8
8	Stocks and Scholars	2.1	0.8
9	Couples with Capital	2.1	0.8
10	Gray Eminence	1.9	0.7
11	Great Generations	2.0	0.7
12	Sublime Suburbia	1.9	0.7
13	Social Whirls	2.0	0.6
14	Gurus	1.9	0.6
15	The Sweet Life	1.9	0.6
16	Wizards	2.0	0.6
17	Hard Act to Follow	1.8	0.6
18	Apprentices	1.8	0.6
19	Managing Business	1.9	0.6
20	Educated Earners	1.5	0.5
21	Kindred Spirit	1.4	0.5
22	Sitting Pretty	1.6	0.5
23	Charmed Life	1.5	0.4
24	Land Barons	1.6	0.4
25	Proud Family	1.3	0.4
26	Solo Acts	1.5	0.4
27	S* Seeks S*	1.3	0.4
28	Golden Heritage	1.4	0.4
29	Doublewides	1.0	0.3
30	Suburban Singles	1.1	0.3
31	Middle of the Road	0.9	0.3
32	The Godparents	0.8	0.3
33	White Collar Status	1.0	0.2
34	Los Padres	1.0	0.2
35	Thriving	0.7	0.2
36	The Singles	0.9	0.2
37	Centurions	1.0	0.2
38	Urban Moms	0.7	0.2
39	Family Coming of Age	0.9	0.1
40	City Core	0.6	0.1
41	Collegian	0.8	0.1
42	Group Quarters	0.2	0.0
	<b>Average</b>	<b>1.98</b>	<b>0.67</b>

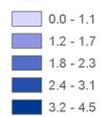
# Checkouts per customer and per capita



# Map of Checkouts per Customer



### Checkouts per Customer



Community Engagement Project

Fairfax County Public Library

Prepared by CIVICTechnologies

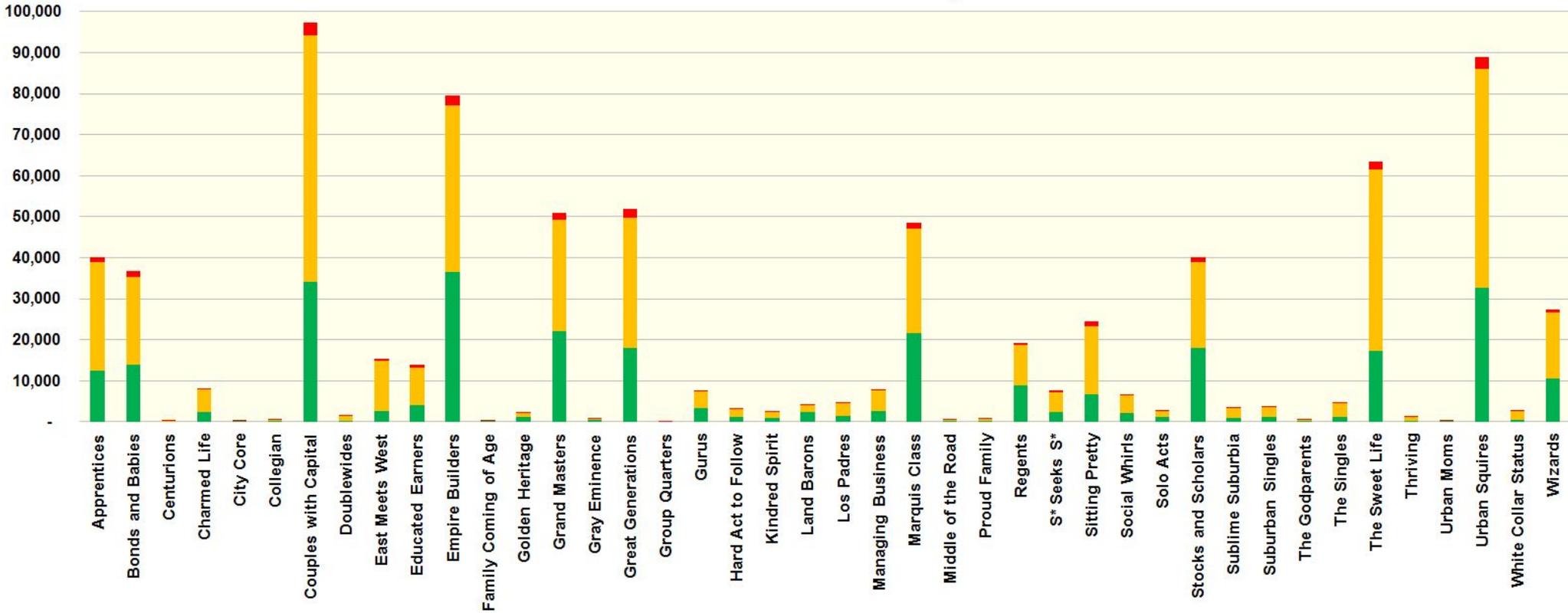
# Checkouts by Audience by Segment

No.	Segment	Total Checkouts	Adult	Juvenile	Young Adult	Adult Share	Juvenile Share	Young Adult Share
1	Apprentices	40,130	12,409	26,576	1,145	30.9%	66.2%	2.9%
2	Bonds and Babies	36,775	13,882	21,383	1,510	37.7%	58.1%	4.1%
3	Centurions	226	35	172	19	15.5%	76.1%	8.4%
4	Charmed Life	8,208	2,335	5,496	377	28.4%	67.0%	4.6%
5	City Core	277	123	152	2	44.4%	54.9%	0.7%
6	Collegian	463	170	279	14	36.7%	60.3%	3.0%
7	Couples with Capital	97,438	33,975	60,130	3,333	34.9%	61.7%	3.4%
8	Doublewides	1,346	250	1,066	30	18.6%	79.2%	2.2%
9	East Meets West	15,296	2,482	12,372	442	16.2%	80.9%	2.9%
10	Educated Earners	13,803	4,003	9,291	509	29.0%	67.3%	3.7%
11	Empire Builders	79,533	36,523	40,527	2,483	45.9%	51.0%	3.1%
12	Family Coming of Age	137	82	48	7	59.9%	35.0%	5.1%
13	Golden Heritage	2,044	1,248	757	39	61.1%	37.0%	1.9%
14	Grand Masters	50,891	22,180	27,058	1,653	43.6%	53.2%	3.2%
15	Gray Eminence	655	365	258	32	55.7%	39.4%	4.9%
16	Great Generations	51,813	17,894	31,862	2,057	34.5%	61.5%	4.0%
17	Group Quarters	8	7	-	1	87.5%	0.0%	12.5%
18	Gurus	7,565	3,415	3,884	266	45.1%	51.3%	3.5%
19	Hard Act to Follow	3,137	1,041	1,925	171	33.2%	61.4%	5.5%
20	Kindred Spirit	2,556	1,019	1,354	183	39.9%	53.0%	7.2%
21	Land Barons	4,139	2,349	1,635	155	56.8%	39.5%	3.7%
22	Los Padres	4,651	1,281	3,222	148	27.5%	69.3%	3.2%
23	Managing Business	7,892	2,547	5,018	327	32.3%	63.6%	4.1%
24	Marquis Class	48,460	21,611	25,411	1,438	44.6%	52.4%	3.0%
25	Middle of the Road	441	133	287	21	30.2%	65.1%	4.8%
26	Proud Family	793	160	585	48	20.2%	73.8%	6.1%
27	Regents	19,255	8,854	9,784	617	46.0%	50.8%	3.2%
28	S* Seeks S*	7,584	2,420	4,849	315	31.9%	63.9%	4.2%
29	Sitting Pretty	24,471	6,620	16,611	1,240	27.1%	67.9%	5.1%
30	Social Whirls	6,631	2,048	4,334	249	30.9%	65.4%	3.8%
31	Solo Acts	2,763	1,058	1,640	65	38.3%	59.4%	2.4%
32	Stocks and Scholars	40,144	17,918	20,875	1,351	44.6%	52.0%	3.4%
33	Sublime Suburbia	3,482	949	2,429	104	27.3%	69.8%	3.0%
34	Suburban Singles	3,679	1,047	2,461	171	28.5%	66.9%	4.6%
35	The Godparents	356	113	204	39	31.7%	57.3%	11.0%
36	The Singles	4,720	1,227	3,247	246	26.0%	68.8%	5.2%
37	The Sweet Life	63,464	17,219	44,232	2,013	27.1%	69.7%	3.2%
38	Thriving	1,161	310	808	43	26.7%	69.6%	3.7%
40	Urban Moms	326	128	183	15	39.3%	56.1%	4.6%
41	Urban Squires	88,873	32,590	53,465	2,818	36.7%	60.2%	3.2%
42	White Collar Status	2,788	492	2,163	133	17.6%	77.6%	4.8%
43	Wizards	27,247	10,437	16,104	706	38.3%	59.1%	2.6%
	<b>Grand Total</b>	<b>775,621</b>	<b>284,949</b>	<b>464,137</b>	<b>26,535</b>	<b>36.7%</b>	<b>59.8%</b>	<b>3.4%</b>

# Checkout Amount by Audience by Segment

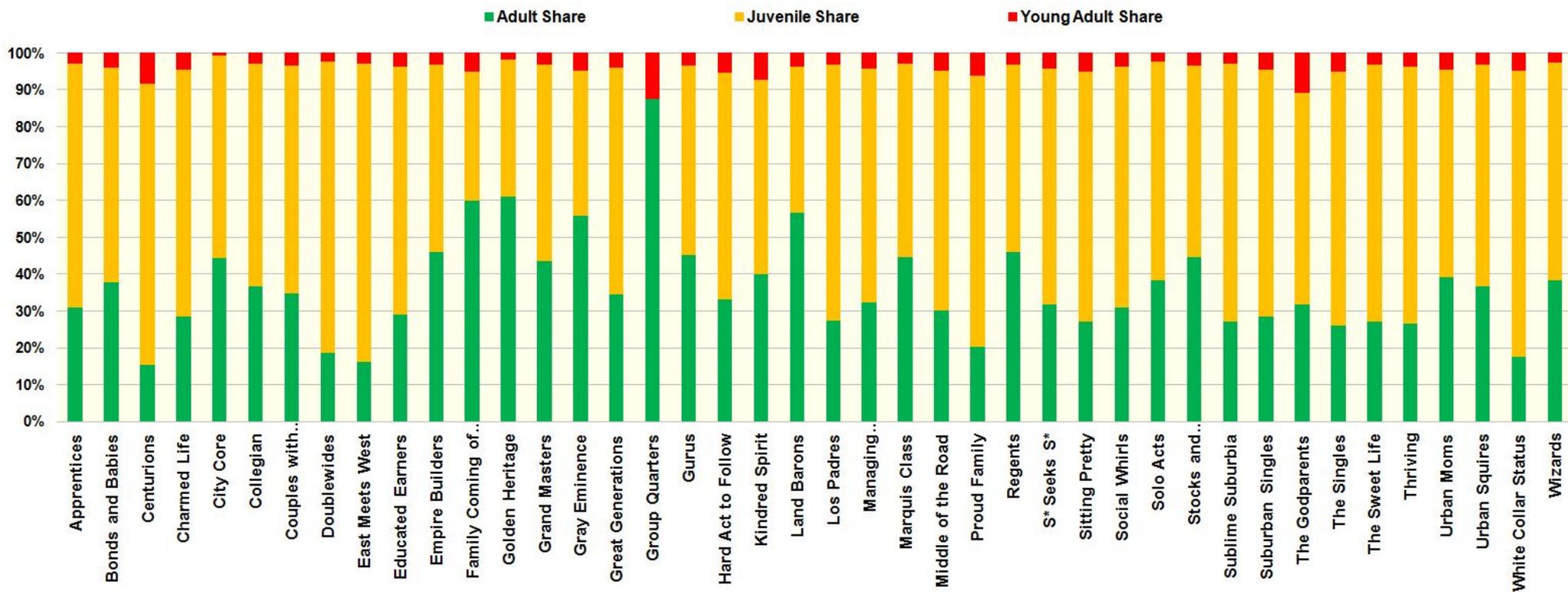
Collections: Adult, Beginner, Teen, Youth (number of checkouts by segment)

■ Adult ■ Juvenile ■ Young Adult



# Checkout Share by Audience by Segment

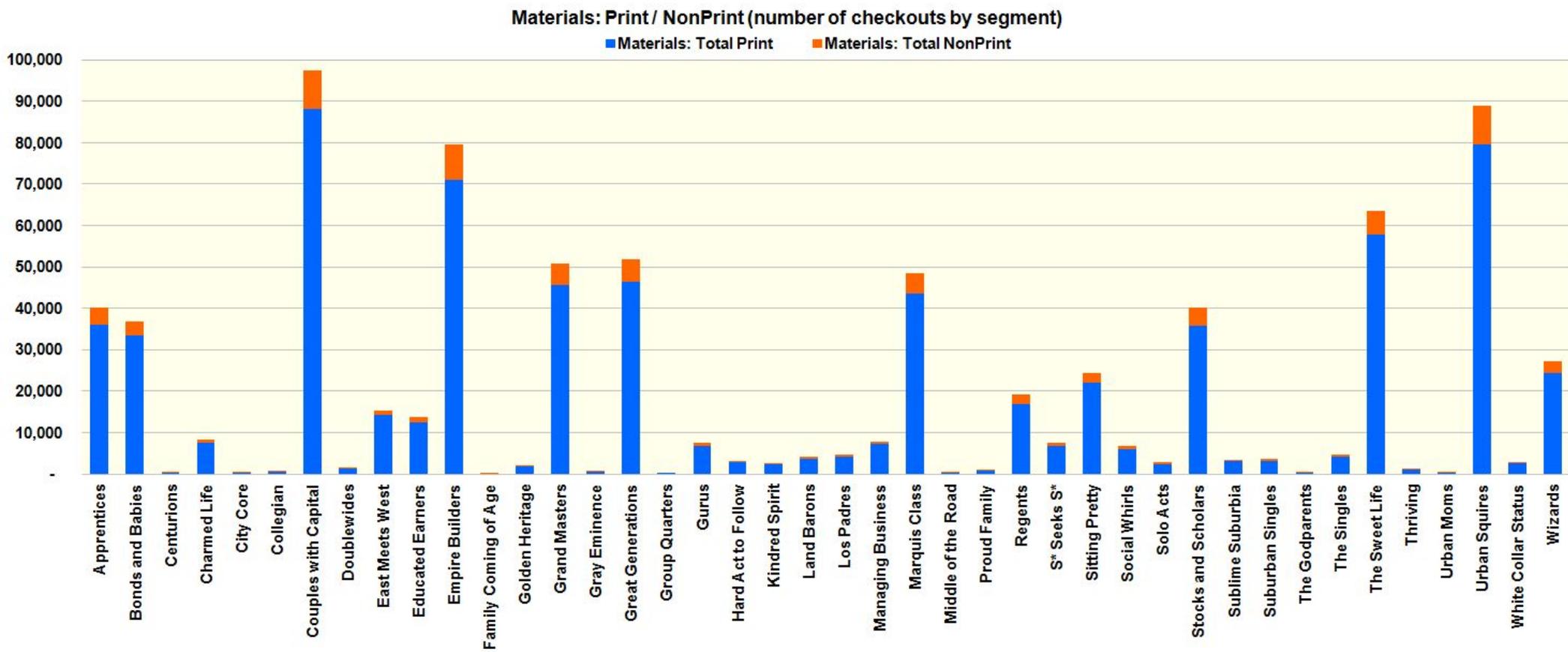
Collections: Adult, Beginner, Teen, Youth (share by segment)



# Checkouts by Material Type

No.	Segment	Total Checkouts	Materials: Total Print	Materials: Total NonPrint	Materials: Print Share	Materials: Nonprint Share
1	Apprentices	40,130	36,062	4,068	89.9%	10.1%
2	Bonds and Babies	36,775	33,442	3,333	90.9%	9.1%
3	Centurions	226	210	16	92.9%	7.1%
4	Charmed Life	8,208	7,441	767	90.7%	9.3%
5	City Core	277	225	52	81.2%	18.8%
6	Collegian	463	415	48	89.6%	10.4%
7	Couples with Capital	97,438	88,043	9,395	90.4%	9.6%
8	Doublewides	1,346	1,225	121	91.0%	9.0%
9	East Meets West	15,296	14,318	978	93.6%	6.4%
10	Educated Earners	13,803	12,468	1,335	90.3%	9.7%
11	Empire Builders	79,533	71,110	8,423	89.4%	10.6%
12	Family Coming of Age	137	122	15	89.1%	10.9%
13	Golden Heritage	2,044	1,882	162	92.1%	7.9%
14	Grand Masters	50,891	45,595	5,296	89.6%	10.4%
15	Gray Eminence	655	591	64	90.2%	9.8%
16	Great Generations	51,813	46,458	5,355	89.7%	10.3%
17	Group Quarters	8	8	-	100.0%	0.0%
18	Gurus	7,565	6,798	767	89.9%	10.1%
19	Hard Act to Follow	3,137	2,739	398	87.3%	12.7%
20	Kindred Spirit	2,556	2,282	274	89.3%	10.7%
21	Land Barons	4,139	3,514	625	84.9%	15.1%
22	Los Padres	4,651	4,126	525	88.7%	11.3%
23	Managing Business	7,892	7,178	714	91.0%	9.0%
24	Marquis Class	48,460	43,576	4,884	89.9%	10.1%
25	Middle of the Road	441	389	52	88.2%	11.8%
26	Proud Family	793	706	87	89.0%	11.0%
27	Regents	19,255	16,886	2,369	87.7%	12.3%
28	S* Seeks S*	7,584	6,728	856	88.7%	11.3%
29	Sitting Pretty	24,471	22,129	2,342	90.4%	9.6%
30	Social Whirls	6,631	6,071	560	91.6%	8.4%
31	Solo Acts	2,763	2,320	443	84.0%	16.0%
32	Stocks and Scholars	40,144	35,773	4,371	89.1%	10.9%
33	Sublime Suburbia	3,482	3,164	318	90.9%	9.1%
34	Suburban Singles	3,679	3,229	450	87.8%	12.2%
35	The Godparents	356	326	30	91.6%	8.4%
36	The Singles	4,720	4,236	484	89.7%	10.3%
37	The Sweet Life	63,464	57,684	5,780	90.9%	9.1%
38	Thriving	1,161	1,088	73	93.7%	6.3%
40	Urban Moms	326	265	61	81.3%	18.7%
41	Urban Squires	88,873	79,504	9,369	89.5%	10.5%
42	White Collar Status	2,788	2,552	236	91.5%	8.5%
43	Wizards	27,247	24,404	2,843	89.6%	10.4%
	<b>Grand Total</b>	<b>775,621</b>	<b>697,282</b>	<b>78,339</b>	<b>89.9%</b>	<b>10.1%</b>

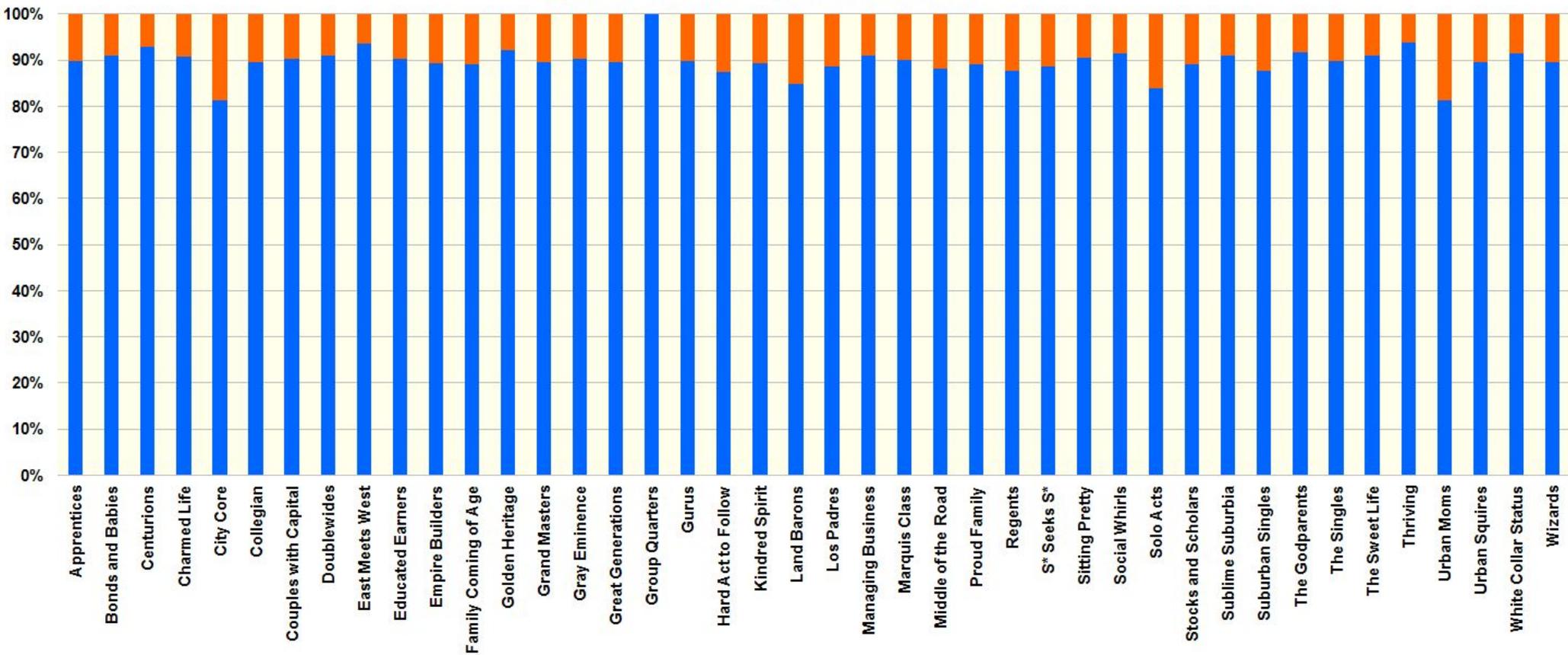
# Checkout Amount by Material Type by Segment



# Checkout Share by Material Type by Segment

Materials: Print / NonPrint (share by segment)

Materials: Print Share      Materials: Nonprint Share





# Fairfax Sample Service Area Data

Segment	Population	Population Share Percent	Population Cumulative Number	Customers	Customer Share Percent	Customer Cumulative Number	Non Customers	Customer Share Percent	Customer Cumulative Number	Checkouts	Checkout Share Percent	Checkout Cumulative Number
1 Apprentices	17,175	17.4%	17.4%	5,257	17.1%	17.1%	11,918	17.5%	17.5%	9,922	15.4%	15.4%
2 The Sweet Life	14,768	15.0%	32.4%	4,600	15.0%	32.0%	10,168	15.0%	15.0%	9,977	15.5%	30.8%
3 Urban Squires	13,698	13.9%	46.3%	4,726	15.4%	47.4%	8,972	13.2%	13.2%	10,924	16.9%	47.8%
4 Stocks and Scholars	10,842	11.0%	57.2%	3,257	10.6%	58.0%	7,585	11.2%	11.2%	6,804	10.5%	58.3%
5 Couples with Capital	10,270	10.4%	67.7%	3,358	10.9%	68.9%	6,912	10.2%	10.2%	7,622	11.8%	70.1%
6 Collegian	5,496	5.6%	73.2%	584	1.9%	70.8%	4,912	7.2%	7.2%	463	0.7%	70.9%
7 S* Seeks S*	3,812	3.9%	77.1%	1094	3.6%	74.4%	2,718	4.0%	4.0%	2,011	3.1%	74.0%
8 Bonds and Babies	3,419	3.5%	80.5%	1118	3.6%	78.0%	2,301	3.4%	3.4%	2,237	3.5%	77.5%
9 Marquis Class	2,841	2.9%	83.4%	1231	4.0%	82.0%	1,610	2.4%	2.4%	2,602	4.0%	81.5%
10 Regents	2,610	2.6%	86.1%	1371	4.5%	86.5%	1,239	1.8%	1.8%	3,036	4.7%	86.2%
11 Sitting Pretty	2,124	2.2%	88.2%	484	1.6%	88.0%	1,640	2.4%	2.4%	623	1.0%	87.2%
12 Great Generations	1,978	2.0%	90.2%	662	2.2%	90.2%	1,316	1.9%	1.9%	2,371	3.7%	90.8%
13 Wizards	1,962	2.0%	92.2%	695	2.3%	92.5%	1,267	1.9%	1.9%	1,756	2.7%	93.6%
14 Hard Act to Follow	1,582	1.6%	93.8%	601	2.0%	94.4%	981	1.4%	1.4%	1,308	2.0%	95.6%
15 Gurus	1,378	1.4%	95.2%	575	1.9%	96.3%	803	1.2%	1.2%	1,002	1.6%	97.1%
16 Empire Builders	1,330	1.3%	96.6%	563	1.8%	98.1%	767	1.1%	1.1%	785	1.2%	98.4%
17 Grand Masters	1,295	1.3%	97.9%	330	1.1%	99.2%	965	1.4%	1.4%	666	1.0%	99.4%
18 Group Quarters	1,252	1.3%	99.1%	34	0.1%	99.3%	1,218	1.8%	1.8%	8	0.0%	99.4%
19 Charmed Life	842	0.9%	100.0%	218	0.7%	100.0%	624	0.9%	0.9%	387	0.6%	100.0%
<b>Grand Total</b>	<b>98,674</b>	<b>100.0%</b>		<b>30,758</b>	<b>100%</b>		<b>67,916</b>	<b>100%</b>		<b>64,504</b>	<b>100%</b>	

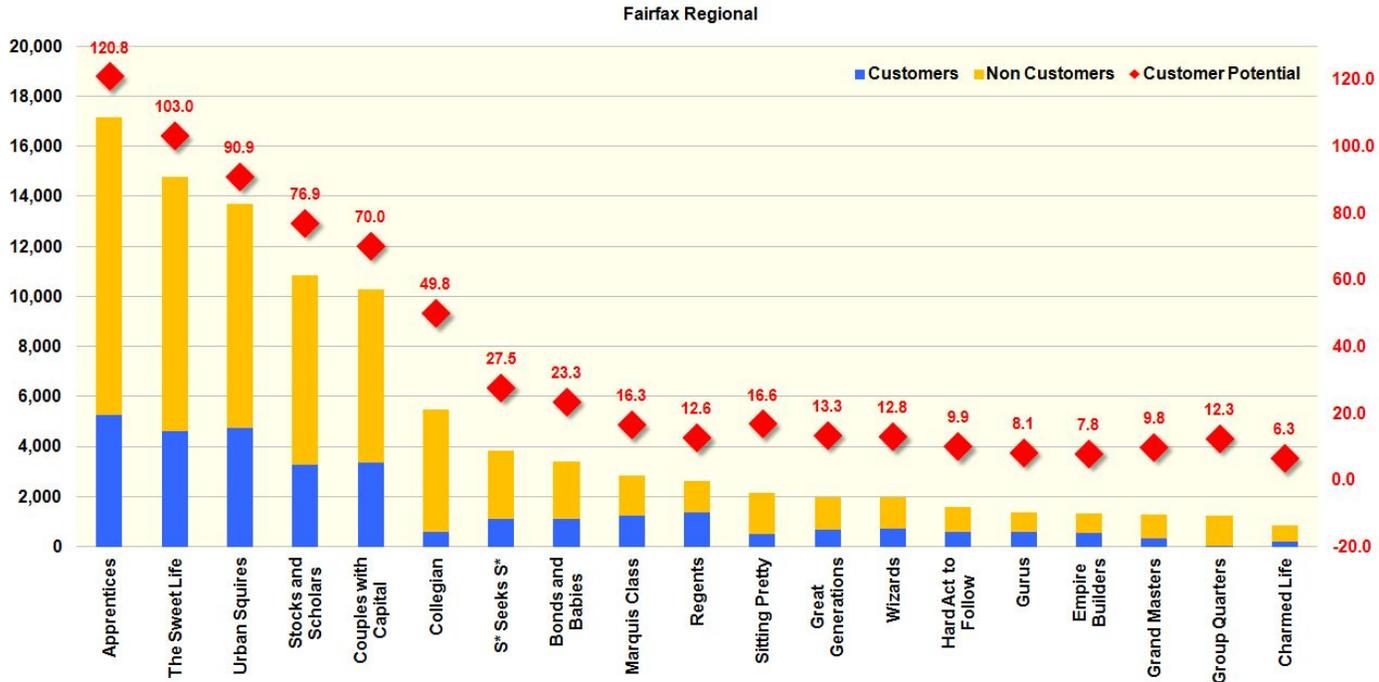
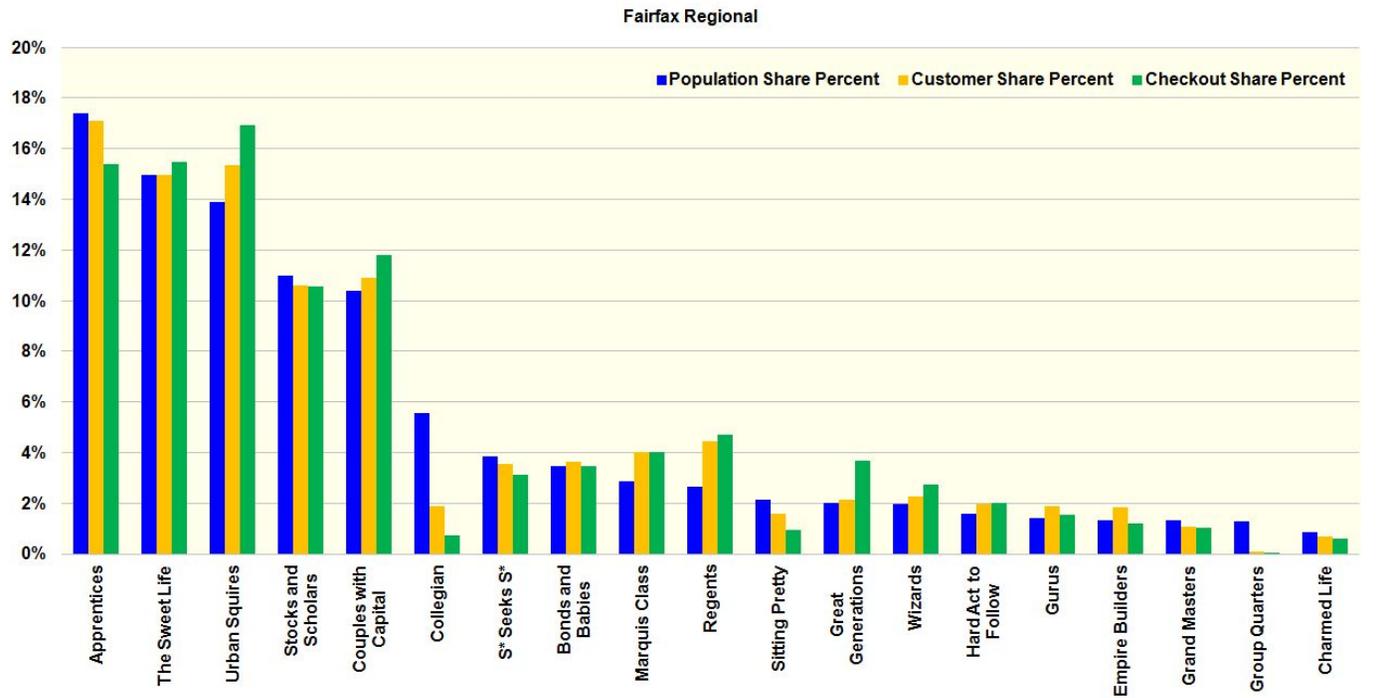
# Fairfax Sample Service Area Data

Segment	Market Share	Market Potential	Market Performance (note 1)	Customer Potential	Customer Potential Performance (note 2)	Customer Potential Rank
1 Apprentices	30.6%	69.4%	Low market potential	120.8	High customer potential	1
2 The Sweet Life	31.1%	68.9%	Low market potential	103.0	High customer potential	2
3 Urban Squires	34.5%	65.5%	High market potential	90.9	High customer potential	3
4 Stocks and Scholars	30.0%	70.0%	Low market potential	76.9	High customer potential	4
5 Couples with Capital	32.7%	67.3%	High market potential	70.0	High customer potential	5
6 Collegian	10.6%	89.4%	Low market potential	49.8	High customer potential	6
7 S* Seeks S*	28.7%	71.3%	Low market potential	27.5	High customer potential	7
8 Bonds and Babies	32.7%	67.3%	High market potential	23.3	High customer potential	8
9 Marquis Class	43.3%	56.7%	High market potential	16.3	Low customer potential	10
10 Regents	52.5%	47.5%	High market potential	12.6	Low customer potential	13
11 Sitting Pretty	22.8%	77.2%	Low market potential	16.6	High customer potential	9
12 Great Generations	33.5%	66.5%	High market potential	13.3	Low customer potential	11
13 Wizards	35.4%	64.6%	High market potential	12.8	Low customer potential	12
14 Hard Act to Follow	38.0%	62.0%	High market potential	9.9	Low customer potential	15
15 Gurus	41.7%	58.3%	High market potential	8.1	Low customer potential	17
16 Empire Builders	42.3%	57.7%	High market potential	7.8	Low customer potential	18
17 Grand Masters	25.5%	74.5%	Low market potential	9.8	Low customer potential	16
18 Group Quarters	2.7%	97.3%	Low market potential	12.3	Low customer potential	14
19 Charmed Life	25.9%	74.1%	Low market potential	6.3	Low customer potential	19
	<b>31.2%</b>	<b>68.8%</b>		<b>16.3</b>	<b>Median</b>	

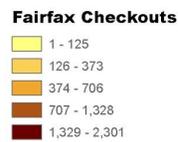
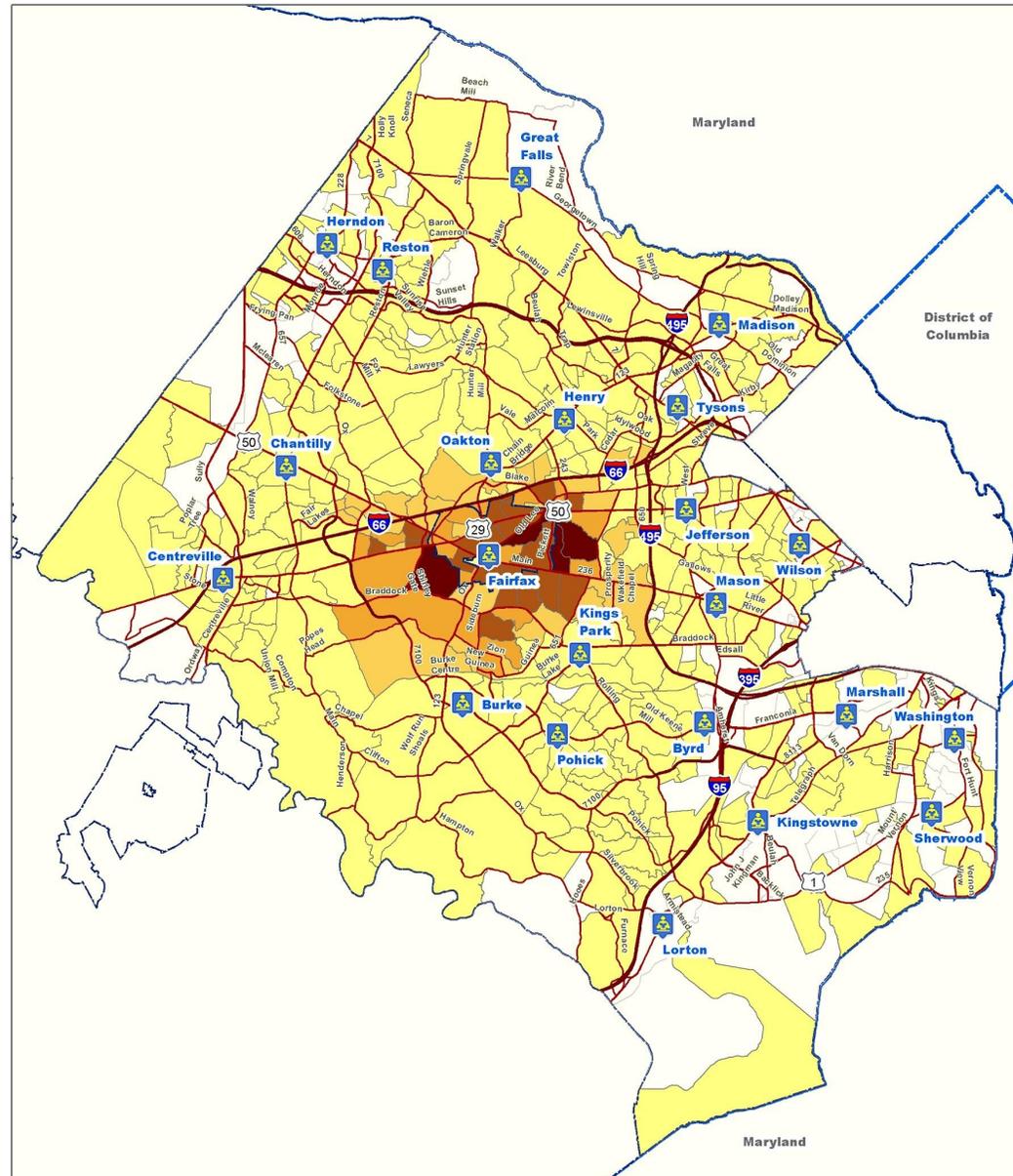
Note 1: "Low" market performance is when the segment's market share is below the District's average market share.

Note 2: "Low" customer potential is when the segment's customer potential is below the District's median customer potential.

# Fairfax Sample Service Area Figure



# Map of Checkouts from the City of Fairfax



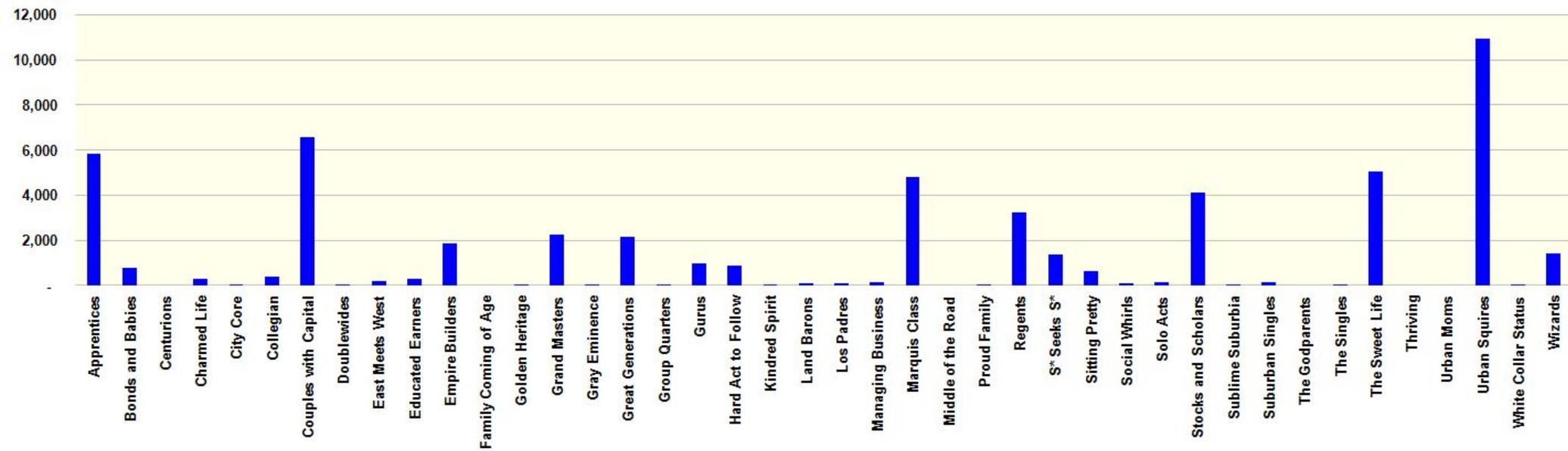
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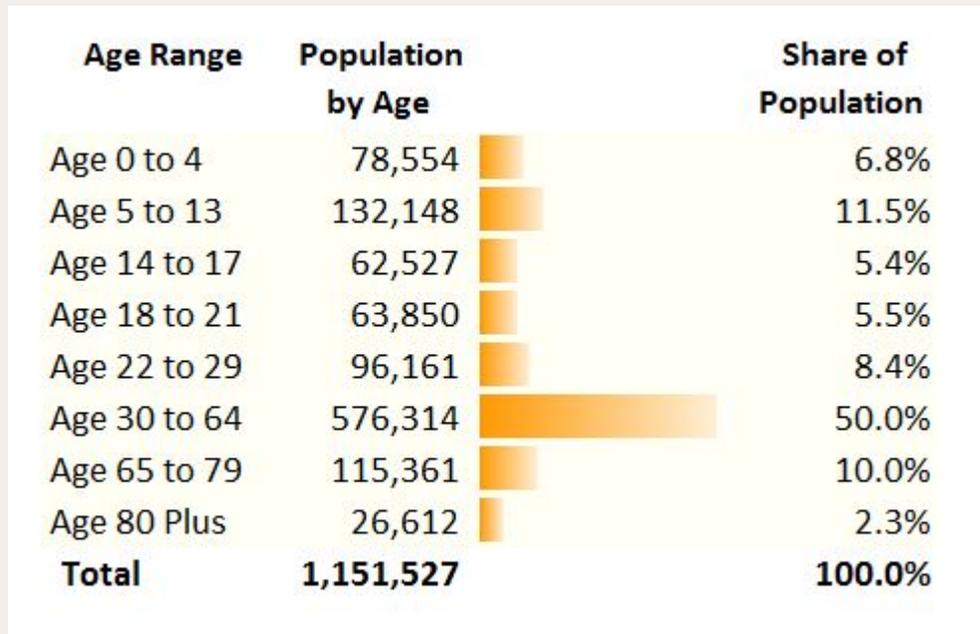
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# Checkouts by Segment from Fairfax Sample

Fairfax



# Demographics: Distribution by Age Group



# Demographics: Distribution by Age Group

Distribution by age group

**Relatively high number of kids -- nearly a quarter**

23.7% -- one in four -- age 0 to 17

**Relatively few college age and 20-somethings**

10.9% -- one in ten -- age 18 to 29

**Relative high the parental years and empty nesters**

50% -- half -- between age 30 and 64

**Relatively few seniors**

12.3% -- just over one in ten -- age 65 +

# Demographics: Segments by Median Age

Segment	Average Age
Collegian	22.9
Centurions	26.0
City Core	29.2
Urban Moms	30.5
White Collar Status	31.3
East Meets West	32.0
Proud Family	32.1
Los Padres	32.4
The Singles	32.5
Group Quarters	33.0
Sitting Pretty	33.7
Thriving	34.0
Educated Earners	34.0
The Sweet Life	34.4
Apprentices	34.5
S* Seeks S*	34.5
Doublewides	34.7
Kindred Spirit	35.1
Suburban Singles	35.2
Middle of the Road	35.3
Charmed Life	35.3
The Godparents	36.4
Sublime Suburbia	37.6
Great Generations	38.0
Solo Acts	38.2
Bonds and Babies	38.4
Couples with Capital	38.8
Hard Act to Follow	38.9
Managing Business	39.1
Wizards	39.4
Urban Squires	39.5
Social Whirls	40.1
Family Coming of Age	40.5
Grand Masters	41.6
Stocks and Scholars	42.7
Gray Eminence	42.8
Marquis Class	43.2
Empire Builders	43.2
Regents	43.7
Land Barons	44.0
Gurus	45.0
Golden Heritage	49.9

# Demographics: Age Findings by Segment

Distribution by segment

**Average age = 36.8**

**3 segments under ave age 30**

**14 segment between 30 and 35**

**14 segments between 35 and 40**

**10 segments between 40 and 45**

**1 segment over 45**

Distribution by segment

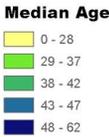
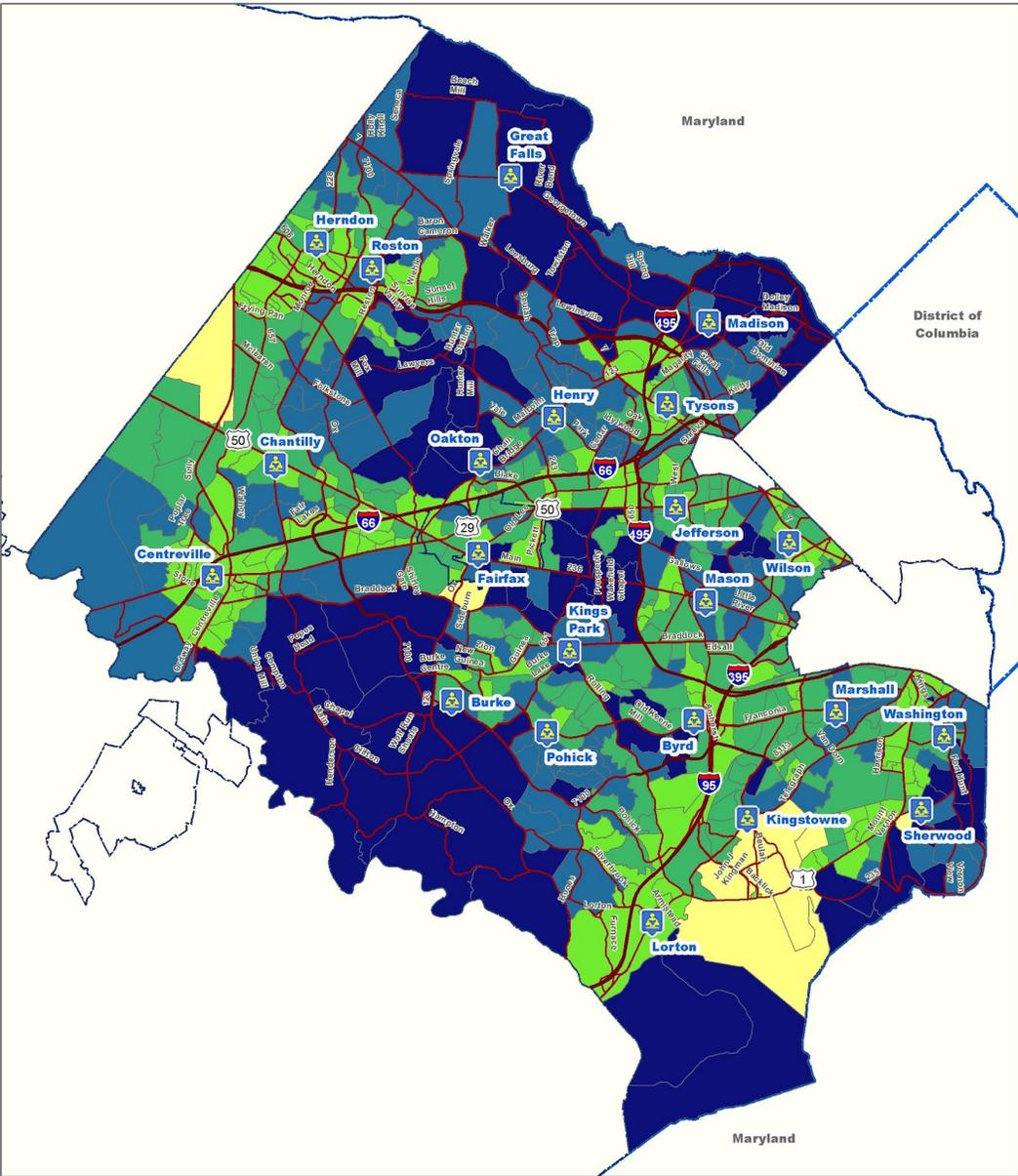
Most youthful segments:

**Collegian, Centurions, City Core, and Urban Moms**

Oldest segments:

**Golden Heritage, Gurus, Land Barons, and Regents**

# Demographic Map: Median Age



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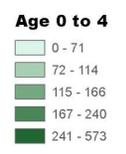
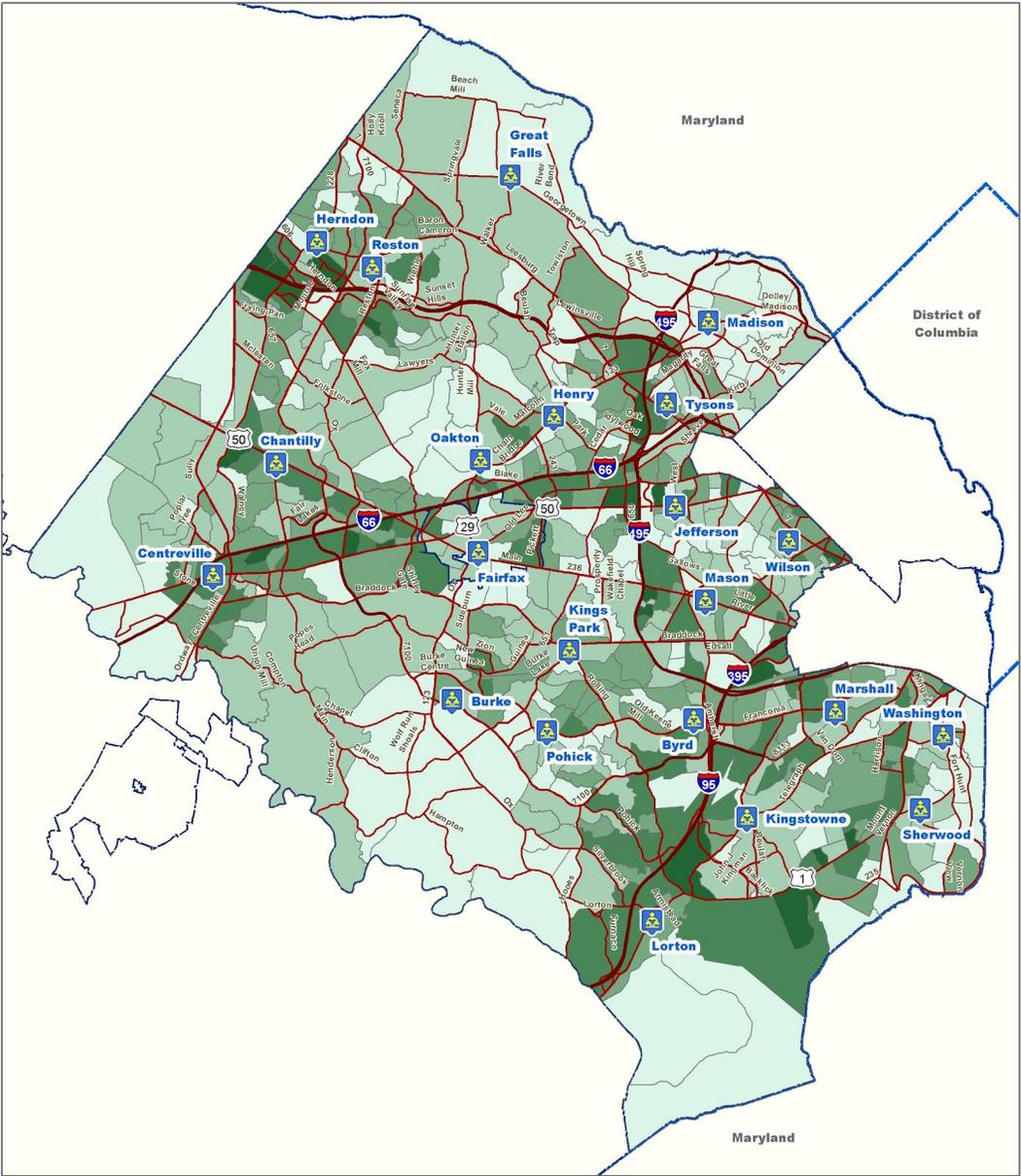
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# Demographics: Segments by Age Distribution

Segment	Age 0 to 4	Age 5 to 13	Age 14 to 18	Age 19 to 22	Age 23 to 29	Age 30 to 64	Age 65 to 79	Age 80 Plus
Couples with Capital	8,592	14,624	6,920	6,956	9,569	65,883	13,300	2328
Urban Squires	6,938	12,772	6,028	5,845	8,868	54,971	12,685	3255
The Sweet Life	9,652	12,918	4,415	3,732	9,996	57,164	5,994	922
Empire Builders	4,157	9,898	7,392	7,472	5,385	44,450	16,522	3269
Great Generations	4,742	8,553	4,052	4,138	5,281	36,821	6,569	1024
Apprentices	7,357	6,793	1,931	1,535	7,654	40,254	3,800	675
Grand Masters	2,313	5,648	4,131	4,511	3,180	24,604	7,262	1643
Marquis Class	2,418	5,170	3,342	3,359	3,110	23,701	7,874	2564
Sitting Pretty	4,087	7,403	2,755	2,388	5,130	25,214	3,201	630
Stocks and Scholars	2,293	4,825	3,564	3,799	3,398	23,780	7,529	1579
Wizards	3,706	4,566	1,660	1,587	3,410	24,858	4,887	1268
Bonds and Babies	2,382	5,235	3,513	3,386	2,997	21,746	3,975	575
Educated Earners	2,341	3,303	1,029	911	2,970	13,756	1,288	213
Regents	1,256	2,173	1,282	1,440	1,566	11,226	3,947	1356
S* Seeks S*	1,788	2,697	931	813	2,568	10,802	1,338	331
The Singles	1,720	3,142	943	793	2,479	10,525	961	166
Los Padres	1,590	2,977	797	666	2,397	9,869	973	167
Charmed Life	1,464	2,477	961	899	1,778	9,668	1,184	236
Managing Business	921	1,563	643	648	1,239	6,985	1,464	383
East Meets West	1,346	2,070	642	455	957	7,650	577	91
Suburban Singles	1112	1654	563	544	1346	6886	720	343
Gurus	764	1018	484	478	839	6054	1907	755
White Collar Status	971	2116	778	595	1212	5261	437	102
Social Whirls	635	1106	539	540	931	5065	1162	428
Land Barons	343	781	616	730	651	4442	1628	234
Solo Acts	482	696	254	253	658	3318	633	128
Golden Heritage	280	473	222	200	362	2258	763	1260
Collegian	33	110	33	3258	1700	309	40	13
Hard Act to Follow	360	596	264	262	537	2586	555	217
Kindred Spirit	441	650	234	195	574	2780	362	64
Sublime Suburbia	382	591	241	252	520	2648	478	73
Thriving	366	787	296	288	485	2336	302	57
Doublewides	312	734	260	202	437	1946	295	57
City Core	230	557	186	133	314	1138	88	15
Urban Moms	193	368	118	95	265	984	80	8
Proud Family	152	267	140	127	193	839	96	12
Middle of the Road	125	202	87	75	190	784	110	21
The Godparents	97	141	63	67	167	659	109	26
Centurions	95	253	107	64	209	531	5	1
Group Quarters	0	1	44	118	459	624	6	0
Family Coming of Age	73	143	20	10	110	500	129	84
Gray Eminence	45	97	47	31	70	439	126	39
<b>Total</b>	<b>71,063</b>	<b>118,807</b>	<b>56,931</b>	<b>55,333</b>	<b>83,932</b>	<b>523,927</b>	<b>105,330</b>	<b>22,675</b>

# Demographic Map: Age 0 to 4

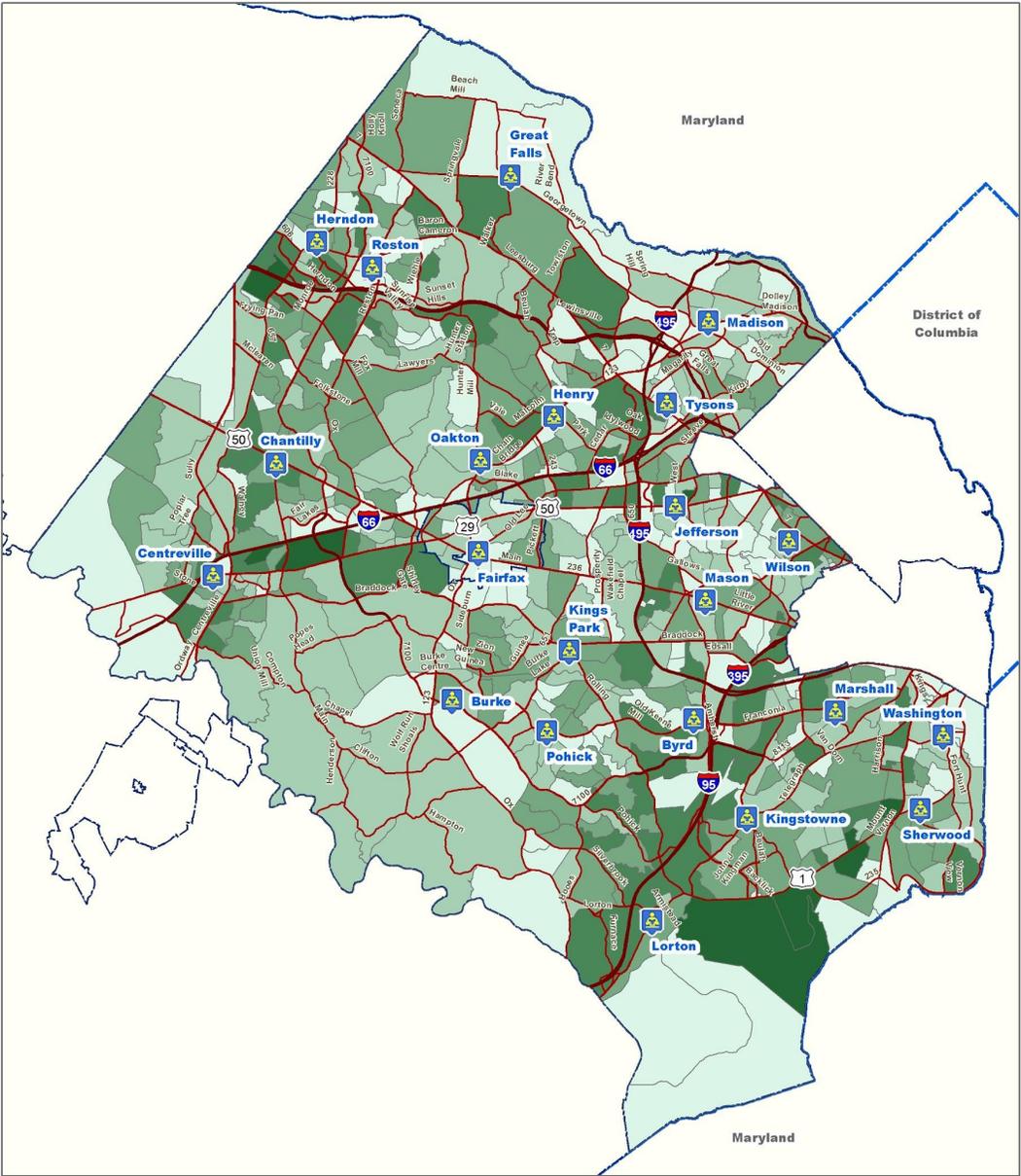


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# Demographic Map: Age 5 to 13

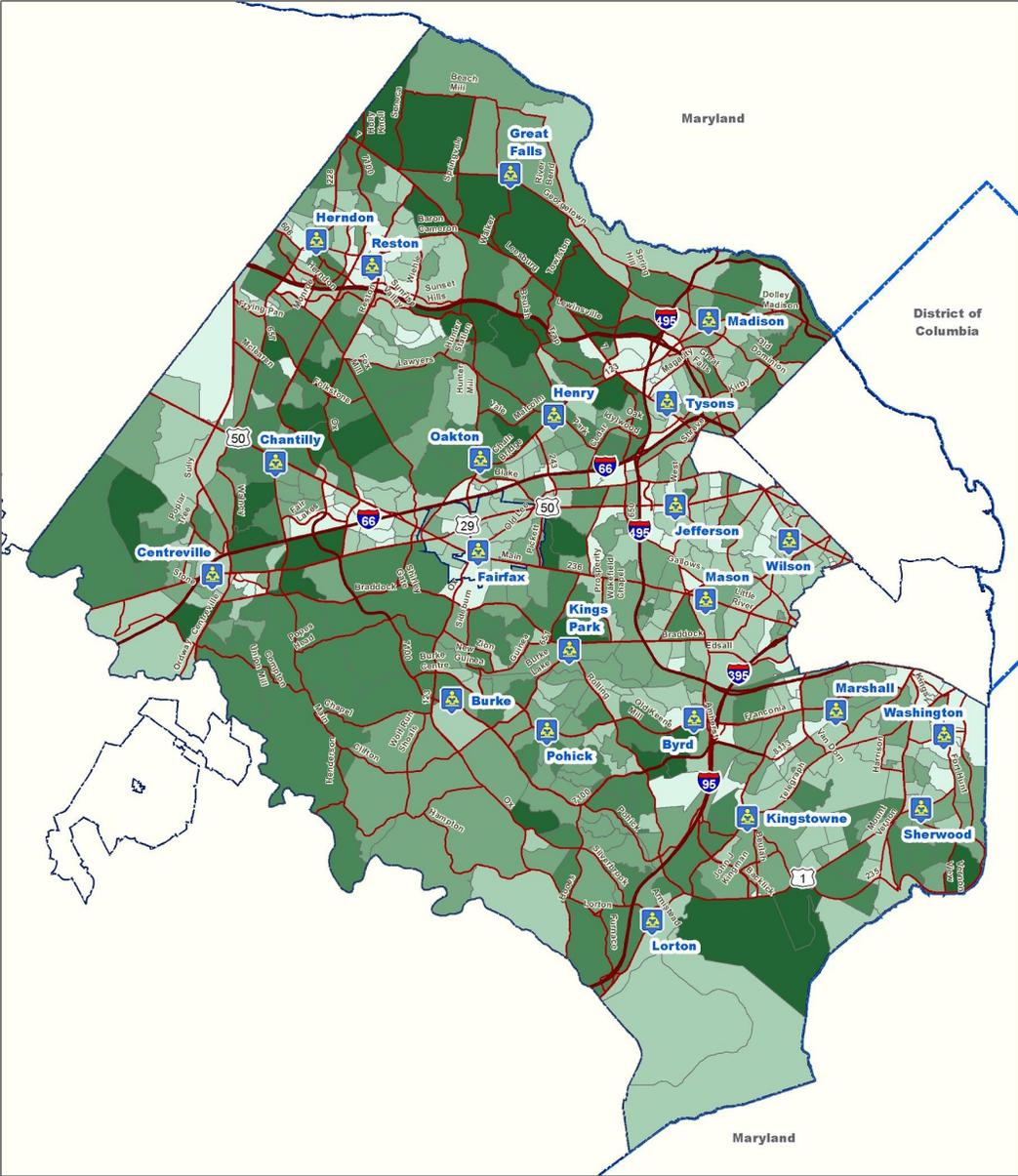


- Age 5 to 13**
- 0 - 128
  - 129 - 205
  - 206 - 296
  - 297 - 444
  - 445 - 787

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# Demographic Map: Age 14 to 17



**Age 14 to 17**  
0 - 46  
47 - 86  
87 - 133  
134 - 199  
200 - 379

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# Demographic Map: Age 18 to 22



**Age 18 to 22**

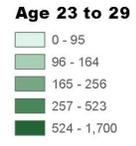
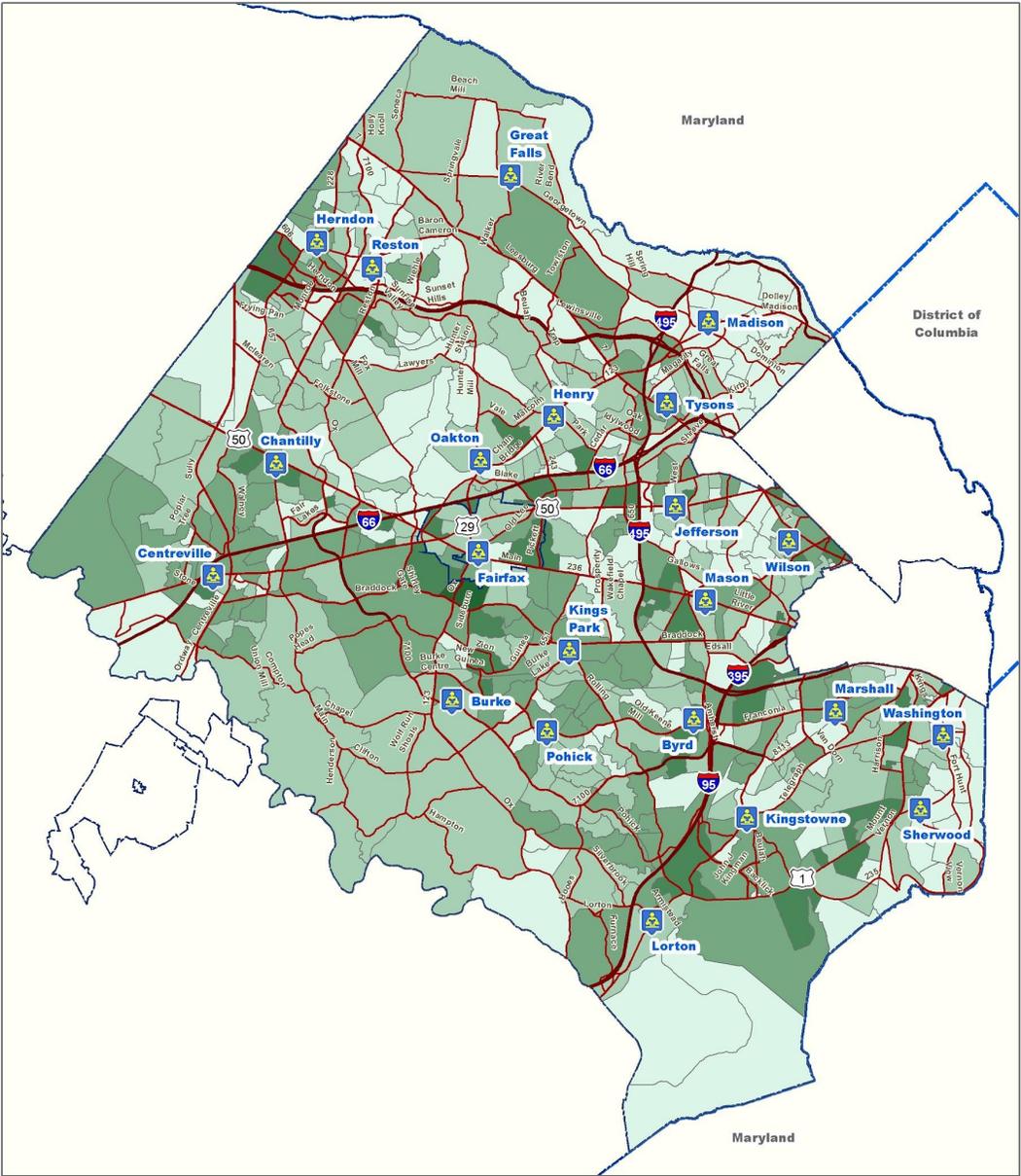
- 0 - 50
- 51 - 102
- 103 - 172
- 173 - 439
- 440 - 3,258

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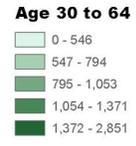
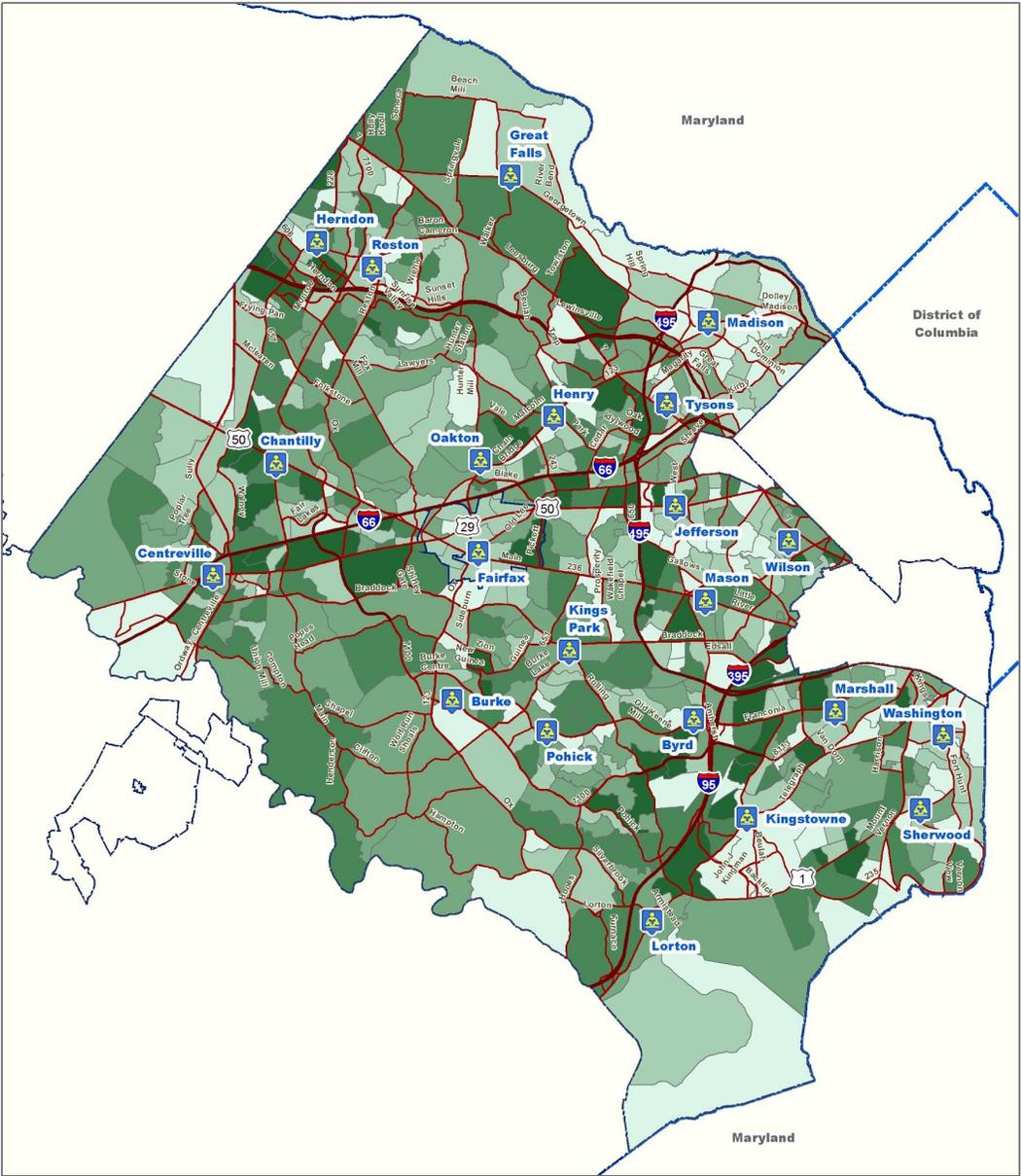
# Demographic Map: Age 23 to 29



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# Demographic Map: Age 30 to 64

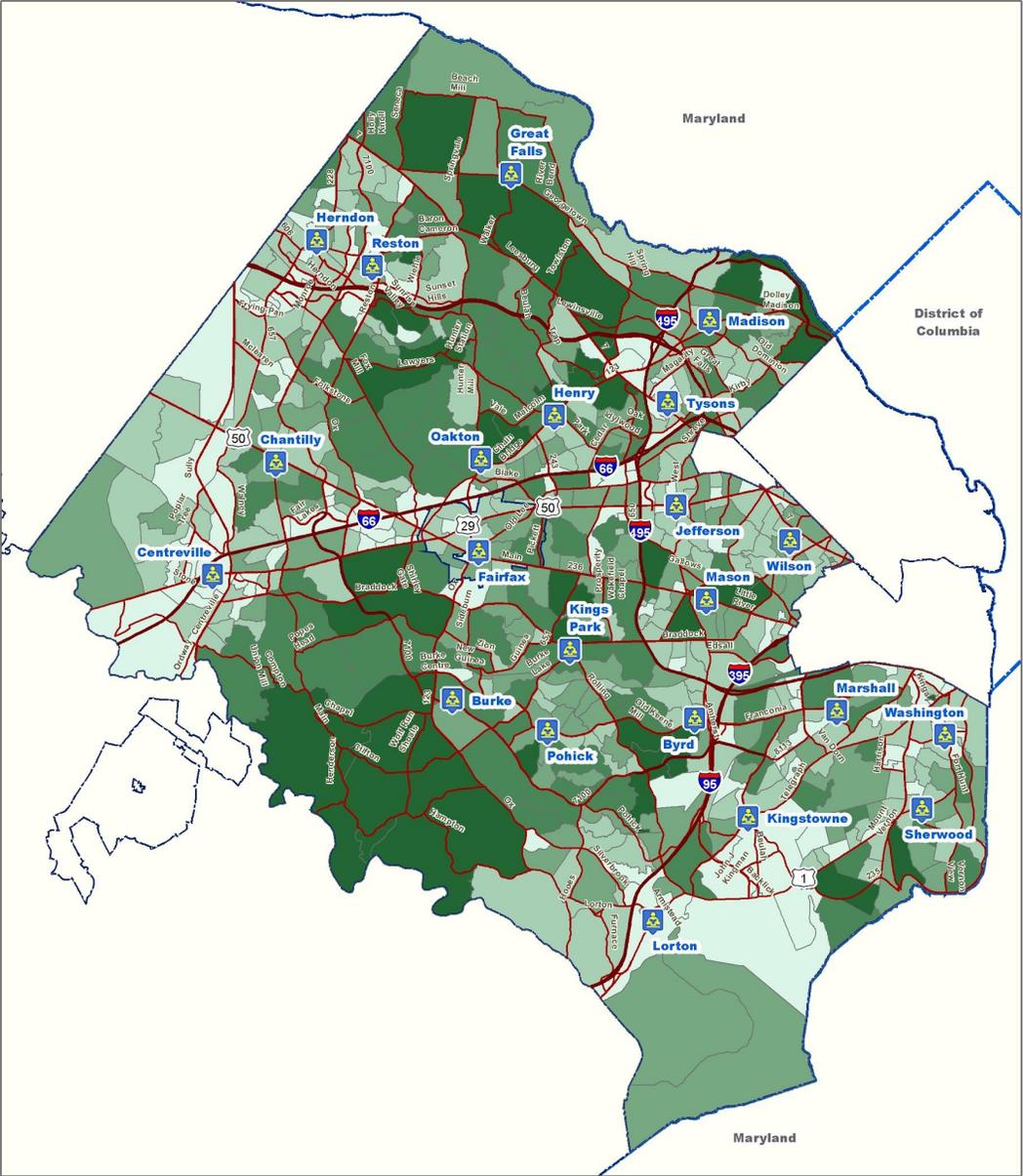


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# Demographic Map: Age 65 to 79

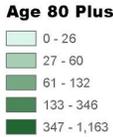
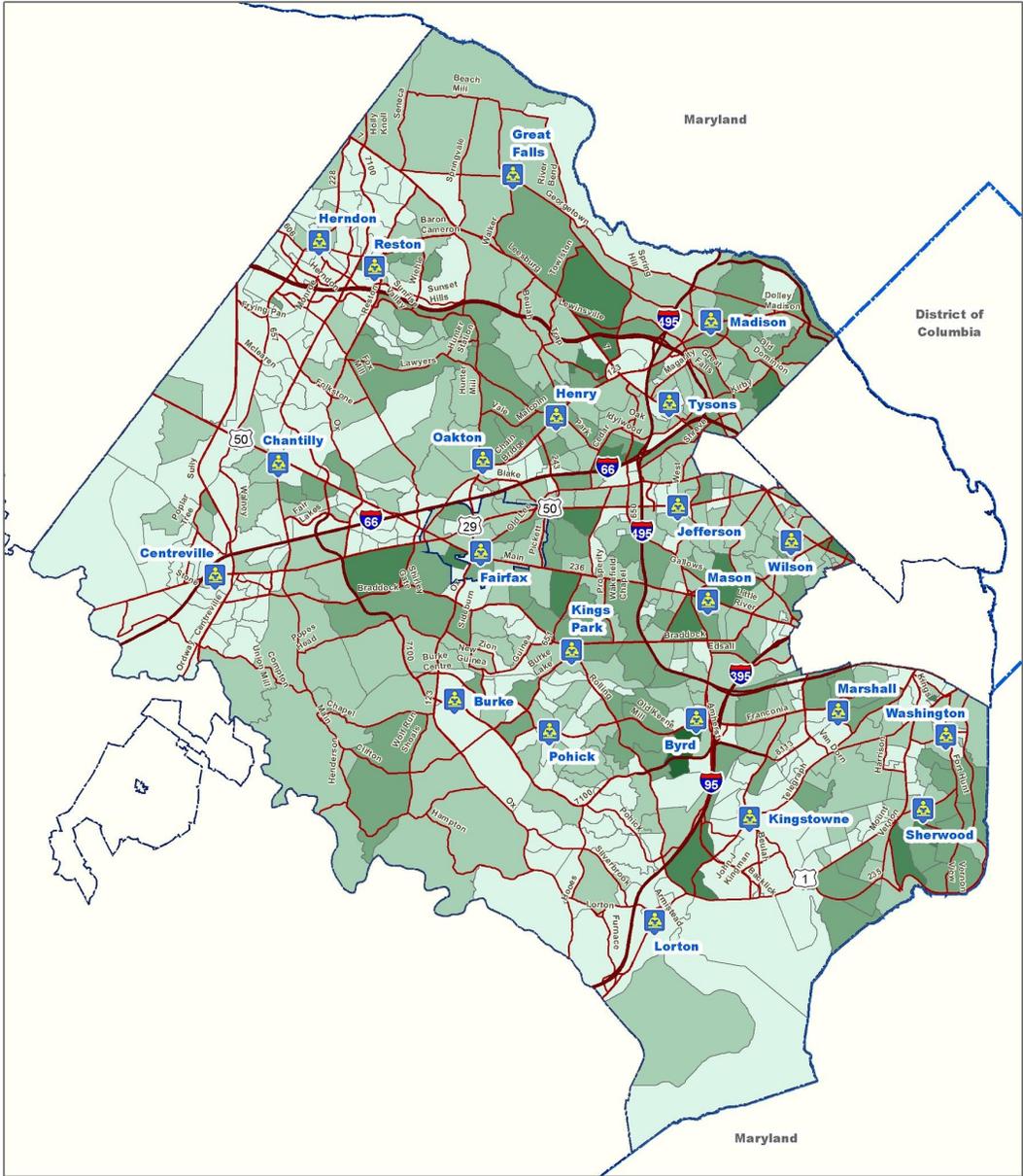


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# Demographic Map: Age 80 +



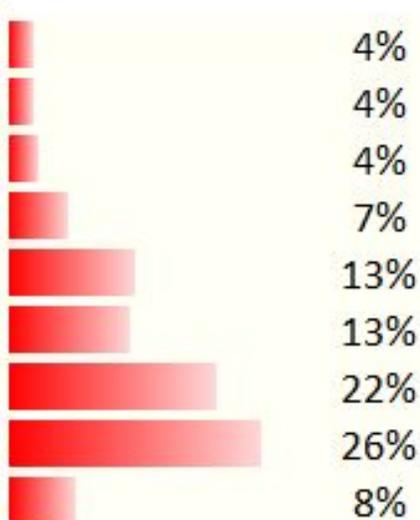
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# Demographics: Income Distribution by Group

Income Range	Number of Households	Share
HH Inc \$0 to \$15k	15,289	4%
HH Inc \$15k to \$25k	14,858	4%
HH Inc \$25k to \$35k	16,819	4%
HH Inc \$35k to \$50k	29,518	7%
HH Inc \$50k to \$75k	56,446	13%
HH Inc \$75k to \$100k	54,164	13%
HH Inc \$100k to \$150k	90,325	22%
HH Inc \$150k to \$250k	108,626	26%
HH Inc \$250k+	32,417	8%
<b>Total</b>	<b>418,462</b>	<b>100%</b>



# Demographic: Findings by Income Group

Distribution by income groups (by household)

**12%**...under \$35,000 household income

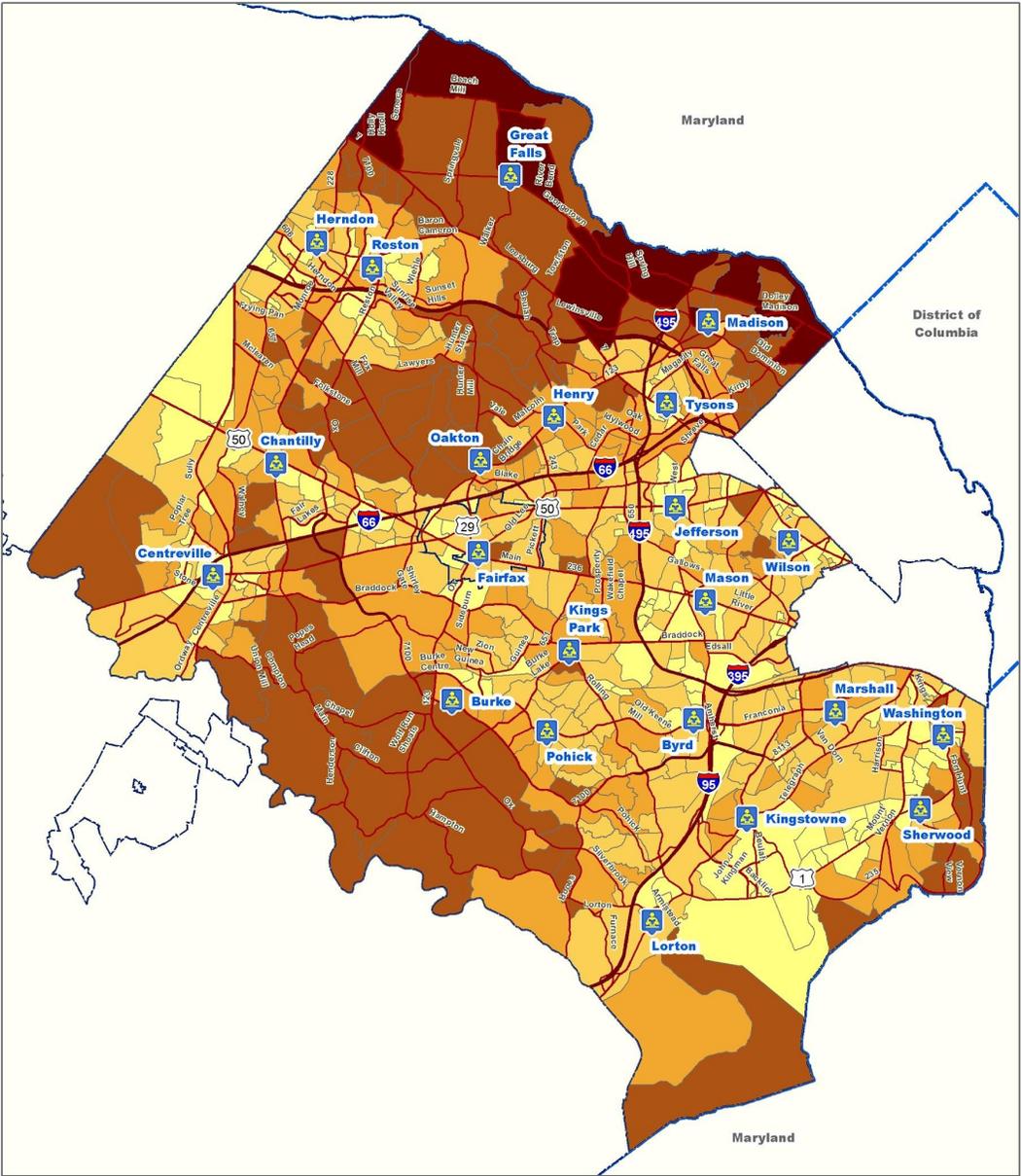
**20%**...between \$35,000 and \$75,000 household income

**13%**...between \$75,000 and \$100,000 household income

**35%**...between \$75,000 and \$150,000 household income

**34%**...over \$150,000 household income

# Demographic Map: Average Household Income

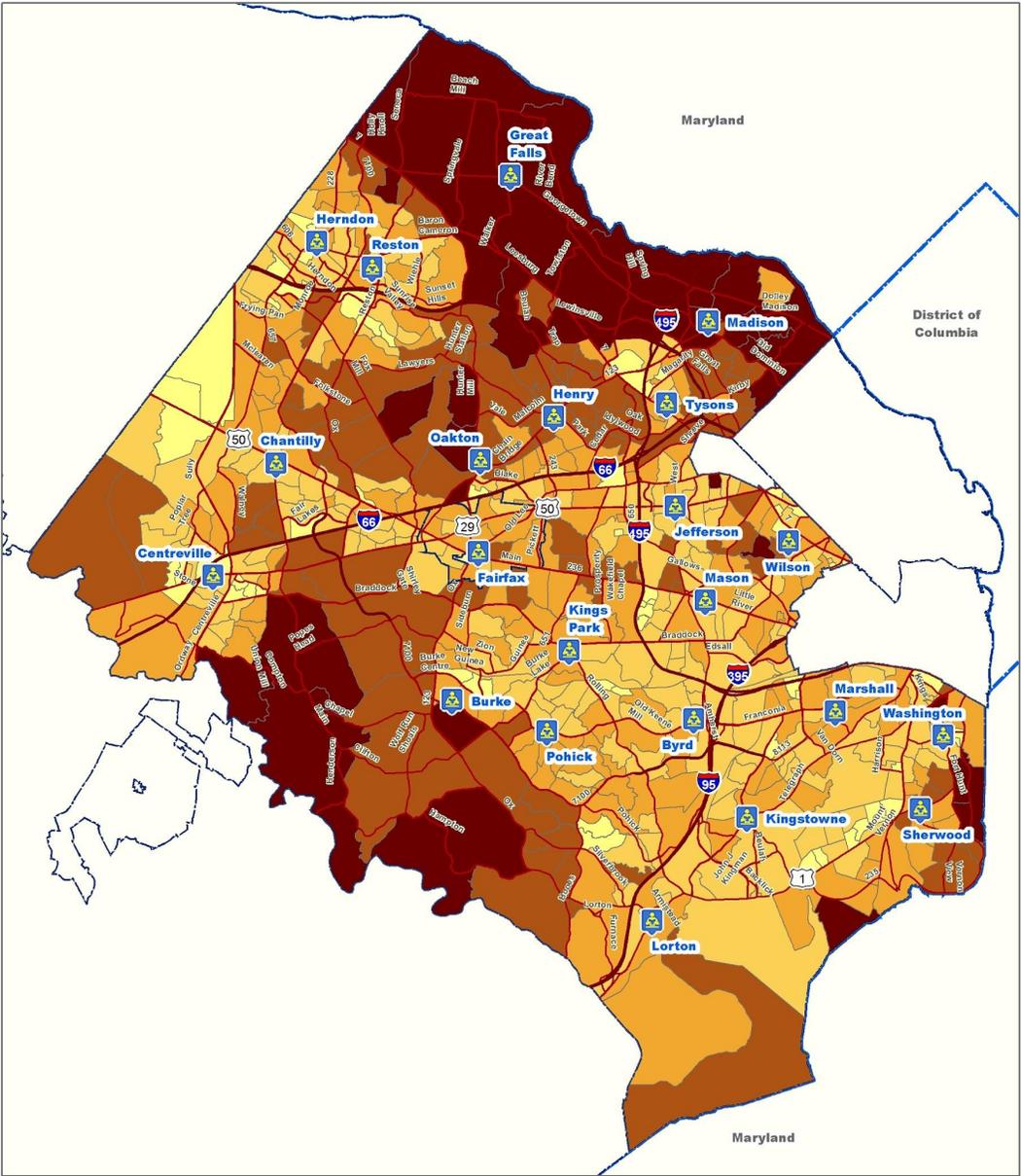


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# Demographic Map: Average Home Value



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# Demographics: Segments by Average HH Income

Segment	Ave Household Income
Group Quarters	\$ -
Urban Moms	\$ 35,556
City Core	\$ 48,017
Family Coming of Age	\$ 54,472
Thriving	\$ 62,483
White Collar Status	\$ 64,006
Proud Family	\$ 64,511
Los Padres	\$ 68,660
Collegian	\$ 71,518
Doublewides	\$ 73,087
Centurions	\$ 73,331
Middle of the Road	\$ 74,134
Kindred Spirit	\$ 76,721
Suburban Singles	\$ 77,778
Solo Acts	\$ 80,184
The Singles	\$ 80,707
Educated Earners	\$ 81,183
S* Seeks S*	\$ 84,979
Gray Eminence	\$ 89,992
Sitting Pretty	\$ 92,823
The Godparents	\$ 97,784
Managing Business	\$ 100,226
Sublime Suburbia	\$ 100,371
Charmed Life	\$ 103,589
Apprentices	\$ 104,664
Hard Act to Follow	\$ 105,193
Social Whirls	\$ 109,030
The Sweet Life	\$ 117,294
Wizards	\$ 119,216
East Meets West	\$ 121,210
Gurus	\$ 121,927
Golden Heritage	\$ 122,200
Urban Squires	\$ 135,550
Regents	\$ 147,935
Couples with Capital	\$ 148,525
Great Generations	\$ 151,136
Marquis Class	\$ 161,313
Bonds and Babies	\$ 177,067
Stocks and Scholars	\$ 183,502
Grand Masters	\$ 190,733
Land Barons	\$ 205,087
Empire Builders	\$ 260,469
<b>Average</b>	<b>\$ 105,670</b>

# Demographics: Findings Income by Segment

Distribution by household income by segment

**3 segments:** under \$55,000 average household income

**9 segments:** between \$55,000 and \$75,000

**9 segments:** between \$75,000 and \$100,000

**14 segments:** between \$100,000 and \$150,000

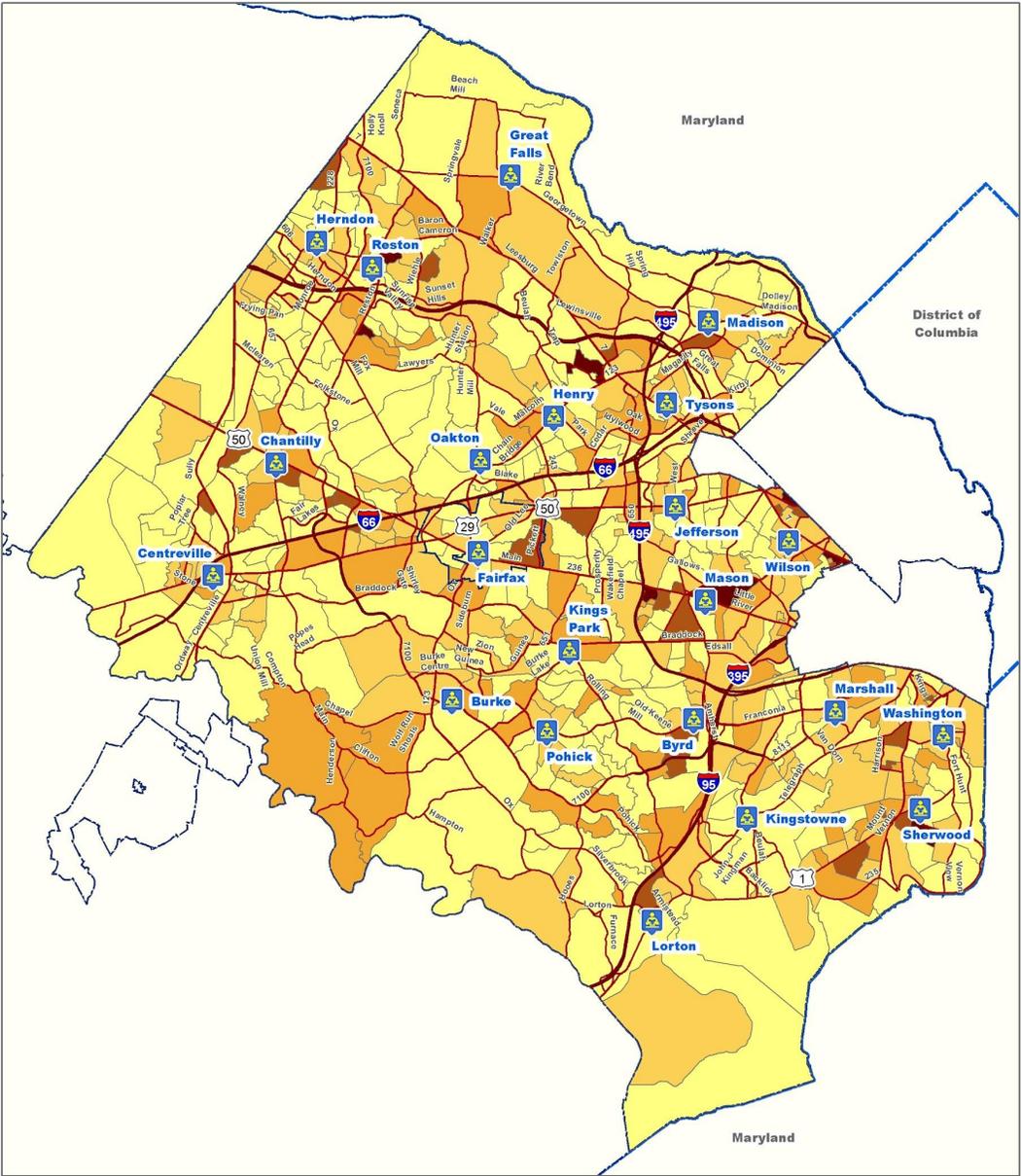
**5 segments:** between \$150,000 and \$200,000

**2 segments:** over \$200,000

# Demographics: Segments by HH Income Group

Segment	HH Inc \$0 to \$15k	HH Inc \$15k to \$25k	HH Inc \$25k to \$35k	HH Inc \$35k to \$50k	HH Inc \$50k to \$75k	HH Inc \$75k to \$100k	HH Inc \$100k to \$150k	HH Inc \$150k to \$200k	HH Inc \$250k+
Apprentices	1,399	1,113	1,463	2,908	6,479	6,064	8,446	4,513	1,397
Bonds and Babies	308	406	214	559	858	1,081	3,010	5,780	1,660
Centurions	11	14	28	28	74	51	46	9	4
Charmed Life	231	353	243	550	1,008	1,025	1,410	880	237
City Core	112	181	65	163	247	84	47	11	-
Collegian	41	-	17	37	43	59	46	15	-
Couples with Capital	982	1,094	1,356	2,550	5,051	5,707	11,360	14,591	3,606
Doublewides	89	110	93	230	307	190	212	54	8
East Meets West	28	131	176	270	696	789	1,345	1,448	117
Educated Earners	513	423	860	1,009	2,608	1,708	1,930	876	128
Empire Builders	622	577	590	977	2,264	2,494	5,418	16,380	5,955
Family Coming of Age	167	64	52	10	65	15	31	28	14
Golden Heritage	140	162	165	336	539	300	600	501	255
Grand Masters	341	209	285	633	1,179	1,502	3,595	7,743	2,300
Gray Eminence	2	9	17	70	69	32	54	49	8
Great Generations	450	598	698	1,103	2,647	2,807	6,201	8,202	2,297
Group Quarters	-	-	-	-	-	-	-	-	-
Gurus	530	377	355	577	804	803	984	976	364
Hard Act to Follow	63	55	190	175	211	263	381	285	75
Kindred Spirit	135	216	137	287	397	402	145	171	25
Land Barons	110	88	45	158	184	239	598	1336	516
Los Padres	319	441	588	821	1235	1003	818	227	93
Managing Business	168	269	299	510	874	469	1128	628	185
Marquis Class	503	370	306	761	1761	2134	4307	6643	1992
Middle of the Road	45	69	21	24	84	168	94	16	1
Proud Family	57	61	4	109	133	153	61	17	0
Regents	855	267	330	492	1127	1227	2044	2600	862
S* Seeks S*	578	580	396	1251	1807	1017	1099	602	237
Sitting Pretty	776	812	951	2048	3426	2711	3416	2006	562
Social Whirls	135	147	147	321	678	465	644	644	135
Solo Acts	179	201	258	260	445	467	411	164	30
Stocks and Scholars	719	373	382	511	1149	1667	3367	6974	2578
Sublime Suburbia	105	48	105	198	319	184	484	266	69
Suburban Singles	219	283	604	801	949	952	683	388	123
The Godparents	12	25	14	35	44	35	106	70	4
The Singles	411	438	717	524	1280	883	934	522	163
The Sweet Life	1167	1645	1471	3179	6528	6133	10356	8225	2097
Thriving	175	138	223	453	226	213	175	37	33
Urban Moms	114	158	175	105	84	32	23	0	0
Urban Squires	1076	1226	1173	2278	5022	4912	9134	10649	3176
White Collar Status	218	240	503	725	643	401	312	217	51
Wizards	1184	887	1103	1482	2902	3323	4870	3883	1060
<b>Total</b>	<b>15,289</b>	<b>14,858</b>	<b>16,819</b>	<b>29,518</b>	<b>56,446</b>	<b>54,164</b>	<b>90,325</b>	<b>108,626</b>	<b>32,417</b>

# Demographic Map: \$0-\$15k HH Income



**HH Income \$0 to \$15,000**

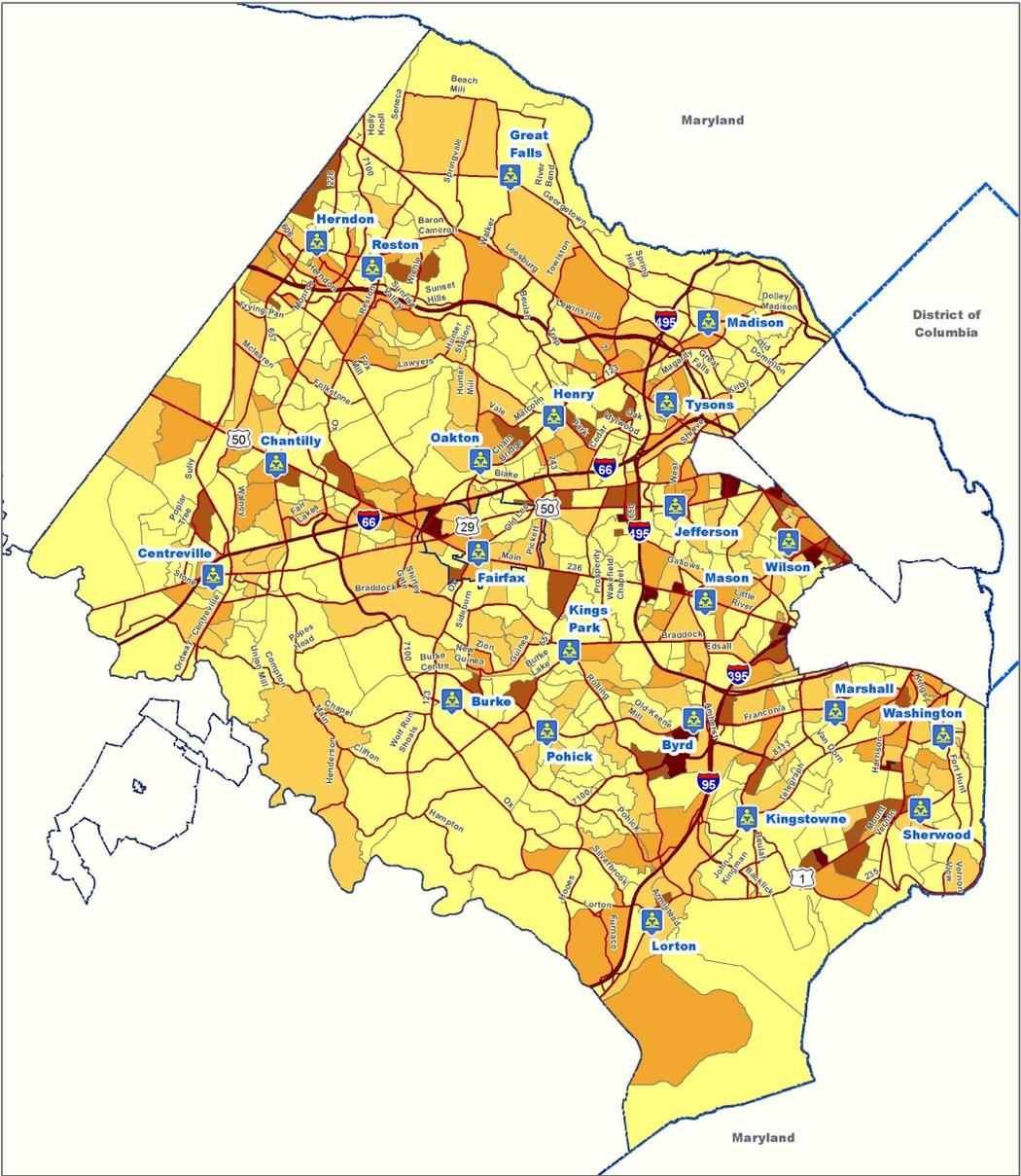
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135.000001 - 248.000000

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# Demographic Map: \$15k-\$25k HH Income



**HH Income \$15,000 to \$25,000**

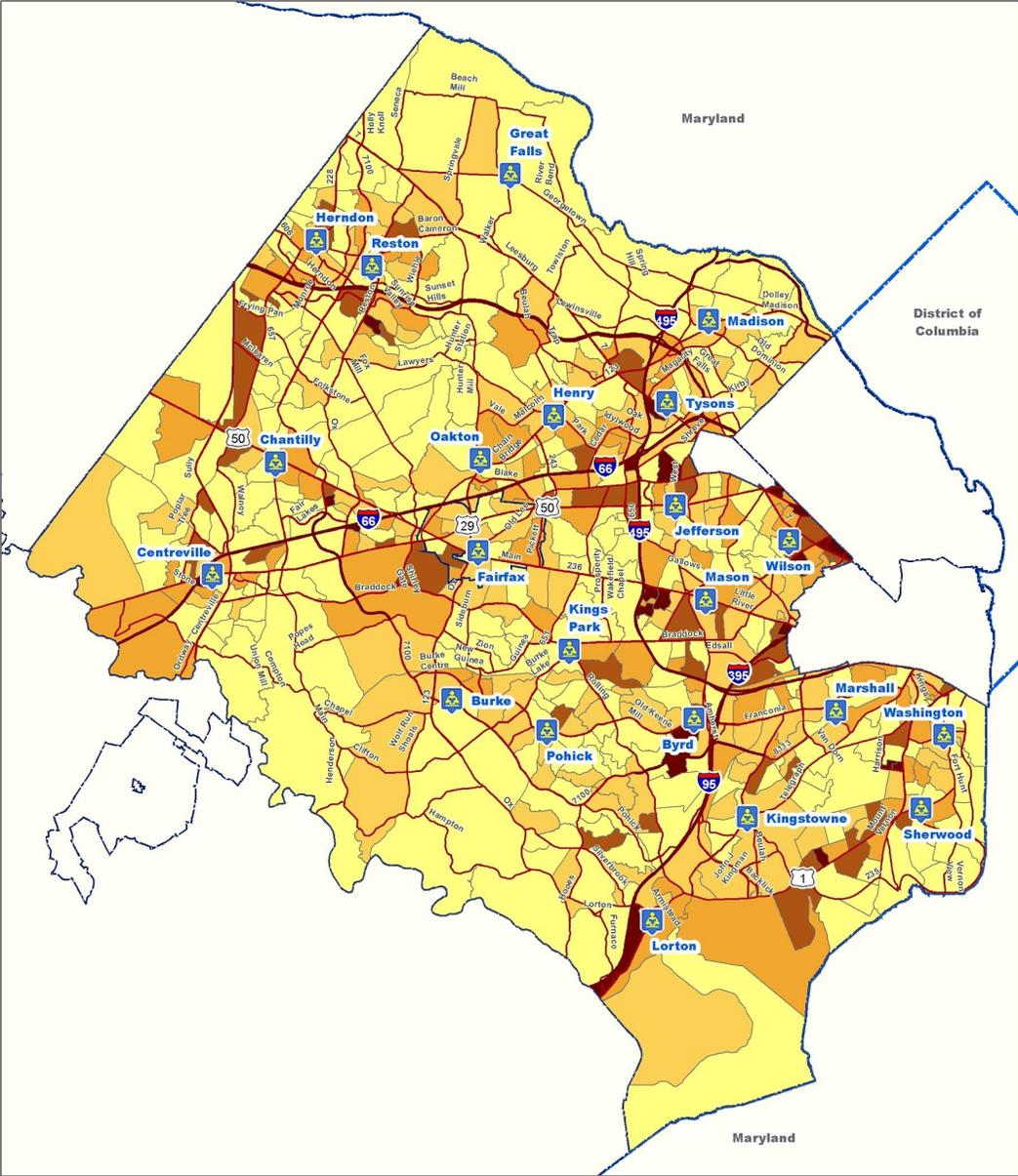
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- 61.000001 - 97.000000
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# Demographic Map: \$25k-\$35k HH Income



**HH Income \$25,000 to \$35,000**

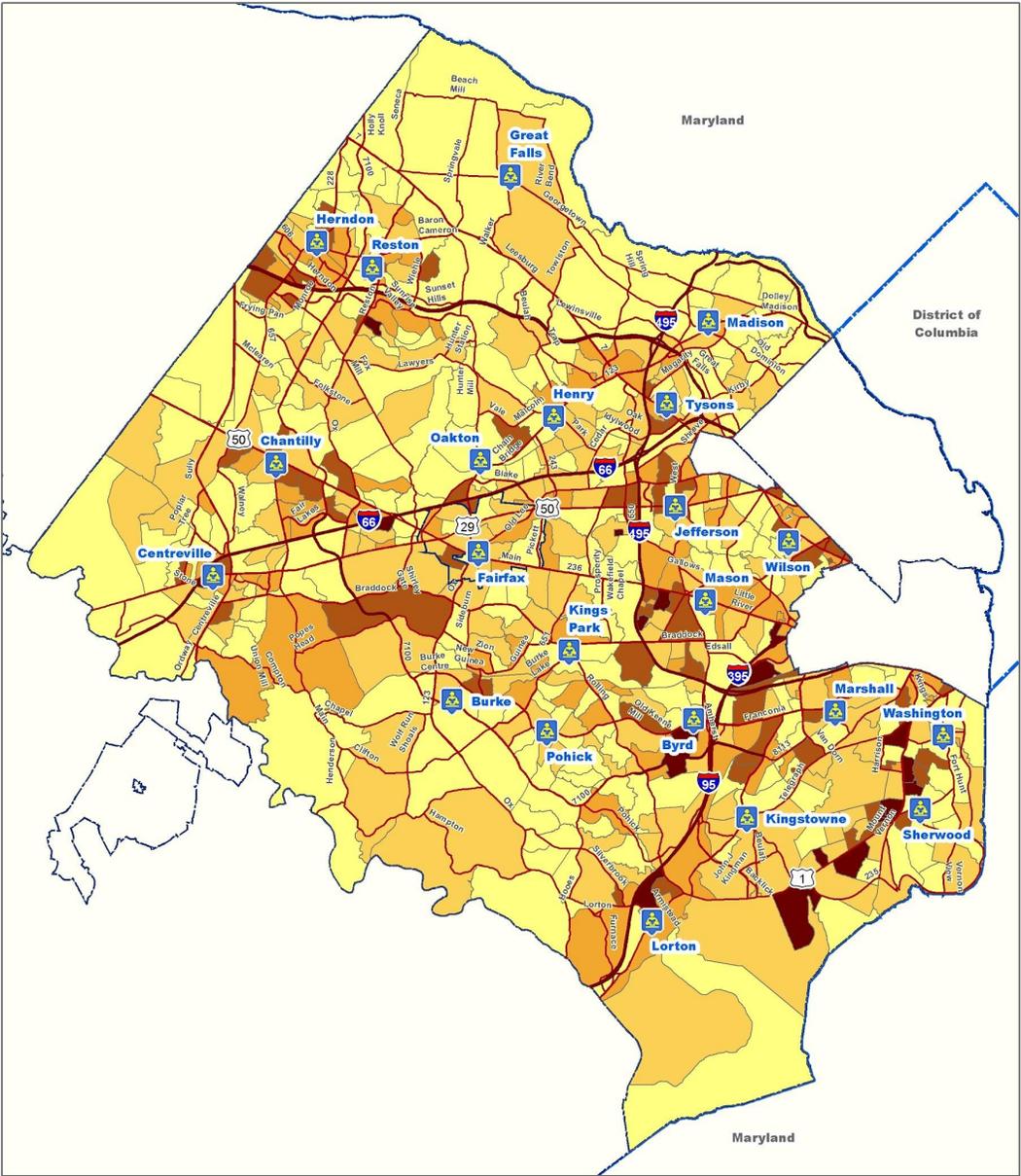
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- 34.000001 - 62.000000
- 62.000001 - 102.000000
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# Demographic Map: \$35k-\$50k HH Income



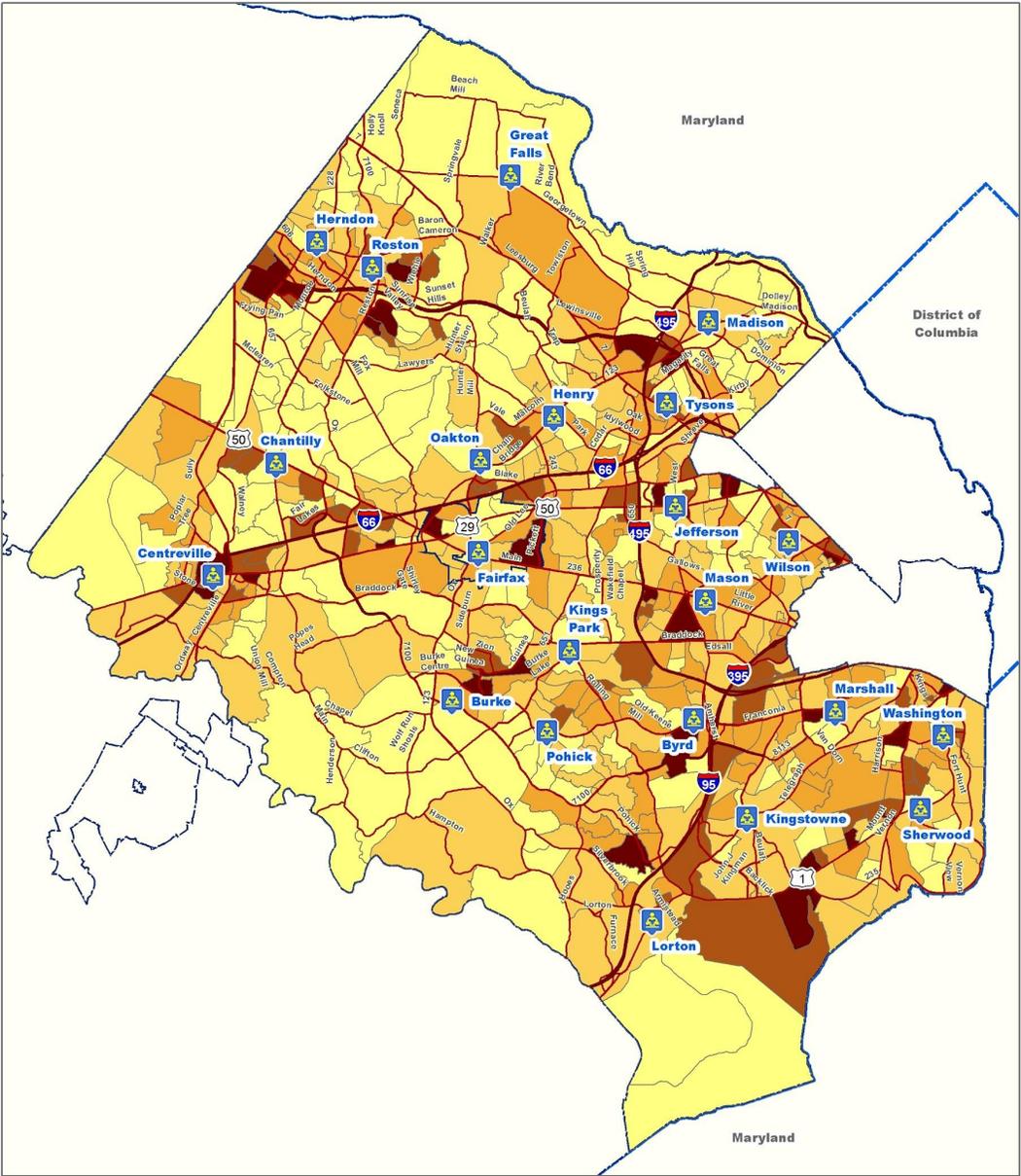
**HH Income \$35,000 to \$50,000**

- 0 - 23
- 24 - 55
- 56 - 97
- 98 - 158
- 159 - 292

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# Demographic Map: \$50k to \$75k HH Income



**HH Income \$50,000 to \$75,000**

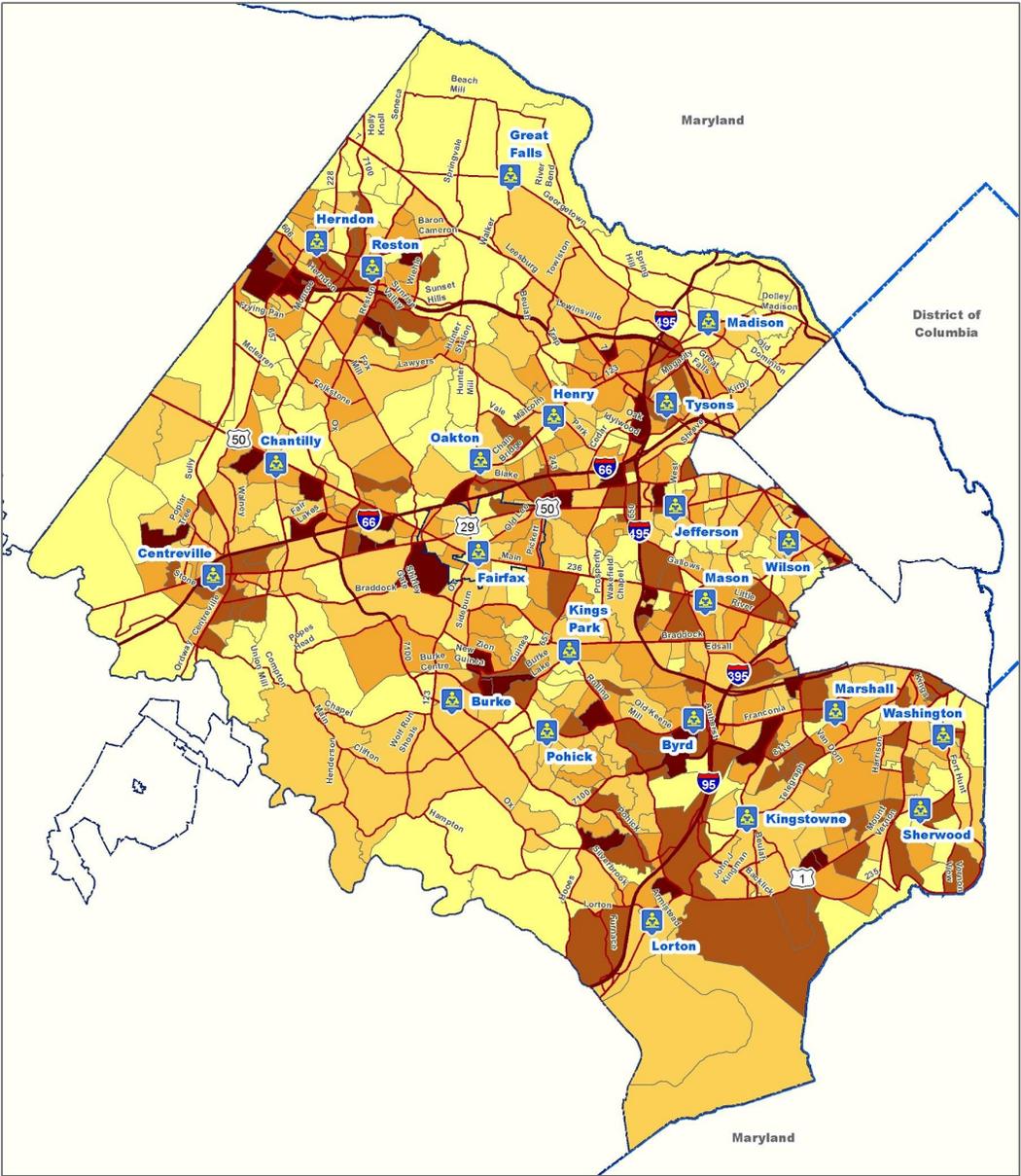
- 0.000000 - 41.000000
- 41.000001 - 89.000000
- 89.000001 - 151.000000
- 151.000001 - 228.000000
- 228.000001 - 474.000000

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# Demographic Map: \$75k to \$100k HH Income



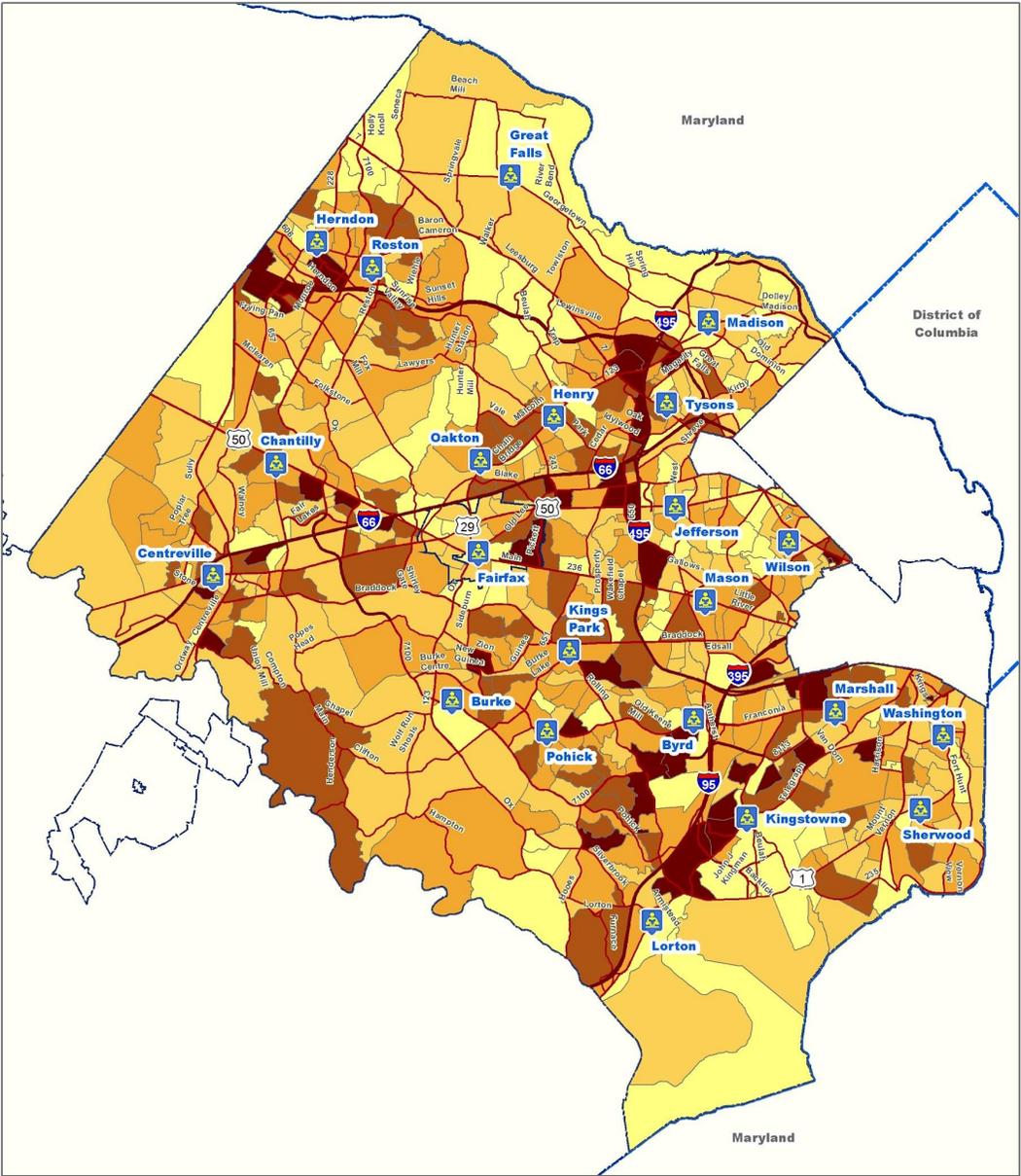
**HH Income \$75,000 to \$100,000**

- 0 - 39
- 40 - 77
- 78 - 120
- 121 - 185
- 186 - 340

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# Demographic Map: \$100k to \$150k HH Income



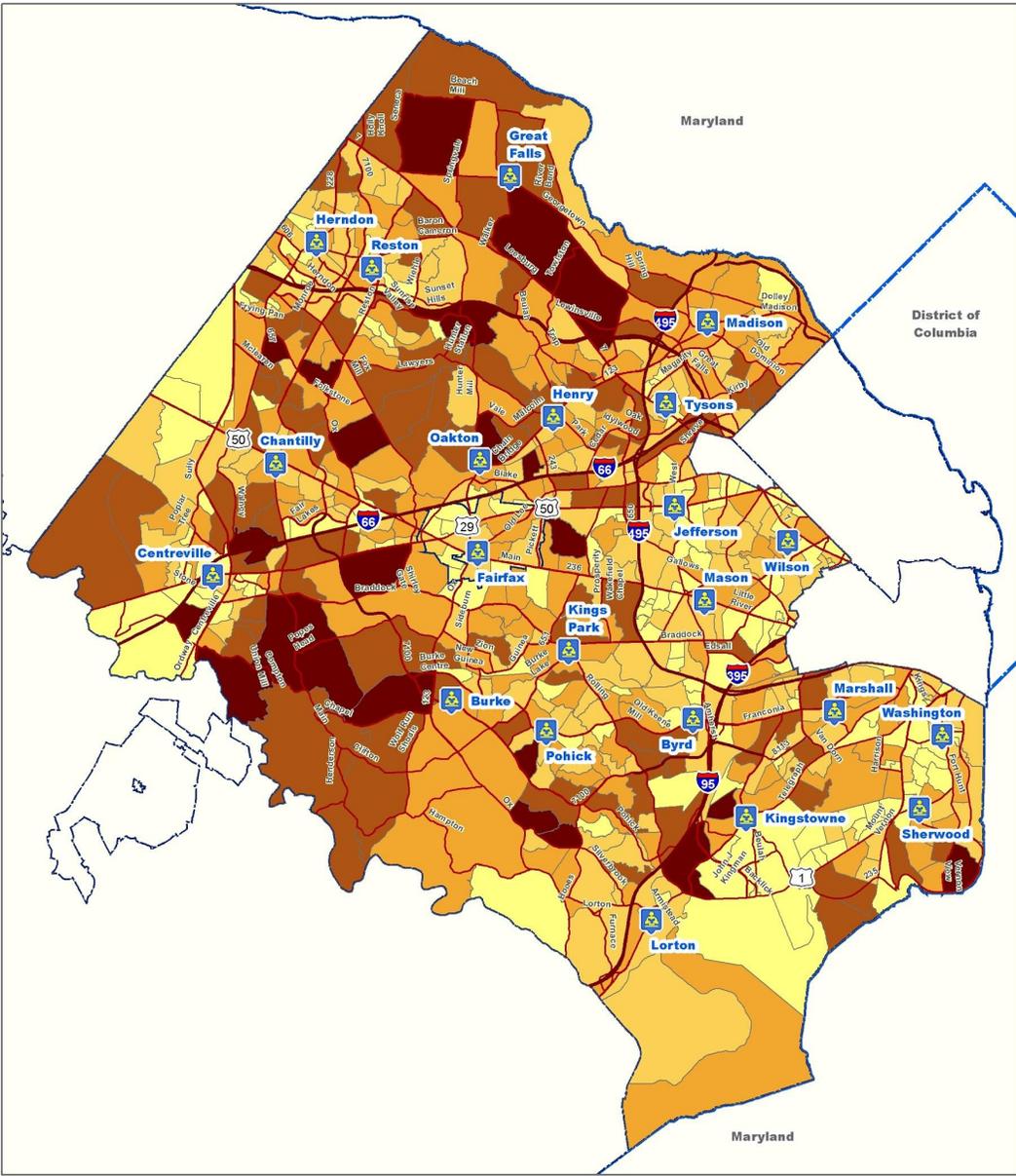
**HH Income \$100,000 to \$150,000**

- 0 - 71
- 72 - 124
- 125 - 185
- 186 - 274
- 275 - 566

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# Demographic Map: \$150k to \$250k HH Income



**HH Income \$150,000 to \$250,000**

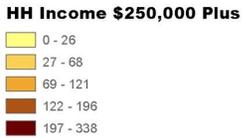
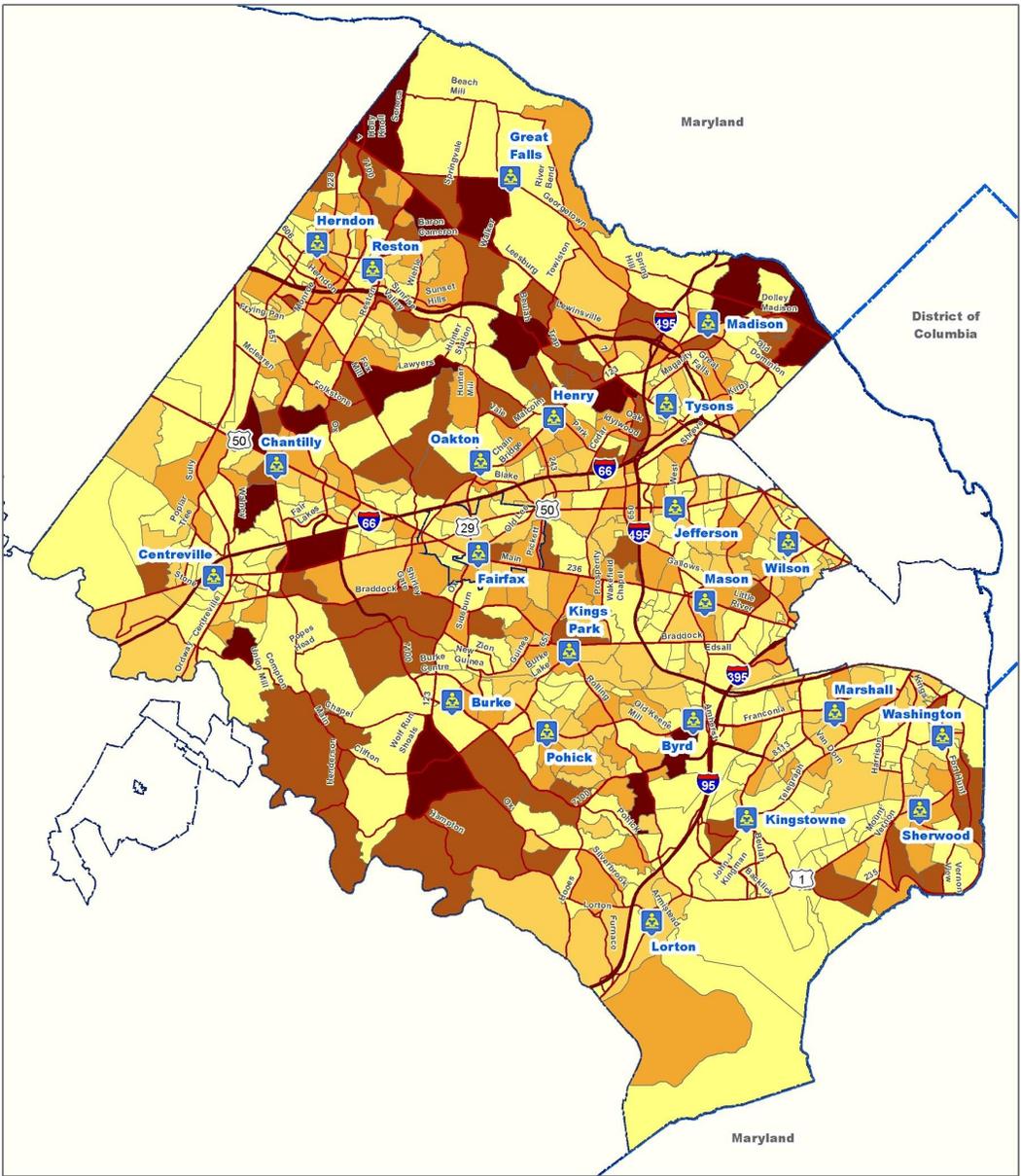
- 0 - 84
- 85 - 166
- 167 - 267
- 268 - 416
- 417 - 816

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# Demographic Map: \$250k Plus HH Income



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# Demographics: Population by Race

Race	Population		Share
White	721,107		63%
Asian	202,822		18%
Black	105,480		9%
Race 2 or more	122,118		11%
<b>Total</b>	<b>1,151,527</b>		<b>100%</b>

# Demographic Findings: Race and Ethnicity

## Distribution by race

Almost two-thirds are white: **63%**

Nearly one in five are Asian: **18%**

Just under one in ten are black: **9%**

The rest -- **11%** -- are Pacific Islander, American Indian, two or more races, or other race

# Demographics: Diversity Index

Segment	Diversity Index
Land Barons	0.68
Empire Builders	0.66
Grand Masters	0.61
Marquis Class	0.58
Stocks and Scholars	0.56
Golden Heritage	0.53
Gurus	0.52
Regents	0.51
Bonds and Babies	0.48
The Singles	0.46
Los Padres	0.46
Collegian	0.45
Urban Squires	0.45
Doublewides	0.43
Couples with Capital	0.43
Great Generations	0.42
Wizards	0.42
Centurions	0.41
East Meets West	0.41
The Godparents	0.40
Thriving	0.38
City Core	0.37
Family Coming of Age	0.37
Gray Eminence	0.37
Apprentices	0.36
Urban Moms	0.35
Hard Act to Follow	0.34
S* Seeks S*	0.33
The Sweet Life	0.33
Charmed Life	0.32
Managing Business	0.32
Social Whirls	0.32
Group Quarters	0.31
White Collar Status	0.30
Educated Earners	0.29
Sublime Suburbia	0.28
Sitting Pretty	0.28
Middle of the Road	0.28
Suburban Singles	0.28
Solo Acts	0.27
Kindred Spirit	0.27
Proud Family	0.24
<b>Average</b>	<b>0.46</b>

Diversity index is the probability of two or more people being from different racial or ethnic backgrounds

0.50 is the US average

A lower number represents a higher diversity index

A higher number represents a lower diversity index

# Demographic Findings: Race and Ethnicity

Diversity index

**Average is 0.46 just over the U.S. norm**

**Only 8 of 42 segments are above 0.5**

**12 of 42 segments are between 0.4 and 0.5**

**14 of 42 segments are between 0.3 and 0.4**

**8 of 42 segments are between 0.2 and 0.3**

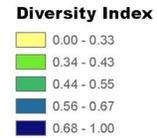
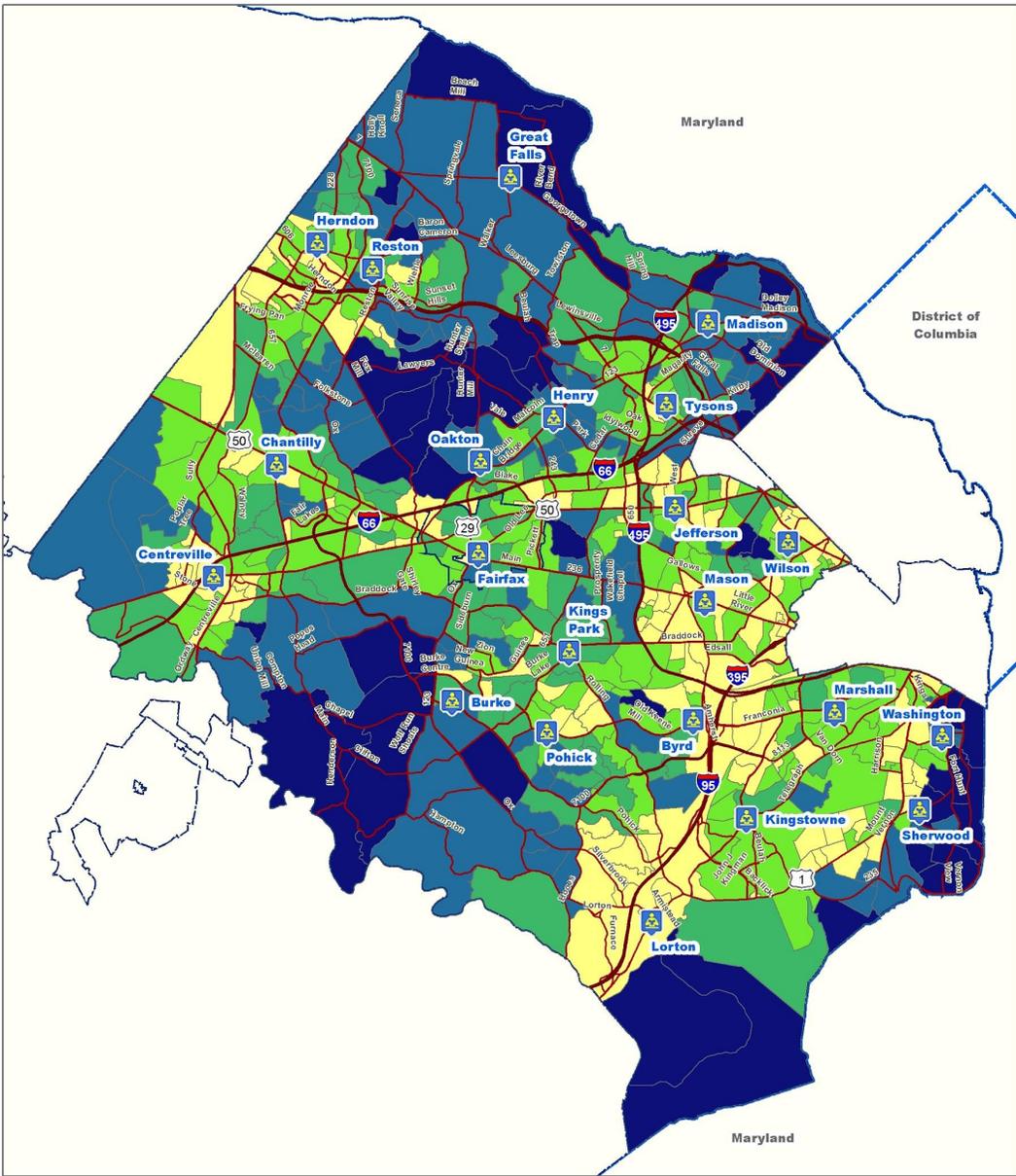
Diversity index is the probability of two or more people being from different racial or ethnic backgrounds

0.50 is the US average

A lower number represents a higher diversity index

A higher number represents a lower diversity index

# Demographic Map: Diversity Index



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Diversity index is the probability of two or more people being from different racial or ethnic backgrounds

0.50 is the US average

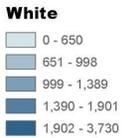
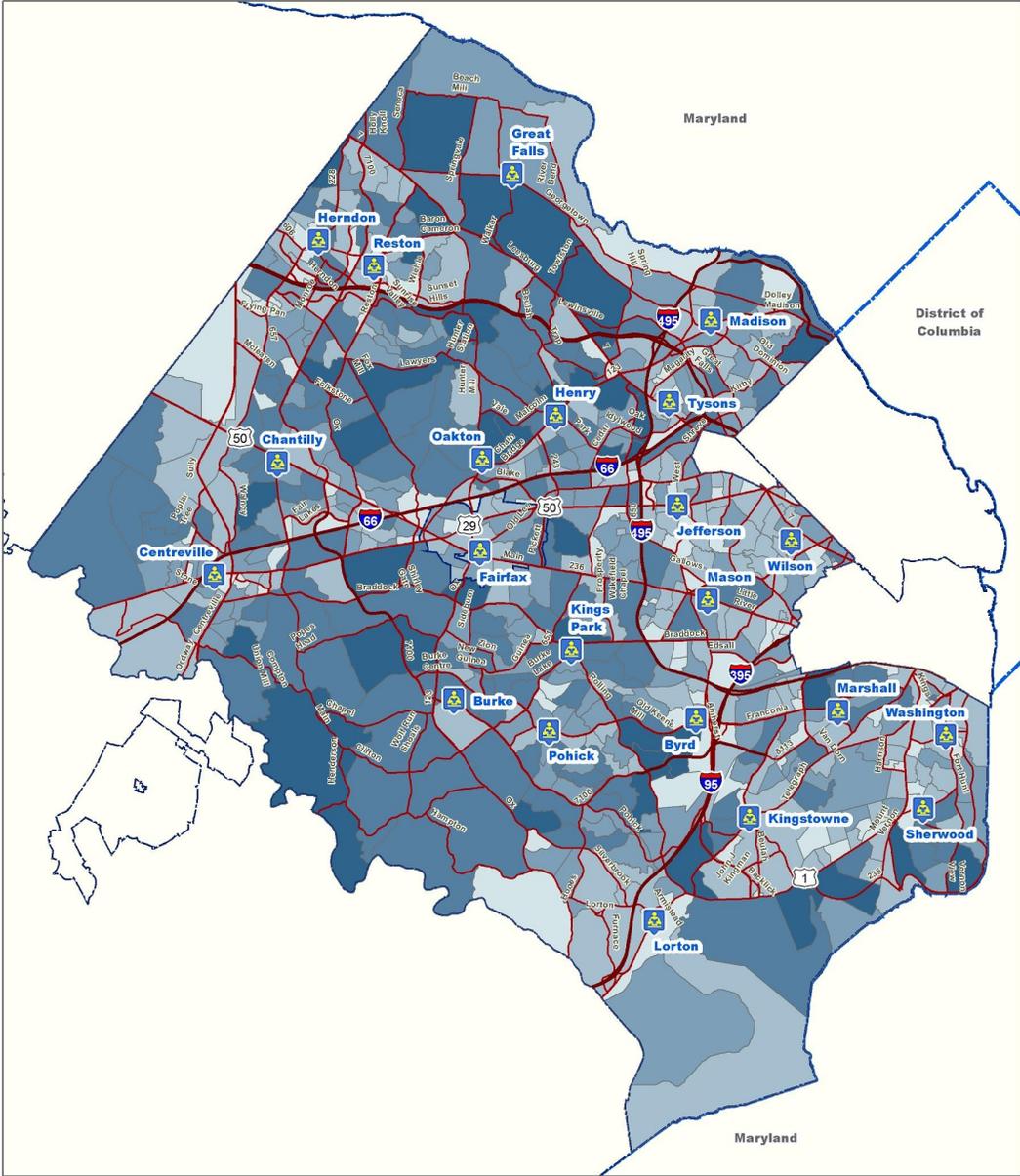
A lower number represents a higher diversity index

A higher number represents a lower diversity index

# Demographics: Segment by Race

Segment	White	Black	Asian	Other
Apprentices	40,232	7,837	14,682	7,248
Bonds and Babies	29,384	2,135	9,890	2,400
Centurions	849	255	26	135
Charmed Life	9,357	1,952	3,837	3,521
City Core	511	1,273	130	747
Collegian	3,730	757	592	417
Couples with Capital	82,569	11,403	24,261	9,939
Doublewides	2,051	533	258	1,401
East Meets West	4,340	909	7,767	772
Educated Earners	12,904	3,978	4,765	4,164
Empire Builders	81,673	2,114	11,083	3,675
Family Coming of Age	494	28	217	330
Golden Heritage	4,085	343	999	391
Grand Masters	43,016	1,568	6,342	2,366
Gray Eminence	584	17	220	73
Great Generations	46,341	6,481	12,531	5,827
Group Quarters	708	472	41	31
Gurus	8,501	1,155	1,832	811
Hard Act to Follow	3,097	573	650	1,057
Kindred Spirit	2,122	852	1,335	991
Land Barons	7,988	301	782	354
Los Padres	7,221	2,437	2,648	7,130
Managing Business	7,310	975	3,019	2,542
Marquis Class	41,241	1,755	5,924	2,618
Middle of the Road	568	549	110	367
Proud Family	565	542	316	403
Regents	17,391	1,246	3,912	1,697
S* Seeks S*	8,876	3,862	3,650	4,880
Sitting Pretty	22,662	9,521	9,625	9,000
Social Whirls	5,626	846	2,747	1,187
Solo Acts	2,640	626	2,017	1,139
Stocks and Scholars	38,748	1,998	7,737	2,284
Sublime Suburbia	2,684	772	1,029	700
Suburban Singles	5,759	2,384	2,193	2,832
The Godparents	692	21	206	410
The Singles	8,406	2,331	2,637	7,355
The Sweet Life	52,903	13,870	26,529	11,491
Thriving	951	2,542	367	1,057
Urban Moms	587	809	90	625
Urban Squires	77,463	5,630	17,128	11,141
White Collar Status	4,179	3,539	1,595	2,159
Wizards	30,099	4,289	7,103	4,451
<b>Average</b>	<b>721,107</b>	<b>105,480</b>	<b>202,822</b>	<b>122,118</b>

# Demographic Map: White

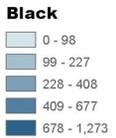
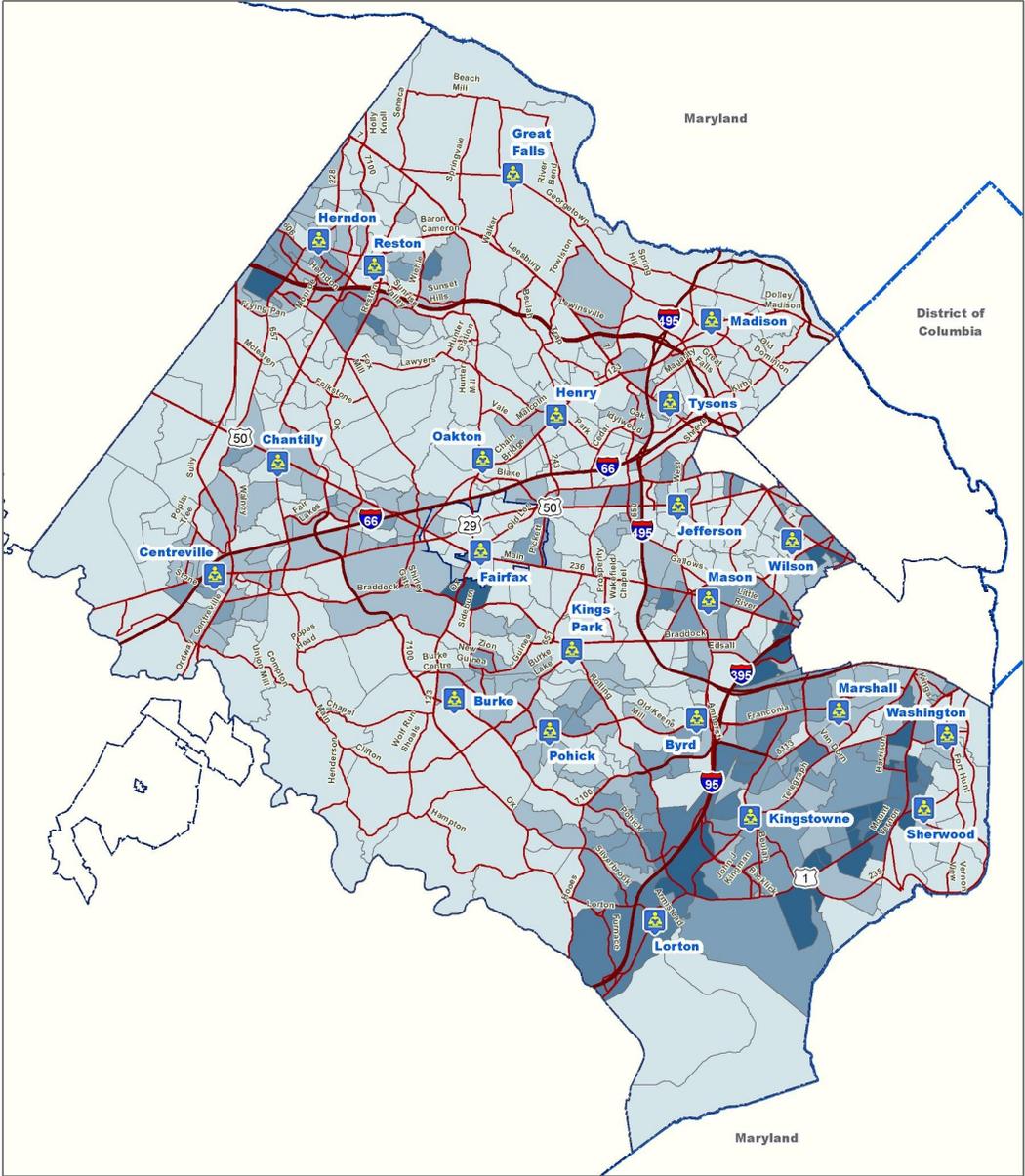


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# Demographic Map: Black

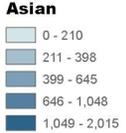
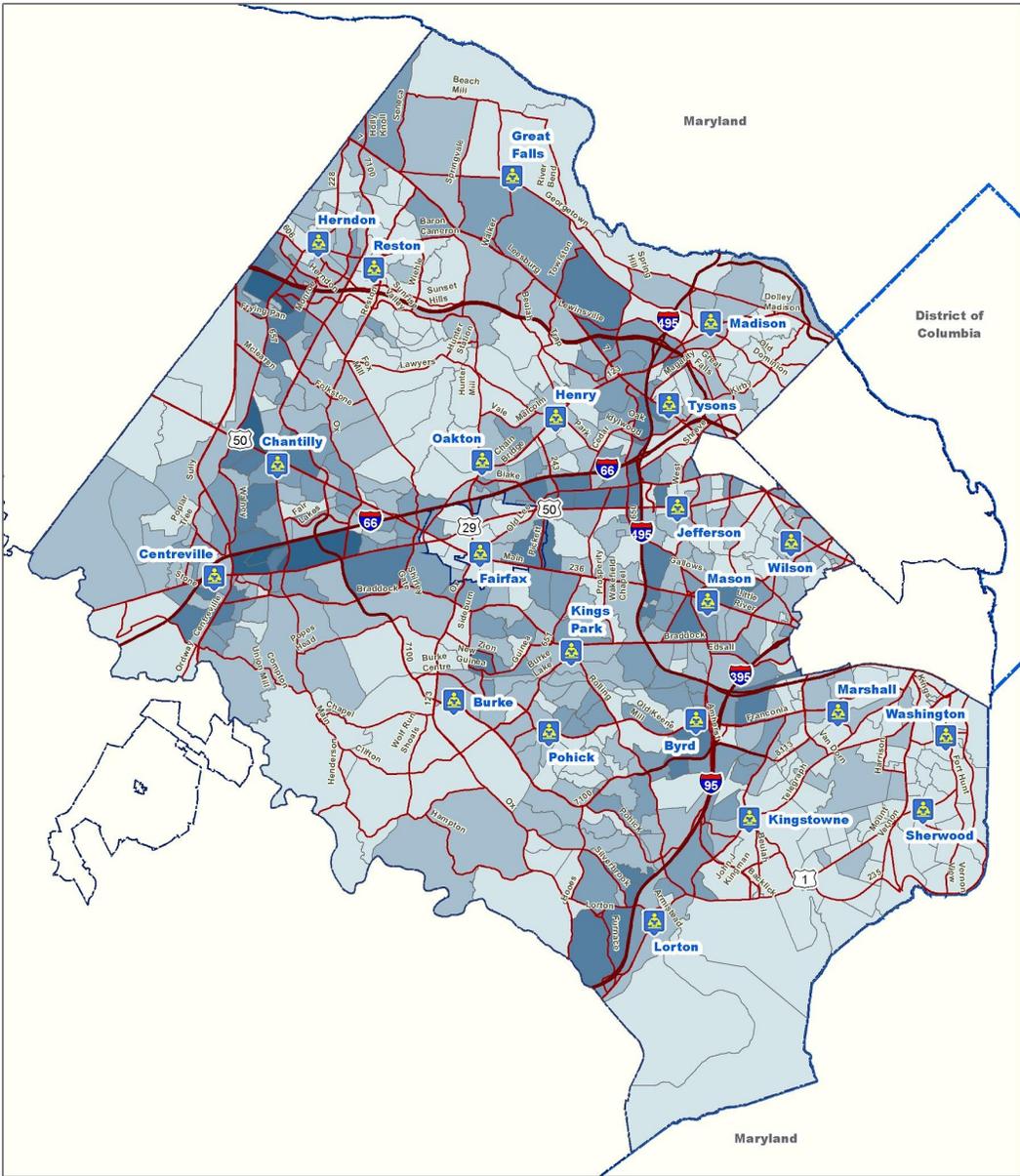


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# Demographic Map: Asian

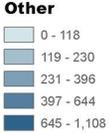
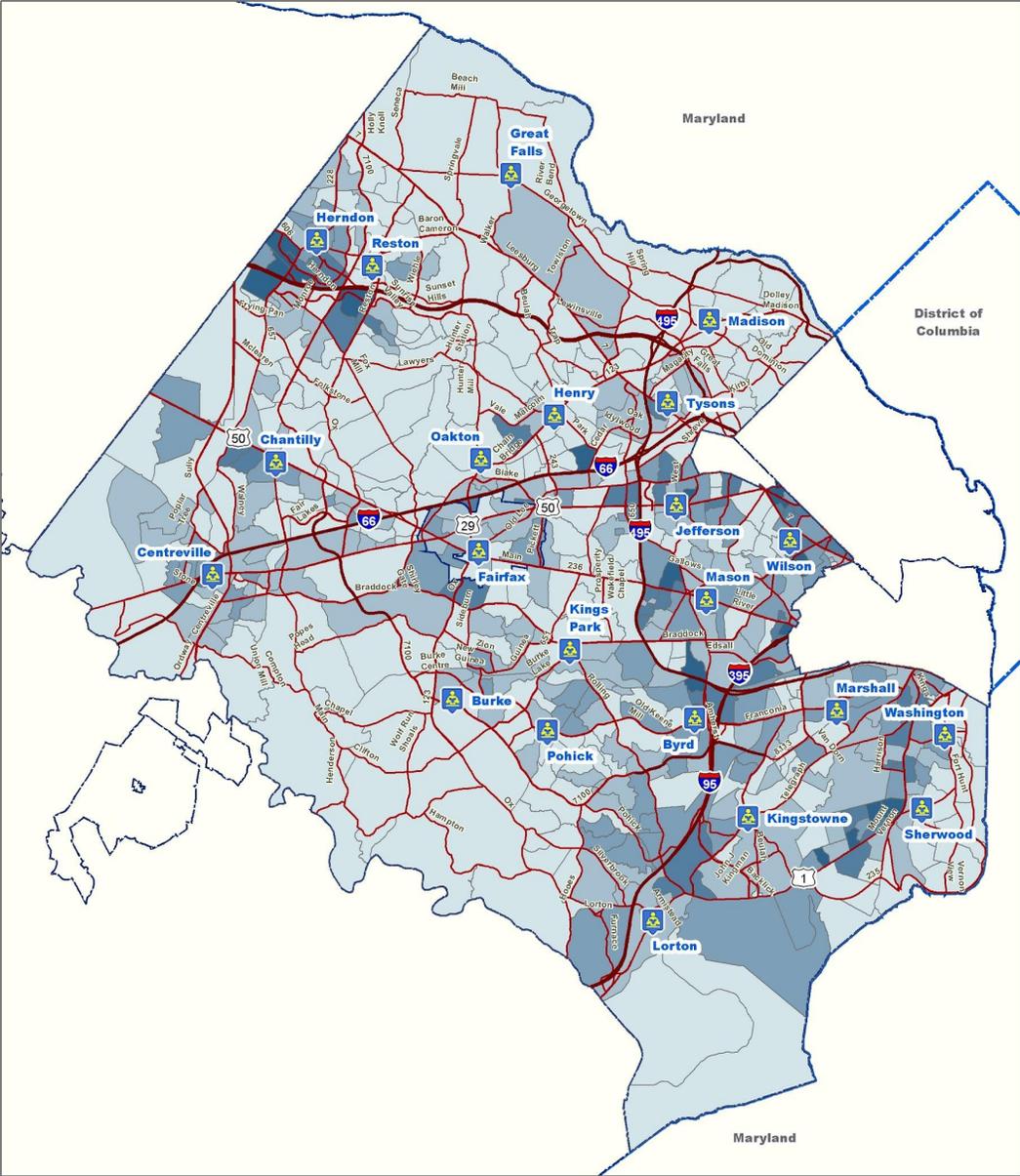


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# Demographic Map: All Other Races



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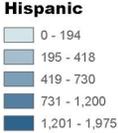
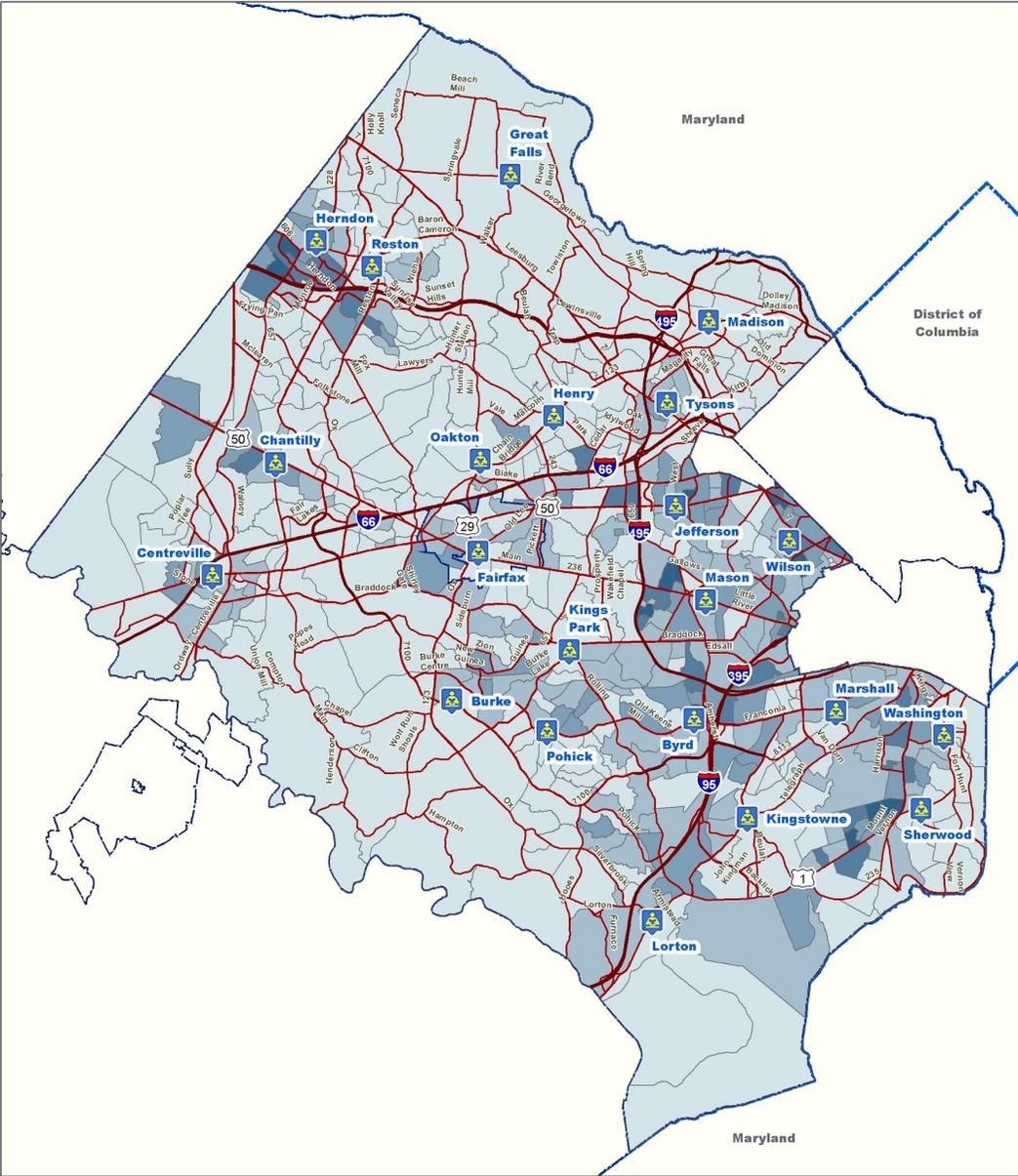
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# Demographics: Segment by Hispanic Ethnicity

Segment	Hispanic Ethnicity	Share by Segment	Total Population	Hispanic Share Tot Pop
Apprentices	10,010	14.3%	69,999	5.6%
Bonds and Babies	3,057	7.0%	43,809	1.7%
Centurions	169	13.4%	1,265	0.1%
Charmed Life	5,397	28.9%	18,667	3.0%
City Core	1,012	38.0%	2,661	0.6%
Collegian	366	6.7%	5,496	0.2%
Couples with Capital	13,472	10.5%	128,172	7.5%
Doublewides	2,517	59.3%	4,243	1.4%
East Meets West	861	6.2%	13,788	0.5%
Educated Earners	6,127	23.7%	25,811	3.4%
Empire Builders	4,402	4.5%	98,545	2.5%
Family Coming of Age	565	52.9%	1,069	0.3%
Golden Heritage	471	8.1%	5,818	0.3%
Grand Masters	3,135	5.9%	53,292	1.8%
Gray Eminence	161	18.0%	894	0.1%
Great Generations	7,665	10.8%	71,180	4.3%
Group Quarters	321	25.6%	1,252	0.2%
Gurus	1,292	10.5%	12,299	0.7%
Hard Act to Follow	1,590	29.6%	5,377	0.9%
Kindred Spirit	1,460	27.5%	5,300	0.8%
Land Barons	407	4.3%	9,425	0.2%
Los Padres	11,243	57.8%	19,436	6.3%
Managing Business	4,011	29.0%	13,846	2.2%
Marquis Class	4,154	8.1%	51,538	2.3%
Middle of the Road	549	34.4%	1,594	0.3%
Proud Family	506	27.7%	1,826	0.3%
Regents	2,405	9.9%	24,246	1.3%
S* Seeks S*	7,439	35.0%	21,268	4.2%
Sitting Pretty	13,472	26.5%	50,808	7.5%
Social Whirls	2,051	19.7%	10,406	1.1%
Solo Acts	1,846	28.7%	6,422	1.0%
Stocks and Scholars	2,578	5.1%	50,767	1.4%
Sublime Suburbia	1,286	24.8%	5,185	0.7%
Suburban Singles	4,482	34.0%	13,168	2.5%
The Godparents	730	54.9%	1,329	0.4%
The Singles	12,456	60.1%	20,729	7.0%
The Sweet Life	15,710	15.0%	104,793	8.8%
Thriving	1,388	28.2%	4,917	0.8%
Urban Moms	947	44.9%	2,111	0.5%
Urban Squires	17,290	15.5%	111,362	9.7%
White Collar Status	3,207	28.0%	11,472	1.8%
Wizards	6,625	14.4%	45,942	3.7%
<b>Total</b>	<b>178,832</b>	<b>15.5%</b>	<b>1,151,527</b>	

# Demographic Map: Hispanic Ethnicity



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# Demographics: Findings About Hispanic Ethnicity

## Hispanic population distribution

**15.5% of the population -- 178,832 people -- are Hispanic ethnicity across all races**

## Largest Hispanic segments

Urban Squires:	17,290 people / 15.5% of the segment is Hispanic
The Sweet Life:	15,710 people / 15.0% of the segment is Hispanic
Sitting Pretty:	13,472 people / 26.5% of the segment is Hispanic
Couples with Capital:	13,472 people / 10.5% of the segment is Hispanic
The Singles:	12,456 people / 60.1% of the segment is Hispanic
Los Padres:	11,243 people / 57.8% of the segment is Hispanic
Apprentices:	10,010 people / 14.3% of the segment is Hispanic