

Belleville Area District Library Strategic Research Findings

September 2013

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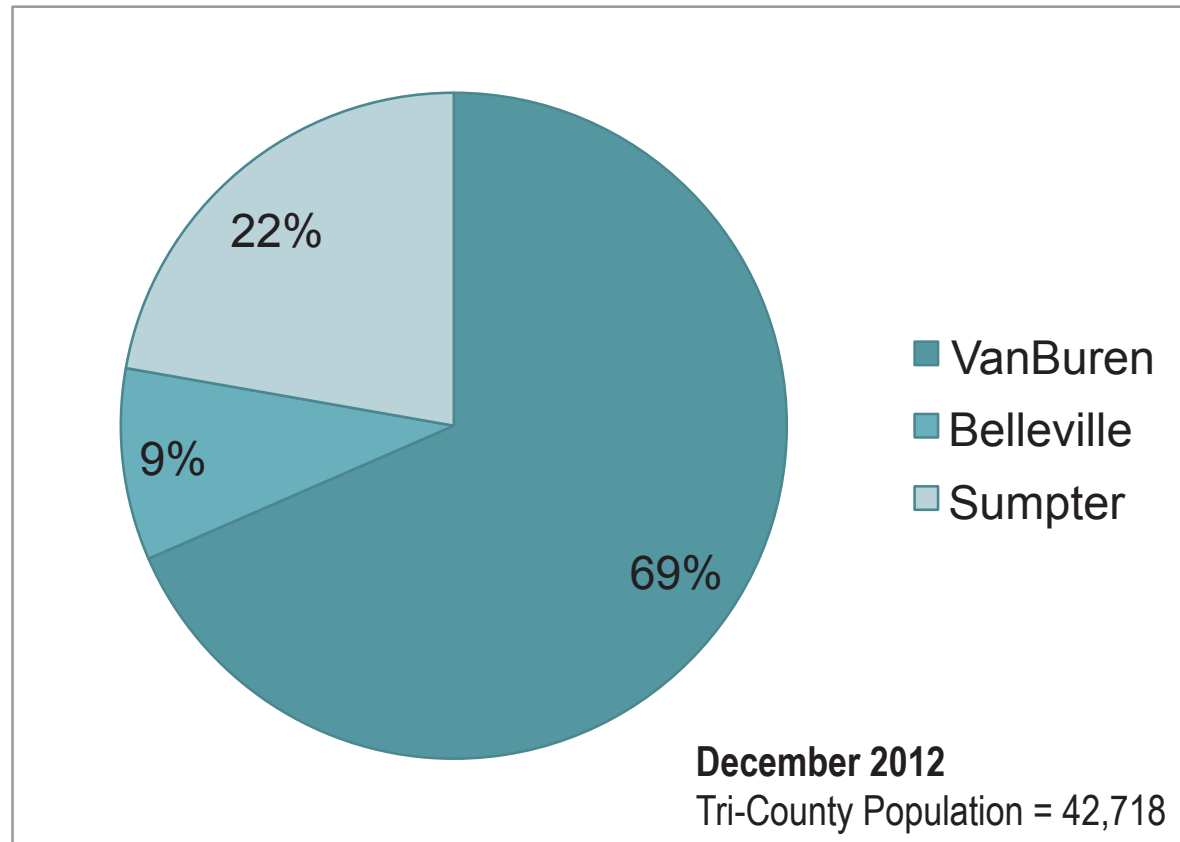
48111 DEMOGRAPHIC STATISTICS

Sources include the American Community Survey 5 Year Estimate (uses 2010 Census data and projections) and MOSAIC USA Interactive Guide

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+ 48111 Demographic Statistics

2012 Population

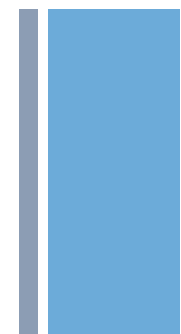


SOURCE: [SEMCOG](#)

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HOUSEHOLD TYPES



63% of households are families

28% have own children under 18 years old



FAMILY
HOUSEHOLDS

37% of households are “non-family”

30% have only 1 person in the home

27% have 2+ people, no kids

7% are 65+ years old

NON-FAMILY
HOUSEHOLDS



13.5% of family households have Single Female HOH

60% have own children under 18 years old



GENERAL NOTE:

8% have other relatives living with them.

6% have non-relatives living with them

SOURCE: American Community Survey 5 Year Estimate

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MATURE MARKET

2013

24% Total Population Age 55+

10% Total Population Age 65+

2013 Median HOH Income

Age 55 – 64: \$52,151

Age 65 – 74: \$46,917

Age 75+: \$28,878

HOUSEHOLDS w/ SENIORS

12% Belleville

7% Sumpter

4% Van Buren



*44% of Grandparents
are responsible
for Grandchildren*

SOURCE: American Community Survey 5 Year Estimate
SEMCOG

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ECONOMICS



MEDIAN HH INCOME

2010 = \$51,546 → **\$57K Sumpter**
\$54K Van Buren
\$45K Belleville

2013 = \$53,623 (+4%)

2018 = \$61,476 (+13% projected increase)

Total HH Avg. Expenditures

2013 = \$48,585 (94% of Median HH Income)

2018 = \$57,088 (93% of Median HH Income)

POVERTY AND PARTICIPATION IN GOVERNMENT PROGRAMS

- 12% of people are in considered “in poverty”
 - **13% Sumpter, 10% Van Buren, 7% Belleville**
- 17% of related children under 18 were below the poverty level
- 5% of people 65 years old and over were below the poverty level
- 9% of all families were below the poverty level
- 28% of families w/ female HOH and no husband were below the poverty level
 - 34% with kids under 18 years old.
 - 29% with kids under 5 years old.
- 3% received cash public assistance.
- 10% received food stamps/SNAP benefits.

**2012 Poverty Guidelines for the
48 Contiguous States and the District
of Columbia**

Persons in family/household	Poverty guideline
1	\$11,170
2	15,130
3	19,090
4	23,050
5	27,010
6	30,970
7	34,930
8	38,890

For families/households with more than 8 persons,
add \$3,960 for each additional person.

SOURCE: American Community Survey 5 Year Estimate
SEMCOG

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EDUCATION



52%
Education for
Employment

School Enrollment

(of residents age 3 or older, enrolled in educational programs...)

5%	Nursery School
5%	Kindergarten
38%	Grade 1 – 8
21%	Grade 9 -12
31%	College (Undergrad, Graduate or Professional)

Degrees within Community

13% Bachelors Degree
9% Graduate or Professional Degree

	Graduate	Bachelors	Associates	HS	Did not grad HS
VanBuren	10%	17%	8%	29%	9%
Belleville	7%	16%	10%	29%	16%
Sumpter	4%	7%	7%	40%	13%

+ 48111 Demographic Statistics **EMPLOYMENT**

Business Summary

- Approximately 1,223 establishments
- 14,123 Employees work in 48111 area
- 3.6% Self-employed workers
- 11.5% Unemployed (in Civilian labor force)
- Median income for female full-time, year round workers \$40,756
- Median income for male full-time, year round workers \$54,146



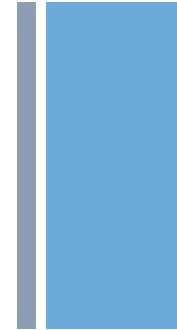
Educational services, health care, and social assistance account for 22% of employment in 48111, Manufacturing 18%. Arts, entertainment and recreation, accommodation/food services account for 11% of employees. Retail trade accounts for 9%. 8% work in transportation – mostly “air travel”, meaning people working at/for DTW and the airlines.

SOURCE: American Community Survey 5 Year Estimate

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DIVERSITY



	White	Black	Hispanic	Asian	Multi-Racial
VanBuren	63%	28%	3%	1%	3%
Belleville	79%	14%	4%	3%	3%
Sumpter	82%	12%	3%	>1%	3%

SOURCE: [SEMCOG](#)

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MOSAIC PROFILES

Consumer Lifestyle Segmentation using 2010 Census Data

50+% of Community fall into these three super-group categories:

21%

SUBURBAN STYLE

Middle-aged, ethnically-mixed suburban families & couples earning upscale incomes

- Suburban dwellers
- Diverse households
- Family-centric activities
- Career-focused
- Success-driven
- Upscale lifestyles
- Community-minded
- Brand conscious
- Internet convenience
- Value-minded

20%

PASTORAL PRIDE

Eclectic mix of lower middle-class widowed and divorced individuals and couples who have settled in country and small town areas

- Town and country communities
- Older couples and singles
- Multi-generational families
- Working class sensibility
- Casual lifestyles
- Value-conscious
- Tech-shy
- Price-sensitive
- Outdoor activities
- Proud

14%

SINGLES & STARTERS

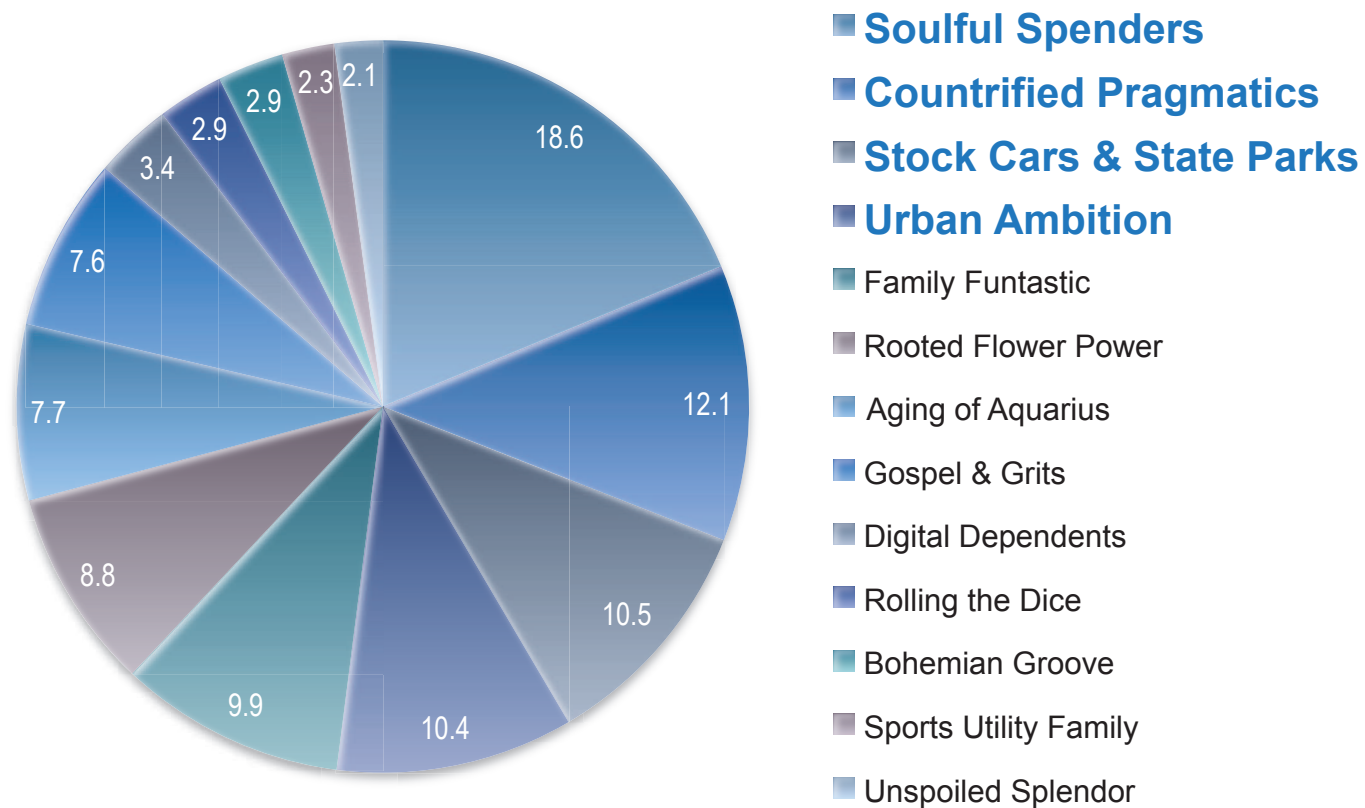
Young singles starting out, and some starter families, in diverse urban communities

- Single lifestyles
- Urban renters
- Generation Y
- Active leisure lives
- Aspirational
- Fashion-conscious
- Liberal views
- Early tech adopters
- Progressive attitudes
- Digitally influenced

SOURCE: MOSAIC USA Interactive Guide
BADL Strategic Research Project 2013

+ 48111 Demographic Statistics **MOSAIC PROFILES**

When it comes to sub-categories, the community is very diverse.



SOURCE: MOSAIC USA Interactive Guide

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MOSAIC PROFILES

Consumer Lifestyle Segmentation using 2010 Census Data

18%

SOULFUL SPENDERS

*Lower middle-income couples
and singles living rural,
casual lives*

- Traditional
- Value shoppers
- Cultural tolerance
- Success-driven
- Socially active
- Community-oriented
- Health-conscious
- Luxury vehicles
- Practical
- Internet convenience

Subset of Suburban Style



+ 48111 Demographic Statistics MOSAIC PROFILES

Consumer Lifestyle Segmentation using 2010 Census Data

12%
COUNTRIFIED PRAGMATICS
*Lower middle-income couples
and singles living rural,
casual lives*

- Tight budgets
- Tech-shy
- Remote rural communities
- Price-sensitive shoppers
- NASCAR fans
- Infrequent travel
- Television Entertainment
- Patriotic
- Independent Streak

Subset of Pastoral Pride

No vehicles
Age 31-35
Rural city style
Blue collar
Native American
Small car - budget
College basketball
High school diploma
Country music
DVR with cable/satellite box
College football
Pickup - full sized
NASCAR
Poker championships
Horseback riding
Age 19-24
College baseball
Suburban non-city style
Fishing, hunting, and outdoor recreation
Union
Below-average internet activity
Rural non-city style
Farm-related
Radio advertising
Prepaid mobile phone
Bowling
42+ inch TV
Buy American
\$25,000-\$34,999
\$35,000-\$49,999
Horse racing
Rodeo
Fresh-water fishing
Satellite Dish
Pickup - small
Skiing
Fishing
Classified



Consumer Lifestyle Segmentation using 2010 Census Data

STOCK CARS & STATE PARKS

Satellite Dish
Blue collar
NASCAR Aged parent Rural city style Age 46-50
Motorcycling \$50,000-\$74,999 Newspaper advertising
Poker championships High school diploma Camping trips Blue collar
Farm-related Children Young adult Farm-related Computers
Standalone DVR box Lowest consumer confidence Republican
Fishing, hunting, and outdoor recreation Rural non-city style
Pickup - full sized Suburban non-city style
Auto loan for new car Married with kids How-To/instruction shows
Tailgating Classified Buy American
\$75,000-\$99,999 Fresh-water fishing Country music High school diploma Some college
3+ vehicles
Alternative rock music Rodeo
Automotive

- Outdoor enthusiasts
- Conservative
- Blue-collar jobs
- Family-centric
- Price-sensitive
- Country living
- Domestic vehicles
- Online Shoppers
- Cautious investors
- Motor Sports Fans



diy
network
diynetwork.com

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MOSAIC PROFILES

Consumer Lifestyle Segmentation using 2010 Census Data

10.4%

URBAN AMBITION

Mainly Generation Y singles and single families established in mid-market cities

- Strained budgets
- Continuing Education
- Limited investments
- Frequent internet use
- Aspirational consumers
- Under banked
- Singles and single parents
- Urban fringe neighborhoods
- Appearances matter
- Traditional media consumption

Subset of Singles and Starters

Game websites Renter 1 TV in HH Music
 Movies Internet advertising Small car - budget
 Age 19-24 Magazine advertising Game show/contest shows
 \$15,000-\$24,999 Age 31-35 African American Very liberal
 Single male without kids Hip hop music
 Telemarketing and direct mail Public transportation Evening animation shows
 Single female with kids
 Single female without kids Teens TV advertising
 The New York Times - Sunday Fishing Single male with kids
 Very conservative
 Less than \$15,000 Age 25-30 Black/African-American R&B music
 Track and field Electronic educational toys Bowling
 Radio advertising Email and telemarketing
 Sales/service No vehicles \$25,000-\$34,999

