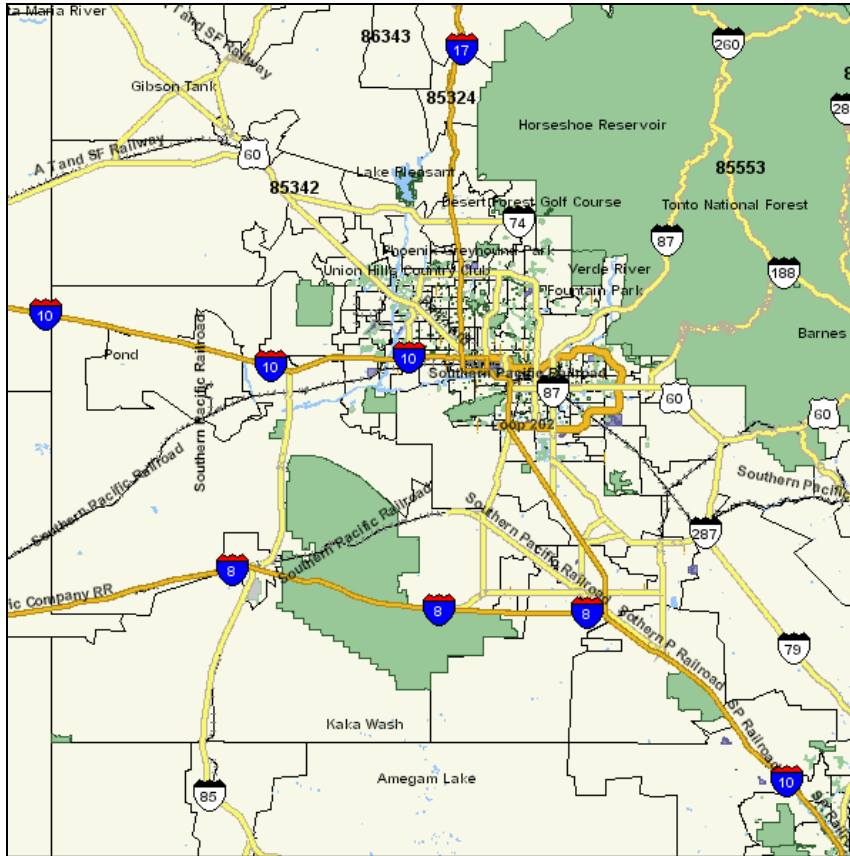# ORANGEBOY

Queen Creek Data

MCLD Service Area Demographics

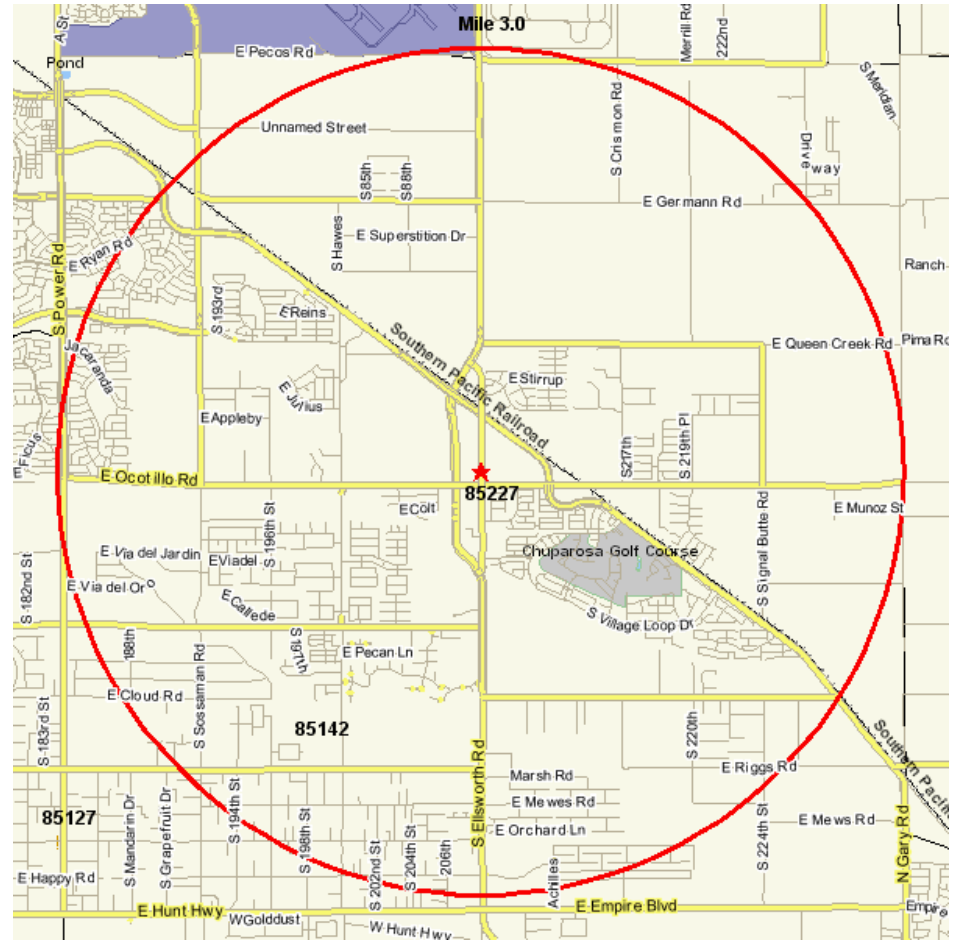Source: Nielsen Claritas Site Reports, 2011 Estimates

- 544,830 individuals
- 200,995 households
- Average household size: 2.69
- Education:
  - 19.9% Bachelor's Degree,
  - 11.5% Master's or Higher
- Households with people < 18: 32.21%
- Median HH Income: $64,927
- Average HH Income: $82,054
- 2011 – 2016 Growth: 13.85%
- Median Age: 39.25

MCLD Service Area: Carefree, El Mirage, Fountain Hills, Gila Bend, Gilbert, Goodyear, Guadalupe, Litchfield Park, New River, Paradise Valley, Queen Creek, Rio Verde, Sun City, Sun City West, Sun Lakes, and Surprise.
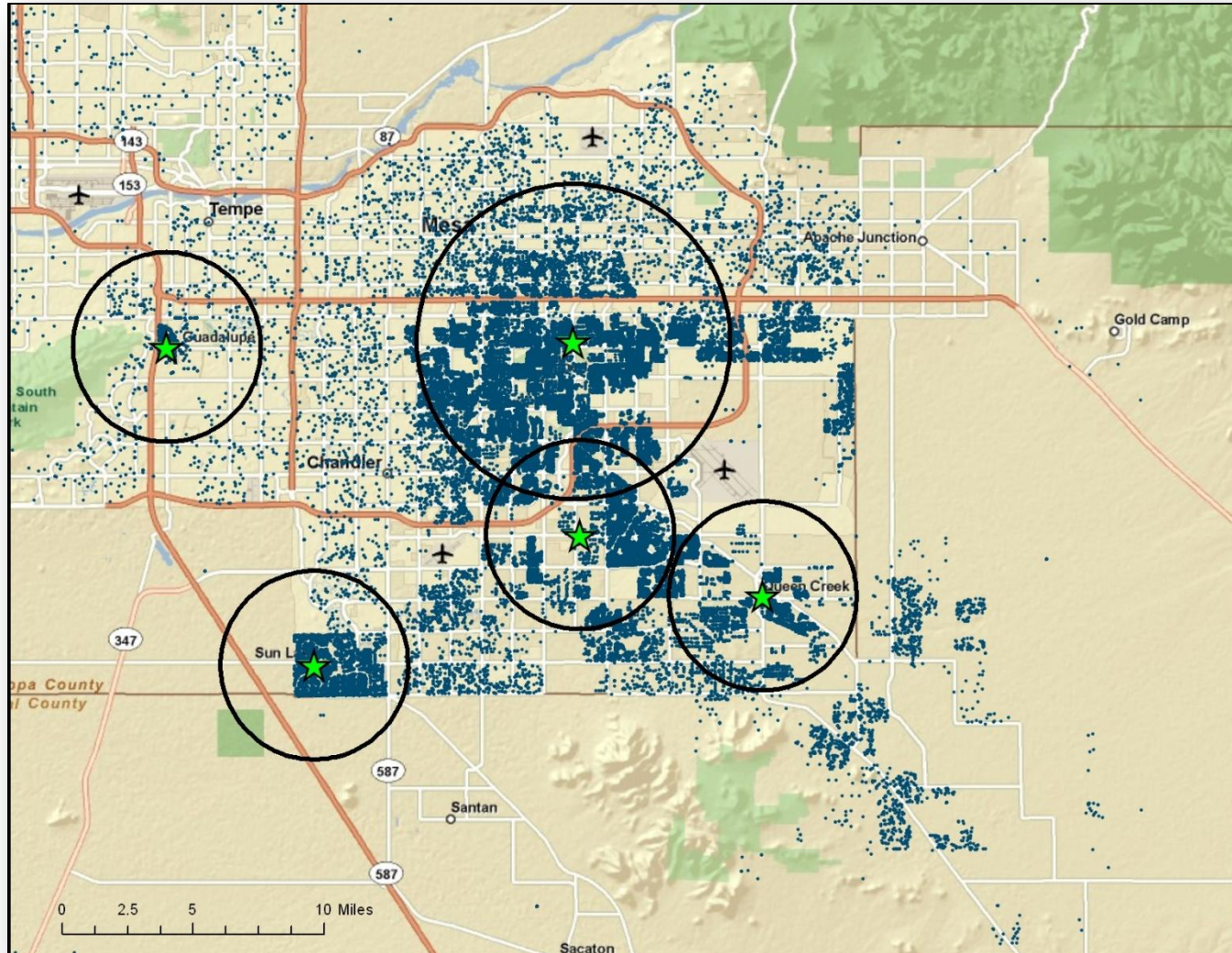
Queen Creek

3 Mile Radius

- 21,751 individuals

- 5,921 households

- 16.20% growth 2011-16

- 3.67 average household size

- 52.5% households with people ages < 18

- Median HH Income: $79,451

- Average HH Income: $95,109

- Median Housing Value: $258,978

- Median Age: 29.69

Source: Nielsen Claritas Site Reports, 2011 Estimates

Cardholders – Southeast View

Clusters

- **Provide advanced customer intelligence by segmenting individuals into groups that share common behavioral and lifestyle traits**

- **Formed by collecting data about individuals based on library usage, life stage, and lifestyles**

- **Exhibit primary and secondary behaviors**

Learning the Ropes

Primary Use: Borrow children's materials

12.3% of respondents

Library Satisfaction

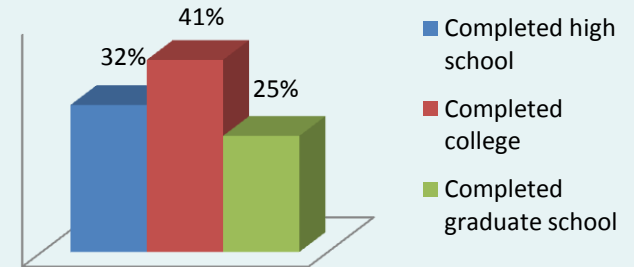| Most satisfied with	Least satisfied with
•Print collection •Building cleanliness •Building lighting	•Hours of operation •Availability of library program and service info •Downloadable eBooks

eBooks
- **29.4% currently access eBooks**
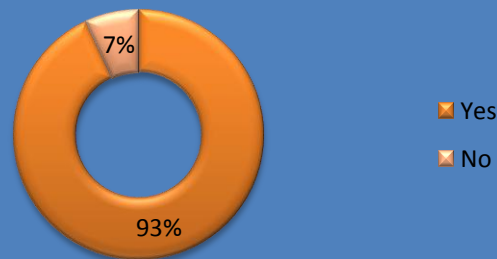- **43.4% plan to access eBooks in the future**

Library Usage & Reading Behaviors
- **Visit weekly or twice a month**
- **3-10+ items per visit**
- **Read an average of 30 books per year**

Education

41%
32%
25%

- Completed high school
- Completed college
- Completed graduate school

Children Under 18

7%
93%

- Yes
- No

Ages of Children

0-4	73.7%
5-12	90.1%
13-17	41.3%

Virtual Viewers

Primary Use: Access/download content from the Library website

4.9% of respondents

Library Satisfaction

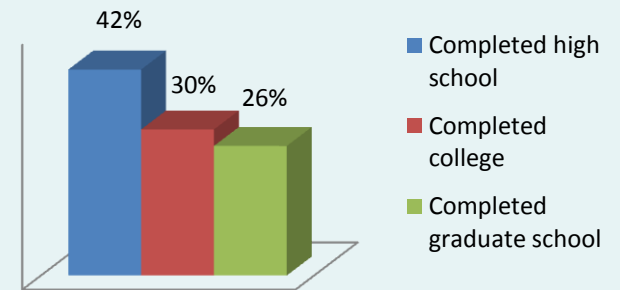| Most satisfied with	Least satisfied with
• Print collection • Staff assistance • Staff friendliness	• Public computers • Downloadable eBooks • Online databases

eBooks
- **95.4% currently access eBooks**
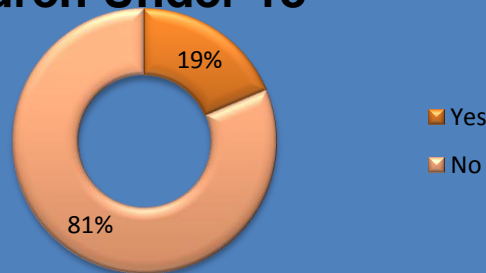- **3.1% plan to access eBooks in the future**

Library Usage & Reading Behaviors
- **Visits every other month or less**
- **1-2 items per visit**
- **Read 40+ books per year**

Education

- 42% Completed high school
- 30% Completed college
- 26% Completed graduate school

Children Under 18

- 19% Yes
- 81% No

Ages of Children

Age	Percentage
0-4	15.2%
5-12	26.5%
13-17	21.2%

Featherweight Browsers

Primary Use:
Browse library shelves to borrow adult print materials

17.5% of respondents

Library Satisfaction

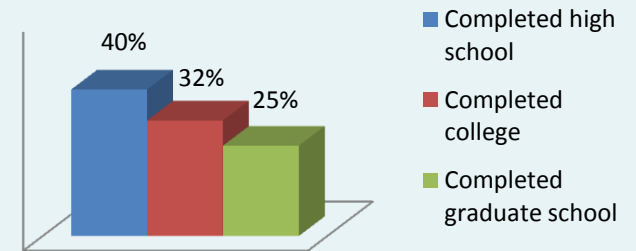| Most satisfied with	Least satisfied with
•Print collection •Magazine/newspapers •Building cleanliness	•Hours of operation •Public computers •Downloadable eBooks

eBooks
•**35.6% currently access eBooks**
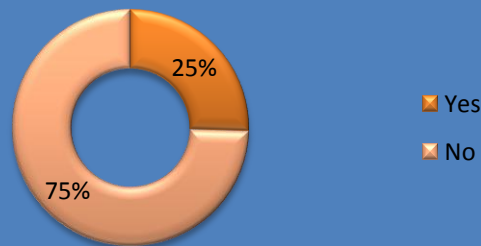•**34.8% plan to access eBooks in the future**

Library Usage & Reading Behaviors
•**Visit every other month**
•**1-2 items per visit**
•**Read an average of 13 books per year**

Education

40%   32%   25%

- Completed high school
- Completed college
- Completed graduate school

Children Under 18

25%
75%

- Yes
- No

Ages of Children

0-4	13.5%
5-12	26.5%
13-17	33.4%