



Fort Worth Library

Scoresheet Interpretation Summary


December 15, 2009

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Implementation (How to Read the Score Sheet)

Score sheets will be provided for all potential sites that are scored using the Fort Worth Library profile and model.

Example of score sheet (Central Library):



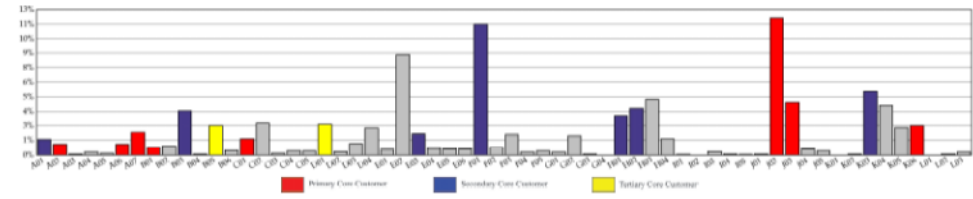
Fort Worth Library Score Sheet

Branch: CENTRAL LIBRARY	Score: 85
Address: 500 W 3RD ST	
City, State: FORT WORTH, TX	
DMA: Dallas-Ft. Worth	
BUDS: Metropolitan (4)	Date Scored: 12/11/2009
Strategy: NEUTRAL	Total SQFT: 175,000
	Trade Area (Minutes): 16

Profile Indices	Average	Site
Active Borrower	100	100
Adult Fiction	100	95
Adult Non-Fiction	100	98
Best Sellers	100	94
Books on CD	100	93
Children's Fiction	100	95
Children's Non-Fiction	100	98
Door Counts	100	100
DVD	100	102
Internet Users	100	98
Juvenile DVD	100	104
Music CDs	100	100
PC Sessions	100	97
Picture Books / Easy Readers	100	97
Reference	100	102
Spanish Materials	100	111
Teen	100	99


Demographics	Average	Site
Households	30,450	192,245
Active Borrowers	11,386	61,656
Active Borrower Penetration Percent	41.6	32.1
Five Year Population Growth Percent	5.0	5.1
Percent HH with Children	40.5	38.0
Percent Asian	3.1	3.1
Percent Black	25.1	19.5
Percent Hispanic	39.8	37.8
Median HH Income	\$41,401	\$43,995

Trade Area Segmentation Profile



The chart displays the distribution of customer segments across various categories. The Y-axis represents percentage (0% to 13%). The X-axis lists numerous categories. The legend indicates: Primary Core Customer (Red), Secondary Core Customer (Blue), and Tertiary Core Customer (Yellow). Notable peaks include a high percentage of Primary Core Customers in the 'Spanish Materials' category and a high percentage of Secondary Core Customers in the 'Households' category.

Buxton
2651 South Polaris Drive
Fort Worth, TX 76137



Tel: 817.332.3681
Fax: 817.332.3686
www.buxtonco.com

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Understanding the Score Sheet

Each library location has been scored on a variety of measures called Profile Indices, noting how well the residents in the area around the library match specific profiles for borrowing or using types of materials or services. These tendencies are represented by indices which are calibrated around a score of 100 which represents the average current Fort Worth Library location .

A score of 100 indicates that the library trade area is no more and no less likely than average to have residents in the trade area matching the profile for the type of material or service . A score above 100 indicates an above average interest or tendency to engage in the activity. A score below 100 indicates a below average interest or tendency to engage in the activity. These scores are intended as a guide for the types of materials and services that would likely be most utilized by borrowers at this library.

Measures on the report are described below:

- **Score** – The score is based on the how closely the residents in the trade area around the library match the profile of active borrowers in the Fort Worth Library system, the concentration of active borrower households in the trade area, the total number of households in the trade area, and the projected population growth rates over the next 5 years.
- **Trade Area** – The trade area indicates the drive-time distance used for profile scoring and demographic statistics. For existing locations, this is determined by data of where the library's borrowers live. The average Fort Worth drive time of 8 minutes was used to define the trade area for potential or future locations.
- **Profile Indices Average** – These statistics note the average variable values of the existing Fort Worth Library system, plus Northwest.
- **Profile Indices Site Value** – These statistics note the actual variable value for the location's trade area. This value is computed based on each lifestyle segment's general propensity to use the material or service and weighted based on each segment's representation in the branch's trade area. A particular Profile Index should be compared across libraries, not with that library's other Profile Indices.
- **Demographics Average** – These statistics note the average number (count or percentage) for the entire Fort Worth Library system.
- **Demographics Site** – These statistics show the actual count or percentage within the library's trade area.
- **Active Borrower Penetration Percent** – This number shows the percentage of households in the trade area that are active borrowers.

Example of Indices and Scores (Central Library):

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Central Library has a 16 minute trade area, and has a model score of 85.

There are 61,656 active borrowers within 16 minutes of the Central Library.

- Trade Area Segmentation Profile – This profile displays the household composition for the designated drive time for the site. Based on the profile for overall active borrowers across all Fort Worth Library locations, Primary Core Borrowers are red, Secondary Core Borrowers blue, and Tertiary Core Borrowers yellow.

Example of segmentation profile (Central Library):

